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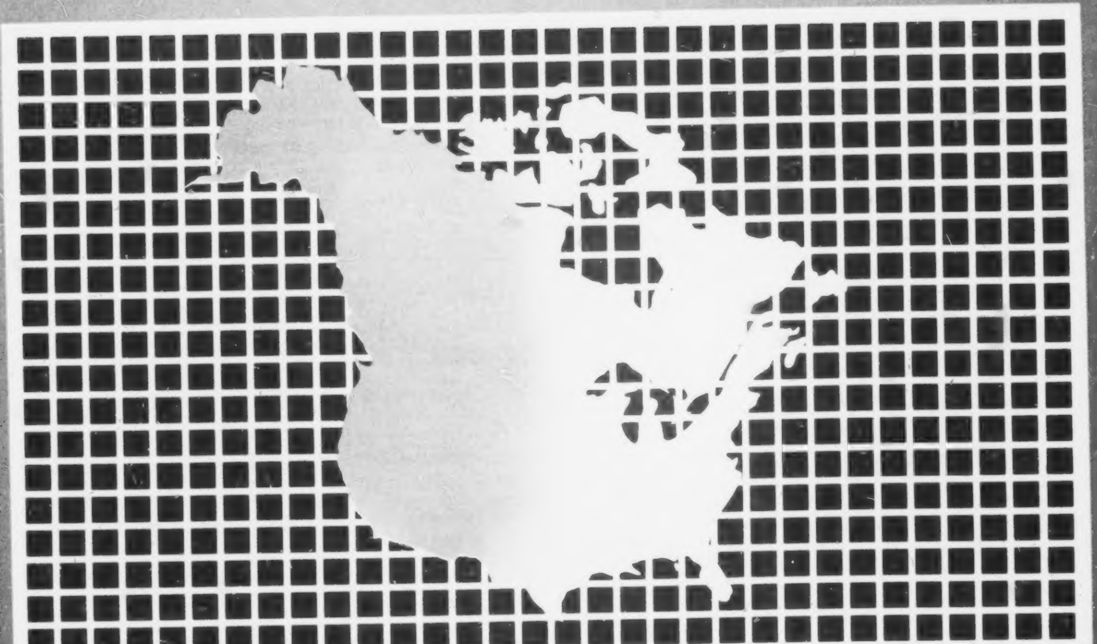
# Market Guide



## 1990

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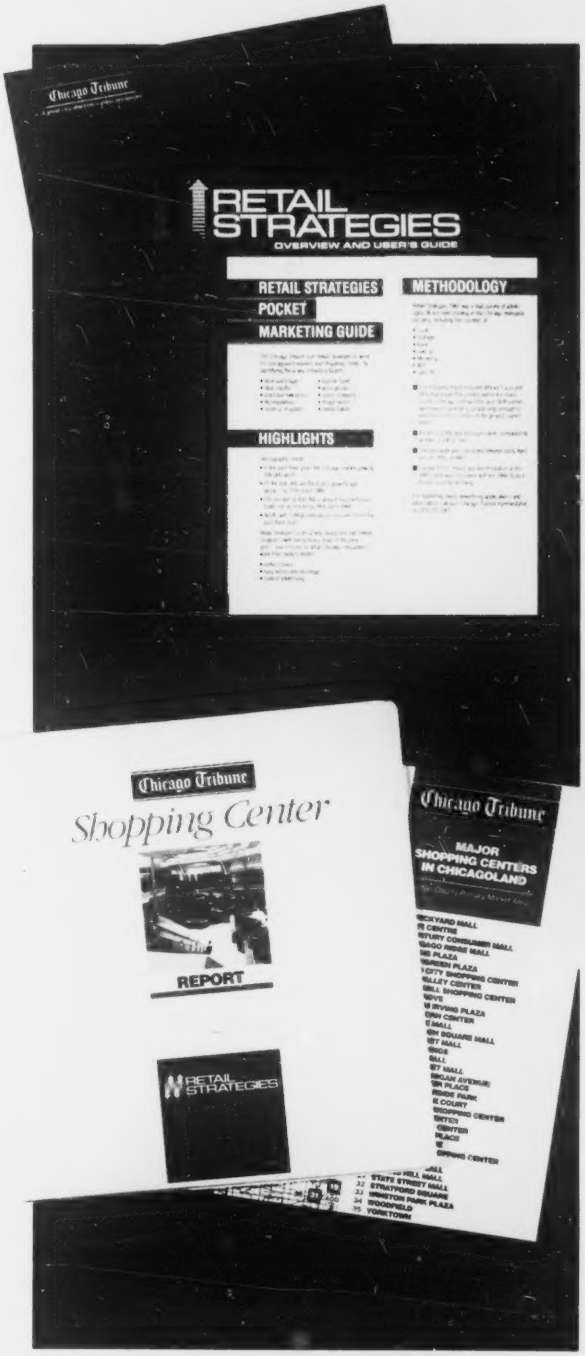
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(Circle No. 1 on Market Request Card)

The *MARKET GUIDE* has been published annually by the Editor & Publisher Co. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

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# Expanded Population Estimates

In this edition of the EDITOR & PUBLISHER MARKET GUIDE we have expanded the breakdown of population by age groups from breakdowns by state to breakdowns by Metro Areas and Counties. This information has been added to United States tables of estimates of population, income, households and farm products in Section IV of this guide to markets in the United States and Canada.

The information about the number of farms, value of crops and livestock listed in the tables in Section IV are from the recently released 1987 United States Census of Agriculture.

The estimates of 1990 population, income, households, total retail sales, and the nine categories of retail sales — lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eating/drinking establishments and drug stores — have been made by E&P Research, Inc., an affiliate of The Editor & Publisher Company.

Data for the heart of the MARKET GUIDE, the individual 14-point market survey for each market in the USA and Canada where a daily newspaper is published, provide users with unduplicated information gathered by our staff from many sources, including the daily newspapers serving the market.

Additional information about any of the markets listed may be obtained by contacting the newspaper or newspapers listed in item 14 of each individual market survey. Computer tapes or diskettes of data from the Guide or customized reports may be obtained from Editor & Publisher Company or E&P Research Inc. (609) 482-0088.

**Ferdinand C. Teubner**
**Publisher**

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# SECTION I

## 1990 Market Rankings

### Including Metropolitan Statistical Area definitions and Newspaper Representatives — U.S. and Canada

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# How to use the 1990 Editor & Publisher Market Guide

The data in this *MARKET GUIDE* is presented in four sections:

**I — Market Ranking Tables**

These tables show, ranked by size according to E&P estimates for 1990, the population, disposable income, income per household, total retail sales, lumber/hardware sales, general merchandise, food sales, automobile sales, gasoline sales, apparel sales, furniture sales, eat/drink sales and drug sales of all MSAs, PMSAs and the top 250 counties and cities of the U.S.

**II — Individual Market Surveys—United States**

Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county-seat cities without daily newspapers.

**III — Individual Market Surveys—Canada**

Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

**IV — Sales, Population and Income Tables**

E&P 1990 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1990 population, personal income — total, per capita and per household; also number of farms and value of crops and livestock. New this year are the E&P population estimates for five age groups.

## SAMPLE SURVEY

**1 - Location of city on map**

**2 - Railroads, inter-city bus lines, motor freight and airlines available to the community**

**1 - LOCATION:** Seminole County (in Orlando MSA). E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92. State Hwys. 46, 415, I-4.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Motor Freight Carriers**-8.
**Barges**-From Jacksonville to Port of Sanford on inland waterway.
**Intercity Bus Lines**-City; Greyhound; Tamiami Trail Tours.

**3 - 1989 local population estimates of your community and county**

**3 - POPULATION:**
Corp. City 80 Cen. 23,176; E&P 89 Est. 32,166
MSA 80 Cen. 700,699; E&P 89 Est. 940,731
County 80 Cen. 179,752; E&P 89 Est. 259,456
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - 1989 estimates of number of households in the community and county**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,355; E&P 89 Est. 12,115
County 80 Cen. 63,247; E&P 89 Est. 94,895
MSA 80 Cen. 252,847; E&P 89 Est. 354,000

**5 - Number of banks in the City Zone, with the latest available totals of deposits**

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $194,066,390 |
| Savings & Loan | 2 | (incl. above) |

**6 - Number of passenger autos**

**6 - PASSENGER AUTOS:** County 164,819

**7/8 - Gas and electric meters for CORPORATE LIMITS only**

**7 - ELECTRIC METERS:** County 76,323

**8 - GAS METERS:** Residence 4,100

**9 - KINDS of industries: NOT names of companies! Number of wage earners, and the average weekly wage for CITY ZONE only**

**9 - PRINCIPAL INDUSTRIES:** Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

**10 - Minimum and maximum temperatures during the year**

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

**11 - Kinds of tap water**

**11 - TAP WATER:** Alkaline, soft.

**12 - The most important shopping centers, the distance from "Downtown" and the name of principal stores in each shopping center**

**12 - RETAILING: Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Deltona(18) | 9 | Winn-Dixie |
| Longwood(10) | 9 | Winn-Dixie |
| Seminole(28) | 11 | Publix, Natl. Fab. |
| K mart(7) | 2 | K mart |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores open evenings and Sunday**-JCPenney, Zayre, Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

**13 - Retail stores in these categories which are located in the City Zone, plus the number of chain stores**

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Garett's; Jacobson's.
**Discount Stores**-Zayre; K mart; Wal-Mart.
**Variety Stores**-McCrory's 2; Family Dollar; Dollar General.
**Chain Drug Stores**-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.
**Chain Supermarkets**-Winn-Dixie 3; Publix; Albertson's.

**14 - ABC Statement; Publisher's Statement or Sworn Circulation Statement; VAC or CAC.**

**14 - Name and title of the person on the newspaper to be contacted by advertising prospects for information**

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 8,307 (S) 8,307; sworn Sept. 30, 1989.
**Local Contact** for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
**National Representative**: Landon Associates.

# GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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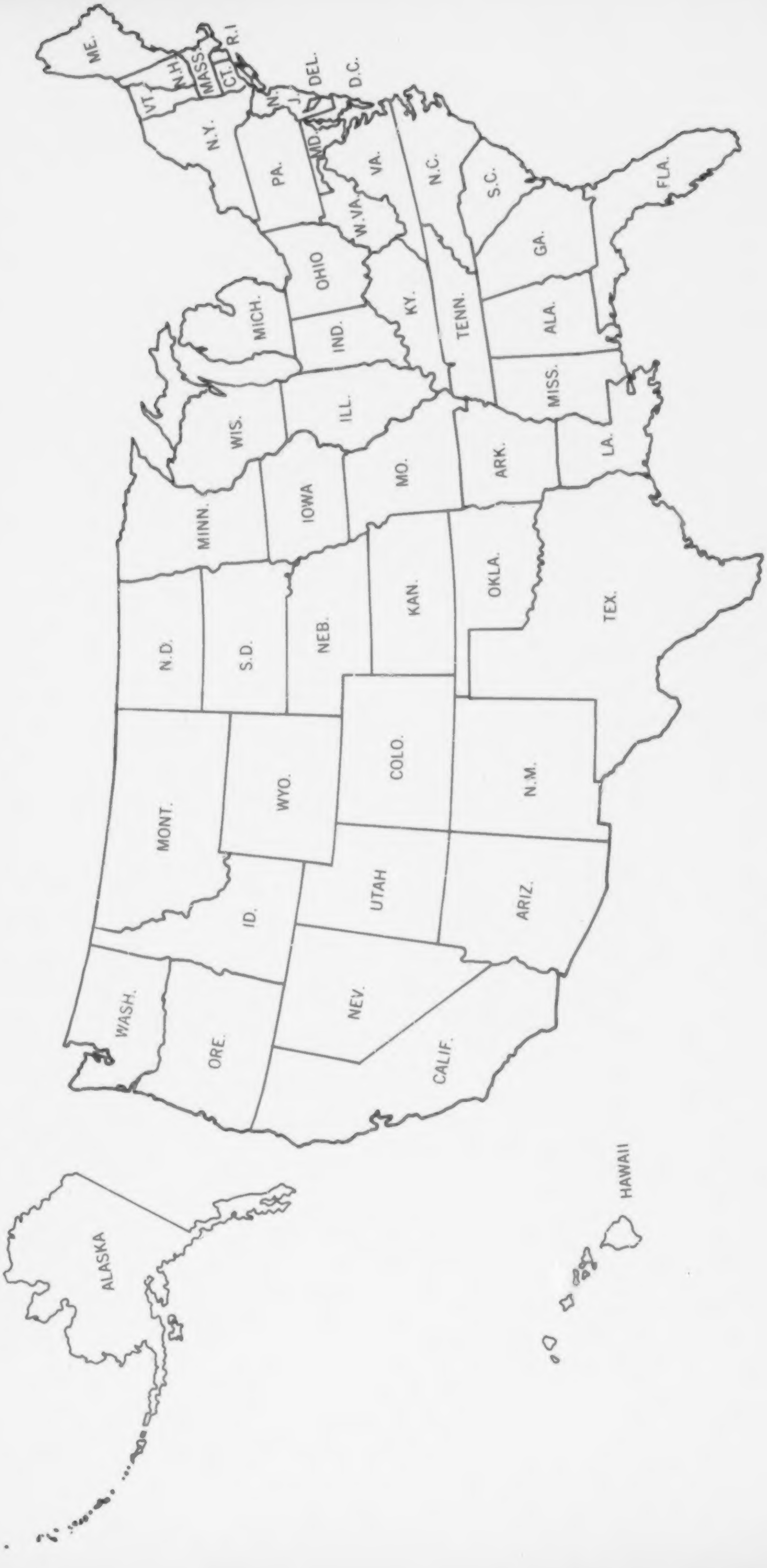
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MONT.
UTAH
ARIZ.
ID.
NEV.
WASH.
ORE.
CALIF.
ALASKA
HAWAII

# DEFINITIONS AND NOTES

**ABC**—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditor's examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

**ADVERTISING & MERCHANDISING DATA**—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appear in paragraph 14 of each survey.

**CIRCULATION FIGURES**—The March 1989 figures appear in most of the surveys. Where March 1989 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

**CITY ZONE (CZ)**—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

**CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA)**—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears on the following pages.

**CONSUMER SPENDABLE INCOME**—See "Disposable Personal Income" below.

**DISPOSABLE PERSONAL INCOME**—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income," is equal to current income received individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

**EFFECTIVE BUYING INCOME**—See "Disposable Personal Income" above.

**ESTIMATES**—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or are considered "local estimates."

**FARM DATA**—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1987.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

**HOUSEHOLDS**—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

**INCOME PER HOUSEHOLD (DISPOSABLE INCOME)**—The total average income earned or received by each household with direct or indirect taxes deducted.

**METROPOLITAN STATISTICAL AREA (MSA)**—A large population nucleus with adjacent communities which have a high degree of economic and social integration within that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

**NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)**—Indicates specific street locations of active retail trade.

**NEWSPAPER DESIGNATED MARKET (NDM)**—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

**PASSENGER AUTOS**—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states, no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

**PERSONAL INCOME**—See "Disposable Personal Income" above.

**PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)**—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

**RETAIL SALES ESTIMATE TABLES**—Based upon the lastest available (1982) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions, all listed in this volume) rather than by the products sold. For example, many non food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

**RETAIL TRADING ZONE (RTZ)**—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilites, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

**SHOPPING CENTER**—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

**STATISTICS CANADA**—Canadian Government agency in Ottawa reponsible for all official statistics covering population, retail sales, etc.

**STORES**—Stores are typed according to the definition of the 1982 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

**SUPERMARKET**—This term involves these three conditions: annual sales volume of at least $1 million; four departments — dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

# RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the Editor & Publisher Market Guide is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.)

The 1987 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1987 Census is the basis for the Retail Sales Estimates included in the 1990 edition. However, strict comparison of the data for both the 1982 and 1987 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1987 census are not the same as in the 1982 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1982. For 1987, data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census, and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1987, data for nonemployers and combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the Miscellaneous Retail Stores category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

**Apparel and Accessories**

Men's and boys' clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT)
Corset and lingerie stores (5631 PT)
Other women's accesory, specialty stores (5631 PT)
Children's and infant's wear shoes (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT)
Women's shoe stores (5661 PT)
Children's and juveniles' shoe stores (5661 PT)
Family shoe stores (5661 PT)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory stores (5699)

**Automotive Dealers**

Dealers with domestic car franchise only (5511 PT)
Dealers with imported car franchise only (5511 PT)
Dealers with domestic, import car franchises (5511 PT)
Used-car dealers (5521)
Tire battery, and accessory dealers (5531 PT)
Other auto and home supply stores (5531 PT)
Boat dealers (5511)
Recreational and utitlity trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

**Drug Stores**

Drug stores (5912 PT)
Proprietary stores (5912 PT)

**Eating and Drinking Places**

Restaurants and lunchrooms (5812 PT)
Social caterers (5812 PT)
Cafeterias (5812 PT)
Refreshment places (5812 PT)
Contract feeding (5812 PT)
Ice Cream, frozen custard stands (5812 PT)
Drinking places (alcoholic beverages) (5813)

**Food**

Grocery stores (5441)
Freezer and locker meat provisioners (5422)
Meat market (5423 PT)
Fish (seafood) markets (5423 PT)
Fruit stores and vegetable markets (5431)
Candy, nut and confectionery stores (5411)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

**Furniture, Home Furnishing and Equipment**

Furniture stores (5712)
Floor covering stores (5713)
Drapery, curtain and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT)
Musical instrument stores (5733 PT)

**Gasoline Service Stations**

Gasoline service stations (5541)

**General Merchandise**

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

**Lumber, Hardware**
**(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)**

Lumber and other building material dealers (5211)
Paint, glass and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

**Miscellaneous Retail**

Liquor stores (5921)
Used merchandise stores (5931)
General-line sporting goods stores (5941 PT)
Specialty-line sporting goods stores (5941 PT)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing, needlework and piece goods stores (5949)
General merchandise, n.e.c. — mail order (5961 PT)
Other mail order houses (5961 PT)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment — direct selling (5963 PT)
Mobile food service — direct selling (5963 PT)
Other direct selling (5963 PT)
Fuel and ice dealers, n.e.c. (5982)
Fuel-oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT)
Optical goods stores (5999 PT)
Other retail stores, n.e.c. (5999 PT)

# METROPOLITAN STATISTICAL AREAS
## (MSAs, PMSAs and CMSAs)

**METROPOLITAN STATISTICAL AREAS** are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities — as many as three — all dependant upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 265 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA**. A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban;
3. Less than 50 percent of its workers commute to jobs outside of the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

MSAs in New England have been combined to form **NEW ENGLAND COUNTY METROPOLITAN STATISTICAL AREAS (NECMSA)**.

The complete criteria used in defining metropolitan statistical areas can be obtained directly from the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

# METROPOLITAN STATISTICAL AREAS
## (In alphabetical order by city)

**Abilene, TX**
*(MSA)*
Taylor County

**Aguadilla, PR**
*(MSA)*
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

**Akron, OH**
*(PMSA)*
Portage County
Summit County
*see also Cleveland-Akron-Lorain, OH CSMA.*

**Albany, GA**
*(MSA)*
Dougherty County
Lee County

**Albany-Schenectady-Troy, NY**
*(MSA)*
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

**Albuquerque, NM**
*(MSA)*
Bernalillo County

**Alexandria, LA**
*(MSA)*
Rapides Parish

**Allentown-Bethlehem, PA-NJ**
*(MSA)*
Carbon County, PA
Lehigh County, PA
Northampton, PA
Warren County, NJ

**Altoona, PA**
*(MSA)*
Blair County

**Amarillo, TX**
*(MSA)*
Potter County
Randall County

**Anaheim-Santa Ana, CA**
*(PMSA)*
Orange County
*see also Los Angeles-Anaheim-Riverside, CA CSMA.*

**Anchorage, AK**
*(MSA)*
Anchorage Borough

**Anderson, IN**
*(MSA)*
Madison County

**Anderson, SC**
*(MSA)*
Anderson County

**Ann Arbor, Mich.**
Washtenaw County
*see also Detroit-Ann Arbor, Mich. CSMA.*

**Anniston, AL**
*(MSA)*
Calhoun County

**Appleton-Oshkosh-Neenah, WI**
*(MSA)*
Calumet County
Outagamie County
Winnebago County

**Arecibo, PR**
*(MSA)*
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

**Asheville, NC**
*(MSA)*
Buncombe County

**Athens, GA**
*(MSA)*
Clarke County
Jackson County
Madison County
Oconee County

**Atlanta, GA**
*(MSA)*
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

**Atlantic City, NJ**
*(MSA)*
Atlantic County
Cape May County

**Augusta, GA-SC**
*(MSA)*
Columbia County, Ga.
McDuffie County, GA
Richmond County, Ga.
Aiken County, SC

**Aurora-Elgin, IL**
*(PMSA)*
Kane County
Kendall County
*see also Chicago-Gary Lake County, IL-IN-WI CMSA.*

**Austin, TX**
*(MSA)*
Hays County
Travis County
Williamson County

**Bakersfield, CA**
*(MSA)*
Kern County

**Baltimore, MD**
*(MSA)*
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

**Bangor, ME**
*(MSA)*
•Penobscot County:Bangor, Brewer, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Old Town City, Orono, Orrington, Veazie; Penobscot Indian Island Indian Reservation.
•Waldo County: Winterport town.

**Baton Rouge, LA**
*(MSA)*
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

**Battle Creek, MI**
*(MSA)*
Calhoun County

**Beaumont-Port Arthur, TX**
*(MSA)*
Hardin County
Jefferson County
Orange County

**Beaver County, PA**
*(PMSA)*
Beaver County
*see also Pittsburgh-Beaver Valley, PA CMSA.*

**Bellinham, WA**
*(MSA)*
Whatcom County

**Benton Harbor, MI**
*(MSA)*
Berrien County

**Bergen-Passaic, NJ**
*(PMSA)*
Bergen County
Passaic County
*see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.*

**Billings, MT**
*(MSA)*
Yellowstone County

**Biloxi-Gulfport, MS**
*(MSA)*
Hancock County
Harrison County

**Binghamton, NY**
*(MSA)*
Broome County
Tioga County

**Birmingham, AL**
*(MSA)*
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

**Bismarck, ND**
*(MSA)*
Burleigh County
Morton County

**Bloomington, IN**
*(MSA)*
Monroe County

**Bloomington-Normal, IL**
*(MSA)*
McLean County

**Boise City, ID**
*(MSA)*
Ada County

**Boston, MA**
*(PMSA)*
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
*see also Boston-Lawrence-Salem, MA-NH CMSA.*

**Boulder-Longmont, CO**
*(PMSA)*
Boulder County
*see also Denver-Boulder, CO CMSA.*

**Bradenton, FL**
*(MSA)*
Manatee County

**Brazoria, TX**
*(PMSA)*
Brazoria County
*see also Houston-Galveston-Brazoria, TX CSMA.*

**Bremerton, WA**
*(MSA)*
Kitsap County

**Bridgeport-Milford, CT**
*(PMSA)*
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
*see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.*

**Bristol, CT**
*(PMSA)*
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
*see also Hartford-New Britain-Middleton, CT CMSA.*

**Brockton, MA**
*(PMSA)*
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
*see also Boston-Lawrence-Salem, MA-NH CMSA.*

**Brownsville-Harlingen, TX**
*(MSA)*
Cameron County

**Bryan-College Station, TX**
*(MSA)*
Brazos County

**Buffalo, NY**
*(PMSA/CMSA)*
Erie County
*see also Buffalo-Niagara Falls, NY CMSA.*

**Burlington, NC**
*(MSA)*
Alamance County

**Burlington, VT**
*(MSA)*
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

**Caguas, PR**
*(PMSA)*
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
*see also San Juan-Caguas, PR CMSA.*

**Canton, OH**
*(MSA)*
Carroll County
Stark County

**Casper, WY**
*(MSA)*
Natrona County

**Cedar Rapids, IA**
*(MSA)*
Linn County

**Champaign-Urbana-Rantoul, IL**
*(MSA)*
Champaign County

**Charleston, SC**
*(MSA)*
Berkeley County
Charleston County
Dorchester County

**Charleston, WV**
*(MSA)*
Kanawha County
Putman County

**Charlotte-Gastonia-Rock Hill, NC-SC**
*(MSA)*
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

**Charlottesville, VA**
*(MSA)*
Albemarle County
Fluvanna County
Greene County
Charlottesville City

**Chattanooga, TN-GA**
*(MSA)*
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

**Cheyenne, WY**
*(MSA)*
Laramie County

**Chicago, IL**
*(PMSA/CMSA)*
Cook County
DuPage County
McHenry County
*see also Chicago-Gary Lake County CMSA.*

**Chico, CA**
*(MSA)*
Butte County

**Cincinnati, OH-KY-IN**
*(PMSA)*
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
*see also Cincinnati-Hamilton CMSA.*

**Clarksville-Hopkinsville, TN-KY**
*(MSA)*
Montgomery County, TN
Christian County, KY

**Cleveland, OH**
*(PMSA/CMSA)*
Cuyahoga County
Geauga County
Lake County
Medina County
*see also Cleveland-Akron-Lorain, OH CMSA.*

**Colorado Springs, CO**
*(MSA)*
El Paso County

**Columbia, MO**
*(MSA)*
Boone County

**Columbia, SC**
*(MSA)*
Lexington County
Richland County

**Columbus, GA-AL**
*(MSA)*
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

**Columbus, OH**
*(MSA)*
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

**Corpus Christi, TX**
*(MSA)*
Nueces County
San Patricio County

**Cumberland, MD-WV**
*(MSA)*
Alleghany County, MD
Mineral County, WV

**Dallas, TX**
*(PMSA/CMSA)*
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
*see also Dallas-Fort Worth CMSA.*

**Danbury, CT**
*(PMSA)*
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
*see also New York, Northern New Jersey-Long Island CMSA.*

**Danville, VA**
*(MSA)*
Pittsylvania County
Danville City

**Davenport-Rock Island-Moline, IA-IL**
*(MSA)*
Scott County, IA
Henry County, IL
Rock Island County, IL

**Dayton-Springfield, OH**
*(MSA)*
Clark County
Greene County
Miami County
Montgomery County
*see also Dayton-Springfield, OH CMSA.*

**Daytona Beach, FL**
*(MSA)*
Volusia County

**Decatur, AL**
*(MSA)*
Lawrence County
Morgan County

**Decatur, IL**
*(MSA)*
Macon County

**Denver, CC**
*(PMSA)*
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
*see also Denver-Boulder CMSA.*

**Des Moines County, IA**
*(MSA)*
Dallas County
Polk County
Warren County

**Detroit, MI**
*(PMSA)*
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
*see also Detroit-Ann Arbor, MI CMSA.*

**Dothan, AL**
*(MSA)*
Dale County
Houston County

**Dubuque, IA**
*(MSA)*
Dubuque County

**Duluth, MN-WI**
*(MSA)*
St. Louis County, MN
Douglas County, WI

**Eau Claire, WI**
*(MSA)*
Chippewa County
Eau Claire County

**El Paso, TX**
*(MSA)*
El Paso County

**Elkhart-Goshen, IN**
*(MSA)*
Elkhart County

**Elmira, NY**
*(MSA)*
Chemung County

**Enid, OK**
*(MSA)*
Garfield County

**Erie, PA**
*(MSA)*
Erie County

**Eugene-Springfield, OR**
*(MSA)*
Lane County

**Evansville, IN-KY**
*(MSA)*
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

**Fall River, MA-RI**
*(PMSA)*
●Bristol County, MA: Fall River city; Somerset Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
*see also Providence-Pawtucket-Fall River CMSA.*

**Fargo-Moorhead, ND-MN**
*(MSA)*
Cass County, ND
Clay County, MN

**Fayetteville, NC**
*(MSA)*
Cumberland County

**Fayetteville-Springdale, AR**
*(MSA)*
Washington County

**Fitchburg-Leominster, MA**
*(MSA)*
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

**Flint, MI**
*(MSA)*
Genesee County

**Florence, AL**
*(MSA)*
Colbert County
Lauderdale County

**Florence, SC**
*(MSA)*
Florence County

**Fort Collins-Loveland, CO**
*(MSA)*
Larimer County

**Fort Lauderdale-Hollywood-Pompano Beach, FL**
*(PMSA)*
Broward County
*see also Miami-Fort Lauderdale CMSA.*

**Fort Myers-Cape Coral, FL**
*(MSA)*
Lee County

**Fort Pierce, FL**
*(MSA)*
Martin County
St. Lucie County

**Fort Smith, AR-OK**
*(MSA)*
Crawford County, AR
Sebastian County, AR
Sequoyah County, OK

**Fort Walton Beach, FL**
*(MSA)*
Okaloosa County

**Fort Wayne, IN**
*(MSA)*
Allen County
De Kalb County
Whitley County

**Fort Worth-Arlington, TX**
*(PMSA)*
Johnson County
Parker County
Tarrant County
*see also Dallas-Fort Worth CMSA.*

**Fresno, CA**
*(MSA)*
Fresno County

**Gadsden, AL**
*(MSA)*
Etowah County

**Gainesville, FL**
*(MSA)*
Alachua County
Bradford County

**Galveston-Texas City, TX**
*(PMSA)*
Galveston County
*see also Houston-Galveston-Brazoria CMSA.*

**Gary-Hammond, IN**
*(PMSA)*
Lake County
Porter County
*see also Chicago-Gary-Lake County CMSA.*

**Glens Falls, NY**
*(MSA)*
Warren County
Washington County

**Grand Forks, ND**
*(MSA)*
Grand Forks County

**Grand Rapids, MI**
*(MSA)*
Kent County
Ottawa County

**Great Falls, MT**
*(MSA)*
Cascade County

**Greeley, CO**
*(MSA)*
Weld County

**Green Bay, WI**
*(MSA)*
Brown County

**Greenboro-Winston-Salem-High Point, NC**
*(MSA)*
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

**Greenville-Spartanburg, SC**
*(MSA)*
Greenville County
Pickens County
Spartanburg County

**Hagerstown, MD**
*(MSA)*
Washington County

**Hamilton-Middletown, OH**
*(PMSA)*
*Butler County*
*see also Cincinnati-Hamilton CMSA.*

**Harrisburg-Lebanon-Carlisle, PA**
*(MSA)*
Cumberland County
Dauphin County
Lebanon County
Perry County

**Hartford, CT**
*(PMSA)*
●Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
●Litchfield County: Barkhamsted and New Hartford towns.
●Middlesex County: East Haddam town.
●New London County: Colchester town.
●Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
*see also Hartford-New Britain-Middletown CMSA.*

**Hickory, NC**
*(MSA)*
Alexander County
Burke County
Catawba County

**Honolulu, HI**
*(MSA)*
Honolulu County

**Houma-Thibodaux, LA**
*(MSA)*
Lafourche Parish
Terrebonne Parish

**Houston, TX**
*(PMSA)*
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
*see also Houston-Galveston-Brazoria, TX CMSA.*

**Huntington-Ashland, WV-KY-OH**
*(MSA)*
Cabell County, WV
Wayne County, WV
Boyd County, KY
Carter County, KY
Greenup County, KY
Lawrence County, KY

**Huntsville, AL**
*(MSA)*
Madison County

**Indianapolis, IN**
*(MSA)*
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

**Iowa City, IA**
*(MSA)*
Johnson County

**Jackson, MI**
*(MSA)*
Jackson County

**Jackson, MS**
*(MSA)*
Hinds County
Madison County
Rankin County

**Jackson, TN**
*(MSA)*
Madison County

**Jacksonville, FL**
*(MSA)*
Clay County
Duval County
Nassau County
St. Johns County

**Jacksonville, NC**
*(MSA)*
Onslow County

**Janesville-Beloit, WI**
*(MSA)*
Rock County

**Jersey City, NJ**
*(PMSA)*
Hudson County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Johnson City-Kingsport-Bristol, TN-VA**
*(MSA)*
Carter County, TN
Hawkins County, TN
Sullivan County, TN
Unicoi County, TN
Washington County, TN
Scott County, VA
Washington County, VA
Bristol city

**Johnstown, PA**
*(MSA)*
Cambria County
Somerset County

**Joliet, IL**
*(PMSA)*
Grundy County
Will County
*see also Chicago-Gary-Lake County CMSA.*

**Joplin, MO**
*(MSA)*
Jasper County
Newton County

**Kalamazoo, MI**
*(MSA)*
Kalamazoo County

**Kankakee, IL**
*(MSA)*
Kankakee County

**Kansas City, MO-KS**
*(MSA)*
Cass County, MO
Clay County, MO
Jackson County, MO
Lafayette County, MO
Platte County, MO
Ray County, MO
Johnson County, KS
Leavenworth County, KS
Miami County, KS
Wyandotte County, KS

**Kenosha, WI**
*(PMSA)*
Kenosha County
*see also Chicago-Gary-Lake County CMSA.*

**Kileen-Temple, TX**
*(MSA)*
Bell County
Coryell County

**Knoxville, TN**
*(MSA)*
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

**Kokomo, IN**
*(MSA)*
Howard County
Tipton County

**La Crosse, WI**
*(MSA)*
La Crosse County

**Lafayette, LA**
*(MSA)*
Lafayette Parish
St. Martin Parish

**Lafayette-West Lafayette, IN**
*(MSA)*
Tippecanoe County

**Lake Charles, LA**
*(MSA)*
Calcasieu Parish

**Lake County, IL**
*(PMSA)*
Lake County
*see also Chicago-Gary-Lake County CMSA.*

**Lakeland-Winter Haven, FL**
*(MSA)*
Polk County

**Lancaster, PA**
*(MSA)*
Lancaster County

**Lansing-East Lansing, MI**
*(MSA)*
Clinton County
Eaton County
Ingham County

**Laredo, TX**
*(MSA)*
Webb County

**La Cruces, NM**
*(MSA)*
Dona Ana County

**Las Vegas, NV**
*(MSA)*
Clark County

**Lawrence, KS**
*(MSA)*
Douglas County

**Lawrence-Haverhill, MA-NH**
*(PMSA)*
●Essex County, MA: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
●Rockingham County, NH: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
*see also Boston-Lawrence-Salem, MA-NH CMSA.*

**Lawton, OK**
*(MSA)*
Comanche County

**Lewiston-Auburn, ME**
*(MSA)*
●Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

**Lexington-Fayette, KY**
*(MSA)*
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

**Lima, OH**
*(MSA)*
Allen County
Auglaize County

**Lincoln, NE**
*(MSA)*
Lancaster County

**Little Rock-North Little Rock, AR**
*(MSA)*
Faulkner County
Lonoke County
Pulaski County
Saline County

**Long Branch-Asbury Park, NJ**
*(see Monmouth-Ocean Counties, NJ PMSA)*
*see also New York-Northern New Jersey-Long Island CMSA.*

**Longview-Marshall, TX**
*(MSA)*
Gregg County
Harrison County

**Lorain-Elyria, OH**
*(PMSA)*
Lorain County
*see also Cleveland-Akron-Lorain CMSA.*

**Los Angeles-Long Beach, CA**
*(PMSA)*
Los Angeles County
*see also Los Angeles-Anaheim-Riverside, CA CMSA.*

**Louisville, KY-IN**
*(MSA)*
Bullitt County, KY
Jefferson County, KY
Oldham County, KY
Shelby County, KY
Clark County, IN
Floyd County, IN
Harrison County, IN

**Lowell, MA-NH**
*(PMSA)*
●Middlesex County, MA: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
●Hillsborough County, NH: Pelham town.
*see also Boston-Lawrence-Salem CMSA.*

**Lubbock, TX**
*(MSA)*
Lubbock County

**Lynchburg, VA**
*(MSA)*
Amherst County
Campbell County
Lynchburg city

**Macon-Warner Robins, GA**
*(MSA)*
Bibb County
Houston County
Jones County
Peach County

**Madison, WI**
*(MSA)*
Dane County

**Manchester, NH**
*(MSA)*
●Hillsborough County: Manchester city; Bedford and Goffstown towns.
●Merrimack County: Allenstown and Hooksett towns.
●Rockingham County: Auburn and Candia towns.

**Mansfield, OH**
*(MSA)*
Richland County

**Mayaguez, PR**
*(MSA)*
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

**McAllen-Edinburgh-Mission, TX**
*(MSA)*
Hidalgo County

**Medford, OR**
*(MSA)*
Jackson County

**Melbourne-Titusville-Palm Bay, FL**
*(MSA)*
Brevard County

**Memphis, TN-AR-MS**
*(MSA)*
Shelby County, TN
Tipton County, TN
Crittenden County, AR
De Soto County, MS

**Merced, CA**
*(MSA)*
Merced County

**Meriden, CT**
*(see New Haven-Meriden, CT)*

**Miami-Hialeah, FL**
*(PMSA)*
Dade County
*see also Miami-Fort Lauderdale CMSA.*

**Middlesex-Somerset-Hunterdon, NJ**
*(PMSA)*
Hunterdon County
Middlesex County
Somerset County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Middletown, CT**
*(PMSA)*
●Middlesex County: Middletown city; Cromwell, Curham, East Hampton, Haddam, Middlefield and Portland towns.
*see also Hartford-New Britain-Middletown CMSA.*

**Midland, TX**
*(MSA)*
Midland County

**Milwaukee, WI**
*(PMSA)*
Milwaukee County
Ozaukee County
Washington County
Waukesha County
*see also Milwaukee-Racine CMSA.*

**Minneapolis-St. Paul, MN-WI**
*(MSA)*
Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Washington County, MN
Wright County, MN
St. Croix County, WI

**Mobile, AL**
*(MSA)*
Baldwin County
Mobile County

**Modesto, CA**
*(MSA)*
Stanislaus County

**Monmouth-Ocean, NJ**
*(PMSA)*
Monmouth County
Ocean County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Monroe, LA**
*(MSA)*
Ouachita Parish

**Montgomery, AL**
*(MSA)*
Autauga County
Elmore County
Montgomery County

**Muncie, IN**
*(MSA)*
Delaware County

**Muskegon, MI**
*(MSA)*
Muskegon County

**Naples, FL**
*(MSA)*
Collier County

**Nashua, NH**
*(PMSA)*
●Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.
●Rockingham County: Londonderry town.
*see also Boston-Lawrence-Salem CMSA.*

**Nashville, TN**
*(MSA)*
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Summer County
Williamson County
Wilson County

**Nassau-Suffolk, NY**
*(PMSA)*
Nassau County
Suffolk County
*see also New York-Northern New Jersey-Long Island CMSA.*

**New Bedford, MA**
*(MSA)*
●Bristol County. New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
●Plymouth County: Marion, Mattapoisett and Rochester towns.

**New Britain, CT**
*(PMSA)*
●Hartford County: New Britain city; Berlin, Plainville and Southington towns.
*see also Hartford-New Britain-Middletown CMSA.*

**New Brunswick-Perth Amboy-Sayerville, NJ**
●*(see Middlesex-Somerset-Hunterdon, NJ PMSA)*
*see also New York-Northern New Jersey-Long Island CMSA.*

**New Haven-Meriden, CT**
*(MSA)*
●Middlesex County: Clinton and Killingworth towns.
●New Haven County: Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

**New London-Norwich, CT-RI**
*(MSA)*
●New London County, CT: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
●Windham County, CT: Cantebury town.
●Washington County, R.I.: Hopkinton and Westerly towns.

**New Orleans, LA**
*(MSA)*
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

**New York, NY**
*(PMSA)*
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Newark, NJ**
*(PMSA)*
Essex County
Morris County
Sussex County
Union County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Newark, OH**
(See Columbus, OH)

**Newburgh-Middletown, NY**
*(see Orange County, NY PMSA)*
*see also New York-Northern New Jersey-Long Island CMSA.*

**Newport News-Hampton, VA**
(See Norfolk-Virginia Beach-Newport News, VA)
*see also Buffalo-Niagara Falls CMSA.*

**Niagara Falls, NY**
*(PMSA)*
Niagara County
*see also Buffalo-Niagara Falls CMSA.*

**Norfolk-Virginia Beach-Newport News, VA**
*(MSA)*
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

**Northeast Pennsylvania**
(see Scranton-Wilkes Barre, PA)

**Norwalk, CT**
*(PMSA)*
●Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
*see also New York-Northern New Jersey-Long Island CMSA.*

**Oakland, CA**
*(PMSA)*
Alameda County
Contra Costa County
*see also San Francisco-Oakland-San Jose CMSA.*

**Ocala, FL**
*(MSA)*
Marion County

**Odessa, TX**
*(MSA)*
Ector County

**Oklahoma City, OK**
*(MSA)*
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattomie County, IA

**Olympia, WA**
*(MSA)*
Thurston County

**Omaha, NE-IA**
*(MSA)*
Douglas County, NE
Sarpy County, NE
Washington County, NE
Pottawattomie County, IA

**Orange County, NY**
*(PMSA)*
Orange County
*see also New York-Northern New Jersey-Long Island CMSA.*

**Orlando, FL**
*(MSA)*
Orange County
Osceola County
Seminole County

**Owensboro, KY**
*(MSA)*
Daviess County

**Oxford-Ventura, CA**
*(PMSA)*
Ventura County
*see also Los Angeles-Anaheim-Riverside CMSA.*

**Panama City, FL**
*(MSA)*
Bay County

**Parkersburg-Marietta, WV-OH**
*(MSA)*
Wood County, WV
Washington County, OH

**Pascagoula, MS**
*(MSA)*
Jackson County

**Paterson-Clifton-Passaic, NJ**
*(see Bergen-Passaic, NJ PMSA)*
*see also New York-Northern New Jersey-Long Island CMSA.*

**Pawtucket-Woonsocket-Attleboro, RI-MA**
*(PMSA)*
●Bristol County, MA: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
●Norfolk County, MA: Plainville town.
●Worchester County, MA: Blackstone and Millville towns.
●Providence County, RI: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
*see also Providence-Pawtucket-Fall River CMSA.*

**Pensacola, FL**
*(MSA)*
Escambia County
Santa Rosa County

**Peoria, IL**
*(MSA)*
Peoria County
Tazewell County
Woodford County

**Petersburg-Colonial Heights-Hopewell, VA**
(See Richmond-Petersburg, VA)

**Philadelphia, PA-NJ**
*(PMSA)*
Bucks County, PA
Chester County, PA
Delaware County, PA
Montgomery County, PA
Philadelphia County, PA
Burlington County, NJ
Camden County, NJ
Gloucester County, NJ
*see also Philadelphia-Wilmington-Trenton CMSA.*

**Phoenix, AZ**
*(MSA)*
Maricopa County

**Pine Bluff, AR**
*(MSA)*
Jefferson County

**Pittsburgh, PA**
*(PMSA)*
Allegheny County
Fayette County
Washington County
Westmoreland County
*see also Pittsburgh-Beaver Valley CMSA.*

**Pittsfield, MA**
*(MSA)*
●Berkshire County: Pittsfield city; Cheshire, Dalton,Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

**Ponce, PR**
*(MSA)*
Juan Diaz Municipio
Ponce Municipio

**Portland, ME**
*(MSA)*
●Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
●York County: Buxton, Hollis and Old Orchard Beach towns.

**Portland, OR**
*(PMSA)*
Clackamas County
Multnomah County
Washington County
Yamhill County
*see also Portland-Vancouver CMSA.*

**Portsmouth-Dover-Rochester, NH-ME**
*(MSA)*
●Rockingham County, NH: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
●Strafford County, NH: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
●York County, ME: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

**Poughkeepsie, NY**
*(MSA)*
Dutchess County

**Providence, RI**
*(PMSA)*
●Bristol County: Barrington, Bristol, and Warren-towns.
●Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
●Newport County: Jamestown.
●Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
●Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingston towns.
*see also Providence-Pawtucket-Fall River CMSA.*

**Provo-Orem, UT**
*(MSA)*
UT County

**Pueblo, CO**
. *(MSA)*
Pueblo County

**Racine, WI**
*(PMSA)*
Racine County
*see also Milwaukee-Racine CMSA.*

**Raleigh-Durham, NC**
*(MSA)*
Durham County
Franklin County
Orange County
Wake County

**Rapid City, SD**
*(MSA)*
Pennington County

**Reading, PA**
*(MSA)*
Berks County

**Redding, CA**
*(MSA)*
Shasta County

**Reno, NV**
*(MSA)*
Washoe County

**Richmond-Kennewick-Pasco, WA**
*(MSA)*
Benton County
Franklin County

**Richmond-Petersburg VA**
*(MSA)*
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

**Riverside-San Bernardino, CA**
*(PMSA)*
Riverside County
San Bernardino County
*see also Los Angeles-Anaheim-Riverside CMSA.*

**Roanoke, VA**
*(MSA)*
Botetourt County
Roanoke County
Roanoke city
Salem city

**Rochester, MN**
*(MSA)*
Olmsted County

**Rochester, NY**
*(MSA)*
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

**Rockford, IL**
*(MSA)*
Boone County
Winnebago County

**Rock Hill, SC**
(See Charlotte-Gastonia-Rock Hill, NC-SC)

**Sacramento, CA**
*(MSA)*
El Dorado County
Placer County
Sacramento County
Yolo County

**Saginaw-Bay City-Midland, MI**
*(MSA)*
Bay County
Midland County
Saginaw County

**St. Cloud, MN**
*(MSA)*
Benton County
Sherburne County
Stearns County

**St. Joseph, MO**
*(MSA)*
Buchanan County

**St. Louis, MO-IL**
*(MSA)*
Franklin County, MO
Jefferson County, MO
St. Charles County, MO
St. Louis County, MO
St. Louis city, MO
Clinton County, IL
Jersey County, IL
Madison County, IL
Monroe County, IL
St. Clair County, IL

**Salem, OR**
*(MSA)*
Marion County
Polk County

**Salem-Gloucester, MA**
*(PMSA)*
●Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton,Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
*see also Boston-Lawrence-Salem CMSA.*

**Salinas-Seaside-Monterey, CA**
*(MSA)*
Monterey County

**Salisbury-Concord, NC**
(See Charlotte-Gastonia-Rock Hill, NC-SC)

**Salt Lake City-Ogden, UT**
*(MSA)*
Davis County
Salt Lake County
Weber County

**San Angelo, TX**
*(MSA)*
Tom Green County

**San Antonio, TX**
*(MSA)*
Bexer County
Comal County
Guadalupe County

**San Diego, CA**
*(MSA)*
San Diego County

**San Francisco, CA**
*(PMSA)*
Marin County
San Francisco County
San Mateo County
*see also San Francisco-Oakland-San Jose CMSA.*

**San Jose, CA**
*(PMSA)*
Santa Clara County
*see also San Francisco-Oakland-San Jose CMSA.*

**San Juan, PR**
*(PMSA)*
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
*see also San Juan-Caguas CMSA.*

**Santa Barbara-Santa Maria-Lompoc, CA**
*(MSA)*
Santa Barbara County

**Santa Cruz, CA**
*(PMSA)*
Santa Cruz County
*see also San Francisco-Oakland-San Jose CMSA.*

**Santa Fe, NM**
*(MSA)*
Los Alamos County
Santa Fe County

**Santa Rosa-Petaluma, CA**
*(PMSA)*
Sonoma County
*see also San Francisco-Oakland-San Jose CMSA.*

**Sarasota, FL**
*(MSA)*
Sarasota County

**Savannah, GA**
*(MSA)*
Chatham County
Effingham County

**Scranton-Wilkes-Barre, PA**
*(MSA)*
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

**Seattle, WA**
*(PMSA)*
King County
Snohomish County
*see also Seattle-Tacoma CMSA.*

**Sharon, PA**
*(MSA)*
Mercer County

**Sheboygan, WI**
*(MSA)*
Sheboygan County

**Sherman-Denison, TX**
*(MSA)*
Grayson County

**Shreveport, LA**
*(MSA)*
Bossier Parish
Caddo Parish

**Sioux City, IA-NE**
*(MSA)*
Woodbury County, IA
Dakota County, NE

**Sioux Falls, SD**
*(MSA)*
Minnehaha County

**South Bend-Mishawaka, IN**
*(MSA)*
St. Joseph County

**Spokane, WA**
*(MSA)*
Spokane County

**Springfield, IL**
*(MSA)*
Menard County
Sangamon County

**Springfield, MA**
*(MSA)*
●Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
●Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

**Sringfield, MO**
*(MSA)*
Christian County
Greene County

**Springfield, OH**
(See Dayton-Springfield, OH)

**Stamford, CT**
*(PMSA)*
●Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
*see also New York-Northern New Jersey-Long Island CMSA.*

**State College, PA**
*(MSA)*
Centre County

**Steubenville-Weirton, OH-WV**
*(MSA)*
Jefferson County, OH
Brooke County, WV
Hancock County, WV

**Stockton, CA**
*(MSA)*
San Joaquin County

**Syracuse, NY**
*(MSA)*
Madison County
Onondaga County
Oswego County

**Tacoma, WA**
*(PMSA)*
Pierce County
*see also Seattle-Tacoma CMSA.*

**Tallahassee, FL**
*(MSA)*
Gadsen County
Leon County

**Tampa-St. Petersburg-Clearwater, FL**
*(MSA)*
Hernando County
Hillsborough County
Pasco County
Pinellas County

**Terre Haute, IN**
*(MSA)*
Clay County
Vigo County

**Texarkana, TX-AR**
*(MSA)*
Bowie County, TX
Miller County, AR

**Toledo, OH**
*(MSA)*
Fulton County
Lucas County
Wood County

**Topeka, KS**
*(MSA)*
Shawnee County

**Trenton, NJ**
*(PMSA)*
Mercer County
*see also Philadelphia-Wilmington-Trenton CMSA*

**Tucson, AZ**
*(MSA)*
Pima County

**Tulsa, OK**
*(MSA)*
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

**Tuscaloosa, AL**
*(MSA)*
Tuscaloosa County

**Tyler, TX**
*(MSA)*
Smith County

**Utica-Rome, NY**
*(MSA)*
Herkimer County
Oneida County

**Vallejo-Fairfield-Napa, CA**
*(PMSA)*
Napa County
Solano County
*see also San Francisco-Oakland-San Jose CMSA.*

**Vancouver, WA**
*(PMSA)*
Clark County
*see also Portland-Vancouver CMSA.*

**Victoria, TX**
*(MSA)*
Victoria County

**Vineland-Millville-Bridgeton, NJ**
*(PMSA)*
Cumberland County
*see also Philadelphia-Wilmington-Trenton CMSA.*

**Visalia-Tulare-Porterville, CA**
*(MSA)*
Tulare County

**Waco, TX**
*(MSA)*
McLennan County

**Washington, DC-MD-VA**
*(MSA)*
District of Columbia
Calvert County, MD
Charles County, MD
Frederick County, MD
Montgomery County, MD
Prince George's County, MD
Arlington County, VA
Fairfax County, VA
Loudoun County, VA
Prince William County, VA
Stafford County, VA
Alexandria city, VA
Fairfax city, VA
Fall Church city, VA
Manassas city, VA
Manassas Park city, VA

**Waterbury, CT**
*(MSA)*
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
●New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

**Waterloo-Cedar Falls, IA**
*(MSA)*
Black Hawk County
Bremer County

**Wausau, WI**
*(MSA)*
Marathon County

**West Palm Beach-Boca Raton-Delray Beach, FL**
*(MSA)*
Palm Beach County

**Wheeling, WV-OH**
*(MSA)*
Marshall County, WV
OH County, WV
Belmont County, OH

**Wichita, KS**
*(MSA)*
Butler County
Harvey County
Sedgwick County

**Wichita Falls, TX**
*(MSA)*
Wichita County

**Williamsport, PA**
*(MSA)*
Lycoming County

**Wilmington, DE-NJ-MD**
*(PMSA)*
New Castle County, DE
Salem County, NJ
Cecil County, MD
*see also Philadelphia-Wilmington-Trenton CMSA.*

**Wilmington, NC**
*(MSA)*
New Hanover County

**Worcester, MA**
*(MSA)*
●Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

**Yakima, WA**
*(MSA)*
Yakima County

**York, PA**
*(MSA)*
Adams County
York County

**Youngstown-Warren, OH**
*(MSA)*
Mahoning County
Trumbull County

**Yuba City, CA**
*(MSA)*
Sutter County
Yuba County

## CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

**Boston-Lawrence-Salem, MA-NH CMSA:** Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua NH PMSA; and Salem-Gloucester, MA PMSA.

**Buffalo-Niagara Falls, NY CMSA:** Includes Buffalo, NY PMSA; and Niagara Falls, NY PMSA.

**Chicago-Gary-Lake County, IL-IN-WI CMSA:** Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; Lake County, IL PMSA.

**Cincinnati-Hamilton, OH-KY-IN CMSA:** Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

**Cleveland-Akron-Lorain, OH CMSA:** Includes Akron, OH PMSA; Cleveland, OH PMSA; and Lorain-Elyria, OH PMSA.

**Dallas-Fort Worth, TX CMSA:** Includes Dallas, TX PMSA; and Fort Worth-Arlington, TX PMSA.

**Denver-Boulder, CO CMSA:** Includes Boulder-Longmont, CO PMSA; and Denver CO PMSA.

**Detroit-Ann Arbor, MI CMSA:** Includes Ann Arbor, MI PMSA; and Detroit, MI PMSA.

**Hartford-New Britain-Middletown, CT CMSA:** Includes Bristol, CT PMSA; Hartford, CT PMSA; Middletown, CT PMSA; and New Britain, CT PMSA.

**Houston-Galveston-Brazoria, TX CMSA:** Includes Brazoria, TX PMSA; Galveston-Texas City, TX PMSA; and Houston, TX PMSA.

**Los Angeles-Anaheim-Riverside, CA CMSA:** Includes Anaheim-Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Oxnard-Ventura, CA PMSA; and Riverside-San Bernadino, CA PMSA.

**Miami-Fort Lauderdale, FL CMSA:** Includes Fort Lauderdale-Hollywood-Pompano Beach, FL PMSA; and Miami-Hialeah, FL PMSA.

**Milwaukee-Racine, WI CMSA:** Includes Milwaukee, WI PMSA; Racine, WI PMSA.

**New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA:** Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

**Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD CMSA:** Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD PMSA.

**Pittsburgh-Beaver Valley, PA CMSA:** Includes Beaver County, PA PMSA; and Pittsburgh, PA PMSA.

**Portland-Vancouver, OR-WA CMSA:** Includes Portland, OR PMSA; Vancouver, WA PMSA.

**Providence-Pawtucket-Fall River, RI-MA CMSA:** Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro RI-MA PMSA; and Providence, RI PMSA.

**San Francisco-Oakland-San Jose, CA CMSA:** Includes Oakland, CA PMSA; San Francisco, CA PMSA; San Jose, CA PMSA; Santa Cruz, CA PMSA; Santa Rosa-Petaluma, CA PMSA; and Vallejo-Fairfield-Napa, CA PMSA.

**San Juan-Caguas, PR CMSA:** Includes Caguas, PR PMSA; and San Juan, PR PMSA.

**Seattle-Tacoma, WA CMSA:** Includes Seattle, WA PMSA; and Tacoma, WA PMSA.

## NEW ENGLAND COUNTY METROPOLITAN AREAS
(In alphabetical order by city)

**Bangor, ME**
*(NECMA)*
Penobscot County

**Boston-Lawrence-Salem-Lowell-Brockton, MA**
*(NECMA)*
Essex County
Middlesex County
Norfolk County
Plymouth County
Suffolk County

**Bridgeport-Stamford-Norwalk-Danbury, CT**
*(NECMA)*
Fairfield County

**Burlington, VT**
*(NECMA)*
Chittenden County
Grand Isle County

**Hartford-New Britain-Middletown-Bristol, CT**
*(NECMA)*
Hartford County
Middlesex County
Tolland County

**Lewiston-Auburn, ME**
*(NECMA)*
Androscoggin County

**Manchester-Nashua, NH**
*(NECMA)*
Hillsborough County

**New Bedford-Fall River-Attleboro, MA**
*(NECMA)*
Bristol County

**New Haven-Waterbury-Meriden, CT**
*(NECMA)*
New Haven County

**New London-Norwich, CT**
*(NECMA)*
New London County

**Pittsfield, MA**
*(NECMA)*
Berkshire County

**Portland, ME**
*(NECMA)*
Cumberland County

**Portsmouth-Dover-Rochester, NH**
*(NECMA)*
Rockingham County
Strafford County

**Providence-Pawtucket-Woonsocket, RI**
*(NECMA)*
Bristol County
Kent County
Providence County
Washington County

**Springfield, MA**
*(NECMA)*
Hampden County
Hampshire County

**Worcester-Fitchburg-Leominster, MA**
*(NECMA)*
Worcester County

# EDITOR & PUBLISHER'S MARKET RANKINGS

## Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1990

This year *Editor & Publisher* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year. These tables have been a feature of the *E&P Market Guide* since they first appeared in the 1964 edition.

The rankings, based on *E&P* estimates for 1990, are shown for: population, disposable personal income, income per household and total retail sales, as they have been since 1964.

In 1988 we added new ranking tables — at the MSA and county level — for the nine categories that make up *total retail sales,* and they are as follows: lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eat/drink and drugs.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1982 Census of Business, and 1990 research estimates by E&P Research, Inc.

# MSA RANKINGS

## POPULATION ESTIMATES

| | | |
|---|---|---|
| 1 | Los Angles- Long Beach, C | 9,180,324 |
| 2 | New York, NY | 8,534,969 |
| 3 | Chicago, IL | 6,280,231 |
| 4 | Boston- Lawrence- Salem- Lowell- Brockton, M | 4,974,786 |
| 5 | Philadelphia, PA-NJ | 4,933,415 |
| 6 | Detroit, MI | 4,456,056 |
| 7 | Washington, DC-MD-VA | 3,781,946 |
| 8 | Houston, TX | 3,368,741 |
| 9 | Atlanta, GA | 2,911,583 |
| 10 | Nassau- Suffolk, NY | 2,798,361 |
| 11 | Dallas, TX | 2,701,307 |
| 12 | Anaheim- Santa Ana, CA | 2,651,856 |
| 13 | St. Louis, MO-IL | 2,574,638 |
| 14 | San Diego, CA | 2,472,250 |
| 15 | Baltimore, MD | 2,470,811 |
| 16 | Minneapolis- St. Paul, MN-W | 2,450,652 |
| 17 | Oakland, CA | 2,254,538 |
| 18 | Riverside- San Bernardino, CA | 2,236,463 |
| 19 | Tampa- St. Petersburg- Clearwater, FL | 2,197,644 |
| 20 | Phoenix, AZ | 2,189,856 |
| 21 | Pittsburgh, PA | 2,180,101 |
| 22 | Miami- Hialeah, FL | 2,001,010 |
| 23 | Newark, NJ | 1,974,023 |
| 24 | Cleveland, OH | 1,872,473 |
| 25 | Seattle, WA | 1,857,017 |
| 26 | Denver, CO | 1,799,843 |
| 27 | San Francisco, CA | 1,719,573 |
| 28 | Bridgeport- Stamford- Norwalk-Danbury,Ct | 1,669,253 |
| 29 | San Jose, CA | 1,639,857 |
| 30 | Kansas City, MO-KS | 1,586,328 |
| 31 | Hartford- New Britian- Middletown-Bristol, Ct | 1,581,849 |
| 32 | Cincinnati, OH-KY-IN | 1,479,487 |
| 33 | Sacramento, CA | 1,479,108 |
| 34 | Norfolk- Virginia Beach- Newport News, VA | 1,416,547 |
| 35 | Milwaukee, WI | 1,412,075 |
| 36 | San Antonio, TX | 1,404,439 |
| 37 | Columbus, OH | 1,378,274 |
| 38 | New Orleans, LA | 1,370,799 |
| 39 | Fort Lauderdale- Hollywood- Pompano Beach, FL | 1,356,515 |
| 40 | Bergen- Passiac, NJ | 1,355,893 |
| 41 | Fort Worth- Arlington, TX | 1,355,040 |
| 42 | Indianapolis, IN | 1,261,401 |
| 43 | Portland, OR | 1,178,000 |
| 44 | Charlotte- Gastonia- Rock Hill, NC-SC | 1,164,501 |
| 45 | New Haven- Waterbury- Meriden, Ct | 1,128,781 |
| 46 | Salt Lake City- Ogden, UT | 1,070,899 |
| 47 | Orlando, FL | 1,068,705 |
| 48 | Middlesex- Somerset- Hunterdon, NJ | 1,044,957 |
| 49 | Rochester, NY | 1,036,308 |
| 50 | Oklahoma City, OK | 1,016,999 |
| 51 | Providence- Pawtucket- Woonsocket,RI | 1,014,867 |
| 52 | Monmouth- Ocean, NJ | 1,005,348 |
| 53 | Nashville, TN | 995,042 |
| 54 | Memphis,TN-AR-MS | 988,954 |
| 55 | Buffalo, NY | 982,925 |
| 56 | Greensboro- Winston- Salem- High Point, NC | 975,633 |
| 57 | Louisville, KY-IN | 969,048 |
| 58 | Dayton- Springfield,OH | 951,396 |
| 59 | Birmingham, AL | 945,197 |
| 60 | New Bedford- Fall River- Attleboro, MA | 945,066 |
| 61 | Jacksonville, FL | 941,286 |
| 62 | West Palm Beach- Boca Raton-Delray, FL | 892,977 |
| 63 | Albany- Schenectady- Troy, NY | 870,268 |
| 64 | Richmond- Petersburg, Va | 869,912 |
| 65 | Honolulu, HI | 818,421 |
| 66 | Austin, TX | 793,016 |
| 67 | Scranton- Wilkes Barre, PA | 751,864 |
| 68 | Tulsa, OK | 737,563 |
| 69 | Manchester- Nashua, NH | 736,242 |
| 70 | Raleigh- Durham, NC | 735,379 |
| 71 | Oxnard- Ventura, CA | 706,197 |
| 72 | Grand Rapids, MI | 688,527 |
| 73 | Syracuse, NY | 683,241 |
| 74 | Allentown- Bethlehem,PA-NJ | 674,727 |
| 75 | Tucson, AZ | 673,385 |
| 76 | Worcester, MA | 668,967 |
| 77 | Akron, OH | 668,643 |
| 78 | Greensville- Spartanburg, S | 651,085 |
| 79 | Fresno, CA | 641,904 |
| 80 | Toledo, OH | 628,092 |
| 81 | Omaha, NE-IA | 627,489 |
| 82 | Knoxville, TN | 616,025 |
| 83 | Las Vegas, NV | 612,602 |
| 84 | Harrisburg- Lebanon- Carlisle, PA | 599,339 |
| 85 | Springfield, MA | 594,606 |
| 86 | El Paso, TX | 592,921 |
| 87 | Wilmington, DE-NJ-MD | 585,860 |
| 88 | Baton Rouge, LA | 583,151 |
| 89 | Gary-Hammond,IN | 572,647 |
| 90 | Tacoma, WA | 550,413 |
| 91 | Jersey City, NJ | 546,994 |
| 92 | Bakersfield, CA | 543,369 |
| 93 | Portsmouth- Dover- Rochester, NH | 538,765 |
| 94 | Charleston, SC | 525,827 |
| 95 | Little Rock- North Little Rock, AR | 525,495 |
| 96 | Youngstown- Warren, OH | 518,776 |
| 97 | Albuquerque, NM | 512,645 |
| 98 | Lake County, IL | 502,752 |
| 99 | Mobile, AL | 489,775 |
| 100 | Wichita, KS | 487,994 |
| 101 | Columbia, SC | 483,971 |
| 102 | New London- Norwich,CT | 479,349 |
| 103 | Stockton, CA | 472,838 |
| 104 | Lansing- East Lansing, MI | 450,046 |
| 105 | Flint, MI | 445,811 |
| 106 | Chattanooga,TN-GA | 442,759 |
| 107 | Vallejo- Fairfield- Napa, CA | 432,698 |
| 108 | Augusta, GA-SC | 423,435 |
| 109 | Portland, ME | 422,193 |
| 110 | Colorado Springs,CO | 415,617 |
| 111 | Santa Rose- Petaluma, CA | 413,938 |
| 112 | Saginaw- Bay City- Midland, MI | 411,363 |
| 113 | Lancaster, PA | 411,160 |
| 114 | York, PA | 410,700 |
| 115 | Johnson City- Kingsport- Bristol, TN-VA | 408,230 |
| 116 | Santa Barbara- Santa Maria- Lompoc, CA | 408,084 |
| 117 | Canton, OH | 407,075 |
| 118 | Jackson, MS | 400,426 |
| 119 | Melbourne- Titusville- Palm Bay, FL | 398,080 |
| 120 | McAllen- Edinburg- Mission, TX | 395,309 |
| 121 | Lakeland- Winterhaven, FL | 391,539 |
| 122 | Beaumont- Port Arthur, TX | 387,857 |
| 123 | Joliet, IL | 384,777 |
| 124 | Corpus Christi, TX | 382,251 |
| 125 | Des Moines, IA | 379,052 |
| 126 | Davenport- Rock Island- Moline, IA-IL | 376,309 |
| 127 | Shreveport, LA | 373,578 |
| 128 | Pensacola, FL | 369,780 |
| 129 | Salinas-Seaside-Monterey, C | 365,306 |
| 130 | Spokane, WA | 364,085 |
| 131 | Madison, WI | 363,700 |
| 132 | Fort Wayne, IN | 361,379 |
| 133 | Atlantic City, NJ | 355,982 |
| 134 | Daytona Beach, FL | 350,898 |
| 135 | Aurora-Elgin, IL | 350,567 |
| 136 | Modesto, CA | 348,382 |
| 137 | Trenton, NJ | 348,277 |
| 138 | Peoria, IL | 345,204 |
| 139 | Lexington- Fayette, KY | 339,047 |
| 140 | Reading, PA | 326,391 |
| 141 | Utica-Rome, NY | 326,040 |
| 142 | Appleton- Oshkosh- Neenah, WI | 320,516 |
| 143 | Fort Myers- Cape Coral, FL | 313,378 |
| 144 | Montgomery, AL | 313,138 |
| 145 | Visalia- Tulare- Porterville, CA | 307,297 |
| 146 | Macon-Warner Robins, GA | 296,052 |
| 147 | Evansville, IN-KY | 289,022 |
| 148 | Rockford, IL | 287,641 |
| 149 | Huntington- Ashland, WV-KY-OH | 286,002 |
| 150 | Ann Arbor, MI | 285,934 |
| 151 | Erie, PA | 285,188 |
| 152 | Orange, NY | 282,126 |
| 153 | Hamilton- Middletown,OH | 279,287 |
| 154 | Sarasota, FL | 277,439 |
| 155 | Fayetteville, NC | 270,879 |
| 156 | Binghamton, NY | 269,604 |
| 157 | Lorain-Elyria,OH | 268,557 |
| 158 | Charleston, WV | 267,708 |
| 159 | Columbus, GA-AL | 267,494 |
| 160 | Eugene- Springfield,OR | 266,472 |
| 161 | Brownsville- Harlingen, TX | 265,989 |
| 162 | Poughkeepsie, NY | 260,303 |
| 163 | Anchorage, AK | 257,204 |
| 164 | Salem, OR | 257,186 |
| 165 | Santa Cruz, CA | 257,081 |
| 166 | Huntsville, AL | 256,535 |
| 167 | Savannah, GA | 252,521 |
| 168 | Killeen-Temple, TX | 250,934 |
| 169 | Boulder- Longmont, CO | 250,322 |
| 170 | Provo-Orem, UT | 248,850 |
| 171 | Tallahassee, FL | 245,948 |
| 172 | South Bend- Mishawaka, IN | 245,742 |
| 173 | Duluth, MN-WI | 240,424 |
| 174 | Johnstown, PA | 240,393 |
| 175 | Springfield, MO | 239,977 |
| 176 | Fort Pierce, FL | 239,366 |
| 177 | Hickory, NC | 238,533 |
| 178 | Lubbock, TX | 235,034 |
| 179 | Roanoke, Va | 233,046 |
| 180 | Reno, NV | 232,990 |
| 181 | Gainesville, FL | 224,566 |
| 182 | Kalamazoo, MI | 224,365 |
| 183 | Lafayette, LA | 224,172 |
| 184 | Niagara Falls, NY | 222,407 |
| 185 | Galveston- Texas City, TX | 222,187 |
| 186 | Vancouver, WA | 220,741 |
| 197 | Amarillo, TX | 207,561 |
| 188 | Lincoln, NE | 206,949 |
| 189 | Biloxi- Gulfport, MS | 203,546 |
| 190 | Bradenton, FL | 201,304 |
| 191 | Green Bay, WI | 200,898 |
| 192 | Waco, TX | 198,845 |
| 193 | Ocala, FL | 198,677 |
| 194 | St. Cloud, MN | 195,381 |
| 195 | Boise City, ID | 194,893 |
| 196 | Springfield, IL | 194,295 |
| 197 | Brazoria, TX | 193,186 |
| 198 | Fort Smith, AR-OK | 190,405 |
| 199 | Yakima, WA | 190,302 |
| 200 | Houma- Thibodaux, LA | 189,093 |
| 201 | Chico, CA | 188,764 |
| 202 | Beaver, PA | 187,897 |
| 203 | Burlington, VT | 187,452 |
| 204 | Ft. Collins- Loveland, CO | 186,179 |
| 205 | Merced, CA | 182,022 |
| 206 | Bangor, ME | 181,797 |
| 207 | Ashville, NC | 180,890 |
| 208 | Champaign- Urbana- Rantoul, IL | 180,242 |
| 209 | Bremerton, WA | 180,065 |
| 210 | Longview- Marshall, TX | 178,284 |
| 211 | Racine, WI | 175,069 |
| 212 | Lake Charles, LA | 172,966 |
| 213 | Wheeling,WV-OH | 171,023 |
| 214 | Tyler, TX | 167,495 |
| 215 | Cedar Rapids, IA | 166,992 |
| 216 | Fort Walton Beach, FL | 163,475 |
| 217 | Muskegon, MI | 160,615 |
| 218 | Benton Harbor, MI | 160,157 |
| 219 | Elkhart-Goshen, IN | 158,930 |
| 220 | Topeka, KS | 158,864 |

| | | |
|---|---|---|
| 221 | Lima, OH | 157,838 |
| 222 | Parkersburg- Marietta, WV | 157,816 |
| 223 | Olympia, WA | 156,736 |
| 224 | Clarkesville- Hopkinsville, TN-KY | 155,640 |
| 225 | Rickland- Kennewick- Pasco, WA | 155,144 |
| 226 | Waterloo- Cedar Falls, IA | 151,805 |
| 227 | Athens, GA | 150,507 |
| 228 | Monroe, LA | 148,784 |
| 229 | Lynchburg, Va | 147,088 |
| 230 | Jackson, MI | 146,408 |
| 231 | Anderson, SC | 146,280 |
| 232 | Tuscaloosa, AL | 145,156 |
| 233 | Steubenville- Weirton,OH-WV | 144,754 |
| 234 | Redding, CA | 144,146 |
| 235 | Fargo- Moorhead, ND-MN | 143,985 |
| 236 | Florence, AL | 143,754 |
| 237 | Janesville- Beloit,WI | 143,531 |
| 238 | Medford, OR | 143,204 |
| 239 | Pittsfield, MA | 142,138 |
| 240 | Joplin, MO | 142,099 |
| 241 | Alexandria, LA | 141,893 |
| 242 | Vineland- Millville- Bridgeton, NJ | 140,660 |
| 243 | Eau Claire, WI | 139,755 |
| 244 | Panama City, FL | 139,150 |
| 245 | Bryan- College Station, TX | 138,589 |
| 246 | Jacksonville, NC | 137,017 |
| 247 | Greeley, CO | 136,960 |
| 248 | Pueblo, CO | 136,377 |
| 249 | Altoona, PA | 135,744 |
| 250 | Mansfield, OH | 135,240 |
| 251 | Anderson, IN | 135,113 |
| 252 | Battle Creek, MI | 134,827 |
| 253 | Las Curces, NM | 134,555 |
| 254 | Dothan, AL | 134,312 |
| 255 | Terre Haute, IN | 134,228 |
| 256 | Naples, FL | 133,408 |
| 257 | Decatur, AL | 133,258 |
| 258 | Wichita Falls, TX | 132,063 |
| 259 | Abilene, TX | 131,725 |
| 260 | Bloomington- Normal, IL | 130,432 |
| 261 | Sioux Falls, SD | 130,241 |
| 262 | Lafayetter-West Lafayette,IN | 130,080 |
| 260 | Odessa, TX | 129,407 |
| 264 | Charlottesville, Va | 128,417 |
| 265 | Decatur, IL | 127,955 |
| 266 | Pascagoula, MS | 127,076 |
| 267 | Anniston, AL | 126,030 |
| 268 | Albany, GA | 125,618 |
| 269 | Lawton, OK | 125,081 |
| 270 | State College,PA | 124,172 |
| 271 | Yuba City, CA | 124,066 |
| 272 | Texarkana, TX-AR | 124,055 |
| 273 | Sharon, PA | 124,034 |
| 274 | Wilmington, NC | 123,339 |
| 275 | Laredo, TX | 123,016 |
| 276 | Muncie, IN | 122,536 |
| 277 | Florence, SC | 121,159 |
| 278 | Kenosha, WI | 121,119 |
| 279 | Billings, MT | 121,110 |
| 280 | Santa Fe | 121,037 |
| 281 | Bellingham, WA | 118,912 |
| 282 | Midland, TX | 118,587 |
| 283 | Sioux City, IA-NE | 117,287 |
| 284 | Hagerstown, MD | 117,267 |
| 285 | Williamsport,PA | 116,843 |
| 286 | Glens Falls, NY | 115,731 |
| 287 | Wausau, WI | 113,656 |
| 288 | Fayetteville- Springdale, AR | 113,193 |
| 289 | Danville, Va | 112,893 |
| 290 | Bloomington, IN | 110,852 |
| 291 | Columbia, MO | 110,166 |
| 292 | Burlington, NC | 110,156 |
| 293 | Rochester, MN | 106,202 |
| 294 | Cumberland, MD-WV | 106,198 |
| 295 | Lewiston- Auburn, ME | 105,981 |
| 296 | Gadsden, AL | 104,497 |
| 297 | Sheboygan, WI | 104,279 |
| 298 | Kokoma, IN | 103,503 |
| 299 | San Angelo, TX | 102,828 |
| 300 | La Crosse, WI | 100,728 |
| 301 | Sherman- Denison, TX | 100,534 |
| 302 | Kankakee, IL | 97,027 |
| 303 | Elmira, NY | 91,639 |
| 304 | Pine Bluff, AR | 91,195 |
| 305 | Iowa City, IA | 90,324 |
| 306 | Dubuque, IA | 88,990 |
| 307 | Owensboro, KY | 88,194 |
| 308 | St. Joseph | 88,008 |
| 309 | Bismarck, ND | 86,997 |
| 310 | Jackson, TN | 83,153 |
| 311 | Great Falls, MT | 79,552 |
| 312 | Rapid City, SD | 79,000 |
| 313 | Victoria, TX | 76,867 |
| 314 | Cheyenne, WY | 76,196 |
| 315 | Lawrence, KS | 75,086 |
| 316 | Grand Forks, ND | 70,733 |
| 317 | Casper, WY | 69,083 |
| 318 | Enid, OK | 63,415 |

# DISPOSABLE INCOME
## (thousands)

| | | |
|---|---|---|
| 1 | New York, NY | 151,239,153 |
| 2 | Los Angles- Long Beach, CA | 122,635,432 |
| 3 | Boston- Lawrence- Salem- Lowell-Brockton, MA | 103,706,645 |
| 4 | Chicago, IL | 102,517,826 |
| 5 | Washington, DC-MD-VA | 87,369,844 |
| 6 | Detroit, MI | 71,819,579 |
| 7 | Anaheim- Santa Ana, CA | 68,056,640 |
| 8 | Philadelphia, PA-NJ | 59,892,272 |
| 9 | Houston, TX | 55,971,859 |
| 10 | Nassau- Suffolk, NY | 52,602,766 |
| 11 | San Diego, CA | 52,398,807 |
| 12 | Atlanta, GA | 49,321,795 |
| 13 | Oakland, CA | 49,110,408 |
| 14 | San Francisco, CA | 45,621,636 |
| 15 | San Jose, CA | 45,221,798 |
| 16 | Minneapolis- St. Paul, MN-W | 44,274,952 |
| 17 | St. Louis, MO-IL | 42,773,180 |
| 18 | Dallas, TX | 42,484,969 |
| 19 | Newark, NJ | 41,855,620 |
| 20 | Baltimore, MD | 39,228,151 |
| 21 | Bridgeport- Stamford- Norwalk-Danbury,Ct | 39,076,863 |
| 22 | Sacramento, CA | 38,336,349 |
| 23 | Riverside- San Bernardino, CA | 38,209,229 |
| 24 | Pittsburgh, PA | 37,851,793 |
| 25 | Phoenix, AZ | 37,745,350 |
| 26 | Tampa- St. Petersburg- Clearwater, FL | 35,609,221 |
| 27 | Cleveland, OH | 33,358,296 |
| 28 | Hartford- New Britian- Middletown-Bristol, Ct | 33,348,570 |
| 29 | Seattle, WA | 31,179,127 |
| 30 | Denver, CO | 29,964,077 |
| 31 | Miami- Hialeah, FL | 29,714,926 |
| 32 | Kansas City, MO-KS | 26,677,465 |
| 33 | Bergen- Passiac, NJ | 26,277,816 |
| 34 | Fort Lauderdale- Hollywood- Pompano Beach, FL | 25,934,074 |
| 35 | Cincinnati, OH-KY-IN | 23,313,163 |
| 36 | Milwaukee, WI | 22,834,510 |
| 37 | Portland, OR | 21,279,861 |
| 38 | New Haven- Waterbury- Meriden, Ct | 21,210,709 |
| 39 | Indianapolis, IN | 20,690,646 |
| 40 | Columbus, OH | 19,840,713 |
| 41 | Charlotte- Gastonia- Rock Hill, NC-SC | 18,753,735 |
| 42 | San Antonio, TX | 18,752,805 |
| 43 | Fort Worth- Arlington, TX | 18,082,721 |
| 44 | Monmouth- Ocean, NJ | 18,067,330 |
| 45 | Orlando, FL | 17,746,552 |
| 46 | Oxnard- Ventura, CA | 17,599,828 |
| 47 | Rochester, NY | 17,539,208 |
| 48 | Norfolk- Virginia Beach- Newport News, VA | 16,646,631 |
| 49 | Providence- Pawtucket- Woonsocket,RI | 16,637,106 |
| 50 | New Bedford- Fall River- Attleboro, MA | 16,350,288 |
| 51 | West Palm Beach- Boca Raton-Delray, FL | 16,267,515 |
| 52 | New Orleans, LA | 15,656,840 |
| 53 | Middlesex- Somerset- Hunterdon, NJ | 15,427,866 |
| 54 | Honolulu, HI | 15,313,477 |
| 55 | Greensboro- Winston- Salem- High Point, NC | 14,817,353 |
| 56 | Memphis,TN-AR-MS | 14,762,834 |
| 57 | Oklahoma City, OK | 13,927,960 |
| 58 | Buffalo, NY | 13,859,190 |
| 59 | Birmingham, AL | 13,818,556 |
| 60 | Dayton- Springfield,OH | 13,760,691 |
| 61 | Salt Lake City- Ogden, UT | 13,667,163 |
| 62 | Richmond- Petersburg, Va | 13,285,665 |
| 63 | Albany- Schenectady- Troy, NY | 13,195,230 |
| 64 | Louisville, KY-IN | 12,584,135 |
| 65 | Jacksonville, FL | 12,552,143 |
| 66 | Worcester, MA | 12,476,012 |
| 67 | Austin, TX | 12,355,597 |
| 68 | Fresno, CA | 11,827,722 |
| 69 | Manchester- Nashua, NH | 11,766,775 |
| 70 | Nashville, TN | 11,734,186 |
| 71 | Tucson, AZ | 11,683,328 |
| 72 | Lake County, IL | 11,467,672 |
| 73 | Vallejo- Fairfield- Napa, CA | 11,458,604 |
| 74 | Raleigh- Durham, NC | 11,440,997 |
| 75 | Las Vegas, NV | 10,820,343 |
| 76 | Syracuse, NY | 10,812,832 |
| 77 | Scranton- Wilkes Barre, PA | 10,773,397 |
| 78 | Bakersfield, CA | 10,534,837 |
| 79 | Portsmouth- Dover- Rochester, NH | 10,283,661 |
| 80 | Toledo, OH | 10,275,624 |
| 81 | Wilmington, DE-NJ-MD | 10,221,211 |
| 82 | Springfield, MA | 9,839,318 |
| 83 | Akron, OH | 9,628,799 |
| 84 | Harrisburg- Lebanon- Carlisle, PA | 9,498,584 |
| 85 | Santa Rose- Petaluma, CA | 9,474,099 |
| 86 | Grand Rapids, MI | 9,434,153 |
| 87 | Santa Barbara- Santa Maria- Lompoc, CA | 9,380,034 |
| 88 | Omaha, NE-IA | 9,268,430 |
| 89 | Tacoma, WA | 9,267,567 |
| 90 | Greensville- Spartanburg, SC | 9,086,733 |
| 91 | Stockton, CA | 9,041,437 |
| 92 | Jersey City, NJ | 8,951,591 |
| 93 | Allentown- Bethlehem,PA-NJ | 8,780,785 |
| 94 | Atlantic City, NJ | 8,587,368 |
| 95 | New London- Norwich,Ct | 8,519,126 |
| 96 | Little Rock- North Little Rock, AR | 8,427,261 |
| 97 | Knoxville, TN | 7,899,525 |
| 98 | Tulsa, OK | 7,795,122 |
| 99 | Gary-Hammond,IN | 7,739,640 |
| 100 | Colorado Springs,CO | 7,629,640 |
| 101 | York, PA | 7,550,144 |
| 102 | Portland, ME | 7,546,950 |
| 103 | Lancaster, PA | 7,493,914 |
| 104 | Charleston, SC | 7,454,360 |
| 105 | Columbia, SC | 7,447,513 |
| 106 | Trenton, NJ | 7,403,258 |
| 107 | Salinas- Seaside- Monterey, CA | 7,373,843 |
| 108 | Albuquerque, NM | 7,285,372 |
| 109 | Lansing- East Lansing, MI | 7,199,323 |
| 110 | Augusta, GA-SC | 6,935,374 |
| 111 | Joliet, IL | 6,743,665 |
| 112 | Youngstown- Warren, OH | 6,611,306 |
| 113 | Peoria, IL | 6,606,992 |
| 114 | Baton Rouge, LA | 6,596,105 |
| 115 | Flint, MI | 6,585,486 |
| 116 | Aurora-Elgin, IL | 6,518,568 |
| 117 | Wichita, KS | 6,348,262 |
| 118 | Saginaw- Bay City- Midland, MI | 6,263,164 |
| 119 | Mobile, AL | 6,059,825 |
| 120 | Visalia- Tulare- Porterville, CA | 5,990,861 |
| 121 | Davenport- Rock Island- Moline, IA-IL | 5,840,377 |
| 122 | Fort Wayne, IN | 5,783,673 |
| 123 | Des Moines, IA | 5,761,205 |
| 124 | Reading, PA | 5,729,417 |
| 125 | Modesto, CA | 5,666,901 |
| 126 | El Paso, TX | 5,618,675 |
| 127 | Canton, OH | 5,610,202 |
| 128 | Chattanooga,TN-GA | 5,560,134 |
| 129 | Fort Myers- Cape Coral, FL | 5,471,488 |
| 130 | Tallahassee, FL | 5,439,631 |
| 131 | Santa Cruz, CA | 5,427,880 |
| 132 | Jackson, MS | 5,298,020 |
| 133 | Sarasota, FL | 5,221,851 |
| 134 | Daytona Beach, FL | 5,215,407 |
| 135 | Macon-Warner Robins, GA | 5,208,818 |
| 136 | Anchorage, AK | 5,155,112 |
| 137 | Lakeland- Winterhaven, FL | 5,028,945 |
| 138 | Pensacola, FL | 4,971,499 |
| 139 | Rockford, IL | 4,772,081 |
| 140 | Appleton- Oshkosh- Neenah | 4,697,172 |
| 141 | Ann Arbor, MI | 4,690,357 |
| 142 | Lexington- Fayette, KY | 4,679,272 |
| 143 | Madison, WI | 4,676,705 |
| 144 | Evansville, IN-KY | 4,557,975 |
| 145 | Gainesville, FL | 4,534,521 |
| 146 | Beaumont- Port Arthur, TX | 4,495,380 |
| 147 | Eugene- Springfield,OR | 4,404,907 |
| 148 | Orange, NY | 4,403,681 |
| 149 | Montgomery, AL | 4,403,475 |
| 150 | Springfield, MO | 4,387,597 |
| 151 | Spokane, WA | 4,310,250 |
| 152 | Boulder- Longmont, CO | 4,298,010 |
| 153 | Corpus Christi, TX | 4,272,740 |
| 154 | Melbourne- Titusville- Palm Bay, FL | 4,231,020 |
| 155 | Kalamazoo, MI | 4,176,194 |
| 156 | Johnson City- Kingsport- Bristol, TN-VA | 4,124,272 |
| 157 | Hamilton- Middletown,OH | 4,107,662 |
| 158 | Binghamton, NY | 4,093,090 |
| 159 | Utica-Rome, NY | 4,078,529 |
| 160 | Shreveport, LA | 4,075,053 |
| 161 | Erie, PA | 4,068,143 |
| 162 | Salem, OR | 4,024,745 |
| 163 | Fort Pierce, FL | 3,948,445 |
| 164 | Columbus, GA-AL | 3,924,981 |
| 165 | Huntsville, AL | 3,897,011 |
| 166 | Savannah, GA | 3,802,765 |
| 167 | Poughkeepsie, NY | 3,760,409 |
| 168 | Champaign- Urbana- Rantoul, IL | 3,757,741 |
| 169 | South Bend- Mishawaka, IN | 3,735,703 |
| 170 | Springfield, IL | 3,718,320 |
| 171 | Fayetteville, NC | 3,626,683 |
| 172 | Bradenton, FL | 3,608,571 |
| 173 | Ft. Collins- Loveland, CO | 3,596,081 |
| 174 | Charleston, WV | 3,429,685 |
| 175 | Merced, CA | 3,421,494 |
| 176 | Reno, NV | 3,381,657 |
| 177 | Killeen-Temple, TX | 3,367,471 |
| 178 | Roanoke, Va | 3,364,726 |
| 179 | Duluth, MN-WI | 3,308,215 |
| 180 | Boise City, ID | 3,289,522 |
| 181 | Hickory, NC | 3,270,520 |
| 182 | Vancouver, WA | 3,263,501 |
| 183 | Huntington- Ashland, WV-KY-OH | 3,199,440 |
| 184 | Brazoria, TX | 3,179,734 |
| 185 | Lorain-Elyna,OH | 3,174,749 |
| 186 | Green Bay, WI | 3,165,164 |
| 187 | Johnstown, PA | 3,149,207 |
| 188 | Lubbock, TX | 3,141,984 |
| 189 | McAllen- Edinburg- Mission, TX | 3,118,023 |
| 190 | Chico, CA | 3,025,430 |
| 191 | Lincoln, NE | 2,998,824 |
| 192 | Naples, FL | 2,953,965 |
| 193 | Amarillo, TX | 2,907,263 |
| 194 | Yakima, WA | 2,895,613 |
| 195 | St. Cloud, MN | 2,892,654 |
| 196 | Niagara Falls, NY | 2,863,323 |
| 197 | Lafayette, LA | 2,810,835 |
| 198 | Racine, WI | 2,777,460 |
| 199 | Ocala, FL | 2,750,366 |
| 200 | Bloomington- Normal, IL | 2,699,526 |
| 201 | Bangor, ME | 2,680,912 |
| 202 | Beaver, PA | 2,632,728 |
| 203 | Burlington, VT | 2,632,255 |
| 204 | Galveston- Texas City, TX | 2,614,638 |
| 205 | Elkhart-Goshen, IN | 2,587,438 |
| 206 | Banton Harbor, MI | 2,553,846 |
| 207 | Redding, CA | 2,542,771 |
| 208 | Tyler, TX | 2,541,915 |
| 209 | Biloxi- Gulfport, MS | 2,519,469 |
| 210 | Provo-Orem, UT | 2,477,940 |
| 211 | Athens, GA | 2,460,923 |
| 212 | Cedar Rapids, IA | 2,415,636 |
| 213 | Lafayetter- W. Lafayette,IN | 2,411,307 |
| 214 | Fort Smith, AR-OK | 2,393,670 |
| 215 | Waco, TX | 2,366,057 |
| 216 | Rickland- Kennewick- Pasco, WA | 2,359,458 |
| 217 | Topeka, KS | 2,358,773 |
| 218 | Muskegon, MI | 2,356,602 |
| 219 | Santa Fe, NM | 2,309,725 |
| 220 | Pittsfield, MA | 2,289,738 |
| 221 | Brownsville Harlingen, TX | 2,281,596 |
| 222 | Wheeling,WV-OH | 2,239,941 |
| 223 | Joplin, MO | 2,211,193 |
| 224 | Greeley, CO | 2,192,455 |
| 225 | Jackson, MI | 2,160,487 |
| 226 | Dothan, AL | 2,158,346 |
| 227 | Lima, OH | 2,156,729 |
| 228 | Olympia, WA | 2,129,231 |
| 229 | Houma- Thibodaux, LA | 2,114,703 |
| 230 | Battle Creek, MI | 2,113,660 |
| 231 | Longview- Marshall, TX | 2,089,815 |
| 232 | Tuscaloosa, AL | 2,085,958 |
| 233 | Decatur, AL | 2,083,816 |
| 234 | Decatur, IL | 2,075,473 |
| 235 | Wilmington, NC | 2,056,830 |
| 236 | Alexandria, LA | 2,038,077 |
| 237 | Fort Walton Beach, FL | 2,036,969 |
| 238 | Steubenville- Weirton,OH-WV | 2,034,576 |
| 239 | Waterloo- Cedar Falls, IA | 2,022,631 |
| 240 | Ashville, NC | 2,021,156 |
| 241 | Terre Haute, IN | 2,018,698 |
| 242 | Bellingham, WA | 2,015,331 |
| 243 | Medford, OR | 2,013,718 |
| 244 | Lynchburg, Va | 2,003,739 |
| 245 | Altoona, PA | 2,001,224 |
| 246 | Jacksonville, NC | 1,950,023 |
| 247 | Lawton, OK | 1,946,963 |
| 248 | Charlottesville, Va | 1,940,313 |
| 249 | Parkersburg- Marietta, WV | 1,938,915 |
| 250 | Albany, GA | 1,934,757 |
| 251 | Bloomington, IN | 1,934,151 |
| 252 | Clarkesville- Hopkinsville, TN-KY | 1,829,099 |
| 253 | Lake Charles, LA | 1,819,428 |
| 254 | Vineland- Millville- Bridgeton, NJ | 1,803,230 |
| 255 | Bremerton, WA | 1,796,173 |
| 256 | Sioux Falls, SD | 1,772,149 |
| 257 | Midland, TX | 1,762,253 |
| 258 | Mansfield, OH | 1,755,022 |
| 259 | Billings, MT | 1,754,619 |
| 260 | Eau Claire, WI | 1,750,164 |
| 261 | Janesville- Beloit,WI | 1,741,538 |
| 262 | Sharon, PA | 1,737,189 |
| 263 | Odessa, TX | 1,734,838 |
| 264 | Fargo- Moorhead, ND-MN | 1,718,905 |
| 265 | Fayetteville- Springdale, AR | 1,711,555 |

| | | |
|---|---|---|
| 266 | Anderson, IN | 1,706,879 |
| 267 | Yuba City, CA | 1,705,696 |
| 268 | La Crosse, WI | 1,690,499 |
| 269 | Rochester, MN | 1,682,947 |
| 270 | Muncie, IN | 1,664,376 |
| 271 | Florence, SC | 1,662,359 |
| 272 | Kenosha, WI | 1,657,715 |
| 273 | Anderson, SC | 1,652,455 |
| 274 | Williamsport,PA | 1,645,368 |
| 275 | Sioux City, IA-NE | 1,611,732 |
| 276 | Iowa City, IA | 1,597,737 |
| 277 | Wausau, WI | 1,586,773 |
| 278 | Panama City, FL | 1,586,626 |
| 279 | Burlington, NC | 1,555,987 |
| 280 | Wichita Falls, TX | 1,553,912 |
| 281 | San Angelo, TX | 1,552,403 |
| 282 | Monroe, LA | 1,547,892 |
| 283 | Hagerstown, MD | 1,528,614 |
| 284 | Florence, AL | 1,524,734 |
| 285 | Abilene, TX | 1,515,697 |
| 286 | Anniston, AL | 1,513,009 |
| 287 | Sheboygan, WI | 1,497,588 |
| 288 | Sherman- Denison, TX | 1,492,496 |
| 289 | Las Cruces, NM | 1,483,234 |
| 290 | Lewiston- Auburn, ME | 1,482,089 |
| 291 | Kankakee, IL | 1,416,675 |
| 292 | Kokoma, IN | 1,415,915 |
| 293 | Columbia, MO | 1,412,318 |
| 294 | Pueblo, CO | 1,410,108 |
| 295 | Glens Falls, NY | 1,409,027 |
| 296 | State College,PA | 1,378,334 |
| 297 | Lawrence, KS | 1,333,615 |
| 298 | Cumberland, MD-WV | 1,330,128 |
| 299 | Pascagoula, MS | 1,327,895 |
| 300 | St. Joseph | 1,244,831 |
| 301 | Danville, Va | 1,231,257 |
| 302 | Dubuque, IA | 1,227,418 |
| 303 | Pine Bluff, AR | 1,184,650 |
| 304 | Texarkana, TX-AR | 1,155,046 |
| 305 | Bismarck, ND | 1,133,744 |
| 306 | Victoria, TX | 1,128,957 |
| 307 | Jackson, TN | 1,078,402 |
| 308 | Great Falls, MT | 1,054,572 |
| 309 | Laredo, TX | 1,027,769 |
| 310 | Gadsden, AL | 1,019,566 |
| 311 | Elmira, NY | 1,010,586 |
| 312 | Rapid City, SD | 951,886 |
| 313 | Owensboro, KY | 939,292 |
| 314 | Cheyenne, WY | 919,835 |
| 315 | Bryan- College Station, TX | 892,421 |
| 316 | Grand Forks, ND | 859,200 |
| 317 | Casper, WY | 822,124 |
| 318 | Enid, OK | 718,446 |

## INCOME PER HOUSEHOLD

| | | |
|---|---|---|
| 1 | San Jose, CA | 73,896 |
| 2 | Vallejo- Fairfield- Napa, CA | 69,508 |
| 3 | Anaheim- Santa Ana, CA | 68,274 |
| 4 | Santa Barbara- Santa Maria- Lompoc, CA | 65,552 |
| 5 | Santa Cruz, CA | 63,198 |
| 6 | Sacramento, CA | 62,992 |
| 7 | Oakland, CA | 62,417 |
| 8 | San Diego, CA | 62,381 |
| 9 | Oxnard- Ventura, CA | 62,359 |
| 10 | Bridgeport- Stamford- Norwalk-Danbury,Ct | 62,268 |
| 11 | Trenton, NJ | 62,244 |
| 12 | Washigton, DC-MD-VA | 61,388 |
| 13 | Honolulu, HI | 59,941 |
| 14 | Santa Rose- Petaluma, CA | 59,508 |
| 15 | Bloomington, IN | 59,243 |
| 16 | Lake County, IL | 59,148 |
| 17 | Atlantic City, NJ | 58,908 |
| 18 | Tallahassee, FL | 58,651 |
| 19 | Naples, FL | 58,278 |
| 20 | Hartford- New Britian- Middletown-Bristol, Ct | 58,200 |
| 21 | Sante Fe, NM | 57,132 |
| 22 | Springfield, IL | 56,197 |
| 23 | Anchorage, AK | 56,158 |
| 24 | Boston- Lawrence- Salem- Lowell- Brockton, MA | 55,664 |
| 25 | San Francisco, CA | 55,442 |
| 26 | Newark, NJ | 55,202 |
| 27 | Salinas- Seaside- Monterey, CA | 54,340 |
| 28 | Iowa City, IA | 53,067 |
| 29 | Sarasota, FL | 53,057 |
| 30 | Peoria, IL | 52,821 |
| 31 | Bloomington- Normal, IL | 51,742 |
| 32 | Portsmouth- Dover- Rochester, NH | 51,569 |
| 33 | New Haven- Waterbury- Meriden, Ct | 51,551 |
| 34 | Gainesville, FL | 51,272 |
| 35 | Bergen- Passiac, NJ | 51,036 |
| 36 | Stockton, CA | 51,009 |
| 37 | Fort Lauderdale- Hollywood- Pompano Beach, FL | 50,509 |
| 38 | Champaign- Urbana- Rantoul, IL | 50,258 |
| 39 | Kalamazoo, MI | 50,256 |
| 40 | Colorado Springs,CO | 49,331 |
| 41 | Bakersfield, CA | 49,317 |
| 42 | Worcester, MA | 49,268 |
| 43 | Minneapolis- St. Paul, MN-W | 49,070 |
| 44 | Redding, CA | 49,059 |
| 45 | Portland, ME | 48,784 |
| 46 | New London- Norwich,Ct | 48,767 |
| 47 | Reading, PA | 48,767 |
| 48 | Chico, CA | 48,684 |
| 49 | York, PA | 48,640 |
| 50 | West Palm Beach- Boca Raton-Delray, FL | 48,612 |
| 51 | Macon-Warner Robins, GA | 48,438 |
| 52 | La Crosse, WI | 48,323 |
| 53 | Ft. Collins- Loveland, CO | 48,288 |
| 54 | Lancaster, PA | 48,155 |
| 55 | Bradenton, FL | 48,036 |
| 56 | Aurora-Elgin, IL | 47,626 |
| 57 | Phoenix, AZ | 47,452 |
| 58 | Pittsburgh, PA | 47,384 |
| 59 | Fresno, CA | 47,288 |
| 60 | Houston, TX | 47,259 |
| 61 | Jersey City, NJ | 47,197 |
| 62 | Visalia- Tulare- Porterville, CA | 47,084 |
| 63 | Boulder- Longmont, CO | 46,709 |
| 64 | Monmouth- Ocean, NJ | 46,645 |
| 65 | Portland, OR | 46,643 |
| 66 | Atlanta, GA | 46,387 |
| 67 | Lansing- East Lansing, MI | 46,327 |
| 68 | Wilmington, NC | 46,237 |
| 69 | Jacksonville, NC | 46,160 |
| 70 | Battle Creek, MI | 45,859 |
| 71 | San Angelo, TX | 45,676 |
| 72 | Sherman- Denison, TX | 45,668 |
| 73 | Decatur, IL | 45,647 |
| 74 | Fort Myers- Cape Coral, FL | 45,611 |
| 75 | Wilmington, DE-NJ-MD | 45,533 |
| 76 | Lafayetter- W. Lafayette,IN | 45,301 |
| 77 | Riverside- San Bernardino, CA | 45,261 |
| 78 | Rockford, IL | 45,215 |
| 79 | Tucson, AZ | 45,110 |
| 80 | Springfield, MA | 45,047 |
| 81 | Dothan, AL | 44,873 |
| 82 | Augusta, GA-SC | 44,859 |
| 83 | Boise City, ID | 44,781 |
| 84 | Tyler, TX | 44,744 |
| 85 | Indianapolis, IN | 44,738 |
| 86 | Fayetteville- Springdale, AR | 44,588 |
| 87 | Benton Harbor, MI | 44,572 |
| 88 | Merced, CA | 44,484 |
| 89 | Terre Haute, IN | 44,436 |
| 90 | Brazoria, TX | 44,421 |
| 91 | Lawrence, KS | 44,403 |
| 92 | Bellingham, WA | 44,357 |
| 93 | Cleveland, OH | 44,311 |
| 94 | Springfield, MO | 44,200 |
| 95 | Chicago, IL | 44,170 |
| 96 | Little Rock- North Little Rock, AR | 44,079 |
| 97 | Rochester, NY | 44,043 |
| 98 | Evansville, IN-KY | 43,879 |
| 99 | Providence- Pawtucket- Woonsocket,RI | 43,872 |
| 100 | Las Vegas, NV | 43,824 |
| 101 | Tacoma, WA | 43,817 |
| 102 | Joliet, IL | 43,778 |
| 103 | Pittsfield, MA | 43,720 |
| 104 | Charlotte- Gastonia- Rock Hill, NC-SC | 43,703 |
| 105 | Kansas City, MO-KS | 43,694 |
| 106 | New Bedford- Fall River- Attleboro, MA | 43,641 |
| 107 | Tuscaloosa, AL | 43,473 |
| 108 | Nassau- Suffolk, NY | 43,388 |
| 109 | Columbus, GA-AL | 43,320 |
| 110 | Killeen-Temple, TX | 43,261 |
| 111 | Alexandria, LA | 43,239 |
| 112 | Detroit, MI | 43,215 |
| 113 | South Bend- Mishawaka, IN | 43,196 |
| 114 | New York, NY | 43,044 |
| 115 | Elkhart-Goshen, IN | 42,970 |
| 116 | Tampa- St. Petersburg- Clearwater, FL | 42,925 |
| 117 | Eugene- Springfield,OR | 42,869 |
| 118 | Modesto, CA | 42,784 |
| 119 | Albuquerque, NM | 42,734 |
| 120 | Toledo, OH | 42,692 |
| 121 | Fort Wayne, IN | 42,540 |
| 122 | Salt Lake City- Ogden, UT | 42,536 |
| 123 | Baltimore, MD | 42,520 |
| 124 | Jackson, MI | 42,472 |
| 125 | St. Louis, MO-IL | 42,472 |
| 126 | Decatur, AL | 42,391 |
| 127 | Greensville- Spartanburg, S( | 42,334 |
| 128 | Lawton, OK | 42,177 |
| 129 | Syracuse, NY | 42,127 |
| 130 | Greensboro- Winston- Salem- High Point, NC | 42,096 |
| 131 | Fort Pierce, FL | 42,087 |
| 132 | Joplin, MO | 42,039 |
| 133 | Huntsville, AL | 42,028 |
| 134 | Lincoln, NE | 41,988 |
| 135 | Green Bay, WI | 41,957 |
| 136 | Savannah, GA | 41,895 |
| 137 | Charlottesville, Va | 41,877 |
| 138 | Racine, WI | 41,835 |
| 139 | Manchester- Nashua, NH | 41,802 |
| 140 | Seattle, WA | 41,702 |
| 141 | Albany- Schenectady- Troy, NY | 41,620 |
| 142 | Midland, TX | 41,556 |
| 143 | Des Moines, IA | 41,489 |
| 144 | Lexington- Fayette, KY | 41,473 |
| 145 | Davenport- Rock Island- Moline, IA-IL | 41,425 |
| 146 | Columbia, SC | 41,307 |
| 147 | Rochester, MN | 41,201 |
| 148 | Athens, GA | 41,086 |
| 149 | Ann Arbor, MI | 41,009 |
| 150 | Birmingham, AL | 40,982 |
| 151 | Albany, GA | 40,911 |
| 152 | Binghamton, NY | 40,641 |
| 153 | Muskegon, MI | 40,561 |
| 154 | Saginaw- Bay City- Midland, MI | 40,511 |
| 155 | Amarillo, TX | 40,432 |
| 156 | Harrisburg- Lebanon- Carlisle, PA | 40,226 |
| 157 | Greeley, CO | 40,181 |
| 158 | Daytona Beach, FL | 40,111 |
| 159 | Milwaukee, WI | 40,104 |
| 160 | Lubbock, TX | 40,094 |
| 161 | Austin, TX | 40,090 |
| 162 | Muncie, IN | 40,072 |
| 163 | Orlando, FL | 39,935 |
| 164 | Kankakee, IL | 39,901 |
| 165 | Flint, MI | 39,871 |
| 166 | Roanoke, Va | 39,828 |
| 167 | Salem, OR | 39,716 |
| 168 | Middlesex- Somerset- Hunterdon, NJ | 39,710 |
| 169 | Dayton- Springfield,OH | 39,700 |
| 170 | Cincinnati, OH-KY-IN | 39,596 |
| 171 | Jackson, MS | 39,587 |
| 172 | Hamilton- Middletown,OH | 39,552 |
| 173 | Scranton- Wilkes Barre, PA | 39,327 |
| 174 | Bangor, ME | 39,304 |
| 175 | Memphis,TN-AR-MS | 39,279 |
| 176 | Sheboygan, WI | 39,243 |
| 177 | Altoona, PA | 39,029 |
| 178 | Biloxi- Gulfport, MS | 38,965 |
| 179 | St. Joseph | 38,939 |
| 180 | Akron, OH | 38,856 |
| 181 | Cedar Rapids, IA | 38,836 |
| 182 | Appleton- Oshkosh- Neenah, WI | 38,818 |
| 183 | Duluth, MN-WI | 38,741 |
| 184 | Montgomery, AL | 38,690 |
| 185 | Burlington, NC | 38,670 |
| 186 | Orange, NY | 38,661 |
| 187 | Fort Worth- Arlington, TX | 38,626 |
| 188 | Poughkeepsie, NY | 38,554 |
| 189 | Hagerstown, MD | 38,406 |
| 190 | Lynchburg, Va | 38,374 |
| 191 | Raleigh- Durham, NC | 38,319 |
| 192 | Dallas, TX | 38,116 |
| 193 | Victoria, TX | 38,096 |
| 194 | Yuba City, CA | 38,089 |
| 195 | Omaha, NE-IA | 38,020 |
| 196 | Williamsport,PA | 37,853 |
| 197 | Erie, PA | 37,845 |
| 198 | Buffalo, NY | 37,795 |
| 199 | Sharon, PA | 37,750 |
| 200 | Lewiston- Auburn, ME | 37,494 |
| 201 | Hickory, NC | 37,304 |
| 202 | Steubenville- Weirton,OH-WV | 37,302 |
| 203 | Topeka, KS | 37,119 |
| 204 | Charleston, SC | 37,092 |
| 205 | Burlington, VT | 36,976 |
| 206 | Grand Forks, ND | 36,957 |
| 207 | Kenosha, WI | 36,752 |
| 208 | Miami- Hialeah, FL | 36,690 |
| 209 | Canton, OH | 36,685 |
| 210 | Florence, SC | 36,641 |
| 211 | Kokoma, IN | 36,633 |
| 212 | Cumberland, MD-WV | 36,592 |
| 213 | Fargo- Moorhead, ND-MN | 36,583 |
| 214 | Grand Rapids, MI | 36,58[illegible] |
| 215 | St. Cloud, MN | 36,550 |
| 216 | Columbus, OH | 36,438 |
| 217 | Waco, TX | 36,345 |
| 218 | San Antonio, TX | 36,309 |
| 219 | Beaver, PA | 36,303 |
| 220 | Billings, MT | 36,220 |
| 221 | Odessa, TX | 36,202 |
| 222 | Wheeling,WV-OH | 36,168 |
| 223 | Fayetteville, NC | 36,030 |
| 224 | Louisville, KY-IN | 36,007 |
| 225 | Medford, OR | 35,982 |
| 226 | Yakima, WA | 35,979 |
| 227 | Oklahoma City, OK | 35,907 |
| 228 | Rickland- Kennewick- Pasco, WA | 35,855 |
| 229 | Vancouver, WA | 35,744 |
| 230 | Cheyenne, WY | 35,695 |
| 231 | Jackson, TN | 35,609 |
| 232 | Charleston, WV | 35,555 |
| 233 | Los Angles- Long Beach, CA | 35,543 |
| 234 | Lafayette, LA | 35,438 |
| 235 | Sioux City, IA-NE | 35,436 |
| 236 | Allentown- Bethlehem,PA-NJ | 35,385 |
| 237 | Waterloo- Cedar Falls, IA | 35,374 |
| 238 | Lima, OH | 35,351 |
| 239 | Wausau, WI | 35,331 |
| 240 | Anderson, IN | 35,232 |
| 241 | Bismarck, ND | 35,201 |
| 242 | Vineland- Millville- Bridgeton, NJ | 35,080 |
| 243 | Mansfield, OH | 34,996 |
| 244 | Reno, NV | 34,834 |
| 245 | Philadelphia, PA-NJ | 34,761 |
| 246 | Olympia, WA | 34,607 |
| 247 | Pine Bluff, AR | 34,551 |
| 248 | Ocala, FL | 34,501 |
| 249 | Clarkesville- Hopkinsville, TN-KY | 34,445 |
| 250 | Chattanooga,TN-GA | 34,323 |
| 251 | Johnstown, PA | 34,204 |
| 252 | Anniston, AL | 34,058 |
| 253 | Dubuque, IA | 33,960 |
| 254 | Gary-Hammond,IN | 33,900 |
| 255 | Longview- Marshall, TX | 33,717 |
| 256 | Eau Claire, WI | 33,651 |
| 257 | Galveston- Texas City, TX | 33,648 |
| 258 | Mobile, AL | 33,566 |
| 259 | Niagara Falls, NY | 33,501 |
| 260 | New Orleans, LA | 33,496 |
| 261 | Casper, WY | 33,465 |
| 262 | Fort Smith, AR-OK | 33,354 |
| 263 | Utica-Rome, NY | 33,265 |
| 264 | Great Falls, MT | 33,141 |
| 265 | Parkersburg- Marietta, WV | 33,098 |
| 266 | Norfolk- Virginia Beach- Newport News, VA | 33,052 |
| 267 | Youngstown- Warren, OH | 33,001 |
| 268 | Anderson, SC | 32,766 |
| 269 | Beaumont- Port Arthur, TX | 32,687 |
| 270 | Wichita, KS | 32,522 |
| 271 | Baton Rouge, LA | 32,447 |
| 272 | Shreveport, LA | 32,418 |
| 273 | Janesville- Beloit,WI | 32,378 |
| 274 | Knoxville, TN | 32,312 |
| 275 | Richmond- Petersburg, Va | 32,260 |
| 276 | Columbia, MO | 32,050 |
| 277 | Lakeland- Winterhaven, FL | 31,786 |
| 278 | Jacksonville, FL | 31,314 |
| 279 | Monroe, LA | 31,273 |
| 280 | Glens Falls, NY | 31,255 |
| 281 | Pensacola, FL | 30,982 |
| 282 | Danville, Va | 30,865 |
| 283 | Spokane, WA | 30,780 |
| 284 | Enid, OK | 30,745 |
| 285 | Huntington- Ashland, WV-KY-OH | 30,305 |
| 286 | Provo-Orem, UT | 30,019 |
| 287 | Abilene, TX | 29,917 |
| 288 | Denver, CO | 29,811 |
| 289 | Owensboro, KY | 29,722 |
| 290 | Florence, AL | 29,721 |
| 291 | Las Cruces, NM | 29,660 |
| 292 | Lake Charles, LA | 29,530 |
| 293 | Lorain-Elyria,OH | 29,527 |
| 294 | Wichita Falls, TX | 29,416 |
| 295 | Elmira, NY | 29,409 |
| 296 | Houma- Thibodaux, LA | 29,278 |
| 297 | Pascagoula, MS | 29,172 |
| 298 | Corpus Christi, TX | 29,105 |
| 299 | Fort Walton Beach, FL | 28,379 |
| 300 | Ashville, NC | 27,933 |
| 301 | Tulsa, OK | 27,751 |
| | State College,PA | 27,750 |
| 302 | Johnson City-Kigsport- Bristol, TN-VA | 27,567 |
| 303 | Gadsden, AL | 27,171 |
| 304 | Panama City, FL | 26,968 |
| 305 | Madison, WI | 26,698 |
| 306 | Texarkana, TX-AR | 26,685 |
| 307 | Nashville, TN | 26,423 |
| 308 | Melbourne- Titusville- Palm Bay, FL | 26,313 |
| 309 | Pueblo, CO | 26,030 |
| 310 | Bremerton, WA | 25,021 |
| 311 | El Paso, TX | 22,837 |
| 312 | Sioux Falls, SD | 20,931 |
| 313 | Rapid City, SD | 20,306 |
| 314 | Brownsville Harlingen, TX | 19,725 |
| 315 | Laredo, TX | 17,940 |

| | | |
|---|---|---|
| 316 | McAllen- Edinburg- | |
| 317 | Mission, TX | 17,293 |
| 318 | Bryan- College Station, TX | 13,790 |

## TOTAL RETAIL SALES
(thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 59,940,601 |
| 2 | New York, NY | 55,327,819 |
| 3 | Chicago, IL | 46,438,277 |
| 4 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 45,091,716 |
| 5 | Philadelphia, PA-NJ | 36,416,406 |
| 6 | Detroit, MI | 33,695,320 |
| 7 | Washington,DC | 33,079,801 |
| 8 | Sacramento, CA | 29,954,365 |
| 9 | Houston, TX | 26,711,553 |
| 10 | Nassau-Suffolk, NY | 25,625,452 |
| 11 | Dallas, TX | 24,937,948 |
| 12 | Atlanta, GA | 24,797,363 |
| 13 | Anaheim-Santa Ana, CA | 23,861,953 |
| 14 | Minneapolis-St. Paul, MN-WI | 20,519,014 |
| 15 | San Diego, CA | 18,970,914 |
| 16 | Baltimore, MD | 18,502,979 |
| 17 | St. Louis, MO-IL | 18,375,502 |
| 18 | Phoenix, AZ | 17,986,235 |
| 19 | Oakland, CA | 17,195,021 |
| 20 | San Francisco, CA | 17,039,970 |
| 21 | Tampa-St. Petersburg-Clearwater, FL | 16,923,540 |
| 22 | Miami-Hialeah, FL | 16,329,835 |
| 23 | Seattle, WA | 16,108,564 |
| 24 | Pittsburgh, PA | 14,999,492 |
| 25 | Newark, NJ | 14,971,804 |
| 26 | Denver,CO | 14,793,480 |
| 27 | San Jose, CA | 14,689,414 |
| 28 | Cleveland, OH | 13,433,457 |
| 29 | Bergen-Passaic, NJ | 13,074,638 |
| 30 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 12,647,172 |
| 31 | Kansas City, MO-KS | 12,061,568 |
| 32 | Fort Worth-Arlington, TX | 11,473,064 |
| 33 | Cincinnati, OH-KY-IN | 10,904,649 |
| 34 | Columbus, OH | 10,516,797 |
| 35 | Portland, OR | 10,167,158 |
| 36 | Milwaukee, WI | 10,046,404 |
| 37 | San Antonio, Tx | 9,939,993 |
| 38 | indianapolis, IN | 9,880,576 |
| 39 | Norfolk-Virginia Beach-Newport News, VA | 9,830,968 |
| 40 | Hartford-New Britain-Middletown-Bristol, CT | 9,768,364 |
| 41 | Middlesex-Somerset-Hunterdon, NJ | 9,456,521 |
| 42 | Monmouth-Ocean, NJ | 9,285,500 |
| 43 | Charlotte-Gastonia-Rock Hill, NC-SC | 9,202,094 |
| 44 | Orlando, FL | 9,200,522 |
| 45 | New Orleans, LA | 9,168,865 |
| 46 | Bridgeport-Stamford-Norwalk-Danbury, CT | 8,443,133 |
| 47 | West Palm Beach-Boca Raton-Delray, FL | 8,268,938 |
| 48 | Yuba City, CA | 8,093,736 |
| 49 | New Bedford-Fall River-Attleboro, MA | 8,062,482 |
| 50 | Nashville, TN | 7,857,944 |
| 51 | Oklahoma City, OK | 7,844,884 |
| 52 | Manchester-Nashua, NH | 7,837,352 |
| 53 | Memphis, TN-AR-MS | 7,463,579 |
| 54 | Greensboro-Winston-Salem-High Point, NC | 7,440,025 |
| 55 | Salt Lake City-Ogden, UT | 7,367,598 |
| 56 | Providence-Pawtucket-Woonsocket, RI | 7,344,187 |
| 57 | Rochester, NY | 7,288,594 |
| 58 | Jacksonville, FL | 7,089,047 |
| 59 | Richmond-Petersburg, VA | 6,983,663 |
| 60 | Dayton-Springfield, OH | 6,971,579 |
| 61 | Austin, TX | 6,922,117 |
| 62 | Louisville, KY-IN | 6,770,247 |
| 63 | New Haven-Waterbury-Meriden, CT | 6,763,361 |
| 64 | Honolulu, HI | 6,648,356 |
| 65 | Buffalo, NY | 6,486,893 |
| 66 | Riverside-San Bernardino, CA | 6,379,822 |
| 67 | Vallejo-Fairfield-Napa, CA | 6,165,493 |
| 68 | Birmingham, AL | 6,051,605 |
| 69 | Raleigh-Durham, NC | 6,012,176 |
| 70 | Las Vegas, NV | 5,958,142 |
| 71 | Worcester-Fitchburg-Leominster, MA | 5,589,911 |
| 72 | Grand Rapids, MI | 5,564,278 |
| 73 | Albany-Schenectady-Troy, NY | 5,493,987 |
| 74 | Oxnard-Ventura, CA | 5,184,426 |
| 75 | Tulsa, OK | 5,151,902 |
| 76 | Scranton-Wilkes Barre, PA | 5,085,708 |
| 77 | Allentown-Bethlehem, PA | 5,062,617 |
| 78 | Toledo, OH | 5,004,765 |
| 79 | Knoxville, TN | 4,915,481 |
| 80 | Portsmouth-Dover-Rochester, NH-ME | 4,859,316 |
| 81 | Omaha, NE-IO | 4,826,755 |
| 82 | Syracuse, NY | 4,818,542 |
| 83 | Harrisburg-Lebanon-Carlisle, PA | 4,776,177 |
| 84 | Springfield, MA | 4,718,427 |
| 85 | Tucson, AZ | 4,703,648 |
| 86 | Gary-Hammond, IN | 4,685,632 |
| 87 | Greenville-Spartanburg, SC | 4,680,037 |
| 88 | Wilmington, DE-NJ-MD | 4,654,601 |
| 89 | Fresno, CA | 4,609,983 |
| 90 | Akron, OH | 4,499,587 |
| 91 | Lake County, IL | 4,256,827 |
| 92 | Albuquerque, NM | 4,176,399 |
| 93 | Little Rock-North Little Rock, AR | 4,114,050 |
| 94 | Portland, ME | 4,069,436 |
| 95 | Baton Rouge, LA | 4,059,934 |
| 96 | Bakersfield, CA | 3,864,095 |
| 97 | Atlantic City, NJ | 3,845,658 |
| 98 | Santa Barbara-Santa Maria-Lompoc, CA | 3,716,489 |
| 99 | Wichita, KS | 3,679,866 |
| 100 | El Paso, TX | 3,657,702 |
| 101 | Tacoma, WA | 3,656,364 |
| 102 | Flint, MI | 3,418,390 |
| 103 | Charleston, SC | 3,415,105 |
| 104 | Youngstown-Warren, OH | 3,307,605 |
| 105 | Colorado Springs, CO | 3,304,260 |
| 106 | Santa Rosa-Petaluma, CA | 3,299,664 |
| 107 | Lansing-East Lansing, MI | 3,285,749 |
| 108 | Columbia, SC | 3,261,713 |
| 109 | Fort Wayne, IN | 3,237,512 |
| 110 | Des Moines, IA | 3,186,038 |
| 111 | Jersey City, NJ | 3,179,867 |
| 112 | Lancaster, PA | 3,171,995 |
| 113 | Mobile, AL | 3,171,335 |
| 114 | Chattanooga, TN-GA | 3,119,446 |
| 115 | Madison, WI | 3,076,606 |
| 116 | Saginaw-Bay City-Midland, MI | 2,984,603 |
| 117 | Trenton, NJ | 2,975,512 |
| 118 | Melbourne-Titusville-Palm Bay, FL | 2,969,772 |
| 119 | York, PA | 2,915,734 |
| 120 | Daytona Beach, FL | 2,902,700 |
| 121 | Fort Myers-Cape Coral, FL | 2,887,224 |
| 122 | Stockton, CA | 2,865,829 |
| 123 | Anchorage, AK | 2,854,202 |
| 124 | Johnson City-Bristol Kingsport, TN-VA | 2,837,267 |
| 125 | Lakeland-Winterhaven, FL | 2,798,329 |
| 126 | Corpus Christi, TX | 2,796,023 |
| 127 | Florence, AL | 2,789,346 |
| 128 | Spokane, WA | 2,775,872 |
| 129 | Sarasota, FL | 2,755,161 |
| 130 | Beaumont-Port Arthur, TX | 2,722,260 |
| 131 | Lexington-Fayette, KY | 2,720,030 |
| 132 | Reno, NV | 2,718,418 |
| 133 | Augusta, GA-SC | 2,716,283 |
| 134 | Canton, OH | 2,711,052 |
| 135 | Shreveport, LA | 2,697,114 |
| 136 | Jackson, MS | 2,696,001 |
| 137 | Reading, PA | 2,677,515 |
| 138 | Davenport-Moline Rock Island, IA-IL | 2,595,859 |
| 139 | Ann Arbor, MI | 2,588,964 |
| 140 | Salinas-Seaside-Monterey, CA | 2,469,520 |
| 141 | Aurora-Elgin, IL | 2,447,007 |
| 142 | Orange, NY | 2,429,274 |
| 143 | McAllen-Edinburg-Mission, TX | 2,419,870 |
| 144 | Pensacola, FL | 2,418,723 |
| 145 | Modesto, CA | 2,277,631 |
| 146 | Peoria, IL | 2,226,516 |
| 147 | Evansville, IN-KY | 2,196,617 |
| 148 | Appleton-Oshkosh-Neenah, WI | 2,160,427 |
| 149 | Boulder-Longmont, CO | 2,144,439 |
| 150 | Macon-Warner Robbins, GA | 2,136,160 |
| 151 | New London-Norwich, CT | 2,135,077 |
| 152 | Santa Cruz, CA | 2,127,756 |
| 153 | Eugene-Springfield, OR | 2,112,621 |
| 154 | Poughkeepsie, NY | 2,079,987 |
| 155 | Lubbock, TX | 2,078,029 |
| 156 | Rockford, IL | 2,068,695 |
| 157 | Utica-Rome, NY | 2,064,113 |
| 158 | Joliet, IL | 2,036,415 |
| 159 | Fort Pierce,FL | 2,033,869 |
| 160 | Montgomery, AL | 1,988,110 |
| 161 | St. Cloud, MN | 1,985,021 |
| 162 | Binghamton, NY | 1,978,052 |
| 163 | Springfield, MO | 1,973,675 |
| 164 | Roanoke, VA | 1,935,612 |
| 165 | Amarillo, TX | 1,935,255 |
| 166 | Visalia-Tulare-Porterville, CA | 1,928,243 |
| 167 | Savannah, GA | 1,927,933 |
| 168 | South Bend-Mishawaka, IN | 1,890,273 |
| 169 | Kalamazoo, MI | 1,874,334 |
| 170 | Gainesville, FL | 1,864,546 |
| 171 | Charleston, WV | 1,856,269 |
| 172 | Erie, PA | 1,827,184 |
| 173 | Huntington-Ashland, WV | 1,803,975 |
| 174 | Tallahassee, FL | 1,793,257 |
| 175 | Fayetteville, NC | 1,790,183 |
| 176 | Decatur, AL | 1,790,109 |
| 177 | Huntsville, AL | 1,770,146 |
| 178 | Brownsville-Harlingen, TX | 1,726,033 |
| 179 | Salem, OR | 1,723,005 |
| 180 | Bradenton, FL | 1,716,531 |
| 181 | Duluth, MN-WI | 1,706,832 |
| 182 | Lafayette, LA | 1,699,090 |
| 183 | Columbus, GA-AL | 1,645,451 |
| 184 | Burlington, VT | 1,644,753 |
| 185 | Boise City, ID | 1,627,015 |
| 186 | Hickory, NC | 1,610,591 |
| 187 | Ocala, Fl | 1,600,903 |
| 188 | Waco, TX | 1,566,641 |
| 189 | Green Bay, WI | 1,554,836 |
| 190 | Ashville, NC | 1,554,055 |
| 191 | Hamilton-Middletown, OH | 1,542,615 |
| 192 | Kileen-Temple, TX | 1,539,562 |
| 193 | Springfield, IL | 1,538,642 |
| 194 | Longview-Marshall, TX | 1,528,431 |
| 195 | Lincoln, NE | 1,496,986 |
| 196 | Lorain-Elyria, OH | 1,481,267 |
| 197 | Galveston-Texas City, TX | 1,476,557 |
| 198 | Naples, FL | 1,468,650 |
| 199 | Ft. Collins-Loveland, CO | 1,450,360 |
| 200 | Elkhart-Goshen, IN | 1,448,120 |
| 201 | Biloxi-Gulfport, MS | 1,426,562 |
| 202 | Champaign-Urbana-Rantoul, IL | 1,400,116 |
| 203 | Provo-Orem, UT | 1,395,200 |
| 204 | Tyler, TX | 1,354,656 |
| 205 | Fort Smith, AR-OK | 1,335,963 |
| 206 | Chico, CA | 1,333,534 |
| 207 | Johnstown, PA | 1,330,010 |
| 208 | Bangor, ME | 1,323,901 |
| 209 | Fargo-Moorhead, ND-MN | 1,322,269 |
| 210 | Niagara Falls, NY | 1,292,907 |
| 211 | Yakima, WA | 1,271,910 |
| 212 | Cedar Rapids, IA | 1,269,605 |
| 213 | Houma-Thibodaux, LA | 1,259,009 |
| 214 | Topeka, KS | 1,250,327 |
| 215 | Pittsfield, MA | 1,242,277 |
| 216 | Sioux Falls, SD | 1,240,898 |
| 217 | Medford | 1,204,870 |
| 218 | Vancouver, WA | 1,197,486 |
| 219 | Redding, CA | 1,195,396 |
| 220 | Wilmington, NC | 1,190,740 |
| 221 | Lima, OH | 1,187,091 |
| 222 | Lake Charles, LA | 1,172,108 |
| 223 | Billings, MT | 1,163,322 |
| 224 | Abilene, TX | 1,162,297 |
| 225 | Odessa, TX | 1,152,594 |
| 226 | Panama City, FL | 1,148,932 |
| 227 | Brazoria, TX | 1,139,717 |
| 228 | Ft Walton Beach, FL | 1,138,575 |
| 229 | Terre Haute, IN | 1,133,592 |
| 230 | Monroe, LA | 1,133,458 |
| 231 | Parkersburg-Marietta, WV | 1,124,873 |
| 232 | Racine, WI | 1,119,848 |
| 233 | Wheeling, WV-OH | 1,112,406 |
| 234 | Laredo, TX | 1,104,714 |
| 235 | Charlottesville, VA | 1,096,099 |
| 236 | Eau Claire, WI | 1,094,813 |
| 237 | Lynchburg, VA | 1,093,866 |
| 238 | Benton Harbor, MI | 1,076,634 |
| 239 | Alexandria, LA | 1,070,609 |
| 240 | Santa Fe, NM | 1,069,030 |
| 241 | Joplin, MO | 1,065,244 |
| 242 | Bryan College Station, TX | 1,061,253 |
| 243 | Olympia, WA | 1,047,152 |
| 244 | Altoona, PA | 1,045,653 |
| 245 | Rochester, MN | 1,038,482 |
| 246 | Athens, GA | 1,036,911 |
| 247 | Wichita Falls, TX | 1,026,576 |
| 248 | Janesville-Beloit, WI | 1,023,624 |
| 249 | Mansfield, OH | 1,016,174 |
| 250 | Merced, CA | 1,008,924 |
| 251 | Vineland-Milville-Bridgeton, NJ | 1,008,781 |
| 252 | Lafayette-West Lafayette, IN | 1,001,375 |
| 253 | Dothan, AL | 999,237 |
| 254 | Tuscaloosa, AL | 997,539 |
| 255 | Texarkana, TX-AR | 996,711 |
| 256 | Burlington, NC | 994,921 |
| 257 | Richland-Kennewick-Pasco, WA | 993,023 |
| 258 | Bloomington-Normal, IL | 992,819 |
| 259 | Bremerton, WA | 989,422 |
| 260 | Hagerstown, MD | 976,268 |
| 261 | Fayetteville-Springdale, AR | 975,046 |
| 262 | Muskegon, MI | 974,540 |
| 263 | Clarksville-Hopkinsville, TN-KY | 973,973 |
| 264 | State College, PA | 968,295 |
| 265 | Beaver, PA | 965,261 |
| 266 | Bellingham, WA | 964,360 |
| 267 | Anderson, SC | 960,456 |
| 268 | Anderson, IN | 949,408 |
| 269 | Midland, TX | 948,967 |
| 270 | Waterloo-Cedar Falls, IA | 948,309 |
| 271 | Muncie, IN | 939,730 |
| 272 | Jackson, MI | 919,737 |
| 273 | Sioux City, IA-NE | 910,167 |
| 274 | Florence, SC | 904,891 |
| 275 | Albany, GA | 882,226 |
| 276 | Decatur, IL | 880,114 |
| 277 | San Angelo, TX | 857,141 |
| 278 | La Crosse, WI | 856,737 |
| 279 | Bloomington, IN | 839,983 |
| 280 | Williamsport, PA | 831,575 |
| 281 | Columbia, MO | 814,369 |
| 282 | Sherman-Denison, TX | 814,207 |
| 283 | Lewiston-Auburn, ME | 809,457 |
| 284 | Lawton, OK | 808,404 |
| 285 | Battle Creek, MI | 806,371 |
| 286 | Pueblo, CO | 796,739 |
| 287 | Las Cruces, NM | 796,120 |
| 288 | Kokomo, IN | 795,523 |
| 289 | Jacksonville, NC | 767,125 |
| 290 | Rapid City, SD | 758,351 |
| 291 | Sharon, PA | 738,628 |
| 292 | Wausau, WI | 737,498 |
| 293 | Iowa City, IA | 736,395 |
| 294 | Anniston, AL | 726,657 |
| 295 | Greeley, CO | 724,795 |
| 296 | Steubenville-Weirton, OH-WV | 718,144 |
| 297 | Bismarck, ND | 711,069 |
| 298 | Cumberland, MD-WV | 701,052 |
| 299 | Jackson, TN | 694,355 |
| 300 | Great Falls, MT | 689,779 |
| 301 | Kenosha, WI | 676,301 |
| 302 | St. Joseph, MO | 673,515 |
| 303 | Victoria, TX | 670,520 |
| 304 | Owensboro, KY | 662,541 |
| 305 | Danville, VA | 658,727 |
| 306 | Elmira, NY | 651,946 |
| 307 | Dubuque, IA | 641,366 |
| 308 | Sheboygan, WI | 631,183 |
| 309 | Grand Forks, ND | 617,615 |
| 310 | Pascagoula, Ms | 615,586 |
| 311 | Gadsden, AL | 614,323 |
| 312 | Kankakee, IL | 584,476 |
| 313 | Pine Bluff, AR | 581,345 |
| 314 | Cheyenne, WY | 525,308 |
| 315 | Lawrence, KS | 512,062 |
| 316 | Casper, WY | 497,500 |
| 317 | Enid, OK | 453,691 |
| 318 | Glens Falls, NY | 242,336 |

## Lumber/ Hardware Sales
(thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 2,982,004 |
| 2 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 2,105,033 |
| 3 | Chicago, IL | 1,944,748 |
| 4 | New York, NY | 1,735,436 |
| 5 | Atlanta, GA | 1,708,166 |
| 6 | Philadelphia, PA-NJ | 1,672,016 |
| 7 | Sacramento, CA | 1,642,631 |
| 8 | Houston, TX | 1,636,621 |
| 9 | Detroit, MI | 1,585,041 |
| 10 | Nassau-Suffolk, NY | 1,379,563 |
| 11 | Washington,DC | 1,335,109 |
| 12 | Anaheim-Santa Ana, CA | 1,317,495 |
| 13 | Minneapolis-St. Paul, MN-WI | 1,308,315 |
| 14 | Dallas, TX | 1,222,340 |
| 15 | Phoenix, AZ | 1,079,364 |
| 16 | St. Louis, MO-IL | 1,055,578 |
| 17 | Seattle, WA | 965,029 |
| 18 | Tampa-St. Petersburg-Clearwater, FL | 957,631 |
| 19 | San Diego, CA | 932,571 |
| 20 | Denver,CO | 907,543 |
| 21 | Baltimore, MD | 872,919 |
| 22 | Oakland, CA | 853,465 |
| 23 | San Jose, CA | 726,059 |
| 24 | Pittsburgh, PA | 703,597 |
| 25 | San Francisco, CA | 694,468 |
| 26 | Newark, NJ | 692,818 |
| 27 | Fort Worth-Arlington, TX | 665,471 |
| 28 | Miami-Hialeah, FL | 554,717 |
| 29 | Kansas City, MO-KS | 628,696 |
| 30 | Austin, TX | 606,399 |
| 31 | Orlando, FL | 603,859 |
| 32 | San Antonio, Tx | 603,741 |
| 33 | Yuba City, CA | 600,936 |

| | | |
|---|---|---|
| 34 | Charlotte-Gastonia-Rock Hill, NC-SC | 591,495 |
| 35 | Oklahoma City, OK | 581,935 |
| 36 | Manchester-Nashua, NH | 579,540 |
| 37 | Bergen-Passaic, NJ | 565,608 |
| 38 | Cleveland, OH | 525,605 |
| 39 | Indianapolis, IN | 524,307 |
| 40 | Norfolk-Virginia Beach-Newport News, VA | 518,081 |
| 41 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 517,909 |
| 42 | Cincinnati, OH-KY-IN | 503,992 |
| 43 | Monmouth-Ocean, NJ | 503,969 |
| 44 | Salt Lake City-Ogden, UT | 491,779 |
| 45 | Columbus, OH | 480,775 |
| 46 | Hartford-New Britain-Middletown-Bristol, CT | 474,364 |
| 47 | Vallejo-Fairfield-Napa, CA | 469,213 |
| 48 | Middlesex-Somerset-Hunterdon, NJ | 465,702 |
| 49 | Bridgeport-Stamford-Norwalk-Danbury, CT | 464,704 |
| 50 | New Orleans, LA | 456,597 |
| 51 | Milwaukee, WI | 442,408 |
| 52 | Portland, OR | 438,915 |
| 53 | Greensboro-Winston-Salem-High Point, NC | 435,108 |
| 54 | West Palm Beach-Boca Raton-Delray, FL | 424,736 |
| 55 | Anchorage, AK | 414,578 |
| 56 | Jacksonville, FL | 392,087 |
| 57 | Riverside-San Bernardino, C | 389,583 |
| 58 | Providence-Pawtucket-Woonsocket, RI | 385,925 |
| 59 | Rochester, NY | 381,225 |
| 60 | Nashville, TN | 369,803 |
| 61 | New Bedford-Fall River-Attleboro, MA | 362,324 |
| 62 | Portsmouth-Dover- | |
| 63 | Rochester, NH-ME | 351,774 |
| | Raleigh-Durham, NC | 349,764 |
| 64 | Las Vegas, NV | 348,522 |
| 65 | Louisville, KY-IN | 346,050 |
| 66 | Tulsa, OK | 340,080 |
| 67 | Grand Rapids, MI | 336,606 |
| 68 | New Haven-Waterbury-Menden, CT | 331,382 |
| 69 | Greenville-Spartanburg, SC | 328,874 |
| 70 | Richmond-Petersburg, VA | 322,389 |
| 71 | Baton Rouge, LA | 319,921 |
| 72 | Omaha, NE-IO | 318,785 |
| 73 | Birmingham, AL | 312,298 |
| 74 | Memphis, TN-AR-MS | 309,958 |
| 75 | Knoxville, TN | 307,608 |
| 76 | Wichita, KS | 307,128 |
| 77 | Akron, OH | 301,281 |
| 78 | Tacoma, WA | 299,635 |
| 79 | Santa Rosa-Petaluma, CA | 298,610 |
| 80 | Dayton-Springfield, OH | 297,371 |
| 81 | Oxnard-Ventura, CA | 279,379 |
| 82 | Springfield, MA | 270,486 |
| 83 | Albuquerque, NM | 270,441 |
| 84 | Scranton-Wilkes Barre, PA | 264,585 |
| 85 | Portland, ME | 261,527 |
| 86 | Buffalo, NY | 261,245 |
| 87 | Albany-Schenectady-Troy, NY | 260,769 |
| 88 | Gary-Hammond, IN | 257,657 |
| 89 | Fresno, CA | 255,278 |
| 90 | Little Rock-North Little Rock, AR | 253,712 |
| 91 | Tucson, AZ | 253,685 |
| 92 | Worcester-Fitchburg-Leominster, MA | 252,322 |
| 93 | Syracuse, NY | 248,705 |
| 94 | Harrisburg-Lebanon-Carlisle, PA | 240,145 |
| 95 | Bakersfield, CA | 237,810 |
| 96 | Lakeland-Winterhaven, FL | 233,639 |
| 97 | Fort Myers-Cape Coral, FL | 233,551 |
| 98 | Lake County, IL | 233,457 |
| 99 | Sarasota, FL | 229,388 |
| 100 | Allentown-Bethlehem, PA-NJ | 229,196 |
| 101 | Colorado Springs, CO | 224,250 |
| 102 | Fort Pierce,FL | 222,662 |
| 103 | Lancaster, PA | 222,167 |
| 104 | Wilmington, DE-NJ-MD | 219,174 |
| 105 | Charleston, SC | 216,669 |
| 106 | Columbia, SC | 211,150 |
| 107 | Santa Cruz, CA | 209,491 |
| 108 | McAllen-Edinburg-Mission, TX | 208,701 |
| 109 | Santa Barbara-Santa Maria-Lompoc, CA | 205,894 |
| 110 | El Paso, TX | 202,907 |
| 111 | York, PA | 200,836 |
| 112 | Mobile, AL | 199,451 |
| 113 | Melbourne-Titusville-Palm Bay, FL | 198,229 |
| 114 | Atlantic City, NJ | 198,020 |
| 115 | Daytona Beach, FL | 195,336 |
| 116 | Augusta, GA-SC | 190,705 |
| 117 | Aurora-Elgin, IL | 186,809 |
| 118 | Des Moines, IA | 184,272 |
| 119 | Ocala, Fl | 183,939 |
| 120 | Flint, MI | 183,238 |
| 121 | Shreveport, LA | 179,401 |
| 122 | Toledo, OH | 177,593 |
| 123 | Florence, AL | 176,444 |
| 124 | Johnson City-Kingsport-Bristol, TN-VA | 175,720 |
| 125 | Fort Wayne, IN | 174,482 |
| 126 | Honolulu, HI | 172,852 |
| 127 | Reno, NV | 171,421 |
| 128 | Stockton, CA | 170,602 |
| 129 | Beaumont-Port Arthur, TX | 169,634 |
| 130 | Corpus Christi, TX | 164,271 |
| 131 | Orange, NY | 163,351 |
| 132 | Amarillo, TX | 162,294 |
| 133 | Lafayette, LA | 161,891 |
| 134 | Modesto, CA | 161,439 |
| 135 | Spokane, WA | 160,427 |
| 136 | Canton, OH | 159,954 |
| 137 | Saginaw-Bay City-Midland, MI | 158,527 |
| 138 | Boulder-Longmont, CO | 157,223 |
| 139 | St. Cloud, MN | 155,630 |
| 140 | Evansville, IN-KY | 155,034 |
| 141 | Pensacola, FL | 154,494 |
| 142 | Tallahassee, FL | 154,181 |
| 143 | Lansing-East Lansing, MI | 154,176 |
| 144 | Lubbock, TX | 153,998 |
| 145 | Chattanooga, TN-GA | 152,584 |
| 146 | Lake Charles, LA | 149,886 |
| 147 | Youngstown-Warren, OH | 148,893 |
| 148 | Ann Arbor, MI | 147,572 |
| 149 | Ft. Collins-Loveland, CO | 145,975 |
| 150 | Jackson, MS | 145,886 |
| 151 | Salinas-Seaside-Monterey, CA | 145,320 |
| 152 | Duluth, MN-WI | 144,558 |
| 153 | Hickory, NC | 143,169 |
| 154 | Madison, WI | 141,400 |
| 155 | Macon-Warner Robbins, GA | 138,684 |
| 156 | Davenport-Rock Island-Moline, IA-IL | 137,662 |
| 157 | Joliet, IL | 135,730 |
| 158 | Appleton-Oshkosh-Neenah, WI | 133,469 |
| 159 | New London-Norwich, CT | 132,354 |
| 160 | Gainesville, FL | 132,082 |
| 161 | Visalia-Tulare-Porterville, CA | 131,723 |
| 162 | Springfield, MO | 130,805 |
| 163 | Burlington, VT | 130,263 |
| 164 | Charleston, WV | 129,827 |
| 165 | Rockford, IL | 124,194 |
| 166 | Brownsville-Harlingen, TX | 123,259 |
| 167 | Lexington-Fayette, KY | 121,618 |
| 168 | Eugene-Springfield, OR | 121,318 |
| 169 | Ashville, NC | 120,599 |
| 170 | Poughkeepsie, NY | 119,855 |
| 171 | Trenton, NJ | 118,159 |
| 172 | Naples, FL | 117,499 |
| 173 | Jersey City, NJ | 116,826 |
| 174 | Huntington-Ashland, WV-KY-OH | 115,934 |
| 175 | Billings, MT | 115,354 |
| 176 | Huntsville, AL | 114,726 |
| 177 | Peoria, IL | 113,952 |
| 178 | Fayetteville, NC | 113,914 |
| 179 | Decatur, AL | 113,819 |
| 180 | Chico, CA | 113,520 |
| 181 | Bradenton, FL | 113,350 |
| 182 | Waco, TX | 112,897 |
| 183 | Galveston-Texas City, TX | 110,699 |
| 184 | Lincoln, NE | 110,640 |
| 185 | Tyler, TX | 110,448 |
| 186 | Redding, CA | 110,204 |
| 187 | Salem, OR | 110,093 |
| 188 | Provo-Orem, UT | 108,347 |
| 189 | Savannah, GA | 108,229 |
| 190 | Brazoria, TX | 106,369 |
| 191 | Kalamazoo, MI | 105,354 |
| 192 | Odessa, TX | 104,981 |
| 193 | Fort Smith, AR-OK | 103,709 |
| 194 | Boise City, ID | 103,156 |
| 195 | Montgomery, AL | 103,040 |
| 196 | Springfield, IL | 102,946 |
| 197 | Utica-Rome, NY | 102,711 |
| 198 | Longview-Marshall, TX | 101,797 |
| 199 | Johnstown, PA | 101,199 |
| 200 | Midland, TX | 100,581 |
| 201 | Houma-Thibodaux, LA | 100,377 |
| 202 | Bangor, ME | 100,242 |
| 203 | Topeka, KS | 99,416 |
| 204 | Cedar Rapids, IA | 99,308 |
| 205 | Bryan-College Station, TX | 97,508 |
| 206 | State College, PA | 95,739 |
| 207 | Bellingham, WA | 93,989 |
| 208 | Wilmington, NC | 93,176 |
| 209 | Binghamton, NY | 93,147 |
| 210 | Eau Claire, WI | 92,854 |
| 211 | Ft Walton Beach, FL | 92,687 |
| 212 | Reading, PA | 92,466 |
| 213 | Green Bay, WI | 91,616 |
| 214 | Bremerton, WA | 91,380 |
| 215 | Santa Fe, NM | 90,115 |
| 216 | Fargo-Moorhead, ND-MN | 89,774 |
| 217 | Roanoke, VA | 89,230 |
| 218 | Champaign-Urbana-Rantoul, IL | 88,159 |
| 219 | Monroe, LA | 88,131 |
| 220 | Biloxi-Gulfport, MS | 87,866 |
| 221 | Erie, PA | 85,699 |
| 222 | Pittsfield, MA | 85,367 |
| 223 | Sioux Falls, SD | 84,764 |
| 224 | Abilene, TX | 84,102 |
| 225 | Kileen-Temple, TX | 83,539 |
| 226 | Yakima, WA | 83,505 |
| 227 | Elkhart-Goshen, IN | 83,176 |
| 228 | Alexandria, LA | 82,648 |
| 229 | Anderson, SC | 81,690 |
| 230 | Florence, SC | 81,589 |
| 231 | Rochester, MN | 80,446 |
| 232 | South Bend-Mishawaka, IN | 79,603 |
| 233 | Wichita Falls, TX | 79,188 |
| 234 | Hagerstown, MD | 78,802 |
| 235 | Olympia, WA | 78,489 |
| 236 | Tuscaloosa, AL | 75,474 |
| 237 | Terre Haute, IN | 74,820 |
| 238 | Sioux City, IA-NE | 74,211 |
| 239 | Clarksville-Hopkinsville, TN-I | 72,061 |
| 240 | Sherman-Denison, TX | 71,259 |
| 241 | San Angelo, TX | 70,963 |
| 242 | Vancouver, WA | 68,181 |
| 243 | Parkersburg-Marietta, WV | 68,112 |
| 244 | Texarkana, TX-AR | 68,086 |
| 245 | Benton Harbor, MI | 67,443 |
| 246 | Wausau, WI | 66,832 |
| 247 | Fayetteville-Springdale, AR | 66,063 |
| 248 | Panama City, FL | 65,908 |
| 249 | Lafayette-West Lafayette, IN | 65,792 |
| 250 | Bloomington-Normal, IL | 65,744 |
| 251 | Racine, WI | 65,606 |
| 252 | Altoona, PA | 64,865 |
| 253 | Medford | 64,771 |
| 254 | Lynchburg, VA | 64,609 |
| 255 | Columbus, GA-AL | 63,777 |
| 256 | Laredo, TX | 63,042 |
| 257 | Dothan, AL | 62,625 |
| 258 | Muncie, IN | 62,403 |
| 259 | Charlottesville, VA | 62,270 |
| 260 | Joplin, MO | 62,098 |
| 261 | Richland-Kennewick-Pasco, WA | 61,741 |
| 262 | Rapid City, SD | 61,105 |
| 263 | Iowa City, IA | 61,003 |
| 264 | Merced, CA | 60,445 |
| 265 | Waterloo-Cedar Falls, IA | 60,310 |
| 266 | Lima, OH | 60,307 |
| 267 | Lorain-Elyria, OH | 59,061 |
| 268 | Jacksonville, NC | 59,026 |
| 269 | Hamilton-Middletown, OH | 58,517 |
| 270 | Athens, GA | 57,692 |
| 271 | Mansfield, OH | 57,529 |
| 272 | Victoria, TX | 57,495 |
| 273 | Columbia, MO | 57,449 |
| 274 | Jackson, MI | 57,215 |
| 275 | Burlington, NC | 56,606 |
| 276 | La Crosse, WI | 56,294 |
| 277 | Muskegon, MI | 56,124 |
| 278 | Jackson, TN | 55,636 |
| 279 | Decatur, IL | 55,334 |
| 280 | Niagara Falls, NY | 53,341 |
| 281 | Wheeling, WV-OH | 53,223 |
| 282 | Steubenville-Weirton, OH-WV | 52,423 |
| 283 | Janesville-Beloit, WI | 52,271 |
| 284 | Pueblo, CO | 52,129 |
| 285 | Owensboro, KY | 50,955 |
| 286 | Sheboygan, WI | 50,911 |
| 287 | Albany, GA | 50,226 |
| 288 | Greeley, CO | 49,655 |
| 289 | Kokomo, IN | 49,576 |
| 290 | Bismarck, ND | 48,280 |
| 291 | Anniston, AL | 48,271 |
| 292 | Las Cruces, NM | 47,157 |
| 293 | Bloomington, IN | 46,777 |
| 294 | Williamsport, PA | 45,679 |
| 295 | Lawton, OK | 45,028 |
| 296 | Anderson, IN | 44,529 |
| 297 | Sharon, PA | 44,175 |
| 298 | Danville, VA | 43,781 |
| 299 | Vineland-Milville-Bridgeton, NJ | 41,945 |
| 300 | Pine Bluff, AR | 41,571 |
| 301 | Casper, WY | 41,067 |
| 302 | Great Falls, MT | 40,744 |
| 303 | Dubuque, IA | 40,584 |
| 304 | Cumberland, MD-WV | 40,049 |
| 305 | Beaver, PA | 39,936 |
| 306 | Lewiston-Auburn, ME | 39,230 |
| 307 | Grand Forks, ND | 39,053 |
| 308 | Kankakee, IL | 38,724 |
| 309 | Battle Creek, MI | 37,884 |
| 310 | Gadsden, AL | 37,749 |
| 311 | Lawrence, KS | 35,637 |
| 312 | Enid, OK | 33,581 |
| 313 | Cheyenne, WY | 32,939 |
| 314 | St. Joseph, MO | 32,014 |
| 315 | Elmira, NY | 30,888 |
| 316 | Pascagoula, Ms | 29,408 |
| 317 | Kenosha, WI | 26,708 |
| 318 | Glens Falls, NY | 8,593 |

## General Merchandise
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 7,840,905 |
| 2 | New York, NY | 6,148,598 |
| 3 | Chicago, IL | 5,531,561 |
| 4 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 4,841,740 |
| 5 | Philadelphia, PA-NJ | 4,434,707 |
| 6 | Washington,DC-MD-VA | 4,017,575 |
| 7 | Detroit, MI | 3,958,772 |
| 8 | Sacramento, CA | 3,711,453 |
| 9 | Atlanta, GA | 3,181,467 |
| 10 | Houston, TX | 3,096,656 |
| 11 | Anaheim-Santa Ana, CA | 2,904,998 |
| 12 | Minneapolis-St. Paul, MN-WI | 2,816,436 |
| 13 | Dallas, TX | 2,749,667 |
| 14 | Nassau-Suffolk, NY | 2,660,364 |
| 15 | San Diego, CA | 2,496,719 |
| 16 | St. Louis, MO-IL | 2,487,783 |
| 17 | Pittsburgh, PA | 2,196,910 |
| 18 | Oakland, CA | 2,163,033 |
| 19 | Baltimore, MD | 2,159,352 |
| 20 | Tampa-St. Petersburg-Clearwater, FL | 1,964,498 |
| 21 | San Jose, CA | 1,960,862 |
| 22 | Phoenix, AZ | 1,922,628 |
| 23 | San Francisco, CA | 1,881,677 |
| 24 | Cleveland, OH | 1,865,486 |
| 25 | Miami-Hialeah, FL | 1,856,136 |
| 26 | Portland, OR | 1,811,044 |
| 27 | Seattle, WA | 1,778,358 |
| 28 | Kansas City, MO-KS | 1,681,834 |
| 29 | Cincinnati, OH-KY-IN | 1,664,470 |
| 30 | Denver,CO | 1,576,127 |
| 31 | Bergen-Passaic, NJ | 1,505,113 |
| 32 | Columbus, OH | 1,400,838 |
| 33 | Fort Worth-Arlington, TX | 1,397,930 |
| 34 | Milwaukee, WI | 1,327,691 |
| 35 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 1,306,459 |
| 36 | Newark, NJ | 1,209,787 |
| 37 | Indianapolis, IN | 1,193,981 |
| 38 | San Antonio, Tx | 1,187,582 |
| 39 | Norfolk-Virginia Beach-Newport News, VA | 1,160,249 |
| 40 | Middlesex-Somerset-Hunterdon, NJ | 1,035,688 |
| 41 | New Orleans, LA | 1,031,915 |
| 42 | Orlando, FL | 1,021,243 |
| 43 | Nashville, TN | 1,011,770 |
| 44 | Hartford-New Britain-Middletown-Bristol, CT | 983,766 |
| 45 | Dayton-Springfield, OH | 970,132 |
| 46 | Honolulu, HI | 967,941 |
| 47 | Louisville, KY-IN | 964,047 |
| 48 | Memphis, TN-AR-MS | 960,697 |
| 49 | Manchester-Nashua, NH | 916,680 |
| 50 | Monmouth-Ocean, NJ | 913,389 |
| 51 | Charlotte-Gastonia-Rock Hill, NC-SC | 912,443 |
| 52 | Richmond-Petersburg, VA | 904,685 |
| 53 | West Palm Beach-Boca Raton-Delray, FL | 896,249 |
| 54 | Yuba City, CA | 885,322 |
| 55 | Bridgeport-Stamford-Norwalk-Danbury, CT | 880,509 |
| 56 | Salt Lake City-Ogden, UT | 877,017 |
| 57 | Greensboro-Winston-Salem-High Point, NC | 807,304 |
| 58 | Toledo, OH | 794,881 |
| 59 | Providence-Pawtucket-Woonsocket, RI | 783,270 |
| 60 | New Haven-Waterbury-Meriden, CT | 778,639 |
| 61 | Rochester, NY | 775,891 |
| 62 | Riverside-San Bernardino, C | 774,210 |
| 63 | Austin, TX | 759,983 |
| 64 | New Bedford-Fall River-Attleboro, MA | 754,632 |
| 65 | Raleigh-Durham, NC | 748,967 |
| 66 | Jacksonville, FL | 744,043 |
| 67 | Grand Rapids, MI | 741,027 |
| 68 | Buffalo, NY | 724,088 |
| 69 | Las Vegas, NV | 721,842 |
| 70 | Worcester-Fitchburg-Leominster, MA | 695,906 |
| 71 | Scranton-Wilkes Barre, PA | 665,938 |
| 72 | Oxnard-Ventura, CA | 655,889 |
| 73 | Vallejo-Fairfield-Napa, CA | 651,935 |
| 74 | Birmingham, AL | 638,971 |
| 75 | Albuquerque, NM | 635,332 |
| 76 | Omaha, NE-IO | 630,746 |

| | | |
|---|---|---|
| 77 | Tucson, AZ | 614,124 |
| 78 | Wilmington, DE-NJ-MD | 609,815 |
| 79 | Flint, MI | 595,424 |
| 80 | Lansing-East Lansing, MI | 574,140 |
| 81 | Allentown-Bethlehem, PA-NJ | 572,431 |
| 82 | Baton Rouge, LA | 567,358 |
| 83 | El Paso, TX | 562,883 |
| 84 | Knoxville, TN | 553,851 |
| 85 | Little Rock-North Little Rock, AR | 551,561 |
| 86 | Akron, OH | 547,684 |
| 87 | Springfield, MA | 536,991 |
| 88 | Greenville-Spartanburg, SC | 536,937 |
| 89 | Albany-Schenectady-Troy, NY | 531,100 |
| 90 | Youngstown-Warren, OH | 523,048 |
| 91 | Fresno, CA | 518,543 |
| 92 | Oklahoma City, OK | 497,323 |
| 93 | Harrisburg-Lebanon-Carlisle, PA | 495,494 |
| 94 | Syracuse, NY | 466,155 |
| 95 | Gary-Hammond, IN | 462,236 |
| 96 | Tacoma, WA | 455,991 |
| 97 | Lexington-Fayette, KY | 422,895 |
| 98 | Saginaw-Bay City-Midland, MI | 422,237 |
| 99 | Colorado Springs, CO | 408,753 |
| 100 | Wichita, KS | 407,598 |
| 101 | Columbia, SC | 406,714 |
| 102 | Melbourne-Titusville-Palm Bay, FL | 406,546 |
| 103 | Mobile, AL | 400,399 |
| 104 | Ann Arbor, MI | 397,686 |
| 105 | Lake County, IL | 394,044 |
| 106 | Jackson, MS | 391,108 |
| 107 | Florence, AL | 381,365 |
| 108 | Reno, NV | 378,306 |
| 109 | Trenton, NJ | 375,724 |
| 110 | Chattanooga, TN-GA | 373,298 |
| 111 | Anchorage, AK | 371,618 |
| 112 | Johnson City-Kingsport-Bristol, TN-VA | 367,857 |
| 113 | Charleston, SC | 367,675 |
| 114 | Kalamazoo, MI | 364,898 |
| 115 | Madison, WI | 364,301 |
| 116 | Bakersfield, CA | 362,895 |
| 117 | Davenport-Rock Island-Moline, IA-IL | 360,386 |
| 118 | Shreveport, LA | 357,035 |
| 119 | Spokane, WA | 355,952 |
| 120 | Des Moines, IA | 354,693 |
| 121 | McAllen-Edinburg-Mission, TX | 347,434 |
| 122 | Peoria, IL | 345,694 |
| 123 | York, PA | 343,074 |
| 124 | Atlantic City, NJ | 348,010 |
| 125 | Fort Wayne, IN | 340,916 |
| 126 | Santa Rosa-Petaluma, CA | 338,686 |
| 127 | Portsmouth-Dover-Rochester, NH-ME | 337,705 |
| 128 | Lancaster, PA | 337,126 |
| 129 | Fort Myers-Cape Coral, FL | 335,716 |
| 130 | Portland, ME | 331,497 |
| 131 | Santa Barbara-Santa Maria-Lompoc, CA | 329,064 |
| 132 | Stockton, CA | 323,249 |
| 133 | Lakeland-Winterhaven, FL | 321,184 |
| 134 | Pensacola, FL | 318,464 |
| 135 | Reading, PA | 316,918 |
| 136 | Green Bay, WI | 306,892 |
| 137 | Beaumont-Port Arthur, TX | 306,136 |
| 138 | Daytona Beach, FL | 304,843 |
| 139 | Aurora-Elgin, IL | 303,580 |
| 140 | Sarasota, FL | 301,585 |
| 141 | Eugene-Springfield, OR | 298,914 |
| 142 | Evansville, IN-KY | 297,573 |
| 143 | Appleton-Oshkosh-Neenah, WI | 297,052 |
| 144 | Corpus Christi, TX | 290,129 |
| 145 | Salem, OR | 289,920 |
| 146 | Orange, NY | 282,725 |
| 147 | Modesto, CA | 280,885 |
| 148 | Augusta, GA-SC | 279,168 |
| 149 | South Bend-Mishawaka, IN | 272,703 |
| 150 | Fayetteville, NC | 270,783 |
| 151 | Rockford, IL | 263,222 |
| 152 | Tallahassee, FL | 260,239 |
| 153 | Lubbock, TX | 259,738 |
| 154 | Charleston, WV | 255,159 |
| 155 | Huntsville, AL | 251,773 |
| 156 | Canton, OH | 250,173 |
| 157 | Decatur, AL | 247,832 |
| 158 | Montgomery, AL | 246,969 |
| 159 | Salinas-Seaside-Monterey, CA | 239,053 |
| 160 | Lafayette, LA | 238,434 |
| 161 | Springfield, MO | 238,136 |
| 162 | Huntington-Ashland, WV-KY-OH | 227,077 |
| 163 | Duluth, MN-WI | 226,663 |
| 164 | Columbus, GA-AL | 226,057 |
| 165 | Roanoke, VA | 224,385 |
| 166 | Visalia-Tulare-Porterville, CA | 223,388 |
| 167 | Cedar Rapids, IA | 222,521 |
| 168 | Gainesville, FL | 220,693 |
| 169 | Poughkeepsie, NY | 220,022 |
| 170 | Macon-Warner Robbins, GA | 219,946 |
| 171 | Erie, PA | 219,173 |
| 172 | Brownsville-Harlingen, TX | 218,167 |
| 173 | Biloxi-Gulfport, MS | 217,526 |
| 174 | Binghamton, NY | 217,437 |
| 175 | Joliet, IL | 213,618 |
| 176 | Kileen-Temple, TX | 210,920 |
| 177 | Lincoln, NE | 208,215 |
| 178 | Utica-Rome, NY | 207,156 |
| 179 | Waco, TX | 205,796 |
| 180 | Savannah, GA | 204,109 |
| 181 | Lorain-Elyria, OH | 201,016 |
| 182 | Amarillo, TX | 199,231 |
| 183 | Lima, OH | 198,668 |
| 184 | Champaign-Urbana-Rantoul, IL | 198,533 |
| 185 | Springfield, IL | 197,201 |
| 186 | Vancouver, WA | 197,098 |
| 187 | Tyler, TX | 196,302 |
| 188 | Jackson, MI | 188,917 |
| 189 | Muskegon, MI | 187,823 |
| 190 | Ashville, NC | 187,184 |
| 191 | Mansfield, OH | 181,434 |
| 192 | Wheeling, WV-OH | 180,964 |
| 193 | Bradenton, FL | 179,986 |
| 194 | Beaver, PA | 178,428 |
| 195 | Provo-Orem, UT | 177,381 |
| 196 | Hamilton-Middletown, OH | 177,040 |
| 197 | Laredo, TX | 174,501 |
| 198 | Ocala, Fl | 173,637 |
| 199 | Longview-Marshall, TX | 172,656 |
| 200 | Niagara Falls, NY | 171,294 |
| 201 | Medford | 170,998 |
| 202 | Wilmington, NC | 168,790 |
| 203 | Lynchburg, VA | 166,322 |
| 204 | Santa Cruz, CA | 164,862 |
| 205 | Fort Pierce,FL | 164,771 |
| 206 | Boulder-Longmont, CO | 164,648 |
| 207 | Johnstown, PA | 163,972 |
| 208 | Monroe, LA | 159,556 |
| 209 | Rochester, MN | 159,518 |
| 210 | Odessa, TX | 158,728 |
| 211 | Sioux Falls, SD | 157,605 |
| 212 | Billings, MT | 157,121 |
| 213 | Fort Smith, AR-OK | 155,892 |
| 214 | Lafayette-West Lafayette, IN | 155,236 |
| 215 | New London-Norwich, CT | 155,100 |
| 216 | Ft Walton Beach, FL | 154,996 |
| 217 | Alexandria, LA | 153,698 |
| 218 | Altoona, PA | 152,002 |
| 219 | Yakima, WA | 149,763 |
| 220 | Bryan-College Station, TX | 149,677 |
| 221 | Ft. Collins-Loveland, CO | 149,286 |
| 222 | Benton Harbor, MI | 148,161 |
| 223 | Parkersburg-Marietta, WV | 147,250 |
| 224 | Bangor, ME | 147,190 |
| 225 | Burlington, VT | 146,994 |
| 226 | Texarkana, TX-AR | 146,625 |
| 227 | Houma-Thibodaux, LA | 146,567 |
| 228 | Hickory, NC | 143,346 |
| 229 | St. Cloud, MN | 143,057 |
| 230 | Jersey City, NJ | 143,031 |
| 231 | Racine, WI | 141,111 |
| 232 | Topeka, KS | 140,972 |
| 233 | Terre Haute, IN | 140,160 |
| 234 | Eau Claire, WI | 138,878 |
| 235 | Decatur, IL | 138,755 |
| 236 | Lake Charles, LA | 137,900 |
| 237 | Panama City, FL | 137,851 |
| 238 | Olympia, WA | 137,667 |
| 239 | Tuscaloosa, AL | 134,587 |
| 240 | La Crosse, WI | 133,777 |
| 241 | Charlottesville, VA | 133,685 |
| 242 | Dothan, AL | 133,533 |
| 243 | Clarksville-Hopkinsville, TN-KY | 133,390 |
| 244 | Galveston-Texas City, TX | 132,911 |
| 245 | Jackson, TN | 132,486 |
| 246 | Bloomington-Normal, IL | 132,215 |
| 247 | Fargo-Moorhead, ND-MN | 131,260 |
| 248 | Battle Creek, MI | 128,946 |
| 249 | Fayetteville-Springdale, AR | 128,717 |
| 250 | Joplin, MO | 128,649 |
| 251 | Richland-Kennewick-Pasco, | 126,463 |
| 252 | Albany, GA | 126,456 |
| 253 | Boise City, ID | 126,226 |
| 254 | Chico, CA | 124,944 |
| 255 | Waterloo-Cedar Falls, IA | 124,289 |
| 256 | Elkhart-Goshen, IN | 121,319 |
| 257 | Midland, TX | 120,066 |
| 258 | Hagerstown, MD | 119,806 |
| 259 | Naples, FL | 117,008 |
| 260 | Elmira, NY | 116,261 |
| 261 | Cumberland, MD-WV | 114,341 |
| 262 | Pittsfield, MA | 113,470 |
| 263 | Florence, SC | 113,295 |
| 264 | Brazoria, TX | 113,281 |
| 265 | Bellingham, WA | 112,095 |
| 266 | Pueblo, CO | 111,725 |
| 267 | Anderson, IN | 111,550 |
| 268 | San Angelo, TX | 110,687 |
| 269 | Muncie, IN | 109,989 |
| 270 | Redding, CA | 108,321 |
| 271 | Dubuque, IA | 108,142 |
| 272 | Bloomington, IN | 108,047 |
| 273 | Steubenville-Weirton, OH-W | 107,773 |
| 274 | Anderson, SC | 107,738 |
| 275 | Wausau, WI | 107,178 |
| 276 | Columbia, MO | 106,302 |
| 277 | Jacksonville, NC | 106,063 |
| 278 | Williamsport, PA | 105,397 |
| 279 | Merced, CA | 104,548 |
| 280 | Sherman-Denison, TX | 104,213 |
| 281 | Vineland-Milville-Bridgeton, NJ | 104,099 |
| 282 | State College, PA | 102,963 |
| 283 | Bismarck, ND | 102,411 |
| 284 | Sheboygan, WI | 102,034 |
| 285 | Janesville-Beloit, WI | 101,894 |
| 286 | Athens, GA | 101,240 |
| 287 | Sharon, PA | 100,230 |
| 288 | Rapid City, SD | 99,961 |
| 289 | Pascagoula, Ms | 98,297 |
| 290 | Owensboro, KY | 95,943 |
| 291 | Sioux City, IA-NE | 95,405 |
| 292 | Kokomo, IN | 95,139 |
| 293 | Anniston, AL | 92,412 |
| 294 | Abilene, TX | 92,139 |
| 295 | Lewiston-Auburn, ME | 91,259 |
| 296 | Bremerton, WA | 89,391 |
| 297 | Burlington, NC | 88,608 |
| 298 | Great Falls, MT | 88,480 |
| 299 | Las Cruces, NM | 86,365 |
| 300 | Victoria, TX | 86,335 |
| 301 | Iowa City, IA | 86,274 |
| 302 | Gadsden, AL | 81,964 |
| 303 | Wichita Falls, TX | 81,379 |
| 304 | St. Joseph, MO | 81,264 |
| 305 | Pine Bluff, AR | 79,938 |
| 306 | Kenosha, WI | 77,515 |
| 307 | Greeley, CO | 76,974 |
| 308 | Santa Fe, NM | 74,907 |
| 309 | Kankakee, IL | 71,656 |
| 310 | Grand Forks, ND | 66,913 |
| 311 | Danville, VA | 57,063 |
| 312 | Cheyenne, WY | 56,826 |
| 313 | Casper, WY | 44,155 |
| 314 | Lawrence, KS | 37,267 |
| 315 | Tulsa, OK | 22,458 |
| 316 | Enid, OK | 20,881 |
| 317 | Glens Falls, NY | 17,787 |
| 318 | Lawton, OK | 2,210 |

## Food Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 13,762,281 |
| 2 | New York, NY | 10,984,279 |
| 3 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 8,140,766 |
| 4 | Chicago, IL | 8,095,706 |
| 5 | Philadelphia, PA-NJ | 7,092,817 |
| 6 | Detroit, MI | 6,425,013 |
| 7 | Sacramento, CA | 6,265,915 |
| 8 | Washington,DC-MD-VA | 6,028,928 |
| 9 | Houston, TX | 5,270,128 |
| 10 | Nassau-Suffolk, NY | 5,256,012 |
| 11 | Dallas, TX | 4,533,362 |
| 12 | Atlanta, GA | 4,478,532 |
| 13 | Anaheim-Santa Ana, CA | 4,396,010 |
| 14 | Tampa-St. Petersburg-Clearwater, FL | 3,756,626 |
| 15 | Phoenix, AZ | 3,752,014 |
| 16 | Baltimore, MD | 3,693,686 |
| 17 | St. Louis, MO-IL | 3,682,158 |
| 18 | San Diego, CA | 3,553,692 |
| 19 | Oakland, CA | 3,487,621 |
| 20 | Minneapolis-St. Paul, MN-WI | 3,455,866 |
| 21 | Newark, NJ | 3,305,114 |
| 22 | Seattle, WA | 3,203,389 |
| 23 | San Francisco, CA | 3,145,311 |
| 24 | Pittsburgh, PA | 3,126,732 |
| 25 | Denver,CO | 2,874,230 |
| 26 | Miami-Hialeah, FL | 2,827,123 |
| 27 | Cleveland, OH | 2,809,031 |
| 28 | San Jose, CA | 2,724,648 |
| 29 | Bergen-Passaic, NJ | 2,495,537 |
| 30 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 2,326,136 |
| 31 | Fort Worth-Arlington, TX | 2,276,737 |
| 32 | Cincinnati, OH-KY-IN | 2,237,336 |
| 33 | Kansas City, MO-KS | 2,125,892 |
| 34 | San Antonio, Tx | 2,119,001 |
| 35 | New Orleans, LA | 2,082,319 |
| 36 | Columbus, OH | 2,065,979 |
| 37 | Charlotte-Gastonia-Rock Hill, NC-SC | 2,062,604 |
| 38 | Monmouth-Ocean, NJ | 2,035,535 |
| 39 | Milwaukee, WI | 2,022,123 |
| 40 | Middlesex-Somerset-Hunterdon, NJ | 2,013,485 |
| 41 | Hartford-New Britain-Middletown-Bristol, CT | 1,873,625 |
| 42 | Yuba City, CA | 1,819,876 |
| 43 | Norfolk-Virginia Beach-Newport News, VA | 1,818,227 |
| 44 | Orlando, FL | 1,788,333 |
| 45 | Portland, OR | 1,734,774 |
| 46 | Indianapolis, IN | 1,706,073 |
| 47 | New Bedford-Fall River-Attleboro, MA | 1,702,909 |
| 48 | West Palm Beach-Boca Raton-Delray, FL | 1,662,944 |
| 49 | Buffalo, NY | 1,611,300 |
| 50 | Rochester, NY | 1,582,898 |
| 51 | Manchester-Nashua, NH | 1,560,010 |
| 52 | Bridgeport-Stamford-Norwalk-Danbury, CT | 1,546,463 |
| 53 | Nashville, TN | 1,531,931 |
| 54 | Salt Lake City-Ogden, UT | 1,504,587 |
| 55 | Memphis, TN-AR-MS | 1,483,799 |
| 56 | Dayton-Springfield, OH | 1,440,384 |
| 57 | Greensboro-Winston-Salem-High Point, NC | 1,434,664 |
| 58 | Providence-Pawtucket-Woonsocket, RI | 1,426,109 |
| 59 | Richmond-Patersburg, VA | 1,397,144 |
| 60 | Oklahoma City, OK | 1,395,320 |
| 61 | New Haven-Waterbury-Meriden, CT | 1,389,896 |
| 62 | Riverside-San Bernardino, C | 1,389,147 |
| 63 | Vallejo-Fairfield-Napa, CA | 1,364,555 |
| 64 | Louisville, KY-IN | 1,359,508 |
| 65 | Austin, TX | 1,343,767 |
| 66 | Jacksonville, FL | 1,325,226 |
| 67 | Birmingham, AL | 1,309,191 |
| 68 | Raleigh-Durham, NC | 1,214,775 |
| 69 | Albany-Schenectady-Troy, NY | 1,214,306 |
| 70 | Las Vegas, NV | 1,180,070 |
| 71 | Syracuse, NY | 1,160,683 |
| 72 | Oxnard-Ventura, CA | 1,117,797 |
| 73 | Honolulu, HI | 1,112,162 |
| 74 | Scranton-Wilkes Barre, PA | 1,104,149 |
| 75 | Tulsa, OK | 1,051,460 |
| 76 | Allentown-Bethlehem, PA-N. | 1,042,051 |
| 77 | Worcester-Fitchburg-Leominster, MA | 1,037,692 |
| 78 | Portsmouth-Dover-Rochester, NH-ME | 1,027,856 |
| 79 | Greenville-Spartanburg, SC | 1,017,202 |
| 80 | Akron, OH | 1,003,383 |
| 81 | Toledo, OH | 1,002,798 |
| 82 | Gary-Hammond, IN | 1,001,326 |
| 83 | Harrisburg-Lebanon-Carlisle, PA | 996,650 |
| 84 | Tucson, AZ | 992,295 |
| 85 | Knoxville, TN | 982,308 |
| 86 | Fresno, CA | 980,161 |
| 87 | Springfield, MA | 965,475 |
| 88 | Omaha, NE-IO | 891,822 |
| 89 | Baton Rouge, LA | 890,343 |
| 90 | Wilmington, DE-NJ-MD | 878,778 |
| 91 | Grand Rapids, MI | 876,307 |
| 92 | Bakersfield, CA | 858,526 |
| 93 | Portland, ME | 818,028 |
| 94 | Jersey City, NJ | 800,684 |
| 95 | Atlantic City, NJ | 791,901 |
| 96 | Albuquerque, NM | 787,273 |
| 97 | Charleston, SC | 768,834 |
| 98 | Little Rock-North Little Rock, AR | 755,239 |
| 99 | Santa Rosa-Petaluma, CA | 746,927 |
| 100 | Mobile, AL | 732,748 |
| 101 | Tacoma, WA | 714,613 |
| 102 | El Paso, TX | 698,905 |
| 103 | Chattanooga, TN-GA | 698,767 |
| 104 | Fort Wayne, IN | 688,835 |
| 105 | Youngstown-Warren, OH | 688,005 |
| 106 | Lancaster, PA | 674,849 |
| 107 | Wichita, KS | 669,420 |
| 108 | Lake County, IL | 666,827 |
| 109 | Santa Barbara-Santa Maria-Lompoc, CA | 662,097 |
| 110 | Des Moines, IA | 650,806 |
| 111 | Lakeland-Winterhaven, FL | 656,037 |
| 112 | Corpus Christi, TX | 635,357 |
| 113 | York, PA | 630,121 |
| 114 | Fort Myers-Cape Coral, FL | 623,830 |
| 115 | Columbia, SC | 622,321 |
| 116 | Stockton, CA | 617,628 |
| 117 | Johnson City-Kingsport-Bristol, TN-VA | 617,071 |
| 118 | Trenton, NJ | 609,244 |
| 119 | Canton, OH | 607,285 |
| 120 | Daytona Beach, FL | 603,023 |
| 121 | Flint, MI | 597,901 |
| 122 | Orange, NY | 590,609 |
| 123 | Spokane, WA | 589,688 |
| 124 | Saginaw-Bay City-Midland, MI | 580,277 |

| | | |
|---|---|---|
| 125 | Lansing-East Lansing, MI | 575,426 |
| 126 | Colorado Springs, CO | 569,985 |
| 127 | Melbourne-Titusville-Palm Bay, FL | 566,812 |
| 128 | Beaumont-Port Arthur, TX | 551,471 |
| 129 | Augusta, GA-SC | 549,583 |
| 130 | Sarasota, FL | 527,526 |
| 131 | Florence, AL | 526,311 |
| 132 | Jackson, MS | 520,708 |
| 133 | Pensacola, FL | 515,177 |
| 134 | McAllen-Edinburg-Mission, TX | 508,546 |
| 135 | Shreveport, LA | 508,356 |
| 136 | Modesto, CA | 508,170 |
| 137 | Poughkeepsie, NY | 501,011 |
| 138 | Lexington-Fayette, KY | 500,603 |
| 139 | Reno, NV | 500,197 |
| 140 | Reading, PA | 498,456 |
| 141 | Madison, WI | 494,670 |
| 142 | Davenport-Rock Island-Molir | 488,954 |
| 143 | Santa Cruz, CA | 486,911 |
| 144 | Utica-Rome, NY | 479,432 |
| 145 | Aurora-Elgin, IL | 477,309 |
| 146 | Binghamton, NY | 459,984 |
| 147 | Boulder-Longmont, CO | 455,828 |
| 148 | Visalia-Tulare-Porterville, CA | 455,320 |
| 149 | Fort Pierce,FL | 452,865 |
| 150 | Salinas-Seaside-Monterey, CA | 442,444 |
| 151 | Evansville, IN-KY | 442,225 |
| 152 | Peoria, IL | 441,939 |
| 153 | Macon-Warner Robbins, GA | 433,552 |
| 154 | Gainesville, FL | 422,050 |
| 155 | Anchorage, AK | 420,232 |
| 156 | Eugene-Springfield, OR | 418,872 |
| 157 | New London-Norwich, CT | 405,304 |
| 158 | Brownsville-Harlingen, TX | 405,301 |
| 159 | Charleston, WV | 405,168 |
| 160 | Rockford, IL | 403,400 |
| 161 | Ann Arbor, MI | 397,080 |
| 162 | Appleton-Oshkosh-Neenah, WI | 393,310 |
| 163 | Erie, PA | 390,174 |
| 164 | Montgomery, AL | 389,020 |
| 165 | Roanoke, VA | 384,395 |
| 166 | Huntington-Ashland, WV-KY-OH | 381,871 |
| 167 | Joliet, IL | 379,006 |
| 168 | Tallahassee, FL | 378,875 |
| 169 | Hamilton-Middletown, OH | 378,801 |
| 170 | Galveston-Texas City, TX | 376,865 |
| 171 | Savannah, GA | 375,280 |
| 172 | Bradenton, FL | 372,631 |
| 173 | Springfield, MO | 371,956 |
| 174 | Lubbock, TX | 368,342 |
| 175 | Boise City, ID | 361,987 |
| 176 | Amarillo, TX | 358,141 |
| 177 | Hickory, NC | 355,135 |
| 178 | Chico, CA | 348,875 |
| 179 | Lorain-Elyria, OH | 345,293 |
| 180 | South Bend-Mishawaka, IN | 344,809 |
| 181 | Fayetteville, NC | 343,590 |
| 182 | Decatur, AL | 334,246 |
| 183 | Ocala, Fl | 332,851 |
| 184 | Burlington, VT | 330,352 |
| 185 | Duluth, MN-WI | 328,002 |
| 186 | Kileen-Temple, TX | 325,497 |
| 187 | Niagara Falls, NY | 325,180 |
| 188 | Huntsville, AL | 323,705 |
| 189 | Waco, TX | 322,210 |
| 190 | Brazoria, TX | 319,135 |
| 191 | Salem, OR | 318,505 |
| 192 | Longview-Marshall, TX | 315,001 |
| 193 | Elkhart-Goshen, IN | 312,492 |
| 194 | Naples, FL | 304,918 |
| 195 | Ashville, NC | 302,007 |
| 196 | Lafayette, LA | 301,785 |
| 197 | Johnstown, PA | 300,951 |
| 198 | Provo-Orem, UT | 298,084 |
| 199 | Yakima, WA | 297,081 |
| 200 | Columbus, GA-AL | 290,808 |
| 201 | Ft. Collins-Loveland, CO | 289,946 |
| 202 | Springfield, IL | 288,901 |
| 203 | Biloxi-Gulfport, MS | 284,590 |
| 204 | Vancouver, WA | 282,969 |
| 205 | Bangor, ME | 275,348 |
| 206 | Lake Charles, LA | 274114 |
| 207 | Houma-Thibodaux, LA | 273,682 |
| 208 | Kalamazoo, MI | 272,767 |
| 209 | Pittsfield, MA | 272,098 |
| 210 | Redding, CA | 271,350 |
| 211 | Lincoln, NE | 262,676 |
| 212 | Topeka, KS | 254,159 |
| 213 | Beaver, PA | 252,068 |
| 214 | Cedar Rapids, IA | 251,712 |
| 215 | Wheeling, WV-OH | 251,407 |
| 216 | Olympia, WA | 250,660 |
| 217 | Vineland-Milville-Bridgeton, NJ | 249,532 |
| 218 | Racine, WI | 241,770 |
| 219 | Tyler, TX | 240,642 |
| 220 | St. Cloud, MN | 240,204 |
| 221 | Fort Smith, AR-OK | 238,045 |
| 222 | Champaign-Urbana-Rantoul, IL | 236,764 |
| 223 | Parkersburg-Marietta, WV | 235,374 |
| 224 | Tuscaloosa, AL | 234,596 |
| 225 | Laredo, TX | 234,123 |
| 226 | Altoona, PA | 232,081 |
| 227 | Bremerton, WA | 231,156 |
| 228 | Bryan-College Station, TX | 230,825 |
| 229 | Richland-Kennewick-Pasco, WA | 229,369 |
| 230 | Lima, OH | 225,591 |
| 231 | Wilmington, NC | 225,160 |
| 232 | Green Bay, WI | 224,548 |
| 233 | Athens, GA | 220,355 |
| 234 | Anderson, SC | 217,823 |
| 235 | Charlottesville, VA | 217,659 |
| 236 | Lynchburg, VA | 214,276 |
| 237 | Odessa, TX | 213,508 |
| 238 | Joplin, MO | 213,195 |
| 239 | Monroe, LA | 212769 |
| 240 | Anderson, IN | 212,545 |
| 241 | Alexandria, LA | 211,852 |
| 242 | Benton Harbor, MI | 210,604 |
| 243 | Bellingham, WA | 208,749 |
| 244 | Janesville-Beloit, WI | 206,836 |
| 245 | Medford | 206,211 |
| 246 | Texarkana, TX-AR | 205,876 |
| 247 | Billings, MT | 205,028 |
| 248 | Ft Walton Beach, FL | 204,797 |
| 249 | Merced, CA | 204,629 |
| 250 | Burlington, NC | 197,337 |
| 251 | Santa Fe, NM | 196,429 |
| 252 | State College, PA | 195,727 |
| 253 | Williamsport, PA | 195,108 |
| 254 | Muskegon, MI | 195,091 |
| 255 | Abilene, TX | 193,914 |
| 256 | Dothan, AL | 192,065 |
| 257 | Pueblo, CO | 189,937 |
| 258 | Lewiston-Auburn, ME | 188,414 |
| 259 | Terre Haute, IN | 187,540 |
| 260 | Sioux Falls, SD | 186,095 |
| 261 | Mansfield, OH | 185,823 |
| 262 | Fargo-Moorhsad, ND-MN | 185,377 |
| 263 | Steubenville-Weirton, OH-WV | 184,530 |
| 264 | Sioux City, IA-NE | 183,999 |
| 265 | Panama City, FL | 182,536 |
| 266 | Fayetteville-Springdale, AR | 182,504 |
| 267 | Clarksville-Hopkinsville, TN-KY | 181,933 |
| 268 | Midland, TX | 181,397 |
| 269 | Waterloo-Cedar Falls, IA | 179,248 |
| 270 | Florence, SC | 177,679 |
| 271 | Eau Claire, WI | 176,451 |
| 272 | Muncie, IN | 172,805 |
| 273 | Lawton, OK | 172,281 |
| 274 | Wichita Falls, TX | 170,636 |
| 275 | Albany, GA | 170,459 |
| 276 | Lafayette-West Lafayette, IN | 170,150 |
| 277 | Hagerstown, MD | 169,412 |
| 278 | Bloomington-Normal, IL | 168,707 |
| 279 | San Angelo, TX | 167,969 |
| 280 | Kenosha, WI | 166,910 |
| 281 | Pascagoula, Ms | 166,857 |
| 282 | Rochester, MN | 166,031 |
| 283 | Columbia, MO | 165,564 |
| 284 | Decatur, IL | 164,241 |
| 285 | Bloomington, IN | 163,799 |
| 286 | Greeley, CO | 162,557 |
| 287 | Sharon, PA | 162,241 |
| 288 | Sherman-Denison, TX | 157,699 |
| 289 | Jackson, MI | 157,223 |
| 290 | Gadsden, AL | 154,893 |
| 291 | La Crosse, WI | 150,767 |
| 292 | Jacksonville, NC | 150,758 |
| 293 | Anniston, AL | 150,481 |
| 294 | Iowa City, IA | 149,483 |
| 295 | Battle Creek, MI | 147,527 |
| 296 | Cumberland, MD-WV | 147,249 |
| 297 | Kokomo, IN | 146,614 |
| 298 | Las Cruces, NM | 146,530 |
| 299 | Danville, VA | 145,051 |
| 300 | St. Joseph, MO | 144,870 |
| 301 | Wausau, WI | 142,251 |
| 302 | Sheboygan, WI | 136,327 |
| 303 | Victoria, TX | 130,842 |
| 304 | Owensboro, KY | 130,055 |
| 305 | Elmira, NY | 129,736 |
| 306 | Rapid City, SD | 125,081 |
| 307 | Pine Bluff, AR | 122,747 |
| 308 | Kankakee, IL | 122,274 |
| 309 | Dubuque, IA | 119,653 |
| 310 | Jackson, TN | 119,193 |
| 311 | Great Falls, MT | 117,331 |
| 312 | Bismarck, ND | 107,739 |
| 313 | Lawrence, KS | 101,625 |
| 314 | Casper, WY | 97,705 |
| 315 | Enid, OK | 88,941 |
| 316 | Cheyenne, WY | 75,482 |
| 317 | Grand Forks, ND | 75,457 |
| 318 | Glens Falls, NY | 75,076 |

## Automobile Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 16,275,817 |
| 2 | Chicago, IL | 9,586,231 |
| 3 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 9,485,057 |
| 4 | Detroit, MI | 8,715,648 |
| 5 | Philadelphia, PA-NJ | 8,290,293 |
| 6 | Washington,DC-MD-VA | 7,609,338 |
| 7 | Houston, TX | 7,517,450 |
| 8 | Dallas, TX | 7,184,721 |
| 9 | Sacramento, CA | 7,156,665 |
| 10 | New York, NY | 6,852,931 |
| 11 | Atlanta, GA | 6,159,841 |
| 12 | Anaheim-Santa Ana, CA | 5,720,328 |
| 13 | Nassau-Suffolk, NY | 5,108,041 |
| 14 | Minneapolis-St. Paul, MN-WI | 4,957,416 |
| 15 | Phoenix, AZ | 4,643,175 |
| 16 | San Diego, CA | 4,619,787 |
| 17 | Miami-Hialeah, FL | 4,368,326 |
| 18 | St. Louis, MO-IL | 4,343,895 |
| 19 | Tampa-St. Petersburg-Clearwater, FL | 4,270,245 |
| 20 | Baltimore, MD | 4,174,274 |
| 21 | Oakland, CA | 3,932,128 |
| 22 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 3,774,930 |
| 23 | Denver,CO | 3,755,433 |
| 24 | Pittsburgh, PA | 3,455,356 |
| 25 | San Jose, CA | 3,447,555 |
| 26 | Fort Worth-Arlington, TX | 3,387,006 |
| 27 | Seattle, WA | 3,328,437 |
| 28 | Newark, NJ | 3,326,159 |
| 29 | San Francisco, CA | 3,170,336 |
| 30 | Kansas City, MO-KS | 3,095,918 |
| 31 | Cleveland, OH | 2,815,071 |
| 32 | Bergen-Passaic, NJ | 2,710,003 |
| 33 | Orlando, FL | 2,635,282 |
| 34 | Columbus, OH | 2,540,901 |
| 35 | San Antonio, Tx | 2,512,979 |
| 36 | Oklahoma City, OK | 2,496,526 |
| 37 | Monmouth-Ocean, NJ | 2,493,709 |
| 38 | Charlotte-Gastonia-Rock Hill, NC-SC | 2,452,423 |
| 39 | Indianapolis, IN | 2,446,048 |
| 40 | Norfolk-Virginia Beach-Newport News, VA | 2,419,074 |
| 41 | Cincinnati, OH-KY-IN | 2,275,601 |
| 42 | Portland, OR | 2,265,516 |
| 43 | Milwaukee, WI | 2,220,164 |
| 44 | West Palm Beach-Boca Raton-Delray, FL | 2,186,180 |
| 45 | Hartford-New Britain-Middletown-Bristol, CT | 2,146,008 |
| 46 | Nashville, TN | 2,050,452 |
| 47 | Jacksonville, FL | 2,002,316 |
| 48 | Memphis, TN-AR-MS | 1,934,964 |
| 49 | Rochester, NY | 1,912,913 |
| 50 | New Orleans, LA | 1,908,250 |
| 51 | Austin, TX | 1,875,311 |
| 52 | Salt Lake City-Ogden, UT | 1,871,720 |
| 53 | Manchester-Nashua, NH | 1,855,649 |
| 54 | New Bedford-Fall River-Attleboro, MA | 1,852,992 |
| 55 | Middlesex-Somerset-Hunterdon, NJ | 1,845,260 |
| 56 | Greensboro-Winston-Salem-High Point, NC | 1,826,987 |
| 57 | Bridgeport-Stamford-Norwalk-Danbury, CT | 1,779,073 |
| 58 | Yuba City, CA | 1,741,883 |
| 59 | Riverside-San Bernardino, C | 1,612,268 |
| 60 | Birmingham, AL | 1,605,478 |
| 61 | Lake County, IL | 1,572,108 |
| 62 | Dayton-Springfield, OH | 1,564,723 |
| 63 | Tulsa, OK | 1,533,990 |
| 64 | Gary-Hammond, IN | 1,523,776 |
| 65 | Richmond-Petersburg, VA | 1,507,898 |
| 66 | Louisville, KY-IN | 1,496,425 |
| 67 | Raleigh-Durham, NC | 1,449,995 |
| 68 | Grand Rapids, MI | 1,444,323 |
| 69 | Las Vegas, NV | 1,425,073 |
| 70 | Providence-Pawtucket-Woonsocket, RI | 1,423,205 |
| 71 | Buffalo, NY | 1,415,774 |
| 72 | Oxnard-Ventura, CA | 1,393,060 |
| 73 | New Haven-Waterbury-Meriden, CT | 1,357,111 |
| 74 | Vallejo-Fairfield-Napa, CA | 1,282,796 |
| 75 | Albany-Schenectady-Troy, NY | 1,230,680 |
| 76 | Little Rock-North Little Rock, AR | 1,199,313 |
| 77 | Worcester-Fitchburg-Leominster, MA | 1,198,394 |
| 78 | Tucson, AZ | 1,178,735 |
| 79 | Omaha, NE-IO | 1,163,451 |
| 80 | Syracuse, NY | 1,159,065 |
| 81 | Allentown-Bethlehem, PA-N. | 1,130,605 |
| 82 | Portsmouth-Dover-Rochester, NH-ME | 1,114,622 |
| 83 | Fresno, CA | 1,112,535 |
| 84 | Toledo, OH | 1,084,386 |
| 85 | Knoxville, TN | 1,083,029 |
| 86 | Albuquerque, NM | 1,079,495 |
| 87 | Wilmington, DE-NJ-MD | 1,047,017 |
| 88 | Harrisburg-Lebanon-Carlisle, PA | 1,043,648 |
| 89 | Greenville-Spartanburg, SC | 1,024,296 |
| 90 | Scranton-Wilkes Barre, PA | 986,983 |
| 91 | Baton Rouge, LA | 969,235 |
| 92 | Akron, OH | 967,053 |
| 93 | Wichita, KS | 965,361 |
| 94 | Fort Wayne, IN | 961,797 |
| 95 | Springfield, MA | 937,266 |
| 96 | Honolulu, HI | 927,776 |
| 97 | Flint, MI | 905,508 |
| 98 | El Paso, TX | 903,556 |
| 99 | Charleston, SC | 886,754 |
| 100 | Bakersfield, CA | 877,969 |
| 101 | Tacoma, WA | 868,191 |
| 102 | Florence, AL | 847,193 |
| 103 | Melbourne-Titusville-Palm Bay, FL | 808,925 |
| 104 | Portland, ME | 808,816 |
| 105 | Lansing-East Lansing, MI | 802,759 |
| 106 | Colorado Springs, CO | 796,775 |
| 107 | Johnson City-Kingsport-Bristol, TN-VA | 788,417 |
| 108 | Lakeland-Winterhaven, FL | 787,293 |
| 109 | Mobile, AL | 782,632 |
| 110 | Columbia, SC | 777,458 |
| 111 | Corpus Christi, TX | 768,059 |
| 112 | Beaumont-Port Arthur, TX | 756,419 |
| 113 | Chattanooga, TN-GA | 746,050 |
| 114 | Des Moines, IA | 740,213 |
| 115 | Jackson, MS | 719,137 |
| 116 | Saginaw-Bay City-Midland, MI | 712,632 |
| 117 | Fort Myers-Cape Coral, FL | 701,688 |
| 118 | Lancaster, PA | 701,225 |
| 119 | Madison, WI | 696,389 |
| 120 | Lubbock, TX | 692,297 |
| 121 | Shreveport, LA | 692,219 |
| 122 | Atlantic City, NJ | 677,299 |
| 123 | Sarasota, FL | 671,519 |
| 124 | Augusta, GA-SC | 669,783 |
| 125 | York, PA | 663,027 |
| 126 | Santa Barbara-Santa Maria-Lompoc, CA | 658,111 |
| 127 | Stockton, CA | 655,338 |
| 128 | Youngstown-Warren, OH | 652,200 |
| 129 | Spokane, WA | 645,916 |
| 130 | Daytona Beach, FL | 642,144 |
| 131 | Reno, NV | 642,015 |
| 132 | Pensacola, FL | 640,572 |
| 133 | Davenport-Rock Island-Moline, IA-IL | 638,789 |
| 134 | Santa Rosa-Petaluma, CA | 627,458 |
| 135 | Lexington-Fayette, KY | 627,036 |
| 136 | Reading, PA | 626,279 |
| 137 | Amarillo, TX | 613,474 |
| 138 | Ann Arbor, MI | 611,429 |
| 139 | Canton, OH | 602,751 |
| 140 | Macon-Warner Robbins, GA | 589,555 |
| 141 | Salinas-Seaside-Monterey, C | 587,861 |
| 142 | New London-Norwich, CT | 585,118 |
| 143 | Peoria, IL | 562,197 |
| 144 | Elkhart-Goshen, IN | 561,980 |
| 145 | Anchorage, AK | 560,721 |
| 146 | Montgomery, AL | 556,660 |
| 147 | Fort Pierce,FL | 551,301 |
| 148 | Decatur, AL | 551,179 |
| 149 | Trenton, NJ | 546,506 |
| 150 | Boulder-Longmont, CO | 542,864 |
| 151 | McAllen-Edinburg-Mission, TX | 532,475 |
| 152 | Jersey City, NJ | 528,908 |
| 153 | Charleston, WV | 516,857 |
| 154 | Orange, NY | 515,795 |
| 155 | Bradenton, FL | 506,778 |
| 156 | Springfield, MO | 505,496 |
| 157 | Eugene-Springfield, OR | 505,388 |
| 158 | Joliet, IL | 498,435 |
| 159 | Huntsville, AL | 485,969 |
| 160 | Rockford, IL | 484,352 |
| 161 | Evansville, IN-KY | 482,850 |
| 162 | Aurora-Elgin, IL | 482,472 |
| 163 | Appleton-Oshkosh-Neenah, WI | 477,280 |
| 164 | Columbus, GA-AL | 476,341 |
| 165 | Longview-Marshall, TX | 473,351 |
| 166 | Fayetteville, NC | 460,582 |
| 167 | Visalia-Tulare-Porterville, CA | 459,087 |
| 168 | Binghamton, NY | 455,707 |
| 169 | Savannah, GA | 454,250 |
| 170 | Gainesville, FL | 453,096 |
| 171 | Kileen-Temple, TX | 452,845 |
| 172 | Poughkeepsie, NY | 450,706 |
| 173 | South Bend-Mishawaka, IN | 450,582 |
| 174 | Santa Cruz, CA | 444,476 |
| 175 | Roanoke, VA | 442,840 |

| | | |
|---|---|---|
| 176 | Modesto, CA | 428,311 |
| 177 | Utica-Rome, NY | 422,694 |
| 178 | Waco, TX | 421,150 |
| 179 | Burlington, VT | 420,91[illegible] |
| 180 | Lafayette, LA | 420,428 |
| 181 | Erie, PA | 407,889 |
| 182 | Kalamazoo, MI | 406,509 |
| 183 | Salem, OR | 393,483 |
| 184 | Boise City, ID | 390,920 |
| 185 | Galveston-Texas City, TX | 390,659 |
| 186 | Biloxi-Gulfport, MS | 384,033 |
| 187 | Fargo-Moorhead, ND-MN | 381,823 |
| 188 | Ashville, NC | 381,370 |
| 189 | Hamilton-Middletown, OH | 377,747 |
| 190 | Tyler, TX | 373,328 |
| 191 | Brownsville-Harlingen, TX | 368,427 |
| 192 | Wichita Falls, TX | 366,484 |
| 193 | Hickory, NC | 365,987 |
| 194 | Lorain-Elyria, OH | 365,478 |
| 195 | Abilene, TX | 360,468 |
| 196 | Ft. Collins-Loveland, CO | 360,279 |
| 197 | Green Bay, WI | 360,229 |
| 198 | Odessa, TX | 354,292 |
| 199 | Fort Smith, AR-OK | 351,428 |
| 200 | Naples, FL | 350,770 |
| 201 | Panama City, FL | 349,507 |
| 202 | Ocala, Fl | 342,173 |
| 203 | Lincoln, NE | 339,822 |
| 204 | Bangor, ME | 337,652 |
| 205 | Provo-Orem, UT | 335,278 |
| 206 | Huntington-Ashland, WV-K | 333,930 |
| 207 | Tallahassee, FL | 331,114 |
| 208 | St. Cloud, MN | 330,463 |
| 209 | Springfield, IL | 325,797 |
| 210 | Sioux Falls, SD | 322,959 |
| 211 | Houma-Thibodaux, LA | 313,864 |
| 212 | Johnstown, PA | 311,100 |
| 213 | Clarksville-Hopkinsville, TN- | 306,019 |
| 214 | Billings, MT | 299,494 |
| 215 | Dothan, AL | 296,014 |
| 216 | Brazoria, TX | 295,622 |
| 217 | Yakima, WA | 292,949 |
| 218 | Medford | 290,693 |
| 219 | Eau Claire, WI | 290,687 |
| 220 | Monroe, LA | 290,492 |
| 221 | Ft Walton Beach, FL | 288,980 |
| 222 | Niagara Falls, NY | 287,048 |
| 223 | Champaign-Urbana-Rantoul, IL | 283,314 |
| 224 | Joplin, MO | 282,391 |
| 225 | Topeka, KS | 280,066 |
| 226 | Duluth, MN-WI | 278,467 |
| 227 | Cedar Rapids, IA | 271,526 |
| 228 | Burlington, NC | 268,584 |
| 229 | Alexandria, LA | 266,611 |
| 230 | Rochester, MN | 265,393 |
| 231 | Lake Charles, LA | 263,369 |
| 232 | Wilmington, NC | 260,902 |
| 233 | San Angelo, TX | 259,626 |
| 234 | Altoona, PA | 256,496 |
| 235 | Santa Fe, NM | 251,778 |
| 236 | Chico, CA | 247,803 |
| 237 | Fayetteville-Springdale, AR | 247,454 |
| 238 | Sherman-Denison, TX | 245,985 |
| 239 | Racine, WI | 245,763 |
| 240 | Merced, CA | 245,616 |
| 241 | Lima, OH | 244,569 |
| 242 | Lafayette-West Lafayette, IN | 243,820 |
| 243 | Pittsfield, MA | 243,415 |
| 244 | Jacksonville, NC | 240,631 |
| 245 | Texarkana, TX-AR | 240,490 |
| 246 | Terre Haute, IN | 240,402 |
| 247 | Mansfield, OH | 238,513 |
| 248 | Lawton, OK | 236,303 |
| 249 | Waterloo-Cedar Falls, IA | 236,015 |
| 250 | Bryan-College Station, TX | 230,773 |
| 251 | Parkersburg-Marietta, WV | 228,827 |
| 252 | Vineland-Milville-Bridgeton, NJ | 228,599 |
| 253 | Athens, GA | 227,949 |
| 254 | Anderson, IN | 227,273 |
| 255 | Charlottesville, VA | 222,487 |
| 256 | Albany, GA | 221,657 |
| 257 | Florence, SC | 220,055 |
| 258 | Redding, CA | 219,209 |
| 259 | Lynchburg, VA | 219,142 |
| 260 | Midland, TX | 219,111 |
| 261 | Vancouver, WA | 218,066 |
| 262 | Benton Harbor, MI | 217,874 |
| 263 | Bloomington-Normal, IL | 216,032 |
| 264 | Anderson, SC | 215,315 |
| 265 | Kokomo, IN | 214,382 |
| 266 | Tuscaloosa, AL | 212,578 |
| 267 | Bismarck, ND | 211,349 |
| 268 | Wheeling, WV-OH | 208,085 |
| 269 | Lewiston-Auburn, ME | 207,877 |
| 270 | Las Cruces, NM | 205,566 |
| 271 | Decatur, IL | 203,421 |
| 272 | Bremerton, WA | 202,568 |
| 273 | Williamsport, PA | 200,941 |
| 274 | State College, PA | 200,610 |
| 275 | Sharon, PA | 200,369 |
| 276 | Sioux City, IA-NE | 199,812 |
| 277 | Rapid City, SD | 197,666 |
| 278 | Muskegon, MI | 197,509 |
| 279 | Greeley, CO | 197,165 |
| 280 | Grand Forks, ND | 195,071 |
| 281 | Muncie, IN | 194,423 |
| 282 | Great Falls, MT | 193,413 |
| 283 | Olympia, WA | 190,963 |
| 284 | La Crosse, WI | 190,666 |
| 285 | Hagerstown, MD | 190,488 |
| 286 | Columbia, MO | 188,382 |
| 287 | Richland-Kennewick-Pasco, WA | 187,368 |
| 288 | Bellingham, WA | 186,657 |
| 289 | Anniston, AL | 184,116 |
| 290 | Janesville-Beloit, WI | 183,207 |
| 291 | Battle Creek, MI | 178,658 |
| 292 | Victoria, TX | 176,761 |
| 293 | St. Joseph, MO | 175,963 |
| 294 | Bloomington, IN | 172,544 |
| 295 | Wausau, WI | 170,185 |
| 296 | Pueblo, CO | 164,929 |
| 297 | Jackson, MI | 160,500 |
| 298 | Danville, VA | 159,180 |
| 299 | Pine Bluff, AR | 158,166 |
| 300 | Casper, WY | 156,552 |
| 301 | Beaver, PA | 151,462 |
| 302 | Kankakee, IL | 150,437 |
| 303 | Elmira, NY | 149,901 |
| 304 | Jackson, TN | 149,074 |
| 305 | Dubuque, IA | 146,108 |
| 306 | Laredo, TX | 145,524 |
| 307 | Steubenville-Weirton, OH-W | 144,450 |
| 308 | Iowa City, IA | 142,639 |
| 309 | Owensboro, KY | 139,317 |
| 310 | Enid, OK | 135,030 |
| 311 | Sheboygan, WI | 134,151 |
| 312 | Lawrence, KS | 130,536 |
| 313 | Gadsden, AL | 129,878 |
| 314 | Pascagoula, Ms | 128,415 |
| 315 | Cheyenne, WY | 126,008 |
| 316 | Cumberland, MD-WV | 121,290 |
| 317 | Kenosha, WI | 100,277 |
| 318 | Glens Falls, NY | 36,516 |

## Gasoline Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 3,794,448 |
| 2 | Chicago, IL | 2,439,593 |
| 3 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 2,401,400 |
| 4 | Detroit, MI | 2,221,833 |
| 5 | Washington,DC-MD-VA | 2,076,124 |
| 6 | Philadelphia, PA-NJ | 1,900,808 |
| 7 | Sacramento, CA | 1,744,875 |
| 8 | Atlanta, GA | 1,670,360 |
| 9 | New York, NY | 1,504,750 |
| 10 | Dallas, TX | 1,463,654 |
| 11 | Houston, TX | 1,458,522 |
| 12 | Minneapolis-St. Paul, MN-WI | 1,430,513 |
| 13 | St. Louis, MO-IL | 1,318,327 |
| 14 | Anaheim-Santa Ana, CA | 1,296,263 |
| 15 | Nassau-Suffolk, NY | 1,220,145 |
| 16 | Baltimore, MD | 1,139,081 |
| 17 | San Diego, CA | 1,102,416 |
| 18 | Phoenix, AZ | 1,002,471 |
| 19 | Tampa-St. Petersburg-Clearwater, FL | 980,264 |
| 20 | Cleveland, OH | 956,134 |
| 21 | Oakland, CA | 935,716 |
| 22 | Miami-Hialeah, FL | 890,713 |
| 23 | Pittsburgh, PA | 881,978 |
| 24 | Seattle, WA | 876,700 |
| 25 | Newark, NJ | 835,739 |
| 26 | Denver,CO | 834,262 |
| 27 | San Jose, CA | 815,714 |
| 28 | Indianapolis, IN | 803,034 |
| 29 | Columbus, OH | 797,062 |
| 30 | Cincinnati, OH-KY-IN | 786,127 |
| 31 | Kansas City, MO-KS | 766,370 |
| 32 | San Francisco, CA | 740,634 |
| 33 | Bergen-Passaic, NJ | 719,957 |
| 34 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 665,461 |
| 35 | Hartford-New Britain-Middletown-Bristol, CT | 650,816 |
| 36 | Milwaukee, WI | 646,071 |
| 37 | San Antonio, Tx | 614,313 |
| 38 | Middlesex-Somerset-Hunterdon, NJ | 612,797 |
| 39 | Fort Worth-Arlington, TX | 591,504 |
| 40 | Nashville, TN | 585,192 |
| 41 | Memphis, TN-AR-MS | 573,088 |
| 42 | Norfolk-Virginia Beach-Newport News, VA | 567,416 |
| 43 | Orlando, FL | 563,241 |
| 44 | Portland, OR | 552,340 |
| 45 | Monmouth-Ocean, NJ | 536,517 |
| 46 | Dayton-Springfield, OH | 524,723 |
| 47 | Yuba City, CA | 514,836 |
| 48 | New Orleans, LA | 506,704 |
| 49 | Jacksonville, FL | 491,907 |
| 50 | Richmond-Petersburg, VA | 488,985 |
| 51 | Bridgeport-Stamford-Norwalk-Danbury, CT | 485,160 |
| 52 | Charlotte-Gastonia-Rock Hill, NC-SC | 468,405 |
| 53 | Louisville, KY-IN | 465,461 |
| 54 | Providence-Pawtucket-Woonsocket, RI | 434,896 |
| 55 | Salt Lake City-Ogden, UT | 431,416 |
| 56 | West Palm Beach-Boca Raton-Delray, FL | 428,024 |
| 57 | New Bedford-Fall River-Attleboro, MA | 421,443 |
| 58 | Toledo, OH | 415,015 |
| 59 | Rochester, NY | 413,995 |
| 60 | Greensboro-Winston-Salem-High Point, NC | 406,784 |
| 61 | Riverside-San Bernardino, C | 404,579 |
| 62 | Vallejo-Fairfield-Napa, CA | 402,898 |
| 63 | Manchester-Nashua, NH | 394,788 |
| 64 | New Haven-Waterbury-Meriden, CT | 385,949 |
| 65 | Las Vegas, NV | 362,841 |
| 66 | Akron, OH | 353,113 |
| 67 | Omaha, NE-IO | 341,976 |
| 68 | Buffalo, NY | 341,481 |
| 69 | Wilmington, DE-NJ-MD | 338,361 |
| 70 | Honolulu, HI | 338,162 |
| 71 | Austin, TX | 336,878 |
| 72 | Birmingham, AL | 333,555 |
| 73 | Harrisburg-Lebanon-Carlisle, PA | 333,364 |
| 74 | Knoxville, TN | 327,817 |
| 75 | Grand Rapids, MI | 325,561 |
| 76 | Worcester-Fitchburg-Leominster, MA | 324,358 |
| 77 | Albany-Schenectady-Troy, NY | 323,722 |
| 78 | Allentown-Bethlehem, PA-N | 319,979 |
| 79 | Greenville-Spartanburg, SC | 315,914 |
| 80 | Bakersfield, CA | 313,129 |
| 81 | Oklahoma City, OK | 309,758 |
| 82 | Raleigh-Durham, NC | 302,121 |
| 83 | Oxnard-Ventura, CA | 293,591 |
| 84 | Gary-Hammond, IN | 284,987 |
| 85 | Springfield, MA | 282,196 |
| 86 | Scranton-Wilkes Barre, PA | 274,454 |
| 87 | Youngstown-Warren, OH | 269,486 |
| 88 | Fresno, CA | 266,446 |
| 89 | Tucson, AZ | 260,604 |
| 90 | Lake County, IL | 259,644 |
| 91 | Portsmouth-Dover-Rochester, NH-ME | 255,903 |
| 92 | Little Rock-North Little Rock, AR | 246,419 |
| 93 | Tulsa, OK | 245,824 |
| 94 | Syracuse, NY | 244,106 |
| 95 | Chattanooga, TN-GA | 240,632 |
| 96 | Columbia, SC | 239,217 |
| 97 | Tacoma, WA | 236,104 |
| 98 | Santa Barbara-Santa Maria-Lompoc, CA | 222,793 |
| 99 | Saginaw-Bay City-Midland, MI | 219,900 |
| 100 | Albuquerque, NM | 216,455 |
| 101 | Santa Rosa-Petaluma, CA | 215,849 |
| 102 | Lansing-East Lansing, MI | 213,166 |
| 103 | Wichita, KS | 211,556 |
| 104 | Joliet, IL | 211,234 |
| 105 | Flint, MI | 209,833 |
| 106 | Fort Wayne, IN | 206,668 |
| 107 | Baton Rouge, LA | 205,296 |
| 108 | Canton, OH | 202,677 |
| 109 | Des Moines, IA | 201,727 |
| 110 | Madison, WI | 197,340 |
| 111 | Charleston, SC | 195,297 |
| 112 | Atlantic City, NJ | 193,155 |
| 113 | Mobile, AL | 192,170 |
| 114 | Davenport-Rock Island-Moline, IA-IL | 189,989 |
| 115 | Stockton, CA | 187,049 |
| 116 | Corpus Christi, TX | 186,509 |
| 117 | Ann Arbor, MI | 186,471 |
| 118 | Lexington-Fayette, KY | 183,483 |
| 119 | Portland, ME | 181,813 |
| 120 | Jersey City, NJ | 181,684 |
| 121 | Aurora-Elgin, IL | 178,789 |
| 122 | El Paso, TX | 178,625 |
| 123 | Jackson, MS | 176,946 |
| 124 | Trenton, NJ | 176,489 |
| 125 | Reno, NV | 175,450 |
| 126 | Melbourne-Titusville-Palm Bay, FL | 175,115 |
| 127 | Colorado Springs, CO | 170,004 |
| 128 | Augusta, GA-SC | 169,112 |
| 129 | Beaumont-Port Arthur, TX | 163,845 |
| 130 | Shreveport, LA | 162,997 |
| 131 | York, PA | 160,337 |
| 132 | Daytona Beach, FL | 160,220 |
| 133 | Lakeland-Winterhaven, FL | 158,661 |
| 134 | Salinas-Seaside-Monterey, CA | 158,629 |
| 135 | Orange, NY | 154,899 |
| 136 | New London-Norwich, CT | 152,509 |
| 137 | Erie, PA | 150,954 |
| 138 | Peoria, IL | 147,867 |
| 139 | Spokane, WA | 144,890 |
| 140 | Rockford, IL | 142,085 |
| 141 | Lancaster, PA | 141,981 |
| 142 | Florence, AL | 141,104 |
| 143 | Appleton-Oshkosh-Neenah, WI | 140,730 |
| 144 | Ocala, Fl | 140,481 |
| 145 | Sarasota, FL | 135,339 |
| 146 | Evansville, IN-KY | 135,338 |
| 147 | Fort Myers-Cape Coral, FL | 135,153 |
| 148 | Pensacola, FL | 134,653 |
| 149 | Johnson City-Kingsport-Bristol, TN-VA | 134,176 |
| 150 | Montgomery, AL | 131,874 |
| 151 | Modesto, CA | 130,164 |
| 152 | Reading, PA | 130,013 |
| 153 | Anchorage, AK | 126,580 |
| 154 | Macon-Warner Robbins, GA | 125,915 |
| 155 | Binghamton, NY | 125,608 |
| 156 | Charleston, WV | 125,061 |
| 157 | Lorain-Elyria, OH | 124,469 |
| 158 | Duluth, MN-WI | 122,622 |
| 159 | Fort Pierce,FL | 120,177 |
| 160 | Utica-Rome, NY | 119,657 |
| 161 | Hamilton-Middletown, OH | 119,449 |
| 162 | Lima, OH | 119,382 |
| 163 | Kalamazoo, MI | 115,899 |
| 164 | South Bend-Mishawaka, IN | 115,081 |
| 165 | Eugene-Springfield, OR | 115,064 |
| 166 | Benton Harbor, MI | 114,926 |
| 167 | Huntington-Ashland, WV-KY-OH | 113,[illegible]61 |
| 168 | Santa Cruz, CA | 113,108 |
| 169 | Savannah, GA | 112,856 |
| 170 | Roanoke, VA | 112,208 |
| 171 | Visalia-Tulare-Porterville, CA | 111,938 |
| 172 | Redding, CA | 110,989 |
| 173 | Boulder-Longmont, CO | 110,222 |
| 174 | Gainesville, FL | 107,597 |
| 175 | Tallahassee, FL | 106,253 |
| 176 | Poughkeepsie, NY | 106,011 |
| 177 | Salem, OR | 104,035 |
| 178 | Fargo-Moorhead, ND-MN | 103,351 |
| 179 | Springfield, IL | 102,316 |
| 180 | Fayetteville, NC | 99,815 |
| 181 | Green Bay, WI | 98,045 |
| 182 | Champaign-Urbana-Rantoul, IL | 96,802 |
| 183 | Provo-Orem, UT | 96,408 |
| 184 | St. Cloud, MN | 95,596 |
| 185 | Muncie, IN | 95,500 |
| 186 | Merced, CA | 94,466 |
| 187 | Ashville, NC | 94,414 |
| 188 | Bradenton, FL | 90,838 |
| 189 | Springfield, MO | 88,369 |
| 190 | Janesville-Beloit, WI | 88,024 |
| 191 | Mansfield, OH | 87,931 |
| 192 | Fort Smith, AR-OK | 87,726 |
| 193 | Lincoln, NE | 87,660 |
| 194 | Boise City, ID | 86,129 |
| 195 | Sioux Falls, SD | 85,524 |
| 196 | Decatur, AL | 85,507 |
| 197 | Lafayette, LA | 85,450 |
| 198 | Columbus, GA-AL | 83,455 |
| 199 | Parkersburg-Marietta, WV | 82,730 |
| 200 | Bloomington-Normal, IL | 82,468 |
| 201 | Wheeling, WV-OH | 82,288 |
| 202 | Johnstown, PA | 79,439 |
| 203 | Galveston-Texas City, TX | 78,847 |
| 204 | Elkhart-Goshen, IN | 78,318 |
| 205 | Tyler, TX | 78,171 |
| 206 | Huntsville, AL | 77,934 |
| 207 | Racine, WI | 75,773 |
| 208 | Terre Haute, IN | 75,616 |
| 209 | Ft. Collins-Loveland, CO | 75,575 |
| 210 | Anderson, IN | 75,573 |
| 211 | Burlington, VT | 75,376 |
| 212 | Yakima, WA | 75,001 |
| 213 | Waco, TX | 74,603 |
| 214 | Naples, FL | 74,438 |
| 215 | Battle Creek, MI | 73,460 |
| 216 | Amarillo, TX | 72,937 |
| 217 | Eau Claire, WI | 72,795 |
| 218 | Pittsfield, MA | 71,788 |
| 219 | Bangor, ME | 70,935 |
| 220 | Joplin, MO | 70,400 |
| 221 | Muskegon, MI | 70,266 |
| 222 | Topeka, KS | 69,763 |
| 223 | Kileen-Temple, TX | 69,434 |
| 224 | Jackson, MI | 68,635 |
| 225 | Lynchburg, VA | 68,585 |
| 226 | Las Cruces, NM | 66,912 |
| 227 | McAllen-Edinburg-Mission, TX | 66,428 |
| 228 | Burlington, NC | 66,428 |

| | | |
|---|---|---|
| 229 | Biloxi-Gulfport, MS | 66,173 |
| 230 | Rochester, MN | 65,574 |
| 231 | Longview-Marshall, TX | 65,488 |
| 232 | Lafayette-West Lafayette, IN | 65,387 |
| 233 | Kokomo, IN | 65,165 |
| 234 | Medford | 64,847 |
| 235 | Florence, SC | 64,701 |
| 236 | Texarkana, TX-AR | 62,879 |
| 237 | Vancouver, WA | 62,516 |
| 238 | Lubbock, TX | 62,228 |
| 239 | Ft Walton Beach, FL | 61,980 |
| 240 | Abilene, TX | 61,970 |
| 241 | Panama City, FL | 61,764 |
| 242 | Cedar Rapids, IA | 61,485 |
| 243 | Kenosha, WI | 61,310 |
| 244 | Sioux City, IA-NE | 61,278 |
| 245 | Tuscaloosa, AL | 61,216 |
| 246 | Hagerstown, MD | 60,760 |
| 247 | Beaver, PA | 60,512 |
| 248 | Anderson, SC | 60,152 |
| 249 | Olympia, WA | 59,579 |
| 250 | Richland-Kennewick-Pasco, WA | 59,430 |
| 251 | Midland, TX | 59,422 |
| 252 | Charlottesville, VA | 58,301 |
| 253 | Decatur, IL | 57,548 |
| 254 | Waterloo-Cedar Falls, IA | 57,434 |
| 255 | Vineland-Milville-Bridgeton, NJ | 57,006 |
| 256 | Lake Charles, LA | 56,430 |
| 257 | Billings, MT | 56,073 |
| 258 | Athens, GA | 56,003 |
| 259 | Dothan, AL | 55,597 |
| 260 | Hickory, NC | 53,676 |
| 261 | Bremerton, WA | 53,268 |
| 262 | Bryan-College Station, TX | 53,105 |
| 263 | Bloomington, IN | 52,777 |
| 264 | Houma-Thibodaux, LA | 52,704 |
| 265 | Brownsville-Harlingen, TX | 52,037 |
| 266 | Alexandria, LA | 52,034 |
| 267 | Chico, CA | 52,018 |
| 268 | Bellingham, WA | 51,610 |
| 269 | State College, PA | 51,125 |
| 270 | Niagara Falls, NY | 51,069 |
| 271 | Steubenville-Weirton, OH-WV | 50,995 |
| 272 | Wausau, WI | 50,901 |
| 273 | Cumberland, MD-WV | 49,674 |
| 274 | Bismarck, ND | 49,605 |
| 275 | La Crosse, WI | 49,510 |
| 276 | Altoona, PA | 49,257 |
| 277 | Brazoria, TX | 49,063 |
| 278 | Rapid City, SD | 47,214 |
| 279 | Iowa City, IA | 46,992 |
| 280 | Cheyenne, WY | 45,815 |
| 281 | Santa Fe, NM | 45,476 |
| 282 | Sharon, PA | 45,022 |
| 283 | Wichita Falls, TX | 44,732 |
| 284 | Columbia, MO | 44,614 |
| 285 | Clarksville-Hopkinsville, TN-KY | 44,580 |
| 286 | Pueblo, CO | 43,331 |
| 287 | Lewiston-Auburn, ME | 43,027 |
| 288 | Albany, GA | 42,726 |
| 289 | Victoria, TX | 41,706 |
| 290 | Wilmington, NC | 41,450 |
| 291 | Greeley, CO | 40,890 |
| 292 | Jackson, TN | 40,652 |
| 293 | Fayetteville-Springdale, AR | 40,586 |
| 294 | Sheboygan, WI | 38,929 |
| 295 | Elmira, NY | 37,896 |
| 296 | St. Joseph, MO | 37,524 |
| 297 | Great Falls, MT | 35,813 |
| 298 | Anniston, AL | 35,398 |
| 299 | Monroe, LA | 35,058 |
| 300 | Grand Forks, ND | 34,679 |
| 301 | Sherman-Denison, TX | 33,975 |
| 302 | Odessa, TX | 33,610 |
| 303 | Lawrence, KS | 33,422 |
| 304 | Williamsport, PA | 32,163 |
| 305 | Danville, VA | 31,182 |
| 306 | Kankakee, IL | 30,952 |
| 307 | Owensboro, KY | 30,886 |
| 308 | Dubuque, IA | 30,781 |
| 309 | Laredo, TX | 30,550 |
| 310 | Pascagoula, Ms | 29,201 |
| 311 | Pine Bluff, AR | 27,801 |
| 312 | Casper, WY | 25,255 |
| 313 | Jacksonville, NC | 24,120 |
| 314 | San Angelo, TX | 23,950 |
| 315 | Gadsden, AL | 23,762 |
| 316 | Enid, OK | 19,989 |
| 317 | Lawton, OK | 18,657 |
| 318 | Glens Falls, NY | 13,271 |

## Apparel Sales (thousands)

| | | |
|---|---|---|
| 1 | New York, NY | 5,067,938 |
| 2 | Los Angeles, CA | 3,761,641 |
| 3 | Chicago, IL | 3,459,326 |
| 4 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 2,747,862 |
| 5 | Philadelphia, PA-NJ | 2,108,268 |
| 6 | Detroit, MI | 2,101,459 |
| 7 | Washington,DC-MD-VA | 1,929,954 |
| 8 | Houston, TX | 1,566,823 |
| 9 | Nassau-Suffolk, NY | 1,511,199 |
| 10 | Dallas, TX | 1,413,085 |
| 11 | Miami-Hialeah, FL | 1,285,398 |
| 12 | Sacramento, CA | 1,250,152 |
| 13 | Anaheim-Santa Ana, CA | 1,236,394 |
| 14 | Atlanta, GA | 1,183,340 |
| 15 | San Francisco, CA | 1,096,303 |
| 16 | Bergen-Passaic, NJ | 949,386 |
| 17 | Minneapolis-St. Paul, MN-WI | 946,974 |
| 18 | Newark, NJ | 934,130 |
| 19 | Seattle, WA | 917,168 |
| 20 | Baltimore, MD | 916,864 |
| 21 | St. Louis, MO-IL | 891,347 |
| 22 | San Diego, CA | 876,976 |
| 23 | Oakland, CA | 757,417 |
| 24 | Pittsburgh, PA | 743,717 |
| 25 | San Jose, CA | 721,191 |
| 26 | Phoenix, AZ | 707,551 |
| 27 | Denver,CO | 697,922 |
| 28 | Cleveland, OH | 671,922 |
| 29 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 666,288 |
| 30 | Tampa-St. Petersburg-Clearwater, FL | 604,159 |
| 31 | Kansas City, MO-KS | 597,625 |
| 32 | Middlesex-Somerset-Hunterdon, NJ | 597,161 |
| 33 | New Orleans, LA | 585,665 |
| 34 | Fort Worth-Arlington, TX | 577,967 |
| 35 | Hartford-New Britain-Middletown-Bristol, CT | 558,842 |
| 36 | San Antonio, Tx | 533,127 |
| 37 | Bridgeport-Stamford-Norwalk-Danbury, CT | 532,738 |
| 38 | Charlotte-Gastonia-Rock Hill, NC-SC | 532,043 |
| 39 | Norfolk-Virginia Beach-Newport News, VA | 511,794 |
| 40 | West Palm Beach-Boca Raton-Delray, FL | 501,419 |
| 41 | Portland, OR | 489,539 |
| 42 | Oklahoma City, OK | 477,691 |
| 43 | Birmingham, AL | 460,791 |
| 44 | Honolulu, HI | 454,832 |
| 45 | Cincinnati, OH-KY-IN | 447,568 |
| 46 | Monmouth-Ocean, NJ | 442,774 |
| 47 | New Bedford-Fall River-Attleboro, MA | 437,658 |
| 48 | Indianapolis, IN | 433,944 |
| 49 | Columbus, OH | 425,116 |
| 50 | Milwaukee, WI | 421,410 |
| 51 | Memphis, TN-AR-MS | 420,924 |
| 52 | Greensboro-Winston-Salem-High Point, NC | 407,328 |
| 53 | New Haven-Waterbury-Meriden, CT | 403,550 |
| 54 | Providence-Pawtucket-Woonsocket, RI | 398,341 |
| 55 | Austin, TX | 394,035 |
| 56 | Buffalo, NY | 382,093 |
| 57 | Salt Lake City-Ogden, UT | 370,323 |
| 58 | Orlando, FL | 368,537 |
| 59 | Manchester-Nashua, NH | 362,372 |
| 60 | Nashville, TN | 344,359 |
| 61 | Richmond-Petersburg, VA | 337,260 |
| 62 | Raleigh-Durham, NC | 330,579 |
| 63 | Rochester, NY | 330,460 |
| 64 | Yuba City, CA | 322,992 |
| 65 | Las Vegas, NV | 320,830 |
| 66 | Grand Rapids, MI | 317,055 |
| 67 | Tulsa, OK | 316,989 |
| 68 | Jacksonville, FL | 310,091 |
| 69 | Louisville, KY-IN | 309,515 |
| 70 | Albany-Schenectady-Troy, NY | 301,139 |
| 71 | Reading, PA | 292,284 |
| 72 | Dayton-Springfield, OH | 288,041 |
| 73 | Jersey City, NJ | 284,181 |
| 74 | Worcester-Fitchburg-Leominster, MA | 274,943 |
| 75 | Syracuse, NY | 272,231 |
| 76 | Little Rock-North Little Rock, AR | 260,437 |
| 77 | Scranton-Wilkes Barre, PA | 255,912 |
| 78 | Springfield, MA | 248,651 |
| 79 | McAllen-Edinburg-Mission, TX | 248,098 |
| 80 | Riverside-San Bernardino, C | 246,367 |
| 81 | El Paso, TX | 245,901 |
| 82 | Greenville-Spartanburg, SC | 245,122 |
| 83 | Knoxville, TN | 243,432 |
| 84 | Vallejo-Fairfield-Napa, CA | 241,611 |
| 85 | Lake County, IL | 235,752 |
| 86 | Wilmington, DE-NJ-MD | 223,458 |
| 87 | Omaha, NE-IO | 222,610 |
| 88 | Allentown-Bethlehem, PA-N | 220,055 |
| 89 | Portsmouth-Dover-Rochester, NH-ME | 205,684 |
| 90 | Fresno, CA | 204,344 |
| 91 | Oxnard-Ventura, CA | 202,835 |
| 92 | Gary-Hammond, IN | 200,056 |
| 93 | Atlantic City, NJ | 192,099 |
| 94 | Tucson, AZ | 191,228 |
| 95 | Albuquerque, NM | 191,191 |
| 96 | Toledo, OH | 188,814 |
| 97 | Baton Rouge, LA | 188,051 |
| 98 | Wichita, KS | 181,727 |
| 99 | Charleston, SC | 177,692 |
| 100 | Trenton, NJ | 176,502 |
| 101 | Harrisburg-Lebanon-Carlisle, PA | 175,173 |
| 102 | Santa Barbara-Santa Maria-Lompoc, CA | 174,268 |
| 103 | Lansing-East Lansing, MI | 172,352 |
| 104 | Beaumont-Port Arthur, TX | 170,904 |
| 105 | Saginaw-Bay City-Midland, MI | 168,662 |
| 106 | Akron, OH | 165,756 |
| 107 | Columbia, SC | 165,334 |
| 108 | Shreveport, LA | 159,509 |
| 109 | Des Moines, IA | 157,576 |
| 110 | Portland, ME | 155,767 |
| 111 | Chattanooga, TN-GA | 154,214 |
| 112 | Flint, MI | 153,951 |
| 113 | Augusta, GA-SC | 153,231 |
| 114 | Salinas-Seaside-Monterey, CA | 153,074 |
| 115 | Bakersfield, CA | 148,355 |
| 116 | Fort Wayne, IN | 147,651 |
| 117 | Laredo, TX | 145,995 |
| 118 | Florence, AL | 144,474 |
| 119 | Madison, WI | 142,617 |
| 120 | Tacoma, WA | 140,191 |
| 121 | Lexington-Fayette, KY | 138,827 |
| 122 | Lancaster, PA | 138,815 |
| 123 | Brownsville-Harlingen, TX | 138,594 |
| 124 | Youngstown-Warren, OH | 136,638 |
| 125 | Corpus Christi, TX | 134,826 |
| 126 | Evansville, IN-KY | 133,266 |
| 127 | Canton, OH | 132,929 |
| 128 | Ann Arbor, MI | 131,105 |
| 129 | Anchorage, AK | 130,023 |
| 130 | Amarillo, TX | 128,176 |
| 131 | Utica-Rome, NY | 127,640 |
| 132 | Johnson City-Kingsport-Bristol, TN-VA | 126,637 |
| 133 | Spokane, WA | 125,812 |
| 134 | Sarasota, FL | 123,262 |
| 135 | Colorado Springs, CO | 122,859 |
| 136 | Stockton, CA | 122,624 |
| 137 | Savannah, GA | 122,598 |
| 138 | Mobile, AL | 122,360 |
| 139 | Jackson, MS | 122,084 |
| 140 | Reno, NV | 120,283 |
| 141 | Orange, NY | 119,111 |
| 142 | Santa Rosa-Petaluma, CA | 118,986 |
| 143 | Lubbock, TX | 113,991 |
| 144 | Davenport-Rock Island-Moline, IA-IL | 112,548 |
| 145 | York, PA | 111,573 |
| 146 | Poughkeepsie, NY | 110,971 |
| 147 | Aurora-Elgin, IL | 110,614 |
| 148 | Montgomery, AL | 109,323 |
| 149 | Kalamazoo, MI | 109,034 |
| 150 | Modesto, CA | 107,689 |
| 151 | Lakeland-Winterhaven, FL | 107,149 |
| 152 | Lafayette, LA | 106,767 |
| 153 | Huntsville, AL | 105,555 |
| 154 | Daytona Beach, FL | 104,880 |
| 155 | Fort Myers-Cape Coral, FL | 100,410 |
| 156 | Boulder-Longmont, CO | 96,516 |
| 157 | Binghamton, NY | 96,485 |
| 158 | Huntington-Ashland, WV-KY | 95,188 |
| 159 | Peoria, IL | 94,691 |
| 160 | Decatur, AL | 94,508 |
| 161 | Roanoke, VA | 92,618 |
| 162 | Hickory, NC | 90,606 |
| 163 | Eugene-Springfield, OR | 89,634 |
| 164 | Appleton-Oshkosh-Neenah, WI | 89,141 |
| 165 | Longview-Marshall, TX | 88,467 |
| 166 | Joliet, IL | 88,324 |
| 167 | Galveston-Texas City, TX | 88,251 |
| 168 | Rockford, IL | 88,134 |
| 169 | Tyler, TX | 87,512 |
| 170 | Erie, PA | 87,440 |
| 171 | Burlington, NC | 87,306 |
| 172 | Charleston, WV | 86,297 |
| 173 | Monroe, LA | 86,054 |
| 174 | Santa Cruz, CA | 84,853 |
| 175 | South Bend-Mishawaka, IN | 84,840 |
| 176 | Burlington, VT | 84,741 |
| 177 | Gainesville, FL | 84,081 |
| 178 | Macon-Warner Robbins, GA | 83,021 |
| 179 | New London-Norwich, CT | 82,891 |
| 180 | Naples, FL | 82,126 |
| 181 | Melbourne-Titusville-Palm Bay, FL | 81,873 |
| 182 | Visalia-Tulare-Porterville, CA | 81,381 |
| 183 | Lincoln, NE | 80,747 |
| 184 | Fort Pierce,FL | 80,671 |
| 185 | Salem, OR | 80,459 |
| 186 | Pensacola, FL | 80,136 |
| 187 | Tallahassee, FL | 77,775 |
| 188 | Springfield, IL | 76,633 |
| 189 | Green Bay, WI | 75,806 |
| 190 | Duluth, MN-WI | 73,550 |
| 191 | Wilmington, NC | 73,541 |
| 192 | Waco, TX | 73,435 |
| 193 | Fayetteville, NC | 72,417 |
| 194 | Boise City, ID | 71,772 |
| 195 | Alexandria, LA | 70,019 |
| 196 | Champaign-Urbana-Rantoul, IL | 68,331 |
| 197 | Santa Fe, NM | 68,135 |
| 198 | Asheville, NC | 68,026 |
| 199 | Columbus, GA-AL | 67,729 |
| 200 | Sioux Falls, SD | 67,010 |
| 201 | Provo-Orem, UT | 66,896 |
| 202 | Niagara Falls, NY | 66,848 |
| 203 | Springfield, MO | 66,481 |
| 204 | Kileen-Temple, TX | 65,385 |
| 205 | Yakima, WA | 64,864 |
| 206 | Fort Smith, AR-OK | 64,711 |
| 207 | Ft. Collins-Loveland, CO | 64,522 |
| 208 | Bryan-College Station, TX | 64,433 |
| 209 | Bangor, ME | 63,502 |
| 210 | Pittsfield, MA | 62,313 |
| 211 | Bradenton, FL | 61,364 |
| 212 | Lake Charles, LA | 60,824 |
| 213 | Tuscaloosa, AL | 59,997 |
| 214 | Odessa, TX | 59,410 |
| 215 | Fargo-Moorhead, ND-MN | 59,378 |
| 216 | Terre Haute, IN | 59,036 |
| 217 | Altoona, PA | 59,023 |
| 218 | Biloxi-Gulfport, MS | 58,236 |
| 219 | Cedar Rapids, IA | 57,981 |
| 220 | Billings, MT | 57,191 |
| 221 | Rochester, MN | 57,105 |
| 222 | Texarkana, TX-AR | 56,222 |
| 223 | St. Cloud, MN | 54,692 |
| 224 | Houma-Thibodaux, LA | 54,132 |
| 225 | Ocala, Fl | 53,826 |
| 226 | Williamsport, PA | 53,717 |
| 227 | Joplin, MO | 53,501 |
| 228 | Elkhart-Goshen, IN | 52,495 |
| 229 | Brazoria, TX | 52,324 |
| 230 | Columbia, MO | 52,178 |
| 231 | Bloomington-Normal, IL | 52,001 |
| 232 | Waterloo-Cedar Falls, IA | 51,949 |
| 233 | Abilene, TX | 51,730 |
| 234 | Bloomington, IN | 51,520 |
| 235 | Panama City, FL | 50,692 |
| 236 | Chico, CA | 50,579 |
| 237 | Vineland-Milville-Bridgeton, NJ | 49,967 |
| 238 | Dothan, AL | 49,966 |
| 239 | Midland, TX | 49,860 |
| 240 | Florence, SC | 49,436 |
| 241 | Albany, GA | 49,108 |
| 242 | Lorain-Elyria, OH | 48,447 |
| 243 | Medford | 47,913 |
| 244 | San Angelo, TX | 47,795 |
| 245 | Sioux City, IA-NE | 47,625 |
| 246 | Wheeling, WV-OH | 47,431 |
| 247 | Racine, WI | 47,044 |
| 248 | Wichita Falls, TX | 46,805 |
| 249 | Johnstown, PA | 46,592 |
| 250 | Benton Harbor, MI | 46,463 |
| 251 | Lynchburg, VA | 46,384 |
| 252 | Decatur, IL | 46,313 |
| 253 | Anniston, AL | 46,146 |
| 254 | Vancouver, WA | 46,000 |
| 255 | Hagerstown, MD | 45,326 |
| 256 | Eau Claire, WI | 44,126 |
| 257 | Athens, GA | 43,935 |
| 258 | Anderson, SC | 43,824 |
| 259 | State College, PA | 43,568 |
| 260 | Anderson, IN | 43,547 |
| 261 | Redding, CA | 43,533 |
| 262 | Charlottesville, VA | 43,516 |
| 263 | Lima, OH | 43,097 |
| 264 | La Crosse, WI | 42,927 |
| 265 | Sherman-Denison, TX | 41,454 |
| 266 | Janesville-Beloit, WI | 41,148 |
| 267 | Mansfield, OH | 40,961 |
| 268 | Kokomo, IN | 40,642 |
| 269 | Lawton, OK | 40,594 |
| 270 | Topeka, KS | 40,345 |
| 271 | Ft Walton Beach, FL | 40,250 |
| 272 | Lafayette-West Lafayette, IN | 40,176 |
| 273 | Jackson, MI | 39,577 |
| 274 | Iowa City, IA | 39,555 |
| 275 | Jackson, TN | 39,035 |
| 276 | Fayetteville-Springdale, AR | 38,805 |

| | | |
|---|---|---|
| 277 | Beaver, PA | 38,645 |
| 278 | Pueblo, CO | 38,402 |
| 279 | Victoria, TX | 37,973 |
| 280 | Richland-Kennewick-Pasco, WA | 37,613 |
| 281 | Olympia, WA | 37,561 |
| 282 | Pine Bluff, AR | 37,466 |
| 283 | Grand Forks, ND | 37,420 |
| 284 | Bellingham, WA | 36,982 |
| 285 | Las Cruces, NM | 36,363 |
| 286 | Gadsden, AL | 36,191 |
| 287 | Bismarck, ND | 36,148 |
| 288 | Parkersburg-Marietta, WV | 35,797 |
| 289 | Muncie, IN | 35,773 |
| 290 | Great Falls, MT | 35,410 |
| 291 | Rapid City, SD | 35,061 |
| 292 | Hamilton-Middletown, OH | 34,777 |
| 293 | Elmira, NY | 34,597 |
| 294 | Dubuque, IA | 34,422 |
| 295 | Cumberland, MD-WV | 34,398 |
| 296 | Sharon, PA | 34,369 |
| 297 | Enid, OK | 34,155 |
| 298 | Lewiston-Auburn, ME | 33,788 |
| 299 | Wausau, WI | 33,253 |
| 300 | Clarksville-Hopkinsville, TN-KY | 32,730 |
| 301 | St. Joseph, MO | 31,377 |
| 302 | Owensboro, KY | 31,223 |
| 303 | Battle Creek, MI | 29,657 |
| 304 | Casper, WY | 29,196 |
| 305 | Bremerton, WA | 28,907 |
| 306 | Cheyenne, WY | 28,903 |
| 307 | Kankakee, IL | 28,720 |
| 308 | Muskegon, MI | 28,063 |
| 309 | Merced, CA | 27,881 |
| 310 | Steubenville-Weirton, OH-W\ | 27,579 |
| 311 | Greeley, CO | 27,463 |
| 312 | Pascagoula, Ms | 26,231 |
| 313 | Lawrence, KS | 24,625 |
| 314 | Jacksonville, NC | 21,272 |
| 315 | Kenosha, WI | 20,524 |
| 316 | Sheboygan, WI | 16,855 |
| 317 | Danville, VA | 8,369 |
| 318 | Glens Falls, NY | 3,825 |

## Furniture Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles-Long Beach, C/ | 4,502,216 |
| 2 | New York, NY | 3,907,277 |
| 3 | Chicago, IL | 2,655,638 |
| 4 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 2,248,934 |
| 5 | Washington,DC-MD-VA | 2,115,164 |
| 6 | Detroit, MI | 1,808,501 |
| 7 | Philadelphia, PA-NJ | 1,771,430 |
| 8 | Nassau-Suffolk, NY | 1,642,333 |
| 9 | Sacramento, CA | 1,544,511 |
| 10 | Houston, TX | 1,512,465 |
| 11 | Dallas, TX | 1,450,402 |
| 12 | Anaheim-Santa Ana, CA | 1,430,903 |
| 13 | Atlanta, GA | 1,249,565 |
| 14 | San Diego, CA | 1,213,349 |
| 15 | Phoenix, AZ | 1,169,919 |
| 16 | San Francisco, CA | 1,047,391 |
| 17 | Minneapolis-St. Paul, MN-WI | 1,044,179 |
| 18 | Tampa-St. Petersburg-Clearwater, FL | 1,018,996 |
| 19 | Miami-Hialeah, FL | 1,017,953 |
| 20 | San Jose, CA | 1,006,255 |
| 21 | Oakland, CA | 993,492 |
| 22 | Newark, NJ | 963,469 |
| 23 | Denver,CO | 953,525 |
| 24 | Baltimore, MD | 932,659 |
| 25 | Seattle, WA | 909,113 |
| 26 | St. Louis, MO-IL | 896,647 |
| 27 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 876,538 |
| 28 | Bergen-Passaic, NJ | 853,151 |
| 29 | Pittsburgh, PA | 723,348 |
| 30 | Cleveland, OH | 686,312 |
| 31 | Middlesex-Somerset-Hunterdon, NJ | 680,341 |
| 32 | West Palm Beach-Boca Raton-Delray, FL | 604,997 |
| 33 | San Antonio, Tx | 582,413 |
| 34 | Columbus, OH | 582,276 |
| 35 | New Orleans, LA | 569,773 |
| 36 | Norfolk-Virginia Beach-Newport News, VA | 560,930 |
| 37 | Kansas City, MO-KS | 550,525 |
| 38 | Fort Worth-Arlington, TX | 549,389 |
| 39 | Portland, OR | 541,562 |
| 40 | Cincinnati, OH-KY-IN | 537,965 |
| 41 | Milwaukee, WI | 531,858 |
| 42 | Charlotte-Gastonia-Rock Hill, NC-SC | 508,082 |
| 43 | Salt Lake City-Ogden, UT | 498,520 |
| 44 | Greensboro-Winston-Salem-High Point, NC | 483,524 |
| 45 | Hartford-New Britain-Middletown-Bristol, CT | 481,894 |
| 46 | Orlando, FL | 474,415 |
| 47 | Indianapolis, IN | 470,756 |
| 48 | Oklahoma City, OK | 462,645 |
| 49 | Bridgeport-Stamford-Norwalk, Danbury, CT | 462,095 |
| 50 | Austin, TX | 434,592 |
| 51 | Monmouth-Ocean, NJ | 429,689 |
| 52 | Yuba City, CA | 429,190 |
| 53 | Memphis, TN-AR-MS | 417,104 |
| 54 | Nashville, TN | 381,658 |
| 55 | Manchester-Nashua, NH | 377,948 |
| 56 | Dayton-Springfield, OH | 366,289 |
| 57 | Rochester, NY | 365,260 |
| 58 | Raleigh-Durham, NC | 364,266 |
| 59 | Grand Rapids, MI | 363,850 |
| 60 | New Bedford-Fall River-Attleboro, MA | 350,979 |
| 61 | Omaha, NE-IO | 346,593 |
| 62 | Richmond-Petersburg, VA | 341,583 |
| 63 | Louisville, KY-IN | 339,889 |
| 64 | Jacksonville, FL | 338,333 |
| 65 | New Haven-Waterbury-Meriden, CT | 335,104 |
| 66 | Madison, WI | 334,697 |
| 67 | Vallejo-Fairfield-Napa, CA | 333,400 |
| 68 | Birmingham, AL | 332,503 |
| 69 | Buffalo, NY | 324,393 |
| 70 | Las Vegas, NV | 320,590 |
| 71 | Tulsa, OK | 316,813 |
| 72 | Providence-Pawtucket-Woonsocket, RI | 300,726 |
| 73 | Tucson, AZ | 281,988 |
| 74 | Riverside-San Bernardino,C/ | 275,509 |
| 75 | Baton Rouge, LA | 263,560 |
| 76 | Fresno, CA | 259,477 |
| 77 | Greenville-Spartanburg, SC | 258,509 |
| 78 | Albany-Schenectady-Troy, NY | 255,564 |
| 79 | Knoxville, TN | 254,786 |
| 80 | Sarasota, FL | 251,331 |
| 81 | Wilmington, DE-NJ-MD | 249,655 |
| 82 | Worcester-Fitchburg-Leominster, MA | 249,388 |
| 83 | Toledo, OH | 243,314 |
| 84 | El Paso, TX | 242,975 |
| 85 | Honolulu, HI | 241,858 |
| 86 | Syracuse, NY | 241,182 |
| 87 | Fort Myers-Cape Coral, FL | 234,958 |
| 88 | Oxnard-Ventura, CA | 234,653 |
| 89 | Albuquerque, NM | 225,289 |
| 90 | Santa Barbara-Santa Maria-Lompoc, CA | 222,546 |
| 91 | Lake County, IL | 221,483 |
| 92 | Portsmouth-Dover-Rochester, NH-ME | 210,320 |
| 93 | Springfield, MA | 209,602 |
| 94 | Little Rock-N. Little Rock, AI | 209,081 |
| 95 | Harrisburg-Lebanon-Carlisle, PA | 207,149 |
| 96 | Allentown-Bethlehem, PA-N. | 206,498 |
| 97 | Bakersfield, CA | 199,985 |
| 98 | Charleston, SC | 197,176 |
| 99 | Wichita, KS | 193,446 |
| 100 | Lancaster, PA | 189,205 |
| 101 | Scranton-Wilkes Barre, PA | 185,603 |
| 102 | Tacoma, WA | 181,506 |
| 103 | Lansing-East Lansing, MI | 180,398 |
| 104 | Flint, MI | 177,004 |
| 105 | Santa Rosa-Petaluma, CA | 175,970 |
| 106 | Des Moines, IA | 174,699 |
| 107 | Akron, OH | 167,576 |
| 108 | Ann Arbor, MI | 167,121 |
| 109 | Anchorage, AK | 167,039 |
| 110 | Columbia, SC | 163,818 |
| 111 | Jersey City, NJ | 163,252 |
| 112 | Saginaw-Bay City-Midland, I | 162,974 |
| 113 | Trenton, NJ | 162,243 |
| 114 | Fayetteville, NC | 160,366 |
| 115 | Corpus Christi, TX | 160,141 |
| 116 | Shreveport, LA | 159,517 |
| 117 | Chattanooga, TN-GA | 157,857 |
| 118 | Mobile, AL | 157,846 |
| 119 | Modesto, CA | 157,796 |
| 120 | Stockton, CA | 157,431 |
| 121 | Gary-Hammond, IN | 157,326 |
| 122 | Youngstown-Warren, OH | 157,239 |
| 123 | Atlantic City, NJ | 156,197 |
| 124 | McAllen-Edinburg-Mission,T) | 155,578 |
| 125 | Spokane, WA | 151,862 |
| 126 | Florence, AL | 150,215 |
| 127 | Daytona Beach, FL | 149,722 |
| 128 | Colorado Springs, CO | 149,367 |
| 129 | Boulder-Longmont, CO | 148,307 |
| 130 | Augusta, GA-SC | 145,289 |
| 131 | Lubbock, TX | 142,550 |
| 132 | York, PA | 141,781 |
| 133 | Melbourne-Titusville-Palm Bay, FL | 141,465 |
| 134 | Naples, FL | 140,725 |
| 135 | South Bend-Mishawaka, IN | 138,812 |
| 136 | Kalamazoo, MI | 137,658 |
| 137 | Beaumont-Port Arthur, TX | 137,612 |
| 138 | Salinas-Seaside-Monterey,C/ | 137,217 |
| 139 | Fort Pierce,FL | 134,400 |
| 140 | Jackson, MS | 134,095 |
| 141 | Lexington-Fayette, KY | 133,862 |
| 142 | Reading, PA | 130,207 |
| 143 | Johnson City-Kingsport-Bristol, TN-VA | 128,251 |
| 144 | Portland, ME | 127,129 |
| 145 | Pensacola, FL | 123,644 |
| 146 | Evansville, IN-KY | 122,500 |
| 147 | Eugene-Springfield, OR | 122,273 |
| 148 | Reno, NV | 121,478 |
| 149 | Fort Wayne, IN | 120,617 |
| 150 | Rockford, IL | 120,028 |
| 151 | Canton, OH | 119,797 |
| 152 | Davenport-Rock Island-Moline, IA-IL | 118,948 |
| 153 | Appleton-Oshkosh-Neenah, WI | 118,428 |
| 154 | Laredo, TX | 116,792 |
| 155 | Brownsville-Harlingen, TX | 116,342 |
| 156 | Orange, NY | 116,217 |
| 157 | Springfield, MO | 115,793 |
| 158 | Amarillo, TX | 114,657 |
| 159 | Peoria, IL | 112,418 |
| 160 | Roanoke, VA | 109,503 |
| 161 | Tallahassee, FL | 108,361 |
| 162 | Lakeland-Winterhaven, FL | 107,796 |
| 163 | Columbus, GA-AL | 107,507 |
| 164 | New London-Norwich, CT | 107,378 |
| 165 | Aurora-Elgin, IL | 104,783 |
| 166 | Santa Cruz, CA | 103,376 |
| 167 | Boise City, ID | 100,486 |
| 168 | Huntsville, AL | 99,773 |
| 169 | Decatur, AL | 98,621 |
| 170 | Binghamton, NY | 97,845 |
| 171 | Lafayette, LA | 96,741 |
| 172 | Bradenton, FL | 96,624 |
| 173 | Green Bay, WI | 96,281 |
| 174 | Visalia-Tulare-Porterville, CA | 95,790 |
| 175 | Longview-Marshall, TX | 95,656 |
| 176 | Erie, PA | 94,273 |
| 177 | Savannah, GA | 93,341 |
| 178 | Macon-Warner Robbins, GA | 92,362 |
| 179 | Gainesville, FL | 91,329 |
| 180 | Salem, OR | 87,672 |
| 181 | Utica-Rome, NY | 86,059 |
| 182 | Ocala, Fl | 85,612 |
| 183 | Montgomery, AL | 84,701 |
| 184 | Kileen-Temple, TX | 83,902 |
| 185 | Hickory, NC | 83,039 |
| 186 | Poughkeepsie, NY | 82,904 |
| 187 | Ft. Collins-Loveland, CO | 81,341 |
| 188 | Provo-Orem, UT | 81,031 |
| 189 | Huntington-Ashland, WV-KY-OH | 80,300 |
| 190 | Ft Walton Beach, FL | 78,169 |
| 191 | Burlington, VT | 77,994 |
| 192 | Charleston, WV | 76,917 |
| 193 | Springfield, IL | 76,773 |
| 194 | Waco, TX | 76,507 |
| 195 | Odessa, TX | 76,414 |
| 196 | Lincoln, NE | 73,364 |
| 197 | Billings, MT | 73,257 |
| 198 | Tyler, TX | 72,861 |
| 199 | Duluth, MN-WI | 71,116 |
| 200 | Monroe, LA | 70273.4 |
| 201 | Champaign-Urbana-Rantoul, IL | 69,619 |
| 202 | Sioux Falls, SD | 68,650 |
| 203 | Charlottesville, VA | 67,789 |
| 204 | Cedar Rapids, IA | 67,395 |
| 205 | Fargo-Moorhead, ND-MN | 67,252 |
| 206 | Houma-Thibodaux, LA | 66,813 |
| 207 | Wilmington, NC | 66,690 |
| 208 | Lake Charles, LA | 66276.8 |
| 209 | Jacksonville, NC | 64,490 |
| 210 | Fort Smith, AR-OK | 64,105 |
| 211 | Midland, TX | 63,871 |
| 212 | Joliet, IL | 63,179 |
| 213 | Chico, CA | 62,640 |
| 214 | Panama City, FL | 62,608 |
| 215 | Wheeling, WV-OH | 61,740 |
| 216 | Abilene, TX | 61,653 |
| 217 | Johnstown, PA | 61,554 |
| 218 | Lynchburg, VA | 59,565 |
| 219 | Burlington, NC | 58,985 |
| 220 | Biloxi-Gulfport, MS | 58,950 |
| 221 | Ashville, NC | 58,168 |
| 222 | Altoona, PA | 57,334 |
| 223 | Lorain-Elyria, OH | 56,921 |
| 224 | La Crosse, WI | 56,537 |
| 225 | Olympia, WA | 56,518 |
| 226 | Medford | 56,329 |
| 227 | Racine, WI | 56,289 |
| 228 | Anderson, SC | 55,786 |
| 229 | Hamilton-Middletown, OH | 55,466 |
| 230 | St. Cloud, MN | 55,328 |
| 231 | Muncie, IN | 54,998 |
| 232 | Bellingham, WA | 53,773 |
| 233 | Bremerton, WA | 53,235 |
| 234 | Parkersburg-Marietta, WV | 52,381 |
| 235 | Rochester, MN | 51,650 |
| 236 | Dothan, AL | 51,594 |
| 237 | Eau Claire, WI | 51,391 |
| 238 | Topeka, KS | 50,992 |
| 239 | Lawton, OK | 50,608 |
| 240 | Bloomington-Normal, IL | 50,387 |
| 241 | Vancouver, WA | 50,117 |
| 242 | San Angelo, TX | 49,516 |
| 243 | Great Falls, MT | 48,794 |
| 244 | Santa Fe, NM | 48,473 |
| 245 | Waterloo-Cedar Falls, IA | 48,394 |
| 246 | Galveston-Texas City, TX | 48,354 |
| 247 | State College, PA | 47,897 |
| 248 | Decatur, IL | 47,882 |
| 249 | Athens, GA | 47,374 |
| 250 | Pueblo, CO | 47,166 |
| 251 | Brazoria, TX | 46,885 |
| 252 | Hagerstown, MD | 46,875 |
| 253 | Rapid City, SD | 46,611 |
| 254 | Texarkana, TX-AR | 46,509 |
| 255 | Sioux City, IA-NE | 46,276 |
| 256 | Lafayette-West Lafayette, IN | 46,243 |
| 257 | Florence, SC | 45,989 |
| 258 | Yakima, WA | 45,755 |
| 259 | Niagara Falls, NY | 45,177 |
| 260 | Iowa City, IA | 44,960 |
| 261 | Lima, OH | 44,945 |
| 262 | Bryan-College Station, TX | 44,336 |
| 263 | Joplin, MO | 44,039 |
| 264 | Grand Forks, ND | 43,355 |
| 265 | Tuscaloosa, AL | 43,027 |
| 266 | Bangor, ME | 42,736 |
| 267 | Albany, GA | 42,608 |
| 268 | Fayetteville-Springdale, AR | 42,602 |
| 269 | Pittsfield, MA | 42,442 |
| 270 | Anderson, IN | 42,400 |
| 271 | Bloomington, IN | 41,508 |
| 272 | Alexandria, LA | 41,287 |
| 273 | Terre Haute, IN | 40,915 |
| 274 | Redding, CA | 40,857 |
| 275 | Beaver, PA | 40,681 |
| 276 | Clarksville-Hopkinsville, TN-KY | 40,674 |
| 277 | Janesville-Beloit, WI | 39,794 |
| 278 | Williamsport, PA | 39,788 |
| 279 | Jackson, MI | 38,914 |
| 280 | Dubuque, IA | 38,867 |
| 281 | Columbia, MO | 38,734 |
| 282 | Sherman-Denison, TX | 38,145 |
| 283 | Vineland-Millville-Bridgeton, NJ | 37,179 |
| 284 | Las Cruces, NM | 36,897 |
| 285 | Elkhart-Goshen, IN | 36,709 |
| 286 | Bismarck, ND | 36,435 |
| 287 | Wausau, WI | 35,790 |
| 288 | Sharon, PA | 35,675 |
| 289 | Cumberland, MD-WV | 35,010 |
| 290 | Richland-Kennewick-Pasco, WA | 34,709 |
| 291 | Mansfield, OH | 34,311 |
| 292 | Anniston, AL | 34,052 |
| 293 | Owensboro, KY | 33,844 |
| 294 | Victoria, TX | 33,685 |
| 295 | Greeley, CO | 33,009 |
| 296 | Cheyenne, WY | 31,921 |
| 297 | Wichita Falls, TX | 31,752 |
| 298 | Jackson, TN | 31,714 |
| 299 | Merced, CA | 31,705 |
| 300 | Enid, OK | 30,693 |
| 301 | Kokomo, IN | 30,108 |
| 302 | Battle Creek, MI | 29,597 |
| 303 | Steubenville-Weirton,OH-W\ | 29,189 |
| 304 | Benton Harbor, MI | 28,991 |
| 305 | Casper, WY | 28,905 |
| 306 | Muskegon, MI | 28,105 |
| 307 | Gadsden, AL | 27,963 |
| 308 | Kenosha, WI | 27,583 |
| 309 | Kankakee, IL | 27,332 |
| 310 | Elmira, NY | 27,243 |
| 311 | Danville, VA | 25,538 |
| 312 | Pine Bluff, AR | 25,501 |
| 313 | Lawrence, KS | 24,646 |
| 314 | Sheboygan, WI | 23,550 |
| 315 | Pascagoula, M | 20,908 |
| 316 | St. Joseph, MO | 19,352 |
| 317 | Lewiston-Auburn, ME | 19,073 |
| 318 | Glens Falls, NY | 2,736 |

## Eat/Drink Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles-Long Beach, C/ | 7,785,733 |
| 2 | New York, NY | 6,940,901 |
| 3 | Chicago, IL | 4,988,099 |
| 4 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 4,888,077 |
| 5 | Washington,DC-MD-VA | 3,385,363 |
| 6 | Detroit, MI | 3,319,283 |
| 7 | Philadelphia, PA-NJ | 3,270,828 |
| 8 | Anaheim-Santa Ana, CA | 2,850,117 |
| 9 | Sacramento, CA | 2,770,318 |

# MSA

| | | |
|---|---|---|
| 10 | Atlanta, GA | 2,625,077 |
| 11 | Houston, TX | 2,587,276 |
| 12 | San Francisco, CA | 2,546,692 |
| 13 | Dallas, TX | 2,477,252 |
| 14 | San Diego, CA | 2,152,351 |
| 15 | Minneapolis-St. Paul, MN-WI | 2,002,295 |
| 16 | Nassau-Suffolk, NY | 1,975,429 |
| 17 | Seattle, WA | 1,965,229 |
| 18 | Baltimore, MD | 1,882,174 |
| 19 | Phoenix, AZ | 1,868,206 |
| 20 | Tampa-St. Petersburg-Clearwater, FL | 1,761,270 |
| 21 | Denver,CO | 1,683,112 |
| 22 | Oakland, CA | 1,680,554 |
| 23 | Miami-Hialeah, FL | 1,596,311 |
| 24 | San Jose, CA | 1,550,396 |
| 25 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 1,499,937 |
| 26 | Pittsburgh, PA | 1,433,046 |
| 27 | Cleveland, OH | 1,358,859 |
| 28 | Newark, NJ | 1,324,093 |
| 29 | Cincinnati, OH-KY-IN | 1,224,372 |
| 30 | Honolulu, HI | 1,203,397 |
| 31 | Columbus, OH | 1,153,262 |
| 32 | Bergen-Passaic, NJ | 1,129,120 |
| 33 | Portland, OR | 1,127,548 |
| 34 | Milwaukee, WI | 1,082,613 |
| 35 | Fort Worth-Arlington, TX | 1,080,375 |
| 36 | San Antonio, Tx | 1,044,020 |
| 37 | New Orleans, LA | 1,031,713 |
| 38 | Indianapolis, IN | 1,023,658 |
| 39 | Orlando, FL | 1,012,706 |
| 40 | Hartford-New Britain-Middletown-Bristol, CT | 960,505 |
| 41 | Norfolk-Virginia Beach-Newport News VA | 959,152 |
| 42 | Monmouth-Ocean, NJ | 869,313 |
| 43 | West Palm Beach-Boca Raton, Delray, FL | 840,377 |
| 44 | Charlotte-Gastonia-Rock Hill, NC-SC | 787,016 |
| 45 | Oklahoma City, OK | 780,523 |
| 46 | Middlesex-Somerset-Hunterdon, NJ | 771,471 |
| 47 | Austin, TX | 768,415 |
| 48 | Yuba City, CA | 760,714 |
| 49 | Nashville, TN | 756,110 |
| 50 | Dayton-Springfield, OH | 728,434 |
| 51 | New Bedford-Fall River-Attleboro, MA | 726,635 |
| 52 | Louisville, KY-IN | 722,469 |
| 53 | Bridgeport-Stamford-Norwalk-Danbury, CT | 718,288 |
| 54 | Providence-Pawtucket-Woonsocket, RI | 715,135 |
| 55 | Greensboro-Winston-Salem-High Point, NC | 700,515 |
| 56 | Jacksonville, FL | 693,319 |
| 57 | Rochester, NY | 674,547 |
| 58 | Las Vegas, NV | 665,821 |
| 59 | Buffalo, NY | 662,718 |
| 60 | New Haven-Waterbury-Meriden, CT | 642,448 |
| 61 | Manchester-Nashua, NH | 636,557 |
| 62 | Vallejo-Fairfield-Napa,CA | 608,195 |
| 63 | Salt Lake City-Ogden, UT | 606,134 |
| 64 | Memphis, TN-AR-MS | 601,773 |
| 65 | Raleigh-Durham, NC | 585,504 |
| 66 | Richmond-Petersburg, VA | 578,820 |
| 67 | Knoxville, TN | 546,846 |
| 68 | Riverside-San Bernardino, CA | 544,082 |
| 69 | Toledo, OH | 538,539 |
| 70 | Atlantic City, NJ | 537,735 |
| 71 | Grand Rapids, MI | 526,520 |
| 72 | Omaha, NE-IO | 512,407 |
| 73 | Worcester-Fitchburg-Leominster, MA | 510,404 |
| 74 | Tucson, AZ | 495,658 |
| 75 | Akron, OH | 489,793 |
| 76 | Tulsa, OK | 486,992 |
| 77 | Birmingham, AL | 485,280 |
| 78 | Albany-Schenectady-Troy, NY | 469,368 |
| 79 | Springfield, MA | 454,716 |
| 80 | Albuquerque, NM | 452 429 |
| 81 | Oxnard-Ventura, CA | 450,268 |
| 82 | Portsmouth-Dover-Rochester, NH-ME | 441,723 |
| 83 | Gary-Hammond, IN | 440,087 |
| 84 | Syracuse, NY | 438,152 |
| 85 | Scranton-Wilkes Barre,PA | 435,598 |
| 86 | Santa Barbara-Santa Maria-Lompoc, CA | 426,388 |
| 87 | Kansas City, MO-KS | 423,892 |
| 88 | Allentown-Bethlehem, PA-NJ | 419,257 |
| 89 | Fresno, CA | 413,865 |
| 90 | Greenville-Spartanburg, SC | 398,588 |
| 91 | Bakersfield, CA | 397,719 |
| 92 | Harrisburg-Lebanon-Carlisle, PA | 387,499 |
| 93 | Tacoma, WA | 385,545 |
| 94 | Wilmington, DE-NJ-MD | 384,921 |
| 95 | St. Louis, MO-IL | 374,820 |
| 96 | Portland, ME | 366,905 |
| 97 | Madison, WI | 365,482 |
| 98 | Lake County, IL | 364,423 |
| 99 | Wichita, KS | 356,221 |
| 100 | Baton Rouge LA | 348,944 |
| 101 | El Paso, TX | 348,578 |
| 102 | Anchorage, AK | 348,405 |
| 103 | Charleston, SC | 347,980 |
| 104 | Colorado Springs, CO | 343,937 |
| 105 | Flint, MI | 343,528 |
| 106 | Daytona Beach, FL | 334,692 |
| 107 | Little Rock-North Little Rock, AR | 324,836 |
| 108 | Lansing-East Lansing, MI | 322,646 |
| 109 | Santa Rosa-Petaluma, CA | 322,107 |
| 110 | Columbia, SC | 315,552 |
| 111 | Fort Wayne, IN | 311,622 |
| 112 | Youngstown-Warren, OH | 311,340 |
| 113 | Des Moines, IA | 308,915 |
| 114 | Saginaw-Bay City-Midland, MI | 301,265 |
| 115 | Lexington-Fayette, KY | 295,205 |
| 116 | Spokane, WA | 295,057 |
| 117 | Melbourne-Titusville-Palm Bay, FL | 292,216 |
| 118 | Salinas-Seaside-Monterey, CA | 290,651 |
| 119 | Davenport-Rock Island-Moline, IA-IL | 290,194 |
| 120 | Stockton, CA | 286,088 |
| 121 | Sarasota, FL | 284,799 |
| 122 | Lancaster, PA | 280,132 |
| 123 | Ann Arbor, MI | 271,437 |
| 124 | Mobile, AL | 269,055 |
| 125 | Canton, OH | 267,366 |
| 126 | Fort Myers-Cape Coral, FL | 264,649 |
| 127 | Trenton, NJ | 262,421 |
| 128 | Reno, NV | 261,271 |
| 129 | Corpus Christi, TX | 259,734 |
| 130 | Chattanooga, TN-GA | 251,292 |
| 131 | York, PA | 250,968 |
| 132 | Jersey City, NJ | 249,517 |
| 133 | Santa Cruz, CA | 249,315 |
| 134 | Aurora-Elgin, IL | 247,148 |
| 135 | Boulder-Longmont, CO | 246,317 |
| 136 | Lakeland-Winterhaven, FL | 237,107 |
| 137 | Pensacola, FL | 236,490 |
| 138 | Augusta, GA-SC | 235,243 |
| 139 | Shreveport, LA | 233,706 |
| 140 | Reading, PA | 229,878 |
| 141 | Savannah, GA | 225,995 |
| 142 | Appleton-Oshkosh-Neenah, WI | 224,047 |
| 143 | Eugene-Springfield, OR | 221,492 |
| 144 | Johnson City-Kingsport-Bristol, TN-VA | 221,190 |
| 145 | Beaumont-Port Arthur, TX | 218,833 |
| 146 | Evansville, IN-KY | 216,067 |
| 147 | Florence, AL | 213,853 |
| 148 | Jackson, MS | 212,348 |
| 149 | Peoria, IL | 211,600 |
| 150 | Rockford, IL | 203,887 |
| 151 | New London-Norwich, CT | 203,324 |
| 152 | Boise City, ID | 201,854 |
| 153 | Gainesville, FL | 200,916 |
| 154 | South Bend-Mishawaka, IN | 198,350 |
| 155 | Kalamazoo, MI | 196,391 |
| 156 | Joliet, IL | 194,596 |
| 157 | Modesto, CA | 192,546 |
| 158 | Tallahassee, FL | 188,425 |
| 159 | Lubbock, TX | 185,038 |
| 160 | Macon-Warner Robbins, GA | 182,489 |
| 161 | Salem, OR | 182,100 |
| 162 | Bradenton, FL | 179,819 |
| 163 | Lafayette, LA | 177,642 |
| 164 | Amarillo, TX | 176,796 |
| 165 | Huntsville, AL | 175,896 |
| 166 | Duluth, MN-WI | 174,967 |
| 167 | Champaign-Urbana-Rantoul, IL | 173,694 |
| 168 | Green Bay, WI | 172,183 |
| 169 | Houma-Thibodaux, LA | 171,076 |
| 170 | Roanoke, VA | 170,709 |
| 171 | Utica-Rome, NY | 170,529 |
| 172 | Springfield, MO | 169,214 |
| 173 | Lincoln, NE | 169,198 |
| 174 | Fayetteville, NC | 168,734 |
| 175 | Biloxi-Gulfport, MS | 168,089 |
| 176 | McAllen-Edinburg-Mission,TX | 166,666 |
| 177 | Erie, PA | 165,412 |
| 178 | Binghamton, NY | 165,052 |
| 179 | Hamilton-Middletown, OH | 164,411 |
| 180 | Montgomery, AL | 163,859 |
| 181 | Panama City, FL | 156,433 |
| 182 | Orange, NY | 155,955 |
| 183 | Fort Pierce,FL | 155,519 |
| 184 | Springfield, IL | 154,461 |
| 185 | Visalia-Tulare-Porterville, CA | 152,520 |
| 186 | Ft. Collins-Loveland, CO | 151,318 |
| 187 | Poughkeepsie, NY | 150,045 |
| 188 | Kileen-Temple, TX | 146,884 |
| 189 | Huntington-Ashland, WV-KY | 146,269 |
| 190 | Vancouver, WA | 144,661 |
| 191 | Burlington, VT | 144,440 |
| 192 | Naples, FL | 143,872 |
| 193 | Brownsville-Harlingen, TX | 143,644 |
| 194 | Waco, TX | 142,355 |
| 195 | Galveston-Texas City, TX | 142,158 |
| 196 | Charleston, WV | 141,427 |
| 197 | Hickory, NC | 139,654 |
| 198 | Ashville, NC | 139,282 |
| 199 | Decatur, AL | 136,772 |
| 200 | Columbus, GA-AL | 134,141 |
| 201 | Fargo-Moorhead, ND-MN | 132,857 |
| 202 | Chico, CA | 131,058 |
| 203 | Lorain-Elyria, OH | 130,612 |
| 204 | Topeka, KS | 129,915 |
| 205 | Elkhart-Goshen, IN | 128,465 |
| 206 | Ft Walton Beach, FL | 127,021 |
| 207 | Niagara Falls, NY | 126,016 |
| 208 | St. Cloud, MN | 124,373 |
| 209 | Yakima, WA | 123,526 |
| 210 | Cedar Rapids, IA | 123,503 |
| 211 | Longview-Marshall, TX | 120,921 |
| 212 | Bryan-College Station, TX | 117,491 |
| 213 | Ocala, Fl | 117,017 |
| 214 | Bellingham, WA | 116,804 |
| 215 | Billings, MT | 115,218 |
| 216 | Lima, OH | 113,501 |
| 217 | Sioux Falls, SD | 112,593 |
| 218 | Racine, WI | 112,561 |
| 219 | Lafayette-W. Lafayette, IN | 112,428 |
| 220 | Wilmington, NC | 112,426 |
| 221 | Santa Fe, NM | 112,004 |
| 222 | Olympia, WA | 111,978 |
| 223 | Pittsfield, MA | 110,895 |
| 224 | Odessa, TX | 109,814 |
| 225 | Eau Claire, WI | 109,729 |
| 226 | Fort Smith, AR-OK | 108,774 |
| 227 | Bremerton, WA | 107,837 |
| 228 | Benton Harbor, MI | 107,488 |
| 229 | Bloomington-Normal, IL | 106,774 |
| 230 | Medford | 105,849 |
| 231 | Athens, GA | 105,433 |
| 232 | Janesville-Beloit, WI | 103,610 |
| 233 | Muncie, IN | 99.918 |
| 234 | Monroe, LA | 98911.9 |
| 235 | Muskegon, MI | 98,574 |
| 236 | State College, PA | 98,485 |
| 237 | La Crosse, WI | 98,339 |
| 238 | Terre Haute, IN | 98,278 |
| 239 | Bangor, ME | 97,474 |
| 240 | Parkersburg-Marietta, WV | 96,921 |
| 241 | Bloomington, IN | 96,893 |
| 242 | Wheeling, WV-OH | 96,389 |
| 243 | Charlottesville, VA | 96,240 |
| 244 | Redding, CA | 94,614 |
| 245 | Tyler, TX | 94,278 |
| 246 | Provo-Orem, UT | 94,274 |
| 247 | Merced, CA | 93,464 |
| 248 | Abilene, TX | 92,942 |
| 249 | Richland-Kennewick-Pasco, WA | 91,072 |
| 250 | Waterloo-Cedar Falls, IA | 90,449 |
| 251 | Johnstown, PA | 90,124 |
| 252 | Mansfield, OH | 89,882 |
| 253 | Lynchburg, VA | 88,866 |
| 254 | Battle Creek, MI | 88,719 |
| 255 | Iowa City, IA | 88,615 |
| 256 | Clarksville-Hopkinsville, TN-KY | 88,589 |
| 257 | Rochester, MN | 88,093 |
| 258 | Lake Charles, LA | 87821.2 |
| 259 | Jackson, MI | 86,652 |
| 260 | Anderson, IN | 86,264 |
| 261 | Tuscaloosa, AL | 84,571 |
| 262 | Columbia, MO | 84,422 |
| 263 | Fayetteville-Springdale, AR | 83,495 |
| 264 | Kenosha, WI | 82,804 |
| 265 | Wichita Falls, TX | 82,103 |
| 266 | Pueblo, CO | 81,938 |
| 267 | Sioux City, IA-NE | 81,580 |
| 268 | Burlington, NC | 80,638 |
| 269 | Kokomo, IN | 80,275 |
| 270 | Decatur, IL | 78,783 |
| 271 | Brazoria, TX | 78,512 |
| 272 | Lawton, OK | 77,607 |
| 273 | Dothan, AL | 77,081 |
| 274 | Las Cruces, NM | 75,659 |
| 275 | Texarkana, TX-AR | 75,537 |
| 276 | Midland, TX | 75,491 |
| 277 | San Angelo, TX | 75,488 |
| 278 | Jacksonville, NC | 74,763 |
| 279 | Rapid City, SD | 74,512 |
| 280 | Altoona, PA | 73,649 |
| 281 | Albany, GA | 71,900 |
| 282 | Alexandria, LA | 71,605 |
| 283 | Great Falls, MT | 71,126 |
| 284 | Greeley, CO | 70,522 |
| 285 | Anderson, SC | 70,282 |
| 286 | Beaver, PA | 69,003 |
| 287 | Owensboro, KY | 68,354 |
| 288 | Sharon, PA | 66,894 |
| 289 | Bismarck, ND | 64,808 |
| 290 | Vineland-Milville-Bridgeton, NJ | 64,630 |
| 291 | Laredo, TX | 64,312 |
| 292 | Kankakee, IL | 63,975 |
| 293 | Sheboygan, WI | 62,832 |
| 294 | Dubuque, IA | 62,732 |
| 295 | Lawrence, KS | 62,646 |
| 296 | Steubenville-Weirton, OH-WV | 60,904 |
| 297 | Hagerstown, MD | 60,072 |
| 298 | Florence, SC | 59,899 |
| 299 | Cumberland, MD-WV | 59,472 |
| 300 | Williamsport, PA | 59,380 |
| 301 | Wausau, WI | 58,951 |
| 302 | Sherman-Denison, TX | 58,869 |
| 303 | St. Joseph, MO | 58,702 |
| 304 | Lewiston-Auburn, ME | 56,304 |
| 305 | Danville, VA | 55,743 |
| 306 | Anniston, AL | 55,241 |
| 307 | Jackson, TN | 54,866 |
| 308 | Pascagoula, Ms | 52,746 |
| 309 | Gadsden, AL | 52,468 |
| 310 | Elmira, NY | 52,292 |
| 311 | Cheyenne, WY | 50,153 |
| 312 | Victoria, TX | 50,034 |
| 313 | Grand Forks, ND | 49,762 |
| 314 | Casper, WY | 43,873 |
| 315 | Enid, OK | 43,106 |
| 316 | Pine Bluff, AR | 35,922 |
| 317 | Glens Falls, NY | 18,999 |
| 318 | Joplin, MO | 13,352 |

## Drug Sales
(thousands)

| | | |
|---|---|---|
| 1 | Los Angeles-Long Beach, CA | 2,697,811 |
| 2 | Chicago, IL | 2,109,735 |
| 3 | New York, NY | 1,820,566 |
| 4 | Detroit, MI | 1,542,598 |
| 5 | Boston-Lawrence-Salem-Lowell-Brockton, MA | 1,490,028 |
| 6 | Sacramento, CA | 1,400,246 |
| 7 | Washington,DC-MD-VA | 1,227,987 |
| 8 | Philadelphia, PA-NJ | 1,128,603 |
| 9 | Oakland, CA | 807,557 |
| 10 | Anaheim-Santa Ana, CA | 800,349 |
| 11 | Atlanta, GA | 746,281 |
| 12 | Houston, TX | 714,509 |
| 13 | Nassau-Suffolk, NY | 702,942 |
| 14 | Phoenix, AZ | 683,280 |
| 15 | Miami-Hialeah, FL | 677,021 |
| 16 | San Diego, CA | 669,019 |
| 17 | San Francisco, CA | 650,743 |
| 18 | Baltimore, MD | 628,522 |
| 19 | Dallas, TX | 624,351 |
| 20 | San Jose, CA | 611,266 |
| 21 | Seattle, WA | 609,444 |
| 22 | Cleveland, OH | 593,712 |
| 23 | Tampa-St. Petersburg-Clearwater, FL | 564,234 |
| 24 | Minneapolis-St. Paul, MN-WI | 536,493 |
| 25 | St. Louis, MO-IL | 520,636 |
| 26 | Pittsburgh, PA | 500,190 |
| 27 | Ft. Lauderdale-Hollywood-Pompano Beach, FL | 452,744 |
| 28 | Honolulu, HI | 452,093 |
| 29 | Yuba City, CA | 434,367 |
| 30 | Newark, NJ | 424,427 |
| 31 | Cincinnati, OH-KY-IN | 398,284 |
| 32 | Indianapolis, IN | 394,181 |
| 33 | New Orleans, LA | 366,176 |
| 34 | Bergen-Passaic, NJ | 360,341 |
| 35 | Kansas City, MO-KS | 347,255 |
| 36 | Hartford-New Britain-Middletown-Bristol, CT | 340,525 |
| 37 | Vallejo-Fairfield-Napa, CA | 339,810 |
| 38 | Columbus, OH | 306,965 |
| 39 | Milwaukee, WI | 306,355 |
| 40 | West Palm Beach-Boca Raton-Delray, FL | 303,463 |
| 41 | Providence-Pawtucket-Woonsocket, RI | 300,593 |
| 42 | Denver,CO | 300,031 |
| 43 | Buffalo, NY | 299,222 |
| 44 | Riverside-San Bernardino, C | 296,345 |
| 45 | Rochester, NY | 296,055 |
| 46 | Charlotte-Gastonia-Rock Hill, NC-SC | 288,514 |
| 47 | Jacksonville, FL | 266,578 |
| 48 | Fort Worth-Arlington, TX | 266,302 |
| 49 | Richmond-Petersburg, VA | 263,941 |
| 50 | Fresno, CA | 258,012 |
| 51 | Norfolk-Virginia Beach-Newport News, VA | 257,633 |
| 52 | Louisville, KY-IN | 253,698 |
| 53 | Monmouth-Ocean, NJ | 250,778 |
| 54 | Memphis, TN-AR-MS | 248,915 |
| 55 | Greensboro-Winston-Salem-High Point, NC | 247,619 |

| | | |
|---|---|---|
| 56 | New Bedford-Fall River-Attleboro, MA | 237,823 |
| 57 | Orlando, FL | 236,601 |
| 58 | Middlesex-Somerset-Hunterdon, NJ | 236,336 |
| 59 | Syracuse, NY | 230,027 |
| 60 | Nashville, TN | 227,778 |
| 61 | Birmingham, AL | 218,289 |
| 62 | Oxnard-Ventura, CA | 210,916 |
| 63 | Las Vegas, NV | 209,980 |
| 64 | Raleigh-Durham, NC | 209,314 |
| 65 | Bridgeport-Stamford-Norwalk-Danbury, CT | 204,822 |
| 66 | Manchester-Nashua, NH | 199,538 |
| 67 | Dayton-Springfield, OH | 199,316 |
| 68 | Worcester-Fitchburg-Leominster, MA | 198,012 |
| 69 | Toledo, OH | 192,672 |
| 70 | Scranton-Wilkes Barre, PA | 192 106 |
| 71 | New Haven-Waterbury-Meriden, CT | 191,121 |
| 72 | Santa Rosa-Petaluma, CA | 187,178 |
| 73 | Portland, OH | 186,738 |
| 74 | Albany-Schenectady-Troy, NY | 185 788 |
| 75 | San Antonio, Tx | 183,300 |
| 76 | Tucson, AZ | 181,094 |
| 77 | Gary-Hammond, IN | 174,200 |
| 78 | Lake County, IL | 173,283 |
| 79 | Salt Lake City-Ogden, UT | 171,346 |
| 80 | Wilmington, DE-NJ-MD | 158,245 |
| 81 | Melbourne-Titusville-Palm Bay, FL | 157,662 |
| 82 | Omaha, NE-IO | 155,313 |
| 83 | Greenville-Spartanburg, SC | 154,469 |
| 84 | Bakersfield, CA | 154,139 |
| 85 | Santa Barbara-Santa Maria-Lompoc, CA | 153,239 |
| 86 | Stockton, CA | 152,632 |
| 87 | Springfield, MA | 151,398 |
| 88 | Akron, OH | 149,341 |
| 89 | Harrisburg-Lebanon-Carlisle, PA | 145,742 |
| 90 | Allentown-Bethlehem, PA-NJ | 145,664 |
| 91 | Knoxville, TN | 145,573 |
| 92 | Oklahoma City, OK | 142,285 |
| 93 | Austin, TX | 136,785 |
| 94 | Portsmouth-Dover-Rochester, NH-ME | 136,290 |
| 95 | Flint, MI | 136,237 |
| 96 | Anchorage, AK | 134,255 |
| 97 | Modesto, CA | 132,640 |
| 98 | Grand Rapids, MI | 128,623 |
| 99 | Daytona Beach, FL | 127,767 |
| 100 | Mobile, AL | 126,680 |
| 101 | Baton Rouge, LA | 124,898 |
| 102 | Fort Wayne, IN | 122,407 |
| 103 | Tacoma, WA | 122,310 |
| 104 | Fort Myrrs-Cape Coral, FL | 117,379 |
| 105 | Aurora-Elgin, IL | 114,706 |
| 106 | Sarasota, FL | 113,601 |
| 107 | Portland, ME | 113,072 |
| 108 | Salinas Seaside-Monterey, CA | 112,227 |
| 109 | Youngstown-Warren, OH | 111,156 |
| 110 | Utica-Rome, NY | 107,085 |
| 111 | Albuquerque, NM | 106,729 |
| 112 | Atlantic City, NJ | 106,125 |
| 113 | Jersey City, NJ | 103,529 |
| 114 | Spokane, WA | 100,953 |
| 115 | Santa Cruz, CA | 100,645 |
| 116 | Saginaw-Bay City-Midland, MI | 98,846 |
| 117 | Davenport-Rock Island-Moline, IA-IL | 97,230 |
| 118 | Visalia-Tulare-Porterville, CA | 94,557 |
| 119 | Joliet, IL | 94,283 |
| 120 | Jackson, MS | 93,935 |
| 121 | Tulsa, OK | 93,838 |
| 122 | Little Rock-N. Little Rock, AF | 93,589 |
| 123 | Augusta, GA-SC | 93,129 |
| 124 | Columbia, SC | 91,930 |
| 125 | Lancaster, PA | 91,114 |
| 126 | Johnson City-Kingsport-Bristol, TN-VA | 90,911 |
| 127 | Lakeland-Winterhaven, FL | 90,789 |
| 128 | Charleston, SC | 90,551 |
| 129 | Trenton, NJ | 87,557 |
| 130 | Ann Arbor, MI | 87,031 |
| 131 | Redding, CA | 85,429 |
| 132 | Binghamton, NY | 84,974 |
| 133 | Chattanooga, TN-GA | 83,381 |
| 134 | Chico, CA | 83,308 |
| 135 | Canton, OH | 82,625 |
| 136 | Wichita, KS | 80,670 |
| 137 | Beaumont-Port Arthur, TX | 78,517 |
| 138 | El Paso, TX | 78,480 |
| 139 | Reno, NV | 78,385 |
| 140 | Lexington-Fayette, KY | 77,878 |
| 141 | Des Moines, IA | 76,701 |
| 142 | South Bend-Mishawaka, IN | 76,436 |
| 143 | Shreveport, LA | 75,613 |
| 144 | Madison, WI | 74,166 |
| 145 | Lansing-East Lansing, MI | 74,099 |
| 146 | York, PA | 73,461 |
| 147 | Boise City, ID | 73,162 |
| 148 | Montgomery, AL | 73,154 |
| 149 | Florence, AL | 72,525 |
| 150 | Roanoke, VA | 72,085 |
| 151 | Evansville, IN-KY | 69,625 |
| 152 | Fort Pierce,FL | 69,362 |
| 153 | Springfield, IL | 68,045 |
| 154 | Orange, NY | 66,764 |
| 155 | Bremerton, WA | 65,671 |
| 156 | Colorado Springs, CO | 64,817 |
| 157 | Erie, PA | 64,723 |
| 158 | Charleston, WV | 64,512 |
| 159 | Peoria, IL | 64,431 |
| 160 | Macon-Warner Robbins, GA | 64,188 |
| 161 | Bradenton, FL | 63,907 |
| 162 | Hickory, NC | 63,560 |
| 163 | Pensacola, FL | 62,412 |
| 164 | Eugene-Springfield, OR | 61,723 |
| 165 | Rockford, IL | 61,340 |
| 166 | Poughkeepsie, NY | 61,030 |
| 167 | Sioux Falls, SD | 60,629 |
| 168 | Ashville, NC | 59,534 |
| 169 | Reading, PA | 59,504 |
| 170 | Huntington-Ashland, WV-KY-OH | 58,540 |
| 171 | Niagara Falls, NY | 58,046 |
| 172 | Savannah, GA | 57,526 |
| 173 | New London-Norwich, CT | 57,454 |
| 174 | Lorain-Elyria, OH | 56,913 |
| 175 | McAllen-Edinburg-Mission, T | 56,880 |
| 176 | Richland-Kennewick-Pasco, WA | 56,412 |
| 177 | Merced, CA | 55,600 |
| 178 | Salem, OR | 54,851 |
| 179 | Hamilton-Middletown, OH | 53,590 |
| 180 | Corpus Christi, TX | 52,522 |
| 181 | Elkhart-Goshen, IN | 51,793 |
| 182 | Biloxi-Gulfport, MS | 50,766 |
| 183 | Naples, FL | 50,691 |
| 184 | Ocala, Fl | 50,539 |
| 185 | Vancouver, WA | 49,320 |
| 186 | Champaign-Urbana-Rantoul, IL | 49,189 |
| 187 | Duluth, MN-WI | 48,154 |
| 188 | Kalamazoo, MI | 47,553 |
| 189 | Columbus, GA-AL | 46,974 |
| 190 | Tallahassee, FL | 46,598 |
| 191 | Lake Charles, LA | 46,589 |
| 192 | Topeka, KS | 46,495 |
| 193 | Huntsville, AL | 46,237 |
| 194 | Decatur, AL | 46,022 |
| 195 | Springfield, MO | 45,977 |
| 196 | Lincoln, NE | 45,958 |
| 197 | Gainesville, FL | 45,932 |
| 198 | Houma-Thibodaux, LA | 45,860 |
| 199 | Yakima, WA | 45,405 |
| 200 | Appleton-Oshkosh-Neenah, WI | 45,350 |
| 201 | Boulder-Longmont, CO | 45,074 |
| 202 | St. Cloud, MN | 44,640 |
| 203 | Parkersburg-Marietta, WV | 44,508 |
| 204 | Provo-Orem, UT | 44,051 |
| 205 | Lafayette, LA | 43,054 |
| 206 | Cedar Rapids, IA | 42,965 |
| 207 | Johnstown, PA | 42,661 |
| 208 | Santa Fe, NM | 42,382 |
| 209 | Monroe, LA | 42,355 |
| 210 | Galveston-Texas City, TX | 42,086 |
| 211 | Lafayette-W. Lafayette, IN | 41,700 |
| 212 | Burlington, VT | 41,576 |
| 213 | Muncie, IN | 41,506 |
| 214 | Anderson, IN | 40,450 |
| 215 | Charlottesville, VA | 39,946 |
| 216 | Bangor, ME | 39,760 |
| 217 | Olympia, WA | 39,614 |
| 218 | Longview-Marshall, TX | 39,507 |
| 219 | Athens, GA | 39,397 |
| 220 | Lynchburg, VA | 39,074 |
| 221 | Billings, MT | 38,884 |
| 222 | Tyler, TX | 38,489 |
| 223 | Alexandria, LA | 38,478 |
| 224 | Fayetteville, NC | 37,969 |
| 225 | Bloomington-Normal, IL | 36,941 |
| 226 | Pittsfield, MA | 36,922 |
| 227 | Altoona, PA | 36,830 |
| 228 | Lima, OH | 36,348 |
| 229 | Rochester, MN | 35,721 |
| 230 | Benton Harbor, MI | 35,701 |
| 231 | Anderson, SC | 35,546 |
| 232 | Beaver, PA | 35,447 |
| 233 | Wilmington, NC | 35,270 |
| 234 | Wheeling, WV-OH | 34,791 |
| 235 | Burlington, NC | 34,634 |
| 236 | Hagerstown, MD | 34,592 |
| 237 | Bellingham, WA | 34,340 |
| 238 | Kokomo, IN | 34,001 |
| 239 | Brownsville-Harlingen, TX | 33,928 |
| 240 | Waterloo-Cedar Falls, IA | 33,583 |
| 241 | Jackson, MI | 33,557 |
| 242 | Racine, WI | 33,468 |
| 243 | Panama City, FL | 33,301 |
| 244 | Terre Haute, IN | 32,996 |
| 245 | Waco, TX | 32,996 |
| 246 | Lubbock, TX | 32,930 |
| 247 | Decatur, IL | 32,606 |
| 248 | Cumberland, MD-WV | 31,941 |
| 249 | Vineland-Milville-Bridgeton, NJ | 31,809 |
| 250 | Battle Creek, MI | 31,656 |
| 251 | State College, PA | 31,404 |
| 252 | Fort Smith, AR-OK | 30,890 |
| 253 | Fargo-Moorhead, ND-MN | 30,762 |
| 254 | Muskegon, MI | 30,712 |
| 255 | Brazoria, TX | 30,502 |
| 256 | Amarillo, TX | 30,456 |
| 257 | Bloomington, IN | 30,164 |
| 258 | Janesville-Beloit, WI | 29,873 |
| 259 | Clarksville-Hopkinsville, TN-KY | 29,793 |
| 260 | Kileen-Temple, TX | 29,414 |
| 261 | Danville, VA | 29,353 |
| 262 | Tuscaloosa, AL | 29,231 |
| 263 | Columbia, MO | 29,224 |
| 264 | Ft Walton Beach, FL | 28,410 |
| 265 | Medford | 28,309 |
| 266 | Sherman-Denison, TX | 28,200 |
| 267 | Florence, SC | 27,935 |
| 268 | Texarkana, TX-AR | 27,785 |
| 269 | Great Falls, MT | 27,776 |
| 270 | Steubenville-Weirton, OH-WV | 27,757 |
| 27[illegible] | Anniston, AL | 27,414 |
| 272 | Mansfield, OH | 27,345 |
| 273 | Williamsport, PA | 27,222 |
| 274 | Elmira, NY | 26,813 |
| 275 | Sioux City, IA-NE | 26,717 |
| 276 | Abilene, TX | 26,710 |
| 277 | Dothan, AL | 26,503 |
| 278 | Green Bay, WI | 26,302 |
| 279 | Kankakee, IL | 26,006 |
| 280 | Albany, GA | 25,828 |
| 281 | Wichita Falls, TX | 25,681 |
| 282 | Joplin, MO | 25,464 |
| 283 | Ft. Collins-Loveland, CO | 25,278 |
| 284 | Owensboro, KY | 24,741 |
| 285 | Eau Claire, WI | 23,280 |
| 286 | La Crosse, WI | 23,181 |
| 287 | Dubuque, IA | 22,963 |
| 288 | Bismarck, ND | 22,900 |
| 289 | Iowa City, IA | 21,488 |
| 290 | Pascagoula, Ms | 21,134 |
| 291 | Laredo, TX | 20,414 |
| 292 | Lewiston-Auburn, ME | 20,361 |
| 293 | Sharon, PA | 20,372 |
| 294 | Las Cruces, NM | 20,238 |
| 295 | Pueblo, CO | 20,080 |
| 296 | Gadsden, AL | 19,855 |
| 297 | Fayetteville-Springdale, AR | 19,624 |
| 298 | Sheboygan, WI | 19,567 |
| 299 | Rapid City, SD | 19,329 |
| 300 | Jackson, TN | 19,195 |
| 301 | Kenosha, WI | 19,160 |
| 302 | Jacksonville, NC | 18,367 |
| 303 | Midland, TX | 17,806 |
| 304 | Odessa, TX | 17,240 |
| 305 | Enid, OK | 16,974 |
| 306 | Casper, WY | 16,891 |
| 307 | Greeley, CO | 16,768 |
| 308 | Pine Bluff, AR | 16,688 |
| 309 | Bryan-College Station, TX | 16,040 |
| 310 | San Angelo, TX | 15,933 |
| 311 | St. Joseph, MO | 15,690 |
| 312 | Cheyenne, WY | 15,395 |
| 313 | Lawton, OK | 12,405 |
| 314 | Lawrence, KS | 12,251 |
| 315 | Glens Falls, NY | 11,723 |
| 316 | Victoria, TX | 11,579 |
| 317 | Wausau, WI | 10,873 |
| 318 | Grand Forks, ND | 9,897 |

# COUNTY RANKINGS

## POPULATION ESTIMATES

| | | |
|---|---|---|
| 1 | LOS ANGEI[illegible] CA | 9,180,324 |
| 2 | COOK, IL | 5,261,417 |
| 3 | HARRIS, TX | 2,880,473 |
| 4 | ORANGE, CA | 2,651,856 |
| 5 | SAN DIEGO, CA | 2,472,250 |
| 6 | KINGS, NY | 2,219,459 |
| 7 | MARICOPA, AZ | 2,189,856 |
| 8 | WAYNE, MI | 2,098,189 |
| 9 | DALLAS, TX | 2,015,205 |
| 10 | DADE, FL | 2,001,010 |
| 11 | QUEENS, NY | 1,991,790 |
| 12 | SANTA CLARA, CA | 1,639,857 |
| 13 | PHILADELPHIA, PA | 1,554,081 |
| 14 | NEW YORK, NY | 1,491,695 |
| 15 | KING, WA | 1,434,790 |
| 16 | CUYAHOGA, OH | 1,432,245 |
| 17 | SUFFOLK, NY | 1,431,736 |
| 18 | ALLEGHENY, PA | 1,425,983 |
| 19 | MIDDLESEX, MA | 1,386,650 |
| 20 | ALAMEDA, CA | 1,383,542 |
| 21 | NASSAU, NY | 1,368,625 |
| 22 | BROWARD, FL | 1,356,515 |
| 23 | BEXAR, TX | 1,279,731 |
| 24 | SAN BERNARDINO, CA | 1,270,438 |
| 25 | TARRANT, TX | 1,185,408 |
| 26 | BRONX, NY | 1,168,458 |
| 27 | OAKLAND, MI | 1,154,268 |
| 28 | ST. LOUIS, MO | 1,108,451 |
| 29 | SACRAMENTO, CA | 1,039,532 |
| 30 | HENNEPIN, MN | 1,028,656 |
| 31 | ERIE, NY | 982,925 |
| 32 | RIVERSIDE, CA | 966,025 |
| 33 | FRANKLIN OH | 965,840 |
| 34 | PINELLAS, FL | 938,341 |
| 35 | MILWAUKEE, WI | 921,228 |
| 36 | PALM BEACH, FL | 892,977 |
| 37 | BERGEN, NJ | 891,897 |
| 38 | WESTCHESTER, NY | 883,454 |
| 39 | CONTRA COSTA, CA | 870,997 |
| 40 | HAMILTON, OH | 867,690 |
| 41 | HARTFORD, CT | 867,018 |
| 42 | FAIRFIELD, CT | 859,312 |
| 43 | HILLSBOROUGH, FL | 855,283 |
| 44 | ESSEX, NJ | 848,668 |
| 45 | DU PAGE, IL | 848,132 |
| 46 | SHELBY, TN | 829,763 |
| 47 | HONOLULU, HI | 818,421 |
| 48 | NEW HAVEN, CT | 809,941 |
| 49 | MARION, IN | 793,493 |
| 50 | SAN FRANCISCO, CA | 786,567 |
| 51 | FAIRFAX, VA | 775,829 |
| 52 | MONROE, NY | 743,600 |
| 53 | BALTIMORE, MD | 743,413 |
| 54 | MACOMB, MI | 732,248 |
| 55 | SAN MATEO, CA | 729,402 |
| 56 | MONTGOMERY, MD | 726,370 |
| 57 | SALT LAKE, UT | 717,600 |
| 58 | MONTGOMERY, AP | 713,168 |
| 59 | VENTURA, CA | 706,197 |
| 60 | DUVAL, FL | 698,418 |
| 61 | PRINCE GEORGES, MD | 698,413 |
| 62 | MIDDLESEX, NJ | 692,355 |
| 63 | JEFFERSON, AL | 691,805 |
| 64 | JEFFERSON, KY | 674,411 |
| 65 | PIMA, AZ | 673,385 |
| 66 | ESSEX, MA | 671,824 |
| 67 | WORCESTER, MA | 668,967 |
| 68 | ORANGE, FL | 662,456 |
| 69 | SUFFOLK, MA | 651,710 |
| 70 | NORFOLK, MA | 650,568 |
| 71 | FRESNO, CA | 641,904 |
| 72 | OKLAHOMA, OK | 633,686 |
| 73 | JACKSON, MO | 631,513 |
| 74 | FULTON, GA | 628,848 |
| 75 | CLARK, NV | 612,602 |
| 76 | DISTRICT OF COLUMBIA | 609,657 |
| 77 | TRAVIS, TX | 601,290 |
| 78 | EL PASO, TX | 592,921 |
| 79 | PROVIDENCE, RI | 592,506 |
| 80 | DE KALB, GA | 591,236 |
| 81 | MONTGOMERY, OH | 579,820 |
| 82 | MONMOUTH, NJ | 572,657 |
| 83 | BUCKS, PA | 561,382 |
| 84 | DELAWARE, PA | 559,015 |
| 85 | MULTNOMAH, OR | 557,211 |
| 86 | PIERCE, WA | 550,413 |
| 87 | HUDSON, NJ | 546,994 |

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|---|---|---|
| 88 | KERN, CA | 543,369 |
| 89 | CAMDEN, NJ | 533,255 |
| 90 | JEFFERSON DAVIS, LA | 526,933 |
| 91 | SUMMIT, OH | 523,417 |
| 92 | DAVIDSON, TN | 519,351 |
| 93 | UNION, NJ | 512,997 |
| 94 | BERNALILLO, NM | 512,645 |
| 95 | ORLEANS, LA | 510,529 |
| 96 | TULSA, OK | 509,430 |
| 97 | DENVER, CO | 504,127 |
| 98 | LAKE, IL | 502,752 |
| 93 | KENT, MI | 501,043 |
| 100 | JEFFERSON, CO | 500,318 |
| 101 | MECKLENBURG, NC | 499,724 |
| 102 | BRISTOL, MA | 492,512 |
| 103 | RAMSEY, MN | 484,713 |
| 104 | MORRIS, NJ | 480,410 |
| 105 | ONONDAGA, NY | 473,993 |
| 106 | SAN JOAQUIN, CA | 472,838 |
| 107 | COBB, GA | 469,127 |
| 108 | LUCAS, OH | 468,224 |
| 109 | PASSAIC, NJ | 463,996 |
| 110 | ANNE ARUNDEL, MD | 459,217 |
| 111 | PLYMOUTH, MA | 452,554 |
| 112 | LAKE, IN | 449,182 |
| 113 | HAMPDEN, MA | 448,182 |
| 114 | GENESEE, MI | 445,811 |
| 115 | NEW CASTLE, DE | 442,630 |
| 116 | ARAPAHOE, CO | 442,610 |
| 117 | OCEAN, NJ | 432,691 |
| 118 | BURLINGTON, NJ | 427,940 |
| 119 | DOUGLAS, NE | 424,548 |
| 120 | SNOHOMISH, WA | 422,227 |
| 121 | EL PASO, CO | 415,617 |
| 122 | WAKE, NC | 415,102 |
| 123 | EAST BATON ROUGE, LA | 414,753 |
| 124 | SONOMA, CA | 413,938 |
| 125 | RICHMOND, NY | 412,878 |
| 126 | LANCASTER, PA | 411,160 |
| 127 | SANTA BARBARA, CA | 408,084 |
| 128 | SEDGWICK, KS | 407,825 |
| 129 | BREVARD, FL | 396,080 |
| 130 | HIDALGO, TX | 395,309 |
| 131 | ST. LOUIS CITY , MO | 394,701 |
| 132 | POLK, FL | 391,539 |
| 133 | WESTMORELAND, PA | 389,969 |
| 134 | MOBILE, AL | 388,908 |
| 135 | STARK, OH | 379,419 |
| 136 | GWINNETT, GA | 373,995 |
| 137 | PULASKI, AR | 367,273 |
| 138 | MONTEREY, CA | 365,306 |
| 139 | SPOKANE, WA | 364,085 |
| 140 | DANE, WI | 363,700 |
| 141 | GUILFORD, NC | 358,210 |
| 142 | CHESTER, PA | 353,975 |
| 143 | HILLSBOROUGH,NH | 352,839 |
| 144 | WILL, IL | 350,950 |
| 145 | VOLUSIA, FL | 350,898 |
| 146 | JOHNSON, KS | 350,813 |
| 147 | STANISLAUS, CA | 348,382 |
| 148 | MERCER, NJ | 348,277 |
| 149 | KNOX, TN | 342,443 |
| 150 | LUZERNE, PA | 339,128 |
| 151 | YORK, PA | 335,863 |
| 152 | GREENVILLE, SC | 331,871 |
| 153 | BERKS, PA | 326,391 |
| 154 | WAUKESHA, WI | 321,942 |
| 155 | NUECES, TX | 318,180 |
| 156 | LEE, FL | 313,378 |
| 157 | POLK, IA | 313,257 |
| 158 | KANE, IL | 311,855 |
| 159 | PASCO, FL | 311,133 |
| 160 | SOLANO, CA | 307,380 |
| 161 | TULARE, CA | 307,297 |
| 162 | ADAMS, CO | 305,280 |
| 163 | CHARLESTON, SC | 304,443 |
| 164 | SEMINOLE, FL | 300,945 |
| 165 | ALLEN, IN | 297,697 |
| 166 | WASHINGTON, OR | 295,105 |
| 167 | ESCAMBIA, FL | 294,009 |
| 168 | RICHLAND, SC | 292,898 |
| 169 | LEHIGH, PA | 290,504 |
| 170 | INGHAM, MI | 288,221 |
| 171 | HAMILTON, TN | 288,099 |
| 172 | ALBANY, NY | 287,228 |
| 173 | WASHTENAW, MI | 285,934 |
| 174 | ERIE, PA | 285,188 |
| 175 | MARIN, CA | 283,074 |
| 176 | FORSYTH, NC | 282,804 |
| 177 | ORANGE, NY | 282,126 |
| 178 | ROCKLAND, NY | 281,660 |
| 179 | MAHONING, OH | 280,012 |
| 180 | BUTLER, OH | 279,287 |
| 181 | SARASOTA, FL | 277,439 |
| 182 | CADDO, LA | 274,470 |
| 183 | CUMBERLAND, NC | 270,879 |
| 184 | LORAIN, OH | 268,557 |
| 185 | CLACKAMAS, OR | 267,801 |
| 186 | LANE, OR | 266,472 |
| 187 | CAMERON, TX | 265,989 |
| 188 | NEW LONDON, CT | 264,539 |
| 189 | COLLIN, TX | 264,249 |
| 190 | ROCKINGHAM, NH | 260,377 |
| 191 | DUTCHESS, NY | 260,303 |
| 192 | ATLANTIC, NJ | 258,676 |
| 193 | ONEIDA, NY | 258,093 |
| 194 | WINNEBAGO, IL | 257,519 |
| 195 | JEFFERSON, TX | 257,398 |
| 196 | ST. CLAIR, IL | 257,289 |
| 197 | ANCHORAGE | 257,204 |
| 198 | SANTA CRUZ, CA | 257,081 |
| 199 | DAKOTA, MN | 256,814 |
| 200 | MADISON, AL | 256,535 |
| 201 | DENTON, TX | 253,990 |
| 202 | HINDS, MS | 253,410 |
| 203 | ANOKA, MN | 252,486 |
| 204 | BOULDER, CO | 250,322 |
| 205 | UTAH, UT | 248,850 |
| 206 | MADISON, IL | 248,142 |
| 207 | CUMBERLAND, ME | 248,109 |
| 208 | ST. JOSEPH, IN | 245,742 |
| 209 | SOMERSET, NJ | 245,628 |
| 210 | DAUPHIN, PA | 243,325 |
| 211 | SAN LUIS OBISPO, CA | 239,650 |
| 212 | TRUMBULL, OH | 238,765 |
| 213 | NORTHAMPTON, PA | 237,124 |
| 214 | LUBBOCK, TX | 235,034 |
| 215 | PRINCE WILLIAM, VA | 233,214 |
| 216 | WASHOE, NV | 232,990 |
| 217 | LAKE, OH | 232,345 |
| 218 | GLOUCESTER, NJ | 230,599 |
| 219 | CHATHAM, GA | 228,017 |
| 220 | LACKAWANNA, PA | 227,822 |
| 221 | MONTGOMERY, AL | 225,551 |
| 222 | SPARTANBURG, SC | 224,377 |
| 223 | KALAMAZOO, MI | 224,365 |
| 224 | ST. CHARLES, MO | 222,553 |
| 225 | NIAGARA, NY | 222,407 |
| 226 | GALVESTON, TX | 222,187 |
| 227 | CLARK, WA | 220,741 |
| 228 | SAGINAW, MI | 220,533 |
| 229 | HENRICO, VA | 220,179 |
| 230 | KANAWHA, WV | 217,921 |
| 231 | FORT BEND, TX | 217,731 |
| 232 | RICHMOND, GA | 215,437 |
| 233 | BROOME, NY | 215,425 |
| 234 | FAYETTE, KY | 214,452 |
| 235 | GREENE, MO | 210,227 |
| 236 | WASHINGTON, PA | 210,175 |
| 237 | MARION, OR | 210,107 |
| 238 | CLAYTON, GA | 207,526 |
| 239 | LANCASTER, NE | 206,949 |
| 240 | CUMBERLAND, PA | 203,616 |
| 241 | CHESTERFIELD, VA | 202,085 |
| 242 | MANATEE, FL | 201,304 |
| 243 | BROWN, WI | 200,898 |
| 244 | ST. LOUIS, MN | 200,243 |
| 245 | ALACHUA, FL | 198,874 |
| 246 | MCLENNAN, TX | 198,845 |
| 247 | MARION, FL | 198,677 |
| 248 | LEON, FL | 196,517 |
| 249 | MUSCOGEE, GA | 194,988 |
| 250 | ADA, ID | 194,893 |

## DISPOSABLE INCOME

(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 122,635,432 |
| 2 | COOK, IL | 80,379,845 |
| 3 | ORANGE, CA | 68,056,640 |
| 4 | SAN DIEGO, CA | 52,398,807 |
| 5 | HARRIS, TX | 49,475,480 |
| 6 | SANTA CLARA, CA | 45,221,798 |
| 7 | QUEENS, NY | 38,444,050 |
| 8 | MARICOPA, AZ | 37,745,350 |
| 9 | KINGS, NY | 33,499,485 |
| 10 | WAYNE, MI | 33,300,809 |
| 11 | DALLAS, TX | 32,691,103 |
| 12 | MIDDLESEX, MA | 32,609,939 |
| 13 | NEW YORK, NY | 30,611,056 |
| 14 | DADE, FL | 29,714,926 |
| 15 | ALAMEDA, CA | 28,760,044 |
| 16 | NASSAU, NY | 28,292,421 |
| 17 | SACRAMENTO, CA | 28,268,983 |
| 18 | CUYAHOGA, OH | 26,141,285 |
| 19 | ALLEGHENY, PA | 26,125,419 |
| 20 | BROWARD, FL | 25,934,074 |
| 21 | FAIRFIELD, CT | 24,716,759 |
| 22 | SUFFOLK, NY | 24,409,185 |
| 23 | KING, WA | 23,916,314 |
| 24 | PHILADELPHIA, PA | 22,525,006 |
| 25 | SAN BERNARDINO, CA | 21,550,262 |
| 26 | HENNEPIN, MN | 20,482,801 |
| 27 | CONTRA COSTA, CA | 20,350,365 |
| 28 | ST. LOUIS, MO | 19,335,063 |
| 29 | SAN MATEO, CA | 18,740,318 |
| 30 | HARTFORD, CT | 18,693,326 |
| 31 | DU PAGE, IL | 18,648,226 |
| 32 | WESTCHESTER, NY | 18,379,597 |
| 33 | BERGEN, NJ | 18,286,522 |
| 34 | SAN FRANCISCO, CA | 17,805,843 |
| 35 | FAIRFAX, VA | 17,660,762 |
| 36 | VENTURA, CA | 17,599,828 |
| 37 | BEXAR, TX | 17,001,744 |
| 38 | BRONX, NY | 16,706,547 |
| 39 | RIVERSIDE, CA | 16,658,967 |
| 40 | ESSEX, NJ | 16,646,903 |
| 41 | PINELLAS, FL | 16,544,289 |
| 42 | PALM BEACH, FL | 16,267,515 |
| 43 | OAKLAND, MI | 16,139,918 |
| 44 | TARRANT, TX | 16,051,465 |
| 45 | NORFOLK, MA | 15,632,237 |
| 46 | MONTGOMERY, MD | 15,520,774 |
| 47 | HONOLULU, HI | 15,313,477 |
| 48 | MILWAUKEE, WI | 14,710,992 |
| 49 | HAMILTON, OH | 14,597,485 |
| 50 | NEW HAVEN, CT | 14,360,104 |
| 51 | BALTIMORE, MD | 14,155,639 |
| 52 | ESSEX, MA | 14,136,525 |
| 53 | ERIE, NY | 13,859,190 |
| 54 | HILLSBOROUGH, FL | 13,748,514 |
| 55 | FRANKLIN, OH | 13,474,274 |
| 56 | MONROE, NY | 13,219,350 |
| 57 | MARION, IN | 13,049,796 |
| 58 | SHELBY, TN | 12,849,374 |
| 59 | SUFFOLK, MA | 12,501,643 |
| 60 | WORCESTER, MA | 12,476,012 |
| 61 | MONTGOMERY, AP | 12,411,265 |
| 62 | PRINCE GEORGES, MD | 11,915,159 |
| 63 | FRESNO, CA | 11,827,722 |
| 64 | PIMA, AZ | 11,683,328 |
| 65 | LAKE, IL | 11,467,672 |
| 66 | MACOMB, MI | 11,240,902 |
| 67 | ORANGE, FL | 11,128,804 |
| 68 | FULTON, GA | 10,981,333 |
| 69 | CLARK, NV | 10,820,343 |
| 70 | KERN, CA | 10,534,837 |
| 71 | JACKSON, MO | 10,531,294 |
| 72 | DE KALB, GA | 10,457,894 |
| 73 | JEFFERSON, AL | 10,445,259 |
| 74 | BUCKS, PA | 10,075,856 |
| 75 | MONMOUTH, NJ | 9,906,413 |
| 76 | UNION, NJ | 9,605,265 |
| 77 | DISTRICT OF COLUMBIA | 9,560,876 |
| 78 | SONOMA, CA | 9,474,099 |
| 79 | MECKLENBURG, NC | 9,414,201 |
| 80 | SANTA BARBARA, CA | 9,380,034 |
| 81 | MORRIS, NJ | 9,319,260 |
| 82 | DUVAL, FL | 9,308,227 |
| 83 | PROVIDENCE, RI | 9,305,442 |
| 84 | SALT LAKE, UT | 9,293,796 |
| 85 | JEFFERSON, KY | 9,282,698 |
| 86 | PIERCE, WA | 9,267,567 |
| 87 | OKLAHOMA, OK | 9,204,650 |
| 88 | TRAVIS, TX | 9,166,108 |
| 89 | DELAWARE, PA | 9,107,014 |
| 90 | MARIN, CA | 9,075,476 |
| 91 | SAN JOAQUIN, CA | 9,041,437 |
| 92 | COBB, GA | 9,010,315 |
| 93 | HUDSON, NJ | 8,951,591 |
| 94 | PLYMOUTH, MA | 8,895,326 |
| 95 | JEFFERSON, CO | 8,790,642 |
| 96 | OCEAN, NJ | 8,766,725 |
| 97 | MONTGOMERY, OH | 8,712,290 |
| 98 | MIDDLESEX, NJ | 8,661,452 |
| 99 | RAMSEY, MN | 8,574,875 |
| 100 | DENVER, CO | 8,358,814 |
| 101 | NEW CASTLE, DE | 8,108,884 |
| 102 | LUCAS, OH | 8,100,167 |
| 103 | ANNE ARUNDEL, MD | 8,074,747 |
| 104 | ONONDAGA, NY | 7,999,387 |
| 105 | PASSAIC, NJ | 7,991,294 |
| 106 | CAMDEN, NJ | 7,981,322 |
| 107 | MULTNOMAH, OR | 7,811,392 |
| 108 | SOLANO, CA | 7,746,430 |
| 109 | ARAPAHOE, CO | 7,712,974 |
| 110 | SUMMIT, OH | 7,675,497 |
| 111 | EL PASO, CO | 7,629,640 |
| 112 | HAMPDEN, MA | 7,511,956 |
| 113 | LANCASTER, PA | 7,492,914 |
| 114 | BRISTOL, MA | 7,454,962 |
| 115 | MERCER, NJ | 7,403,258 |
| 116 | MONTEREY, CA | 7,373,843 |
| 117 | BERNALILLO, NM | 7,285,372 |
| 118 | SNOHOMISH, WA | 7,262,813 |
| 119 | DAVIDSON, TN | 7,235,462 |
| 120 | JOHNSON, KS | 6,998,418 |
| 121 | RICHMOND, NY | 6,948,347 |
| 122 | KENT, MI | 6,904,919 |
| 123 | BURLINGTON, NJ | 6,707,418 |
| 124 | ATLANTIC, NJ | 6,670,050 |
| 125 | GENESEE, MI | 6,585,486 |
| 126 | JEFFERSON DAVIS, LA | 6,484,983 |
| 127 | WAKE, NC | 6,411,076 |
| 128 | WESTMORELAND, PA | 6,364,734 |
| 129 | PULASKI, AR | 6,261,811 |
| 130 | DOUGLAS, NE | 6,208,599 |
| 131 | WILL, IL | 6,106,951 |
| 132 | TULARE, CA | 5,990,861 |
| 133 | GWINNETT, GA | 5,974,729 |
| 134 | LAKE, IN | 5,947,687 |
| 135 | HILLSBOROUGH,NH | 5,937,573 |
| 136 | TULSA, OK | 5,801,572 |
| 137 | CHESTER, PA | 5,788,451 |
| 138 | GUILFORD, NC | 5,780,205 |
| 139 | KANE, IL | 5,772,545 |
| 140 | BERKS, PA | 5,729,417 |
| 141 | STANISLAUS, CA | 5,666,901 |
| 142 | ST. LOUIS CITY , MO | 5,648,567 |
| 143 | EL PASO, TX | 5,618,675 |
| 144 | LEE, FL | 5,471,488 |
| 145 | WAUKESHA, WI | 5,471,484 |
| 146 | ORLEANS, LA | 5,455,531 |
| 147 | SANTA CRUZ, CA | 5,427,880 |
| 148 | SEDGWICK, KS | 5,406,743 |
| 149 | DANE, WI | 5,349,800 |
| 150 | STARK, OH | 5,281,445 |
| 151 | SARASOTA, FL | 5,221,851 |
| 152 | VOLUSIA, FL | 5,215,407 |
| 153 | NEW LONDON, CT | 5,164,626 |
| 154 | ANCHORAGE | 5,155,112 |
| 155 | ROCKLAND, NY | 5,085,500 |
| 156 | EAST BATON ROUGE, LA | 5,034,214 |
| 157 | POLK, FL | 5,028,945 |
| 158 | CLACKAMAS, OR | 5,012,858 |
| 159 | SAN LUIS OBISPO, CA | 5,003,729 |
| 160 | SEMINOLE, FL | 4,965,426 |
| 161 | GREENVILLE, SC | 4,918,234 |
| 162 | POLK, IA | 4,867,064 |
| 163 | ALLEN, IN | 4,848,417 |
| 164 | MOBILE, AL | 4,840,363 |
| 165 | LEON, FL | 4,812,302 |
| 166 | CUMBERLAND, ME | 4,798,065 |
| 167 | SOMERSET, NJ | 4,790,366 |
| 168 | LUZERNE, PA | 4,756,746 |
| 169 | WASHTENAW, MI | 4,690,357 |
| 170 | DAKOTA, MN | 4,674,663 |
| 171 | INGHAM, MI | 4,607,075 |
| 172 | CHARLESTON, SC | 4,549,185 |
| 173 | YORK, PA | 4,519,169 |
| 174 | COLLIN, TX | 4,504,672 |
| 175 | WASHINGTON, OR | 4,482,948 |
| 176 | PLACER, CA | 4,473,268 |
| 177 | RICHLAND, SC | 4,445,858 |
| 178 | FORSYTH, NC | 4,433,698 |
| 179 | ST. CLAIR, IL | 4,408,879 |
| 180 | LANE, OR | 4,404,907 |
| 181 | ORANGE, NY | 4,403,681 |
| 182 | MADISON, IL | 4,391,770 |
| 183 | GLOUCESTER, NJ | 4,377,452 |
| 184 | ALBANY, NY | 4,350,185 |
| 185 | ARLINGTON, VA | 4,319,529 |
| 186 | SPOKANE, WA | 4,310,250 |
| 187 | BOULDER, CO | 4,298,010 |
| 188 | WINNEBAGO, IL | 4,275,241 |
| 189 | ALACHUA, FL | 4,268,343 |
| 190 | BREVARD, FL | 4,231,020 |
| 191 | PRINCE WILLIAM, VA | 4,223,156 |
| 192 | KALAMAZOO, MI | 4,176,194 |
| 193 | LEHIGH, PA | 4,140,917 |
| 194 | BUTLER, OH | 4,107,662 |
| 195 | ADAMS, CO | 4,099,822 |
| 196 | ERIE, PA | 4,068,143 |
| 197 | DENTON, TX | 4,060,462 |
| 198 | ROCKINGHAM, NH | 4,042,407 |
| 199 | BARNSTABLE, MA | 4,013,902 |
| 200 | PASCO, FL | 4,011,524 |
| 201 | ANOKA, MN | 3,939,819 |
| 202 | ESCAMBIA, FL | 3,930,212 |
| 203 | MADISON, AL | 3,897,011 |
| 204 | DAUPHIN, PA | 3,881,962 |
| 205 | HAMILTON, TN | 3,873,907 |
| 206 | NORTHAMPTON, PA | 3,867,232 |
| 207 | GREENE, MO | 3,864,145 |
| 208 | KNOX, TN | 3,852,773 |
| 209 | LAKE, OH | 3,837,869 |
| 210 | RICHMOND, GA | 3,832,371 |
| 211 | DUTCHESS, NY | 3,760,409 |
| 212 | CHAMPAIGN, IL | 3,757,541 |
| 213 | ST. JOSEPH, IN | 3,735,703 |
| 214 | NAPA, CA | 3,712,174 |
| 215 | LITCHFIELD, CT | 3,696,829 |
| 216 | ST. CHARLES, MO | 3,691,127 |
| 217 | HINDS, MS | 3,651,837 |
| 218 | NUECES, TX | 3,633,985 |
| 219 | MAHONING, OH | 3,632,316 |
| 220 | CUMBERLAND, NC | 3,628,683 |
| 221 | MANATEE, FL | 3,608,571 |
| 222 | LARIMER, CO | 3,596,081 |
| 223 | DURHAM, NC | 3,575,665 |
| 224 | SAGINAW, MI | 3,565,239 |
| 225 | PEORIA, IL | 3,553,730 |
| 226 | SANGAMON, IL | 3,526,823 |
| 227 | MCHENRY, IL | 3,489,754 |
| 228 | CHATHAM, GA | 3,456,251 |
| 229 | MERCED, CA | 3,421,494 |
| 230 | WASHOE, NV | 3,381,657 |
| 231 | CUMBERLAND, PA | 3,363,156 |
| 232 | LACKAWANNA, PA | 3,359,630 |
| 233 | BROOME, NY | 3,341,429 |
| 234 | MARION, OR | 3,317,843 |
| 235 | HOWARD, MD | 3,309,620 |
| 236 | ONEIDA, NY | 3,299,544 |
| 237 | ADA, ID | 3,289,522 |
| 238 | CLARK, WA | 3,263,501 |
| 239 | MONTGOMERY, AL | 3,260,843 |
| 240 | YOLO, CA | 3,239,109 |
| 241 | HENRICO, VA | 3,182,402 |
| 242 | BRAZORIA, TX | 3,179,734 |

| | | |
|---|---|---|
| 243 | LORAIN, OH | 3,174,749 |
| 244 | CLAYTON, GA | 3,171,960 |
| 245 | BROWN, WI | 3,165,164 |
| 246 | WASHINGTON, PA | 3,156,217 |
| 247 | MIDDLESEX, CT | 3,153,776 |
| 248 | LUBBOCK, TX | 3,141,984 |
| 249 | FORT BEND, TX | 3,141,233 |
| 250 | HIDALGO, TX | 3,118,023 |

## INCOME PER HOUSEHOLD

| | | |
|---|---|---|
| 1 | NAPA, CA | 77,018 |
| 2 | MARIN, CA | 76,945 |
| 3 | FAIRFIELD, CT | 74,381 |
| 4 | SANTA CLARA, CA | 74,062 |
| 5 | LOS ALAMOS, NM | 73,389 |
| 6 | SAN MATEO, CA | 70,880 |
| 7 | SACRAMENTO, CA | 70,704 |
| 8 | PLACER, CA | 68,594 |
| 9 | ORANGE, CA | 68,274 |
| 10 | YOLO, CA | 67,842 |
| 11 | SONOMA, CA | 67,637 |
| 12 | SOLANO, CA | 66,405 |
| 13 | SANTA BARBARA, CA | 65,552 |
| 14 | FAIRFAX, VA | 64,877 |
| 15 | SAN LUIS OBISPO, CA | 64,803 |
| 16 | CONTRA COSTA, CA | 64,579 |
| 17 | ATLANTIC, NJ | 64,464 |
| 18 | SANTA CRUZ, CA | 63,198 |
| 19 | EDWARDS, KS | 63,073 |
| 20 | BROWN, IL | 63,043 |
| 21 | MIDDLESEX, MA | 62,929 |
| 22 | HAINES, AK | 62,879 |
| 23 | SAN DIEGO, CA | 62,381 |
| 24 | VENTURA, CA | 62,359 |
| 25 | NORFOLK, MA | 61,623 |
| 26 | LEON, FL | 61,221 |
| 27 | ALAMEDA, CA | 60,973 |
| 28 | NORTH SLOPE, AK | 60,406 |
| 29 | SUFFOLK, MA | 60,350 |
| 30 | HONOLULU, HI | 59,941 |
| 31 | MIDDLESEX, CT | 59,873 |
| 32 | HARTFORD, CT | 59,273 |
| 33 | LAKE, IL | 59,148 |
| 34 | COLLIER, FL | 59,077 |
| 35 | LOGAN, IL | 58,395 |
| 36 | CARROLL, IL | 58,240 |
| 37 | LITCHFIELD, CT | 58,202 |
| 38 | SCHUYLER, IL | 57,876 |
| 39 | MONROE, FL | 57,804 |
| 40 | RANDOLPH, IL | 57,501 |
| 41 | MOULTRIE, IL | 57,432 |
| 42 | DU PAGE, IL | 57,369 |
| 43 | ALPINE, CA | 57,091 |
| 44 | SANGAMON, IL | 57,083 |
| 45 | TOLLAND, CT | 56,635 |
| 46 | JASPER, IL | 56,317 |
| 47 | KETCHIKAN GATEWAY, AK | 56,227 |
| 48 | ANCHORAGE | 56,158 |
| 49 | MORGAN, IL | 56,121 |
| 50 | STEPHENSON, IL | 55,739 |
| 51 | MONTGOMERY, MD | 55,556 |
| 52 | DE KALB, IL | 55,554 |
| 53 | PEORIA, IL | 55,540 |
| 54 | MARTIN, FL | 55,515 |
| 55 | ALACHUA, FL | 55,344 |
| 56 | ESSEX, MA | 55,338 |
| 57 | MERCER, NJ | 55,268 |
| 58 | NANTUCKET, MA | 55,164 |
| 59 | SUSSEX, NJ | 55,098 |
| 60 | JO DAVIESS, IL | 54,899 |
| 61 | JEFFERSON, NE | 54,815 |
| 62 | PLUMAS, CA | 54,705 |
| 63 | NEW LONDON, CT | 54,473 |
| 64 | JUNEAU, AK | 54,459 |
| 65 | EL DORADO, CA | 54,412 |
| 66 | ARLINGTON, VA | 54,409 |
| 67 | MONTEREY, CA | 54,340 |
| 68 | SCOTT, IL | 54,250 |
| 69 | MORTON, KS | 54,246 |
| 70 | FULTON, GA | 54,137 |
| 71 | WESTCHESTER, NY | 54,091 |
| 72 | BROOKINGS, SD | 54,057 |
| 73 | DILLINGHAM, AK | 53,987 |
| 74 | CUMBERLAND, ME | 53,975 |
| 75 | ADAMS, IL | 53,967 |
| 76 | SUMMIT, CO | 53,729 |
| 77 | NEVADA, CA | 53,673 |
| 78 | MACOUPIN, IL | 53,591 |
| 79 | SANTA FE, NM | 53,461 |
| 80 | BERGEN, NJ | 53,308 |
| 81 | SARASOTA, FL | 53,057 |
| 82 | SAN MIGUEL, CO | 52,936 |
| 83 | JOHNSON, IA | 52,[illegible]1 |
| 84 | SHELBY, IL | 52,823 |
| 85 | MECKLENBURG, NC | 52,768 |
| 86 | AMADOR, CA | 52,704 |
| 87 | BIBB, GA | 52,616 |
| 88 | FRANKLIN, KY | 52,440 |
| 89 | INYO, CA | 52,236 |
| 90 | MONO, CA | 52,235 |
| 91 | FORD, IL | 52,170 |
| 92 | QUEENS, NY | 52,084 |
| 93 | SOMERSET, NJ | 51,945 |
| 94 | WASHINGTON, IL | 51,827 |
| 95 | PIKE, IL | 51,772 |
| 96 | MCLEAN, IL | 51,742 |
| 97 | CHARLOTTE, FL | 51,656 |
| 98 | IROQUOIS, IL | 51,625 |
| 99 | NEWPORT, RI | 51,593 |
| 100 | BLECKLEY, GA | 51,550 |
| 101 | JACKSON, IL | 51,500 |
| 102 | FAYETTE, IL | 51,493 |
| 103 | PR. OF WALES-OUTER KETCHIKAN, AK | 51,329 |
| 104 | DE WITT, | 51,301 |
| 105 | PRINCE WILLIAM, VA | 51,247 |
| 106 | DE KALB, GA | 51,059 |
| 107 | SAN JOAQUIN, CA | 51,009 |
| 108 | BLAINE, ID | 51,007 |
| 109 | ESSEX, NJ | 51,000 |
| 110 | ALLEGHENY, PA | 50,987 |
| 111 | MCHENRY, IL | 50,961 |
| 112 | VERMILION, IL | 50,938 |
| 113 | JASPER, GA | 50,897 |
| 114 | MORRIS, NJ | 50,769 |
| 115 | WILLIAMSON, IL | 50,710 |
| 116 | OCEAN, NJ | 50,652 |
| 117 | PIATT, IL | 50,567 |
| 118 | BROWARD, FL | 50,509 |
| 119 | CLARK, IL | 50,484 |
| 120 | EFFINGHAM, IL | 50,459 |
| 121 | SCOTLAND, MO | 50,455 |
| 122 | MCDONOUGH, IL | 50,388 |
| 123 | CHAMPAIGN, IL | 50,313 |
| 124 | MONTGOMERY, IL | 50,280 |
| 125 | KALAMAZOO, MI | 50,256 |
| 126 | SIERRA, CA | 50,216 |
| 127 | TAZEWELL, IL | 50,188 |
| 128 | ADA, ID | 50,133 |
| 129 | PINELLAS, FL | 50,105 |
| 130 | JONES, GA | 50,053 |
| 131 | CLAY, IL | 49,939 |
| 132 | COBB, GA | 49,937 |
| 133 | JOHNSON, KS | 49,873 |
| 134 | KITTSON, MN | 49,825 |
| 135 | BARNSTABLE, MA | 49,811 |
| 136 | SAN FRANCISCO, CA | 49,802 |
| 137 | STEVENS, KS | 49,800 |
| 138 | HENNEPIN, MN | 49,781 |
| 139 | WAYNE, IL | 49,581 |
| 140 | CRAWFORD, IL | 49,547 |
| 141 | BALTIMORE, MD | 49,508 |
| 142 | WABASH, IL | 49,471 |
| 143 | LIBERTY, MT | 49,463 |
| 144 | LIVINGSTON, IL | 49,420 |
| 145 | GRUNDY, IL | 49,396 |
| 146 | MASON, MI | 49,358 |
| 147 | BALDWIN, GA | 49,349 |
| 148 | CARBON, MT | 49,332 |
| 149 | EL PASO, CO | 49,331 |
| 150 | KERN, CA | 49,317 |
| 151 | CALAVERAS, CA | 49,317 |
| 152 | GRAND TRAVERSE, MI | 49,309 |
| 153 | DOUGLAS, IL | 49,308 |
| 154 | WORCESTER, MA | 49,268 |
| 155 | WARREN, IL | 49,249 |
| 156 | BENTON, MO | 49,246 |
| 157 | KIOWA, CO | 49,234 |
| 158 | INGHAM, MI | 49,214 |
| 159 | WOODFORD, IL | 49,186 |
| 160 | CHESHIRE, NH | 49,173 |
| 161 | SHASTA, CA | 49,059 |
| 162 | TUOLUMNE, CA | 49,032 |
| 163 | COLES, IL | 48,961 |
| 164 | DUKES, MA | 48,890 |
| 165 | STORY, IA | 48,879 |
| 166 | PUTNAM, IL | 48,869 |
| 167 | RICH, UT | 48,849 |
| 168 | JEFFERSON, IL | 48,816 |
| 169 | BIG STONE, MN | 48,769 |
| 170 | BERKS, PA | 48,767 |
| 171 | KIT CARSON, CO | 48,751 |
| 172 | EDGAR, IL | 48,750 |
| 173 | BUTTE, CA | 48,684 |
| 174 | UNION, NJ | 48,682 |
| 175 | POPE, MN | 48,674 |
| 176 | MONTGOMERY, IA | 48,647 |
| 177 | GLOUCESTER, NJ | 48,638 |
| 178 | NEW HAVEN, CT | 48,636 |
| 179 | PALM BEACH, FL | 48,612 |
| 180 | HAMPSHIRE, MA | 48,602 |
| 181 | RAWLINS, KS | 48,594 |
| 182 | MERCER, MO | 48,525 |
| 183 | MARIPOSA, CA | 48,524 |
| 184 | STEUBEN, IN | 48,398 |
| 185 | HUNTERDON, NJ | 48,393 |
| 186 | SKAGWAY-YAKUTAT-ANG( | 48,343 |
| 187 | MARTIN, MN | 48,324 |
| 188 | LARIMER, CO | 48,288 |
| 189 | POTTAWATOMIE, KS | 48,274 |
| 190 | VALDEZ-CORDOVA, AK | 48,251 |
| 191 | BENZIE, MI | 48,208 |
| 192 | KNOX, IL | 48,206 |
| 193 | CHIPPEWA, MN | 48,205 |
| 194 | MARION, IL | 48,201 |
| 195 | HARLAN, NE | 48,195 |
| 196 | AUDRAIN, MO | 48,188 |
| 197 | LANCASTER, PA | 48,155 |
| 198 | CUMBERLAND, IL | 48,152 |
| 199 | LOGAN, NE | 48,107 |
| 200 | PLYMOUTH, MA | 48,105 |
| 201 | LIVINGSTON, MO | 48,088 |
| 202 | MANATEE, FL | 48,036 |
| 203 | RICHMOND, GA | 48,030 |
| 204 | MOORE, NC | 47,970 |
| 205 | IDA, IA | 47,891 |
| 206 | DAVIESS, MO | 47,876 |
| 207 | NASSAU, NY | 47,868 |
| 208 | CLEAR CREEK, CO | 47,829 |
| 209 | SWIFT, MN | 47,824 |
| 210 | JOHNSON, MO | 47,700 |
| 211 | DICKINSON, MI | 47,692 |
| 212 | CASS, IA | 47,690 |
| 213 | CLAY, MO | 47,669 |
| 214 | KANE, IL | 47,656 |
| 215 | MORRIS, KS | 47,637 |
| 216 | MADISON, IL | 47,635 |
| 217 | NEW CASTLE, DE | 47,632 |
| 218 | LATAH, ID | 47,628 |
| 219 | WAYNE, MO | 47,625 |
| 220 | BOTETOURT, VA | 47,600 |
| 221 | MORGAN, AL | 47,573 |
| 222 | WICOMICO, MD | 47,525 |
| 223 | LA SALLE, IL | 47,515 |
| 224 | CURRITUCK, NC | 47,466 |
| 225 | TRINITY, CA | 47,466 |
| 226 | MARICOPA, AZ | 47,452 |
| 227 | LIVINGSTON, MI | 47,441 |
| 228 | WHITESIDE, IL | 47,432 |
| 229 | POPE, IL | 47,416 |
| 230 | KENDALL, IL | 47,400 |
| 231 | CULLMAN, AL | 47,400 |
| 232 | ANNE ARUNDEL, MD | 47,397 |
| 233 | PULASKI, AR | 47,380 |
| 234 | LINCOLN, SD | 47,378 |
| 235 | LAWRENCE, IL | 47,373 |
| 236 | BATES, MO | 47,364 |
| 237 | DURHAM, NC | 47,288 |
| 238 | FRESNO, CA | 47,288 |
| 239 | WRANGELL-PETERSBURG, | 47,279 |
| 240 | RIVERSIDE, CA | 47,220 |
| 241 | COTTONWOOD, MN | 47,216 |
| 242 | COOPER, MO | 47,211 |
| 243 | HUDSON, NJ | 47,197 |
| 244 | LEWIS, MO | 47,157 |
| 245 | TULARE, CA | 47,084 |
| 246 | VANDERBURGH, IN | 47,054 |
| 247 | GRAND, CO | 47,042 |
| 248 | BARRY, MI | 47,023 |
| 249 | BUREAU, IL | 47,015 |
| 250 | HINSDALE, CO | 47,009 |

## TOTAL RETAIL SALES
(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 69,940,601 |
| 2 | COOK, IL | 36,689,370 |
| 3 | HARRIS, TX | 24,420,413 |
| 4 | ORANGE, CA | 23,861,953 |
| 5 | NEW YORK, NY | 22,072,244 |
| 6 | DALLAS, TX | 20,156,904 |
| 7 | SAN DIEGO, CA | 18,970,914 |
| 8 | MARICOPA, AZ | 17,986,235 |
| 9 | DADE, FL | 16,329,835 |
| 10 | SANTA CLARA, CA | 14,689,414 |
| 11 | NASSAU, NY | 14,163,436 |
| 12 | KING, WA | 13,139,128 |
| 13 | WAYNE, MI | 13,081,319 |
| 14 | MIDDLESEX, MA | 12,770,018 |
| 15 | BROWARD, FL | 12,647,172 |
| 16 | OAKLAND, MI | 11,691,651 |
| 17 | SUFFOLK, NY | 11,462,016 |
| 18 | TARRANT, TX | 10,484,250 |
| 19 | CUYAHOGA, OH | 10,479,562 |
| 20 | ALAMEDA, CA | 10,463,435 |
| 21 | ALLEGHENY, PA | 10,294,640 |
| 22 | HENNEPIN, MN | 10,227,230 |
| 23 | BERGEN, NJ | 9,309,663 |
| 24 | BEXAR, TX | 9,225,906 |
| 25 | ST. LOUIS, MO | 9,224,647 |
| 26 | DU PAGE, IL | 8,687,079 |
| 27 | SACRAMENTO, CA | 8,591,014 |
| 28 | QUEENS, NY | 8,520,335 |
| 29 | FAIRFIELD, CT | 8,443,133 |
| 30 | WESTCHESTER, NY | 8,327,227 |
| 31 | FRANKLIN, OH | 8,321,876 |
| 32 | PALM BEACH, FL | 8,268,938 |
| 33 | KINGS, NY | 8,229,482 |
| 34 | SAN BERNARDINO, CA | 8,178,820 |
| 35 | PHILADELPHIA, PA | 7,943,758 |
| 36 | HARTFORD, CT | 7,822,509 |
| 37 | PINELLAS, FL | 7,670,597 |
| 38 | MONTGOMERY, PA | 7,246,611 |
| 39 | MARION, IN | 7,178,738 |
| 40 | MONTGOMERY, MD | 7,158,223 |
| 41 | HAMILTON, OH | 7,086,335 |
| 42 | HILLSBOROUGH, FL | 7,057,097 |
| 43 | RIVERSIDE, CA | 6,982,617 |
| 44 | FULTON, GA | 6,875,873 |
| 45 | BALTIMORE, MD | 6,783,215 |
| 46 | NEW HAVEN, CT | 6,763,361 |
| 47 | CONTRA COSTA, CA | 6,731,586 |
| 48 | MILWAUKEE, WI | 6,718,846 |
| 49 | HONOLULU, HI | 6,648,356 |
| 50 | SHELBY, TN | 6,618,766 |
| 51 | SAN MATEO, CA | 6,517,441 |
| 52 | ESSEX, MA | 6,501,557 |
| 53 | MACOMB, MI | 6,496,085 |
| 54 | ERIE, NY | 6,486,893 |
| 55 | PRINCE GEORGES, MD | 6,288,100 |
| 56 | NORFOLK, MA | 6,099,704 |
| 57 | SUFFOLK, MA | 6,068,044 |
| 58 | CLARK, NV | 5,958,142 |
| 59 | MIDDLESEX, NJ | 5,920,074 |
| 60 | DE KALB, GA | 5,897,327 |
| 61 | ORANGE, FL | 5,881,736 |
| 62 | TRAVIS, TX | 5,875,250 |
| 63 | ESSEX, NJ | 5,667,223 |
| 64 | WORCESTER, MA | 5,589,911 |
| 65 | MONROE, NY | 5,550,669 |
| 66 | OKLAHOMA, OK | 5,527,548 |
| 67 | DUVAL, FL | 5,490,863 |
| 68 | MONMOUTH, NJ | 5,478,973 |
| 69 | JACKSON, MO | 5,421,372 |
| 70 | SALT LAKE, UT | 5,252,693 |
| 71 | DAVIDSON, TN | 5,207,944 |
| 72 | VENTURA, CA | 5,184,426 |
| 73 | JEFFERSON, KY | 5,180,048 |
| 74 | MULTNOMAH, OR | 5,115,492 |
| 75 | BUCKS, PA | 5,075,237 |
| 76 | MECKLENBURG, NC | 5,022,634 |
| 77 | JEFFERSON, AL | 5,011,571 |
| 78 | PIMA, AZ | 4,703,648 |
| 79 | COBB, GA | 4,674,660 |
| 80 | MONTGOMERY, OH | 4,630,606 |
| 81 | FRESNO, CA | 4,609,983 |
| 82 | MORRIS, NJ | 4,453,740 |
| 83 | JEFFERSON, LA | 4,397,391 |
| 84 | TULSA, OK | 4,387,967 |
| 85 | KENT, MI | 4,367,871 |
| 86 | RAMSEY, MN | 4,361,598 |
| 87 | DELAWARE, PA | 4,315,222 |
| 88 | BRISTOL, MA | 4,272,686 |
| 89 | LAKE, IL | 4,256,827 |
| 90 | DENVER, CO | 4,232,706 |
| 91 | ARAPAHOE, CO | 4,223,569 |
| 92 | CAMDEN, NJ | 4,182,721 |
| 93 | BERNALILLO, NM | 4,176,399 |
| 94 | JEFFERSON, CO | 4,077,360 |
| 95 | D.C., DC | 4,070,521 |
| 96 | UNION, NJ | 3,982,842 |
| 97 | ANNE ARUNDEL, MD | 3,978,252 |
| 98 | HILLSBOROUGH, NH | 3,867,951 |
| 99 | KERN, CA | 3,864,095 |
| 100 | LUCAS, OH | 3,859,641 |
| 101 | HAMPDEN, MA | 3,837,340 |
| 102 | OCEAN, NJ | 3,806,526 |
| 103 | NEW CASTLE, DE | 3,800,160 |
| 104 | PROVIDENCE, RI | 3,799,790 |
| 105 | PLYMOUTH, MA | 3,789,796 |
| 106 | PASSAIC, NJ | 3,764,975 |
| 107 | ONONDAGA, NY | 3,762,902 |
| 108 | SUMMIT, OH | 3,758,179 |
| 109 | WAKE, NC | 3,753,530 |
| 110 | SANTA BARBARA, CA | 3,716,489 |
| 111 | EL PASO, TX | 3,657,702 |
| 112 | PIERCE, WA | 3,656,364 |
| 113 | DOUGLAS, NE | 3,622,535 |
| 114 | BRONX, NY | 3,506,490 |
| 115 | BURLINGTON, NJ | 3,469,550 |
| 116 | GENESEE, MI | 3,418,390 |
| 117 | E.BATON ROUGE, LA | 3,381,873 |
| 118 | GUILFORD, NC | 3,368,531 |
| 119 | FAIRFAX, VA | 3,329,480 |
| 120 | EL PASO, CO | 3,304,260 |
| 121 | SONOMA, CA | 3,299,664 |
| 122 | SEDGWICK, KS | 3,257,737 |
| 123 | PULASKI, AR | 3,254,378 |
| 124 | KNOX, TN | 3,210,970 |
| 125 | ORLEANS, LA | 3,199,165 |
| 126 | HUDSON, NJ | 3,179,867 |
| 127 | LANCASTER, PA | 3,171,995 |
| 128 | DANE, WI | 3,076,608 |
| 129 | JOHNSON, KS | 3,032,050 |
| 130 | LAKE, IN | 3,021,611 |
| 131 | MERCER, NJ | 2,975,512 |
| 132 | BREVARD, FL | 2,969,772 |
| 133 | SNOHOMISH, WA | 2,969,436 |
| 134 | ALBANY, NY | 2,943,438 |
| 135 | VOLUSIA, FL | 2,902,700 |
| 136 | WASHINGTON, OR | 2,894,079 |
| 137 | LEE, FL | 2,887,224 |
| 138 | POLK, IA | 2,875,906 |
| 139 | CUMBERLAND, ME | 2,866,510 |

| | | |
|---|---|---|
| 140 | SAN JOAQUIN, CA | 2,865,829 |
| 141 | ROCKINGHAM, NH | 2,864,834 |
| 142 | ANCHORAGE, AK | 2,854,202 |
| 143 | POLK, FL | 2,798,329 |
| 144 | SPOKANE, WA | 2,775,872 |
| 145 | SARASOTA, FL | 2,755,161 |
| 146 | LEHIGH, PA | 2,746,180 |
| 147 | WASHOE, NV | 2,718,418 |
| 148 | ATLANTIC, NJ | 2,681,159 |
| 149 | BERKS, PA | 2,677,515 |
| 150 | GREENVILLE, SC | 2,671,503 |
| 151 | CHARLESTON, SC | 2,612,222 |
| 152 | BARNSTABLE, MA | 2,610,860 |
| 153 | STARK, OH | 2,597,527 |
| 154 | WASHTENAW, MI | 2,586,964 |
| 155 | MOBILE, AL | 2,581,545 |
| 156 | WESTMORELAND, PA | 2,561,791 |
| 157 | FORSYTH, NC | 2,555,876 |
| 158 | YORK, PA | 2,544,139 |
| 159 | SOMERSET, NJ | 2,514,307 |
| 160 | ALLEN, IN | 2,475,753 |
| 161 | MONTEREY, CA | 2,469,520 |
| 162 | NUECES, TX | 2,465,501 |
| 163 | ORANGE, NY | 2,429,274 |
| 164 | HIDALGO, TX | 2,419,870 |
| 165 | HAMILTON, TN | 2,391,477 |
| 166 | WAUKESHA, WI | 2,360,545 |
| 167 | CHESTER, PA | 2,339,601 |
| 168 | KANE, IL | 2,315,222 |
| 169 | SEMINOLE, FL | 2,299,601 |
| 170 | STANISLAUS, CA | 2,277,631 |
| 171 | GWINNETT, GA | 2,268,469 |
| 172 | RICHLAND, SC | 2,259,282 |
| 173 | INGHAM, MI | 2,217,170 |
| 174 | LUZERNE, PA | 2,198,791 |
| 175 | BOULDER, CO | 2,144,439 |
| 176 | NEW LONDON, CT | 2,135,077 |
| 177 | SANTA CRUZ, CA | 2,127,756 |
| 178 | RICHMOND, NY | 2,123,175 |
| 179 | HINDS, MS | 2,113,758 |
| 180 | LANE, OR | 2,112,621 |
| 181 | FAYETTE, KY | 2,104,171 |
| 182 | ADAMS, CO | 2,094,580 |
| 183 | ESCAMBIA, FL | 2,081,305 |
| 184 | DUTCHESS, NY | 2,079,987 |
| 185 | CADDO, LA | 2,079,132 |
| 186 | LUBBOCK, TX | 2,078,029 |
| 187 | ROCKLAND, NY | 2,016,125 |
| 188 | DAKOTA, MN | 2,015,013 |
| 189 | COLLIN, TX | 1,935,884 |
| 190 | TULARE, CA | 1,928,243 |
| 191 | JEFFERSON, TX | 1,926,354 |
| 192 | WINNEBAGO, IL | 1,911,138 |
| 193 | ST. JOSEPH, IN | 1,890,273 |
| 194 | DAUPHIN, PA | 1,888,486 |
| 195 | MAHONING, OH | 1,887,578 |
| 196 | CUMBERLAND, PA | 1,884,824 |
| 197 | KALAMAZOO, MI | 1,874,334 |
| 198 | CHATHAM, GA | 1,871,851 |
| 199 | GLOUCESTER, NJ | 1,843,706 |
| 200 | WILL, IL | 1,839,840 |
| 201 | DENTON, TX | 1,836,999 |
| 202 | SOLANO, CA | 1,835,905 |
| 203 | ERIE, PA | 1,827,184 |
| 204 | GREENE, MO | 1,823,525 |
| 205 | CLAYTON, GA | 1,819,054 |
| 206 | LAKE, OH | 1,804,857 |
| 207 | CLACKAMAS, OR | 1,792,891 |
| 208 | CUMBERLAND, NC | 1,790,183 |
| 209 | MADISON, AL | 1,770,146 |
| 210 | BROOME, NY | 1,757,181 |
| 211 | SAGINAW, MI | 1,754,184 |
| 212 | ONEIDA, NY | 1,739,055 |
| 213 | PASCO, FL | 1,735,020 |
| 214 | ALACHUA, FL | 1,734,908 |
| 215 | RICHMOND, GA | 1,728,214 |
| 216 | CAMERON, TX | 1,726,033 |
| 217 | MANATEE, FL | 1,716,531 |
| 218 | MADISON, IL | 1,694,295 |
| 219 | ST. CLAIR, IL | 1,668,413 |
| 220 | STEARNS, MN | 1,654,873 |
| 221 | MONTGOMERY, AL | 1,654,125 |
| 222 | SAN LUIS OBISPO, CA | 1,640,658 |
| 223 | KANAWHA, WV | 1,640,111 |
| 224 | HORRY, SC | 1,639,016 |
| 225 | ADA, ID | 1,627,015 |
| 226 | LEON, FL | 1,610,967 |
| 227 | KENT, RI | 1,610,592 |
| 228 | MARION, FL | 1,600,903 |
| 229 | LACKAWANNA, PA | 1,585,371 |
| 230 | MARION, OR | 1,572,729 |
| 231 | MCLENNAN, TX | 1,566,641 |
| 232 | LAFAYETTE, LA | 1,554,983 |
| 233 | BROWN, WI | 1,554,836 |
| 234 | BUNCOMBE, NC | 1,554,055 |
| 235 | BUTLER, OH | 1,542,615 |
| 236 | VANDERBURGH, IN | 1,542,185 |
| 237 | PLACER, CA | 1,525,712 |
| 238 | ANOKA, MN | 1,507,906 |
| 239 | DURHAM, NC | 1,505,622 |
| 240 | SANGAMON, IL | 1,501,915 |
| 241 | LANCASTER, NE | 1,496,986 |
| 242 | SPARTANBURG, SC | 1,495,280 |
| 243 | CLAY, MO | 1,481,323 |
| 244 | LORAIN, OH | 1,481,267 |
| 245 | GALVESTON, TX | 1,476,557 |
| 246 | COLLIER, FL | 1,468,650 |
| 247 | LARIMER, CO | 1,450,360 |
| 248 | MUSCOGEE, GA | 1,449,816 |
| 249 | ELKHART, IN | 1,448,120 |
| 250 | ST. CHARLES, MO | 1,429,321 |

## Lumber/ Hardware Sales

(thousands)

| | | |
|---|---|---|
| 1 | FAIRFAX, VA | 6,746,319 |
| 2 | LOS ANGELES, CA | 2,982,004 |
| 3 | Virginia Beach, VA | 2,545,005 |
| 4 | HENRICO, VA | 2,043,684 |
| 5 | Richmond, VA | 2,011,873 |
| 6 | Norfolk, VA | 1,907,424 |
| 7 | PRINCE WILLIAM, VA | 1,764,797 |
| 8 | Alexandria, VA | 1,550,555 |
| 9 | ARLINGTON, VA | 1,448,123 |
| 10 | COOK, IL | 1,418,974 |
| 11 | CHESTERFIELD, VA | 1,398,987 |
| 12 | Hampton, VA | 1,346,250 |
| 13 | HARRIS, TX | 1,332,305 |
| 14 | ORANGE, CA | 1,317,495 |
| 15 | Newport News, VA | 1,194,048 |
| 16 | Roanoke, VA | 1,084,638 |
| 17 | MARICOPA, AZ | 1,079,364 |
| 18 | SAN DIEGO, CA | 932,571 |
| 19 | DALLAS, TX | 917,580 |
| 20 | SUFFOLK, NY | 855,138 |
| 21 | Fairfax City, VA | 808,588 |
| 22 | Chesapeake, VA | 784,909 |
| 23 | KING, WA | 766,324 |
| 24 | Lynchburg, VA | 758,411 |
| 25 | Portsmouth, VA | 727,706 |
| 26 | SANTA CLARA, CA | 726,059 |
| 27 | Charlottesville, VA | 715,942 |
| 28 | MIDDLESEX, MA | 685,042 |
| 29 | DADE, FL | 654,717 |
| 30 | LOUDOUN, VA | 601,459 |
| 31 | TARRANT, TX | 580,555 |
| 32 | WAYNE, MI | 565,482 |
| 33 | HENNEPIN, MN | 564,369 |
| 34 | SAN BERNARDINO, CA | 560,253 |
| 35 | TRAVIS, TX | 526,519 |
| 36 | BEXAR, TX | 525,172 |
| 37 | NASSAU, NY | 524,425 |
| 38 | RIVERSIDE, CA | 519,807 |
| 39 | BROWARD, FL | 517,909 |
| 40 | OAKLAND, MI | 502,718 |
| 41 | MONTGOMERY, VA | 485,814 |
| 42 | SACRAMENTO, CA | 484,369 |
| 43 | Danville, VA | 481,073 |
| 44 | Fredericksburg, VA | 478,555 |
| 45 | ALAMEDA, CA | 466,448 |
| 46 | FAIRFIELD, CT | 464,704 |
| 47 | FULTON, GA | 454,780 |
| 48 | HANOVER, VA | 443,398 |
| 49 | ST. LOUIS, MO | 442,203 |
| 50 | DU PAGE, IL | 437,497 |
| 51 | OKLAHOMA, OK | 435,151 |
| 52 | Petersburg, VA | 433,742 |
| 53 | PALM BEACH, FL | 424,736 |
| 54 | ROANOKE, VA | 417,343 |
| 55 | ANCHORAGE, AK | 414,578 |
| 56 | PINELLAS, FL | 410,953 |
| 57 | BERGEN, NJ | 405,955 |
| 58 | HARTFORD, CT | 399,979 |
| 59 | CONTRA COSTA, CA | 397,017 |
| 60 | WESTCHESTER, NY | 392,136 |
| 61 | Harrisonburg, VA | 386,002 |
| 62 | Falls Church, VA | 378,857 |
| 63 | ORANGE, FL | 378,848 |
| 64 | ALLEGHENY, PA | 378,305 |
| 65 | TAZEWELL, VA | 376,174 |
| 66 | COBB, GA | 367,307 |
| 67 | MACOMB, MI | 367,238 |
| 68 | DE KALB, GA | 366,140 |
| 69 | MARION, IN | 361,746 |
| 70 | BALTIMORE, MD | 361,660 |
| 71 | Winchester, VA | 356,945 |
| 72 | NEW YORK, NY | 356,606 |
| 73 | CUYAHOGA, OH | 355,744 |
| 74 | HILLSBOROUGH, FL | 354,020 |
| 75 | CLARK, NV | 348,522 |
| 76 | SALT LAKE, UT | 345,102 |
| 77 | FRANKLIN, OH | 342,431 |
| 78 | BUCKS, PA | 336,284 |
| 79 | NEW HAVEN, CT | 331,382 |
| 80 | KINGS, NY | 324,855 |
| 81 | HAMILTON, OH | 323,895 |
| 82 | SPOTSYLVANIA, VA | 314,256 |
| 83 | MONTGOMERY, PA | 313,466 |
| 84 | NORFOLK, MA | 305,328 |
| 85 | DUVAL, FL | 303,745 |
| 86 | MECKLENBURG, NC | 303,020 |
| 87 | Suffolk, VA | 301,185 |
| 88 | FAUQUIER, VA | 299,639 |
| 89 | PIERCE, WA | 299,635 |
| 90 | SONOMA, CA | 298,610 |
| 91 | Bristol, VA | 296,460 |
| 92 | QUEENS, NY | 291,293 |
| 93 | Salem, VA | 290,379 |
| 94 | ALBEMARLE, VA | 290,009 |
| 95 | ESSEX, MA | 288,910 |
| 96 | TULSA, OK | 285,103 |
| 97 | MONTGOMERY, MD | 280,269 |
| 98 | VENTURA, CA | 279,379 |
| 99 | AUGUSTA, VA | 276,868 |
| 100 | SEDGWICK, KS | 275,268 |
| 101 | PHILADELPHIA, PA | 271,065 |
| 102 | BERNALILLO, NM | 270,441 |
| 103 | MIDDLESEX, NJ | 269,127 |
| 104 | DENVER, CO | 268,599 |
| 105 | MONMOUTH, NJ | 266,768 |
| 106 | KENT, MI | 266,047 |
| 107 | SAN MATEO, CA | 264,715 |
| 108 | Williamsburg, VA | 262,269 |
| 109 | ERIE, NY | 261,245 |
| 110 | WISE, VA | 260,055 |
| 111 | MONROE, NY | 256,207 |
| 112 | FRESNO, CA | 255,278 |
| 113 | DOUGLAS, NE | 255,163 |
| 114 | PIMA, AZ | 253,685 |
| 115 | E.BATON ROUGE, LA | 253,608 |
| 116 | ARAPAHOE, CO | 252,891 |
| 117 | WORCESTER, MA | 252,322 |
| 118 | HILLSBOROUGH, NH | 249,538 |
| 119 | Martinsville, VA | 247,211 |
| 120 | JACKSON, MO | 246,081 |
| 121 | SUMMIT, OH | 242,309 |
| 122 | SHELBY, TN | 240,100 |
| 123 | MILWAUKEE, WI | 238,703 |
| 124 | KERN, CA | 237,810 |
| 125 | OCEAN, NJ | 237,201 |
| 126 | POLK, FL | 233,639 |
| 127 | JEFFERSON, KY | 233,609 |
| 128 | LEE, FL | 233,551 |
| 129 | LAKE, IL | 233,457 |
| 130 | ROCKINGHAM, NH | 230,365 |
| 131 | MORRIS, NJ | 229,818 |
| 132 | SARASOTA, FL | 229,388 |
| 133 | BARNSTABLE, MA | 225,329 |
| 134 | EL PASO, CO | 224,250 |
| 135 | JEFFERSON, AL | 223,124 |
| 136 | LANCASTER, PA | 222,167 |
| 137 | WYTHE, VA | 218,552 |
| 138 | ANNE ARUNDEL, MD | 217,540 |
| 139 | STAFFORD, VA | 215,368 |
| 140 | ESSEX, NJ | 215,041 |
| 141 | HENRY, VA | 214,903 |
| 142 | HAMPDEN, MA | 213,836 |
| 143 | SHENANDOAH, VA | 211,392 |
| 144 | Stauton, VA | 211,171 |
| 145 | SUFFOLK, MA | 211,107 |
| 146 | SANTA CRUZ, CA | 209,491 |
| 147 | HIDALGO, TX | 208,701 |
| 148 | PLYMOUTH, MA | 208,323 |
| 149 | MECKLENBURG, VA | 207,195 |
| 150 | MONTGOMERY, OH | 206,818 |
| 151 | SANTA BARBARA, CA | 205,894 |
| 152 | DAVIDSON, TN | 205,096 |
| 153 | JEFFERSON, LA | 204,457 |
| 154 | WAKE, NC | 203,361 |
| 155 | EL PASO, TX | 202,907 |
| 156 | RAMSEY, MN | 199,435 |
| 157 | UNION, NJ | 199,424 |
| 158 | SNOHOMISH, WA | 198,705 |
| 159 | BREVARD, FL | 198,229 |
| 160 | WESTMORELAND, PA | 197,748 |
| 161 | GWINNETT, GA | 197,495 |
| 162 | KNOX, TN | 196,304 |
| 163 | JEFFERSON, CO | 196,182 |
| 164 | VOLUSIA, FL | 195,336 |
| 165 | SMYTH, VA | 194,691 |
| 166 | CUMBERLAND, ME | 194,058 |
| 167 | PRINCE GEORGES, MD | 193,324 |
| 168 | ROCKINGHAM, VA | 190,542 |
| 169 | CAMDEN, NJ | 190,094 |
| 170 | DELAWARE, PA | 188,489 |
| 171 | GREENVILLE, SC | 187,851 |
| 172 | DAKOTA, MN | 187,386 |
| 173 | YORK, VA | 186,393 |
| 174 | MARION, FL | 183,939 |
| 175 | WASHINGTON, VA | 183,547 |
| 176 | GENESEE, MI | 183,238 |
| 177 | ONONDAGA, NY | 181,916 |
| 178 | PROVIDENCE, RI | 176,413 |
| 179 | PULASKI, VA | 176,274 |
| 180 | CHARLESTON, SC | 175,634 |
| 181 | KANE, IL | 173,986 |
| 182 | GLOUCESTER, VA | 173,503 |
| 183 | HONOLULU, HI | 172,852 |
| 184 | ACCOMACK,VA | 172,591 |
| 185 | JAMES CITY, VA | 172,399 |
| 186 | YORK, PA | 172,358 |
| 187 | WASHOE, NV | 171,421 |
| 188 | SAN JOAQUIN, CA | 170,602 |
| 189 | NEW CASTLE, DE | 169,995 |
| 190 | POLK, IA | 167,680 |
| 191 | PULASKI, AR | 167,599 |
| 192 | CAMPBELL, VA | 166,999 |
| 193 | SEMINOLE, FL | 164,394 |
| 194 | MOBILE, AL | 163,929 |
| 195 | ORANGE, NY | 163,351 |
| 196 | PITTSYLVANIA, VA | 162,592 |
| 197 | MULTNOMAH, OR | 162,186 |
| 198 | CHESTER, PA | 161,847 |
| 199 | STANISLAUS, CA | 161,439 |
| 200 | SPOKANE, WA | 160,427 |
| 201 | PASSAIC, NJ | 159,653 |
| 202 | GUILFORD, NC | 159,162 |
| 203 | ADAMS, CO | 158,179 |
| 204 | Waynesboro, VA | 157,833 |
| 205 | BOULDER, CO | 157,225 |
| 206 | FRANKLIN, VA | 157,136 |
| 207 | BRISTOL, MA | 154,001 |
| 208 | LUBBOCK, TX | 153,998 |
| 209 | STARK, OH | 153,969 |
| 210 | CULPEPER, VA | 153,944 |
| 211 | NUECES, TX | 153,283 |
| 212 | WARREN, VA | 152,402 |
| 213 | PASCO, FL | 152,203 |
| 214 | HORRY, SC | 152,002 |
| 215 | LAFAYETTE, LA | 150,032 |
| 216 | LAKE, IN | 149,986 |
| 217 | CALCASIEU, LA | 149,886 |
| 218 | WASHINGTON, OR | 149,158 |
| 219 | WASHTENAW, MI | 147,572 |
| 220 | JOHNSON, KS | 147,099 |
| 221 | BUCHANAN, VA | 146,620 |
| 222 | PLACER, CA | 146,247 |
| 223 | LARIMER, CO | 145,975 |
| 224 | South Boston, VA | 145,907 |
| 225 | FORSYTH, NC | 145,438 |
| 226 | MONTEREY, CA | 145,320 |
| 227 | LEON, FL | 143,999 |
| 228 | AMHERST, VA | 143,524 |
| 229 | DANE, WI | 141,400 |
| 230 | Hopewell, VA | 140,903 |
| 231 | SAN LUIS OBISPO, CA | 139,739 |
| 232 | ESCAMBIA, FL | 135,829 |
| 233 | RICHLAND, SC | 134,611 |
| 234 | FREDERICK, VA | 133,327 |
| 235 | SCOTT, VA | 132,608 |
| 236 | NEW LONDON, CT | 132,354 |
| 237 | Colonial Heights, VA | 131,919 |
| 238 | LUCAS, OH | 131,914 |
| 239 | TULARE, CA | 131,723 |
| 240 | WAUKESHA, WI | 131,193 |
| 241 | MONTGOMERY, TX | 130,558 |
| 242 | MARTIN, FL | 129,305 |
| 243 | BURLINGTON, NJ | 129,237 |
| 244 | ORLEANS, LA | 129,151 |
| 245 | FORT BEND, TX | 129,087 |
| 246 | ATLANTIC, NJ | 128,617 |
| 247 | Covington, VA | 127,465 |
| 248 | GREENE, MO | 127,377 |
| 249 | PRINCE EDWARD, VA | 123,860 |
| 250 | COLLIN, TX | 123,650 |

## General Merchandise

(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 7,840,905 |
| 2 | FAIRFAX, VA | 6,899,111 |
| 3 | COOK, IL | 4,328,841 |
| 4 | HARRIS, TX | 2,975,155 |
| 5 | NEW YORK, NY | 2,956,490 |
| 6 | ORANGE, CA | 2,904,998 |
| 7 | Virginia Beach, VA | 2,602,803 |
| 8 | SAN DIEGO, CA | 2,496,719 |
| 9 | DALLAS, TX | 2,179,154 |
| 10 | HENRICO, VA | 2,090,147 |
| 11 | Richmond, VA | 2,057,617 |
| 12 | SANTA CLARA, CA | 1,960,862 |
| 13 | Norfolk, VA | 1,950,806 |
| 14 | MARICOPA, AZ | 1,922,628 |
| 15 | DADE, FL | 1,856,136 |
| 16 | PRINCE WILLIAM, VA | 1,804,955 |
| 17 | Alexandria, VA | 1,585,868 |
| 18 | ALLEGHENY, PA | 1,552,756 |
| 19 | WAYNE, MI | 1,532,485 |
| 20 | NASSAU, NY | 1,520,085 |
| 21 | HENNEPIN, MN | 1,514,480 |
| 22 | CUYAHOGA, OH | 1,499,872 |
| 23 | ARLINGTON, VA | 1,481,120 |
| 24 | CHESTERFIELD, VA | 1,430,873 |
| 25 | MIDDLESEX, MA | 1,425,602 |
| 26 | ST. LOUIS, MO | 1,422,823 |
| 27 | KING, WA | 1,415,680 |
| 28 | OAKLAND, MI | 1,400,030 |
| 29 | Hampton, VA | 1,376,944 |
| 30 | TARRANT, TX | 1,322,818 |
| 31 | BROWARD, FL | 1,306,459 |
| 32 | SACRAMENTO, CA | 1,257,774 |
| 33 | ALAMEDA, CA | 1,221,524 |
| 34 | Newport News, VA | 1,221,300 |
| 35 | FRANKLIN, OH | 1,190,863 |
| 36 | BEXAR, TX | 1,150,310 |

| | | |
|---|---|---|
| 37 | SUFFOLK, NY | 1,140,278 |
| 38 | HAMILTON, OH | 1,135,380 |
| 39 | DU PAGE, IL | 1,119,741 |
| 40 | Roanoke, VA | 1,109,416 |
| 41 | MONTGOMERY, PA | 1,098,112 |
| 42 | SAN BERNARDINO, CA | 1,073,652 |
| 43 | BALTIMORE, MD | 1,072,260 |
| 44 | WESTCHESTER, NY | 993,878 |
| 45 | BERGEN, NJ | 993,245 |
| 46 | MONTGOMERY, MD | 970,356 |
| 47 | HONOLULU, HI | 967,941 |
| 48 | MULTNOMAH, OR | 966,418 |
| 49 | CONTRA COSTA, CA | 941,509 |
| 50 | PINELLAS, FL | 931,062 |
| 51 | MILWAUKEE, WI | 930,535 |
| 52 | MARION, IN | 914,801 |
| 53 | PALM BEACH, FL | 896,249 |
| 54 | SHELBY, TN | 892,026 |
| 55 | SAN MATEO, CA | 885,319 |
| 56 | FAIRFIELD, CT | 880,509 |
| 57 | FULTON, GA | 863,405 |
| 58 | PRINCE GEORGES, MD | 834,156 |
| 59 | Fairfax City, VA | 827,125 |
| 60 | HILLSBOROUGH, FL | 822,656 |
| 61 | Chesapeake, VA | 802,910 |
| 62 | DE KALB, GA | 802,044 |
| 63 | MACOMB, MI | 801,368 |
| 64 | DAVIDSON, TN | 797,051 |
| 65 | HARTFORD, CT | 790,138 |
| 66 | NEW HAVEN, CT | 778,639 |
| 67 | MIDDLESEX, NJ | 776,757 |
| 68 | Lynchburg, VA | 775,813 |
| 69 | RIVERSIDE, CA | 765,115 |
| 70 | JEFFERSON, KY | 763,965 |
| 71 | KINGS, NY | 762,366 |
| 72 | COBB, GA | 759,724 |
| 73 | ESSEX, MA | 744,777 |
| 74 | Portsmouth, VA | 744,414 |
| 75 | Charlottesville, VA | 732,384 |
| 76 | ERIE, NY | 724,088 |
| 77 | CLARK, NV | 721,842 |
| 78 | RAMSEY, MN | 719,350 |
| 79 | QUEENS, NY | 706,693 |
| 80 | WORCESTER, MA | 695,906 |
| 81 | PHILADELPHIA, PA | 692,265 |
| 82 | MONTGOMERY, OH | 692,071 |
| 83 | JACKSON, MO | 688,263 |
| 84 | TRAVIS, TX | 687,105 |
| 85 | LUCAS, OH | 666,952 |
| 86 | VENTURA, CA | 665,889 |
| 87 | SALT LAKE, UT | 651,017 |
| 88 | SUFFOLK, MA | 640,400 |
| 89 | BERNALILLO, NM | 635,332 |
| 90 | DELAWARE, PA | 627,932 |
| 91 | ARAPAHOE, CO | 619,923 |
| 92 | ORANGE, FL | 617,340 |
| 93 | ESSEX, NJ | 615,420 |
| 94 | LOUDOUN, VA | 615,312 |
| 95 | PIMA, AZ | 614,124 |
| 96 | BUCKS, PA | 596,580 |
| 97 | GENESEE, MI | 595,424 |
| 98 | JEFFERSON, LA | 589,195 |
| 99 | MONROE, NY | 581,962 |
| 100 | KENT, MI | 581,694 |
| 101 | NORFOLK, MA | 580,423 |
| 102 | NEW CASTLE, DE | 570,756 |
| 103 | HILLSBOROUGH, NH | 566,543 |
| 104 | EL PASO, TX | 562,883 |
| 105 | JEFFERSON, AL | 562,731 |
| 106 | MONMOUTH, NJ | 555,678 |
| 107 | WASHINGTON, OR | 531,505 |
| 108 | E.BATON ROUGE, LA | 525,026 |
| 109 | FRESNO, CA | 518,543 |
| 110 | PASSAIC, NJ | 511,868 |
| 111 | DUVAL, FL | 508,815 |
| 112 | ANNE ARUNDEL, MD | 501,532 |
| 113 | MECKLENBURG, NC | 498,307 |
| 114 | MONTGOMERY, VA | 497,053 |
| 115 | PONTOTOC, OK | 495,984 |
| 116 | WAKE, NC | 495,783 |
| 117 | SUMMIT, OH | 494,289 |
| 118 | Danville, VA | 492,205 |
| 119 | Fredericksburg, VA | 489,630 |
| 120 | HAMPDEN, MA | 486,813 |
| 121 | BURLINGTON, NJ | 485,854 |
| 122 | LOVE, OK | 482,599 |
| 123 | DOUGLAS, NE | 475,818 |
| 124 | CAMDEN, NJ | 466,081 |
| 125 | PULASKI, AR | 464,160 |
| 126 | JOHNSON, KS | 461,268 |
| 127 | PIERCE, WA | 455,991 |
| 128 | JEFFERSON, CO | 454,690 |
| 129 | HANOVER, VA | 453,677 |
| 130 | Petersburg, VA | 443,803 |
| 131 | MORRIS, NJ | 432,629 |
| 132 | LEHIGH, PA | 427,754 |
| 133 | ROANOKE, VA | 427,034 |
| 134 | GUILFORD, NC | 416,558 |
| 135 | BRISTOL, MA | 415,820 |
| 136 | EL PASO, CO | 408,753 |
| 137 | BREVARD, FL | 406,546 |
| 138 | KNOX, TN | 406,162 |
| 139 | WASHTENAW, MI | 397,686 |
| 140 | ONONDAGA, NY | 397,684 |
| 141 | Harrisonburg, VA | 394,984 |
| 142 | LAKE, IL | 394,044 |
| 143 | Falls Church, VA | 387,677 |
| 144 | TAZEWELL, VA | 384,934 |
| 145 | WASHOE, NV | 378,306 |
| 146 | POTTAWATOMIE, OK | 376,363 |
| 147 | MERCER, NJ | 375,724 |
| 148 | ANCHORAGE, AK | 371,618 |
| 149 | FAYETTE, KY | 371,536 |
| 150 | SEDGWICK, KS | 367,302 |
| 151 | LAKE, IN | 366,211 |
| 152 | Winchester, VA | 365,270 |
| 153 | KALAMAZOO, MI | 364,898 |
| 154 | DANE, WI | 364,301 |
| 155 | GREENVILLE, SC | 363,419 |
| 156 | KERN, CA | 362,895 |
| 157 | SNOHOMISH, WA | 362,677 |
| 158 | WESTMORELAND, PA | 362,495 |
| 159 | OCEAN, NJ | 357,711 |
| 160 | SPOKANE, WA | 355,952 |
| 161 | ALLEN, IN | 353,382 |
| 162 | MOBILE, AL | 352,425 |
| 163 | RICHLAND, SC | 351,891 |
| 164 | D.C., DC | 348,975 |
| 165 | HIDALGO, TX | 347,434 |
| 166 | CLAYTON, GA | 343,907 |
| 167 | INGHAM, MI | 343,283 |
| 168 | HINDS, MS | 340,515 |
| 169 | PLYMOUTH, MA | 338,812 |
| 170 | SONOMA, CA | 338,686 |
| 171 | LANCASTER, PA | 337,126 |
| 172 | LEE, FL | 335,716 |
| 173 | SEMINOLE, FL | 335,254 |
| 174 | DENVER, CO | 334,067 |
| 175 | YORK, PA | 332,377 |
| 176 | ALBANY, NY | 331,153 |
| 177 | SANTA BARBARA, CA | 329,064 |
| 178 | KENT, RI | 326,664 |
| 179 | POLK, IA | 324,381 |
| 180 | SAN JOAQUIN, CA | 323,249 |
| 181 | SPOTSYLVANIA, VA | 321,615 |
| 182 | POLK, FL | 321,184 |
| 183 | HAMILTON, TN | 320,680 |
| 184 | PROVIDENCE, RI | 318,122 |
| 185 | BERKS, PA | 316,918 |
| 186 | SAGINAW, MI | 314,751 |
| 187 | CHARLESTON, SC | 314,259 |
| 188 | Suffolk, VA | 308,249 |
| 189 | GLOUCESTER, NJ | 308,040 |
| 190 | BROWN, WI | 306,892 |
| 191 | FAUQUIER, VA | 306,668 |
| 192 | VOLUSIA, FL | 304,843 |
| 193 | WAUKESHA, WI | 304,368 |
| 194 | ANOKA, MN | 304,221 |
| 195 | Bristol, VA | 303,417 |
| 196 | SARASOTA, FL | 301,585 |
| 197 | FORSYTH, NC | 301,343 |
| 198 | CLACKAMAS, OR | 299,311 |
| 199 | LANE, OR | 298,914 |
| 200 | Salem, VA | 297,199 |
| 201 | ALBEMARLE, VA | 296,820 |
| 202 | LUZERNE, PA | 292,017 |
| 203 | LAKE, OH | 288,285 |
| 204 | MAHONING, OH | 287,364 |
| 205 | KANE, IL | 286,690 |
| 206 | MARION, OR | 285,176 |
| 207 | AUGUSTA, VA | 283,382 |
| 208 | ORANGE, NY | 282,725 |
| 209 | STANISLAUS, CA | 280,885 |
| 210 | CUMBERLAND, ME | 278,096 |
| 211 | CADDO, LA | 274,547 |
| 212 | ESCAMBIA, FL | 274,037 |
| 213 | NUECES, TX | 272,799 |
| 214 | ST. JOSEPH, IN | 272,703 |
| 215 | ORLEANS, LA | 272,674 |
| 216 | ATLANTIC, NJ | 271,840 |
| 217 | CUMBERLAND, NC | 270,783 |
| 218 | Williamsburg, VA | 268,454 |
| 219 | WISE, VA | 266,190 |
| 220 | CLAY, MO | 264,271 |
| 221 | COLLIN, TX | 264,010 |
| 222 | LUBBOCK, TX | 259,738 |
| 223 | RICHMOND, NY | 253,823 |
| 224 | MADISON, IL | 253,669 |
| 225 | Martinsville, VA | 253,055 |
| 226 | MADISON, AL | 251,773 |
| 227 | LEON, FL | 245,428 |
| 228 | VANDERBURGH, IN | 244,988 |
| 229 | WINNEBAGO, IL | 244,940 |
| 230 | KANAWHA, WV | 244,878 |
| 231 | ROCKINGHAM, NH | 243,794 |
| 232 | JEFFERSON, TX | 243,042 |
| 233 | STARK, OH | 239,697 |
| 234 | MONTEREY, CA | 239,053 |
| 235 | TRUMBULL, OH | 235,684 |
| 236 | ROCKLAND, NY | 234,475 |
| 237 | DAUPHIN, PA | 233,137 |
| 238 | LACKAWANNA, PA | 230,448 |
| 239 | PEORIA, IL | 230,445 |
| 240 | WYTHE, VA | 223,748 |
| 241 | TULARE, CA | 223,388 |
| 242 | LINN, IA | 222,521 |
| 243 | LAFAYETTE, LA | 222,193 |
| 244 | STAFFORD, VA | 220,491 |
| 245 | DUTCHESS, NY | 220,022 |
| 246 | GREENE, MO | 220,019 |
| 247 | HENRY, VA | 220,016 |
| 248 | ERIE, PA | 219,173 |
| 249 | CAMERON, TX | 218,167 |
| 250 | DENTON, TX | 217,699 |

## Food Sales
(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 13,762,281 |
| 2 | COOK, IL | 6,632,905 |
| 3 | HARRIS, TX | 4,713,227 |
| 4 | ORANGE, CA | 4,396,010 |
| 5 | MARICOPA, AZ | 3,752,014 |
| 6 | SAN DIEGO, CA | 3,553,692 |
| 7 | DALLAS, TX | 3,358,330 |
| 8 | DADE, FL | 2,827,123 |
| 9 | NEW YORK, NY | 2,726,253 |
| 10 | SANTA CLARA, CA | 2,724,648 |
| 11 | NASSAU, NY | 2,677,176 |
| 12 | WAYNE, MI | 2,642,890 |
| 13 | SUFFOLK, NY | 2,578,836 |
| 14 | KING, WA | 2,559,955 |
| 15 | BROWARD, FL | 2,326,136 |
| 16 | MIDDLESEX, MA | 2,255,966 |
| 17 | QUEENS, NY | 2,181,971 |
| 18 | CUYAHOGA, OH | 2,146,706 |
| 19 | KINGS, NY | 2,117,959 |
| 20 | ALLEGHENY, PA | 2,110,400 |
| 21 | ALAMEDA, CA | 2,036,243 |
| 22 | TARRANT, TX | 2,030,697 |
| 23 | OAKLAND, MI | 1,953,515 |
| 24 | BEXAR, TX | 1,933,521 |
| 25 | BERGEN, NJ | 1,880,912 |
| 26 | WESTCHESTER, NY | 1,784,737 |
| 27 | SAN BERNARDINO, CA | 1,744,147 |
| 28 | ST LOUIS, MO | 1,720,589 |
| 29 | PHILADELPHIA, PA | 1,681,621 |
| 30 | SACRAMENTO, CA | 1,666,737 |
| 31 | PALM BEACH, FL | 1,662,944 |
| 32 | PINELLAS, FL | 1,636,808 |
| 33 | ERIE, NY | 1,611,300 |
| 34 | HENNEPIN, MN | 1,609,119 |
| 35 | RIVERSIDE, CA | 1,598,565 |
| 36 | FRANKLIN, OH | 1,557,805 |
| 37 | FAIRFIELD, CT | 1,546,463 |
| 38 | HILLSBOROUGH, FL | 1,522,975 |
| 39 | CONTRA COSTA, CA | 1,451,377 |
| 40 | HARTFORD, CT | 1,445,764 |
| 41 | NEW HAVEN, CT | 1,389,896 |
| 42 | HAMILTON, OH | 1,371,626 |
| 43 | BALTIMORE, MD | 1,354,122 |
| 44 | MONTGOMERY, MD | 1,302,324 |
| 45 | MILWAUKEE, WI | 1,300,630 |
| 46 | SHELBY, TN | 1,285,053 |
| 47 | MONTGOMERY, PA | 1,282,120 |
| 48 | PRINCE GEORGES, MD | 1,277,328 |
| 49 | MACOMB, MI | 1,259,764 |
| 50 | SAN MATEO, CA | 1,254,608 |
| 51 | MIDDLESEX, NJ | 1,245,688 |
| 52 | DU PAGE, IL | 1,233,626 |
| 53 | ESSEX, NJ | 1,207,996 |
| 54 | MONROE, NY | 1,201,827 |
| 55 | MONMOUTH, NJ | 1,190,195 |
| 56 | CLARK, NV | 1,180,070 |
| 57 | MARION, IN | 1,158,045 |
| 58 | VENTURA, CA | 1,117,797 |
| 59 | HONOLULU, HI | 1,112,162 |
| 60 | ORANGE, FL | 1,096,744 |
| 61 | NORFOLK, MA | 1,077,963 |
| 62 | TRAVIS, TX | 1,071,517 |
| 63 | BRONX, NY | 1,064,574 |
| 64 | ESSEX, MA | 1,060,886 |
| 65 | MORRIS, NJ | 1,058,035 |
| 66 | SALT LAKE, UT | 1,048,970 |
| 67 | WORCESTER, MA | 1,037,692 |
| 68 | JEFFERSON, AL | 1,033,647 |
| 69 | DUVAL, FL | 1,018,330 |
| 70 | SUFFOLK, MA | 1,005,348 |
| 71 | FULTON, GA | 1,002,395 |
| 72 | BRISTOL, MA | 1,000,030 |
| 73 | JEFFERSON, KY | 998,826 |
| 74 | PIMA, AZ | 992,295 |
| 75 | FRESNO, CA | 980,161 |
| 76 | BUCKS, PA | 978,916 |
| 77 | OKLAHOMA, OK | 967,780 |
| 78 | DE KALB, GA | 960,600 |
| 79 | JEFFERSON, LA | 947,579 |
| 80 | MECKLENBURG, NC | 926,989 |
| 81 | MONTGOMERY, OH | 922,222 |
| 82 | JEFFERSON, CO | 904,440 |
| 83 | JACKSON, MO | 900,747 |
| 84 | DELAWARE, PA | 898,175 |
| 85 | DAVIDSON, TN | 897,221 |
| 86 | ONONDAGA, NY | 879,387 |
| 87 | KERN, CA | 868,626 |
| 88 | OCEAN, NJ | 845,340 |
| 89 | SUMMIT, OH | 831,208 |
| 90 | TULSA, OK | 819,891 |
| 91 | COBB, GA | 808,926 |
| 92 | HUDSON, NJ | 800,684 |
| 93 | UNION, NJ | 799,742 |
| 94 | PROVIDENCE, RI | 796,606 |
| 95 | CAMDEN, NJ | 795,971 |
| 96 | BERNALILLO, NM | 787,273 |
| 97 | DENVER, CO | 776,118 |
| 98 | LUCAS, OH | 765,463 |
| 99 | HAMPDEN, MA | 756,629 |
| 100 | ANNE ARUNDEL, MD | 749,907 |
| 101 | SONOMA, CA | 746,927 |
| 102 | MULTNOMAH, OR | 730,630 |
| 103 | NEW CASTLE, DE | 718,484 |
| 104 | HILLSBOROUGH, NH | 718,139 |
| 105 | PIERCE, WA | 714,613 |
| 106 | WAKE, NC | 708,127 |
| 107 | PLYMOUTH, MA | 702,880 |
| 108 | E.BATON ROUGE, LA | 700,236 |
| 109 | EL PASO, TX | 698,905 |
| 110 | RAMSEY, MN | 680,188 |
| 111 | DOUGLAS, NE | 675,807 |
| 112 | LANCASTER, PA | 674,849 |
| 113 | D.C., DC | 671,933 |
| 114 | LAKE, IL | 666,827 |
| 115 | KENT, MI | 662,644 |
| 116 | SANTA BARBARA, CA | 662,097 |
| 117 | ORLEANS, LA | 657,326 |
| 118 | POLK, FL | 656,037 |
| 119 | ARAPAHOE, CO | 648,372 |
| 120 | SNOHOMISH, WA | 643,434 |
| 121 | LAKE, IN | 637,077 |
| 122 | LEE, FL | 623,830 |
| 123 | SAN JOAQUIN, CA | 617,628 |
| 124 | PASSAIC, NJ | 614,625 |
| 125 | GUILFORD, NC | 614,160 |
| 126 | MERCER, NJ | 609,244 |
| 127 | KNOX, TN | 604,785 |
| 128 | BURLINGTON, NJ | 604,349 |
| 129 | VOLUSIA, FL | 603,023 |
| 130 | GENESEE, MI | 597,901 |
| 131 | ORANGE, NY | 590,609 |
| 132 | SPOKANE, WA | 589,688 |
| 133 | ROCKINGHAM, NH | 585,790 |
| 134 | STARK, OH | 584,424 |
| 135 | POLK, IA | 581,064 |
| 136 | MOBILE, AL | 580,074 |
| 137 | SEDGWICK, KS | 574,312 |
| 138 | EL PASO, CO | 569,965 |
| 139 | BREVARD, FL | 566,812 |
| 140 | PULASKI, AR | 562,662 |
| 141 | CUMBERLAND, ME | 559,661 |
| 142 | SOMERSET, NJ | 554,340 |
| 143 | RICHMOND, NY | 540,719 |
| 144 | YORK, PA | 539,875 |
| 145 | WESTMORELAND, PA | 532,342 |
| 146 | GWINNETT, GA | 529,513 |
| 147 | NUECES, TX | 528,510 |
| 148 | SARASOTA, FL | 527,526 |
| 149 | GREENVILLE, SC | 526,064 |
| 150 | CHARLESTON, SC | 522,843 |
| 151 | ALBANY, NY | 520,780 |
| 152 | ATLANTIC, NJ | 508,589 |
| 153 | HIDALGO, TX | 508,546 |
| 154 | STANISLAUS, CA | 508,170 |
| 155 | WAUKESHA, WI | 503,573 |
| 156 | DUTCHESS, NY | 501,011 |
| 157 | WASHOE, NV | 500,197 |
| 158 | BERKS, PA | 498,456 |
| 159 | DANE, WI | 494,670 |
| 160 | ADAMS, CO | 492,089 |
| 161 | LEHIGH, PA | 490,456 |
| 162 | SANTA CRUZ, CA | 486,911 |
| 163 | DENTON, TX | 483,957 |
| 164 | BARNSTABLE, MA | 483,604 |
| 165 | CHESTER, PA | 479,894 |
| 166 | FORSYTH, NC | 478,770 |
| 167 | CLACKAMAS, OR | 473,703 |
| 168 | LUZERNE, PA | 473,446 |
| 169 | JOHNSON, KS | 467,201 |
| 170 | SEMINOLE, FL | 464,557 |
| 171 | HAMILTON, TN | 459,118 |
| 172 | BOULDER, CO | 455,828 |
| 173 | TULARE, CA | 455,320 |
| 174 | PASCO, FL | 451,007 |
| 175 | ROCKLAND, NY | 445,259 |
| 176 | COLLIN, TX | 444,110 |
| 177 | KANE, IL | 442,505 |
| 178 | MONTEREY, CA | 442,444 |
| 179 | WASHINGTON, OR | 440,023 |
| 180 | ALLEN, IN | 437,042 |
| 181 | ANCHORAGE, AK | 420,232 |
| 182 | LANE, OR | 418,872 |
| 183 | ESCAMBIA, FL | 411,593 |
| 184 | SOLANO, CA | 409,283 |
| 185 | NEW LONDON, CT | 405,304 |
| 186 | CAMERON, TX | 405,301 |
| 187 | MAHONING, OH | 401,171 |
| 188 | ONEIDA, NY | 398,110 |
| 189 | DAUPHIN, PA | 397,654 |
| 190 | WASHTENAW, MI | 397,080 |
| 191 | CADDO, LA | 390,890 |
| 192 | ERIE, PA | 390,174 |

| | | |
|---|---|---|
| 193 | BROOME, NY | 389,952 |
| 194 | CUMBERLAND, PA | 388,570 |
| 195 | SAN LUIS OBISPO, CA | 382,162 |
| 196 | INGHAM, MI | 380,289 |
| 197 | ALACHUA, FL | 378,984 |
| 198 | BUTLER, OH | 378,801 |
| 199 | GALVESTON, TX | 376,865 |
| 200 | MADISON, IL | 373,821 |
| 201 | LAKE, OH | 373,054 |
| 202 | MANATEE, FL | 372,631 |
| 203 | GLOUCESTER, NJ | 371,772 |
| 204 | WINNEBAGO, IL | 369,965 |
| 205 | HINDS, MS | 368,876 |
| 206 | LUBBOCK, TX | 368,342 |
| 207 | SPARTANBURG, SC | 366,305 |
| 208 | ADA, ID | 361,987 |
| 209 | PLACER, CA | 359,113 |
| 210 | CHATHAM, GA | 356,026 |
| 211 | KANAWHA, WV | 355,398 |
| 212 | DAKOTA, MN | 355,390 |
| 213 | JEFFERSON, TX | 350,363 |
| 214 | BUTTE, CA | 348,875 |
| 215 | LORAIN, OH | 345,293 |
| 216 | RICHLAND, SC | 344,881 |
| 217 | ST. JOSEPH, IN | 344,809 |
| 218 | CUMBERLAND, NC | 343,590 |
| 219 | LACKAWANNA, PA | 339,100 |
| 220 | FAYETTE, KY | 338,494 |
| 221 | WILL, IL | 336,126 |
| 222 | MARION, FL | 332,851 |
| 223 | HORRY, SC | 331,326 |
| 224 | GREENE, MO | 328,766 |
| 225 | CLAYTON, GA | 327,705 |
| 226 | NIAGARA, NY | 325,180 |
| 227 | LEON, FL | 323,821 |
| 228 | MADISON, AL | 323,705 |
| 229 | MCLENNAN, TX | 322,210 |
| 230 | BRAZORIA, TX | 319,135 |
| 231 | ST. CLAIR, IL | 316,166 |
| 232 | ELKHART, IN | 312,492 |
| 233 | LITCHFIELD, CT | 312,102 |
| 234 | NORTHAMPTON, PA | 310,643 |
| 235 | COLLIER, FL | 304,918 |
| 236 | BUNCOMBE, NC | 302,007 |
| 237 | SAGINAW, MI | 300,885 |
| 238 | UTAH, UT | 298,084 |
| 239 | DURHAM, NC | 297,886 |
| 240 | YAKIMA, WA | 297,081 |
| 241 | MONTGOMERY, AL | 294,720 |
| 242 | GASTON, NC | 292,797 |
| 243 | ULSTER, NY | 292,718 |
| 244 | VANDERBURGH, IN | 290,200 |
| 245 | LARIMER, CO | 289,946 |
| 246 | SCHENECTADY, NY | 289,016 |
| 247 | RICHMOND, GA | 287,279 |
| 248 | TRUMBULL, OH | 286,834 |
| 249 | CAPE MAY, NJ | 283,312 |
| 250 | CLARK, WA | 282,969 |

## Automobile Sales
### (thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 16,275,817 |
| 2 | COOK, IL | 7,166,799 |
| 3 | HARRIS, TX | 6,796,840 |
| 4 | DALLAS, TX | 6,004,212 |
| 5 | ORANGE, CA | 5,720,328 |
| 6 | MARICOPA, AZ | 4,643,175 |
| 7 | SAN DIEGO, CA | 4,619,787 |
| 8 | DADE, FL | 4,368,326 |
| 9 | BROWARD, FL | 3,774,930 |
| 10 | SANTA CLARA, CA | 3,447,555 |
| 11 | OAKLAND, MI | 3,173,460 |
| 12 | TARRANT, TX | 3,074,765 |
| 13 | WAYNE, MI | 3,046,836 |
| 14 | MIDDLESEX, MA | 2,815,238 |
| 15 | NASSAU, NY | 2,698,555 |
| 16 | KING, WA | 2,683,434 |
| 17 | HENNEPIN, MN | 2,526,731 |
| 18 | ALAMEDA, CA | 2,491,905 |
| 19 | SUFFOLK, NY | 2,409,485 |
| 20 | ST. LOUIS, MO | 2,338,168 |
| 21 | BEXAR, TX | 2,326,632 |
| 22 | ALLEGHENY, PA | 2,322,724 |
| 23 | PALM BEACH, FL | 2,186,180 |
| 24 | DU PAGE, IL | 2,118,215 |
| 25 | BERGEN, NJ | 2,062,444 |
| 26 | CUYAHOGA, OH | 2,054,853 |
| 27 | FRANKLIN, OH | 2,038,699 |
| 28 | SACRAMENTO, CA | 2,000,431 |
| 29 | PINELLAS, FL | 1,945,152 |
| 30 | MARION, IN | 1,874,733 |
| 31 | HILLSBOROUGH, FL | 1,873,248 |
| 32 | MACOMB, MI | 1,860,898 |
| 33 | MONTGOMERY, MD | 1,854,732 |
| 34 | ORANGE, FL | 1,803,466 |
| 35 | FAIRFIELD, CT | 1,779,073 |
| 36 | SHELBY, TN | 1,732,082 |
| 37 | HARTFORD, CT | 1,720,530 |
| 38 | RIVERSIDE, CA | 1,714,959 |
| 39 | DE KALB, GA | 1,694,031 |
| 40 | WESTCHESTER, NY | 1,691,086 |
| 41 | SAN BERNARDINO, CA | 1,676,441 |
| 42 | MONTGOMERY, PA | 1,656,737 |
| 43 | DUVAL, FL | 1,651,870 |
| 44 | ESSEX, MA | 1,649,826 |
| 45 | OKLAHOMA, OK | 1,607,877 |
| 46 | TRAVIS, TX | 1,603,714 |
| 47 | PRINCE GEORGES, MD | 1,585,450 |
| 48 | LAKE, IL | 1,572,108 |
| 49 | HAMILTON, OH | 1,568,197 |
| 50 | QUEENS, NY | 1,541,358 |
| 51 | MONROE, NY | 1,524,715 |
| 52 | BALTIMORE, MD | 1,524,513 |
| 53 | BUCKS, PA | 1,515,858 |
| 54 | SAN MATEO, CA | 1,487,291 |
| 55 | MECKLENBURG, NC | 1,448,317 |
| 56 | CONTRA COSTA, CA | 1,440,223 |
| 57 | CLARK, NV | 1,425,073 |
| 58 | ERIE, NY | 1,415,774 |
| 59 | ARAPAHOE, CO | 1,413,751 |
| 60 | VENTURA, CA | 1,393,060 |
| 61 | NORFOLK, MA | 1,390,529 |
| 62 | JACKSON, MO | 1,376,569 |
| 63 | MONMOUTH, NJ | 1,373,485 |
| 64 | FULTON, GA | 1,360,077 |
| 65 | NEW HAVEN, CT | 1,357,111 |
| 66 | DAVIDSON, TN | 1,357,077 |
| 67 | TULSA, OK | 1,338,224 |
| 68 | JEFFERSON, AL | 1,313,124 |
| 69 | COBB, GA | 1,300,844 |
| 70 | MILWAUKEE, WI | 1,279,658 |
| 71 | SALT LAKE, UT | 1,230,885 |
| 72 | WORCESTER, MA | 1,198,394 |
| 73 | JEFFERSON, CO | 1,194,906 |
| 74 | PIMA, AZ | 1,178,735 |
| 75 | JEFFERSON, KY | 1,160,142 |
| 76 | KENT, MI | 1,136,116 |
| 77 | UNION, NJ | 1,129,952 |
| 78 | OCEAN, NJ | 1,120,224 |
| 79 | FRESNO, CA | 1,112,535 |
| 80 | JEFFERSON, LA | 1,112,175 |
| 81 | ANNE ARUNDEL, MD | 1,108,524 |
| 82 | BERNALILLO, NM | 1,079,495 |
| 83 | PHILADELPHIA, PA | 1,069,611 |
| 84 | KINGS, NY | 1,061,682 |
| 85 | BURLINGTON, NJ | 1,060,493 |
| 86 | RAMSEY, MN | 1,052,526 |
| 87 | NEW YORK, NY | 1,033,736 |
| 88 | MULTNOMAH, OR | 999,202 |
| 89 | MORRIS, NJ | 998,508 |
| 90 | ESSEX, NJ | 997,128 |
| 91 | WAKE, NC | 973,337 |
| 92 | MIDDLESEX, NJ | 966,488 |
| 93 | DELAWARE, PA | 955,546 |
| 94 | PULASKI, AR | 954,471 |
| 95 | CAMDEN, NJ | 939,617 |
| 96 | MONTGOMERY, OH | 936,233 |
| 97 | PLYMOUTH, MA | 929,300 |
| 98 | HONOLULU, HI | 927,776 |
| 99 | BRISTOL, MA | 923,693 |
| 100 | ONONDAGA, NY | 915,215 |
| 101 | HILLSBOROUGH, NH | 914,322 |
| 102 | GENESEE, MI | 906,506 |
| 103 | EL PASO, TX | 905,556 |
| 104 | KERN, CA | 877,969 |
| 105 | PIERCE, WA | 868,191 |
| 106 | SEDGWICK, KS | 860,592 |
| 107 | LUCAS, OH | 840,987 |
| 108 | NEW CASTLE, DE | 840,124 |
| 109 | DOUGLAS, NE | 834,170 |
| 110 | JOHNSON, KS | 811,373 |
| 111 | BREVARD, FL | 808,925 |
| 112 | WASHINGTON, OR | 799,866 |
| 113 | EL PASO, CO | 796,775 |
| 114 | GUILFORD, NC | 792,158 |
| 115 | HAMPDEN, MA | 788,628 |
| 116 | POLK, FL | 787,293 |
| 117 | E.BATON ROUGE, LA | 786,054 |
| 118 | SUMMIT, OH | 761,037 |
| 119 | ALBANY, NY | 719,453 |
| 120 | SOMERSET, NJ | 711,274 |
| 121 | WAUKESHA, WI | 706,651 |
| 122 | FORSYTH, NC | 701,874 |
| 123 | LEE, FL | 701,688 |
| 124 | LANCASTER, PA | 701,225 |
| 125 | CHARLESTON, SC | 696,648 |
| 126 | DANE, WI | 696,389 |
| 127 | LUBBOCK, TX | 692,297 |
| 128 | PROVIDENCE, RI | 681,462 |
| 129 | SARASOTA, FL | 671,519 |
| 130 | NUECES, TX | 669,375 |
| 131 | DENVER, CO | 666,409 |
| 132 | MOBILE, AL | 663,099 |
| 133 | ROCKINGHAM, NH | 663,078 |
| 134 | SANTA BARBARA, CA | 658,111 |
| 135 | SAN JOAQUIN, CA | 655,338 |
| 136 | KNOX, TN | 649,026 |
| 137 | PASSAIC, NJ | 647,558 |
| 138 | SPOKANE, WA | 645,916 |
| 139 | SNOHOMISH, WA | 645,003 |
| 140 | VOLUSIA, FL | 642,144 |
| 141 | WASHOE, NV | 642,015 |
| 142 | HAMILTON, TN | 641,271 |
| 143 | CHESTER, PA | 635,860 |
| 144 | POLK, IA | 634,077 |
| 145 | SONOMA, CA | 627,458 |
| 146 | BERKS, PA | 626,279 |
| 147 | LAKE, IN | 620,093 |
| 148 | HINDS, MS | 614,305 |
| 149 | WASHTENAW, MI | 611,429 |
| 150 | WESTMORELAND, PA | 605,763 |
| 151 | LEHIGH, PA | 602,444 |
| 152 | GREENVILLE, SC | 594,907 |
| 153 | YORK, PA | 593,305 |
| 154 | MONTEREY, CA | 587,061 |
| 155 | NEW LONDON, CT | 585,118 |
| 156 | SUFFOLK, MA | 578,077 |
| 157 | RICHLAND, SC | 576,325 |
| 158 | ESCAMBIA, FL | 568,803 |
| 159 | INGHAM, MI | 562,181 |
| 160 | ELKHART, IN | 561,980 |
| 161 | ANCHORAGE, AK | 560,721 |
| 162 | STARK, OH | 559,965 |
| 163 | CUMBERLAND, ME | 559,164 |
| 164 | ALLEN, IN | 558,296 |
| 165 | ORLEANS, LA | 554,006 |
| 166 | MERCER, NJ | 546,506 |
| 167 | BOULDER, CO | 542,864 |
| 168 | SEMINOLE, FL | 540,518 |
| 169 | HIDALGO, TX | 532,475 |
| 170 | HUDSON, NJ | 528,908 |
| 171 | CADDO, LA | 524,558 |
| 172 | ORANGE, NY | 515,795 |
| 173 | MANATEE, FL | 506,778 |
| 174 | CLEVELAND, OK | 506,742 |
| 175 | LANE, OR | 505,388 |
| 176 | BRONX, NY | 500,498 |
| 177 | JEFFERSON, TX | 495,808 |
| 178 | LAKE, OH | 495,581 |
| 179 | GWINNETT, GA | 493,870 |
| 180 | ROCKLAND, NY | 491,816 |
| 181 | RICHMOND, GA | 488,084 |
| 182 | MADISON, AL | 485,969 |
| 183 | FAYETTE, KY | 483,158 |
| 184 | MONTGOMERY, AL | 481,176 |
| 185 | PLACER, CA | 472,057 |
| 186 | CLAYTON, GA | 470,919 |
| 187 | DENTON, TX | 465,610 |
| 188 | DAKOTA, MN | 463,208 |
| 189 | CUMBERLAND, NC | 460,582 |
| 190 | TULARE, CA | 459,087 |
| 191 | GLOUCESTER, NJ | 456,571 |
| 192 | ADAMS, CO | 455,174 |
| 193 | KANE, IL | 452,887 |
| 194 | MUSCOGEE, GA | 452,641 |
| 195 | DUTCHESS, NY | 450,706 |
| 196 | ST JOSEPH, IN | 450,582 |
| 197 | KANAWHA, WV | 448,034 |
| 198 | WILL, IL | 445,921 |
| 199 | GREENE, MO | 444,714 |
| 200 | SANTA CRUZ, CA | 444,476 |
| 201 | COLLIN, TX | 444,088 |
| 202 | SOLANO, CA | 443,709 |
| 203 | BARNSTABLE, MA | 440,653 |
| 204 | CHATHAM, GA | 439,720 |
| 205 | ALACHUA, FL | 431,492 |
| 206 | ATLANTIC, NJ | 430,575 |
| 207 | WINNEBAGO, IL | 429,837 |
| 208 | STANISLAUS, CA | 428,311 |
| 209 | MADISON, IL | 424,820 |
| 210 | CLAY, MO | 424,642 |
| 211 | MCLENNAN, TX | 421,150 |
| 212 | LUZERNE, PA | 420,852 |
| 213 | DAUPHIN, PA | 417,578 |
| 214 | ERIE, PA | 407,889 |
| 215 | BELL, TX | 407,583 |
| 216 | KALAMAZOO, MI | 406,509 |
| 217 | BROOME, NY | 406,241 |
| 218 | SAGINAW, MI | 404,496 |
| 219 | POTTER, TX | 394,260 |
| 220 | RICHMOND, NY | 394,113 |
| 221 | ADA, ID | 390,920 |
| 222 | GALVESTON, TX | 390,659 |
| 223 | LAFAYETTE, LA | 389,264 |
| 224 | BUNCOMBE, NC | 381,370 |
| 225 | MARION, OR | 380,560 |
| 226 | SULLIVAN, TN | 379,225 |
| 227 | BUTLER, OH | 377,747 |
| 228 | DURHAM, NC | 377,532 |
| 229 | ONEIDA, NY | 373,366 |
| 230 | SMITH, TX | 373,328 |
| 231 | ST. CLAIR, IL | 371,234 |
| 232 | GREGG, TX | 368,543 |
| 233 | BIBB, GA | 368,471 |
| 234 | CAMERON, TX | 368,427 |
| 235 | WICHITA, TX | 366,484 |
| 236 | LORAIN, OH | 365,478 |
| 237 | MAHONING, OH | 365,122 |
| 238 | LITCHFIELD, CT | 362,718 |
| 239 | TAYLOR, TX | 360,468 |
| 240 | LARIMER, CO | 360,279 |
| 241 | BROWN, WI | 360,229 |
| 242 | PASCO, FL | 354,631 |
| 243 | ECTOR, TX | 354,292 |
| 244 | COLLIER, FL | 350,770 |
| 245 | BAY, FL | 349,507 |
| 246 | ST. CHARLES, MO | 348,761 |
| 247 | CUMBERLAND, PA | 344,332 |
| 248 | HARRISON, MS | 343,207 |
| 249 | CLACKAMAS, OR | 343,181 |
| 250 | MARION, FL | 342,173 |

## Gasoline Sales
### (thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 3,794,448 |
| 2 | COOK, IL | 1,887,576 |
| 3 | HARRIS, TX | 1,323,606 |
| 4 | ORANGE, CA | 1,296,263 |
| 5 | DALLAS, TX | 1,173,172 |
| 6 | SAN DIEGO, CA | 1,102,416 |
| 7 | MARICOPA, AZ | 1,002,471 |
| 8 | WAYNE, MI | 900,023 |
| 9 | DADE, FL | 890,713 |
| 10 | SANTA CLARA, CA | 815,714 |
| 11 | MIDDLESEX, MA | 735,641 |
| 12 | CUYAHOGA, OH | 714,178 |
| 13 | OAKLAND, MI | 710,415 |
| 14 | KING, WA | 691,617 |
| 15 | BROWARD, FL | 665,461 |
| 16 | NASSAU, NY | 662,883 |
| 17 | HENNEPIN, MN | 608,321 |
| 18 | SAN BERNARDINO, CA | 601,190 |
| 19 | BEXAR, TX | 576,820 |
| 20 | ST. LOUIS, MO | 568,706 |
| 21 | FRANKLIN, OH | 566,089 |
| 22 | ALLEGHENY, PA | 561,743 |
| 23 | SUFFOLK, NY | 557,261 |
| 24 | BERGEN, NJ | 548,762 |
| 25 | ALAMEDA, CA | 545,493 |
| 26 | TARRANT, TX | 527,734 |
| 27 | HARTFORD, CT | 504,599 |
| 28 | MARION, IN | 504,274 |
| 29 | FAIRFIELD, CT | 485,160 |
| 30 | SACRAMENTO, CA | 484,781 |
| 31 | DU PAGE, IL | 479,057 |
| 32 | SHELBY, TN | 458,773 |
| 33 | MACOMB, MI | 457,895 |
| 34 | FULTON, GA | 442,350 |
| 35 | HAMILTON, OH | 440,446 |
| 36 | PRINCE GEORGES, MD | 438,954 |
| 37 | MONTGOMERY, MD | 431,444 |
| 38 | HILLSBOROUGH, FL | 429,825 |
| 39 | PALM BEACH, FL | 428,024 |
| 40 | RIVERSIDE, CA | 422,330 |
| 41 | MILWAUKEE, WI | 414,654 |
| 42 | WESTCHESTER, NY | 413,196 |
| 43 | DE KALB, GA | 410,641 |
| 44 | PINELLAS, FL | 406,878 |
| 45 | CONTRA COSTA, CA | 390,224 |
| 46 | NEW HAVEN, CT | 385,949 |
| 47 | MIDDLESEX, NJ | 385,750 |
| 48 | BALTIMORE, MD | 383,236 |
| 49 | QUEENS, NY | 366,955 |
| 50 | PHILADELPHIA, PA | 365,759 |
| 51 | CLARK, NV | 362,841 |
| 52 | ESSEX, MA | 357,491 |
| 53 | MONTGOMERY, PA | 356,625 |
| 54 | DUVAL, FL | 346,689 |
| 55 | NORFOLK, MA | 345,860 |
| 56 | ORANGE, FL | 344,616 |
| 57 | DAVIDSON, TN | 343,652 |
| 58 | ERIE, NY | 341,481 |
| 59 | HONOLULU, HI | 338,162 |
| 60 | MONMOUTH, NJ | 333,349 |
| 61 | SAN MATEO, CA | 328,898 |
| 62 | MONTGOMERY, OH | 327,589 |
| 63 | JEFFERSON, KY | 326,947 |
| 64 | WORCESTER, MA | 324,358 |
| 65 | JACKSON, MO | 318,685 |
| 66 | KERN, CA | 313,129 |
| 67 | SALT LAKE, UT | 310,982 |
| 68 | MONROE, NY | 303,372 |
| 69 | VENTURA, CA | 293,591 |
| 70 | JEFFERSON, AL | 292,048 |
| 71 | COBB, GA | 290,884 |
| 72 | MULTNOMAH, OR | 287,821 |
| 73 | MECKLENBURG, NC | 285,389 |
| 74 | SUMMIT, OH | 281,332 |
| 75 | LUCAS, OH | 278,443 |
| 76 | ESSEX, NJ | 277,772 |
| 77 | RAMSEY, MN | 276,667 |
| 78 | FRESNO, CA | 266,446 |
| 79 | BUCKS, PA | 262,598 |
| 80 | ANNE ARUNDEL, MD | 262,211 |
| 81 | KINGS, NY | 261,955 |
| 82 | PIMA, AZ | 260,604 |
| 83 | LAKE, IL | 259,644 |
| 84 | TRAVIS, TX | 258,919 |
| 85 | MORRIS, NJ | 253,674 |
| 86 | LAKE, IN | 248,318 |
| 87 | KENT, MI | 245,408 |
| 88 | PROVIDENCE, RI | 238,633 |
| 89 | UNION, NJ | 238,185 |
| 90 | JEFFERSON, CO | 236,240 |
| 91 | PIERCE, WA | 236,104 |

| | | |
|---|---|---|
| 92 | JEFFERSON, LA | 235,403 |
| 93 | NEW CASTLE, DE | 232,487 |
| 94 | CAMDEN, NJ | 231,149 |
| 95 | KNOX, TN | 227,442 |
| 96 | DELAWARE, PA | 224,136 |
| 97 | OKLAHOMA, OK | 222,962 |
| 98 | SANTA BARBARA, CA | 222,793 |
| 99 | BURLINGTON, NJ | 222,462 |
| 100 | HAMPDEN, MA | 219,367 |
| 101 | PLYMOUTH, MA | 218,285 |
| 102 | SUFFOLK, MA | 216,607 |
| 103 | BERNALILLO, NM | 216,455 |
| 104 | SONOMA, CA | 215,849 |
| 105 | ARAPAHOE, CO | 211,291 |
| 106 | GENESEE, MI | 209,833 |
| 107 | DENVER, CO | 206,397 |
| 108 | TULSA, OK | 203,714 |
| 109 | OCEAN, NJ | 203,168 |
| 110 | BRISTOL, MA | 203,158 |
| 111 | GWINNETT, GA | 199,104 |
| 112 | DANE, WI | 197,340 |
| 113 | HILLSBOROUGH, NH | 196,438 |
| 114 | STARK, OH | 195,317 |
| 115 | PULASKI AR | 193,637 |
| 116 | ONONDAGA, NY | 190,596 |
| 117 | WILL, IL | 189,898 |
| 118 | GUILFORD, NC | 188,498 |
| 119 | DOUGLAS, NE | 188,048 |
| 120 | SAN JOAQUIN, CA | 187,049 |
| 121 | WASHTENAW, MI | 186,471 |
| 122 | D.C., DC | 185,551 |
| 123 | SNOHOMISH, WA | 185,083 |
| 124 | HUDSON, NJ | 181,684 |
| 125 | WESTMORELAND, PA | 180,667 |
| 126 | WAKE, NC | 180,357 |
| 127 | EL PASO, TX | 178,625 |
| 128 | POLK, IA | 178,232 |
| 129 | MERCER, NJ | 176,489 |
| 130 | WASHOE, NV | 175,450 |
| 131 | BREVARD, FL | 175,115 |
| 132 | ALLEN, IN | 172,373 |
| 133 | GREENVILLE, SC | 171,525 |
| 134 | PASSAIC, NJ | 171,196 |
| 135 | SEDGWICK, KS | 170,119 |
| 136 | EL PASO, CO | 170,004 |
| 137 | MAHONING, OH | 168,023 |
| 138 | HAMILTON, TN | 167,692 |
| 139 | KANE, IL | 167,368 |
| 140 | ORLEANS, LA | 165,839 |
| 141 | ADAMS, CO | 164,888 |
| 142 | JOHNSON, KS | 161,848 |
| 143 | WAUKESHA, WI | 161,506 |
| 144 | E.BATON ROUGE, LA | 161,492 |
| 145 | VOLUSIA, FL | 160,220 |
| 146 | RICHLAND, SC | 158,992 |
| 147 | POLK, FL | 158,661 |
| 148 | MONTEREY, CA | 158,629 |
| 149 | NUECES, TX | 157,313 |
| 150 | ST. CHARLES, MO | 154,915 |
| 151 | ORANGE, NY | 154,899 |
| 152 | NEW LONDON, CT | 152,509 |
| 153 | ERIE, PA | 150,954 |
| 154 | DAKOTA, MN | 150,325 |
| 155 | SOMERSET, NJ | 147,877 |
| 156 | MOBILE, AL | 145,852 |
| 157 | SPOKANE, WA | 144,890 |
| 158 | BARNSTABLE, MA | 144,260 |
| 159 | WASHINGTON, OR | 142,859 |
| 160 | LANCASTER, PA | 141,981 |
| 161 | ATLANTIC, NJ | 141,367 |
| 162 | MARION, FL | 140,481 |
| 163 | ROCKINGHAM, NH | 138,593 |
| 164 | INGHAM, MI | 137,191 |
| 165 | CUMBERLAND, PA | 136,820 |
| 166 | DAUPHIN, PA | 136,237 |
| 167 | CHESTER, PA | 135,860 |
| 168 | SARASOTA, FL | 135,339 |
| 169 | LEE, FL | 135,153 |
| 170 | CHARLESTON, SC | 133,774 |
| 171 | SOLANO, CA | 133,370 |
| 172 | LEHIGH, PA | 132,265 |
| 173 | YORK, PA | 131,619 |
| 174 | ALBANY, NY | 130,336 |
| 175 | STANISLAUS, CA | 130,164 |
| 176 | BERKS, PA | 130,013 |
| 177 | SAGINAW, MI | 129,956 |
| 178 | FAYETTE, KY | 129,352 |
| 179 | WINNEBAGO, IL | 129,135 |
| 180 | CLAYTON, GA | 128,769 |
| 181 | HINDS, MS | 128,234 |
| 182 | ANOKA, MN | 127,749 |
| 183 | FORSYTH, NC | 126,909 |
| 184 | ANCHORAGE, AK | 126,580 |
| 185 | NEW YORK, NY | 126,228 |
| 186 | CADDO, LA | 125,985 |
| 187 | SAN LUIS OBISPO, CA | 125,934 |
| 188 | SEMINOLE FL | 125,553 |
| 189 | LORAIN, OH | 124,469 |
| 190 | BRONX, NY | 121,688 |
| 191 | MADISON, IL | 119,816 |
| 192 | BUTLER, OH | 119,449 |
| 193 | LAKE, OH | 118,402 |
| 194 | KALAMAZOO, MI | 115,899 |
| 195 | WOOD, OH | 115,824 |
| 196 | ST. CLAIR, IL | 115,316 |
| 197 | ST. JOSEPH, IN | 115,081 |
| 198 | LANE, OR | 115,064 |
| 199 | BERRIEN, MI | 114,926 |
| 200 | PASCO, FL | 113,353 |
| 201 | SANTA CRUZ, CA | 113,108 |
| 202 | TULARE, CA | 111,938 |
| 203 | SPARTANBURG, SC | 111,679 |
| 204 | SHASTA, CA | 110,989 |
| 205 | BOULDER, CO | 110,222 |
| 206 | JEFFERSON, TX | 110,113 |
| 207 | CHATHAM, GA | 109,982 |
| 208 | COLLIN, TX | 109,845 |
| 209 | CUMBERLAND, ME | 108,997 |
| 210 | SCOTT, IA | 107,852 |
| 211 | MONTGOMERY, AL | 106,634 |
| 212 | BROOME, NY | 106,383 |
| 213 | ROCKLAND, NY | 106,245 |
| 214 | DUTCHESS, NY | 106,011 |
| 215 | CLAY, MO | 105,737 |
| 216 | COCONINO, AZ | 102,941 |
| 217 | LUZERNE, PA | 102,773 |
| 218 | CLACKAMAS, OR | 102,551 |
| 219 | ST. LOUIS, MN | 102,344 |
| 220 | GLOUCESTER, NJ | 102,218 |
| 221 | ESCAMBIA, FL | 101,671 |
| 222 | TRUMBULL, OH | 101,462 |
| 223 | MAUI + KALAWAO, HI | 100,900 |
| 224 | HOWARD, MD | 100,174 |
| 225 | RICHMOND, GA | 99,960 |
| 226 | CUMBERLAND, NC | 99,815 |
| 227 | POTTAWATTAMIE, IA | 99,585 |
| 228 | HARFORD, MD | 99,184 |
| 229 | ONEIDA, NY | 99,172 |
| 230 | LEON, FL | 98,815 |
| 231 | WARREN, NJ | 98,519 |
| 232 | PLACER, CA | 98,509 |
| 233 | SANGAMON, IL | 98,162 |
| 234 | BROWN, WI | 98,045 |
| 235 | CHAMPAIGN, IL | 96,802 |
| 236 | ALACHUA, FL | 96,748 |
| 237 | UTAH, UT | 96,408 |
| 238 | CRITTENDEN, AR | 96,072 |
| 239 | KANAWHA, WV | 96,066 |
| 240 | DELAWARE, IN | 95,500 |
| 241 | DENTON, TX | 95,162 |
| 242 | MEDINA, OH | 94,927 |
| 243 | MERCED, CA | 94,466 |
| 244 | BUNCOMBE, NC | 94,414 |
| 245 | OSCEOLA, FL | 93,072 |
| 246 | MARION, OR | 92,568 |
| 247 | MANATEE, FL | 90,838 |
| 248 | BOONE, KY | 88,994 |
| 249 | WASHINGTON, PA | 88,864 |
| 250 | ROCK, WI | 88,024 |

## Apparel Sales
(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 3,761,641 |
| 2 | NEW YORK, NY | 2,916,121 |
| 3 | COOK, IL | 2,882,125 |
| 4 | HARRIS, TX | 1,494,144 |
| 5 | DADE, FL | 1,285,398 |
| 6 | ORANGE, CA | 1,236,394 |
| 7 | DALLAS, TX | 1,208,555 |
| 8 | OAKLAND, MI | 964,586 |
| 9 | FAIRFAX, VA | 962,052 |
| 10 | NASSAU, NY | 906,977 |
| 11 | SAN DIEGO, CA | 876,976 |
| 12 | KING, WA | 786,391 |
| 13 | MIDDLESEX, MA | 756,141 |
| 14 | WAYNE, MI | 748,618 |
| 15 | SANTA CLARA, CA | 721,191 |
| 16 | MARICOPA, AZ | 707,551 |
| 17 | BERGEN, NJ | 691,079 |
| 18 | BROWARD, FL | 666,288 |
| 19 | KINGS, NY | 636,097 |
| 20 | PHILADELPHIA, PA | 615,431 |
| 21 | SUFFOLK, NY | 604,222 |
| 22 | CUYAHOGA, OH | 582,399 |
| 23 | ALLEGHENY, PA | 554,837 |
| 24 | DU PAGE, IL | 539,752 |
| 25 | HENNEPIN, MN | 538,128 |
| 26 | TARRANT, TX | 535,845 |
| 27 | FAIRFIELD, CT | 532,738 |
| 28 | ST. LOUIS, MO | 527,818 |
| 29 | WESTCHESTER, NY | 520,522 |
| 30 | PALM BEACH, FL | 501,419 |
| 31 | BEXAR, TX | 500,232 |
| 32 | QUEENS, NY | 493,661 |
| 33 | MONTGOMERY, PA | 493,564 |
| 34 | HARTFORD, CT | 480,272 |
| 35 | MONTGOMERY, MD | 473,003 |
| 36 | HONOLULU, HI | 454,832 |
| 37 | SUFFOLK, MA | 447,210 |
| 38 | NORFOLK, MA | 433,884 |
| 39 | ESSEX, NJ | 429,508 |
| 40 | FULTON, GA | 425,496 |
| 41 | MIDDLESEX, NJ | 420,417 |
| 42 | ALAMEDA, CA | 418,431 |
| 43 | JEFFERSON, AL | 415,347 |
| 44 | NEW HAVEN, CT | 403,550 |
| 45 | SHELBY, TN | 398,264 |
| 46 | ESSEX, MA | 398,027 |
| 47 | ERIE, NY | 382,093 |
| 48 | HENRICO, VA | 368,275 |
| 49 | OKLAHOMA, OK | 363,568 |
| 50 | D.C., DC | 358,500 |
| 51 | BALTIMORE, MD | 352,735 |
| 52 | Virginia Beach, VA | 351,009 |
| 53 | TRAVIS, TX | 347,887 |
| 54 | FRANKLIN, OH | 347,507 |
| 55 | CONTRA COSTA, CA | 338,986 |
| 56 | SACRAMENTO, CA | 337,074 |
| 57 | HAMILTON, OH | 333,588 |
| 58 | MECKLENBURG, NC | 330,317 |
| 59 | CLARK, NV | 320,830 |
| 60 | SAN MATEO, CA | 319,805 |
| 61 | MILWAUKEE, WI | 315,331 |
| 62 | PRINCE GEORGES, MD | 315,026 |
| 63 | MARION, IN | 313,457 |
| 64 | SAN BERNARDINO, CA | 303,722 |
| 65 | MACOMB, MI | 295,227 |
| 66 | BERKS, PA | 292,284 |
| 67 | RIVERSIDE, CA | 291,822 |
| 68 | TULSA, OK | 291,760 |
| 69 | SALT LAKE, UT | 289,384 |
| 70 | JACKSON, MO | 287,520 |
| 71 | HUDSON, NJ | 284,181 |
| 72 | DE KALB, GA | 282,321 |
| 73 | MONMOUTH, NJ | 276,359 |
| 74 | WORCESTER, MA | 274,943 |
| 75 | PINELLAS, FL | 274,788 |
| 76 | MULTNOMAH, OR | 267,705 |
| 77 | JEFFERSON, LA | 264,841 |
| 78 | KENT, MI | 261,319 |
| 79 | HILLSBOROUGH, FL | 260,852 |
| 80 | PASSAIC, NJ | 258,307 |
| 81 | ORLEANS, LA | 258,032 |
| 82 | Norfolk, VA | 257,800 |
| 83 | UNION, NJ | 253,521 |
| 84 | DELAWARE, PA | 251,202 |
| 85 | MONROE, NY | 249,076 |
| 86 | ONONDAGA, NY | 248,505 |
| 87 | HIDALGO, TX | 248,098 |
| 88 | BRONX, NY | 248,055 |
| 89 | CHESTERFIELD, VA | 247,129 |
| 90 | EL PASO, TX | 245,901 |
| 91 | DUVAL, FL | 243,624 |
| 92 | Alexandria, VA | 241,572 |
| 93 | CAMDEN, NJ | 240,826 |
| 94 | COBB, GA | 238,863 |
| 95 | JEFFERSON, KY | 237,553 |
| 96 | DAVIDSON, TN | 236,143 |
| 97 | LAKE, IL | 235,752 |
| 98 | ARAPAHOE, CO | 234,570 |
| 99 | DENVER, CO | 231,551 |
| 100 | BRISTOL, MA | 228,974 |
| 101 | PROVIDENCE RI | 227,199 |
| 102 | ORANGE, FL | 225,436 |
| 103 | MORRIS, NJ | 222,555 |
| 104 | PULASKI, AR | 220,286 |
| 105 | ALBANY, NY | 219,568 |
| 106 | WAKE, NC | 217,868 |
| 107 | HAMPDEN, MA | 210,753 |
| 108 | PLYMOUTH, MA | 208,684 |
| 109 | MONTGOMERY, OH | 205,356 |
| 110 | FRESNO, CA | 204,344 |
| 111 | BUCKS, PA | 203,646 |
| 112 | VENTURA, CA | 202,835 |
| 113 | KNOX, TN | 201,008 |
| 114 | NEW CASTLE, DE | 198,365 |
| 115 | RAMSEY, MN | 198,211 |
| 116 | JOHNSON, KS | 197,093 |
| 117 | HILLSBOROUGH, NH | 195,449 |
| 118 | PIMA, AZ | 191,228 |
| 119 | BERNALILLO, NM | 191,191 |
| 120 | DOUGLAS, NE | 187,577 |
| 121 | GUILFORD, NC | 178,244 |
| 122 | MERCER, NJ | 176,502 |
| 123 | SANTA BARBARA, CA | 174,268 |
| 124 | Roanoke, VA | 172,964 |
| 125 | E.BATON ROUGE, LA | 172,212 |
| 126 | Hampton, VA | 171,119 |
| 127 | SEDGWICK, KS | 167,305 |
| 128 | OCEAN, NJ | 166,415 |
| 129 | BARNSTABLE, MA | 159,126 |
| 130 | WASHINGTON, OR | 158,664 |
| 131 | CHARLESTON, SC | 158,608 |
| 132 | LUCAS, OH | 157,856 |
| 133 | FORSYTH, NC | 156,990 |
| 134 | Newport News, VA | 156,694 |
| 135 | SUMMIT, OH | 156,006 |
| 136 | GENESEE, MI | 153,951 |
| 137 | MONTEREY, CA | 153,074 |
| 138 | JEFFERSON, CO | 152,167 |
| 139 | Lynchburg, VA | 150,745 |
| 140 | Fairfax City, VA | 150,511 |
| 141 | BURLINGTON, NJ | 149,514 |
| 142 | POLK, IA | 149,125 |
| 143 | Richmond, VA | 148,741 |
| 144 | KERN, CA | 148,355 |
| 145 | ATLANTIC, NJ | 147,752 |
| 146 | LAKE, IN | 147,270 |
| 147 | WEBB, TX | 145,995 |
| 148 | DANE, WI | 142,617 |
| 149 | GREENVILLE, SC | 140,271 |
| 150 | PIERCE, WA | 140,191 |
| 151 | ANNE ARUNDEL, MD | 139,834 |
| 152 | LANCASTER, PA | 138,815 |
| 153 | CAMERON, TX | 138,594 |
| 154 | RICHMOND, NY | 138,095 |
| 155 | JEFFERSON, TX | 136,410 |
| 156 | CADDO, LA | 134,995 |
| 157 | ROCKINGHAM, NH | 134,754 |
| 158 | WASHTENAW, MI | 131,105 |
| 159 | SNOHOMISH, WA | 130,777 |
| 160 | ANCHORAGE, AK | 130,023 |
| 161 | STARK, OH | 129,873 |
| 162 | RICHLAND, SC | 129,191 |
| 163 | ALLEN, IN | 128,800 |
| 164 | SPOKANE, WA | 125,812 |
| 165 | SARASOTA, FL | 123,262 |
| 166 | HAMILTON TN | 123,199 |
| 167 | EL PASO, CO | 122,859 |
| 168 | PRINCE WILLIAM, VA | 122,809 |
| 169 | SAN JOAQUIN, CA | 122,624 |
| 170 | CHATHAM, GA | 122,049 |
| 171 | LEHIGH, PA | 121,520 |
| 172 | NUECES, TX | 120,696 |
| 173 | WASHOE, NV | 120,283 |
| 174 | CUMBERLAND, ME | 119,770 |
| 175 | ORANGE NY | 119,111 |
| 176 | SONOMA, CA | 118,986 |
| 177 | FAYETTE, KY | 118,486 |
| 178 | ONEIDA, NY | 115,217 |
| 179 | LUZERNE, PA | 114,957 |
| 180 | SEMINOLE, FL | 114,645 |
| 181 | LUBBOCK, TX | 113,991 |
| 182 | INGHAM, MI | 112,717 |
| 183 | COLLIN, TX | 111,242 |
| 184 | DUTCHESS, NY | 110,971 |
| 185 | VANDERBURGH, IN | 110,552 |
| 186 | HORRY, SC | 110,162 |
| 187 | KALAMAZOO, MI | 109,034 |
| 188 | HINDS, MS | 107,849 |
| 189 | STANISLAUS, CA | 107,689 |
| 190 | KANE, IL | 107,332 |
| 191 | ARLINGTON, VA | 107,280 |
| 192 | POLK, FL | 107,149 |
| 193 | SOMERSET, NJ | 107,084 |
| 194 | RICHMOND, GA | 105,925 |
| 195 | YORK, PA | 105,745 |
| 196 | MADISON, AL | 105,555 |
| 197 | LAFAYETTE, LA | 105,368 |
| 198 | ROCKLAND, NY | 105,229 |
| 199 | VOLUSIA, FL | 104,880 |
| 200 | WESTMORELAND, PA | 101,301 |
| 201 | MOBILE, AL | 100,839 |
| 202 | LEE, FL | 100,410 |
| 203 | LACKAWANNA, PA | 98,670 |
| 204 | MONTGOMERY, AL | 97,727 |
| 205 | DAKOTA, MN | 96,986 |
| 206 | Chesapeake, VA | 96,648 |
| 207 | BOULDER, CO | 96,516 |
| 208 | BROOME, NY | 94,388 |
| 209 | Petersburg, VA | 92,198 |
| 210 | ST. CLAIR, IL | 91,065 |
| 211 | POTTER, TX | 90,433 |
| 212 | KENT, RI | 90,394 |
| 213 | SAGINAW, MI | 90,378 |
| 214 | LANE, OR | 89,634 |
| 215 | GALVESTON, TX | 88,251 |
| 216 | SMITH, TX | 87,512 |
| 217 | ERIE, PA | 87,440 |
| 218 | ALAMANCE, NC | 87,306 |
| 219 | DAUPHIN, PA | 87,254 |
| 220 | OUACHITA, LA | 86,054 |
| 221 | SANTA CRUZ, CA | 84,853 |
| 222 | ST. JOSEPH, IN | 84,840 |
| 223 | WINNEBAGO, IL | 84,759 |
| 224 | KANAWHA, WV | 83,990 |
| 225 | WILL, IL | 83,426 |
| 226 | SPARTANBURG, SC | 82,967 |
| 227 | NEW LONDON, CT | 82,691 |
| 228 | COLLIER, FL | 82,126 |
| 229 | ALACHUA, FL | 82,072 |
| 230 | BREVARD, FL | 81,873 |
| 231 | TULARE, CA | 81,381 |
| 232 | LANCASTER, NE | 80,747 |
| 233 | SPOTSYLVANIA, VA | 79,584 |
| 234 | DURHAM, NC | 79,368 |
| 235 | GLOUCESTER, NJ | 78,744 |
| 236 | MARION, OR | 78,520 |
| 237 | HOWARD, MD | 78,367 |
| 238 | CLEVELAND, OK | 78,039 |
| 239 | ADAMS, CO | 77,881 |
| 240 | WAUKESHA, WI | 76,808 |
| 241 | BROWN, WI | 75,806 |
| 242 | CHESTER, PA | 75,342 |
| 243 | MAHONING, OH | 75,292 |
| 244 | SANGAMON, IL | 74,804 |
| 245 | CHITTENDEN, VT | 74,058 |
| 246 | NEW HANOVER, NC | 73,541 |
| 247 | MCLENNAN, TX | 73,435 |

| | | |
|---|---|---|
| 248 | Portsmouth, VA | 73,387 |
| 249 | Harrisonburg, VA | 73,069 |
| 250 | CUMBERLAND, NC | 72,417 |

## Furniture Sales
(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 4,502,216 |
| 2 | COOK, IL | 2,190,606 |
| 3 | NEW YORK, NY | 1,912,102 |
| 4 | HARRIS, TX | 1,448,708 |
| 5 | ORANGE, CA | 1,430,903 |
| 6 | DALLAS, TX | 1,234,666 |
| 7 | SAN DIEGO, CA | 1,213,349 |
| 8 | MARICOPA, AZ | 1,169,919 |
| 9 | NASSAU, NY | 1,047,651 |
| 10 | DADE, FL | 1,017,953 |
| 11 | SANTA CLARA, CA | 1,006,255 |
| 12 | BROWARD, FL | 876,538 |
| 13 | MIDDLESEX, MA | 740,559 |
| 14 | KING, WA | 740,424 |
| 15 | OAKLAND, MI | 720,577 |
| 16 | WAYNE, MI | 674,499 |
| 17 | HENNEPIN, MN | 648,475 |
| 18 | BERGEN, NJ | 622,878 |
| 19 | PALM BEACH, FL | 604,997 |
| 20 | SUFFOLK, NY | 594,682 |
| 21 | CUYAHOGA, OH | 592,747 |
| 22 | SACRAMENTO, CA | 590,554 |
| 23 | ALAMEDA, CA | 588,782 |
| 24 | KINGS, NY | 571,486 |
| 25 | BEXAR, TX | 550,408 |
| 26 | ST. LOUIS, MO | 546,112 |
| 27 | MONTGOMERY, MD | 543,702 |
| 28 | TARRANT, TX | 531,824 |
| 29 | WESTCHESTER, NY | 525,658 |
| 30 | ALLEGHENY, PA | 506,970 |
| 31 | PINELLAS, FL | 502,967 |
| 32 | FRANKLIN, OH | 500,149 |
| 33 | MIDDLESEX, NJ | 469,368 |
| 34 | PHILADELPHIA, PA | 462,747 |
| 35 | FAIRFIELD, CT | 462,095 |
| 36 | QUEENS, NY | 457,739 |
| 37 | SAN BERNARDINO, CA | 430,579 |
| 38 | DU PAGE, IL | 425,323 |
| 39 | SAN MATEO, CA | 419,322 |
| 40 | HARTFORD, CT | 414,111 |
| 41 | CONTRA COSTA, CA | 404,710 |
| 42 | MILWAUKEE, WI | 404,531 |
| 43 | TRAVIS, TX | 401,807 |
| 44 | SHELBY, TN | 399,097 |
| 45 | HILLSBOROUGH, FL | 399,013 |
| 46 | HAMILTON, OH | 390,252 |
| 47 | OKLAHOMA, OK | 387,365 |
| 48 | BALTIMORE, MD | 382,554 |
| 49 | ESSEX, NJ | 375,666 |
| 50 | SALT LAKE, UT | 371,403 |
| 51 | DENVER, CO | 362,877 |
| 52 | MARION, IN | 353,678 |
| 53 | MONTGOMERY, PA | 353,406 |
| 54 | PRINCE GEORGES, MD | 344,029 |
| 55 | FULTON, GA | 342,988 |
| 56 | NEW HAVEN, CT | 335,104 |
| 57 | DANE, WI | 334,697 |
| 58 | MACOMB, MI | 332,605 |
| 59 | NORFOLK, MA | 331,820 |
| 60 | MECKLENBURG, NC | 327,492 |
| 61 | DOUGLAS, NE | 326,024 |
| 62 | ERIE, NY | 324,393 |
| 63 | CLARK, NV | 320,590 |
| 64 | MONROE, NY | 316,646 |
| 65 | DE KALB, GA | 312,910 |
| 66 | KENT, MI | 312,430 |
| 67 | JEFFERSON, LA | 311,103 |
| 68 | MULTNOMAH, OR | 307,568 |
| 69 | RIVERSIDE, CA | 303,984 |
| 70 | UNION, NJ | 302,835 |
| 71 | JEFFERSON, AL | 298,240 |
| 72 | MONTGOMERY, OH | 298,102 |
| 73 | ORANGE, FL | 297,554 |
| 74 | SUFFOLK, MA | 294,939 |
| 75 | TULSA, OK | 293,314 |
| 76 | DAVIDSON, TN | 283,366 |
| 77 | PIMA, AZ | 281,988 |
| 78 | ESSEX, MA | 281,250 |
| 79 | MONMOUTH, NJ | 279,792 |
| 80 | JEFFERSON, KY | 278,958 |
| 81 | DUVAL, FL | 278,136 |
| 82 | MORRIS, NJ | 260,775 |
| 83 | FRESNO, CA | 259,477 |
| 84 | GUILFORD, NC | 253,523 |
| 85 | SARASOTA, FL | 251,331 |
| 86 | CAMDEN, NJ | 250,730 |
| 87 | WORCESTER, MA | 249,388 |
| 88 | D.C., DC | 245,883 |
| 89 | EL PASO, TX | 242,975 |
| 90 | HONOLULU, HI | 241,858 |
| 91 | WAKE, NC | 240,362 |
| 92 | JEFFERSON, CO | 239,322 |
| 93 | E.BATON ROUGE, LA | 237,101 |
| 94 | LEE, FL | 234,958 |
| 95 | VENTURA, CA | 234,653 |
| 96 | JACKSON, MO | 233,945 |
| 97 | BRONX, NY | 233,543 |
| 98 | PASSAIC, NJ | 230,272 |
| 99 | ARAPAHOE, CO | 226,108 |
| 100 | BERNALILLO, NM | 225,289 |
| 101 | SANTA BARBARA, CA | 222,546 |
| 102 | LAKE, IL | 221,483 |
| 103 | NEW CASTLE, DE | 220,257 |
| 104 | ONONDAGA, NY | 213,327 |
| 105 | HILLSBOROUGH, NH | 205,093 |
| 106 | RAMSEY, MN | 204,834 |
| 107 | COBB, GA | 204,709 |
| 108 | BUCKS, PA | 200,569 |
| 109 | KERN, CA | 199,985 |
| 110 | JOHNSON, KS | 197,530 |
| 111 | BRISTOL, MA | 196,594 |
| 112 | ORLEANS, LA | 191,964 |
| 113 | GWINNETT, GA | 190,033 |
| 114 | LANCASTER, PA | 189,205 |
| 115 | KNOX, TN | 188,601 |
| 116 | DELAWARE, PA | 187,881 |
| 117 | ANNE ARUNDEL, MD | 186,844 |
| 118 | PROVIDENCE, RI | 181,662 |
| 119 | HAMPDEN, MA | 181,598 |
| 120 | PIERCE, WA | 181,506 |
| 121 | ALBANY, NY | 179,788 |
| 122 | LUCAS, OH | 177,228 |
| 123 | GENESEE, MI | 177,004 |
| 124 | PULASKI, AR | 176,313 |
| 125 | SONOMA, CA | 175,970 |
| 126 | SEDGWICK, KS | 175,571 |
| 127 | SNOHOMISH, WA | 168,689 |
| 128 | POLK, IA | 168,539 |
| 129 | WASHTENAW, MI | 167,121 |
| 130 | ANCHORAGE, AK | 167,039 |
| 131 | CHARLESTON, SC | 165,012 |
| 132 | GREENVILLE, SC | 164,635 |
| 133 | HUDSON, NJ | 163,252 |
| 134 | MERCER, NJ | 162,243 |
| 135 | CUMBERLAND, NC | 160,366 |
| 136 | STANISLAUS, CA | 157,796 |
| 137 | SAN JOAQUIN, CA | 157,431 |
| 138 | HIDALGO, TX | 155,578 |
| 139 | PLYMOUTH, MA | 154,385 |
| 140 | NUECES, TX | 153,599 |
| 141 | WASHINGTON, OR | 152,899 |
| 142 | ALLEN, IN | 152,136 |
| 143 | SPOKANE, WA | 151,862 |
| 144 | SUMMIT, OH | 150,756 |
| 145 | OCEAN, NJ | 149,897 |
| 146 | VOLUSIA, FL | 149,722 |
| 147 | EL PASO, CO | 149,367 |
| 148 | BOULDER, CO | 148,307 |
| 149 | INGHAM, MI | 147,499 |
| 150 | SOMERSET, NJ | 146,700 |
| 151 | CADDO, LA | 145,896 |
| 152 | FORSYTH, NC | 144,931 |
| 153 | ROCKINGHAM, NH | 143,842 |
| 154 | LUBBOCK, TX | 142,550 |
| 155 | BREVARD, FL | 141,465 |
| 156 | COLLIER, FL | 140,725 |
| 157 | BURLINGTON, NJ | 140,510 |
| 158 | WESTMORELAND, PA | 139,552 |
| 159 | ST. JOSEPH, IN | 138,812 |
| 160 | LEHIGH, PA | 138,764 |
| 161 | SEMINOLE, FL | 138,188 |
| 162 | KALAMAZOO, MI | 137,658 |
| 163 | MONTEREY, CA | 137,217 |
| 164 | LAKE, IN | 134,396 |
| 165 | COLLIN, TX | 133,822 |
| 166 | MOBILE, AL | 133,391 |
| 167 | BERKS, PA | 130,207 |
| 168 | HAMILTON, TN | 129,577 |
| 169 | RICHLAND, SC | 129,541 |
| 170 | HORRY, SC | 128,474 |
| 171 | YORK, PA | 127,925 |
| 172 | LANE, OR | 122,273 |
| 173 | CHESTER, PA | 122,150 |
| 174 | ATLANTIC, NJ | 122,075 |
| 175 | WASHOE, NV | 121,478 |
| 176 | ADAMS, CO | 120,602 |
| 177 | FAYETTE, KY | 118,234 |
| 178 | WINNEBAGO, IL | 117,277 |
| 179 | STARK, OH | 116,868 |
| 180 | WEBB, TX | 116,792 |
| 181 | CAMERON, TX | 116,342 |
| 182 | ORANGE, NY | 116,217 |
| 183 | GREENE, MO | 113,580 |
| 184 | SAGINAW, MI | 113,298 |
| 185 | JEFFERSON, TX | 112,996 |
| 186 | ESCAMBIA, FL | 111,362 |
| 187 | BARNSTABLE, MA | 108,991 |
| 188 | RICHMOND, GA | 108,640 |
| 189 | POLK, FL | 107,796 |
| 190 | NEW LONDON, CT | 107,378 |
| 191 | MUSCOGEE, GA | 105,555 |
| 192 | MAUI + KALAWAO, HI | 103,927 |
| 193 | SANTA CRUZ, CA | 103,376 |
| 194 | RICHMOND, NY | 103,326 |
| 195 | LEON, FL | 101,911 |
| 196 | MAHONING, OH | 101,420 |
| 197 | ADA, ID | 100,486 |
| 198 | HINDS, MS | 100,019 |
| 199 | MADISON, AL | 99,773 |
| 200 | KANE, IL | 98,064 |
| 201 | LUZERNE, PA | 97,517 |
| 202 | PASCO, FL | 96,669 |
| 203 | MANATEE, FL | 96,624 |
| 204 | BROWN, WI | 96,261 |
| 205 | TULARE, CA | 95,790 |
| 206 | DAKOTA, MN | 95,628 |
| 207 | BROOME, NY | 94,947 |
| 208 | ERIE, PA | 94,273 |
| 209 | LAFAYETTE, LA | 94,217 |
| 210 | WHITFIELD, GA | 93,303 |
| 211 | VANDERBURGH, IN | 92,627 |
| 212 | CUMBERLAND, PA | 92,281 |
| 213 | CHATHAM, GA | 90,626 |
| 214 | DURHAM, NC | 89,751 |
| 215 | SOLANO, CA | 88,699 |
| 216 | CUMBERLAND, ME | 88,448 |
| 217 | ROCKLAND, NY | 86,694 |
| 218 | WAUKESHA, WI | 86,076 |
| 219 | MARION, FL | 85,612 |
| 220 | ALACHUA, FL | 83,929 |
| 221 | MARION, OR | 83,819 |
| 222 | DUTCHESS, NY | 82,904 |
| 223 | LARIMER, CO | 81,341 |
| 224 | UTAH, UT | 81,031 |
| 225 | HOWARD, MD | 80,980 |
| 226 | PEORIA, IL | 78,803 |
| 227 | OKALOOSA, FL | 78,169 |
| 228 | MARTIN, FL | 78,091 |
| 229 | MONTGOMERY, AL | 77,068 |
| 230 | MCLENNAN, TX | 76,507 |
| 231 | ECTOR, TX | 76,414 |
| 232 | SANGAMON, IL | 75,933 |
| 233 | SPARTANBURG, SC | 74,622 |
| 234 | DAUPHIN, PA | 73,874 |
| 235 | KANAWHA, WV | 73,520 |
| 236 | LANCASTER, NE | 73,364 |
| 237 | YELLOWSTONE, MT | 73,257 |
| 238 | ST. CLAIR, IL | 73,114 |
| 239 | SMITH, TX | 72,861 |
| 240 | SCOTT, IA | 72,781 |
| 241 | ONEIDA, NY | 72,567 |
| 242 | SAN LUIS OBISPO, CA | 72,549 |
| 243 | OUACHITA, LA | 70,273 |
| 244 | CHITTENDEN, VT | 69,958 |
| 245 | OUTAGAMIE, WI | 69,728 |
| 246 | CHAMPAIGN, IL | 69,619 |
| 247 | DAVIS, UT | 69,408 |
| 248 | BIBB, GA | 68,850 |
| 249 | CLACKAMAS, OR | 68,706 |
| 250 | MINNEHAHA, SD | 68,650 |

## Eat/Drink Sales
(thousands)

| | | |
|---|---|---|
| 1 | LOS ANGELES, CA | 7,785,733 |
| 2 | NEW YORK, NY | 4,258,701 |
| 3 | COOK, IL | 4,171,089 |
| 4 | ORANGE, CA | 2,850,117 |
| 5 | HARRIS, TX | 2,457,702 |
| 6 | SAN DIEGO, CA | 2,152,351 |
| 7 | DALLAS, TX | 2,133,605 |
| 8 | MARICOPA, AZ | 1,868,206 |
| 9 | KING, WA | 1,657,778 |
| 10 | DADE, FL | 1,596,311 |
| 11 | SANTA CLARA, CA | 1,550,396 |
| 12 | BROWARD, FL | 1,499,937 |
| 13 | WAYNE, MI | 1,373,538 |
| 14 | MIDDLESEX, MA | 1,258,759 |
| 15 | HONOLULU, HI | 1,203,397 |
| 16 | FAIRFAX, VA | 1,186,674 |
| 17 | OAKLAND, MI | 1,136,226 |
| 18 | NASSAU, NY | 1,129,378 |
| 19 | ALAMEDA, CA | 1,116,750 |
| 20 | SUFFOLK, MA | 1,112,142 |
| 21 | CUYAHOGA, OH | 1,111,650 |
| 22 | FULTON, GA | 1,093,643 |
| 23 | ALLEGHENY, PA | 1,080,969 |
| 24 | HENNEPIN, MN | 1,029,526 |
| 25 | TARRANT, TX | 1,017,137 |
| 26 | BEXAR, TX | 985,423 |
| 27 | PHILADELPHIA, PA | 955,959 |
| 28 | FRANKLIN, OH | 941,346 |
| 29 | QUEENS, NY | 907,881 |
| 30 | D.C., DC | 880,086 |
| 31 | SACRAMENTO, CA | 877,962 |
| 32 | PINELLAS, FL | 876,456 |
| 33 | SAN BERNARDINO, CA | 848,798 |
| 34 | HAMILTON, OH | 846,155 |
| 35 | SUFFOLK, NY | 846,051 |
| 36 | PALM BEACH, FL | 840,377 |
| 37 | MILWAUKEE, WI | 795,522 |
| 38 | BERGEN, NJ | 792,402 |
| 39 | HARTFORD, CT | 781,903 |
| 40 | MARION, IN | 778,398 |
| 41 | SAN MATEO, CA | 739,017 |
| 42 | ESSEX, MA | 731,796 |
| 43 | HILLSBOROUGH, FL | 721,899 |
| 44 | DU PAGE, IL | 719,358 |
| 45 | FAIRFIELD, CT | 718,205 |
| 46 | RIVERSIDE, CA | 715,848 |
| 47 | DENVER, CO | 691,437 |
| 48 | CLARK, NV | 665,821 |
| 49 | TRAVIS, TX | 663,706 |
| 50 | ERIE, NY | 662,718 |
| 51 | ORANGE, FL | 655,516 |
| 52 | NEW HAVEN, CT | 642,446 |
| 53 | IRON, MO | 639,543 |
| 54 | MULTNOMAH, OR | 637,916 |
| 55 | WESTCHESTER, NY | 610,791 |
| 56 | MACOMB, MI | 590,345 |
| 57 | OKLAHOMA, OK | 583,396 |
| 58 | JEFFERSON, KY | 579,868 |
| 59 | MONTGOMERY, MD | 576,089 |
| 60 | MONTGOMERY, PA | 574,599 |
| 61 | BALTIMORE, MD | 573,092 |
| 62 | DE KALB, GA | 571,363 |
| 63 | DAVIDSON, TN | 569,886 |
| 64 | CONTRA COSTA, CA | 563,794 |
| 65 | SHELBY, TN | 560,474 |
| 66 | KINGS, NY | 556,887 |
| 67 | NORFOLK, MA | 548,340 |
| 68 | MONMOUTH, NJ | 542,527 |
| 69 | MONROE, NY | 530,313 |
| 70 | MONTGOMERY, OH | 530,256 |
| 71 | PRINCE GEORGES, MD | 524,951 |
| 72 | ESSEX, NJ | 520,131 |
| 73 | DUVAL, FL | 519,417 |
| 74 | WORCESTER, MA | 510,404 |
| 75 | PIMA, AZ | 495,658 |
| 76 | Virginia Beach, VA | 489,812 |
| 77 | MECKLENBURG, NC | 482,109 |
| 78 | ORLEANS, LA | 480,212 |
| 79 | MIDDLESEX, NJ | 480,121 |
| 80 | SALT LAKE, UT | 466,691 |
| 81 | BERNALILLO, NM | 452,429 |
| 82 | VENTURA, CA | 450,265 |
| 83 | RAMSEY, MN | 435,581 |
| 84 | LUCAS, OH | 434,485 |
| 85 | TULSA, OK | 433,182 |
| 86 | SANTA BARBARA, CA | 426,388 |
| 87 | JEFFERSON, AL | 423,489 |
| 88 | KENT, MI | 423,012 |
| 89 | FRESNO, CA | 413,865 |
| 90 | JEFFERSON, LA | 413,446 |
| 91 | SUMMIT, OH | 409,541 |
| 92 | HENRICO, VA | 409,502 |
| 93 | JEFFERSON, CO | 403,565 |
| 94 | DOUGLAS, NE | 402,676 |
| 95 | Richmond, VA | 402,409 |
| 96 | KERN, CA | 397,719 |
| 97 | ARAPAHOE, CO | 396,634 |
| 98 | COBB, GA | 396,631 |
| 99 | KNOX, TN | 390,861 |
| 100 | ANNE ARUNDEL, MD | 389,936 |
| 101 | PIERCE, WA | 385,545 |
| 102 | BUCKS, PA | 382,996 |
| 103 | MORRIS, NJ | 380,796 |
| 104 | PLYMOUTH, MA | 372,056 |
| 105 | CAMDEN, NJ | 370,903 |
| 106 | BARNSTABLE, MA | 370,037 |
| 107 | DANE, WI | 365,482 |
| 108 | LAKE, IL | 364,423 |
| 109 | UNION, NJ | 357,770 |
| 110 | BRISTOL, MA | 354,579 |
| 111 | WAKE, NC | 354,569 |
| 112 | PROVIDENCE, RI | 351,258 |
| 113 | EL PASO, TX | 348,578 |
| 114 | ANCHORAGE, AK | 348,405 |
| 115 | HAMPDEN, MA | 348,189 |
| 116 | EL PASO, CO | 343,937 |
| 117 | GENESEE, MI | 343,528 |
| 118 | DELAWARE, PA | 342,910 |
| 119 | ONONDAGA, NY | 342,029 |
| 120 | PASSAIC, NJ | 336,717 |
| 121 | VOLUSIA, FL | 334,692 |
| 122 | GUILFORD, NC | 332,360 |
| 123 | BURLINGTON, NJ | 330,272 |
| 124 | CHESTERFIELD, VA | 330,246 |
| 125 | OCEAN, NJ | 326,787 |
| 126 | ATLANTIC, NJ | 324,059 |
| 127 | Norfolk, VA | 323,848 |
| 128 | SEDGWICK, KS | 322,586 |
| 129 | SONOMA, CA | 322,107 |
| 130 | PRINCE WILLIAM, VA | 321,426 |
| 131 | LAKE, IN | 315,045 |
| 132 | E.BATON ROUGE, LA | 314,419 |
| 133 | NEW CASTLE, DE | 311,451 |
| 134 | SNOHOMISH, WA | 307,451 |
| 135 | HILLSBOROUGH, NH | 305,695 |
| 136 | WASHINGTON, OR | 297,543 |
| 137 | SPOKANE, WA | 295,057 |
| 138 | POLK, IA | 292,642 |
| 139 | BREVARD, FL | 292,216 |
| 140 | CHARLESTON, SC | 291,201 |
| 141 | MONTEREY, CA | 290,651 |
| 142 | SAN JOAQUIN, CA | 286,088 |
| 143 | SARASOTA, FL | 284,799 |
| 144 | LANCASTER, PA | 280,132 |

|  |  |  |
|---|---|---|
| 145 | ALLEN, IN | [illegible] |
| 146 | PULASKI, AR | 272,311 |
| 147 | WASHTENAW, MI | 271,437 |
| 148 | ARLINGTON, VA | 266,648 |
| 149 | LEE, FL | 264,649 |
| 150 | MERCER, NJ | 262,421 |
| 151 | WASHOE, NV | 261,271 |
| 152 | ALBANY, NY | 260,778 |
| 153 | STARK, OH | 260,220 |
| 154 | HORRY, SC | 252,892 |
| 155 | FORSYTH, NC | 251,987 |
| 156 | HUDSON, NJ | 249,517 |
| 157 | SANTA CRUZ, CA | 249,315 |
| 158 | BRONX, NY | 246,838 |
| 159 | BOULDER, CO | 246,317 |
| 160 | LEHIGH, PA | 246,230 |
| 161 | JOHNSON, KS | 245,733 |
| 162 | FAYETTE, KY | 245,319 |
| 163 | ROCKINGHAM, NH | 244,353 |
| 164 | INGHAM, MI | 241,828 |
| 165 | NUECES, TX | 241,650 |
| 166 | POLK, FL | 237,107 |
| 167 | KANE, IL | 236,974 |
| 168 | SAN LUIS OBISPO, CA | 231,648 |
| 169 | CUMBERLAND, ME | 230,994 |
| 170 | BERKS, PA | 229,878 |
| 171 | CHATHAM, GA | 224,853 |
| 172 | LANE, OR | 221,492 |
| 173 | GREENVILLE, SC | 221,081 |
| 174 | RICHLAND, SC | 219,339 |
| 175 | MOBILE, AL | 217,886 |
| 176 | SEMINOLE, FL | 215,434 |
| 177 | HAMILTON, TN | 213,705 |
| 178 | CAPE MAY, NJ | 213,676 |
| 179 | ESCAMBIA, FL | 211,272 |
| 180 | SOLANO, CA | 210,681 |
| 181 | SOMERSET, NJ | 210,667 |
| 182 | Newport News, VA | 209,943 |
| 183 | Alexandria, VA | 208,472 |
| 184 | NEW LONDON, CT | 203,324 |
| 185 | Hampton, VA | 202,420 |
| 186 | ADA, ID | 201,854 |
| 187 | Roanoke, VA | 199,845 |
| 188 | ST. JOSEPH, IN | 198,350 |
| 189 | GWINNETT, GA | 197,835 |
| 190 | GENTRY, MO | 197,372 |
| 191 | YORK, PA | 196,956 |
| 192 | KALAMAZOO, MI | 196,391 |
| 193 | WESTMORELAND, PA | 196,090 |
| 194 | CHESTER, PA | 194,478 |
| 195 | LOUDOUN, VA | 194,064 |
| 196 | STANISLAUS, CA | 192,546 |
| 197 | WAUKESHA, WI | 192,037 |
| 198 | Chesapeake, VA | 191,608 |
| 199 | WINNEBAGO, IL | 191,208 |
| 200 | LUZERNE, PA | 190,906 |
| 201 | ALACHUA, FL | 190,646 |
| 202 | ROCKLAND, NY | 189,059 |
| 203 | LUBBOCK, TX | 185,038 |
| 204 | PLACER, CA | 182,849 |
| 205 | LEON, FL | 180,363 |
| 206 | SAGINAW, MI | 180,030 |
| 207 | MANATEE, FL | 179,819 |
| 208 | JEFFERSON, TX | 179,062 |
| 209 | DAUPHIN, PA | 176,593 |
| 210 | WILL, IL | 176,379 |
| 211 | MADISON, AL | 175,898 |
| 212 | ADAMS, CO | 175,786 |
| 213 | CHAMPAIGN, IL | 173,694 |
| 214 | RICHMOND, GA | 173,053 |
| 215 | BROWN, WI | 172,483 |
| 216 | CADDO, LA | 171,501 |
| 217 | HINDS, MS | 171,241 |
| 218 | DAKOTA, MN | 170,073 |
| 219 | LANCASTER, NE | 169,198 |
| 220 | CUMBERLAND, NC | 168,734 |
| 221 | MAHONING, OH | 167,303 |
| 222 | LAFAYETTE, LA | 166,822 |
| 223 | GREENE, MO | 166,675 |
| 224 | HIDALGO, TX | 166,658 |
| 225 | ERIE, PA | 165,412 |
| 226 | BUTLER, OH | 164,411 |
| 227 | MARION, OR | 163,326 |
| 228 | CLACKAMAS, OR | 162,057 |
| 229 | VANDERBURGH, IN | 162,023 |
| 230 | LAKE, OH | 158,148 |
| 231 | ST. CLAIR, IL | 157,445 |
| 232 | MADISON, IL | 156,693 |
| 233 | BAY, FL | 156,433 |
| 234 | HARRISON, MS | 156,168 |
| 235 | ORANGE, NY | 155,955 |
| 236 | BROOME, NY | 154,718 |
| 237 | TULARE, CA | 152,520 |
| 238 | SANGAMON, IL | 151,781 |
| 239 | LARIMER, CO | 151,318 |
| 240 | CUMBERLAND, PA | 151,174 |
| 241 | DUTCHESS, NY | 150,045 |
| 242 | Charlottesville, VA | 147,405 |
| 243 | ONEIDA, NY | 145,662 |
| 244 | MONTGOMERY, AL | 144,956 |
| 245 | CLARK, WA | 144,661 |
| 246 | TRUMBULL, OH | 144,037 |
| 247 | COLLIER, FL | 143,872 |
| 248 | TERREBONNE, LA | 143,776 |
| 249 | CAMERON, TX | 143,644 |
| 250 | SCOTT, IA | 143,309 |

## Drug Sales
(thousands)

|  |  |  |
|---|---|---|
| 1 | LOS ANGELES, CA | 2,697,811 |
| 2 | COOK, IL | 1,744,668 |
| 3 | ORANGE, CA | 800,349 |
| 4 | NEW YORK, NY | 694,681 |
| 5 | MARICOPA, AZ | 683,280 |
| 6 | DADE, FL | 677,021 |
| 7 | SAN DIEGO, CA | 669,019 |
| 8 | HARRIS, TX | 652,378 |
| 9 | WAYNE, MI | 645,242 |
| 10 | SANTA CLARA, CA | 611,266 |
| 11 | KING, WA | 511,754 |
| 12 | OAKLAND, MI | 501,527 |
| 13 | CUYAHOGA, OH | 492,626 |
| 14 | DALLAS, TX | 475,020 |
| 15 | ALAMEDA, CA | 474,591 |
| 16 | BROWARD, FL | 452,744 |
| 17 | HONOLULU, HI | 452,093 |
| 18 | MIDDLESEX, MA | 436,947 |
| 19 | NASSAU, NY | 365,008 |
| 20 | SACRAMENTO, CA | 361,104 |
| 21 | ALLEGHENY, PA | 354,651 |
| 22 | PHILADELPHIA, PA | 348,118 |
| 23 | SUFFOLK, NY | 337,934 |
| 24 | CONTRA COSTA, CA | 332,966 |
| 25 | QUEENS, NY | 316,458 |
| 26 | DU PAGE, IL | 312,120 |
| 27 | KINGS, NY | 307,510 |
| 28 | PALM BEACH, FL | 303,463 |
| 29 | MACOMB, MI | 299,363 |
| 30 | ERIE, NY | 299,222 |
| 31 | SAN BERNARDINO, CA | 298,803 |
| 32 | SAN MATEO, CA | 287,889 |
| 33 | MARION, IN | 280,513 |
| 34 | BERGEN, NJ | 279,678 |
| 35 | ST. LOUIS, MO | 278,433 |
| 36 | HARTFORD, CT | 272,916 |
| 37 | HENNEPIN, MN | 260,924 |
| 38 | FRESNO, CA | 258,012 |
| 39 | PINELLAS, FL | 257,275 |
| 40 | RIVERSIDE, CA | 254,417 |
| 41 | PRINCE GEORGES, MD | 250,656 |
| 42 | HAMILTON, OH | 249,199 |
| 43 | MONTGOMERY, MD | 240,507 |
| 44 | FRANKLIN, OH | 235,159 |
| 45 | TARRANT, TX | 233,615 |
| 46 | SUFFOLK, MA | 227,404 |
| 47 | MONROE, NY | 227,360 |
| 48 | SHELBY, TN | 226,271 |
| 49 | DUVAL, FL | 224,577 |
| 50 | MONTGOMERY, PA | 217,228 |
| 51 | MILWAUKEE, WI | 216,845 |
| 52 | HILLSBOROUGH, FL | 211,465 |
| 53 | VENTURA, CA | 210,916 |
| 54 | BALTIMORE, MD | 210,076 |
| 55 | CLARK, NV | 209,980 |
| 56 | WESTCHESTER, NY | 209,283 |
| 57 | FAIRFIELD, CT | 204,822 |
| 58 | NORFOLK, MA | 201,382 |
| 59 | JEFFERSON, KY | 199,912 |
| 60 | WORCESTER, MA | 198,012 |
| 61 | D.C., DC | 195,620 |
| 62 | FULTON, GA | 192,916 |
| 63 | NEW HAVEN, CT | 191,121 |
| 64 | ESSEX, MA | 188,459 |
| 65 | SONOMA, CA | 187,178 |
| 66 | ESSEX, NJ | 182,076 |
| 67 | PIMA, AZ | 181,094 |
| 68 | PROVIDENCE, RI | 179,505 |
| 69 | JEFFERSON, AL | 177,448 |
| 70 | MAUI + KALAWAO, HI | 176,633 |
| 71 | LAKE, IL | 173,283 |
| 72 | ONONDAGA, NY | 167,820 |
| 73 | BEXAR, TX | 166,387 |
| 74 | JACKSON, MO | 165,359 |
| 75 | BREVARD, FL | 157,662 |
| 76 | MIDDLESEX, NJ | 157,309 |
| 77 | KERN, CA | 154,139 |
| 78 | SANTA BARBARA, CA | 153,239 |
| 79 | SAN JOAQUIN, CA | 152,632 |
| 80 | ORLEANS, LA | 152,438 |
| 81 | DE KALB, GA | 151,269 |
| 82 | ORANGE, FL | 149,227 |
| 83 | MONMOUTH, NJ | 147,765 |
| 84 | LUCAS, OH | 146,840 |
| 85 | JEFFERSON, LA | 145,376 |
| 86 | DAVIDSON, TN | 141,580 |
| 87 | GENESEE, MI | 136,237 |
| 88 | MECKLENBURG, NC | 135,541 |
| 89 | MONTGOMERY, OH | 135,465 |
| 90 | NEW CASTLE, DE | 135,149 |
| 91 | BRONX, NY | 134,772 |
| 92 | ANCHORAGE, AK | 134,255 |
| 93 | DELAWARE, PA | 132,721 |
| 94 | STANISLAUS, CA | 132,640 |
| 95 | SALT LAKE, UT | 130,683 |
| 96 | SUMMIT, OH | 129,473 |
| 97 | COBB, GA | 129,253 |
| 98 | LAKE, IN | 129,111 |
| 99 | CAMDEN, NJ | 128,759 |
| 100 | VOLUSIA, FL | 127,767 |
| 101 | WAKE, NC | 123,685 |
| 102 | BRISTOL, MA | 123,517 |
| 103 | PIERCE, WA | 122,310 |
| 104 | HAMPDEN, MA | 122,031 |
| 105 | UNION, NJ | 117,980 |
| 106 | LEE, FL | 117,379 |
| 107 | TRAVIS, TX | 115,327 |
| 108 | DOUGLAS, NE | 114,495 |
| 109 | PLYMOUTH, MA | 114,306 |
| 110 | SARASOTA, FL | 113,601 |
| 111 | BUCKS, PA | 113,012 |
| 112 | MONTEREY, CA | 112,227 |
| 113 | KANE, IL | 110,882 |
| 114 | RAMSEY, MN | 110,867 |
| 115 | SOLANO, CA | 110,356 |
| 116 | BERNALILLO, NM | 106,729 |
| 117 | KENT, MI | 103,909 |
| 118 | HUDSON, NJ | 103,529 |
| 119 | OCEAN, NJ | 103,013 |
| 120 | OKLAHOMA, OK | 102,923 |
| 121 | MOBILE, AL | 102,569 |
| 122 | SPOKANE, WA | 100,953 |
| 123 | E BATON ROUGE, LA | 100,814 |
| 124 | SANTA CRUZ, CA | 100,645 |
| 125 | GUILFORD, NC | 100,394 |
| 126 | MORRIS, NJ | 100,084 |
| 127 | ANNE ARUNDEL, MD | 99,784 |
| 128 | HILLSBOROUGH, NH | 97,760 |
| 129 | SNOHOMISH, WA | 97,690 |
| 130 | JEFFERSON, CO | 96,924 |
| 131 | TULARE, CA | 94,557 |
| 132 | DENVER, CO | 94,026 |
| 133 | KNOX, TN | 91,786 |
| 134 | LANCASTER, PA | 91,114 |
| 135 | POLK, FL | 90,789 |
| 136 | ALLEN, IN | 89,932 |
| 137 | ONEIDA, NY | 89,078 |
| 138 | MERCER, NJ | 87,557 |
| 139 | WASHTENAW, MI | 87,081 |
| 140 | PLACER, CA | 86,638 |
| 141 | FORSYTH, NC | 86,397 |
| 142 | WILL, IL | 86,215 |
| 143 | SHASTA, CA | 85,429 |
| 144 | BUTTE, CA | 83,308 |
| 145 | ALBANY, NY | 82,363 |
| 146 | SAN LUIS OBISPO, CA | 81,315 |
| 147 | GWINNETT, GA | 80,732 |
| 148 | PASSAIC, NJ | 80,663 |
| 149 | LUZERNE, PA | 79,687 |
| 150 | TULSA, OK | 79,468 |
| 151 | STARK, OH | 79,166 |
| 152 | BROOME, NY | 78,711 |
| 153 | EL PASO, TX | 78,480 |
| 154 | WASHOE, NV | 78,385 |
| 155 | BARNSTABLE, MA | 78,368 |
| 156 | ST. JOSEPH, IN | 76,436 |
| 157 | GREENVILLE, SC | 75,597 |
| 158 | WESTMORELAND, PA | 74,539 |
| 159 | HINDS, MS | 74,466 |
| 160 | ROCKINGHAM, NH | 74,325 |
| 161 | EL DORADO, CA | 74,177 |
| 162 | DANE, WI | 74,166 |
| 163 | CUMBERLAND, ME | 74,015 |
| 164 | MULTNOMAH, OR | 73,833 |
| 165 | PASCO, FL | 73,789 |
| 166 | CHESTER, PA | 73,451 |
| 167 | ADA, ID | 73,162 |
| 168 | ATLANTIC, NJ | 71,584 |
| 169 | LACKAWANNA, PA | 71,510 |
| 170 | POLK, IA | 70,742 |
| 171 | SEDGWICK, KS | 70,673 |
| 172 | ROCKLAND, NY | 70,062 |
| 173 | JOHNSON, KS | 69,103 |
| 174 | BURLINGTON, NJ | 69,047 |
| 175 | LEHIGH, PA | 68,041 |
| 176 | PULASKI, AR | 68,036 |
| 177 | YOLO, CA | 67,519 |
| 178 | RICHMOND, NY | 66,789 |
| 179 | ORANGE, NY | 66,764 |
| 180 | HUMBOLDT, CA | 66,511 |
| 181 | SANGAMON, IL | 66,422 |
| 182 | KITSAP, WA | 65,671 |
| 183 | EL PASO, CO | 64,817 |
| 184 | ERIE, PA | 64,723 |
| 185 | YORK, PA | 64,523 |
| 186 | ARAPAHOE, CO | 64,500 |
| 187 | MAHONING, OH | 64,458 |
| 188 | MANATEE, FL | 63,907 |
| 189 | CADDO, LA | 62,937 |
| 190 | DAUPHIN, PA | 62,635 |
| 191 | HAMILTON, TN | 62,529 |
| 192 | LANE, OR | 61,723 |
| 193 | DENTON, TX | 61,119 |
| 194 | DUTCHESS, NY | 61,030 |
| 195 | MINNEHAHA, SD | 60,629 |
| 196 | CUMBERLAND, PA | 59,769 |
| 197 | WAUKESHA, WI | 59,665 |
| 198 | HAWAII, HI | 59,579 |
| 199 | BUNCOMBE, NC | 59,534 |
| 200 | BERKS, PA | 59,504 |
| 201 | SOMERSET, NJ | 59,121 |
| 202 | WINNEBAGO, IL | 58,176 |
| 203 | COLLIN, TX | 58,154 |
| 204 | NIAGARA, NY | 58,046 |
| 205 | CHARLESTON, SC | 57,989 |
| 206 | MONTGOMERY, AL | 57,929 |
| 207 | DURHAM, NC | 57,853 |
| 208 | CLAYTON, GA | 57,751 |
| 209 | NEW LONDON, CT | 57,454 |
| 210 | SEMINOLE, FL | 57,241 |
| 211 | KANAWHA, WV | 56,999 |
| 212 | RICHLAND, SC | 56,986 |
| 213 | LORAIN, OH | 56,913 |
| 214 | HIDALGO, TX | 56,880 |
| 215 | KENT, RI | 56,515 |
| 216 | INGHAM, MI | 56,110 |
| 217 | CHATHAM, GA | 55,880 |
| 218 | WASHINGTON, OR | 55,813 |
| 219 | MERCED, CA | 55,600 |
| 220 | SPARTANBURG, SC | 55,327 |
| 221 | DAKOTA, MN | 54,743 |
| 222 | FAYETTE, KY | 54,377 |
| 223 | BUTLER, OH | 53,590 |
| 224 | MCHENRY, IL | 52,947 |
| 225 | ELKHART, IN | 51,793 |
| 226 | JEFFERSON, TX | 51,509 |
| 227 | RICHMOND, GA | 50,755 |
| 228 | COLLIER, FL | 50,691 |
| 229 | MARION, FL | 50,539 |
| 230 | MARION, OR | 50,405 |
| 231 | ESCAMBIA, FL | 50,367 |
| 232 | VANDERBURGH, IN | 50,359 |
| 233 | CLARK, WA | 49,320 |
| 234 | CHAMPAIGN, IL | 49,189 |
| 235 | SAGINAW, MI | 48,298 |
| 236 | KALAMAZOO, MI | 47,553 |
| 237 | GASTON, NC | 47,057 |
| 238 | HORRY, SC | 47,017 |
| 239 | TRUMBULL, OH | 46,699 |
| 240 | CALCASIEU, LA | 46,589 |
| 241 | YUMA, AZ | 46,561 |
| 242 | SHAWNEE, KS | 46,495 |
| 243 | GLOUCESTER, NJ | 46,268 |
| 244 | MADISON, AL | 46,237 |
| 245 | LANCASTER, NE | 45,958 |
| 246 | PORTER, IN | 45,303 |
| 247 | HARRISON, MS | 45,679 |
| 248 | YAKIMA, WA | 45,405 |
| 249 | ROCK ISLAND, IL | 45,312 |
| 250 | BOULDER, CO | 45,074 |

# CITY RANKINGS

## POPULATION ESTIMATES

|  |  |  |
|---|---|---|
| 1 | New York, NY | 7,284,280 |
| 2 | Los Angeles, CA | 3,667,221 |
| 3 | Chicago, IL | 2,828,020 |
| 4 | Houston, TX | 1,770,913 |
| 5 | San Fernando Valley, CA | 1,561,763 |
| 6 | Philadelphia, PA | 1,557,637 |
| 7 | Dallas, TX | 1,081,823 |
| 8 | San Diego, CA | 1,079,510 |
| 9 | Phoenix, AZ | 1,024,152 |
| 10 | Detroit, MI | 1,015,457 |
| 11 | San Antonio, TX | 1,013,712 |
| 12 | San Jose, CA | 841,558 |
| 13 | San Francisco, CA | 786,771 |
| 14 | Baltimore, MD | 753,926 |
| 15 | Indianapolis, IN | 716,757 |
| 16 | South Bay, CA | 664,903 |
| 17 | Jacksonville, FL | 660,275 |
| 18 | Memphis, TN | 659,534 |
| 19 | Columbus, OH | 640,148 |
| 20 | Washington, DC | 609,657 |
| 21 | Milwaukee, WI | 592,056 |
| 22 | Boston, MA | 565,547 |
| 23 | El Paso, TX | 518,457 |
| 24 | Cleveland, OH | 512,023 |
| 25 | New Orleans, LA | 510,777 |
| 26 | Denver, CO | 505,754 |
| 27 | Nashville, TN | 494,901 |
| 28 | Austin, TX | 478,476 |

| | | |
|---|---|---|
| 29 | Seattle, WA | 477,480 |
| 30 | Oklahoma City, OK | 438,019 |
| 31 | Long Beach, CA | 437,344 |
| 32 | Charlotte, NC | 419,728 |
| 33 | Kansas City, MO | 414,756 |
| 34 | Albuquerque, NM | 407,682 |
| 35 | Fort Worth, TX | 404,182 |
| 36 | Pittsburgh, PA | 400,681 |
| 37 | Atlanta, GA | 397,781 |
| 38 | Honolulu, HI | 384,155 |
| 39 | Virginia Beach, VA | 379,767 |
| 40 | Oakland, CA | 368,416 |
| 41 | Cincinnati, OH | 362,100 |
| 42 | Miami, FL | 361,757 |
| 43 | Tucson, AZ | 356,795 |
| 44 | Tulsa, OK | 352,394 |
| 45 | Toledo, OH | 340,651 |
| 46 | Minneapolis, MN | 339,343 |
| 47 | Portland, OR | 338,352 |
| 48 | Sacramento, CA | 337,792 |
| 49 | Colorado Springs, CO | 321,058 |
| 50 | Newark, NJ | 320,200 |
| 51 | Buffalo, NY | 319,813 |
| 52 | Wichita, KS | 302,657 |
| 53 | Omaha, NE | 294,242 |
| 54 | Anaheim, CA | 285,660 |
| 55 | Mesa, AZ | 230,756 |
| 56 | Norfolk, VA | 278,353 |
| 57 | Arlington, TX | 276,843 |
| 58 | Tampa, FL | 275,602 |
| 59 | Corpus Christi, TX | 275,095 |
| 60 | Fresno, CA | 272,906 |
| 61 | Birmingham, AL | 270,867 |
| 62 | St. Paul, MN | 268,712 |
| 63 | Louisville, KY | 267,625 |
| 64 | Santa Ana, CA | 264,346 |
| 65 | St. Petersburg, FL | 262,438 |
| 66 | Anchorage, AK | 257,396 |
| 67 | Baton Rouge, LA | 250,030 |
| 68 | Huntington Beach, CA | 235,307 |
| 69 | Rochester, NY | 232,963 |
| 70 | Shreveport, LA | 228,182 |
| 71 | Akron, OH | 224,346 |
| 72 | Stockton, CA | 223,776 |
| 73 | Riverside, CA | 221,801 |
| 74 | Lexington, KY | 214,312 |
| 75 | Mobile, AL | 212,192 |
| 76 | Jersey City, NJ | 210,501 |
| 77 | Garland, TX | 209,842 |
| 78 | Montgomery, AL | 209,489 |
| 79 | Jackson, MS | 209,342 |
| 80 | Richmond, VA | 208,677 |
| 81 | Fremont,CA | 201,803 |
| 82 | Dayton, OH | 195,198 |
| 83 | Raleigh, NC | 195,165 |
| 84 | Columbus, GA | 194,576 |
| 85 | Lubbock, TX | 191,845 |
| 86 | Yonkers, NY | 190,590 |
| 87 | Chattanooga, TN | 185,647 |
| 88 | Las Vegas, NV | 184,459 |
| 89 | Lincoln, NE | 183,871 |
| 90 | Huntsville, AL | 182,498 |
| 91 | Des Moines, IA | 181,873 |
| 92 | Grand Rapids, MI | 175,518 |
| 93 | Orlando, FL | 173,924 |
| 94 | Greensboro, NC | 173,876 |
| 95 | Knoxville, TN | 173,484 |
| 96 | Madison, WI | 172,911 |
| 97 | Glendale, CA | 171,374 |
| 98 | Amarillo, TX | 170,222 |
| 99 | Newport News, VA | 168,888 |
| 100 | Little Rock, AR | 167,641 |
| 101 | Spokane, WA | 167,432 |
| 102 | Fort Wayne, IN | 166,391 |
| 103 | Tacoma, WA | 165,491 |
| 104 | Savannah, GA | 165,341 |
| 105 | Syracuse, NY | 162,455 |
| 106 | Fort Lauderdale, FL | 161,281 |
| 107 | Worcester, MA | 159,036 |
| 108 | Kansas City, KS | 158,364 |
| 109 | Tempe, AZ | 156,323 |
| 110 | Bakersfield, CA | 155,158 |
| 111 | Providence, RI | 154,336 |
| 112 | Modesto, CA | 152,225 |
| 113 | San Bernardino, CA | 150,862 |
| 114 | Springfield, MA | 150,791 |
| 115 | Plano, TX | 150,523 |
| 116 | Chesapeake, VA | 149,248 |
| 117 | Santa Clarita, CA | 147,228 |
| 118 | Pasadena, CA | 146,184 |
| 119 | Oxnard, CA | 145,522 |
| 120 | Bridgeport CT | 144,430 |
| 121 | Salt Lake City, UT | 143,412 |
| 122 | Joliet, MO | 142,099 |
| 123 | Springfield, MO | 141,995 |
| 124 | Paterson, NJ | 141,642 |
| 125 | Flint, MI | 140,977 |
| 126 | Hartford, CT | 137,297 |
| 127 | Rockford, IL | 137,119 |
| 128 | Winston-Salem, NC | 136,305 |
| 129 | Irving, TX | 134,815 |
| 130 | Hollywood, FL | 133,705 |
| 131 | Torrance, CA | 133,552 |
| 132 | Lansing, MI | 133,331 |
| 133 | Hampton, VA | 132,137 |
| 134 | Thousand Oaks, CA | 128,468 |
| 135 | New Haven, CT | 127,998 |
| 136 | Hayward, CA | 127,997 |
| 137 | Ontario, CA | 127,320 |
| 138 | Evansville, IN | 127,185 |
| 139 | Pasadena, TX | 122,607 |
| 140 | Beaumont, TX | 120,360 |
| 141 | Santa Rosa, CA | 119,854 |
| 142 | Oceanside, CA | 119,778 |
| 143 | Durham, NC | 118,419 |
| 144 | Macon, GA | 118,049 |
| 145 | Clearwater, FL | 117,458 |
| 146 | Gary, IN | 116,206 |
| 147 | Pomona, CA | 114,940 |
| 148 | Portsmouth, VA | 114,318 |
| 149 | Abilene, TX | 113,625 |
| 150 | Scottsdale, AZ | 112,494 |
| 151 | Ann Arbor, MI | 112,388 |
| 152 | Topeka, KS | 112,254 |
| 153 | Erie, PA | 111,713 |
| 154 | Brownsville, TX | 111,481 |
| 155 | Eugene, OR | 111,422 |
| 156 | Waco, TX | 110,938 |
| 157 | Salinas, CA | 110,288 |
| 158 | Laredo, TX | 110,279 |
| 159 | Independence, MO | 109,346 |
| 160 | Alexandria, VA | 109,231 |
| 161 | Elizabeth, NJ | 109,106 |
| 162 | Pueblo, CO | 108,621 |
| 163 | Reno, NV | 106,929 |
| 164 | Santa Monica, CA | 106,584 |
| 165 | Manchester, NH | 105,523 |
| 166 | Cedar Rapids, IA | 104,988 |
| 167 | South Bend, IN | 104,886 |
| 168 | West Covina, CA | 104,587 |
| 169 | Roanoke, VA | 104,101 |
| 170 | Peoria, IL | 103,805 |
| 171 | Youngstown, OH | 103,261 |
| 172 | Boise City, ID | 102,985 |
| 173 | Allentown, PA | 102,220 |
| 174 | Richardson, TX | 102,101 |
| 175 | Waterbury, CT | 101,851 |
| 176 | Davenport, IA | 101,296 |
| 177 | Springfield, IL | 101,166 |
| 178 | Salem, OR | 101,074 |
| 179 | Wichita Falls, TX | 100,100 |
| 180 | Costa Mesa, CA | 99,915 |
| 181 | Stamford, CT | 99,714 |
| 182 | Ventura, CA | 99,427 |
| 183 | Woodbridge, NJ | 98,843 |
| 184 | Santa Barbara, CA | 98,741 |
| 185 | Brockton, MA | 98,522 |
| 186 | McAllen, TX | 97,425 |
| 187 | Grand Prairie, TX | 97,319 |
| 188 | El Cajon, CA | 97,125 |
| 189 | Gainesville, FL | 96,982 |
| 190 | New Bedford, MA | 96,309 |
| 191 | Escondido, CA | 95,703 |
| 192 | Simi Valley, CA | 95,369 |
| 193 | Albany, NY | 95,342 |
| 194 | Columbia, SC | 95,294 |
| 195 | Green Bay, WI | 95,033 |
| 196 | Sioux Falls, SD | 95,022 |
| 197 | Midland, TX | 94,933 |
| 198 | Lawton, OK | 93,966 |
| 199 | Odessa, TX | 93,197 |
| 200 | Lowell, MA | 91,836 |
| 201 | Decatur, IL | 90,907 |
| 202 | Aurora, IL | 90,305 |
| 203 | Fall River, MA | 89,967 |
| 204 | Vallejo, CA | 88,829 |
| 205 | Bellevue, WA | 88,734 |
| 206 | Lafayette, LA | 88,231 |
| 207 | Tallahassee, FL | 88,219 |
| 208 | Trenton, NJ | 88,096 |
| 209 | Camden, NJ | 87,940 |
| 210 | Tyler, TX | 86,984 |
| 211 | Canton, OH | 86,594 |
| 212 | San Angelo, TX | 85,781 |
| 213 | San Mateo, CA | 85,620 |
| 214 | Nashua,NH | 85,103 |
| 215 | Boulder, CO | 84,271 |
| 216 | Quincy, MA | 83,628 |
| 217 | Scranton, PA | 82,299 |
| 218 | Racine, WI | 80,662 |
| 219 | Carrollton, TX | 80,525 |
| 220 | Newport Beach, CA | 79,693 |
| 221 | Lynn, MA | 79,674 |
| 222 | Kalamazoo, MI | 78,685 |
| 223 | Sioux City, IA | 78,626 |
| 224 | Norwalk, CT | 78,501 |
| 225 | St. Joseph, MO | 78,268 |
| 226 | Tuscaloosa, AL | 77,353 |
| 227 | Muncie, IN | 76,634 |
| 228 | Walnut Creek, CA | 76,283 |
| 229 | San Pedro, CA | 76,022 |
| 230 | Albany, GA | 75,766 |
| 231 | West Palm Beach, FL | 75,738 |
| 232 | New Britain, CT | 75,149 |
| 233 | Reading, PA | 75,110 |
| 234 | Fort Collins, CO | 74,983 |
| 235 | Boca Raton, FL | 74,951 |
| 236 | Provo, UT | 74,931 |
| 237 | Longview, TX | 74,868 |
| 238 | Duluth, MN | 74,492 |
| 239 | Clifton, NJ | 74,441 |
| 240 | Visalia, CA | 73,989 |
| 241 | Fort Smith, AR | 73,748 |
| 242 | Kenosha, WI | 73,535 |
| 243 | Utica, NY | 73,384 |
| 244 | Livermore, CA | 73,233 |
| 245 | Charleston, SC | 72,976 |
| 246 | Cherry Hill, NJ | 72,976 |
| 247 | Norman, OK | 72,835 |
| 248 | Elgin, IL | 72,571 |
| 249 | Pawtucket, RI | 71,884 |
| 250 | Wilmington, DE | 71,812 |

# DISPOSABLE INCOME
(thousands)

| | | |
|---|---|---|
| 1 | New York, NY | 126,209,485 |
| 2 | Los Angeles, CA | 39,036,888 |
| 3 | Chicago, IL | 34,914,818 |
| 4 | Philadelphia, PA | 22,563,259 |
| 5 | Houston, TX | 20,473,804 |
| 6 | San Jose, CA | 18,194,154 |
| 7 | San Francisco, CA | 17,809,438 |
| 8 | San Diego, CA | 17,506,767 |
| 9 | Dallas, TX | 17,362,497 |
| 10 | San Fernando Valley, CA | 17,297,381 |
| 11 | Phoenix, AZ | 14,395,027 |
| 12 | Indianapolis, IN | 11,552,097 |
| 13 | South Bay, CA | 11,416,402 |
| 14 | Detroit, MI | 11,299,113 |
| 15 | San Antonio, TX | 10,285,386 |
| 16 | Boston, MA | 10,263,443 |
| 17 | Columbus, OH | 9,593,135 |
| 18 | Washington, DC | 9,580,876 |
| 19 | Baltimore, MD | 8,752,506 |
| 20 | Jacksonville, FL | 8,698,425 |
| 21 | Memphis, TN | 8,567,467 |
| 22 | Denver, CO | 8,378,186 |
| 23 | Milwaukee, WI | 8,259,731 |
| 24 | Honolulu, HI | 7,204,475 |
| 25 | Austin, TX | 7,127,820 |
| 26 | Seattle, WA | 6,803,104 |
| 27 | Nashville, TN | 6,745,195 |
| 28 | Charlotte, NC | 6,553,450 |
| 29 | Sacramento, CA | 6,523,992 |
| 30 | Kansas City, MO | 6,488,447 |
| 31 | Cleveland, OH | 6,453,953 |
| 32 | Oklahoma City, OK | 6,288,449 |
| 33 | Oakland, CA | 5,945,550 |
| 34 | Minneapolis, MN | 5,549,686 |
| 35 | New Orleans, LA | 5,457,470 |
| 36 | Atlanta, GA | 5,356,946 |
| 37 | Virginia Beach, VA | 5,192,911 |
| 38 | Anchorage, AK | 5,155,112 |
| 39 | Colorado Springs, CO | 5,080,931 |
| 40 | Anaheim, CA | 5,009,414 |
| 41 | Huntington Beach, CA | 4,730,963 |
| 42 | Albuquerque, NM | 4,711,831 |
| 43 | Long Beach, CA | 4,619,459 |
| 44 | Pittsburgh, PA | 4,485,742 |
| 45 | Fort Worth, TX | 4,477,026 |
| 46 | Toledo, OH | 4,470,128 |
| 47 | Cincinnati, OH | 4,373,528 |
| 48 | Tucson, AZ | 4,248,857 |
| 49 | Portland, OR | 4,201,621 |
| 50 | St. Paul, MN | 4,198,012 |
| 51 | El Paso, TX | 4,174,562 |
| 52 | Fremont,CA | 3,842,858 |
| 53 | Mesa, AZ | 3,760,661 |
| 54 | Tulsa, OK | 3,700,778 |
| 55 | Arlington, TX | 3,688,099 |
| 56 | Newark, NJ | 3,668,723 |
| 57 | Santa Ana, CA | 3,569,106 |
| 58 | Norfolk, VA | 3,480,868 |
| 59 | Garland, TX | 3,328,029 |
| 60 | Fresno, CA | 3,313,266 |
| 61 | Miami, FL | 3,262,018 |
| 62 | Raleigh, NC | 3,213,136 |
| 63 | Tampa, FL | 3,172,650 |
| 64 | Madison, WI | 3,099,053 |
| 65 | Wichita, KS | 3,089,366 |
| 66 | Thousand Oaks, CA | 3,045,522 |
| 67 | Lexington, KY | 3,037,514 |
| 68 | St. Petersburg, FL | 3,031,773 |
| 69 | Stockton, CA | 3,003,039 |
| 70 | Columbus, GA | 2,997,696 |
| 71 | Newport Beach, CA | 2,961,771 |
| 72 | Alexandria, VA | 2,958,033 |
| 73 | Richmond, VA | 2,903,803 |
| 74 | Corpus Christi, TX | 2,814,837 |
| 75 | Omaha, NE | 2,791,883 |
| 76 | Fort Lauderdale, FL | 2,757,993 |
| 77 | Montgomery, AL | 2,710,375 |
| 78 | Riverside, CA | 2,682,173 |
| 79 | Buffalo, NY | 2,650,563 |
| 80 | Yonkers, NY | 2,649,589 |
| 81 | Jackson, MS | 2,603,905 |
| 82 | Santa Clarita, CA | 2,568,686 |
| 83 | Jersey City, NJ | 2,544,925 |
| 84 | Birmingham, AL | 2,519,122 |
| 85 | Rochester, NY | 2,482,710 |
| 86 | Grand Rapids, MI | 2,479,083 |
| 87 | Knoxville, TN | 2,464,568 |
| 88 | Little Rock, AR | 2,436,721 |
| 89 | Huntsville, AL | 2,381,913 |
| 90 | Bakersfield, CA | 2,347,386 |
| 91 | Tempe, AZ | 2,301,676 |
| 92 | Spokane, WA | 2,273,459 |
| 93 | Lincoln, NE | 2,267,348 |
| 94 | Louisville, KY | 2,255,065 |
| 95 | Irving, TX | 2,240,962 |
| 96 | Las Vegas, NV | 2,229,210 |
| 97 | Des Moines, IA | 2,219,026 |
| 98 | Oxnard, CA | 2,213,880 |
| 99 | Joliet, MO | 2,211,193 |
| 100 | Baton Rouge, LA | 2,204,944 |
| 101 | Plano, TX | 2,178,160 |
| 102 | Akron, OH | 2,171,830 |
| 103 | Scottsdale, AZ | 2,165,597 |
| 104 | Hayward, CA | 2,164,617 |
| 105 | Newport News, VA | 2,143,816 |
| 106 | Santa Rosa, CA | 2,110,853 |
| 107 | Orlando, FL | 2,100,849 |
| 108 | Greensboro, NC | 2,100,509 |
| 109 | Lubbock, TX | 2,086,139 |
| 110 | Modesto, CA | 2,078,803 |
| 111 | Mobile, AL | 2,064,519 |
| 112 | Glendale, CA | 2,064,212 |
| 113 | Hollywood, FL | 2,046,103 |
| 114 | Chesapeake, VA | 2,043,163 |
| 115 | Richardson, TX | 2,043,112 |
| 116 | Stamford, CT | 2,034,863 |
| 117 | Bridgeport CT | 2,024,402 |
| 118 | Shreveport, LA | 2,006,527 |
| 119 | Ventura, CA | 2,005,119 |
| 120 | Tacoma, WA | 2,000,407 |
| 121 | Vallejo, CA | 1,974,706 |
| 122 | Kansas City, KS | 1,964,925 |
| 123 | Fort Wayne, IN | 1,931,886 |
| 124 | Woodbridge, NJ | 1,925,863 |
| 125 | Worcester, MA | 1,896,594 |
| 126 | Palo Alto, CA | 1,881,632 |
| 127 | Springfield, MO | 1,870,875 |
| 128 | Chattanooga, TN | 1,865,850 |
| 129 | Amarillo, TX | 1,862,535 |
| 130 | Costa Mesa, CA | 1,845,170 |
| 131 | San Mateo, CA | 1,808,366 |
| 132 | Independence, MO | 1,802,540 |
| 133 | Simi Valley, CA | 1,770,430 |
| 134 | Savannah, GA | 1,752,274 |
| 135 | Torrance, CA | 1,739,004 |
| 136 | Santa Barbara, CA | 1,731,679 |
| 137 | Syracuse, NY | 1,720,052 |
| 138 | Rockford, IL | 1,711,734 |
| 139 | Oceanside, CA | 1,705,969 |
| 140 | Hampton, VA | 1,702,760 |
| 141 | Pasadena, CA | 1,700,641 |
| 142 | Dayton, OH | 1,691,747 |
| 143 | Walnut Creek, CA | 1,679,044 |
| 144 | Ann Arbor, MI | 1,668,138 |
| 145 | San Bernardino, CA | 1,667,661 |
| 146 | Gainesville, FL | 1,653,221 |
| 147 | Quartz Hill-Redondo Bch, ( | 1,650,489 |
| 148 | Tallahassee, FL | 1,603,726 |
| 149 | Clearwater, FL | 1,601,766 |
| 150 | Eugene, OR | 1,596,764 |
| 151 | Bellevue, WA | 1,588,986 |
| 152 | Providence, RI | 1,579,489 |
| 153 | Springfield, IL | 1,578,100 |
| 154 | Salt Lake City, UT | 1,564,334 |
| 155 | Lansing, MI | 1,554,062 |
| 156 | Vacaville, CA | 1,548,891 |
| 157 | Carrollton, TX | 1,548,058 |
| 158 | Greenwich, CT | 1,541,621 |
| 159 | Framingham, MA | 1,529,830 |
| 160 | Durham, NC | 1,514,052 |
| 161 | Santa Monica, CA | 1,501,331 |
| 162 | Reno, NV | 1,490,990 |
| 163 | Napa, CA | 1,488,701 |
| 164 | Ontario, CA | 1,486,683 |
| 165 | Springfield, MA | 1,485,829 |
| 166 | Peoria, IL | 1,483,640 |
| 167 | Winston-Salem, NC | 1,470,116 |
| 168 | Fairfield, CA | 1,459,573 |
| 169 | Hartford, CT | 1,454,985 |
| 170 | Macon, GA | 1,450,826 |
| 171 | Boise City, ID | 1,435,754 |
| 172 | Manchester, NH | 1,424,203 |
| 173 | San Rafael, CA | 1,419,430 |
| 174 | Norwalk, CT | 1,418,162 |
| 175 | Evansville, IN | 1,408,705 |
| 176 | El Cajon, CA | 1,408,087 |
| 177 | Roanoke, VA | 1,401,525 |
| 178 | Flint, MI | 1,399,430 |
| 179 | Portsmouth, VA | 1,397,192 |
| 180 | Brick Township, NJ | 1,392,893 |
| 181 | Escondido, CA | 1,384,564 |
| 182 | Grand Prairie, TX | 1,376,695 |
| 183 | Salinas, CA | 1,374,159 |
| 184 | Wichita Falls, TX | 1,372,246 |

| | | |
|---|---|---|
| 185 | Abilene, TX | 1,370,103 |
| 186 | Paterson, NJ | 1,358,676 |
| 187 | Livermore, CA | 1,356,484 |
| 188 | Elizabeth, NJ | 1,336,234 |
| 189 | Pleasanton, CA | 1,332,538 |
| 190 | Pasadena, TX | 1,320,597 |
| 191 | Nashua,NH | 1,317,001 |
| 192 | Camarillo, CA | 1,301,664 |
| 193 | Alameda,CA | 1,299,431 |
| 194 | Cherry Hill, NJ | 1,291,586 |
| 195 | Salem, OR | 1,279,916 |
| 196 | Boca Raton, FL | 1,278,218 |
| 197 | Allentown, PA | 1,248,241 |
| 198 | Quincy, MA | 1,247,242 |
| 199 | Brockton, MA | 1,232,884 |
| 200 | New Rochelle, NY | 1,230,719 |
| 201 | Aurora, IL | 1,226,152 |
| 202 | Lawton, OK | 1,200,791 |
| 203 | Visalia, CA | 1,197,259 |
| 204 | Beaumont, TX | 1,191,343 |
| 205 | New Haven, CT | 1,189,608 |
| 206 | Decatur, IL | 1,188,361 |
| 207 | South Bend, IN | 1,185,069 |
| 208 | Clifton, NJ | 1,184,003 |
| 209 | Cedar Rapids, IA | 1,178,311 |
| 210 | West Covina, CA | 1,172,625 |
| 211 | Boulder, CO | 1,172,418 |
| 212 | Upland, CA | 1,167,902 |
| 213 | Topeka, KS | 1,161,733 |
| 214 | Levittown, PA | 1,151,978 |
| 215 | Champaign, IL | 1,138,230 |
| 216 | Davenport, IA | 1,130,014 |
| 217 | Lowell, MA | 1,120,518 |
| 218 | Fort Collins, CO | 1,117,011 |
| 219 | Gary, IN | 1,101,194 |
| 220 | Rochester, MN | 1,093,478 |
| 221 | Asheville, NC | 1,076,835 |
| 222 | Erie, PA | 1,067,950 |
| 223 | Royal Oak, MI | 1,061,601 |
| 224 | Danbury, CT | 1,060,777 |
| 225 | Midland, TX | 1,056,843 |
| 226 | Green Bay, WI | 1,048,270 |
| 227 | Parsippany, NJ | 1,047,277 |
| 228 | Waterbury, CT | 1,045,288 |
| 229 | Albany, NY | 1,040,510 |
| 230 | Pompano Beach, FL | 1,030,339 |
| 231 | Elgin, IL | 1,023,555 |
| 232 | Redding, CA | 1,019,719 |
| 233 | Kalamazoo, MI | 1,017,134 |
| 234 | Wheaton, IL | 1,006,774 |
| 235 | San Angelo, TX | 998,246 |
| 236 | Kenosha, WI | 992,688 |
| 237 | Tyler, TX | 981,138 |
| 238 | La Habra, CA | 975,089 |
| 239 | Lake County, OH | 968,434 |
| 240 | Lynn, MA | 967,079 |
| 241 | Sioux Falls, SD | 961,439 |
| 242 | Columbia, SC | 961,111 |
| 243 | New Britain, CT | 948,872 |
| 244 | Davis, CA | 937,896 |
| 245 | Waukegan, IL | 933,310 |
| 246 | St. Joseph, MO | 927,831 |
| 247 | Waco, TX | 924,111 |
| 248 | Columbia, MO | 923,610 |
| 249 | Charleston, SC | 922,103 |
| 250 | Fort Smith, AR | 910,013 |

## INCOME PER HOUSEHOLD

| | | |
|---|---|---|
| 1 | Newport Beach, CA | 86,978 |
| 2 | San Francisco, CA | 79,481 |
| 3 | Palo Alto, CA | 78,152 |
| 4 | Trumbull, CT | 69,632 |
| 5 | Thousand Oaks, CA | 67,795 |
| 6 | Pleasanton, CA | 67,377 |
| 7 | Greenwich, CT | 66,740 |
| 8 | Dublin,CA | 66,642 |
| 9 | Wakefield, MA | 65,849 |
| 10 | Dedham, MA | 65,481 |
| 11 | Vacaville, CA | 64,558 |
| 12 | Naples, FL | 64,329 |
| 13 | Framingham, MA | 64,299 |
| 14 | San Jose, CA | 64,107 |
| 15 | Bridgewater, NJ | 63,633 |
| 16 | Palm Beach, FL | 63,481 |
| 17 | San Rafael, CA | 63,187 |
| 18 | Hudson, MA | 62,851 |
| 19 | Fairfield, CA | 61,711 |
| 20 | Newark, CA | 61,350 |
| 21 | Fremont,CA | 61,262 |
| 22 | Sui Sun, CA | 61,229 |
| 23 | Falls Church, VA | 60,748 |
| 24 | Brea, CA | 60,416 |
| 25 | Napa, CA | 60,007 |
| 26 | Livermore, CA | 59,365 |
| 27 | Camarillo, CA | 59,090 |
| 28 | Huntington Beach, CA | 58,370 |
| 29 | Garden City, NY | 57,898 |
| 30 | Simi Valley, CA | 57,755 |
| 31 | Vallejo, CA | 57,693 |
| 32 | Saratoga, CA | 57,310 |
| 33 | Enfield, CT | 57,205 |
| 34 | Springfield, VA | 56,898 |
| 35 | Vernon, CT | 56,763 |
| 36 | Fairfax City, VA | 56,483 |
| 37 | Boston, MA | 56,370 |
| 38 | Anchorage, AK | 56,158 |
| 39 | Gilroy, CA | 55,965 |
| 40 | Shrewsbury, NJ | 55,361 |
| 41 | Wheaton, IL | 55,269 |
| 42 | Parsippany, NJ | 54,649 |
| 43 | Woodbridge, NJ | 54,555 |
| 44 | Juneau, AK | 54,343 |
| 45 | Woodland, CA | 53,339 |
| 46 | Quartz Hill-Redondo Bch, CA | 53,214 |
| 47 | Aspen, CO | 52,678 |
| 48 | San Mateo, CA | 52,451 |
| 49 | San Clemente, CA | 52,398 |
| 50 | Honolulu, HI | 52,211 |
| 51 | Clinton, MA | 52,073 |
| 52 | Richardson, TX | 52,027 |
| 53 | La Habra, CA | 51,626 |
| 54 | Stamford, CT | 51,529 |
| 55 | Alexandria, VA | 51,453 |
| 56 | Walnut Creek, CA | 51,164 |
| 57 | Normal, IL | 51,079 |
| 58 | Langhorne, PA | 51,033 |
| 59 | Dixon, IL | 50,775 |
| 60 | Alameda,CA | 50,424 |
| 61 | Anaheim, CA | 50,193 |
| 62 | Carrollton, TX | 49,984 |
| 63 | Brick Township, NJ | 49,946 |
| 64 | Warner Robins, GA | 49,685 |
| 65 | Hayward, CA | 49,518 |
| 66 | Mamaroneck, NY | 49,475 |
| 67 | Ventura, CA | 49,465 |
| 68 | Midland, MI | 49,376 |
| 69 | Pinole, CA | 49,229 |
| 70 | Rockville, MD | 48,772 |
| 71 | Costa Mesa, CA | 48,623 |
| 72 | Richland, WA | 48,473 |
| 73 | Davis, CA | 48,215 |
| 74 | Petaluma, CA | 48,139 |
| 75 | Woodbridge, VA | 47,925 |
| 76 | Cherry Hill, NJ | 47,787 |
| 77 | Charleston, IL | 47,700 |
| 78 | Auburn, CA | 47,662 |
| 79 | Crystal Lake, IL | 47,469 |
| 80 | Southbridge, MA | 47,437 |
| 81 | Asheville, NC | 47,385 |
| 82 | Gainesville, FL | 47,339 |
| 83 | Oxnard, CA | 47,327 |
| 84 | Wailuku, HI | 47,250 |
| 85 | Sacramento, CA | 47,187 |
| 86 | Manassas,VA | 47,111 |
| 87 | Santa Clarita, CA | 47,107 |
| 88 | Chelsea, MA | 47,074 |
| 89 | Scottsdale, AZ | 47,028 |
| 90 | Norwalk, CT | 46,942 |
| 91 | Levittown, PA | 46,918 |
| 92 | Roseville, CA | 46,846 |
| 93 | Hackensack, NJ | 46,806 |
| 94 | Aberdeen, NC | 46,789 |
| 95 | Roswell, GA | 46,731 |
| 96 | Port Hueneme, CA | 46,690 |
| 97 | Athol, MA | 46,668 |
| 98 | Tarrytown, NY | 46,574 |
| 99 | Maryville, MO | 46,502 |
| 100 | Milford, MA | 46,235 |
| 101 | Jacksonville, IL | 46,158 |
| 102 | Lanham, MD | 46,064 |
| 103 | Indianapolis, IN | 45,922 |
| 104 | Tallahassee, FL | 45,879 |
| 105 | Sterling, IL | 45,828 |
| 106 | Melrose, MA | 45,817 |
| 107 | Jenkintown, PA | 45,766 |
| 108 | New Rochelle, NY | 45,636 |
| 109 | West Lafayette, IN | 45,535 |
| 110 | Newport, RI | 45,512 |
| 111 | Lake Jackson, TX | 45,502 |
| 112 | Palm Springs, CA | 45,412 |
| 113 | Martinez, CA | 45,378 |
| 114 | Bellevue, WA | 45,365 |
| 115 | Lexington, KY | 45,338 |
| 116 | Mattoon, IL | 45,319 |
| 117 | Plano, TX | 45,269 |
| 118 | Salem, VA | 45,091 |
| 119 | Red Bank, NJ | 45,043 |
| 120 | Santa Rosa, CA | 45,031 |
| 121 | Upland, CA | 45,028 |
| 122 | Columbus, GA | 45,014 |
| 123 | Corvallis, OR | 44,962 |
| 124 | San Diego, CA | 44,935 |
| 125 | Effingham, IL | 44,888 |
| 126 | Madison, WI | 44,807 |
| 127 | Carlisle, PA | 44,736 |
| 128 | Santa Ana, CA | 44,702 |
| 129 | Pullman, WA | 44,573 |
| 130 | Morristown, NJ | 44,427 |
| 131 | Ridgecrest, CA | 44,305 |
| 132 | Champaign, IL | 44,260 |
| 133 | Honey Brook, PA | 44,199 |
| 134 | Austin, TX | 44,140 |
| 135 | Hartford, VT | 44,082 |
| 136 | Monroe, MI | 44,078 |
| 137 | South Bay, CA | 44,074 |
| 138 | Colonial Heights, VA | 43,923 |
| 139 | Doylestown, PA | 43,896 |
| 140 | Beaver Creek, OH | 43,890 |
| 141 | Independence, MO | 43,838 |
| 142 | Hyannis, MA | 43,766 |
| 143 | Woburn, MA | 43,741 |
| 144 | Blue Springs, MO | 43,587 |
| 145 | Winchester, VA | 43,502 |
| 146 | White Plains, NY | 43,467 |
| 147 | Lafayette, IN | 43,333 |
| 148 | Chapel Hill, NC | 43,305 |
| 149 | Holland, MI | 43,255 |
| 150 | Los Alamos, NM | 43,242 |
| 151 | Irving, TX | 43,218 |
| 152 | Raleigh, NC | 43,162 |
| 153 | Visalia, CA | 43,153 |
| 154 | Rochester, MN | 42,863 |
| 155 | Wichita Falls, TX | 42,733 |
| 156 | Libertyville, IL | 42,719 |
| 157 | Warsaw, IN | 42,580 |
| 158 | Oak Ridge, TN | 42,451 |
| 159 | Waltham, MA | 42,404 |
| 160 | Moses Lake, WA | 42,395 |
| 161 | Minneapolis, MN | 42,371 |
| 162 | Charlottesville, VA | 42,319 |
| 163 | White River Junction, VT | 42,317 |
| 164 | Santa Paula, CA | 42,271 |
| 165 | Enterprise, AL | 42,238 |
| 166 | Columbia, MO | 42,220 |
| 167 | Marlborough, MA | 42,121 |
| 168 | Delaware, OH | 42,069 |
| 169 | St. Paul, MN | 42,047 |
| 170 | Joliet, MO | 42,039 |
| 171 | Bloomington, IL | 42,001 |
| 172 | Rolla, MO | 41,944 |
| 173 | Jacksonville, NC | 41,868 |
| 174 | Dover, NJ | 41,864 |
| 175 | New York, NY | 41,842 |
| 176 | Sitka, AK | 41,813 |
| 177 | Cullman, AL | 41,786 |
| 178 | Colorado Springs, CO | 41,770 |
| 179 | Willingboro, NJ | 41,770 |
| 180 | Dallas, TX | 41,728 |
| 181 | De Kalb, IL | 41,724 |
| 182 | Rock Falls, IL | 41,693 |
| 183 | Charlotte, NC | 41,612 |
| 184 | Oakland, CA | 41,591 |
| 185 | North Tarrytown, NY | 41,463 |
| 186 | Kennewick, WA | 41,451 |
| 187 | Waynesville, MO | 41,439 |
| 188 | Loveland, CO | 41,379 |
| 189 | Garland, TX | 41,235 |
| 190 | Danbury, CT | 41,137 |
| 191 | San Luis Obispo, CA | 41,089 |
| 192 | Bristol, VA | 41,061 |
| 193 | Columbus, OH | 41,035 |
| 194 | Hurst, TX | 40,874 |
| 195 | Le Mars, IA | 40,848 |
| 196 | West Bend, WI | 40,821 |
| 197 | Staunton, VA | 40,794 |
| 198 | Bellefonte, PA | 40,775 |
| 199 | Somerville, NJ | 40,750 |
| 200 | Urbana, IL | 40,727 |
| 201 | Redlands, CA | 40,713 |
| 202 | Philadelphia, PA | 40,665 |
| 203 | Nashua,NH | 40,661 |
| 204 | Manhattan Beach, CA | 40,657 |
| 205 | Kansas City, MO | 40,599 |
| 206 | Big Rapids, MI | 40,550 |
| 207 | Lake County, OH | 40,522 |
| 208 | Pompano Beach, FL | 40,482 |
| 209 | North Chicago, IL | 40,445 |
| 210 | Colby, KS | 40,442 |
| 211 | Monterey, CA | 40,426 |
| 212 | Fort Lauderdale, FL | 40,406 |
| 213 | Shelbyville, IL | 40,385 |
| 214 | Decatur, AL | 40,353 |
| 215 | Yuma, AZ | 40,353 |
| 216 | Bay City, TX | 40,304 |
| 217 | Robinson, IL | 40,269 |
| 218 | Palm Desert, CA | 40,211 |
| 219 | Boca Raton, FL | 40,211 |
| 220 | Medford, MA | 40,111 |
| 221 | Milwaukee, WI | 40,071 |
| 222 | Santa Barbara, CA | 40,057 |
| 223 | Bettendorf, IA | 40,045 |
| 224 | Taft, CA | 40,034 |
| 225 | Tempe, AZ | 39,970 |
| 226 | Freeport, IL | 39,940 |
| 227 | Grand Haven, MI | 39,891 |
| 228 | Fort Collins, CO | 39,829 |
| 229 | State College, PA | 39,800 |
| 230 | Peabody, MA | 39,785 |
| 231 | Paso Robles, CA | 39,778 |
| 232 | Sikeston, MO | 39,647 |
| 233 | Beverly, MA | 39,644 |
| 234 | Concord, NH | 39,604 |
| 235 | Portsmouth, NH | 39,601 |
| 236 | Springfield, VT | 39,586 |
| 237 | South Boston, VA | 39,559 |
| 238 | Iowa City, IA | 39,532 |
| 239 | East Spencer, NC | 39,526 |
| 240 | Wahpeton, ND | 39,488 |
| 241 | Ossining, NY | 39,474 |
| 242 | Bakersfield, CA | 39,434 |
| 243 | Richmond, VA | 39,380 |
| 244 | Ann Arbor, MI | 39,374 |
| 245 | New Brunswick, NJ | 39,368 |
| 246 | Punta Gorda, FL | 39,197 |
| 247 | Antioch, CA | 39,132 |
| 248 | Franklin, VA | 39,099 |
| 249 | Dublin, GA | 39,092 |
| 250 | Macon, MO | 39,072 |

## TOTAL RETAIL SALES

(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 44,451,727 |
| 2 | Los Angeles, CA | 26,124,050 |
| 3 | Houston, TX | 17,560,476 |
| 4 | Chicago, IL | 15,599,649 |
| 5 | San Fernando Valley, CA | 14,656,957 |
| 6 | Dallas, TX | 11,135,552 |
| 7 | San Diego, CA | 8,151,217 |
| 8 | San Antonio, TX | 8,121,139 |
| 9 | Philadelphia, PA | 7,941,997 |
| 10 | Phoenix, AZ | 7,823,890 |
| 11 | Columbus, OH | 6,742,361 |
| 12 | Indianapolis, IN | 6,733,627 |
| 13 | San Jose, CA | 6,527,977 |
| 14 | Memphis, TN | 5,753,333 |
| 15 | Boston, MA | 5,417,341 |
| 16 | Austin, TX | 5,409,283 |
| 17 | Jacksonville, FL | 5,157,124 |
| 18 | Nashville, TN | 4,940,110 |
| 19 | Charlotte, NC | 4,660,069 |
| 20 | Seattle, WA | 4,620,291 |
| 21 | Atlanta, GA | 4,323,547 |
| 22 | Honolulu, HI | 4,318,065 |
| 23 | Detroit, MI | 4,285,515 |
| 24 | Baltimore(Ind. City), MD | 4,261,474 |
| 25 | Denver, CO | 4,232,612 |
| 26 | Miami, FL | 4,214,943 |
| 27 | Oklahoma City, OK | 4,111,360 |
| 28 | Fort Worth, TX | 4,089,977 |
| 29 | Washington, DC | 4,070,521 |
| 30 | Albuquerque, NM | 3,923,469 |
| 31 | Tucson, AZ | 3,897,630 |
| 32 | Milwaukee, WI | 3,582,127 |
| 33 | El Paso, TX | 3,564,304 |
| 34 | Mesa, AZ | 3,499,394 |
| 35 | Tulsa, OK | 3,430,526 |
| 36 | Tampa, FL | 3,425,368 |
| 37 | Portland, OR | 3,292,283 |
| 38 | Kansas City, MO | 3,252,113 |
| 39 | New Orleans, LA | 3,199,165 |
| 40 | Omaha, NE | 3,118,287 |
| 41 | Pittsburgh, PA | 3,117,564 |
| 42 | Colorado Sprgs, CO | 3,091,188 |
| 43 | Sacramento, CA | 3,038,392 |
| 44 | Long Beach, CA | 2,954,769 |
| 45 | Arlington, TX | 2,950,090 |
| 46 | Wichita, KS | 2,943,473 |
| 47 | Anchorage, AK | 2,854,202 |
| 48 | Fresno, CA | 2,851,084 |
| 49 | Baton Rouge, LA | 2,843,970 |
| 50 | Anaheim, CA | 2,796,938 |
| 51 | Cleveland, OH | 2,769,604 |
| 52 | Fort Lauderdale, FL | 2,748,873 |
| 53 | Minneapolis, MN | 2,688,890 |
| 54 | Cincinnati, OH | 2,668,629 |
| 55 | Oakland, CA | 2,666,783 |
| 56 | Toledo, OH | 2,666,129 |
| 57 | St. Louis (Ind. City), MO | 2,634,806 |
| 58 | Raleigh, NC | 2,465,636 |
| 59 | Orlando, FL | 2,449,888 |
| 60 | Knoxville, TN | 2,440,034 |
| 61 | Santa Ana, CA | 2,437,418 |
| 62 | Birmingham, AL | 2,361,084 |
| 63 | Corpus Christi, TX | 2,318,181 |
| 64 | Clearwater, FL | 2,190,839 |
| 65 | St. Paul, MN | 2,190,491 |
| 66 | Bakersfield, CA | 2,154,563 |
| 67 | Mobile, AL | 2,111,898 |
| 68 | Lexington, KY | 2,104,157 |
| 69 | Costa Mesa, CA | 2,068,867 |
| 70 | Garland, TX | 2,058,579 |
| 71 | Las Vegas, NV | 2,022,917 |
| 72 | St. Petersburg, FL | 2,020,838 |
| 73 | Chattanooga, TN | 2,012,743 |
| 74 | Torrance, CA | 2,008,920 |
| 75 | Riverside, CA | 2,001,713 |
| 76 | Huntington Beach, CA | 1,982,220 |
| 77 | Little Rock, AR | 1,956,125 |
| 78 | Jackson, MS | 1,955,828 |
| 79 | Winston-Salem, NC | 1,952,667 |
| 80 | Fort Wayne, IN | 1,951,260 |
| 81 | Louisville, KY | 1,947,830 |
| 82 | Shreveport, LA | 1,926,502 |
| 83 | Lubbock, TX | 1,922,424 |

| | | |
|---|---|---|
| 84 | Greensboro, NC | 1,913,452 |
| 85 | Salt Lake City, UT | 1,859,107 |
| 86 | Des Moines, IA | 1,853,316 |
| 87 | Reno, NV | 1,820,806 |
| 88 | San Bernardino, CA | 1,818,294 |
| 89 | Glendale, CA | 1,728,335 |
| 90 | Santa Monica, CA | 1,719,805 |
| 91 | Tacoma, WA | 1,705,125 |
| 92 | Madison, WI | 1,698,747 |
| 93 | Spokane, WA | 1,692,450 |
| 94 | Pasadena, CA | 1,687,729 |
| 95 | Stockton, CA | 1,680,692 |
| 96 | Hollywood, FL | 1,675,598 |
| 97 | Huntsville, AL | 1,649,371 |
| 98 | Akron, OH | 1,645,020 |
| 99 | Montgomery, AL | 1,628,527 |
| 100 | Springfield, MO | 1,628,147 |
| 101 | Worcester, MA | 1,623,538 |
| 102 | Savannah, GA | 1,598,209 |
| 103 | Fremont, CA | 1,596,329 |
| 104 | Tempe, AZ | 1,590,716 |
| 105 | Newark, NJ | 1,537,230 |
| 106 | Thousand Oaks, CA | 1,533,031 |
| 107 | Santa Rosa, CA | 1,527,735 |
| 108 | Scottsdale, AZ | 1,527,161 |
| 109 | Springfield, MA | 1,511,855 |
| 110 | Buffalo, NY | 1,510,514 |
| 111 | Bellevue, WA | 1,500,505 |
| 112 | West Palm Beach, FL | 1,499,158 |
| 113 | Modesto, CA | 1,479,688 |
| 114 | Lincoln, NE | 1,464,881 |
| 115 | Evansville, IN | 1,459,813 |
| 116 | Manchester, NH | 1,450,128 |
| 117 | Columbus, GA | 1,449,732 |
| 118 | El Cajon, CA | 1,449,732 |
| 119 | Rochester, NY | 1,405,167 |
| 120 | Grand Rapids, MI | 1,386,869 |
| 121 | Irving, TX | 1,383,441 |
| 122 | Eugene, OR | 1,352,734 |
| 123 | Lafayette, LA | 1,345,794 |
| 124 | Yonkers, NY | 1,344,460 |
| 125 | McAllen, TX | 1,341,961 |
| 126 | Escondido, CA | 1,332 394 |
| 127 | Rockford, IL | 1,306,479 |
| 128 | Flint, MI | 1,304,480 |
| 129 | White Plains, NY | 1,303,066 |
| 130 | Richardson, TX | 1,289,146 |
| 131 | Hayward, CA | 1,280,025 |
| 132 | St. Cloud, MN | 1,279,931 |
| 133 | Cherry Hill, NJ | 1,278,765 |
| 134 | Santa Barbara, CA | 1,278,208 |
| 135 | Newport Beach, CA | 1,271,892 |
| 136 | Durham, NC | 1,268,432 |
| 137 | Ann Arbor, MI | 1,267,900 |
| 138 | Amarillo, TX | 1,263,629 |
| 139 | Lansing, MI | 1,260,498 |
| 140 | Springfield, IL | 1,259,393 |
| 141 | Dayton, OH | 1,255,824 |
| 142 | Walnut Creek, CA | 1,254,952 |
| 143 | Tallahassee, FL | 1,236,050 |
| 144 | Waco, TX | 1,225,244 |
| 145 | San Rafael, CA | 1,221,861 |
| 146 | Ocala, FL | 1,220,426 |
| 147 | Fort Myers, FL | 1,219,334 |
| 148 | Boise City, ID | 1,218,346 |
| 149 | Jersey City, NJ | 1,205,295 |
| 150 | Marietta, GA | 1,204,946 |
| 151 | Beaumont, TX | 1,203,680 |
| 152 | Tyler, TX | 1,199,751 |
| 153 | Nashua, NH | 1,176,497 |
| 154 | Gainesville, FL | 1,170,222 |
| 155 | Ventura, CA | 1,158,719 |
| 156 | Greenville, SC | 1,157,473 |
| 157 | Topeka, KS | 1,149,306 |
| 158 | Fayetteville, NC | 1,137,752 |
| 159 | Bridgeport, CT | 1,122,770 |
| 160 | Sioux Falls, SD | 1,112 892 |
| 161 | West Covina, CA | 1,110,907 |
| 162 | Brockton, MA | 1,110,615 |
| 163 | Laredo, TX | 1,095,525 |
| 164 | Salem, OR | 1,091,058 |
| 165 | Daytona Beach, FL | 1,091,012 |
| 166 | Boulder, CO | 1,090,273 |
| 167 | Salinas, CA | 1,089,892 |
| 168 | Stamford, CT | 1,078,059 |
| 169 | Cedar Rapids, IA | 1,051,666 |
| 170 | Odessa, TX | 1,046,035 |
| 171 | Asheville, NC | 1,025,171 |
| 172 | Pompano Beach, FL | 1,021,960 |
| 173 | Billings, MT | 1,020,760 |
| 174 | Oxnard, CA | 1,017,017 |
| 175 | Waterbury, CT | 1,015,282 |
| 176 | San Mateo, CA | 1,011,014 |
| 177 | Allentown, PA | 1,007,360 |
| 178 | Danbury, CT | 994,568 |
| 179 | Independence, MO | 982,947 |
| 180 | Hartford, CT | 975,781 |
| 181 | Visalia, CA | 969,241 |
| 182 | Charleston, SC | 964,790 |
| 183 | Santa Maria, CA | 963,017 |
| 184 | Redding, CA | 961,228 |
| 185 | Peoria, IL | 958,900 |
| 186 | Providence, RI | 957,194 |
| 187 | Columbia, SC | 953,760 |
| 188 | Pasadena, TX | 949,249 |
| 189 | Framingham, MA | 945,186 |
| 190 | Norwalk, CT | 945,044 |
| 191 | South Bend, IN | 943,366 |
| 192 | Fort Smith, AR | 936,451 |
| 193 | Syracuse, NY | 933,677 |
| 194 | Davenport, IA | 929,372 |
| 195 | Boca Raton, FL | 919,316 |
| 196 | Brownsville, TX | 919,255 |
| 197 | Longview, TX | 910,922 |
| 198 | Santa Fe, NM | 907,405 |
| 199 | Lakeland, FL | 902,437 |
| 200 | Ontario, CA | 899,946 |
| 201 | Sarasota, FL | 894,606 |
| 202 | Midland, TX | 891,848 |
| 203 | Myrtle Beach, SC | 891,673 |
| 204 | Fort Collins, CO | 890,572 |
| 205 | Rochester, MN | 887,384 |
| 206 | Palo Alto, CA | 885,279 |
| 207 | Fargo, ND | 884,009 |
| 208 | Norman, OK | 856,105 |
| 209 | Green Bay, WI | 854,204 |
| 210 | Pomona, CA | 851,962 |
| 211 | Albany, GA | 848,692 |
| 212 | San Angelo, TX | 841,343 |
| 213 | Everett, WA | 836,720 |
| 214 | Kansas City, KS | 835,663 |
| 215 | Alexandria, LA | 834,171 |
| 216 | Wilmington, NC | 833,747 |
| 217 | Rockville, MD | 833,469 |
| 218 | Charleston, WV | 830,724 |
| 219 | North Little Rock, AR | 830,067 |
| 220 | Elkhart, IN | 825,603 |
| 221 | Medford, OR | 823,148 |
| 222 | Muncie, IN | 810,253 |
| 223 | Yuma, AZ | 808,593 |
| 224 | Hurst, TX | 802,822 |
| 225 | Ogden, UT | 801,898 |
| 226 | Oceanside, CA | 800,389 |
| 227 | Palm Springs, CA | 799,806 |
| 228 | Plano, TX | 793,699 |
| 229 | Panama City, FL | 790,593 |
| 230 | Hackensack, NJ | 785,894 |
| 231 | Covina, CA | 783,998 |
| 232 | Renton, WA | 781,177 |
| 233 | Santa Cruz, CA | 780,686 |
| 234 | Alameda, CA | 779,874 |
| 235 | Denton, TX | 779,194 |
| 236 | Whittier, CA | 774,500 |
| 237 | Naples, FL | 770,930 |
| 238 | Lawton, OK | 770,681 |
| 239 | Albany, NY | 767,616 |
| 240 | New Haven, CT | 766,749 |
| 241 | Sioux City, IA | 763,727 |
| 242 | Terre Haute, IN | 763,575 |
| 243 | Monroe, LA | 763,107 |
| 244 | Lake Charles, LA | 761,121 |
| 245 | Tuscaloosa, AL | 761,106 |
| 246 | Portland, ME | 750,500 |
| 247 | Waukegan, IL | 749,819 |
| 248 | Bloomington, IN | 749,308 |
| 249 | Greenwich, CT | 749,031 |
| 250 | Pueblo, CO | 740,604 |

## Lumber/ Hardware Sales

(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 1,181,956 |
| 2 | Woodbridge, VA | 776,511 |
| 3 | San Fernando Valley, CA | 624,917 |
| 4 | Houston, TX | 619,867 |
| 5 | Los Angeles, CA | 426,293 |
| 6 | Anchorage, AK | 414,578 |
| 7 | Chicago, IL | 398,148 |
| 8 | San Antonio, TX | 352,698 |
| 9 | Austin, TX | 340,431 |
| 10 | Atlanta, GA | 325,248 |
| 11 | Dallas, TX | 324,137 |
| 12 | Oklahoma City, OK | 323,699 |
| 13 | Columbus, OH | 307,033 |
| 14 | San Jose, CA | 261,253 |
| 15 | Indianapolis, IN | 248,498 |
| 16 | San Diego, CA | 227,426 |
| 17 | Jacksonville, FL | 226,084 |
| 18 | Charlotte, NC | 214,218 |
| 19 | Philadelphia, PA | 214,088 |
| 20 | Christiansburg, VA | 208,900 |
| 21 | Denver, CO | 208,888 |
| 22 | Albuquerque, NM | 198,211 |
| 23 | Omaha, NE | 180,877 |
| 24 | Wichita, KS | 177,991 |
| 25 | Phoenix, AZ | 176,350 |
| 26 | Tulsa, OK | 167,111 |
| 27 | Baton Rouge, LA | 161,041 |
| 28 | Garland, TX | 156,902 |
| 29 | Memphis, TN | 156,136 |
| 30 | Nashville, TN | 155,125 |
| 31 | El Paso, TX | 152,069 |
| 32 | Boston, MA | 151,475 |
| 33 | Seattle, WA | 149,876 |
| 34 | Corpus Christi, TX | 149.532 |
| 35 | St. Louis (Ind City), MO | 146,047 |
| 36 | Colorado Sprgs CO | 145,962 |
| 37 | Fort Worth, FX | 145,374 |
| 38 | Lafayette, LA | 140,955 |
| 39 | Anaheim, CA | 140,091 |
| 40 | Minneapolis, MN | 138,140 |
| 41 | Detroit, MI | 136,256 |
| 42 | Sacramento, CA | 135,711 |
| 43 | Mesa, AZ | 133,154 |
| 44 | Culpeper, VA | 133,109 |
| 45 | New Orleans, LA | 129,151 |
| 46 | Miami, FL | 128,621 |
| 47 | Las Vegas, NV | 127,870 |
| 48 | Fresno, CA | 125,343 |
| 49 | Knoxville, TN | 125,211 |
| 50 | Baltimore(ind City), MD | 122,180 |
| 51 | Huntington Beach, CA | 120,794 |
| 52 | Tampa, FL | 118,696 |
| 53 | Sarasota, FL | 113,456 |
| 54 | Milwaukee, WI | 113,262 |
| 55 | Tallahassee, FL | 112,661 |
| 56 | Lubbock, TX | 110,933 |
| 57 | Orlando, FL | 110,186 |
| 58 | Bellevue, WA | 109,472 |
| 59 | Pulaski, VA | 109,421 |
| 60 | Ocala, FL | 108,835 |
| 61 | Kansas City, MO | 107,921 |
| 62 | Santa Ana, CA | 107,887 |
| 63 | Amarillo, TX | 105,504 |
| 64 | Arlington, TX | 100,830 |
| 65 | Long Beach, CA | 97,738 |
| 66 | Mobile, AL | 96,365 |
| 67 | Salt Lake City, UT | 95,418 |
| 68 | Honolulu, HI | 93,809 |
| 69 | Riverside, CA | 90,991 |
| 70 | Oakland, CA | 90,394 |
| 71 | San Rafael, CA | 88,990 |
| 72 | Birmingham, AL | 88,971 |
| 73 | Midland, TX | 88,803 |
| 74 | Clearwater, FL | 87,822 |
| 75 | Cincinnati, OH | 87,319 |
| 76 | Jackson, MS | 87,084 |
| 77 | Huntsville, AL | 86,891 |
| 78 | Santa Fe, NM | 86,497 |
| 79 | Portland, OR | 86,404 |
| 80 | Lincoln, NE | 86,012 |
| 81 | Marietta, GA | 85,933 |
| 82 | Akron, OH | 85,824 |
| 83 | Springfield, MO | 85,441 |
| 84 | San Bernardino, CA | 85,270 |
| 85 | Escondido, CA | 84,561 |
| 86 | McAllen, TX | 84,156 |
| 87 | Abilene, TX | 64,091 |
| 88 | Reno, NV | 83,673 |
| 89 | Eugene, OR | 82,019 |
| 90 | Tucson, AZ | 79,681 |
| 91 | Winston-Salem, NC | 78,510 |
| 92 | Rochester, NY | 76,672 |
| 93 | St. Paul, MN | 76,614 |
| 94 | Shreveport, LA | 75,313 |
| 95 | Conroe, TX | 75,211 |
| 96 | Waco, TX | 74,891 |
| 97 | Fort Collins, CO | 74,454 |
| 98 | Asheville, NC | 73,936 |
| 99 | Topeka, KS | 73,856 |
| 100 | Pasadena, CA | 73,759 |
| 101 | Greensboro, NC | 73,193 |
| 102 | Rpchester, MN | 72,903 |
| 103 | Billings, MT | 72,763 |
| 104 | Toledo, OH | 72,572 |
| 105 | Modesto, CA | 72,507 |
| 106 | Torrance, CA | 72,080 |
| 107 | Grand Junction, CO | 72,004 |
| 108 | Stockton, CA | 71,991 |
| 109 | Fremont, CA | 70,803 |
| 110 | Savannah, GA | 70,763 |
| 111 | Little Rock, AR | 69,824 |
| 112 | Gainesville, FL | 68,640 |
| 113 | Beaumont, TX | 68,105 |
| 114 | Evansville, IN | 68,054 |
| 115 | Des Moines, IA | 67,942 |
| 116 | Santa Cruz, CA | 67,431 |
| 117 | San Angelo, TX | 67,332 |
| 118 | Bakersfield, CA | 67,045 |
| 119 | Corona, CA | 66,468 |
| 120 | Tyler, TX | 66,125 |
| 121 | St. Petersburg, FL | 66,079 |
| 122 | Chattanooga, TN | 65,554 |
| 123 | Lake Charles, LA | 65,379 |
| 124 | Raleigh, NC | 65,180 |
| 125 | Lexington, KY | 64,892 |
| 126 | Redding, CA | 63,126 |
| 127 | Laredo, TX | 63,042 |
| 128 | Fairbanks, AK | 62,986 |
| 129 | Springfield, MA | 62,271 |
| 130 | Cedar Rapids, IA | 62,088 |
| 131 | Sumter, SC | 62,048 |
| 132 | Sioux Falls, SD | 61,749 |
| 133 | Fort Smith, AR | 61,543 |
| 134 | Montgomery, AL | 61,525 |
| 135 | Fort Lauderdale, FL | 61,301 |
| 136 | Ventura, CA | 60,235 |
| 137 | Carrollton, TX | 59,947 |
| 138 | El Cajon, CA | 59,892 |
| 139 | Odessa, TX | 59,695 |
| 140 | Ann Arbor, MI | 59,341 |
| 141 | Bryan, TX | 58,894 |
| 142 | Washington, DC | 58.758 |
| 143 | Cherry Hill, NJ | 58,083 |
| 144 | Myrtle Beach, SC | 57,769 |
| 145 | Cleveland, OH | 57,173 |
| 146 | Longview, TX | 57,060 |
| 147 | Columbia, SC | 56,949 |
| 148 | Flint, MI | 56,557 |
| 149 | Ogden, UT | 56,245 |
| 150 | Grand Rapids, MI | 56,238 |
| 151 | Boise City, ID | 55,844 |
| 152 | Bridgeport, CT | 55,659 |
| 153 | Springfield, IL | 54,357 |
| 154 | Tacoma, WA | 54,261 |
| 155 | Fort Wayne, IN | 54,085 |
| 156 | Madison, WI | 53,697 |
| 157 | Kent, WA | 53,519 |
| 158 | Wichita Falls, TX | 52,937 |
| 159 | Louisville, KY | 52,862 |
| 160 | Dayton, OH | 52,837 |
| 161 | Spokane, WA | 52,533 |
| 162 | Decatur, IL | 52,296 |
| 163 | Victoria, VA | 52,123 |
| 164 | Terre Haute, IN | 52,052 |
| 165 | Conway, AR | 52,017 |
| 166 | Santa Barbara, CA | 51,753 |
| 167 | Thousand Oaks, CA | 51,582 |
| 168 | Nashua, NH | 51,286 |
| 169 | Haltom City, TX | 51,076 |
| 170 | Fort Myers, FL | 50,920 |
| 171 | Jackson, TN | 50,893 |
| 172 | Framingham, MA | 50,755 |
| 173 | Portsmouth, NH | 50,600 |
| 174 | Dothan, AL | 50,538 |
| 175 | Boulder, CO | 50,350 |
| 176 | Ontario, CA | 50,230 |
| 177 | Durham, NC | 50,199 |
| 178 | Green Bay, WI | 49,863 |
| 179 | Lafayette, IN | 49,379 |
| 180 | Pittsburgh, PA | 49,344 |
| 181 | Sioux City, IA | 48,892 |
| 182 | Visalia, CA | 48,790 |
| 183 | Waterbury, CT | 48,731 |
| 184 | Providence, RI | 48,398 |
| 185 | Fayetteville, NC | 48,196 |
| 186 | Alexandria, LA | 48,129 |
| 187 | Roseville, CA | 48,115 |
| 188 | Costa Mesa, CA | 47,710 |
| 189 | Boca Raton, FL | 47,615 |
| 190 | Lansing, MI | 47,443 |
| 191 | Rockford, IL | 46,975 |
| 192 | Aurora, IL | 46,900 |
| 193 | Hollywood, FL | 46,750 |
| 194 | Salinas, CA | 46,665 |
| 195 | Eau Claire, WI | 46,546 |
| 196 | Elgin, IL | 46,465 |
| 197 | Clifton, NJ | 46,395 |
| 198 | Lakeland, FL | 46,286 |
| 199 | Rockville, MD | 46,272 |
| 200 | Yonkers, NY | 45,570 |
| 201 | Renton, WA | 45,529 |
| 202 | Clarksville, TN | 45,421 |
| 203 | Bellingham, WA | 45,291 |
| 204 | Manchester, NH | 44,983 |
| 205 | Morristown, TN | 44,420 |
| 206 | Traverse City, MI | 44,252 |
| 207 | Bluebell, VA | 44,095 |
| 208 | Independence, MO | 43,584 |
| 209 | Edmond, OK | 43,370 |
| 210 | Columbus, GA | 43,120 |
| 211 | Huntsville, TX | 42,905 |
| 212 | Richardson, TX | 42,821 |
| 213 | Brea, CA | 42,723 |
| 214 | Muncie, IN | 42,708 |
| 215 | Bloomington, IN | 42,666 |
| 216 | Greenwich, CT | 42,368 |
| 217 | Davenport, IA | 42,357 |
| 218 | Wilmington, NC | 42,349 |
| 219 | Roswell, GA | 42,084 |
| 220 | Plano, TX | 41,971 |
| 221 | Monroe, LA | 41,729 |
| 222 | Salisbury, MD | 41,500 |
| 223 | Kalamazoo, MI | 41,451 |
| 224 | Waltham, MA | 41,413 |
| 225 | Kokomo, IN | 41,409 |
| 226 | Kingsport, TN | 41,268 |
| 227 | Greenville, NC | 41,034 |
| 228 | Columbia, MO | 41,021 |
| 229 | White Plains, NY | 40,425 |
| 230 | Lawton, OK | 40,357 |
| 231 | North Little Rock, AR | 40,271 |
| 232 | Roswell, NM | 40,226 |
| 233 | Worcester, MA | 40,020 |
| 234 | Pine Bluff, AR | 40,018 |
| 235 | Albany, GA | 39,860 |
| 236 | Pasadena, TX | 39,840 |
| 237 | Las Cruces, NM | 39,826 |
| 238 | Panama City, FL | 39,761 |
| 239 | Santa Maria, CA | 39,661 |
| 240 | Olathe, KS | 39,640 |
| 241 | Bradenton, FL | 39,315 |

| | | |
|---|---|---|
| 242 | Hilo, HI | 39,053 |
| 243 | Buffalo, NY | 38,749 |
| 244 | Pueblo, CO | 38,724 |
| 245 | Meridian, MS | 38,370 |
| 246 | West Palm Beach, FL | 38,090 |
| 247 | Harlingen, TX | 37,964 |
| 248 | Idaho Falls, ID | 37,934 |
| 249 | Peoria, IL | 37,803 |
| 250 | Champaign, IL | 37,656 |

## General Merchandise
(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 4,891,939 |
| 2 | Houston, TX | 2,156,297 |
| 3 | San Fernando Valley, CA | 1,643,163 |
| 4 | Chicago, IL | 1,586,956 |
| 5 | Los Angeles, CA | 1,275,288 |
| 6 | Dallas, TX | 1,224,257 |
| 7 | San Diego, CA | 1,055,385 |
| 8 | San Antonio, TX | 994,033 |
| 9 | San Jose, CA | 900,818 |
| 10 | Indianapolis, IN | 861,654 |
| 11 | Woodbridge, VA | 794,323 |
| 12 | Memphis, TN | 737,448 |
| 13 | Nashville, TN | 701,616 |
| 14 | Philadelphia, PA | 682,020 |
| 15 | Austin, TX | 654,081 |
| 16 | Portland, OR | 624,415 |
| 17 | Atlanta, GA | 617,486 |
| 18 | Honolulu, HI | 609,567 |
| 19 | Boston, MA | 565,864 |
| 20 | Toledo, OH | 536,185 |
| 21 | El Paso, TX | 525,302 |
| 22 | Baton Rouge, LA | 492,379 |
| 23 | Jacksonville, FL | 491,422 |
| 24 | Seattle, WA | 479,911 |
| 25 | Phoenix, AZ | 479,484 |
| 26 | Charlotte, NC | 473,642 |
| 27 | Fresno, CA | 459,720 |
| 28 | Omaha, NE | 459,169 |
| 29 | Albuquerque, NM | 456,789 |
| 30 | Fort Worth, FX | 453,238 |
| 31 | San Bernardino, CA | 435,880 |
| 32 | Sacramento, CA | 424,598 |
| 33 | Miami, FL | 414,026 |
| 34 | White Plains, NY | 402,763 |
| 35 | Kansas City, MO | 397,521 |
| 36 | Milwaukee, WI | 394,431 |
| 37 | Torrance, CA | 389,329 |
| 38 | Tampa, FL | 388,039 |
| 39 | Cincinnati, OH | 381,134 |
| 40 | Arlington, TX | 378,983 |
| 41 | St. Paul, MN | 375,337 |
| 42 | Colorado Sprgs, CO | 373,898 |
| 43 | Anchorage, AK | 371,618 |
| 44 | Pittsburgh, PA | 371,021 |
| 45 | Lexington, KY | 366,224 |
| 46 | Minneapolis, MN | 357,774 |
| 47 | Raleigh, NC | 357,367 |
| 48 | Wichita, KS | 354,906 |
| 49 | Knoxville, TN | 353,238 |
| 50 | Riverside, CA | 350,552 |
| 51 | Clearwater, FL | 350,249 |
| 52 | Anaheim, CA | 346,254 |
| 53 | Washington, DC | 343,488 |
| 54 | Orlando, FL | 341,646 |
| 55 | Costa Mesa, CA | 336,600 |
| 56 | Tacoma, WA | 332,658 |
| 57 | Denver, CO | 332,606 |
| 58 | Cleveland, OH | 331,017 |
| 59 | Pasadena, CA | 324,414 |
| 60 | Jackson, MS | 315,648 |
| 61 | Mobile, AL | 314,175 |
| 62 | Fort Wayne, IN | 309,926 |
| 63 | St. Petersburg, FL | 307,558 |
| 64 | Bakersfield, CA | 306,671 |
| 65 | Akron, OH | 302,565 |
| 66 | West Palm Beach, FL | 295,456 |
| 67 | Huntington Beach, CA | 290,432 |
| 68 | Chattanooga, TN | 290,202 |
| 69 | Madison, WI | 277,699 |
| 70 | Winston-Salem, NC | 274,586 |
| 71 | Greensboro, NC | 274,305 |
| 72 | St. Louis (Ind. City), MO | 273,167 |
| 73 | New Orleans, LA | 272,674 |
| 74 | Mesa, AZ | 272,388 |
| 75 | Little Rock, AR | 268,889 |
| 76 | Baltimore(Ind. City), MD | 267,954 |
| 77 | Corpus Christi, TX | 263,987 |
| 78 | Stockton, CA | 261,166 |
| 79 | Reno, NV | 257,319 |
| 80 | Spokane, WA | 255,462 |
| 81 | Lubbock, TX | 255,265 |
| 82 | Hurst, TX | 252,149 |
| 83 | Modesto, CA | 251,359 |
| 84 | Birmingham, AL | 247,998 |
| 85 | Shreveport, LA | 245,732 |
| 86 | Huntsville, AL | 245,609 |
| 87 | Evansville, IN | 244,239 |
| 88 | Manchester, NH | 243,930 |
| 89 | Hollywood, FL | 241,968 |
| 90 | Santa Rosa, CA | 240,088 |
| 91 | Alameda, CA | 239,068 |
| 92 | El Cajon, CA | 237,023 |
| 93 | Greenville, SC | 229,161 |
| 94 | Fayetteville, NC | 226,914 |
| 95 | Detroit, MI | 224,526 |
| 96 | Salem, OR | 224,255 |
| 97 | Fremont, CA | 218,857 |
| 98 | Glendale, CA | 217,616 |
| 99 | Eugene, OR | 216,255 |
| 100 | Des Moines, IA | 215,267 |
| 101 | San Mateo, CA | 214,841 |
| 102 | Christiansburg, VA | 213,878 |
| 103 | McAllen, TX | 212,020 |
| 104 | Stamford, CT | 210,964 |
| 105 | Cedar Rapids, IA | 210,334 |
| 106 | Lafayette, LA | 208,750 |
| 107 | Lincoln, NE | 208,216 |
| 108 | Peoria, IL | 204,574 |
| 109 | Santa Ana, CA | 203,410 |
| 110 | Yonkers, NY | 201,141 |
| 111 | Columbus, GA | 200,957 |
| 112 | Tucson, AZ | 199,570 |
| 113 | Ann Arbor, MI | 197,854 |
| 114 | Long Beach, CA | 195,406 |
| 115 | Montgomery, AL | 195,259 |
| 116 | Springfield, MA | 194,555 |
| 117 | Fort Myers, FL | 194,159 |
| 118 | Springfield, MO | 194,147 |
| 119 | Daytona Beach, FL | 193,193 |
| 120 | Thousand Oaks, CA | 192,745 |
| 121 | Nashua, NH | 192,372 |
| 122 | Las Vegas, NV | 192,370 |
| 123 | West Covina, CA | 192,207 |
| 124 | Tallahassee, FL | 192,017 |
| 125 | Oakland, CA | 190,224 |
| 126 | Tyler, TX | 190,110 |
| 127 | Waco, TX | 189,753 |
| 128 | Rockford, IL | 188,754 |
| 129 | Fort Lauderdale, FL | 188,698 |
| 130 | Escondido, CA | 187,859 |
| 131 | Savannah, GA | 187,423 |
| 132 | Springfield, IL | 183,962 |
| 133 | Lansing, MI | 183,347 |
| 134 | Newark, NJ | 180,399 |
| 135 | Lancaster, PA | 177,536 |
| 136 | Beaumont, TX | 175,385 |
| 137 | Laredo, TX | 174,501 |
| 138 | Rochester, NY | 174,157 |
| 139 | Salt Lake City, UT | 171,955 |
| 140 | Oceanside, CA | 169,021 |
| 141 | Arcadia, CA | 167,837 |
| 142 | Green Bay, WI | 167,574 |
| 143 | Pasadena, TX | 164,909 |
| 144 | San Rafael, CA | 164,565 |
| 145 | Visalia, CA | 163,765 |
| 146 | Peabody, MA | 163,318 |
| 147 | Richardson, TX | 160,583 |
| 148 | Charleston, WV | 160,450 |
| 149 | Walnut Creek, CA | 160,311 |
| 150 | Worcester, MA | 158,674 |
| 151 | Ocala, FL | 157,999 |
| 152 | Dayton, OH | 157,838 |
| 153 | Newport Beach, CA | 157,417 |
| 154 | Oxnard, CA | 156,279 |
| 155 | Sioux Falls, SD | 156,237 |
| 156 | Durham, NC | 155,977 |
| 157 | Odessa, TX | 148,784 |
| 158 | Amarillo, TX | 147,363 |
| 159 | Medford, OR | 146,733 |
| 160 | Waterbury, CT | 146,092 |
| 161 | Flint, MI | 145,892 |
| 162 | Davenport, IA | 145,512 |
| 163 | Rochester, MN | 144,562 |
| 164 | Bellevue, WA | 144,040 |
| 165 | North Little Rock, AR | 143,390 |
| 166 | Santa Maria, CA | 143,324 |
| 167 | Salinas, CA | 143,210 |
| 168 | Cherry Hill, NJ | 143,136 |
| 169 | Santa Monica, CA | 143,004 |
| 170 | Brockton, MA | 141,560 |
| 171 | Brownsville, TX | 140,330 |
| 172 | Billings, MT | 140,215 |
| 173 | Topeka, KS | 140,008 |
| 174 | Independence, MO | 139,562 |
| 175 | Irving, TX | 138,428 |
| 176 | Everett, WA | 137,932 |
| 177 | Ventura, CA | 136,986 |
| 178 | Culpeper, VA | 136,373 |
| 179 | Niles, OH | 134,973 |
| 180 | Pompano Beach, FL | 134,212 |
| 181 | Hayward, CA | 133,479 |
| 182 | Lakeland, FL | 133,173 |
| 183 | Gastonia, NC | 131,765 |
| 184 | Alexandria, LA | 130,210 |
| 185 | Mishawaka, IN | 129,595 |
| 186 | Elk City, OK | 129,569 |
| 187 | Fort Smith, AR | 127,855 |
| 188 | Elyria, OH | 127,850 |
| 189 | Duluth, MN | 127,178 |
| 190 | Wilkes-Barre, PA | 126,463 |
| 191 | Asheville, NC | 125,232 |
| 192 | Holyoke, MA | 125,207 |
| 193 | Panama City, FL | 124,894 |
| 194 | Albany, GA | 124,522 |
| 195 | Pomona, CA | 122,856 |
| 196 | Santa Barbara, CA | 122,273 |
| 197 | Salisbury, MD | 121,906 |
| 198 | Palo Alto, CA | 121,898 |
| 199 | Myrtle Beach, SC | 121,622 |
| 200 | Jackson, TN | 121,188 |
| 201 | Wilmington, NC | 121,188 |
| 202 | Gainesville, FL | 120,421 |
| 203 | Champaign, IL | 120,364 |
| 204 | Tuscaloosa, AL | 119,743 |
| 205 | Eau Claire, WI | 119,684 |
| 206 | Scranton, PA | 119,453 |
| 207 | Denton, TX | 118,209 |
| 208 | Monroe, LA | 118,099 |
| 209 | Louisville, KY | 117,988 |
| 210 | Midland, TX | 117,444 |
| 211 | La Crosse, WI | 116,939 |
| 212 | Kingsport, TN | 116,222 |
| 213 | Kansas City, KS | 115,587 |
| 214 | Dover, DE | [illegible] |
| 215 | Lafayette, IN | 113,265 |
| 216 | Dothan, AL | 112,831 |
| 217 | Pulaski, VA | 112,149 |
| 218 | Boise City, ID | 110,551 |
| 219 | St. Cloud, MN | 110,086 |
| 220 | Pontiac, MI | 109,804 |
| 221 | San Angelo, TX | 109,337 |
| 222 | Frederick, MD | 109,075 |
| 223 | Grand Rapids, MI | 108,943 |
| 224 | Pueblo, CO | 108,625 |
| 225 | Longview, TX | 108,051 |
| 226 | Wilmington, DE | 107,611 |
| 227 | Hackensack, NJ | 107,468 |
| 228 | Bangor, ME | 107,303 |
| 229 | Norwalk, CT | 106,658 |
| 230 | Joliet, IL | 106,530 |
| 231 | Framingham, MA | 106,196 |
| 232 | Bloomington, IN | 106,001 |
| 233 | Ogden, UT | 104,955 |
| 234 | South Bend, IN | 104,536 |
| 235 | Danbury, CT | 104,304 |
| 236 | Lake Charles, LA | 104,072 |
| 237 | Racine, WI | 103,475 |
| 238 | Moline, IL | 103,321 |
| 239 | Charleston, SC | 103,122 |
| 240 | Fort Collins, CO | 102,756 |
| 241 | New Haven, CT | 102,714 |
| 242 | Dubuque, IA | 102,669 |
| 243 | Garland, TX | 101,475 |
| 244 | Bloomington, IL | 101,367 |
| 245 | Covina, CA | 101,231 |
| 246 | Texarkana, TX | 101,031 |
| 247 | Bismarck, ND | 100,824 |
| 248 | Jacksonville, NC | 100,458 |
| 249 | Fargo, ND | 100,254 |
| 250 | Decatur, IL | 99,565 |

## Food Sales
(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 8,631,476 |
| 2 | Houston, TX | 3,753,630 |
| 3 | Los Angeles, CA | 3,219,927 |
| 4 | Chicago, IL | 3,142,223 |
| 5 | San Fernando Valley, CA | 2,884,064 |
| 6 | Dallas, TX | 1,776,629 |
| 7 | San Antonio, TX | 1,707,463 |
| 8 | Philadelphia, PA | 1,677,576 |
| 9 | San Diego, CA | 1,564,551 |
| 10 | San Jose, CA | 1,339,108 |
| 11 | Columbus, OH | 1,177,308 |
| 12 | Indianapolis, IN | 1,075,952 |
| 13 | Detroit, MI | 1,056,106 |
| 14 | Austin, TX | 1,020,017 |
| 15 | Phoenix, AZ | 945,069 |
| 16 | Jacksonville, FL | 920,788 |
| 17 | Seattle, WA | 902,965 |
| 18 | Boston, MA | 888,438 |
| 19 | Memphis, TN | 873,298 |
| 20 | Nashville, TN | 871,808 |
| 21 | Charlotte, NC | 838,606 |
| 22 | Baltimore(Ind. City), MD | 833,635 |
| 23 | Milwaukee, WI | 799,379 |
| 24 | Denver, CO | 772,723 |
| 25 | Albuquerque, NM | 758,927 |
| 26 | El Paso, TX | 689,883 |
| 27 | Pittsburgh, PA | 687,665 |
| 28 | Fort Worth, FX | 671,019 |
| 29 | Washington, DC | 669,883 |
| 30 | Sacramento, CA | 668,577 |
| 31 | Honolulu, HI | 666,854 |
| 32 | Long Beach, CA | 663,287 |
| 33 | New Orleans, LA | 657,326 |
| 34 | Tulsa, OK | 644,892 |
| 35 | Cleveland, OH | 637,782 |
| 36 | Atlanta, GA | 635,040 |
| 37 | Miami, FL | 631,743 |
| 38 | Tampa, FL | 621,456 |
| 39 | Oklahoma City, OK | 610,753 |
| 40 | Omaha, NE | 609,473 |
| 41 | Toledo, OH | 592,084 |
| 42 | Arlington, TX | 570,720 |
| 43 | Anaheim, CA | 567,733 |
| 44 | Colorado Sprgs, CO | 562,831 |
| 45 | St. Louis (Ind. City), MO | 552,832 |
| 46 | Fresno, CA | 541,525 |
| 47 | Baton Rouge, LA | 539,253 |
| 48 | Cincinnati, OH | 534,497 |
| 49 | Oakland, CA | 534,267 |
| 50 | Louisville, KY | 529,554 |
| 51 | Wichita, KS | 525,234 |
| 52 | Buffalo, NY | 501,623 |
| 53 | Santa Ana, CA | 494,187 |
| 54 | Corpus Christi, TX | 490,538 |
| 55 | St. Petersburg, FL | 485,161 |
| 56 | Portland, OR | 484,710 |
| 57 | Tucson, AZ | 471,634 |
| 58 | Kansas City, MO | 443,542 |
| 59 | Mobile, AL | 434,939 |
| 60 | Birmingham, AL | 430,992 |
| 61 | Minneapolis, MN | 429,804 |
| 62 | Knoxville, TN | 429,494 |
| 63 | Anchorage, AK | 420,232 |
| 64 | Winston-Salem, NC | 417,966 |
| 65 | Las Vegas, NV | 417,467 |
| 66 | Huntington Beach, CA | 416,156 |
| 67 | Raleigh, NC | 408,092 |
| 68 | St. Paul, MN | 391,958 |
| 69 | Orlando, FL | 386,854 |
| 70 | Spokane, WA | 383,199 |
| 71 | Des Moines, IA | 376,055 |
| 72 | Garland, TX | 375,929 |
| 73 | Chattanooga, TN | 375,734 |
| 74 | Yonkers, NY | 372,108 |
| 75 | Greensboro, NC | 371,162 |
| 76 | Fort Wayne, IN | 364,123 |
| 77 | Riverside, CA | 363,537 |
| 78 | Mesa, AZ | 362,188 |
| 79 | Shreveport, LA | 357,804 |
| 80 | Lubbock, TX | 355,997 |
| 81 | Akron, OH | 354,621 |
| 82 | Bakersfield, CA | 352,595 |
| 83 | Stockton, CA | 350,529 |
| 84 | Lexington, KY | 338,494 |
| 85 | Clearwater, FL | 334,153 |
| 86 | Savannah, GA | 332,969 |
| 87 | Jackson, MS | 331,127 |
| 88 | Fremont, CA | 325,792 |
| 89 | Reno, NV | 323,245 |
| 90 | Torrance, CA | 321,523 |
| 91 | Springfield, MA | 320,148 |
| 92 | Huntsville, AL | 318,443 |
| 93 | Santa Rosa, CA | 317,513 |
| 94 | Little Rock, AR | 312,577 |
| 95 | Glendale, CA | 310,860 |
| 96 | Plano, TX | 307,965 |
| 97 | Springfield, MO | 306,380 |
| 98 | Modesto, CA | 305,448 |
| 99 | Worcester, MA | 298,819 |
| 100 | Durham, NC | 297,351 |
| 101 | Montgomery, AL | 294,722 |
| 102 | Rockford, IL | 291,326 |
| 103 | Jersey City, NJ | 291,308 |
| 104 | Thousand Oaks, CA | 290,492 |
| 105 | Flint, MI | 289,714 |
| 106 | Evansville, IN | 289,313 |
| 107 | Rochester, NY | 287,922 |
| 108 | Madison, WI | 287,183 |
| 109 | Gainesville, FL | 284,652 |
| 110 | Salt Lake City, UT | 283,727 |
| 111 | Eugene, OR | 283,184 |
| 112 | Newark, NJ | 278,658 |
| 113 | El Cajon, CA | 276,868 |
| 114 | Tacoma, WA | 268,462 |
| 115 | San Bernardino, CA | 268,235 |
| 116 | Pasadena, CA | 267,024 |
| 117 | Boise City, ID | 266,618 |
| 118 | Tallahassee, FL | 264,109 |
| 119 | Syracuse, NY | 264,053 |
| 120 | Lincoln, NE | 262,676 |
| 121 | Santa Barbara, CA | 254,219 |
| 122 | Bridgeport, CT | 253,653 |
| 123 | Waterbury, CT | 248,159 |
| 124 | Fort Lauderdale, FL | 247,219 |
| 125 | Topeka, KS | 244,553 |
| 126 | Fort Myers, FL | 243,832 |
| 127 | Ventura, CA | 242,161 |
| 128 | Escondido, CA | 242,079 |
| 129 | Cherry Hill, NJ | 241,197 |
| 130 | Irving, TX | 239,157 |
| 131 | Waco, TX | 238,887 |
| 132 | Lafayette, LA | 238,414 |
| 133 | Erie, PA | 237,091 |
| 134 | Ocala, FL | 236,032 |
| 135 | Tyler, TX | 234,868 |
| 136 | Laredo, TX | 234,122 |
| 137 | Hayward, CA | 232,786 |
| 138 | Brownsville, TX | 232,018 |
| 139 | Springfield, IL | 230,758 |

| | | |
|---|---|---|
| 140 | Dayton, OH | 229,325 |
| 141 | Brockton, MA | 229,285 |
| 142 | Columbus, GA | 225,235 |
| 143 | Manchester, NH | 224,968 |
| 144 | Salinas, CA | 224,351 |
| 145 | Costa Mesa, CA | 224,071 |
| 146 | Norwalk, CT | 222,537 |
| 147 | Marietta, GA | 218,910 |
| 148 | Bellevue, WA | 216,912 |
| 149 | Boca Raton, FL | 215,684 |
| 150 | Elkhart, IN | 214,447 |
| 151 | Amarillo, TX | 213,272 |
| 152 | Richardson, TX | 210,111 |
| 153 | Ontario, CA | 209,531 |
| 154 | Lansing, MI | 209,038 |
| 155 | Charleston, SC | 208,625 |
| 156 | Odessa, TX | 207,793 |
| 157 | Pasadena, TX | 205,923 |
| 158 | Walnut Creek, CA | 203,367 |
| 159 | Nashua, NH | 202,376 |
| 160 | McAllen, TX | 202,261 |
| 161 | Grand Rapids, MI | 202,205 |
| 162 | Boulder, CO | 201,617 |
| 163 | Providence, RI | 200,080 |
| 164 | Ann Arbor, MI | 199,919 |
| 165 | Salem, OR | 198,783 |
| 166 | South Bend, IN | 198,384 |
| 167 | Columbia, SC | 198,245 |
| 168 | Longview, TX | 197,519 |
| 169 | Redding, CA | 197,228 |
| 170 | Oxnard, CA | 197,204 |
| 171 | Fayetteville, NC | 197,108 |
| 172 | Abilene, TX | 193,887 |
| 173 | Naples, FL | 193,840 |
| 174 | Independence, MO | 193,053 |
| 175 | Lakeland, FL | 192,329 |
| 176 | Tempe, AZ | 192,011 |
| 177 | Hollywood, FL | 191,576 |
| 178 | Allentown, PA | 191,154 |
| 179 | Cedar Rapids, IA | 190,976 |
| 180 | Portland, ME | 190,748 |
| 181 | Youngstown, OH | 190,692 |
| 182 | Asheville, NC | 189,994 |
| 183 | Newport Beach, CA | 189,990 |
| 184 | Fort Collins, CO | 189,482 |
| 185 | Pueblo, CO | 189,389 |
| 186 | Frederick, MD | 188,240 |
| 187 | Kansas City, KS | 187,249 |
| 188 | Danbury, CT | 186,064 |
| 189 | West Covina, CA | 185,672 |
| 190 | Myrtle Beach, SC | 184,708 |
| 191 | Albany, NY | 184,659 |
| 192 | Sioux Falls, SD | 184,499 |
| 193 | Billings, MT | 184,101 |
| 194 | Simi Valley, CA | 184,003 |
| 195 | San Mateo, CA | 183,977 |
| 196 | White Plains, NY | 183,062 |
| 197 | Visalia, CA | 181,768 |
| 198 | Midland, TX | 181,394 |
| 199 | Quincy, MA | 181,147 |
| 200 | Stamford, CT | 180,732 |
| 201 | West Palm Beach, FL | 179,876 |
| 202 | Denton, TX | 179,672 |
| 203 | Beaumont, TX | 177,380 |
| 204 | Sarasota, FL | 176,692 |
| 205 | Clifton, NJ | 176,529 |
| 206 | Santa Cruz, CA | 171,942 |
| 207 | Lawton, OK | 171,878 |
| 208 | Anderson, IN | 171,844 |
| 209 | Rockville, MD | 171,792 |
| 210 | Hemet, CA | 170,960 |
| 211 | Schenectady, NY | 169,899 |
| 212 | Framingham, MA | 169,101 |
| 213 | Santa Fe, NM | 168,829 |
| 214 | Greenville, SC | 168,515 |
| 215 | San Angelo, TX | 167,968 |
| 216 | Muncie, IN | 167,345 |
| 217 | Lewisville, TX | 166,937 |
| 218 | Sioux City, IA | 165,814 |
| 219 | Racine, WI | 165,788 |
| 220 | Gastonia, NC | 165,346 |
| 221 | Elizabeth, NJ | 165,055 |
| 222 | Covina, CA | 165,017 |
| 223 | Fall River, MA | 164,725 |
| 224 | North Little Rock, AR | 164,185 |
| 225 | Albany, GA | 163,922 |
| 226 | Davenport, IA | 163,787 |
| 227 | Napa, CA | 163,057 |
| 228 | San Rafael, CA | 162,480 |
| 229 | Paterson, NJ | 162,454 |
| 230 | Bloomington, IN | 162,273 |
| 231 | Rochester, MN | 162,217 |
| 232 | Vineland, NJ | 162,019 |
| 233 | Wilmington, NC | 160,494 |
| 234 | Tuscaloosa, AL | 159,710 |
| 235 | Johnson City, TN | 159,233 |
| 236 | Columbia, MO | 158,573 |
| 237 | Longmont, CO | 158,176 |
| 238 | New Bedford, MA | 157,741 |
| 239 | Everett, WA | 156,833 |
| 240 | Decatur, IL | 155,222 |
| 241 | Chico, CA | 153,960 |
| 242 | Peoria, IL | 153,280 |
| 243 | Pomona, CA | 153,249 |
| 244 | Arcadia, CA | 152,528 |
| 245 | Bellingham, WA | 150,330 |
| 246 | Santa Monica, CA | 149,732 |
| 247 | Alexandria, LA | 149,058 |
| 248 | Vallejo, CA | 148,899 |
| 249 | Oceanside, CA | 148,787 |
| 250 | Binghamton, NY | 148,769 |

## Automobile Sales
### (thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 4,531,387 |
| 2 | Houston, TX | 3,658,942 |
| 3 | San Fernando Valley, CA | 3,410,007 |
| 4 | Dallas, TX | 2,291,033 |
| 5 | Los Angeles, CA | 2,042,191 |
| 6 | San Antonio, TX | 1,686,980 |
| 7 | Columbus, OH | 1,673,611 |
| 8 | Chicago, IL | 1,563,284 |
| 9 | Austin, TX | 1,526,635 |
| 10 | Indianapolis, IN | 1,371,867 |
| 11 | San Diego, CA | 1,248,395 |
| 12 | Memphis, TN | 1,222,384 |
| 13 | Jacksonville, FL | 1,218,921 |
| 14 | Oklahoma City, OK | 1,196,062 |
| 15 | Charlotte, NC | 1,131,681 |
| 16 | San Jose, CA | 1,088,134 |
| 17 | Nashville, TN | 1,029,677 |
| 18 | Fort Worth, FX | 1,003,624 |
| 19 | Miami, FL | 968,575 |
| 20 | Fort Lauderdale, FL | 916,233 |
| 21 | Albuquerque, NM | 854,371 |
| 22 | El Paso, TX | 845,095 |
| 23 | Philadelphia, PA | 824,808 |
| 24 | Tampa, FL | 822,631 |
| 25 | Tulsa, OK | 821,618 |
| 26 | Arlington, TX | 790,310 |
| 27 | Detroit, MI | 778,095 |
| 28 | Colorado Sprgs, CO | 727,492 |
| 29 | Baltimore(Ind. City), MD | 685,100 |
| 30 | Orlando, FL | 676,262 |
| 31 | Phoenix, AZ | 661,960 |
| 32 | Seattle, WA | 642,538 |
| 33 | Atlanta, GA | 634,297 |
| 34 | Raleigh, NC | 612,822 |
| 35 | Clearwater, FL | 611,874 |
| 36 | Wichita, KS | 608,485 |
| 37 | Jackson, MS | 569,441 |
| 38 | Long Beach, CA | 568,753 |
| 39 | Santa Ana, CA | 562,789 |
| 40 | Irving, TX | 562,265 |
| 41 | Anchorage, AK | 560,721 |
| 42 | New Orleans, LA | 554,006 |
| 43 | Baton Rouge, LA | 534,238 |
| 44 | Santa Monica, CA | 526,712 |
| 45 | Costa Mesa, CA | 526,544 |
| 46 | Bakersfield, CA | 526,366 |
| 47 | Sacramento, CA | 523,500 |
| 48 | Kansas City, MO | 520,910 |
| 49 | Omaha, NE | 519,436 |
| 50 | Oakland, CA | 518,964 |
| 51 | Fresno, CA | 517,225 |
| 52 | Denver, CO | 516,274 |
| 53 | Tucson, AZ | 501,296 |
| 54 | Riverside, CA | 497,403 |
| 55 | Birmingham, AL | 491,795 |
| 56 | Pittsburgh, PA | 488,099 |
| 57 | Corpus Christi, TX | 486,466 |
| 58 | Chattanooga, TN | 485,510 |
| 59 | Mobile, AL | 483,956 |
| 60 | Shreveport, LA | 480,158 |
| 61 | West Palm Beach, FL | 475,017 |
| 62 | Hollywood, FL | 471,178 |
| 63 | Little Rock, AR | 466,918 |
| 64 | Lubbock, TX | 461,652 |
| 65 | St. Louis (Ind. City), MO | 460,821 |
| 66 | Cincinnati, OH | 450,753 |
| 67 | Montgomery, AL | 445,335 |
| 68 | Portland, OR | 445,119 |
| 69 | Glendale, CA | 435,584 |
| 70 | Milwaukee, WI | 424,484 |
| 71 | Mesa, AZ | 418,541 |
| 72 | Winston-Salem, NC | 416,851 |
| 73 | Thousand Oaks, CA | 415,890 |
| 74 | Richardson, TX | 412,602 |
| 75 | Knoxville, TN | 401,914 |
| 76 | Anaheim, CA | 401,375 |
| 77 | Reno, NV | 394,367 |
| 78 | Honolulu, HI | 393,657 |
| 79 | Springfield, MO | 392,422 |
| 80 | Hayward, CA | 391,994 |
| 81 | El Cajon, CA | 380,219 |
| 82 | Walnut Creek, CA | 375,120 |
| 83 | Boston, MA | 371,691 |
| 84 | St. Petersburg, FL | 371,482 |
| 85 | Lexington, KY | 369,786 |
| 86 | Las Vegas, NV | 367,775 |
| 87 | Worcester, MA | 366,334 |
| 88 | Torrance, CA | 363,654 |
| 89 | Huntsville, AL | 358,850 |
| 90 | Fremont, CA | 358,653 |
| 91 | Fort Wayne, IN | 353,536 |
| 92 | Greensboro, NC | 352,208 |
| 93 | Tacoma, WA | 349,135 |
| 94 | Columbus, GA | 347,639 |
| 95 | Pasadena, CA | 347,109 |
| 96 | Escondido, CA | 346,950 |
| 97 | Norman, OK | 346,927 |
| 98 | Marietta, GA | 346,798 |
| 99 | Huntington Beach, CA | 342,035 |
| 100 | Lansing, MI | 337,901 |
| 101 | Salt Lake City, UT | 334,268 |
| 102 | Des Moines, IA | 332,526 |
| 103 | Grand Rapids, MI | 332,175 |
| 104 | Odessa, TX | 332,097 |
| 105 | Fort Myers, FL | 328,990 |
| 106 | Manchester, NH | 318,201 |
| 107 | Lynn, MA | 316,058 |
| 108 | San Rafael, CA | 315,943 |
| 109 | Pompano Beach, FL | 313,269 |
| 110 | Lincoln, NE | 307,346 |
| 111 | Gainesville, FL | 305,659 |
| 112 | Bellevue, WA | 305,513 |
| 113 | Amarillo, TX | 300,988 |
| 114 | San Bernardino, CA | 300,659 |
| 115 | Ventura, CA | 300,432 |
| 116 | Boulder, CO | 299,235 |
| 117 | Savannah, GA | 295,744 |
| 118 | Minneapolis, MN | 294,909 |
| 119 | Cleveland, OH | 294,148 |
| 120 | Stockton, CA | 292,380 |
| 121 | Cherry Hill, NJ | 288,243 |
| 122 | Garland, TX | 284,484 |
| 123 | Durham, NC | 283,775 |
| 124 | Independence, MO | 281,011 |
| 125 | Spokane, WA | 278,694 |
| 126 | St. Paul, MN | 278,235 |
| 127 | Longview, TX | 274,439 |
| 128 | Nashua, NH | 273,939 |
| 129 | Lafayette, LA | 273,604 |
| 130 | Newport Beach, CA | 270,086 |
| 131 | Tyler, TX | 269,907 |
| 132 | Billings, MT | 267,268 |
| 133 | Rockford, IL | 265,649 |
| 134 | Rochester, NY | 264,758 |
| 135 | West Covina, CA | 258,967 |
| 136 | Greenville, SC | 256,546 |
| 137 | Asheville, NC | 255,148 |
| 138 | Louisville, KY | 252,716 |
| 139 | Madison, WI | 252,165 |
| 140 | Daytona Beach, FL | 251,169 |
| 141 | Springfield, MA | 250,013 |
| 142 | Fayetteville, NC | 249,171 |
| 143 | Waco, TX | 248,794 |
| 144 | Syracuse, NY | 246,882 |
| 145 | San Angelo, TX | 246,343 |
| 146 | Elkhart, IN | 246,247 |
| 147 | Whittier, CA | 243,728 |
| 148 | Flint, MI | 243,630 |
| 149 | Dayton, OH | 242,473 |
| 150 | Hempstead, NY | 241,545 |
| 151 | Akron, OH | 240,180 |
| 152 | Boise City, ID | 237,565 |
| 153 | Charleston, SC | 237,438 |
| 154 | Jersey City, NJ | 236,946 |
| 155 | Beaumont, TX | 236,495 |
| 156 | Renton, WA | 235,942 |
| 157 | Pensacola, FL | 235,761 |
| 158 | Panama City, FL | 235,649 |
| 159 | Sioux Falls, SD | 233,364 |
| 160 | Eugene, OR | 233,254 |
| 161 | McAllen, TX | 229,460 |
| 162 | Toledo, OH | 229,359 |
| 163 | Covina, CA | 228,941 |
| 164 | Evansville, IN | 228,585 |
| 165 | Fargo, ND | 228,156 |
| 166 | Springfield, IL | 227,758 |
| 167 | Salem, OR | 227,418 |
| 168 | Annapolis, MD | 226,466 |
| 169 | Allentown, PA | 226,015 |
| 170 | Pomona, CA | 225,041 |
| 171 | Topeka, KS | 224,613 |
| 172 | Ocala, FL | 224,183 |
| 173 | Scottsdale, AZ | 223,386 |
| 174 | Modesto, CA | 223,375 |
| 175 | Lakeland, FL | 218,809 |
| 176 | Fort Pierce, FL | 218,429 |
| 177 | Ontario, CA | 215,822 |
| 178 | Oxnard, CA | 215,718 |
| 179 | Lawton, OK | 211,791 |
| 180 | Visalia, CA | 210,923 |
| 181 | Danbury, CT | 210,748 |
| 182 | Roseville, CA | 208,484 |
| 183 | Salinas, CA | 206,611 |
| 184 | Fort Smith, AR | 205,317 |
| 185 | Auburn, WA | 202,663 |
| 186 | Framingham, MA | 199,216 |
| 187 | South Bend, IN | 195,435 |
| 188 | Carrollton, TX | 194,055 |
| 189 | Midland, TX | 193,453 |
| 190 | Albany, NY | 191,691 |
| 191 | Monroe, LA | 190,904 |
| 192 | Columbia, SC | 190,347 |
| 193 | Rockville, MD | 190,332 |
| 194 | Dothan, AL | 190,223 |
| 195 | Lowell, MA | 189,190 |
| 196 | Santa Maria, CA | 188,650 |
| 197 | Washington, DC | 187,605 |
| 198 | Wilmington, NC | 187,323 |
| 199 | Alexandria, LA | 187,265 |
| 200 | Clarksville, TN | 186,769 |
| 201 | Pasadena, TX | 184,892 |
| 202 | Waukesha, WI | 182,558 |
| 203 | Davenport, IA | 181,188 |
| 204 | Medford, OR | 180,993 |
| 205 | Ann Arbor, MI | 180,286 |
| 206 | Bradenton, FL | 179,954 |
| 207 | Ogden, UT | 179,577 |
| 208 | Santa Fe, NM | 178,705 |
| 209 | Corona, CA | 178,454 |
| 210 | Cedar Rapids, IA | 177,805 |
| 211 | Woburn, MA | 177,581 |
| 212 | Santa Barbara, CA | 175,725 |
| 213 | Lawrenceville, GA | 175,628 |
| 214 | Waukegan, IL | 175,565 |
| 215 | Burlington, NC | 173,814 |
| 216 | Las Cruces, NM | 173,608 |
| 217 | Kalamazoo, MI | 172,942 |
| 218 | New Rochelle, NY | 172,766 |
| 219 | Charleston, WV | 172,526 |
| 220 | Buffalo, NY | 172,089 |
| 221 | Wichita Falls, TX | 170,619 |
| 222 | Killeen, TX | 169,444 |
| 223 | Red Bank, NJ | 169,197 |
| 224 | Redding, CA | 167,815 |
| 225 | Fort Walton, FL | 167,789 |
| 226 | Columbia, MO | 166,888 |
| 227 | Albany, GA | 166,785 |
| 228 | Santa Cruz, CA | 166,089 |
| 229 | St. Joseph, MO | 165,681 |
| 230 | Grand Prairie, TX | 163,996 |
| 231 | Yonkers, NY | 163,735 |
| 232 | North Little Rock, AR | 162,677 |
| 233 | Denton, TX | 162,535 |
| 234 | Kingsport, TN | 162,446 |
| 235 | Brockton, MA | 162,219 |
| 236 | Meridian, MS | 161,122 |
| 237 | Fort Collins, CO | 160,488 |
| 238 | Gulfport, MS | 160,375 |
| 239 | Victoria, VA | 160,246 |
| 240 | Grand Junction, CO | 157,925 |
| 241 | Newark, DE | 157,295 |
| 242 | White Plains, NY | 157,147 |
| 243 | Rochester, MN | 156,535 |
| 244 | Portsmouth, NH | 156,385 |
| 245 | Merced, CA | 156,170 |
| 246 | Greenwich, CT | 156,013 |
| 247 | Terre Haute, IN | 155,118 |
| 248 | Tallahassee, FL | 154,938 |
| 249 | Brick Twp., NJ | 154,631 |
| 250 | Alcoa, TN | 154,454 |

## Gasoline Sales
### (thousands)

| | | |
|---|---|---|
| 1 | Los Angeles, CA | 1,231,545 |
| 2 | Houston, TX | 1,047,112 |
| 3 | New York City, NY | 951,210 |
| 4 | San Fernando Valley, CA | 790,204 |
| 5 | Chicago, IL | 736,551 |
| 6 | Dallas, TX | 679,333 |
| 7 | San Diego, CA | 555,576 |
| 8 | San Antonio, TX | 543,409 |
| 9 | Indianapolis, IN | 463,009 |
| 10 | Columbus, OH | 443,586 |
| 11 | Memphis, TN | 391,717 |
| 12 | San Jose, CA | 387,769 |
| 13 | Detroit, MI | 381,173 |
| 14 | Philadelphia, PA | 364,880 |
| 15 | Phoenix, AZ | 349,063 |
| 16 | Jacksonville, FL | 329,349 |
| 17 | Tampa, FL | 328,731 |
| 18 | Miami, FL | 325,100 |
| 19 | Nashville, TN | 323,920 |
| 20 | Seattle, WA | 290,230 |
| 21 | Atlanta, GA | 284,429 |
| 22 | Charlotte, NC | 283,775 |
| 23 | Sacramento, CA | 268,574 |
| 24 | Cincinnati, OH | 265,112 |
| 25 | Austin, TX | 246,476 |
| 26 | Fort Worth, FX | 231,098 |
| 27 | Milwaukee, WI | 231,039 |
| 28 | Toledo, OH | 225,440 |
| 29 | Baltimore(Ind. City), MD | 222,465 |
| 30 | Las Vegas, NV | 221,907 |
| 31 | Pittsburgh, PA | 217,120 |
| 32 | Albuquerque, NM | 214,658 |
| 33 | Cleveland, OH | 213,754 |
| 34 | Denver, CO | 205,494 |
| 35 | St. Louis (Ind. City), MO | 204,252 |
| 36 | Honolulu, HI | 197,678 |
| 37 | Knoxville, TN | 197,617 |
| 38 | Portland, OR | 194,879 |
| 39 | Long Beach, CA | 193,849 |

| | | |
|---|---|---|
| 40 | Louisville, KY | 191,016 |
| 41 | Boston, MA | 186,358 |
| 42 | Washington, DC | 184,988 |
| 43 | Kansas City, MO | 184,676 |
| 44 | Fresno, CA | 182,357 |
| 45 | Anaheim, CA | 179,110 |
| 46 | El Paso, TX | 178,035 |
| 47 | Bakersfield, CA | 177,926 |
| 48 | Omaha, NE | 173,549 |
| 49 | Minneapolis, MN | 171,295 |
| 50 | Colorado Sprgs, CO | 166,033 |
| 51 | New Orleans, LA | 165,839 |
| 52 | Tucson, AZ | 164,942 |
| 53 | Wichita, KS | 162,842 |
| 54 | Santa Ana, CA | 160,447 |
| 55 | Tulsa, OK | 160,304 |
| 56 | Fort Wayne, IN | 159,772 |
| 57 | St. Paul, MN | 156,009 |
| 58 | Orlando, FL | 155,403 |
| 59 | Oakland, CA | 154,325 |
| 60 | Tacoma, WA | 153,522 |
| 61 | Baton Rouge, LA | 153,390 |
| 62 | Oklahoma City, OK | 151,877 |
| 63 | Corpus Christi, TX | 146,409 |
| 64 | Greensboro, NC | 146,169 |
| 65 | Raleigh, NC | 138,544 |
| 66 | Santa Rosa, CA | 137,929 |
| 67 | Chattanooga, TN | 137,198 |
| 68 | Ocala, FL | 137,048 |
| 69 | Birmingham, AL | 136,670 |
| 70 | Akron, OH | 131,208 |
| 71 | Dayton, OH | 129,362 |
| 72 | Lexington, KY | 129,352 |
| 73 | Riverside, CA | 128,051 |
| 74 | St. Petersburg, FL | 127,984 |
| 75 | San Bernardino, CA | 127,169 |
| 76 | Arlington, TX | 126,892 |
| 77 | Anchorage, AK | 126,580 |
| 78 | Garland, TX | 125,816 |
| 79 | Shreveport, LA | 124,001 |
| 80 | Flint, MI | 120,635 |
| 81 | Worcester, MA | 119,297 |
| 82 | Jackson, MS | 118,870 |
| 83 | Reno, NV | 116,735 |
| 84 | Mobile, AL | 116,667 |
| 85 | Stockton, CA | 115,386 |
| 86 | Spokane, WA | 115,190 |
| 87 | Fort Lauderdale, FL | 115,035 |
| 88 | Springfield, MA | 113,713 |
| 89 | Marietta, GA | 113,692 |
| 90 | Little Rock, AR | 112,796 |
| 91 | Des Moines, IA | 111,826 |
| 92 | Winston-Salem, NC | 111,182 |
| 93 | Rochester, NY | 110,807 |
| 94 | Salt Lake City, UT | 108,321 |
| 95 | Madison, WI | 107,607 |
| 96 | Manchester, NH | 106,771 |
| 97 | Montgomery, AL | 106,635 |
| 98 | Fremont, CA | 105,097 |
| 99 | Rockford, IL | 104,760 |
| 100 | Redding, CA | 99,015 |
| 101 | Bellevue, WA | 98,726 |
| 102 | Mesa, AZ | 97,941 |
| 103 | Council Bluffs, IA | 97,063 |
| 104 | Ontario, CA | 95,756 |
| 105 | Buffalo, NY | 95,061 |
| 106 | Tallahassee, FL | 93,693 |
| 107 | Lansing, MI | 93,048 |
| 108 | Bridgeport, CT | 92,555 |
| 109 | Danbury, CT | 92,545 |
| 110 | Santa Barbara, CA | 92,511 |
| 111 | Clearwater, FL | 92,492 |
| 112 | Glendale, CA | 92,352 |
| 113 | Savannah, GA | 91,879 |
| 114 | Springfield, IL | 90,821 |
| 115 | Escondido, CA | 90,347 |
| 116 | El Cajon, CA | 90,333 |
| 117 | Muncie, IN | 89,497 |
| 118 | Torrance, CA | 89,495 |
| 119 | Huntington Beach, CA | 89,287 |
| 120 | Thousand Oaks, CA | 87,758 |
| 121 | Lincoln, NE | 87,660 |
| 122 | Durham, NC | 86,459 |
| 123 | Grand Rapids, MI | 86,449 |
| 124 | Pontiac, MI | 86,438 |
| 125 | Newark, NJ | 85,727 |
| 126 | Nashua, NH | 85,606 |
| 127 | Sioux Falls, SD | 84,829 |
| 128 | Gainesville, FL | 84,665 |
| 129 | Quincy, MA | 83,295 |
| 130 | Salinas, CA | 83,081 |
| 131 | Yonkers, NY | 83,073 |
| 132 | Greenville, SC | 82,663 |
| 133 | Ann Arbor, MI | 81,817 |
| 134 | Rockville, MD | 81,659 |
| 135 | South Bend, IN | 79,886 |
| 136 | Costa Mesa, CA | 79,820 |
| 137 | Jersey City, NJ | 78,837 |
| 138 | Evansville, IN | 77,581 |
| 139 | Boise City, ID | 77,283 |
| 140 | Davenport, IA | 77,119 |
| 141 | Plano, TX | 76,709 |
| 142 | Modesto, CA | 76,670 |
| 143 | Tyler, TX | 76,465 |
| 144 | Fayetteville, NC | 76,169 |
| 145 | Huntsville, AL | 76,006 |
| 146 | Kansas City, KS | 75,787 |
| 147 | Hartford, CT | 75,771 |
| 148 | Canton, OH | 75,764 |
| 149 | Erie, PA | 75,278 |
| 150 | Columbia, SC | 75,078 |
| 151 | West Memphis, AR | 74,320 |
| 152 | Effingham, IL | 74,051 |
| 153 | Norwalk, CT | 73,710 |
| 154 | Brockton, MA | 72,832 |
| 155 | Fargo, ND | 72,747 |
| 156 | Green Bay, WI | 72,489 |
| 157 | Hayward, CA | 72,356 |
| 158 | Santa Maria, CA | 72,012 |
| 159 | Springfield, MO | 72,000 |
| 160 | Lafayette, LA | 71,652 |
| 161 | Milford, CT | 71,592 |
| 162 | Cherry Hill, NJ | 70,993 |
| 163 | Allentown, PA | 70,586 |
| 164 | Beaumont, TX | 70,530 |
| 165 | Royal Oak, MI | 70,468 |
| 166 | Columbus, GA | 70,383 |
| 167 | Pasadena, CA | 70,363 |
| 168 | Carlisle, PA | 69,817 |
| 169 | Hollywood, FL | 69,340 |
| 170 | Topeka, KS | 69,285 |
| 171 | Barstow, CA | 69,076 |
| 172 | Springfield, OH | 69,063 |
| 173 | Boca Raton, FL | 68,841 |
| 174 | Stamford, CT | 68,088 |
| 175 | Syracuse, NY | 68,072 |
| 176 | Oceanside, CA | 67,684 |
| 177 | Lakeland, FL | 67,469 |
| 178 | Portsmouth, NH | 67,328 |
| 179 | Sarasota, FL | 66,781 |
| 180 | Phillipsburg, NJ | 66,601 |
| 181 | Kalamazoo, MI | 65,957 |
| 182 | Waltham, MA | 65,736 |
| 183 | Waterbury, CT | 64,926 |
| 184 | Walnut Creek, CA | 64,786 |
| 185 | Valdosta, GA | 64,627 |
| 186 | Providence, RI | 64,594 |
| 187 | Mansfield, OH | 64,397 |
| 188 | Charleston, SC | 64,375 |
| 189 | North Little Rock, AR | 64,333 |
| 190 | Tempe, AZ | 63,939 |
| 191 | Pasadena, TX | 63,641 |
| 192 | Spartanburg, SC | 63,602 |
| 193 | Ventura, CA | 63,355 |
| 194 | Eugene, OR | 63,333 |
| 195 | Asheville, NC | 63,167 |
| 196 | Lowell, MA | 62,473 |
| 197 | Rochester, MN | 61,940 |
| 198 | Peoria, IL | 61,704 |
| 199 | Irving, TX | 60,635 |
| 200 | Everett, WA | 60,140 |
| 201 | Amarillo, TX | 60,122 |
| 202 | New Bedford, MA | 60,045 |
| 203 | Roswell, GA | 59,844 |
| 204 | Florence, SC | 59,711 |
| 205 | Lynn, MA | 59,511 |
| 206 | Fort Myers, FL | 59,320 |
| 207 | Salem, OR | 58,965 |
| 208 | Lubbock, TX | 58,945 |
| 209 | Santa Monica, CA | 58,942 |
| 210 | Clifton, NJ | 58,860 |
| 211 | Denton, TX | 58,762 |
| 212 | Kenosha, WI | 58,482 |
| 213 | Charleston, WV | 58,352 |
| 214 | New Haven, CT | 58,205 |
| 215 | Waco, TX | 57,980 |
| 216 | Schenectady, NY | 57,443 |
| 217 | Independence, MO | 56,650 |
| 218 | Elizabeth, NJ | 56,501 |
| 219 | Bloomington, IL | 55,998 |
| 220 | Kokomo, IN | 55,960 |
| 221 | Richardson, TX | 55,921 |
| 222 | Haverhill, MA | 55,807 |
| 223 | San Rafael, CA | 55,648 |
| 224 | Wilmington, DE | 55,616 |
| 225 | West Palm Beach, FL | 55,503 |
| 226 | Newport Beach, CA | 55,373 |
| 227 | Renton, WA | 55,168 |
| 228 | Framingham, MA | 55,154 |
| 229 | Champaign, IL | 55,109 |
| 230 | Pomona, CA | 54,945 |
| 231 | Murfreesboro, TN | 54,892 |
| 232 | Decatur, IL | 54,387 |
| 233 | Manchester, CT | 54,226 |
| 234 | Panama City, FL | 54,221 |
| 235 | Billings, MT | 54,118 |
| 236 | Peabody, MA | 54,100 |
| 237 | Gallup, NM | 53,901 |
| 238 | Frederick, MD | 53,818 |
| 239 | Trenton, NJ | 53,476 |
| 240 | Fort Pierce, FL | 53,446 |
| 241 | Bowling Green, KY | 53,441 |
| 242 | Tuscaloosa, AL | 53,187 |
| 243 | Waukegan, IL | 52,917 |
| 244 | Fort Smith, AR | 52,801 |
| 245 | West Covina, CA | 52,714 |
| 246 | Elkhart, IN | 52,521 |
| 247 | Boulder, CO | 52,475 |
| 248 | Midland, TX | 52,464 |
| 249 | Santa Cruz, CA | 52,443 |
| 250 | Cedar Rapids, IA | 52,356 |

## Apparel Sales
(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 4,432,030 |
| 2 | Houston, TX | 1,272,836 |
| 3 | Chicago, IL | 1,155,205 |
| 4 | Dallas, TX | 863,210 |
| 5 | Los Angeles, CA | 816,583 |
| 6 | San Fernando Valley, CA | 797,478 |
| 7 | Philadelphia, PA | 613,951 |
| 8 | San Diego, CA | 467,810 |
| 9 | San Antonio, TX | 437,278 |
| 10 | Boston, MA | 426,395 |
| 11 | Miami, FL | 405,534 |
| 12 | Seattle, WA | 359,435 |
| 13 | Washington, DC | 357,412 |
| 14 | Honolulu, HI | 349,105 |
| 15 | Austin, TX | 331,167 |
| 16 | Memphis, TN | 316,566 |
| 17 | Charlotte, NC | 313,055 |
| 18 | San Jose, CA | 312,835 |
| 19 | Atlanta, GA | 306,799 |
| 20 | Indianapolis, IN | 295,417 |
| 21 | Costa Mesa, CA | 292,481 |
| 22 | Baltimore(Ind. City), MD | 278,507 |
| 23 | Oklahoma City, OK | 270,450 |
| 24 | Tulsa, OK | 260,045 |
| 25 | New Orleans, LA | 258,032 |
| 26 | Jacksonville, FL | 231,087 |
| 27 | Denver, CO | 230,538 |
| 28 | El Paso, TX | 229,483 |
| 29 | Pittsburgh, PA | 228,917 |
| 30 | Birmingham, AL | 225,983 |
| 31 | Kansas City, MO | 223,237 |
| 32 | Nashville, TN | 215,430 |
| 33 | Fort Worth, FX | 197,247 |
| 34 | Portland, OR | 195,386 |
| 35 | Phoenix, AZ | 193,232 |
| 36 | McAllen, TX | 189,885 |
| 37 | Albuquerque, NM | 189,437 |
| 38 | Bellevue, WA | 186,023 |
| 39 | Arlington, TX | 179,365 |
| 40 | Omaha, NE | 168,974 |
| 41 | Raleigh, NC | 168,716 |
| 42 | Detroit, MI | 166,055 |
| 43 | Baton Rouge, LA | 162,753 |
| 44 | Knoxville, TN | 161,880 |
| 45 | Fort Lauderdale, FL | 161,176 |
| 46 | Wichita, KS | 160,378 |
| 47 | Milwaukee, WI | 160,125 |
| 48 | Little Rock, AR | 155,807 |
| 49 | Torrance, CA | 150,234 |
| 50 | Minneapolis, MN | 148,868 |
| 51 | Cincinnati, OH | 146,466 |
| 52 | Laredo, TX | 145,995 |
| 53 | Fresno, CA | 145,320 |
| 54 | Tampa, FL | 143,894 |
| 55 | Winston-Salem, NC | 141,218 |
| 56 | Toledo, OH | 137,232 |
| 57 | Salt Lake City, UT | 131,846 |
| 58 | Anchorage, AK | 130,023 |
| 59 | White Plains, NY | 129,763 |
| 60 | Shreveport, LA | 129,621 |
| 61 | Santa Monica, CA | 128,406 |
| 62 | Madison, WI | 123,053 |
| 63 | Sacramento, CA | 120,696 |
| 64 | Colorado Sprgs, CO | 119,681 |
| 65 | Orlando, FL | 118,703 |
| 66 | Lexington, KY | 118,486 |
| 67 | Greensboro, NC | 117,216 |
| 68 | Corpus Christi, TX | 116,644 |
| 69 | Fort Wayne, IN | 115,828 |
| 70 | Worcester, MA | 115,179 |
| 71 | Las Vegas, NV | 114,722 |
| 72 | Palo Alto, CA | 114,535 |
| 73 | Savannah, GA | 114,119 |
| 74 | Chattanooga, TN | 113,025 |
| 75 | Newark, NJ | 112,391 |
| 76 | Lubbock, TX | 111,507 |
| 77 | St. Louis (Ind. City), MO | 108,988 |
| 78 | Evansville, IN | 107,728 |
| 79 | Brea, CA | 107,007 |
| 80 | Bakersfield, CA | 106,054 |
| 81 | Ann Arbor, MI | 106,035 |
| 82 | San Mateo, CA | 105,639 |
| 83 | Clearwater, FL | 104,684 |
| 84 | Oakland, CA | 104,098 |
| 85 | Huntsville, AL | 102,754 |
| 86 | Hackensack, NJ | 102,426 |
| 87 | Glendale, CA | 102,203 |
| 88 | Lafayette, LA | 101,376 |
| 89 | Walnut Creek, CA | 101,006 |
| 90 | Newport Beach, CA | 100,758 |
| 91 | Jackson, MS | 99,973 |
| 92 | Brownsville, TX | 99,171 |
| 93 | Des Moines, IA | 98,862 |
| 94 | Palm Springs, CA | 98,656 |
| 95 | Reading, PA | 97,266 |
| 96 | Palm Beach, FL | 96,725 |
| 97 | Tucson, AZ | 96,457 |
| 98 | Jersey City, NJ | 94,604 |
| 99 | Spokane, WA | 94,375 |
| 100 | Yonkers, NY | 93,818 |
| 101 | Louisville, KY | 93,354 |
| 102 | Manchester, NH | 92,763 |
| 103 | Cleveland, OH | 92,411 |
| 104 | Springfield, MA | 92,205 |
| 105 | Reno, NV | 92,088 |
| 106 | Long Beach, CA | 91,489 |
| 107 | San Bernardino, CA | 91,471 |
| 108 | Buffalo, NY | 91,281 |
| 109 | Stockton, CA | 91,280 |
| 110 | Montgomery, AL | 90,448 |
| 111 | Amarillo, TX | 90,083 |
| 112 | Pasadena, CA | 89,954 |
| 113 | Tacoma, WA | 89,728 |
| 114 | Mobile, AL | 89,111 |
| 115 | St. Marys, PA | 88,375 |
| 116 | Myrtle Beach, SC | 87,574 |
| 117 | Tyler, TX | 86,773 |
| 118 | Beaumont, TX | 86,027 |
| 119 | Boca Raton, FL | 85,764 |
| 120 | Mesa, AZ | 85,003 |
| 121 | Santa Barbara, CA | 83,285 |
| 122 | Modesto, CA | 83,247 |
| 123 | St. Petersburg, FL | 82,983 |
| 124 | Pompano Beach, FL | 80,987 |
| 125 | Lincoln, NE | 80,747 |
| 126 | Santa Rosa, CA | 80,552 |
| 127 | Huntington Beach, CA | 80,040 |
| 128 | Riverside, CA | 78,091 |
| 129 | Alameda, CA | 76,912 |
| 130 | Elizabeth, NJ | 75,814 |
| 131 | Grand Rapids, MI | 75,596 |
| 132 | El Cajon, CA | 75,554 |
| 133 | Burlington, NC | 75,498 |
| 134 | Hollywood, FL | 75,275 |
| 135 | West Palm Beach, FL | 74,908 |
| 136 | Cherry Hill, NJ | 74,776 |
| 137 | Durham, NC | 74,268 |
| 138 | Thousand Oaks, CA | 73,543 |
| 139 | Eugene, OR | 73,139 |
| 140 | Hurst, TX | 73,090 |
| 141 | Charleston, SC | 72,906 |
| 142 | St. Paul, MN | 72,797 |
| 143 | Springfield, IL | 71,408 |
| 144 | Garden City, NY | 71,255 |
| 145 | West Covina, CA | 70,865 |
| 146 | Akron, OH | 70,112 |
| 147 | Waterbury, CT | 70,062 |
| 148 | Greenville, SC | 68,370 |
| 149 | Flint, MI | 68,246 |
| 150 | Alexandria, LA | 67,758 |
| 151 | Santa Ana, CA | 67,698 |
| 152 | Spartanburg, SC | 67,381 |
| 153 | Stamford, CT | 66,912 |
| 154 | Nashua, NH | 66,365 |
| 155 | Sioux Falls, SD | 66,242 |
| 156 | Waco, TX | 65,875 |
| 157 | Hartford, CT | 64,756 |
| 158 | Fayetteville, NC | 64,690 |
| 159 | Anaheim, CA | 64,557 |
| 160 | Brockton, MA | 64,529 |
| 161 | Monroe, LA | 63,820 |
| 162 | Providence, RI | 63,664 |
| 163 | Norwalk, CT | 63,529 |
| 164 | New Haven, CT | 63,133 |
| 165 | Danbury, CT | 63,109 |
| 166 | Santa Fe, NM | 62,178 |
| 167 | Lansing, MI | 61,960 |
| 168 | Columbus, GA | 61,801 |
| 169 | Salem, OR | 61,746 |
| 170 | Naples, FL | 60,617 |
| 171 | Holyoke, MA | 60,512 |
| 172 | Marietta, GA | 60,065 |
| 173 | Richardson, TX | 59,815 |
| 174 | Longview, TX | 59,382 |
| 175 | Fort Smith, AR | 59,119 |
| 176 | Lancaster, PA | 59,012 |
| 177 | Norman, OK | 58,980 |
| 178 | Bridgeport, CT | 58,086 |
| 179 | Tallahassee, FL | 57,734 |
| 180 | Sarasota, FL | 57,616 |
| 181 | Daytona Beach, FL | 57,484 |
| 182 | Greenville, NC | 57,472 |
| 183 | Tuscaloosa, AL | 57,140 |
| 184 | Framingham, MA | 56,582 |
| 185 | Boise City, ID | 56,461 |
| 186 | Salinas, CA | 56,035 |
| 187 | Rochester, MN | 55,774 |
| 188 | Charleston, WV | 55,565 |
| 189 | Arcadia, CA | 55,345 |
| 190 | Medford, MA | 54,237 |
| 191 | Springfield, MO | 54,201 |
| 192 | Woodbridge, VA | 54,046 |
| 193 | Rochester, NY | 53,898 |
| 194 | Green Bay, WI | 53,829 |
| 195 | Albany, NY | 53,815 |

| | | |
|---|---|---|
| 196 | Columbia, SC | 53,772 |
| 197 | Champaign, IL | 53,545 |
| 198 | San Rafael, CA | 53,322 |
| 199 | Boulder, CO | 53,201 |
| 200 | Cedar Rapids, IA | 53,001 |
| 201 | Escondido, CA | 52,934 |
| 202 | Wilmington, NC | 52,801 |
| 203 | Wilkes-Barre, PA | 52,763 |
| 204 | Ocala, FL | 52,567 |
| 205 | Kalamazoo, MI | 52,154 |
| 206 | Abilene, TX | 51,722 |
| 207 | Utica, NY | 51,552 |
| 208 | Peoria, IL | 50,853 |
| 209 | Terre Haute, IN | 50,792 |
| 210 | Billings, MT | 49,636 |
| 211 | Fall River, MA | 49,295 |
| 212 | Hendersonville, NC | 49,095 |
| 213 | Greenwich, CT | 49,073 |
| 214 | Wilmington, DE | 48,936 |
| 215 | Oxnard, CA | 48,793 |
| 216 | Odessa, TX | 48,456 |
| 217 | Albany, GA | 48,337 |
| 218 | Burlington, VT | 48,238 |
| 219 | Fort Collins, CO | 48,105 |
| 220 | North Little Rock, AR | 48,051 |
| 221 | San Angelo, TX | 47,795 |
| 222 | Garland, TX | 47,729 |
| 223 | Gainesville, FL | 47,712 |
| 224 | Salisbury, MD | 47,458 |
| 225 | Syracuse, NY | 47,415 |
| 226 | Lake Charles, LA | 47,129 |
| 227 | Bloomington, IN | 46,992 |
| 228 | Bangor, ME | 46,896 |
| 229 | Hickory, NC | 46,883 |
| 230 | St. Cloud, MN | 46,608 |
| 231 | Columbia, MO | 46,224 |
| 232 | Asheville, NC | 45,512 |
| 233 | Ventura, CA | 44,948 |
| 234 | Rockford, IL | 44,351 |
| 235 | Scranton, PA | 44,101 |
| 236 | Midland, TX | 44,021 |
| 237 | Mishawaka, IN | 43,979 |
| 238 | Pontiac, MI | 43,928 |
| 239 | Dothan, AL | 43,452 |
| 240 | Lakeland, FL | 43,407 |
| 241 | Clifton, NJ | 42,781 |
| 242 | Poughkeepsie, NY | 42,665 |
| 243 | Salisbury, NC | 42,383 |
| 244 | Kingsport, TN | 42,027 |
| 245 | Fargo, ND | 41,847 |
| 246 | Fort Myers, FL | 41,593 |
| 247 | Visalia, CA | 41,491 |
| 248 | Medford, OR | 41,374 |
| 249 | Panama City, FL | 41,328 |
| 250 | Peabody, MA | 41,294 |

## Furniture Sales
(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 3,278,197 |
| 2 | San Fernando Valley, CA | 940,073 |
| 3 | Houston, TX | 904,659 |
| 4 | Los Angeles, CA | 841,723 |
| 5 | Chicago, IL | 750,937 |
| 6 | Dallas, TX | 623,380 |
| 7 | San Diego, CA | 534,596 |
| 8 | Columbus, OH | 457,870 |
| 9 | Austin, TX | 382,495 |
| 10 | San Antonio, TX | 381,107 |
| 11 | Philadelphia, PA | 372,786 |
| 12 | Memphis, TN | 293,488 |
| 13 | Denver, CO | 290,820 |
| 14 | Oklahoma City, OK | 288,151 |
| 15 | San Jose, CA | 277,602 |
| 16 | Nashville, TN | 274,957 |
| 17 | Indianapolis, IN | 269,829 |
| 18 | Charlotte, NC | 257,279 |
| 19 | Phoenix, AZ | 254,969 |
| 20 | Miami, FL | 251,364 |
| 21 | Omaha, NE | 246,700 |
| 22 | El Paso, TX | 226,753 |
| 23 | Jacksonville, FL | 217,382 |
| 24 | Baltimore(Ind. City), MD | 217,302 |
| 25 | Boston, MA | 211,853 |
| 26 | Seattle, WA | 208,305 |
| 27 | Albuquerque, NM | 206,165 |
| 28 | Tulsa, OK | 204,802 |
| 29 | Washington, DC | 198,226 |
| 30 | Fort Worth, FX | 197,839 |
| 31 | New Orleans, LA | 191,964 |
| 32 | Milwaukee, WI | 187,910 |
| 33 | Anaheim, CA | 184,612 |
| 34 | Tampa, FL | 176,698 |
| 35 | Portland, OR | 175,013 |
| 36 | Anchorage, AK | 167,039 |
| 37 | Santa Ana, CA | 165,358 |
| 38 | Baton Rouge, LA | 161,834 |
| 39 | Fresno, CA | 155,412 |
| 40 | Honolulu, HI | 154,145 |
| 41 | Torrance, CA | 150,877 |
| 42 | Birmingham, AL | 150,410 |
| 43 | Corpus Christi, TX | 149,840 |
| 44 | Long Beach, CA | 147,186 |
| 45 | Atlanta, GA | 146,858 |
| 46 | Colorado Sprgs, CO | 146,013 |
| 47 | Minneapolis, MN | 139,409 |
| 48 | Fort Lauderdale, FL | 137,370 |
| 49 | Detroit, MI | 137,084 |
| 50 | Wichita, KS | 136,944 |
| 51 | Shreveport, LA | 133,546 |
| 52 | Salt Lake City, UT | 132,310 |
| 53 | Huntington Beach, CA | 129,089 |
| 54 | Bakersfield, CA | 128,812 |
| 55 | Clearwater, FL | 128,198 |
| 56 | Knoxville, TN | 127,558 |
| 57 | Oakland, CA | 124,076 |
| 58 | Kansas City, MO | 123,930 |
| 59 | Tucson, AZ | 120,817 |
| 60 | Cleveland, OH | 119,583 |
| 61 | Pittsburgh, PA | 118,316 |
| 62 | Lubbock, TX | 115,875 |
| 63 | Orlando, FL | 115,679 |
| 64 | Santa Monica, CA | 112,514 |
| 65 | Grand Rapids, MI | 110,666 |
| 66 | Mesa, AZ | 110,129 |
| 67 | San Bernardino, CA | 110,042 |
| 68 | West Palm Beach, FL | 109,093 |
| 69 | Hollywood, FL | 104,213 |
| 70 | Sacramento, CA | 103,837 |
| 71 | Fort Wayne, IN | 103,607 |
| 72 | Greensboro, NC | 102,266 |
| 73 | Newark, NJ | 102,154 |
| 74 | Little Rock, AR | 101,596 |
| 75 | Raleigh, NC | 101,316 |
| 76 | Springfield, MO | 100,225 |
| 77 | San Rafael, CA | 99,633 |
| 78 | Cincinnati, OH | 99,163 |
| 79 | Costa Mesa, CA | 98,680 |
| 80 | Glendale, CA | 98,516 |
| 81 | St. Louis (Ind. City), MO | 96,555 |
| 82 | McAllen, TX | 96,106 |
| 83 | Laredo, TX | 95,241 |
| 84 | Lexington, KY | 94,728 |
| 85 | Modesto, CA | 93,965 |
| 86 | Louisville, KY | 93,926 |
| 87 | Las Vegas, NV | 93,792 |
| 88 | Mobile, AL | 93,447 |
| 89 | Jackson, MS | 92,715 |
| 90 | Evansville, IN | 92,343 |
| 91 | Santa Rosa, CA | 90,895 |
| 92 | Winston-Salem, NC | 90,410 |
| 93 | Boca Raton, FL | 89,545 |
| 94 | Arlington, TX | 87,562 |
| 95 | Riverside, CA | 86,658 |
| 96 | Des Moines, IA | 86,631 |
| 97 | Flint, MI | 86,340 |
| 98 | Columbus, GA | 86,001 |
| 99 | St. Petersburg, FL | 85,882 |
| 100 | Pasadena, CA | 85,878 |
| 101 | Richardson, TX | 84,845 |
| 102 | Spokane, WA | 83,904 |
| 103 | Toledo, OH | 82,999 |
| 104 | Bellevue, WA | 82,806 |
| 105 | Yonkers, NY | 81,432 |
| 106 | Eugene, OR | 81,179 |
| 107 | Lansing, MI | 81,077 |
| 108 | Rochester, NY | 80,801 |
| 109 | Rockville, MD | 79,920 |
| 110 | Tallahassee, FL | 79,732 |
| 111 | Syracuse, NY | 79,390 |
| 112 | Ann Arbor, MI | 79,372 |
| 113 | Santa Barbara, CA | 78,693 |
| 114 | West Covina, CA | 78,532 |
| 115 | Chattanooga, TN | 78,504 |
| 116 | Cherry Hill, NJ | 77,641 |
| 117 | Tacoma, WA | 77,208 |
| 118 | Greenville, SC | 77,154 |
| 119 | Reno, NV | 76,843 |
| 120 | Madison, WI | 76,168 |
| 121 | Huntsville, AL | 76,158 |
| 122 | Boulder, CO | 75,974 |
| 123 | Rockford, IL | 75,554 |
| 124 | Stockton, CA | 75,509 |
| 125 | White Plains, NY | 74,916 |
| 126 | Columbia, SC | 73,020 |
| 127 | Savannah, GA | 72,315 |
| 128 | Worcester, MA | 72,242 |
| 129 | Fort Myers, FL | 72,227 |
| 130 | Montgomery, AL | 71,327 |
| 131 | Dayton, OH | 70,610 |
| 132 | Beaumont, TX | 69,847 |
| 133 | Lafayette, LA | 69,825 |
| 134 | Amarillo, TX | 67,370 |
| 135 | Manchester, NH | 66,496 |
| 136 | Boise City, ID | 66,382 |
| 137 | Lincoln, NE | 66,353 |
| 138 | Charleston, SC | 65,843 |
| 139 | St. Paul, MN | 65,280 |
| 140 | Garland, TX | 64,527 |
| 141 | Pompano Beach, FL | 63,660 |
| 142 | Springfield, MA | 62,460 |
| 143 | Salem, OR | 62,382 |
| 144 | Brownsville, TX | 61,534 |
| 145 | Fremont, CA | 61,486 |
| 146 | Ocala, FL | 61,431 |
| 147 | Naples, FL | 59,760 |
| 148 | Dalton, GA | 58,482 |
| 149 | Sarasota, FL | 58,412 |
| 150 | Peoria, IL | 58,348 |
| 151 | Odessa, TX | 58,254 |
| 152 | Salinas, CA | 58,219 |
| 153 | Escondido, CA | 57,913 |
| 154 | Thousand Oaks, CA | 57,777 |
| 155 | Royal Oak, MI | 56,856 |
| 156 | Tyler, TX | 56,558 |
| 157 | High Point, NC | 56,550 |
| 158 | Midland, TX | 56,392 |
| 159 | Mishawaka, IN | 56,290 |
| 160 | Billings, MT | 56,217 |
| 161 | Akron, OH | 56,104 |
| 162 | Stamford, CT | 54,965 |
| 163 | Framingham, MA | 54,725 |
| 164 | Fayetteville, NC | 54,702 |
| 165 | Buffalo, NY | 54,566 |
| 166 | Springfield, IL | 54,460 |
| 167 | Green Bay, WI | 53,904 |
| 168 | Waltham, MA | 53,872 |
| 169 | Nashua, NH | 53,379 |
| 170 | Providence, RI | 52,396 |
| 171 | Roswell, GA | 52,161 |
| 172 | Plano, TX | 51,825 |
| 173 | Bridgeport, CT | 51,643 |
| 174 | Visalia, CA | 51,621 |
| 175 | Durham, NC | 51,564 |
| 176 | Hayward, CA | 51,126 |
| 177 | Waco, TX | 51,043 |
| 178 | Ventura, CA | 50,348 |
| 179 | Marietta, GA | 49,762 |
| 180 | Walnut Creek, CA | 49,698 |
| 181 | Gainesville, FL | 48,973 |
| 182 | Davenport, IA | 48,886 |
| 183 | Hartford, CT | 48,617 |
| 184 | Hempstead, NY | 47,990 |
| 185 | Wilmington, NC | 47,882 |
| 186 | Cedar Rapids, IA | 47,859 |
| 187 | El Cajon, CA | 47,504 |
| 188 | Danbury, CT | 47,365 |
| 189 | Daytona Beach, FL | 47,329 |
| 190 | Fort Collins, CO | 46,880 |
| 191 | Whittier, CA | 46,845 |
| 192 | Milford, CT | 46,467 |
| 193 | Sioux Falls, SD | 46,410 |
| 194 | Norwalk, CT | 46,356 |
| 195 | Pueblo, CO | 45,857 |
| 196 | Santa Fe, NM | 45,842 |
| 197 | St. Cloud, MN | 45,631 |
| 198 | Lawton, OK | 45,358 |
| 199 | Great Falls, MT | 44,903 |
| 200 | Salisbury, MD | 44,307 |
| 201 | San Mateo, CA | 44,226 |
| 202 | Stuart, FL | 44,182 |
| 203 | Jacksonville, NC | 44,036 |
| 204 | Fall River, MA | 43,869 |
| 205 | Hurst, TX | 43,854 |
| 206 | Grand Forks, ND | 43,356 |
| 207 | Fort Pierce, FL | 43,148 |
| 208 | Topeka, KS | 42,602 |
| 209 | Fargo, ND | 42,580 |
| 210 | Rapid City, SD | 42,460 |
| 211 | Longview, TX | 42,297 |
| 212 | Greenwich, CT | 41,996 |
| 213 | Albany, GA | 41,776 |
| 214 | La Crosse, WI | 41,708 |
| 215 | Hickory, NC | 41,618 |
| 216 | Jersey City, NJ | 41,222 |
| 217 | Monroe, LA | 40,671 |
| 218 | Bellingham, WA | 40,514 |
| 219 | Oxnard, CA | 40,501 |
| 220 | Panama City, FL | 40,249 |
| 221 | Fort Smith, AR | 40,246 |
| 222 | San Angelo, TX | 40,199 |
| 223 | South Bend, IN | 40,164 |
| 224 | Rochester, MN | 40,145 |
| 225 | Quartz Hill-Redondo Beach, CA | 39,694 |
| 226 | New Rochelle, NY | 39,473 |
| 227 | Lake Charles, LA | 38,935 |
| 228 | Reading, PA | 38,857 |
| 229 | Trenton, NJ | 38,471 |
| 230 | Vero Beach, FL | 38,161 |
| 231 | Irving, TX | 38,078 |
| 232 | New Haven, CT | 37,959 |
| 233 | Fort Walton, FL | 37,885 |
| 234 | Lancaster, PA | 37,593 |
| 235 | Asheville, NC | 37,567 |
| 236 | Scottsdale, AZ | 37,172 |
| 237 | San Gabriel, CA | 37,171 |
| 238 | Pasadena, TX | 36,830 |
| 239 | Idaho Falls, ID | 36,522 |
| 240 | Covina, CA | 36,402 |
| 241 | Elizabeth, NJ | 36,214 |
| 242 | Erie, PA | 36,117 |
| 243 | Allentown, PA | 36,102 |
| 244 | Burlington, NC | 36,011 |
| 245 | Santa Maria, CA | 35,613 |
| 246 | Dothan, AL | 35,428 |
| 247 | Greenville, NC | 35,105 |
| 248 | Muncie, IN | 35,100 |
| 249 | Paterson, NJ | 35,080 |
| 250 | Decatur, IL | 35,025 |

## Eat/Drink Sales
(thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 6,111,329 |
| 2 | Houston, TX | 2,071,350 |
| 3 | Chicago, IL | 1,998,694 |
| 4 | Los Angeles, CA | 1,753,857 |
| 5 | San Fernando Valley, CA | 1,631,602 |
| 6 | Dallas, TX | 1,113,550 |
| 7 | San Diego, CA | 1,049,437 |
| 8 | Boston, MA | 1,032,551 |
| 9 | Philadelphia, PA | 930,038 |
| 10 | Honolulu, HI | 907,036 |
| 11 | San Antonio, TX | 865,336 |
| 12 | Washington, DC | 858,764 |
| 13 | Flat River, MO | 824,810 |
| 14 | Indianapolis, IN | 704,953 |
| 15 | Seattle, WA | 686,444 |
| 16 | Denver, CO | 672,053 |
| 17 | Atlanta, GA | 665,857 |
| 18 | Austin, TX | 609,003 |
| 19 | Baltimore(Ind. City), MD | 607,582 |
| 20 | San Jose, CA | 575,641 |
| 21 | Nashville, TN | 535,913 |
| 22 | Detroit, MI | 515,402 |
| 23 | Milwaukee, WI | 494,550 |
| 24 | Memphis, TN | 491,420 |
| 25 | New Orleans, LA | 480,212 |
| 26 | Jacksonville, FL | 461,824 |
| 27 | Phoenix, AZ | 451,660 |
| 28 | Charlotte, NC | 445,221 |
| 29 | Oklahoma City, OK | 433,974 |
| 30 | Anaheim, CA | 428,415 |
| 31 | Pittsburgh, PA | 425,244 |
| 32 | Albuquerque, NM | 417,018 |
| 33 | Fort Lauderdale, FL | 410,718 |
| 34 | Fort Worth, FX | 400,478 |
| 35 | Portland, OR | 399,060 |
| 36 | Garland, TX | 398,975 |
| 37 | Miami, FL | 398,270 |
| 38 | Long Beach, CA | 389,587 |
| 39 | Tampa, FL | 371,514 |
| 40 | Independence, MO | 370,621 |
| 41 | Cleveland, OH | 367,660 |
| 42 | Cincinnati, OH | 365,519 |
| 43 | Tulsa, OK | 364,177 |
| 44 | Sacramento, CA | 359,231 |
| 45 | Minneapolis, MN | 357,394 |
| 46 | Anchorage, AK | 348,405 |
| 47 | Omaha, NE | 335,552 |
| 48 | El Paso, TX | 334,956 |
| 49 | Toledo, OH | 322,848 |
| 50 | Knoxville, TN | 321,209 |
| 51 | Arlington, TX | 311,806 |
| 52 | Oakland, CA | 306,295 |
| 53 | Colorado Sprgs, CO | 299,406 |
| 54 | Wichita, KS | 292,573 |
| 55 | Baton Rouge, LA | 272,400 |
| 56 | Louisville, KY | 264,162 |
| 57 | Orlando, FL | 259,903 |
| 58 | Raleigh, NC | 255,610 |
| 59 | Fresno, CA | 250,311 |
| 60 | Newport Beach, CA | 247,280 |
| 61 | St. Paul, MN | 246,418 |
| 62 | Santa Ana, CA | 241,017 |
| 63 | Lexington, KY | 239,505 |
| 64 | Clearwater, FL | 236,331 |
| 65 | Madison, WI | 229,604 |
| 66 | Corpus Christi, TX | 226,731 |
| 67 | Santa Monica, CA | 224,737 |
| 68 | Fort Wayne, IN | 220,099 |
| 69 | Tucson, AZ | 219,539 |
| 70 | Birmingham, AL | 214,378 |
| 71 | Salt Lake City, UT | 214,338 |
| 72 | Bakersfield, CA | 213,301 |
| 73 | Newark, NJ | 208,883 |
| 74 | Las Vegas, NV | 207,292 |
| 75 | Buffalo, NY | 199,108 |
| 76 | Greensboro, NC | 194,906 |
| 77 | Winston-Salem, NC | 194,821 |
| 78 | Santa Barbara, CA | 190,990 |
| 79 | Mobile, AL | 190,615 |
| 80 | Huntington Beach, CA | 189,024 |
| 81 | St. Petersburg, FL | 188,578 |
| 82 | Des Moines, IA | 183,860 |
| 83 | Akron, OH | 182,624 |
| 84 | Myrtle Beach, SC | 182,243 |
| 85 | Little Rock, AR | 180,739 |
| 86 | Hartford, CT | 180,680 |
| 87 | Torrance, CA | 180,315 |
| 88 | Pasadena, CA | 180,083 |
| 89 | Rochester, NY | 178,724 |
| 90 | Lubbock, TX | 177,895 |
| 91 | San Bernardino, CA | 177,509 |
| 92 | Spokane, WA | 177,261 |
| 93 | Stockton, CA | 175,064 |
| 94 | Tacoma, WA | 173,997 |

| | | |
|---|---|---|
| 95 | Reno, NV | 168,580 |
| 96 | Costa Mesa, CA | 167,955 |
| 97 | Savannah, GA | 167,469 |
| 98 | Riverside, CA | 166,343 |
| 99 | Huntsville, AL | 161,790 |
| 100 | Grand Rapids, MI | 161,482 |
| 101 | Glendale, CA | 159,374 |
| 102 | Lincoln, NE | 159,088 |
| 103 | Chattanooga, TN | 158,040 |
| 104 | Jackson, MS | 157,548 |
| 105 | Shreveport, LA | 156,985 |
| 106 | Lafayette, LA | 156,729 |
| 107 | Boise City, ID | 156,104 |
| 108 | Worcester, MA | 150,299 |
| 109 | Evansville, IN | 147,979 |
| 110 | Mesa, AZ | 146,800 |
| 111 | Santa Rosa, CA | 146,385 |
| 112 | Tallahassee, FL | 145,248 |
| 113 | Eugene, OR | 143,045 |
| 114 | Flint, MI | 142,592 |
| 115 | Woodbridge, VA | 141,447 |
| 116 | Ann Arbor, MI | 140,993 |
| 117 | Montgomery, AL | 138,434 |
| 118 | Bellevue, WA | 138,411 |
| 119 | Dayton, OH | 138,066 |
| 120 | Springfield, MA | 137,955 |
| 121 | Boulder, CO | 135,774 |
| 122 | Fremont, CA | 134,546 |
| 123 | Hollywood, FL | 133,479 |
| 124 | Boca Raton, FL | 133,418 |
| 125 | Lansing, MI | 132,929 |
| 126 | Amarillo, TX | 129,527 |
| 127 | Marietta, GA | 126,698 |
| 128 | Palm Springs, CA | 125,288 |
| 129 | Manchester, NH | 125,258 |
| 130 | Modesto, CA | 123,180 |
| 131 | Thousand Oaks, CA | 121,469 |
| 132 | Waco, TX | 121,422 |
| 133 | Daytona Beach, FL | 120,495 |
| 134 | Charleston, SC | 120,179 |
| 135 | Beaumont, TX | 119,643 |
| 136 | Columbus, GA | 118,443 |
| 137 | Topeka, KS | 118,206 |
| 138 | West Palm Beach, FL | 117,319 |
| 139 | Sarasota, FL | 117,126 |
| 140 | Hayward, CA | 116,784 |
| 141 | New Haven, CT | 116,650 |
| 142 | Durham, NC | 115,356 |
| 143 | Rockford, IL | 113,918 |
| 144 | Gainesville, FL | 113,811 |
| 145 | Cherry Hill, NJ | 113,472 |
| 146 | Springfield, IL | 113,264 |
| 147 | Palo Alto, CA | 113,237 |
| 148 | Allentown, PA | 110,674 |
| 149 | Salem, OR | 108,944 |
| 150 | Blue Springs, MO | 108,822 |
| 151 | Oceanside, CA | 107,357 |
| 152 | Green Bay, WI | 106,064 |
| 153 | Fayetteville, NC | 105,962 |
| 154 | Tempe, AZ | 105,905 |
| 155 | Syracuse, NY | 105,285 |
| 156 | Providence, RI | 104,575 |
| 157 | Sioux Falls, SD | 103,760 |
| 158 | El Cajon, CA | 103,738 |
| 159 | San Mateo, CA | 102,162 |
| 160 | Davenport, IA | 101,923 |
| 161 | Brockton, MA | 101,615 |
| 162 | South Bend, IN | 100,910 |
| 163 | Plano, TX | 100,474 |
| 164 | West Covina, CA | 99,986 |
| 165 | Asheville, NC | 98,800 |
| 166 | Santa Cruz, CA | 96,630 |
| 167 | Cedar Rapids, IA | 98,465 |
| 168 | Ventura, CA | 98,036 |
| 169 | McAllen, TX | 97,398 |
| 170 | Peoria, IL | 96,933 |
| 171 | Champaign, IL | 96,199 |
| 172 | Everett, WA | 95,994 |
| 173 | Kalamazoo, MI | 95,946 |
| 174 | Scottsdale, AZ | 95,374 |
| 175 | Escondido, CA | 95,298 |
| 176 | Billings, MT | 94,765 |
| 177 | Columbia, SC | 94,153 |
| 178 | Greenville, SC | 93,611 |
| 179 | Abilene, TX | 92,929 |
| 180 | Odessa, TX | 92,779 |
| 181 | Santa Fe, NM | 92,675 |
| 182 | Ocala, FL | 92,564 |
| 183 | Framingham, MA | 92,049 |
| 184 | Albany, NY | 91,758 |
| 185 | Arcadia, CA | 90,887 |
| 186 | Bridgeport, CT | 90,815 |
| 187 | Fort Collins, CO | 89,275 |
| 188 | San Rafael, CA | 88,927 |
| 189 | Jersey City, NJ | 87,994 |
| 190 | Atlantic City, NJ | 87,299 |
| 191 | Oxnard, CA | 86,943 |
| 192 | Muncie, IN | 86,336 |
| 193 | White Plains, NY | 85,478 |
| 194 | Danbury, CT | 85,088 |
| 195 | Portland, ME | 85,065 |
| 196 | Salinas, CA | 85,004 |
| 197 | Quartz Hill- Redondo Beac | 84,658 |
| 198 | Tyler, TX | 84,349 |
| 199 | Bloomington, IN | 84,007 |
| 200 | Walnut Creek, CA | 83,873 |
| 201 | Irving, TX | 83,848 |
| 202 | Pomona, CA | 83,751 |
| 203 | Monterey, CA | 83,697 |
| 204 | Clifton, NJ | 82,773 |
| 205 | Nashua, NH | 82,521 |
| 206 | Fargo, ND | 82,335 |
| 207 | Roswell, GA | 81,100 |
| 208 | Waltham, MA | 80,745 |
| 209 | Stamford, CT | 80,630 |
| 210 | Yonkers, NY | 80,291 |
| 211 | Renton, WA | 80,258 |
| 212 | Fort Myers, FL | 80,177 |
| 213 | Naples, FL | 79,368 |
| 214 | Annapolis, MD | 79,222 |
| 215 | Pasadena, TX | 79,112 |
| 216 | Redding, CA | 79,095 |
| 217 | Rochester, MN | 78,950 |
| 218 | Fort Smith, AR | 78,942 |
| 219 | Kansas City, MO | 78,031 |
| 220 | Ontario, CA | 78,010 |
| 221 | Visalia, CA | 77,723 |
| 222 | Lakeland, FL | 76,939 |
| 223 | Rockville, MD | 76,282 |
| 224 | Pueblo, CO | 76,000 |
| 225 | La Crosse, WI | 74,780 |
| 226 | Bellingham, WA | 74,616 |
| 227 | Kansas City, KS | 74,163 |
| 228 | Richardson, TX | 74,023 |
| 229 | Charleston, WV | 73,608 |
| 230 | Norman, OK | 73,605 |
| 231 | Lawton, OK | 73,581 |
| 232 | San Angelo, TX | 73,464 |
| 233 | Waterbury, CT | 73,033 |
| 234 | Elkhart, IN | 72,770 |
| 235 | Midland, TX | 72,751 |
| 236 | Vacaville, CA | 72,713 |
| 237 | Santa Maria, CA | 71,954 |
| 238 | Longview, TX | 71,134 |
| 239 | Panama City, FL | 71,117 |
| 240 | Yakima, WA | 71,067 |
| 241 | Athens, GA | 71,042 |
| 242 | Chico, CA | 70,975 |
| 243 | State College, PA | 70,638 |
| 244 | Albany, GA | 70,494 |
| 245 | Wilmington, NC | 70,401 |
| 246 | Portsmouth, NH | 70,109 |
| 247 | Newport, RI | 69,308 |
| 248 | Greenville, NC | 68,894 |
| 249 | Kokomo, IN | 68,650 |
| 250 | Biloxi, MS | 68,393 |

## Eat/Drink Sales
### (thousands)

| | | |
|---|---|---|
| 1 | New York City, NY | 1,520,210 |
| 2 | Chicago, IL | 857,555 |
| 3 | San Fernando Valley, CA | 564,314 |
| 4 | Los Angeles, CA | 555,930 |
| 5 | Houston, TX | 537,988 |
| 6 | Philadelphia, PA | 345,533 |
| 7 | Honolulu, HI | 313,505 |
| 8 | San Diego, CA | 299,254 |
| 9 | San Jose, CA | 271,053 |
| 10 | Indianapolis, IN | 263,964 |
| 11 | Dallas, TX | 242,613 |
| 12 | Detroit, MI | 220,530 |
| 13 | Baltimore(Ind. City), MD | 213,010 |
| 14 | Jacksonville, FL | 207,311 |
| 15 | Washington, DC | 195,026 |
| 16 | Memphis, TN | 194,619 |
| 17 | Boston, MA | 193,326 |
| 18 | Columbus, OH | 187,665 |
| 19 | Cleveland, OH | 168,708 |
| 20 | Miami, FL | 163,282 |
| 21 | Seattle, WA | 158,575 |
| 22 | Fresno, CA | 153,633 |
| 23 | New Orleans, LA | 152,438 |
| 24 | San Antonio, TX | 151,028 |
| 25 | Phoenix, AZ | 147,611 |
| 26 | Atlanta, GA | 137,968 |
| 27 | Anchorage, AK | 134,255 |
| 28 | Milwaukee, WI | 131,073 |
| 29 | Nashville, TN | 130,421 |
| 30 | Pittsburgh, PA | 129,071 |
| 31 | Charlotte, NC | 126,323 |
| 32 | Sacramento, CA | 120,976 |
| 33 | Oakland, CA | 115,886 |
| 34 | Toledo, OH | 113,822 |
| 35 | Austin, TX | 109,784 |
| 36 | Long Beach, CA | 107,875 |
| 37 | Omaha, NE | 107,645 |
| 38 | Minneapolis, MN | 107,633 |
| 39 | Cincinnati, OH | 105,030 |
| 40 | Louisville, KY | 100,873 |
| 41 | Tampa, FL | 99,886 |
| 42 | Albuquerque, NM | 99,213 |
| 43 | Bakersfield, CA | 98,507 |
| 44 | Anaheim, CA | 93,890 |
| 45 | Denver, CO | 93,428 |
| 46 | Santa Rosa, CA | 93,024 |
| 47 | Fort Worth, FX | 91,850 |
| 48 | Kansas City, MO | 91,603 |
| 49 | St. Louis (Ind. City), MO | 89,720 |
| 50 | Buffalo, NY | 85,823 |
| 51 | Tucson, AZ | 84,373 |
| 52 | Mobile, AL | 83,586 |
| 53 | Mesa, AZ | 82,398 |
| 54 | Baton Rouge, LA | 81,487 |
| 55 | Modesto, CA | 79,855 |
| 56 | Redding, CA | 77,978 |
| 57 | Santa Ana, CA | 76,926 |
| 58 | Las Vegas, NV | 73,965 |
| 59 | Fort Wayne, IN | 73,476 |
| 60 | El Paso, TX | 73,240 |
| 61 | Oklahoma City, OK | 72,606 |
| 62 | Knoxville, TN | 71,669 |
| 63 | Huntington Beach, CA | 71,163 |
| 64 | Rochester, NY | 69,936 |
| 65 | Raleigh, NC | 69,299 |
| 66 | Fort Lauderdale, FL | 68,483 |
| 67 | Stockton, CA | 67,443 |
| 68 | Newark, NJ | 67,100 |
| 69 | Fremont, CA | 67,003 |
| 70 | Spokane, WA | 66,810 |
| 71 | Jackson, MS | 65,857 |
| 72 | Hayward, CA | 65,388 |
| 73 | Wichita, KS | 64,473 |
| 74 | Tulsa, OK | 64,279 |
| 75 | Boise City, ID | 64,076 |
| 76 | San Mateo, CA | 63,854 |
| 77 | St. Petersburg, FL | 63,833 |
| 78 | Springfield, IL | 63,490 |
| 79 | Winston-Salem, NC | 62,587 |
| 80 | St. Paul, MN | 61,640 |
| 81 | Portland, OR | 61,446 |
| 82 | Thousand Oaks, CA | 60,670 |
| 83 | Shreveport, LA | 60,040 |
| 84 | Sioux Falls, SD | 59,225 |
| 85 | Riverside, CA | 58,539 |
| 86 | Clearwater, FL | 58,300 |
| 87 | Montgomery, AL | 57,929 |
| 88 | Birmingham, AL | 57,569 |
| 89 | Santa Monica, CA | 57,279 |
| 90 | San Bernardino, CA | 56,588 |
| 91 | Chattanooga, TN | 55,244 |
| 92 | Akron, OH | 54,897 |
| 93 | Worcester, MA | 54,435 |
| 94 | Lexington, KY | 54,377 |
| 95 | Salinas, CA | 54,286 |
| 96 | Torrance, CA | 54,282 |
| 97 | Hollywood, FL | 53,549 |
| 98 | Greensboro, NC | 51,775 |
| 99 | Walnut Creek, CA | 51,736 |
| 100 | Tacoma, WA | 51,570 |
| 101 | Orlando, FL | 51,160 |
| 102 | Boca Raton, FL | 50,572 |
| 103 | Bellevue, WA | 50,399 |
| 104 | Evansville, IN | 50,205 |
| 105 | Flint, MI | 49,634 |
| 106 | El Cajon, CA | 49,555 |
| 107 | Arlington, TX | 49,467 |
| 108 | Pasadena, CA | 49,149 |
| 109 | Salt Lake City, UT | 49,075 |
| 110 | Vallejo, CA | 48,593 |
| 111 | Madison, WI | 48,336 |
| 112 | Savannah, GA | 47,963 |
| 113 | Brockton, MA | 47,759 |
| 114 | Hartford, CT | 47,134 |
| 115 | Santa Barbara, CA | 47,129 |
| 116 | Glendale, CA | 46,343 |
| 117 | Colorado Sprgs, CO | 46,081 |
| 118 | Grand Rapids, MI | 45,939 |
| 119 | Fontana, CA | 45,219 |
| 120 | Sarasota, FL | 44,980 |
| 121 | Ventura, CA | 44,943 |
| 122 | Ann Arbor, MI | 43,986 |
| 123 | Huntsville, AL | 43,910 |
| 124 | Little Rock, AR | 43,635 |
| 125 | Durham, NC | 43,486 |
| 126 | Rockford, IL | 43,396 |
| 127 | Des Moines, IA | 43,333 |
| 128 | Reno, NV | 43,293 |
| 129 | Springfield, MA | 42,545 |
| 130 | Escondido, CA | 41,734 |
| 131 | Eugene, OR | 41,688 |
| 132 | South Bend, IN | 41,572 |
| 133 | Dayton, OH | 41,570 |
| 134 | Lincoln, NE | 41,566 |
| 135 | West Covina, CA | 41,398 |
| 136 | Hemet, CA | 41,375 |
| 137 | Quincy, MA | 41,199 |
| 138 | Marietta, GA | 40,826 |
| 139 | San Rafael, CA | 40,467 |
| 140 | Upland, CA | 40,101 |
| 141 | Springfield, MO | 39,946 |
| 142 | Cherry Hill, NJ | 39,838 |
| 143 | Asheville, NC | 39,831 |
| 144 | Salem, OR | 39,637 |
| 145 | Corpus Christi, TX | 39,518 |
| 146 | Santa Fe, NM | 39,403 |
| 147 | Merced, CA | 39,291 |
| 148 | Syracuse, NY | 39,106 |
| 149 | Fort Myers, FL | 38,988 |
| 150 | Topeka, KS | 38,846 |
| 151 | Columbus, GA | 38,832 |
| 152 | Santa Maria, CA | 38,555 |
| 153 | Daytona Beach, FL | 38,541 |
| 154 | Alameda, CA | 38,292 |
| 155 | Oxnard, CA | 38,248 |
| 156 | West Palm Beach, FL | 38,153 |
| 157 | Pompano Beach, FL | 37,991 |
| 158 | Yonkers, NY | 37,775 |
| 159 | Manchester, NH | 37,752 |
| 160 | Jersey City, NJ | 37,274 |
| 161 | Garland, TX | 37,114 |
| 162 | Elkhart, IN | 37,032 |
| 163 | Ocala, FL | 36,787 |
| 164 | Bridgeport, CT | 36,665 |
| 165 | Arcadia, CA | 36,571 |
| 166 | Everett, WA | 36,507 |
| 167 | Bremerton, WA | 36,328 |
| 168 | Visalia, CA | 35,878 |
| 169 | Cedar Rapids, IA | 35,506 |
| 170 | Muncie, IN | 35,052 |
| 171 | Denton, TX | 35,028 |
| 172 | St. Cloud, MN | 34,964 |
| 173 | Billings, MT | 34,700 |
| 174 | Livermore, CA | 34,596 |
| 175 | Plano, TX | 34,312 |
| 176 | Newport Beach, CA | 34,229 |
| 177 | Erie, PA | 34,142 |
| 178 | Renton, WA | 33,917 |
| 179 | Vero Beach, FL | 33,882 |
| 180 | Camarillo, CA | 33,744 |
| 181 | Roseville, CA | 33,291 |
| 182 | Palm Springs, CA | 33,182 |
| 183 | Waltham, MA | 33,161 |
| 184 | Tyler, TX | 33,119 |
| 185 | Eureka, CA | 33,050 |
| 186 | Lafayette, LA | 32,883 |
| 187 | Providence, RI | 32,696 |
| 188 | Rochester, MN | 32,372 |
| 189 | Spartanburg, SC | 32,362 |
| 190 | Framingham, MA | 32,304 |
| 191 | Independence, MO | 31,998 |
| 192 | Champaign, IL | 31,955 |
| 193 | Lake Charles, LA | 31,945 |
| 194 | Lubbock, TX | 31,716 |
| 195 | Tallahassee, FL | 31,556 |
| 196 | Columbia, SC | 31,379 |
| 197 | Pomona, CA | 31,327 |
| 198 | Davenport, IA | 31,287 |
| 199 | Irving, TX | 31,271 |
| 200 | Lodi, CA | 31,181 |
| 201 | Petaluma, CA | 30,865 |
| 202 | Decatur, IL | 30,816 |
| 203 | Utica, NY | 30,766 |
| 204 | Lansing, MI | 30,555 |
| 205 | Porterville, CA | 30,437 |
| 206 | Kansas City, KS | 30,359 |
| 207 | McAllen, TX | 30,313 |
| 208 | Tempe, AZ | 30,307 |
| 209 | Binghamton, NY | 30,059 |
| 210 | Lowell, MA | 29,965 |
| 211 | Hilo, HI | 29,914 |
| 212 | Napa, CA | 29,899 |
| 213 | Auburn, CA | 29,868 |
| 214 | Elgin, IL | 29,613 |
| 215 | South Lake Tahoe, CA | 29,548 |
| 216 | Naples, FL | 29,507 |
| 217 | Ukiah, CA | 29,279 |
| 218 | La Habra, CA | 29,131 |
| 219 | Antioch, CA | 29,046 |
| 220 | Fayetteville, NC | 28,846 |
| 221 | Valdosta, GA | 28,626 |
| 222 | San Luis Obispo, CA | 28,584 |
| 223 | Waukegan, IL | 28,551 |
| 224 | Lafayette, IN | 28,408 |
| 225 | Simi Valley, CA | 27,918 |
| 226 | Allentown, PA | 27,777 |
| 227 | Scranton, PA | 27,750 |
| 228 | New Bedford, MA | 27,657 |
| 229 | Greenville, SC | 27,603 |
| 230 | Great Falls, MT | 27,529 |
| 231 | Watsonville, CA | 27,526 |
| 232 | Bloomington, IN | 27,513 |
| 233 | Kennewick, WA | 27,469 |
| 234 | Fairbanks, AK | 27,460 |
| 235 | Joliet, IL | 27,455 |
| 236 | Bellingham, WA | 27,367 |
| 237 | Gastonia, NC | 27,340 |
| 238 | Davis, CA | 27,171 |
| 239 | Valparaiso, IN | 26,993 |
| 240 | Turlock, CA | 26,987 |
| 241 | Beaumont, TX | 26,903 |
| 242 | Kokomo, IN | 26,870 |
| 243 | Scottsdale, AZ | 26,712 |
| 244 | Alexandria, LA | 26,637 |
| 245 | Schenectady, NY | 26,422 |
| 246 | Nashua, NH | 26,389 |
| 247 | New Haven, CT | 26,363 |
| 248 | Mishawaka, IN | 26,355 |
| 249 | Waterbury, CT | 26,323 |
| 250 | Troy, NY | 26,203 |

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# SECTION II

## Surveys of Daily Newspaper Cities

Communities in the United States
where daily newspapers are published

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### United States Daily Newspaper Cities

| | Page | Map | | Page | Map | | Page | Map |
|---|---|---|---|---|---|---|---|---|
| Alabama | 1 | 2 | Kentucky | 152 | 154 | Ohio | 288 | 289 |
| Alaska | 8 | 9 | Louisiana | 159 | 161 | Oklahoma | 309 | 311 |
| Arizona | 10 | 11 | Maine | 166 | 168 | Oregon | 319 | 321 |
| Arkansas | 16 | 17 | Maryland | 169 | 170 | Pennsylvania | 324 | 329 |
| California | 23 | 24-5 | Massachusetts | 173 | 176 | Rhode Island | 347 | 349 |
| Colorado | 57 | 59 | Michigan | 186 | 187 | South Carolina | 350 | 351 |
| Connecticut | 64 | 65 | Minnesota | 200 | 201 | South Dakota | 355 | 356 |
| Delaware | 71 | 71 | Mississippi | 206 | 208 | Tennessee | 358 | 359 |
| District of Columbia | 72 | — | Missouri | 213 | 214 | Texas | 365 | 366-7 |
| Florida | 73 | 75 | Montana | 222 | 225 | Utah | 391 | 392 |
| Georgia | 87 | 88 | Nebraska | 226 | 227 | Vermont | 393 | 395 |
| Hawaii | 96 | 96 | Nevada | 230 | 232 | Virginia | 396 | 397 |
| Idaho | 98 | 99 | New Hampshire | 233 | 235 | Washington | 405 | 407 |
| Illinois | 101 | 103 | New Jersey | 237 | 237 | West Virginia | 412 | 413 |
| Indiana | 117 | 119 | New Mexico | 244 | 245 | Wisconsin | 417 | 419 |
| Iowa | 134 | 135 | New York | 249 | 250-1 | Wyoming | 426 | 426 |
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# SURVEYS OF DAILY NEWSPAPER CITIES

## Cities and communities in the United States supporting daily newspapers

## ALABAMA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Anniston-** Calhoun County.
**Birmingham-** Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
**Columbus, GA-AL-** Chattahoochee and Muscogee Counties, GA, Russel County, AL.
**Dothan-** Dale and Houston Counties.
**Florence-** Lauderdale and Colbert Counties.
**Gasden-** Etowah County.
**Huntsville-** Madison County.
**Mobile-** Baldwin and Mobile Counties.
**Montgomery-** Autauga, Elmore and Montgomery Counties.
**Tuscaloosa-** Tuscaloosa County.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 301 | 296 | 382 |
| 5-14 Years | 720 | 645 | 665 |
| 15-24 Years | 617 | 736 | 655 |
| 25-44 Years | 791 | 1,030 | 1,332 |
| 45-64 Years | 691 | 748 | 742 |
| 65 and Over | 324 | 440 | 426 |
| TOTAL | 3,444 | 3,895 | 4,202 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 689 | 729 | 1,642 |
| General Mdse | 1,308 | 1,651 | 2,949 |
| Food | 2,440 | 3,586 | 5,701 |
| Automobiles | 2,611 | 2,810 | 6,466 |
| Gasoline Stations | 810 | 1,173 | 1,388 |
| Apparel | 571 | 837 | 1,433 |
| Furniture | 468 | 546 | 1,192 |
| Eat-Drink Places | 691 | 1,080 | 1,949 |
| Drugs | 326 | 523 | 921 |
| TOTAL SALES | 10,705 | 14,480 | 25,534 |

## ALEXANDER CITY

**1 - LOCATION:** Tallapoosa County. E&P Map C-3. Manufacturing, tourism, timber, and agric. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

**2 - TRANSPORTATION: Railroad**-Norfolk Southern.
**Motor Freight Carriers**-North Alabama Express; Barnes Freight Bowman Trans.; Georgia Hwy. Express.
**Intercity Bus Line**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 13,807; E&P 89 Est. 14,700
County 80 Cen. 38,644; E&P 89 Est. 39,115

**4 - HOUSEHOLDS:**
City 80 Cen. 4,856; E&P 89 Est. 5,281
County 80 Cen. 13,275; E&P 89 Est. 13,973

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $40,000,000 |
| Commercial | 2 | $140,000,000 |

**6 - PASSENGER AUTOS:** County 32,202

**7 - ELECTRIC METERS:** Residence 4,075

**8 - GAS METERS:** Residence 3,645

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alex. City(12) | 2 | Winn-Dixie, Rose's, Revco, Goodyear, Belk's |
| Edco(5) | | Edco Discount Ctr. |
| Mill Square(8) | 1 | Wal-Mart, Winn-Dixie, Harco |
| B-mart(1) | 1 | B-mart |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Winn-Dixie; Wal-Mart; B-Mart.

**13 - RETAIL OUTLETS: Department Stores**-Aland's; Allied; Belk's; Frohsin's.
**Discount Stores**-Edco; Fred's; Bargaintown; Rose's; Wal-Mart; B-Mart.
**Chain Drug Stores**-Harco; Revco.
**Chain Supermarkets**-Piggly Wiggly; Winn-Dixie 2; B-Mart.
**Other Chain Stores**-Goodyear; Firestone; Western Auto.

**14 - NEWSPAPERS:** OUTLOOK (m-tues to fri; S) 4,697; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Billy McGhee, Adv. Mgr., OUTLOOK, 139 Church St.; Alexander City, AL 35010; Tel. (205) 234-4281.
**National Representative**: Landon Associates.

## ANDALUSIA

**1 - LOCATION:** Covington County. E&P Map C-5. County Seat.

**2 - TRANSPORTATION: Railroads**-SC/L & N.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 10,415; E&P 89 Est. 10,536
County 80 Cen. 36,870; E&P 89 Est. 36,689

**4 - HOUSEHOLDS:**
City 80 Cen. 4,251; E&P 89 Est. 4,303
County 80 Cen. 15,213; E&P 89 Est. 12,664

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $167,000,000 |
| Savings & Loan | 1 | $60,187,000 |

**6 - PASSENGER AUTOS:** County 31,538

**7 - ELECTRIC METERS:** Residence 4,464

**8 - GAS METERS:** Residence 3,005

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elect. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Av. Temp.-Spring 65.5; Summer 75.8; Fall N.A.; Winter 55.1. First killing frost, Nov. 10; last killing frost, Mar. 15.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Covington Mall.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Covington Mall(22) | 2 | JCPenney, Revco, Leons, United Super |
| Westgate Plz.(6) | 2 | Bargain Time, Harco |
| East 3-Notch(5) | 2 | Winn-Dixie, Harco |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.
**Stores Open Evenings**-Shpg. Ctr.-every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Leon's.
**Discount Stores**-Bargain Time; Wal-Mart.
**Variety Stores**-Family Dollar.
**Chain Drug Stores**-Harco; Revco.
**Chain Food Supermarkets**-Winn-Dixie; Food World.
**Other Chain Stores**-Sherwin-Williams; Cato's.

**14 - NEWSPAPERS:** STAR NEWS (m-tues to sat) 4,300; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Boo Phillips, Gen. Mgr., STAR NEWS, 209 Dunson St.; PO Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.
**National Representative**: None.

## ANNISTON

**1 - LOCATION:** Calhoun County (MSA). E&P Map C-2. County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard Coast Line.
**Motor Freight Carriers**-43.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Atlantic Southeast (4 flights per day); Anniston Executive Aviation.

**3 - POPULATION:**
Corp. City 80 Cen. 29,523; E&P 89 Est. 27,238
CZ-ABC: (80) 69,476
RTZ-ABC: (80) 92,792
County/MSA 80 Cen. 116,905; E&P 89 Est. 123,820
City & RTZ-ABC: (80) 162,268
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,953; E&P 89 Est. 10,514
County/MSA 80 Cen. 39,431; E&P 89 Est. 43,520
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $781,670,965 |
| Commercial | 12 | $4,045,581,072 |

**6 - PASSENGER AUTOS:** County 97,909

**7 - ELECTRIC METERS:** Residence 43,653

**8 - GAS METERS:** Residence 25,323

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

**10 - CLIMATE:** Annual Av. Temp.-63; Jan. 41; July 81; Av. Rainfall 66; Altitude (above) 1,000; Growing Season 212 days; Prevailing winds SE 4-8 MPH.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Leniock(18) | 5 | Shoe Box |
| Anniston Plz.(10) | NA | Wal-Mart, Eckerd |
| Quintard Mall(35) | NA | JCPenney, Martin's, SupeRx, Sears |
| Pelham Plz. | NA | Winn-Dixie, Whitit |
| Blue Pond | NA | Sky City |
| Golden Springs(5) | NA | Windsor's Super Valu |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Thur., Sat.; Discount-7 nights a week.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hudson's; Wakefield's; Sears; New Berman's, Kitchin's.
**Discount Stores**-Wal-Mart; Sky City; K mart; Fred's; Martin's.
**Chain Drug Stores**-SupeRx 2; Harco; Big B 3.
**Chain Supermarkets**-Winn-Dixie; Super-Valu; Lea & Mike's; Food World 2; Valu Foods 2.
**Other Chain Stores**-Firestone; Friedman's Jewelers; Goodyear; Haverty Furn.; Lorch Diamond; Rhode Furn.; Jefferson Home Furn.

**14 - NEWSPAPERS:** STAR (e-mon to fri) 32,579; (m-sat) 34,995; (S) 33,719; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Hershci Victory, Ret. Adv. Mgr., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
**National Representative**: Branham/Newspaper Sales.

## ATHENS

**1 - LOCATION:** Limestone County. E&P Map C-1. County Seat. Agric. & college ctr. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

**2 - TRANSPORTATION: Railroads**-Seaboard System.
**Intercity Bus Lines**-Trailways; Greyhound.
**Motor Freight Carriers**-13.

**3 - POPULATION:**
Corp. City 80 Cen. 14,558; E&P 89 Est. 17,879
County 80 Cen. 46,120; E&P 89 Est. 58,856

**4 - HOUSEHOLDS:**
City 80 Cen. 5,287; E&P 89 Est. 6,614
County 80 Cen. 15,358; E&P 89 Est. 21,846

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $2,996,278,585 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 48,126

**7 - ELECTRIC METERS:** Residence 20,279

**8 - GAS METERS:** Residence 1,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. (cotton, corn, hay); Poultry Proc. 800; Clothing 532; Heavy Mach. 836; Electronics 800; Dairying; Cotton Proc.; Univ. Educ.; Automotive Mfg. 1,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; Last killing frost, Mar. 16.

**11 - TAP WATER:** Moderately acid; moderately soft. Fluoridated.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Athens Plaza(15) | 2 | Rose's, Winn-Dixie, Wal-Mart; Cato's, Bealls |
| Athens(8) | 1 | Kroger, Sears, Big B Drug |
| Crutcher(4) | 1 | Hometown Grocery, Auto Shack, Family Dollar |
| L&S | 1 | L&S Foods, K mart, Fred's Discount Dept. |

**13 - RETAIL OUTLETS: Department Stores**-Brown's Fabric Ctr.; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
**Discount Stores**-Wal-Mart; Rose's; K mart; Hometown Groceries.
**Chain Drug Stores**-Revco; Big B; Wal-Mart; K mart.
**Chain Supermarkets**-L&S; Kroger; Food World; Winn-Dixie.
**Other Chain Stores**-Goodyear; Radio Shack; Auto Shack.

**14 - NEWSPAPERS:** NEWS COURIER (m-tues to fri; S) 8,207; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; P 670, Athens, AL 35611; Tel. (205) 232-2720.
**National Representative**: None.

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## AUBURN
See OPELIKA

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## BIRMINGHAM

**1 - LOCATION:** Jefferson County (MSA). E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta; 250 mi. SE of Memphis; 300 mi. NE of New Orleans.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Southern Railway; Seaboard Systems; Amtrak; Union Pacific; Birmingham-Southern; Illinois Central; Gulf.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-Eastern; Delta; United; USAir; Northwest; American; Southwest; Continental Express; Florida Express.
**Water Transportation**-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 18,000,000 tons. Birmingport located 20 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. The Tenn-Tom link to the Tennessee River & the Warrior-Tombigbee provides easy access to some 13,000 mi. of inland waterways in mid and eastern U.S.

**3 - POPULATION:**
Corp. City 80 Cen. 284,413; E&P 89 Est. 266,116
CZ-ABC: (80) 715,046
RTZ-ABC: (80) 711,109
County 80 Cen. 671,268; E&P 89 Est. 679,671
MSA 80 Cen. 884,583; E&P 89 Est. 928,619
City & RTZ-ABC: (80) 1,426,155
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 107,233; E&P 89 Est. 103,856
County 80 Cen. 244,177; E&P 89 Est. 238,293
MSA 80 Cen. 316,381; E&P 89 Est. 347,065
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 14 | $2,089,250,000 |
| Commercial | 26 | $15,969,904,000 |

**6 - PASSENGER AUTOS:** County 518,484

**7 - ELECTRIC METERS:** 306,657

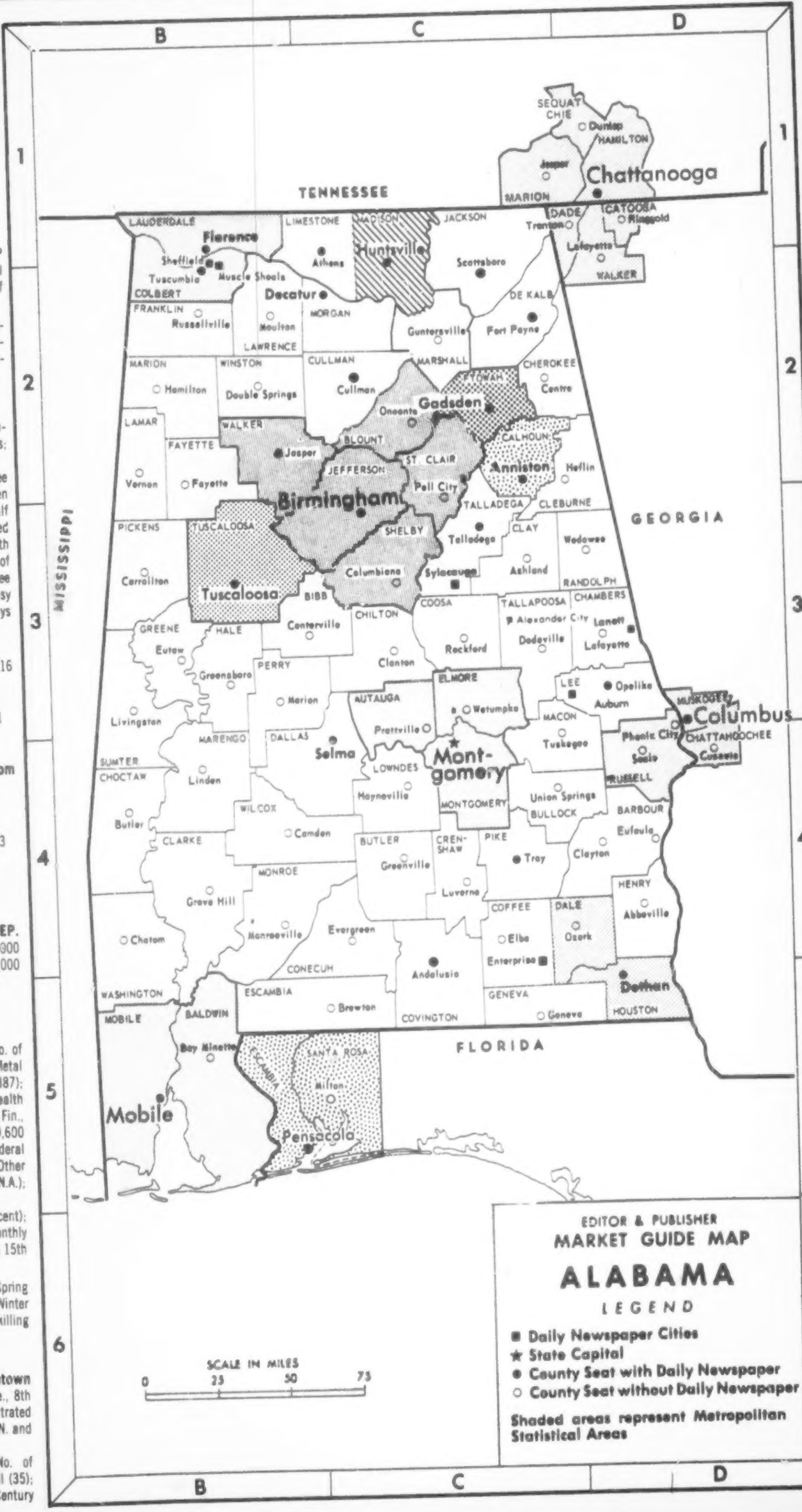
**8 - GAS METERS:** 176,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,700 ($449); Fabricated Metal 6,400 ($387); Food & Kindred Prods. 7,300 ($263); Health Servs. 28,300 (N.A.); Trans. 11,400 (N.A.); Fin., Ins. & R.E. 28,300 (N.A.); Whol. Trade 29,600 (N.A.); State & Local Gov't 49,900 (N.A.); Federal Gov't 9,000 (N.A.); Constr. 23,300 (N.A.); Other Services 58,600 (N.A.); Ret. Trade 66,100 (N.A.); Printing & Pub. 5,200 (N.A.).
**Principal Pay Days**-Paid Wkly. (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 10; last killing frost, Mar. 16.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Downtown Shopping Center**-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts.
**Neighborhood Shopping Centers**-(No. of Stores)-Bessemer Plaza (9); Westlake Mall (35); Westtown Plaza (35); Center Point (21); Century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Ringgold
Lafayette
WALKER
LAUDERDALE
Florence
Sheffield
Tuscumbia
Muscle Shoals
COLBERT
LIMESTONE
Athens
MADISON
Huntsville
JACKSON
Scottsboro
Decatur
MORGAN
FRANKLIN
Russellville
Moulton
LAWRENCE
DE KALB
Fort Payne
Guntersville
MARSHALL
MARION
Hamilton
WINSTON
Double Springs
CULLMAN
Cullman
ETOWAH
Gadsden
CHEROKEE
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LAMAR
Vernon
FAYETTE
Fayette
WALKER
Jasper
BLOUNT
Oneonta
JEFFERSON
ST. CLAIR
Pell City
CALHOUN
Anniston
Heflin
Birmingham
PICKENS
Carrollton
TUSCALOOSA
Tuscaloosa
SHELBY
Columbiana
TALLADEGA
Talladega
Sylacauga
CLEBURNE
CLAY
Ashland
Wedowee
RANDOLPH
BIBB
Centerville
CHILTON
Clanton
COOSA
Rockford
TALLAPOOSA
Alexander City
Dadeville
CHAMBERS
Lanett
Lafayette
GREENE
Eutaw
HALE
Greensboro
PERRY
Marion
ELMORE
Wetumpka
LEE
Opelika
Auburn
MUSCOGEE
Columbus
Livingston
SUMTER
AUTAUGA
Prattville
MACON
Tuskegee
Phenix City
CHATTAHOOCHEE
Cusseta
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Linden
DALLAS
Selma
LOWNDES
Hayneville
Montgomery
MONTGOMERY
Union Springs
BULLOCK
BARBOUR
Eufaula
CHOCTAW
Butler
WILCOX
Camden
CLARKE
Grove Hill
BUTLER
Greenville
CRENSHAW
Luverne
PIKE
Troy
Clayton
HENRY
Abbeville
MONROE
Monroeville
Evergreen
Chatom
CONECUH
COFFEE
Elba
Enterprise
DALE
Ozark
Andalusia
Dothan
WASHINGTON
MOBILE
BALDWIN
ESCAMBIA
Brewton
COVINGTON
GENEVA
Geneva
HOUSTON
Bay Minette
Mobile
ESCAMBIA
SANTA ROSA
Milton
Pensacola
SCALE IN MILES
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25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Plaza (114); Crestwood (5); Eastlake (3); Easttown Plaza (17); Eastwood Mall (65); Eastwood Shopping Center (16); Five Points West (86); Forestdale (30); Forest Village (3); Green Springs K mart Center (9); Green Valley (14); Hillcrest (10); Hoover Mall (24); Irondale Plaza (6); Parkway East (13); Roebuck Shopping City (18); Shades Mountain (13); Vestavia Hills (55); Village East (24); Eastgate (Center Point) (17); Belleview Plaza (18); Western Hills (60); Gardendale Shopping Center (8); Village Green (28); Brookwood Village Mall (100); Green Springs (Homewood) (14); Shades Creek (48); Hueytown Plaza (15); Centre at Riverchase (30); Red Mountain Plaza (18); Roebuck Plaza (22); Weible Square (10); Green Springs Shopping Center (14); Westgate (7); Hoover Shopping Center (24); Leeds Shopping Center (5); Mountain Brook (10); Midfield Park Shopping Center (21); Pleasant Grove (11); Vestavia (Todd's Mall) (16); Loehmann's Village (50); Riverchase Galleria (200); Queensbury Shopping Center (50).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belleview Plz.(18) | 8 | Big B, Food World, Wal-Mart |
| Bessemer Plaza(6) | 12 | Food Giant, Big B Drug, |
| Brookwood(100) | 5 | Rich's, McRaes, Winn-Dixie |
| Center Point(21) | 6 | TG&Y, Consumer Warehouse, Eckerd |
| Century Plaza(116) | 6 | Bromberg's, Rich's, Sears, McRaes, JCPenney |
| Crestwood | 5 | |
| Eastgate | NA | Sears, Wickes |
| Eastlake | 6 | Goodyear, Western, Firestone |
| Easttown | 11 | Food World, Eckerd |
| Eastwood Mall(72) | 6 | Newberry's, Parisian, Service Mdse., Yeilding's, Aland's |
| Eastwood Plz.(20) | 6 | K mart, Eckerd, Consumer Whse. |
| Five Points South | 2 | Piggly Wiggly |
| Five Points West (86) | 5 | Parisian, Big B, Woolworth, Western |
| Forestdale(8) | 6 | Big B, Sears |
| Forest Vlg.(36) | 6 | Winn-Dixie, Eckerd |
| Gardendale | 15 | Big B, K mart, Food World, Goodyear |
| Green Springs (K mart Ctr.) | 9 | K mart |
| Green Springs | 9 | Food World, Handy City |
| Green Valley | 8 | Golbro |
| Hillcrest | 10 | Eckerd, Food Max |
| Hoover | 8 | Winn-Dixie, Golbro, TG&Y |
| Hoover Mall(24) | 8 | Aland's, Eckerd |
| Inverness(10) | NA | Food World |
| Irondale(6) | NA | Food World, Big B |
| Leeds | NA | Winn-Dixie, TG&Y, Wal-Mart |
| Riverchase Vlg.(50) | 10 | Service Mdse., Marshall's |
| Midfield Park(21) | 12 | K mart, Homecrafters |
| Mountain Brook | 4 | Western, Bromberg's |
| Palisades(36) | 9 | Golbro, Eckerd, Winn-Dixie |
| Pleasant Grove | 12 | Winn-Dixie |
| Parkway East | 11 | T.J. Maxx |
| Queensbury(50) | NA | Big B, Food World |
| Red Mountain Plz. | 6 | Big B |
| Riverchase Galleria(200) | NA | McRaes, Rich's, Parisian, Macy's, JCPenney |
| Riverhills(10) | NA | Saunders Hdwe. |
| River Square | NA | Winn-Dixie, Revco |
| Roebuck Plz.(25) | 8 | Consumer Whse., K mart, JCPenney, McRaes, Western Auto |
| Roebuck Ctr. | NA | Hancock Fabrics, Food Maxx |
| Roebuck (K mart) | NA | K mart |
| Shades Mtn. Plz. | NA | Western Auto |
| Vestavia Hills | 7 | Sears, Western, Parisian |
| Village Green | 15 | Winn-Dixie, Eckerd |
| Village East | 6 | Winn-Dixie, T.J. Maxx |
| Weibel Sq.(10) | 8 | Handy Dan, Big B |
| Westgate | NA | Food World, Big B |
| West Lake | 14 | Sears, Consumer Warehouse |
| Westtown Plaza | 14 | Eckerd, Wal-Mart |
| Western Hills(60) | NA | McRaes, Aland's, JCPenney, Woolworth, Yeilding's |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Closed**-Sun. & Holidays.

**Stores Open Evenings**-Every evening to 9:00.

**13 - RETAIL OUTLETS: Department Stores**-McRaes 7; Sears 6; Parisian 5; JCPenney 4; Yeilding's 5; Rich's 3; Aland's 3; Macy's 1.

**Variety Stores**-TG&Y 4; Woolworth 5.

**Discount Stores**-Bargain Town USA 11; Family Dollar 6; Golbro 4; K mart 8; Loehmann's; Service Merchandise 2; Marshall's; Wal-Mart 7.

**Chain Drug Stores**-Alley; Big B 37; Eckerd 14; P&S Apothecary 2.

**Chain Supermarkets**-Consumer Warehouse 10; Dixie; Food Center 11; Food Town; Food World 12; Piggly Wiggly 7; Western 14; Winn-Dixie 20; Bruno's Food & Pharmacy 2; Food Max 4; Derchamps 6.

**Other Chain Stores**-Shoes: Bakers, Bell 2, Buster Brown, Dollar Shoe Box, Shoe Bar 3, Florsheim 3, Shoe City 11, Stride-Rite 3, Kinney 4, Butler 4, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn, Village Bootery, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 3, Ethan Allen, Jefferson Home 6, Lorch Furn. 2, Marks-Fitzgerald 4, Sokols, Standard 5; Tires: Firestone 12, Goodyear 5; Auto Supplies: Bumper-to-Bumper 19, Genuine Parts 9, Western Auto 7, Auto Shack 14; Jewelry: A&A Ash 2, Bromberg's 4, Busch's 3, Gordon 2, Jobe-Rose 3, Lorchs 7, Zale's, National Tire Wholesale 2.

**14 - NEWSPAPERS:** POST-HERALD (m-mon to fri) 63,021; NEWS (e-mon to fri) 172,510; POST-HERALD (m-sat) 175,697; NEWS (S) 209,047; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Larry Harris, Natl. Adv. Mgr., NEWS and POST-HERALD, P 2553, Birmingham, AL 35202; Tel. (205) 325-2230.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## CULLMAN

**1 - LOCATION:** Cullman County, E&P Map C-2. County Seat. Agriculture, manufacturing, poultry ctr. N central part of state. 50 mi. N of Birmingham.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Lines.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Charter Service; Folsom Field.

**3 - POPULATION:**

Corp. City 80 Cen. 13,084; E&P 89 Est. 13,633
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZ-ABC: (80) 67,386
County 80 Cen. 61,672; E&P 89 Est. 68,389

**4 - HOUSEHOLDS:**

City 80 Cen. 5,153; E&P 89 Est. 5,657
County 80 Cen. 21,758; E&P 89 Est. 24,949
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 6 | $314,000,000 |
| Savings & Loan | 2 | $148,000,000 |

**6 - PASSENGER AUTOS:** County 64,843

**7 - ELECTRIC METERS:** Residence 35,419

**8 - GAS METERS:** Residence 2,759

**9 - PRINCIPAL INDUSTRIES:** Total Work Force in County 31,750; Elect. Appliances; Metal Prods.; Poultry Proc.; Lumber; Textiles; Files; Distrib. Ctrs.

**10 - CLIMATE:** An. Min. & Max. Temp.-15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cullman(29) | NA | Sears, JCPenney, Foodworld, Belk-Hudson, Watsons |
| South Cullman (10) | NA | Harco Drug, |
| Town Square(6) | NA | Goody's, Wal-Mart |
| East Point(10) | NA | |
| West Town(7) | NA | Shell |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; JCPenney; Watsons; Goody's.

**Discount Stores**-Bargaintown USA; Wal-Mart; K mart; Family Dollar; Dollar General.

**Variety Stores**-Elmores.

**Chain Drug Stores**-SupeRx; Medicine Shoppe; Big B; Harco; Hospital Discount.

**Chain Supermarkets**-Piggly Wiggly; Foodworld; Warehouse Disc. & Groc. 3; Freshvale Whse. Groc.

**Other Chain Stores**-B.F. Goodrich; Singer Center; Radio Shack; Goodyear; Firestone; Importer's Warehouse; Bookland; Shoe World; Auto Zone.

**14 - NEWSPAPERS:** CULLMAN TIMES (m-tues to fri) 10,391; (S) 11,793; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill McCartney, Adv. Dir., TIMES, 300 Fourth Ave. S.E., Cullman, AL 35055; Tel. (205) 734-2131.

**National Representative**: None.

## DECATUR

**1 - LOCATION:** Morgan County, E&P Map C-2. County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31, State Hwys. 67, 20, 24.

**2 - TRANSPORTATION: Railroads**-CSX; Family Line; Norfolk-Southern.

**Motor Freight Carriers**-45.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-United; American; Delta; Atlanta Southeastern; Eastern; Northwest; Continental; Tennessee Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 42,002; E&P 89 Est. 44,407
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 80 Cen. 90,305; E&P 89 Est. 98,153
City & RTZ-ABC: (80) 204,197

**4 - HOUSEHOLDS:**

City 80 Cen. 15,183; E&P 89 Est. 16,473
County 80 Cen. 31,369; E&P 89 Est. 34,968
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $179,790,000 |
| Commercial | 5 | $493,515,000 |

**6 - PASSENGER AUTOS:** County 85,822

**7 - ELECTRIC METERS:** Residence 19,564

**8 - GAS METERS:** Residence 4,216

**9 - PRINCIPAL INDUSTRIES:** Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Fab.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prods.; Pkg. House Prods.; Dairy Prods.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Ironwork; Chemicals; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prods.

**Principal Pay Days**-Tues., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-75; Summer 67-90; Fall 52-80; Winter 23-65. First killing frost, Nov. 27; last killing frost, Apr. 8.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Beltline Mall; Gateway Shopping Ctr.; Decatur Shopping Ctr.; Beltline Plz.; Plumtree Ctr.; Westgate Shopping Ctr.; Downtown and Bank Street area.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kroger Shpg. Ctr. | 4 | Kroger, K mart |
| Southland Plz.(15) | 2 | Brown's Fabric, Big Lots |
| Decatur Shpg Ctr. | 1 | Warehouse Furn., SupeRx Drugs, Consumer Foods |
| Gateway Shpg. Ctr. | | Imports, 3 B Foods, Big B Drugs |
| Beltline Mall | NA | Parisian, Castner Knotts, Rogers, JCPenney, Sears |
| Hills Shopping Ctr. | NA | Hills, Barrett Shoes |
| Plumtree Ctr. | NA | Winn Dixie, Shoe City |
| Martin's Plz. | NA | Martins |
| Westgate Shpg. Ctr. | NA | Piggly Wiggly |

**Principal Shopping Days**-Dept. Stores-1 PM -6 PM, Sun., Mon., Thur., Sat.; Food-Fri., Sat.

**Stores Open Evenings**-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

**13 - RETAIL OUTLETS: Department Stores**-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Rogers.

**Discount Stores**-K mart; Wal-Mart; Family Dollar; Hills; Lowe's; Martins.

**Chain Drug Stores**-Big B; SupeRx.

**Chain Supermarkets**-Kroger; Food World; Giant Foods; Busy Bee; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly; 3B Foods.

**Other Chain Stores**-Village Shop; Shoe City; Singer Co.; Goodyear; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack; Barrett Shoes; General Nutrition; Circle K.

**14 - NEWSPAPERS:** DAILY (e-mon to fri) 26,913; (m-sat) 27,719; (S) 30,733; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Henry Burt, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 2213, Decatur, AL 35609; Tel. (205) 353-4612.

**National Representative**: Landon Associates.

## DOTHAN

**1 - LOCATION:** Houston County, (MSA). E&P Map D-5. 90 mi. SE of state capital, Montgomery; 185 mi. SE of Birmingham; 190 mi. SE of Atlanta; 250 mi. W of Jacksonville; 150 mi. NE of Pensacola.

**2 - TRANSPORTATION: Railroads**-Atlanta and St. Andrews Bay; CSX; Hartford & Slocomb; Norfolk Southern.

**Motor Freight Carriers**-23.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Atlantic Southeast (Delta); Eastern Metro Express (Eastern).

**3 - POPULATION:**

Corp. City 80 Cen. 48,750; E&P 89 Est. 54,367
CZ-ABC: (80) 48,750
RTZ-ABC: (80) 196,571
County 80 Cen. 74,619; E&P 89 Est. 82,642
MSA 80 Cen. 90,305; E&P 89 Est. 98,153
City & RTZ-ABC: (80) 245,321

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 17,376; E&P 89 Est. 20,078
County 80 Cen. 26,183; E&P 89 Est. 29,945
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 80 Cen. 41,351; E&P 89 Est. 35,785
City & RTZ-ABC: (80) 84,460

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $659,546,908 |
| Savings & Loan | 2 | $254,326,000 |

**6 - PASSENGER AUTOS:** County 71,842

**7 - ELECTRIC METERS:** Residence 18,500

**8 - GAS METERS:** Residence 8,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 11,440; Durable Goods 6,150; Nondurable Goods 5,290; Constr. 2,630; Whol. & Ret. 14,110; Trans. & Public Util. 3,690; Finance, Insurance, R.E. 1,580; Services 8,620; Gov't 11,920.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-89; Summer 69-97; Fall 53-85; Winter 33-59. First killing frost, Nov. 20; last killing frost, Mar. 10.

**11 - TAP WATER:** Alkaline, medium hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown (Main St., Foster St., Oates St.); Northside Mall; Porter Square Mall; Wiregrass Commons Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Circle S. | 4 | Winn-Dixie, Revco |
| Circle W. | 3 | Piggly Wiggly, Big B Drugs |
| Country Corner | 5 | Piggly Wiggly, Tru Value |
| Dogwood Plz. | 4 | Saad's Jewelers, Claudines |
| Fountain Plz. | 3 | Haverty's, Ted's Jewelers |
| Northside Mall | 4 | Mont. Ward, Wal-Mart |
| Porter Sq. | 1 | JC Penney, Walgreens, McCrory |
| Wilbro | 3 | Wilbro |
| Wiregrass Commons | 4 | Gayfers, Parisian, Pizitz |

**Principal Shopping Days**-Thur., Fri, Sat., Sun.
**Stores Open Evenings**-Northside Mall; Porter Sq. Mall; Wiregrass Commons Mall.

**13 - RETAIL OUTLETS: Department Stores**-Bargain Town; B.C. Moore; Gayfer's; JC Penney; Montgomery Ward; Parisian; Pizitz; Sears.
**Chain Drug Stores**-Big B; Revco; Walgreens.
**Discount Stores**-Family Dollar; K mart; Wal-Mart; Zayre.
**Chain Supermarkets**-A&P; Brunos; Dixie Dandy; Food World 2; IGA 5; Piggly Wiggly 3; Winn Dixie 2.
**Other Chain Stores**-Ace Hdwe.; Big 10 Tires; Ethan Allen; Firestone; Goodyear; Lorch Jewelry; Lowes; Rex; Rhodes Furn.; Western Auto; Wickes.

**14 - NEWSPAPERS:** EAGLE (m) 23,947; (S) 27,433; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jack Bennet, Adv. Dir., EAGLE, 203 N. Oates St.; P.O. Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
**National Representative**: Thomson Newspapers.

## ENTERPRISE

**1 - LOCATION:** Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Trailways.
**Airlines**-Trans Air Express.

**3 - POPULATION:**
Corp. City 80 Cen. 18,033; E&P 89 Est. 19,580
County 80 Cen. 38,656; E&P 89 Est. 40,990
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,334; E&P 89 Est. 7,080
County 80 Cen. 13,430; E&P 89 Est. 14,933

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $26,331,000 |
| Commercial | 3 | $131,817,000 |

**6 - PASSENGER AUTOS:** County 34,871

**7 - ELECTRIC METERS:** Residence 8,300

**8 - GAS METERS:** Residence 2,600

**9 - PRINCIPAL INDUSTRIES:** Cotton and Cottonseed Prods.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prods.; Poultry; Poultry Proc.; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20, last killing frost, Mar. 10.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| College Plz.(10) | NA | Alatex Outlet |
| Morgan Sq.(8) | NA | SupeRx |
| West Gate(36) | NA | B.C. Moore & Sons, Otasco, IGA, Sears |
| Enterprise(9) | NA | Wal-Mart, JCPenney |
| Discount Plz.(10) | NA | Enterprise Wholesale |
| TG&Y Family Ctr. | NA | TG&Y |
| Boll Weevil Plz. | NA | Winn-Dixie, Harco Drugs |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; TG&Y; Bisk; B.C. Moore & Sons.
**Discount Stores**-Value Mart.
**Chain Drug Stores**-Revco; SupeRx.
**Chain Supermarkets**-Piggly Wiggly; IGA Foodliner; Winn-Dixie.
**Other Chain Stores**-Sears; Radio Shack; Leons; Otasco; Western Auto; Cato; Shoe City; PayLess Shoes; Easy Pay; Firestone; Danley Furniture; Alpro Auto Parts; Sherwin-Williams.

**14 - NEWSPAPERS:** LEDGER (e-mon to fri) 6,069; (S) 6,587; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Rex Crawford, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
**National Representative**: Thomson Newspapers.

## FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

**1 - LOCATION:** E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

**2 - TRANSPORTATION: Railroads**-L&N; Southern.
**Water**-Tennessee River Barge Service.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Airlines**-ASA (Atlantic Southeastern); Republic Express.

**3 - POPULATION:**
Corp. Cities 80 Cen. 66,980; E&P 89 Est. 67,281
Florence 80 Cen. 37,029; E&P 89 Est. 37,866
Sheffield 80 Cen. 11,903; E&P 89 Est. 10,575
Tuscumbia 80 Cen. 9,137; E&P 89 Est. 9,250
Muscle Shoals 80 Cen. 8,911; E&P 89 Est. 9,590
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 80 Cen. 135,362; E&P 89 Est. 141,233
Lauderdale 80 Cen. 80,717; E&P 89 Est. 86,526
Colbert 80 Cen. 54,645; E&P 89 Est. 54,707
MSA 80 Cen. 135,362; E&P 89 Est. 141,233
City & RTZ-ABC: (80) 135,065
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 24,591; E&P 89 Est. 25,596
Florence 80 Cen. 13,620; E&P 89 Est. 14,477
Sheffield 80 Cen. 4,612; E&P 89 Est. 4,246
Tuscumbia 80 Cen. 3,291; E&P 89 Est. 3,452
Muscle Shoals 80 Cen. 3,068; E&P 89 Est. 3,421
MSA 80 Cen. 47,388; E&P 89 Est. 51,975
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 80 Cen. 47 388; E&P 89 Est. 50,257
Lauderdale 80 Cen. 28,207; E&P 89 Est. 30,725
Colbert 80 Cen. 19,181; E&P 89 Est. 19,532
City & RTZ-ABC: (80) 47,401

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $350,000,000 |
| Commercial | 12 | $450,000,000 |

**6 - PASSENGER AUTOS:** Counties: Lauderdale 72,719; Colbert 47,183

**7 - ELECTRIC METERS:** Residence 20,158

**8 - GAS METERS:** Residence 13,785

**9 - PRINCIPAL INDUSTRIES:** (Metro Area) Industry, No. of Wage Earners-Elect. power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chem. & Allied Prods. 2,263; Rubber Prods. 1,260; Fab. Metals 580; Food 490; Textile Prods. 550; Stone Clay & Glass Prods. 500; Mach. 1,370. Also University of North Alabama: over 5,000 students, 165 teachers.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

**11 - TAP WATER:** Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

**12 - RETAILING: Principal Shopping Areas--Florence**-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
**Sheffield**-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
**Tuscumbia**-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
**Muscle Shoals**-2 mi. on Woodward Ave.
**Neighborhood Shopping Areas**-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Seven Points(17) | 2 | Jitney Jungle, SupeRx |
| Four-Lane(18) | 1 | |
| Boulevard | 3 | K mart |
| Towne Plaza(12) | 1 | Hancock Fabrics, Jitney Jungle, SupeRx |
| Southgate Mall(30) | NA | Wal-Mart, Big B Drugs, Jitney Jungle |
| Florence Pl.(13) | NA | SupeRx, Jitney Jungle |
| English Village(15) | NA | Hancock Fabrics, London Shop |
| Regency Square Mall(70) | NA | Castner-Knott, Sears, Parisian, JCPenney, McCrae's |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Some-Mon., Fri. (Shopping Ctrs.-nights).

**13 - RETAIL OUTLETS: Department Stores**-Martin's; Sears; JCPenney; Rogers 2; Davis.
**Discount Stores**-K mart 2; Wal-Mart 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General.
**Variety Stores**-TG&Y.
**Chain Drug Stores**-SupeRx 3; Whorton's 3; Big B 5; Rushing 2; Colbert's 2.
**Chain Supermarkets**-Jitney Jungle 4; Winn-Dixie 1; Big Star 5; Wilson's 3; Shop Rite 8; Food World 2; Consumer's Warehouse.
**Other Chain Stores**-Busch's Jewelry; Firestone 2, Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Thom McAn; United Paint; Western Auto; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Heileg-Meyers 2; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Parisian; Bookland 2; McCrae's.

**14 - NEWSPAPERS:** TIMES DAILY (m) 33,220; (S) 34,722; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dennis Stockton, Adv. Dir., TIMES DAILY, 219 W. Tennessee St., Florence, AL 35630; Tel. (205) 766-3434.
**National Representative**: Branham/Newspaper Sales.

## FORT PAYNE

**1 - LOCATION:** De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,485; E&P 89 Est. 13,183
County 80 Cen. 53,692; E&P 89 Est. 59,711

**4 - HOUSEHOLDS:**
City 80 Cen. 4,410; E&P 89 Est. 5,358
County 80 Cen. 19,247, E&P 89 Est. 21,573

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $208,498,000 |
| Commercial | 3 | (incl. above) |

**6 - PASSENGER AUTOS:** County 47,408

**7 - ELECTRIC METERS:** Residence 13,400

**8 - GAS METERS:** Residence 2,082

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fab. Steel 500.
**Principal Industry Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-De Kalb Plz., 15 blocks on Gault Ave. S.
**Neighborhood Shopping Center**-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. N.; K mart shpg. ctr., on Hwy. 35.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| De Kalb(6) | NA | Winn-Dixie, Wal-Mart |
| K mart(3) | NA | K mart, Big B, Food World |
| Hurley's(3) | NA | Bruce's Foodland |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Shpg. ctrs., food, drug.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General.
**Discount Stores**-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
**Chain Drug Stores**-Harco; Kilgore; Big B.
**Chain Supermarkets**-Winn-Dixie; Warehouse Markets; Foodland; Food World.

**14 - NEWSPAPERS:** TIMES JOURNAL (m-tues to sat) 5,992; sworn Apr. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Steve Porter, Ret. Adv. Mgr., TIMES JOURNAL, 200 8th St. S.E.; P.O. Box 349, Fort Payne, AL 35967; Tel. (205) 845-2550.
**National Representative**: Landon Associates.

## GADSDEN

**1 - LOCATION:** Etowah County (MSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 60 mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59, I-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard System.
**Motor Freight Carriers**-30.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Airlines**-Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 47,565; E&P 89 Est. 40,424

CZ-ABC: (80) 59,950
RTZ-ABC: (80) 144,460
County/MSA 80 Cen. 103,161; E&P 89 Est. 102,664
City RTZ-ABC: (80) 204,410

**4 - HOUSEHOLDS:**
City 80 Cen. 18,143; E&P 89 Est. 16,475
County/MSA 80 Cen. 36,864; E&P 89 Est. 36,760
CZ-ABC: (80) 22,401
RTZ-ABC: (80) 50,612
City & RTZ-ABC: (80) 73,013

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $599,000,000 |
| Savings & Loan | 2 | $133,000,000 |
| Credit Unions | 5 | $196,000,000 |

**6 - PASSENGER AUTOS:** County 87,223

**7 - ELECTRIC METERS:** Residence 41,247

**8 - GAS METERS:** Residence 25,689

**9 - PRINCIPAL INDUSTRIES:** industry. No. of Wage Earners (Av. Wkly. Wage)-Steel 1,900 ($434); Rubber 3,250 ($514), Trucking ($200); Concrete Pipe ($150); Dairy Prods. ($150); Light Mach. (N.A.).

**Principal Pay Days**-Fri.; Rubber: Tues.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.

**Neighborhood Shopping Centers**-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd.; Noccalula.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Rainbow Plz.(22) | 2 | Food World |
| Old America Ctr.(18) | 1 | |
| Gadsden Mall(67) | 1 | Sears, McRae's, Belk's |
| Canterberry Sta. | NA | Food World |
| Midtown Shopping Ctr. | NA | Gregerson's Whse. |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Food; Sears; Belk-Hudson; McRae's; all Mall stores.

**13 - RETAIL OUTLETS: Department Stores**-McRae's; Martin's; JCPenney; Sears; Belk-Hudson.

**Discount Stores**-Top Dollar; K mart 2; Wal-Mart 2; Family Dollar 3.

**Chain Drug Stores**-Big B 3; Alaco 4; Revco.

**Chain Supermarkets**-Food World 3; Burton's Whse. Foods 3; Gregerson's Warehouse Groceries 3; Winn-Dixie 2.

**Other Chain Stores**-Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Hibbett's; Stuart's; Brooks Fashions; Pic 'N Pay; Shoe City; Lynn's Hallmark; Lowes; Marvin's; Bargain Town; Rex Radio & TV; Goody's; Old America Store.

**14 - NEWSPAPERS:** TIMES (e) 30,170; (S) 32,144; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roger Quinn, Adv. Dir., TIMES, 401 Locust St.; P 188, Gadsden, AL 35999; Tel. (205) 549-2000.

**National Representative**. Branham/Newspaper Sales.

## HUNTSVILLE

**1 - LOCATION:** Madison County (MSA). E&P Map C-2, County Seat. Corporate area 151 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. Hwys. 231, 431 and 72. Municipal Jetport.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Alabama Industrial R.R. (shortline operator).

**Motor Freight Carriers**-45.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**Airlines**-United; Northwest; American; Eastern; Delta; ASA; Eastern Metro Express.

**3 - POPULATION:**
Corp. City 80 Cen. 142,513; E&P 89 Est. 179,297
CZ-ABC: (80) 142,513
Bal. in NDM-ABC: (80) 286,000
County/MSA 80 Cen. 197,346; E&P 89 Est. 252,036
Total NDM-ABC: (80) 428,513

**4 - HOUSEHOLDS:**
City 80 Cen. 50,424; E&P 89 Est. 65,815
County/MSA 80 Cen. 67,082; E&P 89 Est. 90,837
CZ-ABC: (80) 50,424
Bal. in NDM-ABC: (80) 96,796
Total NDM-ABC: (80) 147,220

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 6 | N.A. |
| Commercial | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 246,238

**7 - ELECTRIC METERS:** Residence 118,875

**8 - GAS METERS:** Residence 31,532

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Constr. 4,100 ($310); Chem. 260; Mach. 1,500; Engineering Res. & Development 11,000 ($450); Univ. Educ.; Cosmetics 500 ($200).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks around Square; Washington, Jefferson, Clinton.

**Neighborhood Shopping Centers**-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; First American Center 19; units; Willowbrook 25 units; Haysland-Hamilton Square 28; Madison Sq. 140 units.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| The Mall(60) | 3 | Super X, Toys R Us |
| Parkway City(66) | 4 | Parisians, McRaes, Rutenbergs |
| Huntsville Outlet | 1 | Burlington |
| Haysland-Hamilton Square(28) | 6 | Foodworld, Big B, Harco, Winn-Dixie |
| First American Ctr.(19) | 1 | |
| Oak Park(14) | 3 | Radio Shack |
| Whitesburg(16) | 5 | Lucky's |
| Willowbrook(16) | 6 | Big B |
| Five Points | 2 | Star Markets, Propsts |
| Sycamore Sq.(8) | 4 | Braggs, Ethan Allen |
| Madison Sq.(140) | 7 | JCPenney, Sears, Castner Knott, Parisians, McRaes, Yieldings |
| Madison Plz.(15) | 7 | TJ Maxx, Food World, Service Mdse. |
| Crossroads(7) | 4 | Winn-Dixie, Big B |
| University Plz.(34) | 7 | Winn Dixie, Home Depot |
| Governors Dr.(5) | 3 | Center Drug |
| Northside(11) | 5 | Winn-Dixie, Auto Shack |
| Westbury(10) | 4 | Goldbro, Big B, Food World |
| The Gallery(28) | 7 | Shoe Carnival |
| Wal-Mart(4) | 3 | Wal-Mart, Kroger |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; Belk-Hudson; McRaes; Parisian; Yeilding's; Castner-Knotts.

**Discount Stores**-K mart 3; Hills; Wal-Mart 4; Rhodes Furn.; Service Merchandise 2; Scotties; Goldbro; Family Dollar; Dollar General.

**Chain Drug Stores**-Super X; Harco; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco.

**Chain Supermarkets**-Kroger; Winn-Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's; Food World; Warehouse Groc.

**Other Chain Stores**-Shoes: Butlers, Ford, Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, PS Sizes, Betty G's; Furniture: Rhodes, Wall Street Furn., Heilig-Meyers, Marks Fitzgerald, Holderfields, Hale Bros.; Furniture Center Valley Home Furnishings; Rubber Goods: Goodyear, Goodrich; Men's Wear: National Shirts, Baileys, Reeds; Jewelers: Dreifus, Brombergs, Lorchs, Zales, Masons, Kay, Gordons.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 58,675; (e-sat) 53,492; (S) 77,339; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James E. Knowles, Ret. Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.

**National Representative**. Newhouse Newspapers Metro Suburbia.

NEWS (m-mon to fri) 15,400; (m-sat) 14,130; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Fred Holmes, Adv. Mgr., NEWS, 2117 W. Clinton Ave., Huntsville, AL 35804; Tel. (205) 532-4000.

**National Representative**. Newhouse Newspapers Metro Suburbia.

## JASPER

**1 - LOCATION:** Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

**2 - TRANSPORTATION: Railroads**-Burlington Northern, illinois Central; Southern; Norfolk Southern.

**Motor Freight Carriers**-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham; AAA Cooper; Bowman; Rydera; Roadway, Cummings Trailways.

**Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,894; E&P 89 Est. 12,446
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 80 Cen. 68,568; E&P 89 Est. 68,241
MSA 80 Cen. 884,583; E&P 89 Est. 928,619
City & RTZ-ABC: (80) 52,917

**4 - HOUSEHOLDS:**
City 80 Cen. 4,412; E&P 89 Est. 4,800
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 80 Cen. 23,817; E&P 89 Est. 24,874
MSA 80 Cen. 316,381; E&P 89 Est. 347,065
City & RTZ-ABC: (80) 18,572

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $475,000,000 |
| Savings & Loan | 2 | $160,000,000 |

Huntsville News
The Huntsville Times

Alabama's highest average EBI of $34,770
37% greater than the state average

The Greater Huntsville Market (Madison, Limestone and Marshall Counties) ranks third in Alabama with a total population of 367,000, total EBI of $4,308,291,000 and total retail sales of $2,206,143,000.

SOURCE: S&MM—August 1989

*Represented by Newhouse Newspapers*

HUNTSVILLE TIMES AND NEWS

(Circle No. 3 on Market Request Card)

**6 - PASSENGER AUTOS:** County 61,660

**7 - ELECTRIC METERS:** Residence 14,366

**8 - GAS METERS:** Residence 3,200

**9 - PRINCIPAL INDUSTRIES:** Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county); 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Jasper Mall(32) | 2 | K mart, JCPenney, Zale's, Eckerd |
| Parklands(40) | 3 | Jefferson Home Furn., Sav-Mor Food |
| Foodworld Plz. | 3 | Food World, Big B |
| Jasper Sq.(17) | 3 | Goody's, Lowe's |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; G. May & Sons 2; Goody's.

**Discount Stores**-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart; K mart.

**Chain Drug Stores**-Big B; Revco.

**Chain Supermarkets**-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.

**Other Chain Stores**-Goodyear; Firestone; Singer; Lorch's; Jaxmark; Vogne.

**14 - NEWSPAPERS:** MOUNTAIN EAGLE (e-mon to fri) 13,639; (S) 13,441; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.

**National Representative**: Landon Associates.

## LANETT, AL-WEST POINT, GA

**1 - LOCATION:** Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA; in AL 50; I-85.

**2 - TRANSPORTATION: Railroads**-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. Cities 80 Cen. 11,191; E&P 89 Est. 11,419
 Lanett, AL 80 Cen. 6,897; E&P 89 Est. 6,608
 West Point, GA 80 Cen. 4,294; E&P 89 Est. 4,811
Counties 80 Cen. 89,397; E&P 89 Est. 98,881
 Chambers, AL 80 Cen. 39,223; E&P 89 Est. 39,397
 Troup, GA 80 Cen. 50,174; E&P 89 Est. 59,484

**4 - HOUSEHOLDS:**

Cities 80 Cen. 4,236; E&P 89 Est. 4,567
 Lanett, AL 80 Cen. 2,644; E&P 89 Est. 2,649
 West Point, GA 80 Cen. 1,592; E&P 89 Est. 1,918
Counties 80 Cen. 30,975; E&P 89 Est. 36,270
 Chambers, AL 80 Cen. 13,520; E&P 89 Est. 14,616
 Troup, GA 80 Cen. 17,455; E&P 89 Est. 21,654

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 3 | $50,000,000 |
| Commercial | 3 | $60,000,000 |

**6 - PASSENGER AUTOS:** Counties: Troup, GA 28,131; Chambers, AL 31,056

**7 - ELECTRIC METERS:** Residence 7,549

**8 - GAS METERS:** Residence 8,021

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile 8,454; Foundry & Mach. 150; Textile Mach. 210.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Valley Plaza(15) | 1 | Quick Stop, Green Drug, Family Dollar |
| Cherry Valley(23) | NA | Rose's, Big B, Curtis Mathes, Piggly Wiggly |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's; Wal-Mart; Otasco.

**Variety Stores**-Bargain Town.

**Chain Drug Stores**-Lee's; Big B; Eckerd; Buy Wise.

**Chain Supermarkets**-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.

**Other Chain Stores**-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's.

**14 - NEWSPAPERS:** VALLEY TIMES NEWS (e-mon to fri) 9,654, sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Nell D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; P.O. Box 627, Lanett, AL 36863; Tel. (205) 644-1101.

**National Representative**: Landon Associates.

## MOBILE

**1 - LOCATION:** Mobile County (MSA). E&P Map B-5. County Seat. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tombigbee Waterway; 31 mi. from Gulf of Mexico.

**2 - TRANSPORTATION: Railroads**-Alabama; Seaboard System; Burlington Northern; Illinois Central Gulf; Norfolk Southern; Frisco & Alabama State Docks Terminal (freight). Important river canal system.

**Motor Freight Carriers**-60.

**Intercity Bus Lines**-Greyhound; Colonial Trailways.

**Steamship Lines**-61 Passenger; 39 Freight.

**Airlines**-American; Eastern; Northwest; Delta; Air New Orleans; Continental Express.

**3 - POPULATION:**

Corp. City 80 Cen. 200,452; E&P 89 Est. 208,470
CZ-ABC: (80) 247,395
RTZ-ABC: (80) 496,752
MSA 80 Cen. 443,621; E&P 89 Est. 481,185
County 80 Cen. 364,691; E&P 89 Est. 382,087
City & RTZ-ABC: (80) 744,147

**4 - HOUSEHOLDS:**

City 80 Cen. 75,577; E&P 89 Est. 76,815
County 80 Cen. 131,936; E&P 89 Est. 140,509
MSA 80 Cen. 165,213; E&P 89 Est. 171,739
CZ-ABC: (80) 86,365
RTZ-ABC: (80) 160,321
City & RTZ-ABC: (80) 246,686

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $4,000,000,000 |
| Commercial | 9 | $17,000,000,000 |

**6 - PASSENGER AUTOS:** County 275,278

**7 - ELECTRIC METERS:** Total 150,280

**8 - GAS METERS:** Total 85,165

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chem. & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whol. & Ret. 36,800; Gov't 27,200; Constr. 11,000; Mfg. 31,000; Servs. 29,800; Trans. 10,400; Fin. 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-14,900 students.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65. Mobile Festival Center, a large off-price shopping center 1/2 mi. West of Bel-Air Mall-Principal Stores: Wal-Mart, Circuit City.

**Neighborhood Shopping Centers**-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco; Whistler; Toulminville; Plateau; Tillman's Corner; Hillcrest; Providence Plz.; Plaza DeMalaga; Westwood Plz.; Festival Ctr.; Cottage Hill; Westwood; Kingswood; Regency Sq.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Downtown | NA | Burts, Eckerd, Kretzer's, Olensky's, Woolworth |
| Bel Air Mall (138) | NA | Sears, JCPenney, Holmes, Parisian, TJ. Maxx |
| Springdale Plz. & Mall(100) | NA | Gayfers, Mont. Ward, Solo, K&B Drugs, McRae's, Raphael's |
| Prichard | NA | Eckerd, McCrory |
| Crichton(14) | NA | Family Dollar, Shoe City |
| Overlook | NA | Delchamps, McCrory, Kinney Shoes |
| Springhill Plz. Mall(15) | NA | A&P, Firestone, Big B, McCrory, Eckerd |
| Springhill Plz.(33) | NA | K&B |
| Kingswood University(13) | NA | Zayre, Wal-Mart |
| Regency | NA | Steinmart, K mart, Big B, Food World |
| Midtown Mart(15) | NA | A&P, Eckerd, McCrory |
| Skyline Plaza | NA | Delchamps, K&B, Greer's |
| Tillman's Corner | NA | Food World, Goodyear, McCrory |
| Gulf Dale(12) | NA | Delchamps, Greer's |
| Airport Blvd. | NA | Hancock Fabrics, Rhodes Furn. |

**Principal Shopping Days**-Food-Wed., Thur., Fri., Sat. Other-Mon., Fri., Sat.

**Stores Open Evenings**-Sears, Gayfer's, Holmes, McRae's, Parisian, Montgomery Ward, JCPenney, Zayre, K mart, Wal-Mart.

**13 - RETAIL OUTLETS: Department Stores**-Gayfer's; Sears; JCPenney; Montgomery Ward; Holmes; McRae's; Parisian.

**Discount Stores**-Zayre; Dollar General; Scotties; Fred's; TJ. Maxx; Solo; Steinmart; K Mart; Wal-Mart.

**Variety Stores**-McCrory; Woolworth; Family Dollar.

**Chain Drug Stores**-Eckerd 17; K&B 11; Revco 8; Big B 12; Harco 6.

**Chain Supermarkets**-Delchamps 25; National; A&P 4; Greer's (Sav Mor) 17; Winn-Dixie 10; Food World (Brunos) 9; IGA; Brunos.

**Other Chain Stores**-Singer Stores; Goodrich; Goodyear; Firestone; Rhodes Furn.; Phillips Shoes; Lerner Shops; Gulf Furn.; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Lens Crafter; Opti World; Bakers; Burts; Thom McAn; Trax Tires; Big Ten Tire.

**14 - NEWSPAPERS:** REGISTER (m-mon to fri) 56,736; PRESS (e-mon to fri) 43,650; PRESS-REGISTER (m-sat) 87,636; (S) 107,180; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; P 2488, Mobile, AL 36630; Tel. (205) 433-1551.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## MONTGOMERY

**1 - LOCATION:** Montgomery County (MSA). E&P Map C-4. State Capital. County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 160 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

**2 - TRANSPORTATION: Railroads**-L&N; W of AL; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.

**Motor Freight Carriers**-48.

**Airlines**-Delta; Northwest Orient; Atlantic Southeastern; Eastern Metro Express; Eagle Air.

**Intercity Bus Lines**-Montgomery Area Transit System.

**3 - POPULATION:**

Corp. City 80 Cen. 177,857; E&P 89 Est. 205,815
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 80 Cen. 197,794; E&P 89 Est. 221,595
MSA 80 Cen. 273,864; E&P 89 Est. 307,646
City & RTZ-ABC: (80) 613,812

**4 - HOUSEHOLDS:**

City 80 Cen. 62,716; E&P 89 Est. 74,818
County 80 Cen. 68,471; E&P 89 Est. 78,923
MSA 80 Cen. 92,692; E&P 89 Est. 107,913
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| All Banks | NA | $1,955,571,000 |

**6 - PASSENGER AUTOS:** County 176,213

**7 - ELECTRIC METERS:** Residence 69,693

**8 - GAS METERS:** Residence 67,984

**9 - PRINCIPAL INDUSTRIES:** Av. No. of Wage Earners (MSA)-Total-122,700. Mining and Quarrying 100; Constr. 9,500; Mfg. 17,700; Trans., Commun. & Pub. Util. 4,700; Whol. & Ret. Trade 27,900 Fin., Ins., & R.E. 7,300; Servs. 24,300; State & Local Gov't 24,100; Other 1,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Capitol Pkwy (15) | NA | Sewing Basket |
| Capitol Plaza(15) | NA | Winn-Dixie |
| Cloverland(38) | NA | IGA |
| Country Club(6) | NA | Winn-Dixie |
| Dalraida(3) | NA | Winn-Dixie |
| Eastdale Mall(86) | NA | Pizitz, Sears, Parisians, Gayfers |
| East Montgomery Plaza(10) | NA | Super Foods, TG&Y |
| Eastbrook(33) | NA | Super Foods |
| Fairview Plaza(6) | NA | Winn-Dixie, Otasco, Revco |
| Fairview West(6) | NA | Food World |
| Forest Hills(12) | NA | Revco |
| Gay Meadows(8) | NA | D.W. Moody Hdwe. |
| Governers Sq.(33) | NA | County Market |
| McGehee Plz. | NA | Bruno's |
| Montgomery Mall(45) | NA | JCPenney, Gayfer's, Food World |
| Normandale(45) | NA | Winn-Dixie |
| Norman Bridge South(9) | NA | Shoe-City |
| Perry Hill(7) | NA | Super Foods |
| Southside(15) | NA | Winn-Dixie |
| Twin Oaks (22) | NA | TJ. Maxx |
| Union Sq.(27) | NA | Service Mdse. |
| Vaughn Plz. | NA | Winn [illegible] |
| Westminister(8) | NA | World Baza[illegible] |
| Zelda Plz. | NA | Lupos, Be[illegible] |

**Principal Shopping Days**-Thur., Fri., Sa[illegible]

**Stores Open Evenings**-Mall open every night to 9:00; Sun. 1 to 6; rest open Mon., Thur., Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-Gayfer's 2; JCPenney; Sears; Parisians 2; McRaes.

**Discount Stores**-Service Merchandise 2; TG&Y; K mart 2; Wal-Mart 2.

**Variety Stores**-Kress; H.L. Green.

**Chain Drug Stores**-Dixie Rexall; Revco 4; Eckerd 4; SupeRx; Price 2; Big B 4; Phar Mor.

**Chain Supermarkets**-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; Spectrum 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.

**Other Chain Stores**-Firestone; Goodyear; Singer Co.; TJ. Maxx; Goodrich; Uniroyal; S & K;

Otasco; Lowe's; Zachry's; Rhodes; Zale's; West Building; County Mkt.; Supersaver Warehouse; Circuit City.

**14 - NEWSPAPERS:** ADVERTISER (m-mon to fri) 51,522; JOURNAL (e-mon to fri) 17,183; JOURNAL & ADVERTISER (sat) 68,969; (S) 80,263; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Zinn, Adv. Mgr., ADVERTISER & JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.

**National Representative**:Landon Associates.

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### MUSCLE SHOALS
See FLORENCE

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## OPELIKA-AUBURN

**1 - LOCATION:** Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

**2 - TRANSPORTATION: Railroads**-Western Rwy. of Alabama; Central of Georgia.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Crescent Trailways; Greyhound; Tiger; Ingram.

**3 - POPULATION:**

Corp. Cities 80 Cen. 50,367; E&P 89 Est. 56,900
  Opelika 80 Cen. 21,896; E&P 89 Est. 24,120
  Auburn 80 Cen. 28,471; E&P 89 Est. 32,780
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 82,797
County 80 Cen. 76,536; E&P 89 Est. 88,218
City & RTZ-ABC: (80) 133,164

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 18,009; E&P 89 Est. 20,752
  Opelika 80 Cen. 7,685; E&P 89 Est. 8,632
  Auburn 80 Cen. 10,324; E&P 89 Est. 12,120
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 89 Est. 28,110
City & RTZ-ABC: (80) 46,626

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $30,000,000 |
| Commercial | 8 | $270,000,000 |

**6 - PASSENGER AUTOS:** County 62,925

**7 - ELECTRIC METERS:** Residence 22,000

**8 - GAS METERS:** Residence 12,172

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 (N.A.).

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Two-mile stretch on Opelika-Auburn Parkway.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Midway Plz.(30) | NA | Fashion Bug, Big Ten Tire, Wilbro |
| Village Mall(35) | NA | Zales, JCPenney, Gayfer's, Sears |

**Principal Shopping Days**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Gayfer's; Sears; JCPenney.

**Discount Stores**-Wal-Mart 2; K mart.

**Chain Supermarkets**-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Consumer Foods.

**Other Chain Stores**-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's; Lowe's; Farmers Furn.; Rex; Cato's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 13,020; (S) 13,769; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Watson, Adv. Dir., NEWS, 3505 Pepperell Pkwy.; P.O. Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.

**National Representative**: Thomson Newspapers.

## SCOTTSBORO

**1 - LOCATION:** Jackson County, E&P Map C-2, County Seat. 40 mi. E of Huntsville.

**2 - TRANSPORTATION: Railroads**-Southern.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Trailways.

**Barge**-On Tennessee River.

**3 - POPULATION:**

Corp. City 80 Cen. 14,758; E&P 89 Est. 13,853
County 80 Cen. 51,423; E&P 89 Est. 50,659

**4 - HOUSEHOLDS:**

City 80 Cen. 5,269; E&P 89 Est. 5,149
County 80 Cen. 17,589; E&P 89 Est. 18,705

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $227,758,116 |
| Savings & Loan | 1 | $13,450,000 |

**6 - PASSENGER AUTOS:** County 45,854

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Clothing; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31; last killing frost, Mar. 30.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-Downtown area and Courthouse Sq.

**Neighborhood Shopping Centers**-Scottsboro Shpg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Section | 5 | Foodland |
| Grant | 8 | Foodland |
| Woodville | 12 | Shop-E-Z Foods |
| Stevenson | 14 | Piggly Wiggly, Shop Rite |
| Pisgah | 10 | Super Valu |
| Rainsville | 18 | Lucky, Foodland |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Most to 8 nightly and 9 on Fri. & Sat.; Lucky; Piggly Wiggly; Kroger; Foodland except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Parks; Hammer's; Cato's; Sears; Goody's.

**Discount Stores**-Woolworth; Family Dollar; K mart; Wal-Mart.

**Chain Drug Stores**-Big C; Hodges; K mart.

**Chain Supermarkets**-Piggly Wiggly, Lucky; Jitney Jungle; Shop Rite; Foodland; Food World.

**Other Chain Stores**-Goodyear; Goodrich; Lorch Jewelry; Pacific Finance; Radio Shack; Hielig Myers; Big Lot.

**14 - NEWSPAPERS:** SENTINEL (m-tues to fri; S) 6,159; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Anita Bynum, Asst. Sec., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.

**National Representative**: General Advertising Service.

## SELMA

**1 - LOCATION:** Dallas County, E&P Map C-4, County Seat. On Alabama River, center of state. Agric. and cattle section.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Seaboard System.

**Waterways**-Navigable River to Port of Mobile.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound, Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 26,684; E&P 89 Est. 25,834
County 80 Cen. 53,832; E&P 89 Est. 52,086

**4 - HOUSEHOLDS:**

City 80 Cen. 9,201; E&P 89 Est. 9,007
County 80 Cen. 17,590; E&P 89 Est. 19,564

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | | $280,000,000 |
| Commercial | | $385,000,000 |

**6 - PASSENGER AUTOS:** County 34,342

**7 - ELECTRIC METERS:** Residence 17,644

**8 - GAS METERS:** Residence 19,092

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 60; Tractor Mfg. 475; Paper 428; Windshields 180; Glass 180; Candy 350; Aluminum Prods. 285; Air-Craft 500; Apparel 500.

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Broad St. (3 blocks E & W).

**Neighborhood Shopping Centers**-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gastons(6) | NA | IGA |
| Satterfield(5) | 4 | Winn-Dixie |
| Selma(45) | 5 | Sears, JCPenney |
| Valley Creek(4) | 5 | Piggly Wiggly, Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Kaysers; JCPenney; Leon's; Bealls.

**Discount Stores**-Wal-Mart.

**Variety Stores**-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar; Bargain Town.

**Chain Drug Stores**-Carters; Walgreens; Pilcher-McByrde Rexall; Harco; Revco; Copeland; Big B.

**Chain Supermarkets**-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; Zale's Jewelry; Lorch's; Western; Hancock Fabric; Firestone; Pic 'N Pay Shoes; Butlers Shoes; Cato; Kenwins Dress For Less; Payless Shoes; Wise Fashions; Skinner Furn.; Whol. Bedding; Gordon Jewelers.

**14 - NEWSPAPERS:** TIMES-JOURNAL (m-mon to fri; S) 9,687; sworn Sept. 25, 1988

**Local Contact** for Advertising and Merchandising Data: David M. Pippin, Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.

**National Representative**: Landon Associates.

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### SHEFFIELD
See FLORENCE

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## TALLADEGA-SYLACAUGA

**1 - LOCATION:** Talladega County, E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwys. 280, 231; State Hwys. 21, 77.

**2 - TRANSPORTATION: Railroads**-Southern; L&N; ACL.

**Intercity Bus Lines**-Continental Trailways.

**Motor Freight Carriers**-9.

**3 - POPULATION:**

Corp. Cities 80 Cen. 105,784; E&P 89 Est. 32,020
  Sylacauga 80 Cen. 12,708; E&P 89 Est. 12,952
  Talladega 80 Cen. 19,128; E&P 89 Est. 19,068
County 80 Cen. 73,949; E&P 89 Est. 76,760

**4 - HOUSEHOLDS:**

Cities 80 Cen. 10,727; E&P 89 Est. 11,060
  Sylacauga 80 Cen. 4,679; E&P 89 Est. 4,885
  Talladega 80 Cen. 6,048; E&P 89 Est. 6,175
County 80 Cen. 24,061; E&P 89 Est. 28,755

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | NA |
| Commercial | 6 | NA |

**6 - PASSENGER AUTOS:** County 66,205

**7 - ELECTRIC METERS:** Residence 21,448

**8 - GAS METERS:** Residence 10,775

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles & Bags 3,980; Machine Foundry 983; Lumber & Box Mfg. 451, Brooms & Mops 300; Mining 284; Comm. Printing 865; Newsprint 2,000; Misc. 1,520.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21; last killing frost, Mar. 21.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated (Talladega); fluoridated (Sylacauga).

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northgate | NA | Wal-Mart |
| Marble City(11) | NA | |
| Ogletree(14) | NA | Bargaintown, Wal-Mart |
| Sylacauga(5) | NA | Sears, Harco, Family Dollar |
| Syla. Shopping Square(3) | NA | Winn-Dixie, K mart, Carport |
| Talladega Plaza(4) | NA | Carport, Family Dollar, Pay Less, Sears |
| Talladega(19) | NA | Winn-Dixie, Harco, Belk-Hudson |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Kitchens.

**Discount Stores**-Top Dollar; Bargaintown USA; Simply 6-21; 6&8 Store; $3.00 Bill Store; Super 10, Lee's; K mart 2; Wal-Mart 2; Family Dollar 2.

**Chain Drug Stores**-Harco 2; Buy Wise; Big B 3.

**Chain Supermarkets**-Winn-Dixie 3; Super Value 1; Food World 2; 3-B Warehouse, 5; Consumer Foods 1;

**Other Chain Stores**-Goodyear 1; Kenwin 2; Sherwin-Williams 2; Cato's 2; Braswell Furn.; Marvin's; Harper's; Foote Bros.; Shoe City, 2; Pic-N-Pay.

**14 - NEWSPAPERS:** HOME (m) 10,453; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Jay Thornton, Pub., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.

**National Representative**: None.

## TROY

**1 - LOCATION:** Pike County, E&P Map C-4, County Seat. Agriculture, cattle, hog, broiler, mining & industrial area. Timber & pulpwood, miscellaneous manufacturing, wholesale grocery, drug, insecticide distributing center. Distribution Headquarters (14 Counties) State Hwy. Department. Central SE part of state, 44 mi. from Montgomery.

**2 - TRANSPORTATION: Railroads**-Seaboard -Coastline; Southern.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,945; E&P 89 Est. 12,981
County 80 Cen. 28,216; E&P 89 Est. 27,897

**4 - HOUSEHOLDS:**

City 80 Cen. 4,160; E&P 89 Est. 4,442 County 80 Cen. 9,525; E&P 89 Est. 9,152

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $56,395,000 |

**6 - PASSENGER AUTOS:** County 21,551

**7 - ELECTRIC METERS:** Residence 3,963

**8 - GAS METERS:** Residence 2,080

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-Insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

**11 - TAP WATER:** Alkaline, slightly hard; fluoridated

**12 - RETAILING: Principal Shopping Center**-10 blocks on 4 sts., Troy Plz.; Park Lane.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Parklane(6) | NA | Piggly Wiggly, Sears, Fred's Dollar Store |
| Troy Plz.(8) | NA | Winn-Dixie |
| Southland Village | NA | Piggly Wiggly, TG&Y |

**Principal Shopping Days**-Mon. through Sat., 1 pm Sun.

**13 - RETAIL OUTLETS: Department Stores**-Rosenberg's; Leon's; Stanton's; Wal-Mart; Town Sq.
**Variety Stores**-Fred's.
**Discount Stores**-Bargaintown USA; Top Dollar.
**Chain Drug Stores**-SupeRx; Harco.
**Chain Supermarkets**-Piggly Wiggly; IGA; Winn-Dixie; Junior Foods; Food World.
**Other Chain Stores**-Diana Shops; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

**14 - NEWSPAPERS:** MESSENGER (m-tues to fri; S) 3,403; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Charles Barnes, Pub., MESSENGER, 918 S. Brundidge St.; P.O. Box 727, Troy, AL 36081; Tel. (205) 566-4270.
**National Representative**: Landon Associates.

## TUSCALOOSA

**1 - LOCATION:** Tuscaloosa County (MSA). E&P Map B-3, County Seat. 50 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Norfolk-Southern (freight); L&N; Mid-South.
**Barge Lines**-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee Tombigbee, Mississippi & Ohio Rivers.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Greyhound; Trailways, ATS Trans. Service.
**Airlines**-Atlantic Southeastern; American Eagle; Delta.

**3 - POPULATION:**
Corp. City 80 Cen. 75,211; E&P 89 Est. 75,996
NDM-ABC: (80) 137,541
County/MSA 80 Cen. 137,820; E&P 89 Est. 142,610

**4 - HOUSEHOLDS:**
City 80 Cen. 26,147; E&P 89 Est. 27,460
NDM-ABC: (80) 46,820
County/MSA 80 Cen. 46,800; E&P 89 Est. 47,006

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 3 | $325,000 000 |
| Commercial | 6 | $685,776,000 |

**6 - PASSENGER AUTOS:** County 104,967

**7 - ELECTRIC METERS:** Residence 60,084

**8 - GAS METERS:** Residence 32,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Plant 2,550; Coal 3,106; DCH Hospital 2,400; Bryce Hospital 1,760; VA Hospital 1,119; Partlow State School 780; AMI Hospital 475; Wire Co. 1,075; Paper 577; Roofing 365; Oil Refinery 210; JVC-315; Univ. of Alabama 3,000.

**Principal Industrial Pay Days**-Tues., Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56. Rainfall 54 in.; Growing Season 232 days.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on University Blvd., 4 on Greensboro Ave.; 3 on 6th St.
**Neighborhood Shopping Centers**-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City, 10th Ave & 15th St.; West Park; 82 Bypass. Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Parkview(29) | 2 | A&P |
| City Center | 2 | |
| Westgate | 3 | Winn-Dixie, Harco |
| Leland(13) | 4 | Winn-Dixie (Kwik-Chek), Harco |
| Northgate | 2 | Food Center |
| McFarland Mall(51) | 6 | Gayfer's, Winn-Dixie |
| Woodsquare | 2 | |
| K mart | 5 | K mart |
| Bama(13) | 3 | Kroger, Wal-Mart |
| University Mall(95) | 5 | Sears, McRae's, JCPenney, Parisians, Bruno |
| Northwood | 4 | Kroger, McCrory's, Harco |

**Principal Shopping Days**-Dept. Stores-Mon., Thur., Fri. Food: Thur., Fri., Sat., Mon.
**Stores Open Evenings**-Food-Fri. (some 6 nights, 8 open 24 hours).
Shopping Centers-6 nights until 9.

**13 - RETAIL OUTLETS: Department Stores**-Adrians; JCPenney; McRae's; Sears; Raymon's; Gayfer's; Parisians.
**Variety Stores**-Woolworth; McCrory's.
**Discount Stores**-Top Dollar; K mart; Fred's; Wal-Mart; Family Dollar; Zayre.
**Chain Supermarkets**-A&P; Winn-Dixie 3; Food World 2; Kroger 2; Consumer Warehouse 2; Bruno's; Delchamps Food Max.
**Other Chain Stores**-Women's Apparel: Wickes; Shoes: Butler's; Paint: Glidden, Sherwin-Williams; Hdwe.: Westcash, Lowe's, Jewelry: Lorch's, Busch's; Auto Parts: Bumper to Bumper, Carport, Save-1st; General: Radio Shack, Baskin-Robbins, Singer, Hancock Fabric.

**14 - NEWSPAPERS:** NEWS (e) 39,542; (S) 40,008; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Andy Mick, Adv. Dir., NEWS, 2001 6th St.; PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.
**National Representative**: Branham/Newspaper Sales.

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### TUSCUMBIA
See FLORENCE

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# ALASKA SURVEYS

### METROPOLITAN STATISTICAL AREA

**Anchorage**- Anchorage Borough.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 32 | 38 | 56 |
| 5-14 Years | 71 | 70 | 87 |
| 15-24 Years | 64 | 82 | 92 |
| 25-44 Years | 88 | 146 | 226 |
| 45-64 Years | 41 | 55 | 73 |
| 65 and Over | 7 | 12 | 16 |
| TOTAL | 303 | 403 | 555 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 150 | 340 | 685 |
| General Mdse | 227 | 334 | 562 |
| Food | 427 | 692 | 1,012 |
| Automobiles | 241 | 410 | 883 |
| Gasoline Stations | 103 | 206 | 222 |
| Apparel | 69 | 127 | 199 |
| Furniture | 59 | 128 | 256 |
| Eat-Drink Places | 254 | 405 | 651 |
| Drugs | 80 | 136 | 222 |
| TOTAL SALES | 1,831 | 3,227 | 5,281 |

## ANCHORAGE

**1 - LOCATION:** Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W. Alaska and U.S. via Canada: 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

**2 - TRANSPORTATION: Railroads**-Alaska.
**Motor Freight Carriers**-23.
**Freight Steamship Lines**-6.
**Intercity Bus Lines**-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter; Greyline.
**Airlines**-20. Intermediate stop of international flights: China Air; Flying Tigers; Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Delta; Alaska; Northwest; Reeve Aleutian; Air Cal; TWA; Mark Air; United; Southcentral; Eastern; Hawaiian; Air Pac; ERA; Swiss Air. Air Taxi 60; Helicopters 14.

**3 - POPULATION:**
Corp. City 80 Cen. 174,431; E&P 89 Est. 234,754
MSA/County 80 Cen. 174,084; E&P 89 Est. 234,579
NDM-ABC: (80) 225,877

**4 - HOUSEHOLDS:**
City 80 Cen. 60,042; E&P 89 Est. 75,098
MSA/County 80 Cen. 60,042; E&P 89 Est. 75,021
NDM-ABC: (80) 77,404

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $40,839,000 |
| Commercial | 15 | $3,977,227,000 |

**6 - PASSENGER AUTOS:** County 126,697

**7 - ELECTRIC METERS:** Residence 85,558

**8 - GAS METERS:** Residence 58,645

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't 26,600; Whol. & Ret. Trade 29,000; Irons 4,250; Constr. 8,500; Mfg. 2,900; Petroleum; Servs. 27,200; Trans., Commun., Util. 9,700; Insurance, R.E., Finance 9,350; Mining 4,400.

**10 - CLIMATE:** Av. Temp. Jan. 13 degrees, July 57 degrees. An. rainfall 9 in.; av. an. snowfall 70 in.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 20 blocks on Dimond Blvd.; 10 blocks Northway Drive.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Aurora Vlg.(12) | 3 | Carr's, Payless, Pay 'N Pak |
| Boniface | 6 | Pay'N Save, Safeway |
| Country Village | 4 | Discount Fabrics |
| Dimond(160) | 6 | Safeway, Pay'N Save, Lamont's |
| Carr's Dimond | 6 | Carr's, Payless |
| Eastgate(11) | 4 | Carr's, Payless |
| Mountain View | 2 | Market Basket |
| Northern Lts.(15) | 2 | Safeway, Pay'N Save |
| Northway Mall(73) | NA | Safeway, Pay'N Save, Lamont's |
| Post Office Mall | | Book Cache |
| Univ. Ctr.(34) | 5 | Safeway, Pay'N Save, Lamonts's |
| Sears Mall(30) | 3 | Sears, Carr's, Payless |
| Eagle River(6) | 15 | Carr's, Payless |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Nordstrom; JCPenney; Sears; Lamont's 3; Sportswest 2.
**Discount Stores**-Fred Meyer 2; Price Savers; Costco.
**Variety Stores**-Woolworth; B&J.
**Chain Drug Stores**-Pay'N Save 6; Payless 9; Rexall; Long's 2.
**Chain Supermarkets**-Carr's 9; Safeway 6; Proctor's; Prairie Mkt. 2; Foodland 3.
**Other Chain Stores**-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N Pak; Jay Jacobs 2; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Baskin-Robbins 4; Book Cache 13; Waldenbooks; Dalton Books; The Office Place; Computerland; Qwik Stop 28; 7-Eleven 7.

**14 - NEWSPAPERS:** DAILY NEWS (m) 55,757; (S) 71,589; Mar. 31, 1989 ABC.
**Local Contact** for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 1001 Northway Dr.; P.O. Box 14-9001; Anchorage, AK 99514-9001; Tel. (907) 257-4200.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.
TIMES (e) 31,559; (S) 41,205; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Arlene Sayers, Adv. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 263-9000.
**National Representative**: Branham/Newspaper Sales.

## FAIRBANKS

**1 - LOCATION:** Fairbanks North Star County, E&P Map B-2. Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward, Hart and Parks Hwys. International and two other airports; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 10,000 military and civilian personnel. University of Alaska campus adjoins city; 4,761 on-campus students. University's research facilities include 1,400 to 1,500 technical and scientific personnel. Areawide employment (non-military) 25,000.

**2 - TRANSPORTATION: Railroads**-Northern terminus Alaska Railroad.
**Motor Freight Carriers**-20.
**Bus Lines**-Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaske Overland serves Fairbanks area and Clear (70 mi. SW).
**Barge & River Lines**-1.
**Airlines**-Alaska; Markair; Alaska Central Air; Delta; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

**3 - POPULATION:**
Corp. City 80 Cen. 22,645; E&P 89 Est. 33,482
CZ-ABC: (80) 27,561
RTZ-ABC: (80) 55,538
City & RTZ-ABC: (80) 83,099
County 80 Cen. 53,915; E&P 89 Est. 71,611

**4 - HOUSEHOLDS:**
City 80 Cen. 8,145; E&P 89 Est. 12,407
County 80 Cen. 18,224; E&P 89 Est. 22,559
CZ-ABC: (80) 9,621
RTZ-ABC: (80) 15,410
City & RTZ-ABC: (80) 26,031

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $508,100,000 |
| Commercial | 8 | (incl. above) |
| Credit Unions | 6 | (incl. above) |

**6 - PASSENGER AUTOS:** 41,674

**7 - ELECTRIC METERS:** Residence 27,057

**8 - GAS METERS:** Bus. & Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Mthly. Wage)-Constr. 1,905 ($3,697); Gov't excluding military 8,589 ($2,711); Servs. 6,207 ($1,711); Ret. & Whol. 6,287 ($1,739); Trans., Commun., Util. 2,095 ($2,638); Fin., Ins., R.E. 836 ($2,079); Other Mfg. 681 ($2,377).

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-40; Summer 45-90; Fall 20-32; Winter -50-20. First killing frost Sept. 2; last killing frost, May 21.

**11 - TAP WATER:** City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.; Washington Plaza; Northgate Square; Regency Court; River Mall.

**Neighborhood Shopping Centers**-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square; Beaverbrook Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gavora Mall(14) | 1 | Pay'n Save, Market Basket |
| Bentley Mall(55) | 2 | Pay'n Save, Safeway |
| Shopper's Forum(28) | 2 | Lamont's, Market Basket |
| University Ctr.(34) | 4 | Pay'n Save, Safeway, Fred Meyer |

**Principal Shopping Days**-Dept. Stores-Thur., Fri., Sat., many open Sun.; Banks-Closed Sat.; open Fri. evening.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.

**Variety Stores**-Woolworth; Carr's; Pay'n Save; Fred Meyers.

**Discount Stores**-Liquidation Sales; Hub Food Stores 2.

**Chain Drug Stores**-Co-Op; Pay'n Save 2.

**Chain Supermarkets**-Foodland; Market Basket 3; Safeway 2.

**Other Chain Stores**-Pay & Pak; Pay & Save Home Center.

**14 - NEWSPAPERS:** NEWS-MINER (e) 16,023; (S) 20,306; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Slater, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.

**National Representative**: Branham/Newspaper Sales.

## JUNEAU

**1 - LOCATION:** Juneau City & Borough, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, BC, and Seattle; connecting with Alaska Hwy. State Capital.

**2 - TRANSPORTATION: Waterways**-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; The Barge Lines.

**Airlines**-Alaska; Delta.

**3 - POPULATION:**
City/Division 80 Cen. 19,528; E&P 89 Est. 26,330

**4 - HOUSEHOLDS:**
City/Division 80 Cen. 7,035; E&P 89 Est. 8,500

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | N.A. |
| Commercial | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 14,559

**7 - ELECTRIC METERS:** Residence 7,600

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Fishing; Mining; Forestry; Tourism; Trans.; Trade; Gov't. (State capital 4,700 employees).

**10 - CLIMATE:** Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

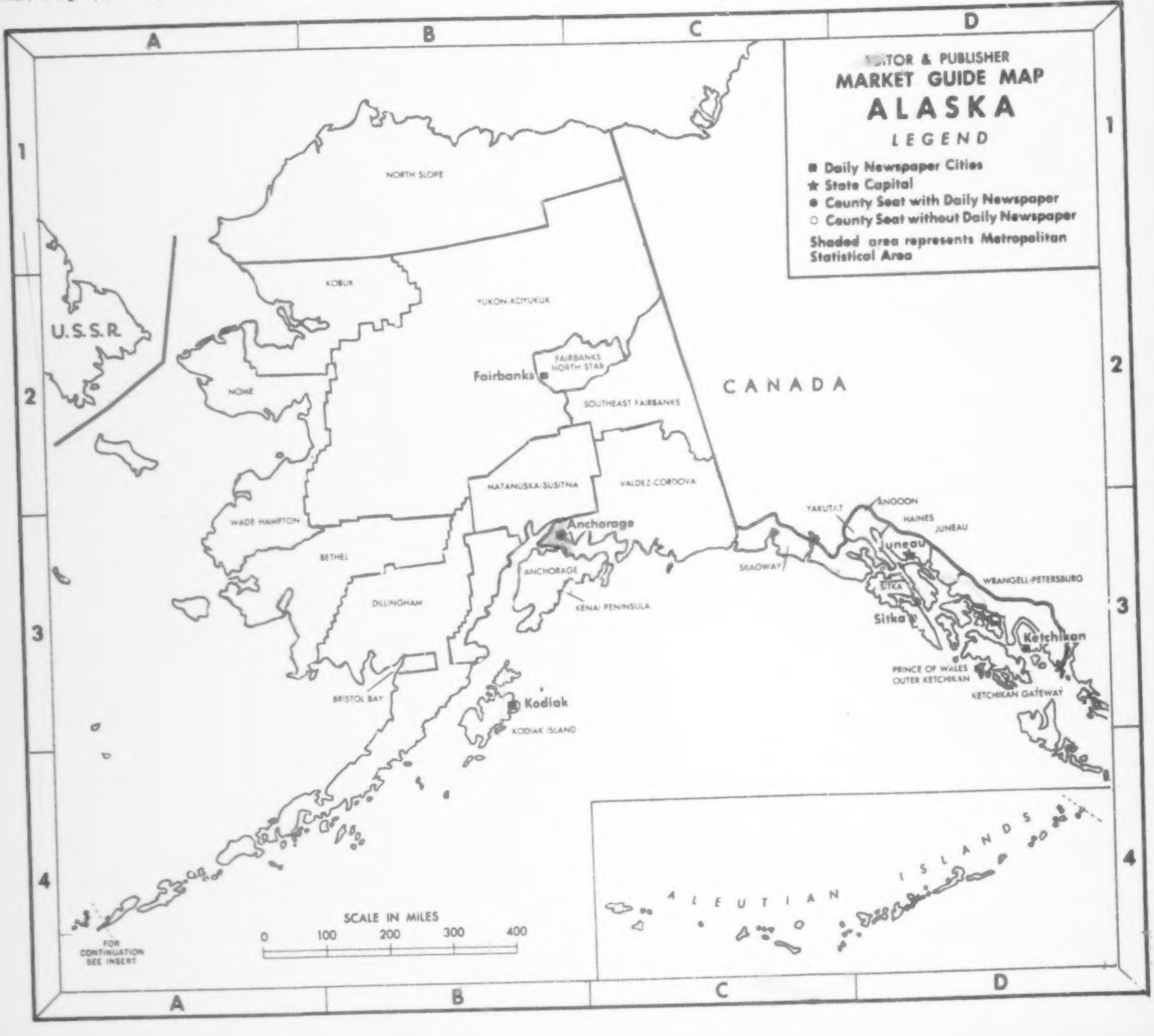
**12 - RETAILING: Principal Shopping Districts**-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expwy. in Mendenhall Valley.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Airport Shpg. Center(10) | 10 | Shop N' Kart |
| Mendenhall Mall(23) | 10 | Super Bear Supermarket |
| Nugget Mall(22) | 10 | Kinney's, Zale's, Nugget Dept. Store |
| Foodland | NA | Foodland |

**13 - RETAIL OUTLETS: Department Stores**-Nugget.

**Variety Stores**-Ben Franklin; Super Rexall.


A
B
C
D
1
2
3
4
TOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
NORTH SLOPE
KOBUK
YUKON-KOYUKUK
U.S.S.R.
NOME
Fairbanks
FAIRBANKS NORTH STAR
SOUTHEAST FAIRBANKS
CANADA
MATANUSKA-SUSITNA
VALDEZ-CORDOVA
WADE HAMPTON
BETHEL
Anchorage
ANCHORAGE
KENAI PENINSULA
DILLINGHAM
BRISTOL BAY
Kodiak
KODIAK ISLAND
YAKUTAT
ANGOON
HAINES
JUNEAU
Juneau
SKAGWAY
SITKA
Sitka
WRANGELL-PETERSBURG
Ketchikan
PRINCE OF WALES OUTER KETCHIKAN
KETCHIKAN GATEWAY
ALEUTIAN ISLANDS
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT

**Other Stores**-Ace Hardware; Don Abel Building Supply; Lyle's Hardware & Furniture; Fred Meyer Dept. Store & Grocery; Lamonts; Pay 'N Save.

**14 - NEWSPAPERS:** JUNEAU EMPIRE (e-mon to fri) 6,815; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 3100 Channel Dr., Juneau, AK 99801-7814; Tel. (907) 586-3740.

**National Representative**: Branham/Newspaper Sales.

## KENAI

**1 - LOCATION:** E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 150 mi. SW of Anchorage.

**2 - TRANSPORTATION: Motor Freight Carriers**-(Sea) Northland; Lynden; Mammoth.
**Airlines**-South Central Air; ERA.

**3 - POPULATION:**
Corp. City 80 Cen. 4,324; E&P 89 Est. 5,958
Borough 80 Cen. 25,282; E&P 89 Est. 38,468

**4 - HOUSEHOLDS:**
City 80 Cen. 1,500; E&P 89 Est. 2,203
Borough 80 Cen. 8,546; E&P 89 Est. 13,618

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** Borough 24,750

**7 - ELECTRIC METERS:** N.A

**8 - GAS METERS:** Residence 1,600

**9 - PRINCIPAL INDUSTRIES:** Fishing; Oil.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 46-61; Winter 4-26.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-N. Main & Spur Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kenai Mall(20) | NA | Carr's, Payless, Kinney's, Zale's |
| Kenai(11) | NA | Safeway, Pay'N Save, Fred Meyer |
| Peninsula Center Mall | NA | Lamonts |

**13 - RETAIL OUTLETS: Department Stores**-Lamonts, Fred Meyers.
**Chain Supermarkets**-Carr's; Safeway; Omni.

**14 - NEWSPAPERS:** PENINSULA CLARION (m-mon to fri) 4,367; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, Trading Bay & Granite Point Ave., P.O. Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.

**National Representative**: London Associates.

## KETCHIKAN

**1 - LOCATION:** Ketchikan County, E&P Map D-3. N & S Hwy. connections.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.
**Ferries**-Alaska State Ferry System (daily service).
**Airlines**-Alaska.

**3 - POPULATION:**
Corp. City 80 Cen. 7,198; E&P 89 Est. 7,728
Ketchikan Div. 80 Cen. 11,316; E&P 89 Est. 12,811
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,644; E&P 89 Est. 2,791
Ketchikan Div. 80 Cen. 3,985; E&P 89 Est. 3,955

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $135,000,000 |
| Savings & Loan | 1 | $25,000,000 |
| Credit Union | 2 | $6,000,000 |

**6 - PASSENGER AUTOS:** 6,659

**7 - ELECTRIC METERS:** Residence 5,093

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Gov't (including state ferry system) 600 ($550); Tourism 640; Total Employ. 7,400.

**10 - CLIMATE:** Min. & Max. Temp.-20-80 degrees; year around av. 52.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Port West (Sea Mart Super); Port West Plz.; Mark-It-Foods; Tatsuda's; Family Center.
**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Tongass Trading; Bon Marche; Sears (catalog).
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Race Downtown 2; Stenford's Rexall.
**Chain Supermarkets**-Mark-It-Foods; Sea Mart Super; Tatsuda's; Family Center.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 4,110; (S) 4,950; sworn July 1, 1989.

**Local Contact** for Advertising and Merchandising Data: Lew Williams III, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.

**National Representative**: Branham/Newspaper Sales.

## KODIAK

**1 - LOCATION:** Third Judicial Div.; Kodiak Borough. E&P Map B-3. On NE part of Kodiak Island on Gulf of AK. 250 mi. SW of Anchorage. U.S. Coast Guard Base; Fishing & canning center; stock farming & timber area.

**2 - TRANSPORTATION: Boat** & air only.

**3 - POPULATION:**
Corp. City 80 Cen. 4,756; E&P 89 Est. 27,058
Borough 80 Cen. 10,074; E&P 89 Est. 41,495

**4 - HOUSEHOLDS:**
City 80 Cen. 1,535; E&P 89 Est. 8,741
Borough 80 Cen. 3,027; E&P 89 Est. 13,912

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** 5,396

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Kodiak Mall, City Ctr.; O'Kraft (Center St.); Waldo's Shpg. Ctr.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** MIRROR (e-mon to fri) 3,400; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, 216 W. Rezanof, Kodiak, AK 99615; Tel. (907) 486-3227.

**National Representative**: Landon Associates.

## SITKA

**1 - LOCATION:** E&P Map D-3. On Baranof Island 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

**2 - TRANSPORTATION: Airlines**-Alaska Coastal; Ellis.
**Steamships**-Alaska Steamship; State Ferry.

**3 - POPULATION:**
Corp. City 80 Cen. 7,803; E&P 89 Est. 8,093
County 80 Cen. 7,724; E&P 89 Est. 8,053

**4 - HOUSEHOLDS:**
City 80 Cen. 2,440; E&P 89 Est. 2,566
County 80 Cen. N.A.; E&P 89 Est. 2,556

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 1 | N.A |

**6 - PASSENGER AUTOS:** 3,627

**7 - ELECTRIC METERS:** Residence 1,440

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't. School & Hospitals; Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Servs. 539; Gov't. 1,147.
**Principal Pay Days**-Every other Thur.; 5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Acid, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on 3 streets
**Stores Open Evenings**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sitka Bazaar; Sitka Cold Storage; Market Center.
**Variety Stores**-Ben Franklin.

**14 - NEWSPAPERS:** SENTINEL (e-mon to fri) 2,460; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, P.O. Box 799, Sitka, AK 99835; Tel. (907) 747-3219.

**National Representative**: Branham/Newspaper Sales.

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# ARIZONA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Phoenix**-Maricopa County.
**Tucson**-Pima County.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| 5 Years | 159 | 220 | 318 |
| 5-14 Years | 380 | 431 | 530 |
| 15-24 Years | 319 | 521 | 546 |
| 25-44 Years | 413 | 742 | 1,155 |
| 45-64 Years | 342 | 510 | 604 |

### POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Phoenix | 765 | 113 | 14.8 |
| Tucson | 331 | 82 | 24.9 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 473 | 681 | 1,810 |
| General Mdse | 1,053 | 1,485 | 3,145 |
| Food | 1,893 | 3,355 | 6,284 |
| Automobiles | 1,707 | 2,584 | 7,060 |
| Gasoline Stations | 652 | 1,306 | 1,836 |
| Apparel | 288 | 547 | 1,114 |
| Furniture | 419 | 636 | 1,651 |
| Eat-Drink Places | 775 | 1,402 | 3,009 |
| Drugs | 275 | 525 | 1,096 |
| TOTAL SALES | 8,170 | 13,894 | 29,025 |

## BISBEE

**1 - LOCATION:** Cochise County, E&P Map D-4. Military ctr., SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-3 interstate; 2 intrastate; UPS.
**Intercity Bus Lines**-Greyhound; Nogales-Bisbee Stage.
**Airlines**-Cochise Airlines feeder flights to Tuscon & Phoenix.

**3 - POPULATION:**
Corp. City 80 Cen. 7,154; E&P 89 Est. 5,398
County 80 Cen. 86,724; E&P 89 Est. 97,869

**4 - HOUSEHOLDS:**
City 80 Cen. 2,883; E&P 89 Est. 2,427
County 80 Cen. 29,174; E&P 89 Est. 37,239

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $61,000,000 |
| Savings | 1 | (incl. above) |
| Savings & Loan | 1 | (incl. above) |
| Credit Union | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 48,477

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

**11 - TAP WATER:** Wells from underground river.

**12 - RETAILING: Principal Shopping Centers**-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

**13 - RETAIL OUTLETS: Chain Supermarkets**-Safeway; Revco.

**14 - NEWSPAPERS:** REVIEW (e-mon to fri) 2,004; (S) 1,123; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Bisbee, AZ 85635; Tel. (602) 432-2231.

**National Representative**: None.

## CASA GRANDE

**1 - LOCATION:** Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix, 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Airports**-1 municipal, 2 private, 1 hour from Phoenix Sky Harbor Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 14,971; E&P 89 Est. 17,594
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 80 Cen. 90,867; E&P 89 Est. 103,139
City & RTZ-ABC: (80) 55,242
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,819; E&P 89 Est. 5,802
County 80 Cen. 28,411; E&P 89 Est. 40,273
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $220,239,000 |

**6 - PASSENGER AUTOS:** County 56,722

**7 - ELECTRIC METERS:** Residence 10,200

**8 - GAS METERS:** Residence 7,521

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining 300; Constr. 800; Mfg. 2,000; Trans., Commun. & Pub. Util. 500; Whol. & Ret. 875; Fin., Ins. & R.E. 230; Serv. 1,000; Gov't 1,250; Agric. 3,650; Other 425.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
**Neighborhood Shopping Centers**-Basha's Plaza-Basha's; Walgreens; Comet Store; Jack-in-the-Box; Encore Shop; Preference Rentals; Casa Grande Mall-Gold Rush Jewelers; Cactus Flower;

Bobbi's Burgers; Mejia Barber & Beauty Shop; Nature's Nook; Around The Corner Gallery & Bookstore; The Mall Cinema; Parmer Floors & Interiors; Sears; Grease'n Go; Big O Tire's; Wash 'n Roll; GC T-Shirts & Toys; JP's Records & Tapes; CGM Snack Shop; CG Sports World; Lee Optical of Arizona; Suzi's Chalet; Feet First; Radio Shack; Simon's; Kinney's Shoe Store; Satellite Ctr.; Top Twenty Video; Manana Grande Shopping Ctr.-Golden Corral; Auto Zone; Arcadian Realty; RTA Home Care; China King Restaurant; Little Caesars; Western States Tires. Casa Grande Shopping Ctr.-Fry's; Merle Norman/Sunshine Beauty Salon; Kiss 'n Tell; Revco; Gerrish Jewelers; Davey's Western Wear; Baloon Express; Family Bargain Ctr.; Molly's; Lucky Chinese Restaurant; Payless Shoe Source; Star Video; JB's Restaurant; Laundry & Drycleaner; Tri-Valley Plz.-JCPenney; Wal-Mart; Smith's Food & Drug Store; Chilly Dills; TCBY Yogurt; Your Imagination; Family Video; Eden Jewelers; Balloon Occassion; Lee's Gifts; Cost Cutters; Sally's Beauty Supply; Miller's Outpost; Subway; Coo-E-Jar. Towne Centre-Diet Ctr.; Sylvia's; Hansel & Gretel; La Galeria; Wendy's; Security Pacific Bank; Planned Parenthood.

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Most major stores Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Cornet; K mart; Wal-Mart.

**Discount Stores**-Yellow Front; Checker Auto; K mart; Factory-2-U.

**Variety Stores**-V&S Variety.

**Chain Drug Stores**-SupeRx 1; Revco 2; Walgreens 1; M-D Pharmacy.

**Chain Supermarkets**-Basha's 2; Safeway; Fry's; Smith's.

**Other Chain Stores**-Firestone; Foxworth-Galbraith; Kinney Shoes; Radio Shack; Pep Boys; Miller's Outpost; TCBY; Kentucky Fried Chicken; Burger King; McDonalds; Subway; Taco Bell; Church's Chicken; Wendy's, JBs; Pizza Hut; Dominos; Sizzler; Baskin-Robins; 7-11; Holiday Inn; Jack-in-the-Box; Auto Zone.

**14 - NEWSPAPERS:** DISPATCH (e) 8,715; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kara Bugbee, Adv./Mktg. Dir., DISPATCH, 200 W. 2nd St.; PO Box 639, Casa Grande, AZ 85222; Tel. (602) 836-7461.

**National Representative**: Landon Associates.

## CHANDLER

**1 - LOCATION:** Maricopa County. (In Phoenix MSA). E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agric. & citrus fruits. Served directly by Arizona Rts. 87 & 93 and by I-10.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Phoenix Sky Harbor International Airport-15 mi.

**3 - POPULATION:**

Corp. City 80 Cen. 29,673; E&P 89 Est. 47,980

County/MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427

**4 - HOUSEHOLDS:**

City 80 Cen. 9,455; E&P 89 Est. 16,063

County/MSA 80 Cen. 544,252; E&P 89 Est. 784,235

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 1 | N.A. |
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Proc. 825 ($225); Electronic Mfg. 4,125 ($315).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Arizona Ave. (34 stores); Chandler Ctr. (8 stores); Smitty's Angels (8).

**Neighborhood Shopping Centers (No. of Stores)**-Basha's Plz. (7); Granada Plz. (15).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fiesta Mall(93) | 7 | Sears, Diamonds, Broadway & Robinson's |
| North Park Plaza(21) | NA | Fotomat, Pizza Hut, State Farm Ins. |
| Safeway Thrifty(8) | NA | Safeway, Thrifty Drug |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Shopping Centers every evening.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Saba's; Smitty's; Mervyn's.

**Discount Stores**-Yellow Front; Cornet.

**Variety Stores**-Sprouse-Reitz; Moskatel's.

**Chain Drug Stores**-Revco; Thrifty; Arrow's United Drug; Osco; SupeRx; Walgreens.

**Chain Supermarkets**-Basha's; Bayless; Safeway; Smitty's; Lucky's; Fry's; ABCO.

**Other Chain Stores**-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furn.; Serrano's; Tune-up Masters; Payless Cashways; Ole's; Target; K mart; Miller's Outpost.

**14 - NEWSPAPERS:** ARIZONAN TRIBUNE (m) 8,788; (S) 8,857; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Wall, ARIZONAN, 35 W. Boston, Chandler, AZ 85224; Tel. (602) 898-6475.

**National Representative**: U.S. Suburban Press.

## DOUGLAS

**1 - LOCATION:** Cochise County. E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; U.S. Nacozari (S into Mexico).

**Intercity Bus Lines**-Greyhound Pacific; Bridgewater [illegible]ss.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 13,058; E&P 89 Est. 11,845

NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 70,000.

County 80 Cen. 86,724; E&P 89 Est. 97,869

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,031; E&P 89 Est. 4,080

County 80 Cen. 29,174; E&P 89 Est. 37,239

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 1 | $23,000,000 |
| Commercial | 4 | $43,500,000 |

**6 - PASSENGER AUTOS:** County 48,477

**7 - ELECTRIC METERS:** Residence 5,033

**8 - GAS METERS:** Residence 4,661

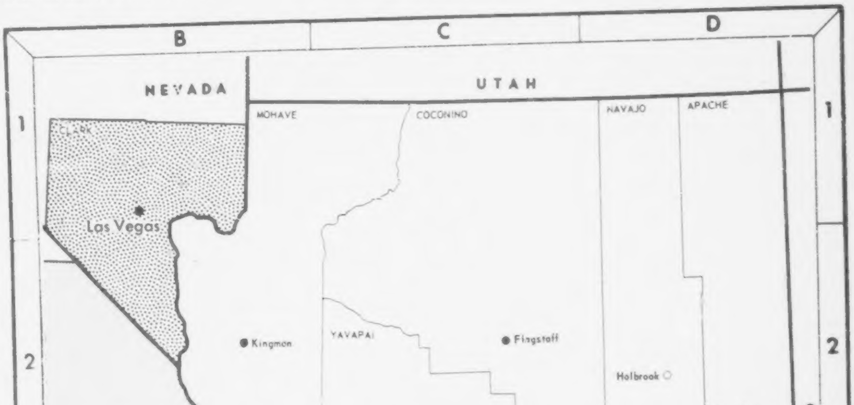
**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 494 ($150); Hospital 210; Prison 600 ($350); 23 Electronic & Auto Parts Twin Plant Industries.

**Principal Industrial Pay Days**-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-1st to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; K mart Shopping Ctr. (West 16th St.); Payless Shpg. Ctr.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Holbrook
St. Johns
Prescott
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RIVERSIDE
MARICOPA
Sun City
Phoenix
Scottsdale
Mesa
Tempe
Chandler
Globe
GREENLEE
GRAHAM
Clifton
IMPERIAL
Brawley
El Centro
Florence
Casa Grande
Safford
Yuma
PINAL
PIMA
COCHISE
Tucson
SANTA CRUZ
Nogales
Bisbee
Douglas
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARIZONA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100 125

(1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico.

**Principal Shopping Days**-Wed., Thur., Fri. & Sat.

**Stores Open Sundays**-Food, clothing, drug & variety.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; K mart; Parisian; Capin's Mercantile; Montgomery Ward; Sprouse.

**Variety Stores**-K mart; J.J. Newberry.

**Chain Drug Stores**-Rexall, Revco.

**Chain Supermarkets**-Safeway 2; Bayless.

**Other Chain Stores**-The Shoe Salon; Complete Auto Supply; Checker Auto; Yellow Front; Payless Shoes; Radio Shack; Sears (catalog); Ace Hardware; True Value Hardware.

**14 - NEWSPAPERS:** DISPATCH (e) 3,200, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Robin Richards, Adv. Mgr., DISPATCH, 530 11th St., Box H, Douglas, AZ 85607; Tel. (602) 364-3424.

**National Representative**: Papert Companies.

## FLAGSTAFF

**1 - LOCATION:** Coconino County, E&P Map C-2. County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Trailways; Greyhound; Nava-Hopi Tours.

**Airlines**-Sun West; Skywest.

**3 - POPULATION:**

Corp. City 80 Cen. 34,743; E&P 89 Est. 38,094
NDM-ABC: (80) 45,922
County 80 Cen. 75,103; E&P 89 Est. 92,229
RTZ-ABC: (80) 29,086
Total NDM & RTZ-ABC: (80) 75,008

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,227; E&P 89 Est. 11,554
NDM-ABC: (80) 14,393
County 80 Cen. 21,904; E&P 89 Est. 36,482
RTZ-ABC: (80) 7,497
Total NDM & RTZ-ABC: (80) 21,890

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $15,000,000 |
| Commercial | 10 | $110,000,000 |

**6 - PASSENGER AUTOS:** County 39,411

**7 - ELECTRIC METERS:** Residence 12,500

**8 - GAS METERS:** Residence 10,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($300); Ord. Plants 110 ($225); Steel Fab. 168 ($200); University Educ. 1,785 ($450).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

**11 - TAP WATER:** Soft, alkaline.

**12 - RETAILING: Principal Shopping Center**-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.

**Neighborhood Shopping Centers**-Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 35 stores; Park Santa Fe 21 stores; University Plaza 34 stores.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Greenlaw(35) | 4 | |
| Cedar Pines(10) | 4 | Bayless |
| Plaza Mall(13) | 1 | Yellow Front, Auto Shack, Bayless |
| University Pl.(34) | 2 | Safeway, TG&Y, SupeRx |
| Flag Mall(35) | 6 | Sears, JCPenney |
| Park Santa Fe(21) | 5 | El Rancho, SupeRx, Yellow Front |

**Principal Shopping Days**-Wed., Fri., Sat. Many stores open evenings and Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Babbitt's; JCPenney; Boston; Dillard's.

**Discount Stores**-Yellow Front 2; K mart; Wal-Mart.

**Chain Drug Stores**-Revco; SupeRx; Thrifty; Long's; TG&Y.

**Chain Supermarkets**-Safeway 3; Bayless 2; Smiths.

**Other Chain Stores**-Daniels; Rosenzweigs; Radio Shack; Dustys; Fashion Conspiracy; Fashion Fabrics.

**14 - NEWSPAPERS:** ARIZONA DAILY SUN (e-mon to fri) 12,907; (S) 13,191; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel (602) 774-4545.

**National Representative**: Papert Companies.

## KINGMAN

**1 - LOCATION:** Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40; Rt. 66.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Amtrak.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Las Vegas-Tonopah-Reno Stageline.

**Airlines**-Golden Pacific, plus charter.

**3 - POPULATION:**

Corp. City 80 Cen. 9,257; E&P 89 Est. 8,982
County 80 Cen. 56,748; E&P 89 Est. 82,838

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,299; E&P 89 Est. 3,476
County 80 Cen. 21,074; E&P 89 Est. 29,363

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $91,000,000 |
| Commercial | 6 | $149,734,000 |

**6 - PASSENGER AUTOS:** County 51,011

**7 - ELECTRIC METERS:** Residence 3,573

**8 - GAS METERS:** Residence 19,120

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 1,160 ($284).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Beale St.

**Neighborhood Shopping Centers**-Kingman; Safeway; K mart Plaza; Northern Ave.; Stockton Hill Plaza.

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Shopping centers every evening until 8; grocers open 24 hrs.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Yellow Front; McCrory's; K Mart; Factory 2 U.

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Revco 2.

**Chain Supermarkets**-Safeway; Bashas; Ranch Markets 3; Smith's Foods.

**Other Chain Stores**-Firestone; Radio Shack; Circle K C-Stores-3, Flying J Travel Plaza.

**14 - NEWSPAPERS:** MINER (e-mon to fri) 6,050; (S) 6,279; Dec. 31, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: Gene DeVol, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-6397.

**National Representative**: Papert Companies.

## MESA

**1 - LOCATION:** Maricopa County, (In Phoenix MSA). E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93, 360.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Intercity Bus Lines**-Greyhound; Continental Trailways; Sun Valley.

**Motor Freight Carriers**-16.

**Airlines**-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Eastern; United; America West; Northwest Orient; Continental; USAir; Piedmont; Alaska; Southwest.

**3 - POPULATION:**

Corp. City 80 Cen. 152,453; E&P 89 Est. 265,829
County/MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427

**4 - HOUSEHOLDS:**

City 80 Cen. 54,148; E&P 89 Est. 99,200
County/MSA 80 Cen. 544,252; E&P 89 Est. 750,171

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 10 | $1,000,000,000 |
| Savings & Loan | 5 | $560,000,000 |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** Residence NA

**8 - GAS METERS:** Residence 22,818

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining 100; Constr. 700; Mfg., Trans., Commun. & Pub. Util. 1,500; Whol. & Ret. 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Gov't 1,200; Agric. 8,700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Av. rainfall 7 in.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING: Principal Shopping Areas**--20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Basha's(4) | NA | Basha's Mkt., SupeRx |
| Fiesta Mall(140) | NA | Dillard's, Broadway, Sears, Goldwater's |
| ABCO(10) | NA | ABCO Mkt. |
| Main/Lazona(14) | NA | Low Cost, Osco |
| Mesa(21) | NA | Fry's Mkt. |
| Poco Fiest. | NA | Ross, Sabas |
| Safeway(2) | NA | Safeway, Thrifty |
| Sherwood Pl.(18) | NA | TG&Y, Sally's Fabrics |
| Smitty's(6) | NA | Smitty's |
| Tri-City Mall(43) | NA | Basha's, Winston's, JCPenney |
| Westwood Pl.(21) | NA | Bayless Mkt., TG&Y, Revco |
| Wright's(8) | NA | Hahn's Mkt. |

**Principal Shopping Days**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Switzer; Dillards; Robinson's; Broadway; Montgomery Ward; Target.

**Variety Stores**-J.J. Newberry; TG&Y.

**Chain Drug Stores**-Walgreens 3; Thrifty 2; SupeRx 3; Revco 3; Osco 4; Rexall 2; Long's 2.

**Discount Stores**-Smitty's; K mart 2; Thrifty 2; Yellow Front 8; Marshall's; Ross.

**Chain Supermarkets**-Safeway; Basha's; Payless; Smitty's Big Town; Fry's; ABCO.

**Other Chain Stores**-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

**14 - NEWSPAPERS:** TRIBUNE (m) 54,846; (S) 56,080; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Wall, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.

**National Representative**: U.S. Suburban Press.

## NOGALES

**1 - LOCATION:** Santa Cruz County, E&P Map C-4, County Seat. Port of entry on Mexican border.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Pacifico de Mexico.

**3 - POPULATION:**

Corp. City Cen. 15,683; E&P 89 Est. 18,916
County 80 Cen. 20,605; E&P 89 Est. 22,974

**4 - HOUSEHOLDS:**

City 80 Cen. 4,335; E&P 89 Est. 7,773
County 80 Cen. 5,999; E&P 89 Est. 11,108

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 15,624

**7 - ELECTRIC METERS:** Residence 3,050

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

**10 - CLIMATE:** Min. & Max. Temp. Av. 43-79.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mariposa Plz.(19) | NA | Baskin-Robbins, Radio Shack |
| Rio Rico(15) | NA | Food Giant |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus; Kory's; Alexanders; Dandy's.

**Variety Stores**-Kress; Woolworth.

**Chain Drug Stores**-M&M 5.

**Chain Supermarkets**-Safeway; Puchi's; Downtown Progressive 4.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 2,600; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.

**National Representative**. None.

## PHOENIX

**1 - LOCATION:** Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Manufacturing, High Technology Products, Agriculture, Tourism and Travel. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, TX.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Intercity Bus Lines**-Trailways; Greyhound.

**Airlines**-Alaska Airlines; America West; American; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 789,704; E&P 89 Est. 969,700
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,451
County 80 Cen. 1,516,353; E&P 89 Est. 2,073,427
MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427
City & RTZ-ABC: (80) 1,734,210

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 284,780; E&P 89 Est. 367,404
MSA 80 Cen. 544,759; E&P 89 Est. 784,235
County 80 Cen. 544,759; E&P 89 Est. 750,171
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 621,163

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 16 | $22,676,855,000 |
| Commercial | 54 | $27,646,808,000 |
| Credit Unions | 51 | $1,114,884,000 |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** Residence 435,735

**8 - GAS METERS:** Residence 299,559

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 131,900; Constr. 78,900; Retail & Whol. 222,100.

If you want to reach a vital, growing market, go where it's hot.

The Phoenix Gazette

THE ARIZONA REPUBLIC

Discovery launches satellite to aid NASA communications

Full services ordered for mentally ill

Legislators at loss over state funding

By any statistical measure, Phoenix is one of the hottest markets in the nation today.

Both population and household figures are increasing at a rate that far outpaces virtually every other major market in the country. It's young. It's cosmopolitan. And it's growing.

And there's no better way to reach this hotbed than by advertising in *The Arizona Republic/The Phoenix Gazette.* Just five issues of our daily newspapers put you in touch with more than 1.2 million potential customers — more than all other local newspapers combined.

So, if you're looking for one of the hottest markets for your product or service, there's only one call you need to make. To *The Arizona Republic/The Phoenix Gazette*, (602) 271-8445. After all, when you're hot, you're hot.

The Arizona Republic/The Phoenix Gazette

Million Market Newpapers/Times Mirror National Marketing.

Sources: 1989/1990 Simmons Ph[illegible] Market Study. ©1989 S&MM Survey of Buying Power.

(Circle No. 4 on Market Request Card)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-94; Summer 74-105; Fall 52-98; Winter 43-71.

**11 - TAP WATER:** Alkaline, 11 grains of hardness per gallon; not fluoridated.

**12 - RETAILING: Principal Downtown Shopping Center**-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Dillard's, Goldwaters, JCPenney, Switzer's.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Biltmore Fashion Park(60) | NA | Broadway Southwest, I. Magnin, Saks |
| Camel View Plaza(28) | NA | Bullock's, Dillard's |
| Chris-Town(154) | NA | Broadway Southwest, JCPenney, Mont. Ward, Dillard's |
| Colonnade(55) | NA | Mervyns, Marshalls, Sears |
| Fiesta Mall(149) | NA | Broadway Southwest, Dillard's, Sears |
| Los Arcos Mall(74) | NA | Broadway Southwest, Sears |
| Maryvale Mall(67) | NA | Mervyns, Target, Boston Store |
| Metrocenter(198) | NA | Broadway Southwest, Dillard's, Sears, Goldwaters |
| Paradise Valley Mall(120) | NA | Dillard's, JCPenney, Goldwaters |
| Scottsdale Fashion Sq.(44) | NA | Goldwaters |
| Thomas Mall(60) | NA | Dillard's, Mont. Ward |
| Tri-City Mall(60) | NA | JCPenney |
| Valley West(75) | NA | Mont. Ward, Boston Store, JCPenney |
| Westridge Mall(105) | NA | Dillard's, Sears, JCPenney |

**Principal Shopping Days**-Wed., Thur., Fri., Sat. Groceries-Wed., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Broadway Southwest; Bullock's; Dillard's; Goldwater's; JCPenney; Montgomery Ward; Sears; Mervyn's.

**Discount Stores**-Yates; Yellow Front; K mart; Best; Loehmanns; Marshalls; Price Club; Target; 7th Avenue Clothing Club; Ross Stores; Service Merchandise.

**Variety Stores**-Newberry; Woolworth; TG&Y; Sprouse-Reitz; McCrory's.

**Other Chain Stores**-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Ole's; O' Malley BMC; Silo; Home America; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports; Home Depot.

**14 - NEWSPAPERS:** ARIZONA REPUBLIC (m) 372,209; GAZETTE (e) 112,223; ARIZONA REPUBLIC (S) 566,510; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.

**National Representative**: Million Market Times Mirror Marketing.

## PRESCOTT

**1 - LOCATION:** Yavapai County, E&P Map C-2, County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

**2 - TRANSPORTATION: Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound; Arizona Central; Oak Creek Canyon Express; Continental Trailways.

**Airlines**-Golden Pacific; State West.

**3 - POPULATION:**
Corp. City 80 Cen. 20,055; E&P 89 Est. 23,407
County 80 Cen. 68,145; E&P 89 Est. 94,896

**4 - HOUSEHOLDS:**
City 80 Cen. 7,971; E&P 89 Est. 10,084
County 80 Cen. 26,599; E&P 89 Est. 31,730

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $562,594,000 |
| Savings | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 61,457

**7 - ELECTRIC METERS:** Residence 19,166

**8 - GAS METERS:** Residence 14,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Mfg.; Copper Mining.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Ponderosa Plaza Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Prescott Towne Ctr.(10) | 3 | Longs |
| Park Plaza(9) | 1 | SupeRx |
| Ponderosa(25) | 3 | JCPenney, TG&Y, Sears |
| Prescott(10) | 3 | Fry's Food Store<br>Safeway, Revco Sprouse-Reitz |
| Iron Springs Plaza | 2 | |
| Willow Creek Village(20) | 2 | K mart, Safeway |

**Principal Shopping Days**-Wed., Sat.

**Stores Open Evenings and Sundays**-Grocery, drug & variety.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y.

**Discount Stores**-Yellow Front; Checker.

**Variety Stores**-Cornet; Sprouse-Reitz; TG&Y.

**Chain Drug Stores**-SupeRx; Longs; Revco.

**Chain Supermarkets**-Safeway 4; Fry's; Smiths.

**Other Chain Stores**-Firestone; McMahns; Fashion Crossroads; Barrows; Kinneys; Big O Tires.

**14 - NEWSPAPERS:** COURIER (e-mon to fri) 11,502; (S) 12,976; June 30, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: Gil Walter, Adv. Dir., COURIER, P.O. Box 312, Prescott, AZ 86301; Tel. (602) 445-3333.

**National Representative**: Branham/Newspaper Sales.

## SCOTTSDALE

**1 - LOCATION:** Maricopa County (In Phoenix MSA). E&P Map C-3.

**2 - TRANSPORTATION: Airlines**-TWA; American; Frontier; Continental; Delta; Pacific Southwest; USAir; United; Eastern; Northwest Orient; Alaska; America West; Braniff; Republic; Southwest.

**Railroads**-Southern Pacific; Santa Fe; Amtrak.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound; Continental; Tanner.

**3 - POPULATION:**
Corp. City 80 Cen. 88,412; E&P 89 Est. 106,513
County 80 Cen. 1,516,353; E&P 89 Est. 2,073,427
MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427
NDM-ABC: (80) 152,428

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 34,295; E&P 89 Est. 43,428
County 80 Cen. 544,252; E&P 89 Est. 750,171
MSA 80 Cen. 544,252; E&P 89 Est. 784,235
NDM-ABC: (80) 56,756

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 16 | $1,385,879,000 |
| Commercial | 23 | $2,869,573,000 |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** City 48,000

**8 - GAS METERS:** City 19,418

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Mining 910; Constr. 3,123; Mfg. 10,411; Trans. Commun. & Pub. Utilities 3,709; Whol. Trade 2,928; Ret. Trade 13,923; Fin. Inn. & R.E. Serv. 7,808; Pub. Admin. 2,082.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Scottsdale Rd., one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell, Van Buren & Scottsdale Roads.

All Centers less than 2 1/2 mi. from center of town.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alpha Beta Ctr.(30) | 7 | Alpha Beta, Bayless |
| Borgata(60) | 1 | Grand Maison de Blanc, Pierre Deux |
| Camelback Mall(30) | NA | Safeway, Thrifty |
| Camelback's Miller Plaza(28) | NA | Osco, Ole's |
| Camel View(20) | NA | Bullock's |
| El Pueblo(40) | 5 | |
| Fifth Ave. Shops(225) | NA | |
| Frontier Town(18) | NA | SupeRx, Tang's |
| Lincoln Plaza(16) | 1 | Bayless, SupeRx |
| Los Arcos(81) | NA | Sears, Broadway |
| Lucky(12) | NA | Lucky's, Thrifty |
| Mercado Rancho(13) | 6 | Safeway, Revco |
| Mt. View Plz.(30) | 6 | SupeRx |
| McDowell Plz.(35) | 1 | |
| Old Town(212) | NA | Osco |
| Orange Tree(7) | 1 | Safeway, SupeRx |
| Papago Plaza(33) | NA | Revco, Home TV & Appliances |
| Paradise Village(130) | 2 | JCPenney, Diamonds, Mervyn's, Goldwaters |
| Park Scottsdale(15) | 1 | Basha's |
| Scottsdale Fashion Square | 68 | Diamond's, Revco Goldwater's, Bayless |
| Scottsdale Village(24) | NA | Walgreens, Safeway |
| Shea Scottsdale Ctr.(42) | 1 | Safeway, Long's Drugs |
| Shoppers Fair(22) | 1 | Basha's, TG&Y |
| Smitty's Bigtown(8) | 1 | Smitty's, Western Savings |
| Paseo Village(30) | 1 | Abco, Town & Country |
| Sundown Plz.(50) | 7 | |
| Stetson Sq.(31) | NA | |
| Indian School & Miller Plz.(14) | NA | Fry's, SupeRx |
| Valley Plaza(9) | 1 | Basha's, Skagg's Drug |
| Via Linda Vlg.(60) | 5 | Smitty's |
| Windmill Plz.(50) | 7 | |
| Gold Dust Plz.(10) | 1 | Bayless, Revco |

**Principal Shopping Days**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Dillard's; JCPenney; Robinson's; Hanny's; Smitty's; Saba's; Sears; Broadway; Bullock's; Mervyns.

**Discount Stores**-K mart; Smitty's 3; Yellow Front 3; Target; TG&Y 2; Best Distributing 2; Appliance TV City.

**Chain Supermarkets**-Bashas 3; Abco; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.

**Chain Drug Stores**-Osco; Revco 3; SupeRx 4; Walgreens.

**Other Chain Stores**-Breuner's; Goodyear; Firestone; General Tire; R-B Furn.; Checker Auto; Zale's Jewelry; Uniroyal; Ole's; Colortile; Pier 1; Lawson Jewelry.

**14 - NEWSPAPERS:** PROGRESS (e) 18,285; sworn Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Leo Pieri, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.

**National Representative**: U.S. Suburban Press.

## SIERRA VISTA

**1 - LOCATION:** Cochise County, E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

**2 - TRANSPORTATION: Motor Freight Carriers**-3 I.; 2 intrastate; UPS.

**Intercity Bus Lines**-Greyhound; Nogales-Bisbee Stage.

**Airlines**-Golden Pacific Commuter; State West.

**3 - POPULATION:**
Corp. City 80 Cen. 24,937; E&P 89 Est. 43,374
County 80 Cen. 86,724 E&P 89 Est. 97,869

**4 - HOUSEHOLDS:**
City 80 Cen. 7,708; E&P 89 Est. 14,573
County 80 Cen. 29,174; E&P 89 Est. 37,239

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $60,500,000 |
| Commercial | 4 | $32,439,790 |

**6 - PASSENGER AUTOS:** County 48,477

**7 - ELECTRIC METERS:** Residence 5,250

**8 - GAS METERS:** Residence 6,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,449 military; 5,587 civilian.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Area**-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bayless(10) | NA | Ben Franklin, Revco Drugs |
| Cochise Plz.(16) | NA | Sears, Cochise Vista, McCrory's |
| Shade's Plz.(6) | NA | TG&Y |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-All shopping ctrs. every night until 9.

**13 - RETAIL OUTLETS: Department Stores**-Sears.

**Discount Stores**-K mart; Surplus City; Payless; Kinneys; TG&Y; Wal-Mart.

**Variety Stores**-McCrory's; Yellow Front.

**Chain Drug Stores**-Thrifty; Revco; Long's.

**Chain Supermarkets**-Food Giant; Safeway; Bayless; Circle K; 7-Eleven.

**Other Chain Stores**-Women's Clothing: Jolie's, Suzi's II, My Ladies' Fashions; Men's Clothing: Lee Martin, The Horseman.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 11,301; (S) 6,480; June 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.

**National Representative**: None.

## SUN CITY

**1 - LOCATION:** Maricopa County. NDM includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA). 15 mi. NW of Phoenix: 12 mi. W of I-17; On U.S. Hwys. 60, 89, 93.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Intercity Bus Lines**-Trailways; Greyhound; Grayline.

**3 - POPULATION:**
Corp. City 80 Cen. 40,664; E&P 89 Est. 51,338
NDM-ABC: (80) 46,886
County/MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 22,762; E&P 89 Est. 21,342
NDM-ABC: (80) 26,156
County/MSA 80 Cen. 544,252; E&P 89 Est. 784,235

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 11 | $1,900,000,000 |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** Residence 29,007

**8 - GAS METERS:** Residence 11,167

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage)-Majority Ret. Servs., R.E. & Professionals ($175).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grand Ctr.(29) | NA | Freeds |
| La Ronde(36) | NA | Revco |
| Sun Bowl Plz.(34) | NA | Walgreens, Safeway |
| Thunderbird(17) | NA | |
| Greenway Ter.(31) | NA | ABCO |
| Bell Camino(21) | NA | Safeway |
| Arrowhead Mall(41) | NA | ABCO |
| Campana Sq.(22) | NA | |
| Sundome(10) | NA | Safeway, Freeds |
| Plz. 99(12) | NA | King's Table |
| Promenade(15) | NA | Linens Plus |
| Sun Shadow | NA | Boston Store |
| Crossroads | NA | Ben Franklin |
| Arrowhead | NA | ABCO |
| Fry's/Peoria | 3 | Fry's |
| Smitty's/Peoria | 3 | Smitty's |

**13 - RETAIL OUTLETS: Variety Stores**-TG&Y; Sprouse-Reitz; Yellow Front; Boston Store; Newberry.
**Chain Drug Stores**-Walgreens; Revco; Value Drug; Osco.

**14 - NEWSPAPERS:** NEWS-SUN (e) 20,251; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Donald Leyshon, Adv. Dir., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351. Tel. (602) 977-8351.
**National Representatives**: Branham/Newspaper Sales; U.S. Suburban Press.

## TEMPE

**1 - LOCATION:** Maricopa County (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

**2 - TRANSPORTATION: Railroads**-So. Pacific.
**Intercity Bus Lines**-Greyhound; American; Continental.
**Airlines**-American; TWA; Frontier; PSA; USAir; Continental; Delta; Aeronaves de Mexico; Eastern; America West; Alaska; Braniff; Republic; United; Midway.

**3 - POPULATION:**
Corp. City 80 Cen. 106,743; E&P 89 Est. 148,012
CZ-ABC: (80) 106,919
County 80 Cen. 1,516,353; E&P 89 Est. 2,073,427
MSA 80 Cen. 1,516,353; E&P 89 Est. 2,073,427

**4 - HOUSEHOLDS:**
City 80 Cen. 37,277; E&P 89 Est. 54,308
CA-ABC: (80) 37,277
County 80 Cen. 544,252; E&P 89 Est. 750,171
MSA 80 Cen. 544,252; E&P 89 Est. 784,235

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $101,000,000 |
| Commercial | 13 | $248,400,000 |

**6 - PASSENGER AUTOS:** County 1,011,215

**7 - ELECTRIC METERS:** Residence 39,078

**8 - GAS METERS:** Residence 19,862

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-SRP Hdqtrs. 910; Garments 400; Electronics 700; Ins. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

**10 - CLIMATE:** Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| McLintlock Dr.(2) | NA | Basha's Mkt., Walgreens |
| Baseline-McClintock(9) | NA | Safeway, SuperRx |
| Bayless(10) | NA | Bayless |
| Broadway Plaza Center(16) | NA | Fotomat, Knapp Shoes |
| Broadway Rural(13) | NA | SuperRx, Lucky's |
| Danelle(37) | NA | Western Auto, Hayden's |
| Tempe Center(32) | NA | Low Cost |
| Hayden E.(30) | NA | Drug Emporium |
| Lake Country(40) | NA | Safeway, Osco |
| Valley Plaza(13) | NA | TG&Y, Revco, Payless |

**Principal Shopping Days**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshall's; JCPenney Outlet.
**Variety Stores**-TG&Y.
**Chain Drug Stores**-SuperRx 3; Smitty's; Revco 2; Thrifty; Walgreens; Osco.
**Chain Supermarkets**-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Smitty's; ABCO.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (m) 13,736; (S) 13,854; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Wall, Adv. Dir., NEWS-TRIBUNE, 120 W. 1st Ave., Mesa, AZ 85202; Tel. (602) 827-3001.
**National Representative**: U.S. Suburban Press.

## TUCSON

**1 - LOCATION:** Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Greyhound; Citizens Auto Stage.
**Airlines**-Aeromexico; Alaska; America West; American; Continental; Eastern; PSA; Republic; Sunworld; TWA; United; USAir; Northwest Orient.

**3 - POPULATION:**
Corp. City 80 Cen. 330,537; E&P 89 Est. 337,825
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 80 Cen. 533,034; E&P 89 Est. 637,583
City & RTZ-ABC: (80) 753,962
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 125,266; E&P 89 Est. 136,564
County/MSA 80 Cen. 195,460; E&P 89 Est. 219,375
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 7 | $11,518,019,000 |
| Commercial | 9 | $18,012,618,000 |

**6 - PASSENGER AUTOS:** County 308,491

**7 - ELECTRIC METERS:** Residence 245,213

**8 - GAS METERS:** Residence 158,591

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 32,700 ($334); Mining 2,200 ($519); Constr. 21,200 ($423); Ret. & Whol. Trade 52,000 (N.A.); Trans., Util. 8,800 ($418); Gov't 50,900 (N.A.); Fin., Ins. & R.E. 11,000 (N.A.); Servs. 57,900 (N.A.).

**Principal Pay Days**-Fri., 1st, 5th, 15th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-92; Summer 70-97; Fall 49-74; Winter 42-66. First killing frost, Nov. 26; last killing frost, Feb. 25.

**11 - TAP WATER:** South Side Reservoir No. 1. Alkaline, very hard. North Side Reservoir No. 3. Alkaline, soft; not fluoridated.

**12 - RETAILING: Downtown Shopping Area**-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadway Pl.(25) | NA | |
| El Con(124) | NA | JCPenney, Sanger-Harris, Mont. Ward, Goldwater's |
| Foothills Mall (80) | NA | Dillards, Foley's |
| Green Valley(81) | NA | Lucky's, Revco |
| Park Mall(106) | NA | Sears, Broadway Southwest |
| Tucson Mall(104) | NA | JCPenney, Sears, Mervyn's |

**Principal Shopping Days**-Tues. through Sat.
**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Broadway Southwest 2; Diamond's 2; Goldwater's 2; Sanger-Harris 2; JCPenney 2; Montgomery Ward; Mervyn's 3; Sears 2.

**Discount Stores**-Fed Mart 2; Yellow Front 7; K mart 5; Jewelcor; La Belle's 2; Target 2; Gemco 2.

**Variety Stores**-Sprouse-Reitz 4; McLellan's 3; Ben Franklin; TG&Y; Pic 'n Sav 2.

**Chain Drug Stores**-Walgreens 17; Revco 25; Skagg's 7; Thrifty 9; Defender 5; United 4; Long's 2; Rexall 2; Osco 5.

**Chain Supermarkets**-Alpha Beta 4; Bayless 7; Circle 15; Safeway 14; Fry's 10; Quik Mart 20; 7-Eleven 32; Lavicios 8; Warehouse Foods 2.

**Other Chain Stores**-Ace Hardware 10; Ann Mercer 2; Barrow's Furn.; Baum & Adamson; Browse Around 3; Carpet Giant; Cele Peterson 3; Checker Auto Supply 14; Cloth World 2; College Shop; Color Tile 3; Daniel's Jewelers 6; Discount Nursery 5; Fitzgerald TV; Flash's TV; Franklin's Men's Store 3; Handyman 2; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 5; May's 5; Payless Cashway Lumber 6; Pier 1 Imports 2; Plant World 6; Radio Shack 17; Lou Regester; Singer Co. 2; Standard Brands 3; Vicki Wayne 3; Zale's 3; O'Malley's 3; Home Depot 2; Fashion Gal 3; Old Pueblo Traders 6; True Value Hdwe. 14.

**14 - NEWSPAPERS:** STAR (m) 90,498; CITIZEN (e) 57,247; STAR (S) 171,212; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard Lowe, Gen. Mgr., STAR and CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 573-4400.

**National Represantative**: Gannett National Newspaper Sales.

THE DAILY TERRITORIAL (m-mon to fri) 1,137; June 30, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: Richard Lowe, Adv. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.

**National Representative**: American Newspaper Representatives.

## YUMA

**1 - LOCATION:** Yuma County. E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 164 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego; 289 mi. SE of Los Angeles; 25 mi. N of Mexican border. On I-8 & U.S. Hwy. 95.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Greyhound; Continental.
**Motor Freight Carriers**-10 interstate; 3 intrastate.
**Airlines**-America West; 2 commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 42,433; E&P 89 Est. 46,530
NDM-ABC: (80) 65,321
County 80 Cen. 91,437; E&P 89 Est. 102,854
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,045; E&P 89 Est. 16,912
County 80 Cen. 29,848; E&P 89 Est. 39,029
NDM-ABC: (80) 21,931

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 18 | N.A. |
| Savings | 3 | N.A. |
| Credit Unions | 5 | N.A. |

**6 - PASSENGER AUTOS**: County 45,788

**7 - ELECTRIC METERS:** Residence 37,154 (Yuma area)

**8 - GAS METERS:** Residence 15,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 1,050 ($275); Agric. 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plz. (21 stores), 24th St. & Ave. A; Westbluff Ctr. (8 stores), 24th St. and Ave. A; Western Vlg. (11 stores), 14th St. & 4th Ave.; Alpha Beta Ctr., 4th Ave. & Catalina; Plaza Del Sol.
**Neighborhood Shopping Centers**-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 16th at 4th Ave. | 3 | La Mesa IGA, Anthony's |
| Home America(10) | 4 | Home America, Revco |
| Big Curve(52) | 4 | Walgreens, Safeway, TG&Y, Miller's Outpost |
| Southgate(34) | 4 | Albertson's, Thrifty, JCPenney, Sears |
| ABCO | NA | ABCO, Payless Drugs |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.
**Stores Open Evenings & Sundays**-All.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Outhouse.
**Variety Stores**-TG&Y.
**Chain Drug Stores**-Thrifty; Walgreens; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Payless.
**Chain Supermarkets**-Safeway 2; Central Market; Olsens 4; La Mesa IGA; ABCO; Albertson's; Fry's.
**Discount Stores**-Fed-Mart; Yellow Front; K mart; Pic & Save; Factory 2U; Best.
**Other Chain Stores**-Firestone; Checker Auto; Goodyear; McMahan's Furn.; S&H Green Stamps; Imperial Stores; Kinney Shoe; Fashion Conspiracy; B.F. Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack; Pam's; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoes; Discount Tire; Winston Tire; Foxworth Galbraith; Kelley Ann's; Lakey Tire; Yuma Furniture.

**14 - NEWSPAPERS:** DAILY SUN & ARIZONA SENTINEL (e) 26,977; (S) 30,893; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Huber, Adv. Dir., DAILY SUN & ARIZONA SENTINEL, PO Box 271, Yuma, AZ 85366; Tel. (602) 783-3333.
**National Representative**. Branham/Newspaper Sales.

# ARKANSAS SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Fayetteville-Springdale-** Washington County.
**Fort Smith, AR-OK-** Crawford and Sebastian Counties, AR; Sequoyah County, OK.
**Little Rock-North Little Rock-** Faulkner, Lonoke, Pulaski and Saline Counties.
**Memphis, TN-AR-MS-** Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
**Pine Bluff-** Jefferson County.
**Texarkana, AR-TX-** Miller County, AR; Bowie County, TX.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1977 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 158 | 178 | 221 |
| 5-14 Years | 383 | 366 | 374 |
| 15-24 Years | 326 | 411 | 364 |
| 25-44 Years | 411 | 587 | 751 |
| 45-64 | 407 | 442 | 436 |
| 65 and Over | 238 | 315 | 320 |
| TOTAL | 1,923 | 2,299 | 2,465 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1972 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 432 | 466 | 1,055 |
| General Mdse | 751 | 1,146 | 2,054 |
| Food | 1,453 | 2,037 | 3,245 |
| Automobiles | 1,539 | 1,930 | 4,433 |
| Gasoline Stations | 496 | 760 | 896 |
| Apparel | 326 | 461 | 784 |
| Furniture | 267 | 310 | 674 |
| Eat-Drink Places | 385 | 622 | 1,124 |
| Drugs | 193 | 257 | 454 |
| TOTAL SALES | 6,383 | 9,114 | 16,106 |

## ARKADELPHIA

**1 - LOCATION:** Clark County. E&P Map B-3. County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Bus Lines**-Continental Trailways.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 10,005; E&P 89 Est. 9,904
County 80 Cen. 23,427; E&P 89 Est. 23,427

**4 - HOUSEHOLDS:**
City 80 Cen. 3,267; E&P 89 Est. 3,415
County 80 Cen. 8,134; E&P 89 Est. 7,710

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $110,000,000 |
| Savings & Loan | 2 | $2,054,000,000 |

**6 - PASSENGER AUTOS:** County 8,118

**7 - ELECTRIC METERS:** Residence 3,025

**8 - GAS METERS:** Residence 2,488

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Sawmill 150; Marine 105; Furn. 60; Refurbish Brake Shoes 65.
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-10 blocks on 4 streets.
**Shopping Centers**-Pine Plaza (Safeway, West Dept., Revco, JCPenney).
**Principal Shopping Days**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; West's.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Walgreens 2; Rexall.
**Chain Supermarkets**-Safeway; Piggly Wiggly 2.
**Other Chain Stores**-Otasco; Goodyear.

**14 - NEWSPAPERS:** SIFTINGS HERALD (e-mon to fri) 3,190; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Charles A. Berry, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St.; P.O. Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
**National Representative**. Papert Companies.

## BATESVILLE

**1 - LOCATION:** Independence County. E&P Map C-2. County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO. State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 8,263; E&P 89 Est. 8,529
County 80 Cen. 30,470; E&P 89 Est. 34,422

**4 - HOUSEHOLDS:**
City 80 Cen. 3,272; E&P 89 Est. 3,670
County 80 Cen. 10,901; E&P 89 Est. 13,279

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $133,37[illegible],825 |
| Commercial | 2 | $248,958,000 |

**6 - PASSENGER AUTOS:** County 13,735

**7 - ELECTRIC METERS:** Residence 4,500

**8 - GAS METERS:** Residence 4,434

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 206 (N.A.); Poultry Proc. 900 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Steam Generating Plant ($200); Chemicals 400.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING:**
**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Cato's; Barnett Bros.; Sears; Van Atkins.
**Discount Stores**-Fred's Dollar Store; Marshall Economy; Wal-Mart; JCPenney; Dollar General.
**Chain Supermarkets**-Kroger; Safeway; Thriftway; Town & Country; Price Chopper.
**Other Chain Stores**-Western Auto; Goodyear; Firestone; Jr. Junction; Furniture: Batesville, Bowling, Russ, Skinner's; Shoes: Monday's, Heuers, Kay's.

**14 - NEWSPAPERS:** GUARD (e-mon to fri) 9,195; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jim Kemp, Adv. Dir., GUARD, 258 W Main; P.O. Box 2036, Batesville, AR 72503; Tel. (501) 793-2383.
**National Representative**. Papert Companies.

## BENTON

**1 - LOCATION:** Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. 67 & 70; I-30; State Hwy. 35.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Intercity Bus Lines**-Greyhound & Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 17,717; E&P 89 Est. 17,556
County 80 Cen. 53,433; E&P 89 Est. 60,342
MSA 80 Cen. 477,772; E&P 89 Est. 519,984
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,316; E&P 89 Est. 6,603
County 80 Cen. 17,477; E&P 89 Est. 23,767
MSA 80 Cen. 168,985; E&P 89 Est. 189,198

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $185,000,000 |
| Savings & Loan | 3 | $89,000,000 |

**6 - PASSENGER AUTOS:** County 25,775

**7 - ELECTRIC METERS:** Residence 7,311

**8 - GAS METERS:** Residence 9,900

**9 - PRINCIPAL INDUSTRIES:** Poultry; Beef & Dairy Farming; Lumber; Pulpwood; Furn. Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Pkg.; Chem.; Truckbeds; Boat Trailers.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Center**-Military Plz. on Military Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Military Plz.(17) | 2 | Radio Shack, Auto Shack, Crate Deals |
| Niloak Sq.(5) | 2 | Kroger |
| Lincoln Sq.(20) | 2 | ATA Fitness Ctr. |
| Plaza Ctr.(2) | 1 | Food 4 Less |
| South Plz.(10) | 1 | Betty's Giftway |
| Wal-Mart(5) | 2 | Wal-Mart |

**13 - RETAIL OUTLETS: Department Store**-Gingle's.
**Discount Store**-Wal-Mart.
**Chain Drug Stores**-Petty's; Rexall; Medic; Revco; Wal-Mart Phcy.; The Medicine Shoppe.
**Chain Supermarkets**-Safeway; Kroger; The Phillips Co.; Affiliated Foods.

**14 - NEWSPAPERS:** COURIER (e-mon to fri) 9,450; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Sam Hodges, Pub. or Rebeca Winburn, Adv. Mgr., COURIER, One Courier Place; P.O. Box 207, Benton, AR 72015; Tel. (501) 778-8228.
**National Representative**. Landon Associates.

## BENTONVILLE

**1 - LOCATION:** Benton County. E&P Map A-1. County Seat. NW portion of state. Livestock market. Hwy. 71. Industrial, agricultural, retirement-recreation center.

**2 - TRANSPORTATION: Intercity Bus Lines**-Jefferson Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 8,756; E&P 89 Est. 10,881
County 80 Cen. 78,997; E&P 89 Est. 96,867

**4 - HOUSEHOLDS:**
City 80 Cen. 3,248; E&P 89 Est. 4,204
County 80 Cen. 28,622; E&P 89 Est. 35,319

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $155,000,000 |
| Savings & Loan | 5 | $223,328,000 |

**6 - PASSENGER AUTOS:** County 42,778

**7 - ELECTRIC METERS:** Residence 4,176

**8 - GAS METERS:** Residence 3,560

**9 - PRINCIPAL INDUSTRIES:** Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $219.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, Apr. 10-15.

**11 - TAP WATER:** Medium.

**12 - RETAILING: Principal Shopping Center**-Downtown.
**Neighborhood Shopping Center**-Wal-Mart; Old Town Center; Northwest Plaza; Third Street Place.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northwest Arkansas Mall(50) | 23 | Sears, JCPenney |
| Dixieland Mall(4) | 8 | Dillards, K mart |
| Bella Vista Town Ctr. | 6 | Phillips Foods, Cooper Communities |

**Principal Shopping Days**-Wed., Fri.
**Stores Open Evenings**-Shopping centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Dillards.
**Discount Stores**-Wal-Mart 2; K mart.
**Chain Supermarkets**-Phillip's Foods; Food 4 Less.

**14 - NEWSPAPERS:** RECORD (e-mon to fri; S) 8,000; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Claude Badcock, Adv. Mgr., RECORD, P.O. Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
**National Representative**. Landon Associates.

## BLYTHEVILLE

**1 - LOCATION:** Mississippi County. E&P Map D-1. County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River. U.S. Hwys. 61, I-55; State Hwy. 18.

**2 - TRANSPORTATION: Railroads**-Burlington Northern (freight only).
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Dixie Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 23,844; E&P 89 Est. 22,613
County 80 Cen. 59,402; E&P 89 Est. 57,951

**4 - HOUSEHOLDS:**
City 80 Cen. 8,086; E&P 89 Est. 7,863
County 80 Cen. 19,757; E&P 89 Est. 22,800

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $130,000,000 |
| Savings & Loan | 2 | $35,700,000 |

**6 - PASSENGER AUTOS:** County 18,663

**7 - ELECTRIC METERS:** Residence 9,319

**8 - GAS METERS:** Residence 5,878

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chem. 325 (N.A.); Clothing 250 (N.A.); Air Force Installation 3,500 (N.A.).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 3 Sts.; 3 blocks on 2 Sts.
**Neighborhood Shopping Centers**-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
**Shopping Center**-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| U.S. Hwy. 61 | NA | Mont. Ward |
| Blytheville Plz.(19) | NA | Plaza Drug |
| Town North(5) | NA | Kroger, Alco, JCPenney |
| Day Center(14) | NA | Mont. Ward |

**Principal Shopping Days**-Fri. and Sat.
**Stores Open Evenings**-Thur., Fri., Sat.; Discount Stores open Sun. 1-6 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears (catalog).

**Discount Stores**-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.

**Chain Drug Stores**-Pill Box; Super D.

**Chain Supermarkets**-Kroger; Hays 4; Valu-Food.

**Other Chain Stores**-Goodyear; Goodrich; Firestone; Radio Shack; Oklahoma Tire.

**14 - NEWSPAPERS**: COURIER-NEWS (eS) 9,687; sworn Sept. 30,1988.

**Local Contact** for Advertising and Merchandising Data: Thomas G. Wilson, III, Ed., COURIER-NEWS, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.

**National Representative**: Landon Associates.

## CAMDEN

**1 - LOCATION:** Ouachita County, E&P Map B-4, County Seat. Residential ctr. S central Arkansas. 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

**2 - TRANSPORTATION: Railroads**-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Greyhound; connections with Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 15,356; E&P 89 Est. 17,996
County 80 Cen. 30,657; E&P 89 Est. 33,877

**4 - HOUSEHOLDS:**
City 80 Cen. 5,883; E&P 89 Est. 7,394
County 80 Cen. 11,198; E&P 89 Est. 12,996

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Credit Union | 1 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 12,606

**7 - ELECTRIC METERS:** Residence 6,950

**8 - GAS METERS:** Residence 8,332

**9 - PRINCIPAL INDUSTRIES:** Viper-MLRS; Explosives; Paper Prods.; Roofing; Electronics; Mach.; Printing Ink; Disposable Diapers; Dairy Prods.; Railcar Repair; Lumber; Paneling; Soft Drinks.

**10 - CLIMATE:** Summer av. low 90's; Winter av. low 40's; Rainfall 51 in.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cardinal(12) | 4 | Piggly Wiggly, Dollar General |
| Garden Oaks(15) | 1 | Piggly Wiggly |
| Wal-Mart(14) | 2 | Wal-Mart, Kroger |
| West Gate(8) | 1 | Handi Pack Groc. |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Watt's; JCPenney; Belk-Jones; Beall-Ladymon; Credit Shop; Freers; Starr Fashion; Darmac; Byers; Cato's.

**Discount Stores**-Wal-Mart.

**Variety Stores**-Dollar General 2; Family Dollar.

**Chain Supermarkets**-Kroger; Safeway; Piggly Wiggly 2; Smitty's.

**Other Chain Stores**-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

**14 - NEWSPAPERS:** NEWS (e) 5,061; sworn Sept. 27, 1988.

**Local Contact** for Advertising and Merchandising Data: Sue Parnell, Adv. Dir., NEWS, P.O. Box 798, Camden, AR 71701; Tel. (501) 836-8192.

**National Representative**: Papert Companies.

## CONWAY

**1 - LOCATION:** Faulkner County. (In Little Rock-N. Little Rock MSA). E&P Map B-2. County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 20,375; E&P 89 Est. 23,290
County 80 Cen. 46,700; E&P 89 Est. 57,209
MSA 80 Cen. 477,772; E&P 89 Est. 519,984

**4 - HOUSEHOLDS:**
City 80 Cen. 6,798; E&P 89 Est. 8,000
County 80 Cen. 15,489; E&P 89 Est. 20,007
MSA 80 Cen. 168,985; E&P 89 Est. 189,198

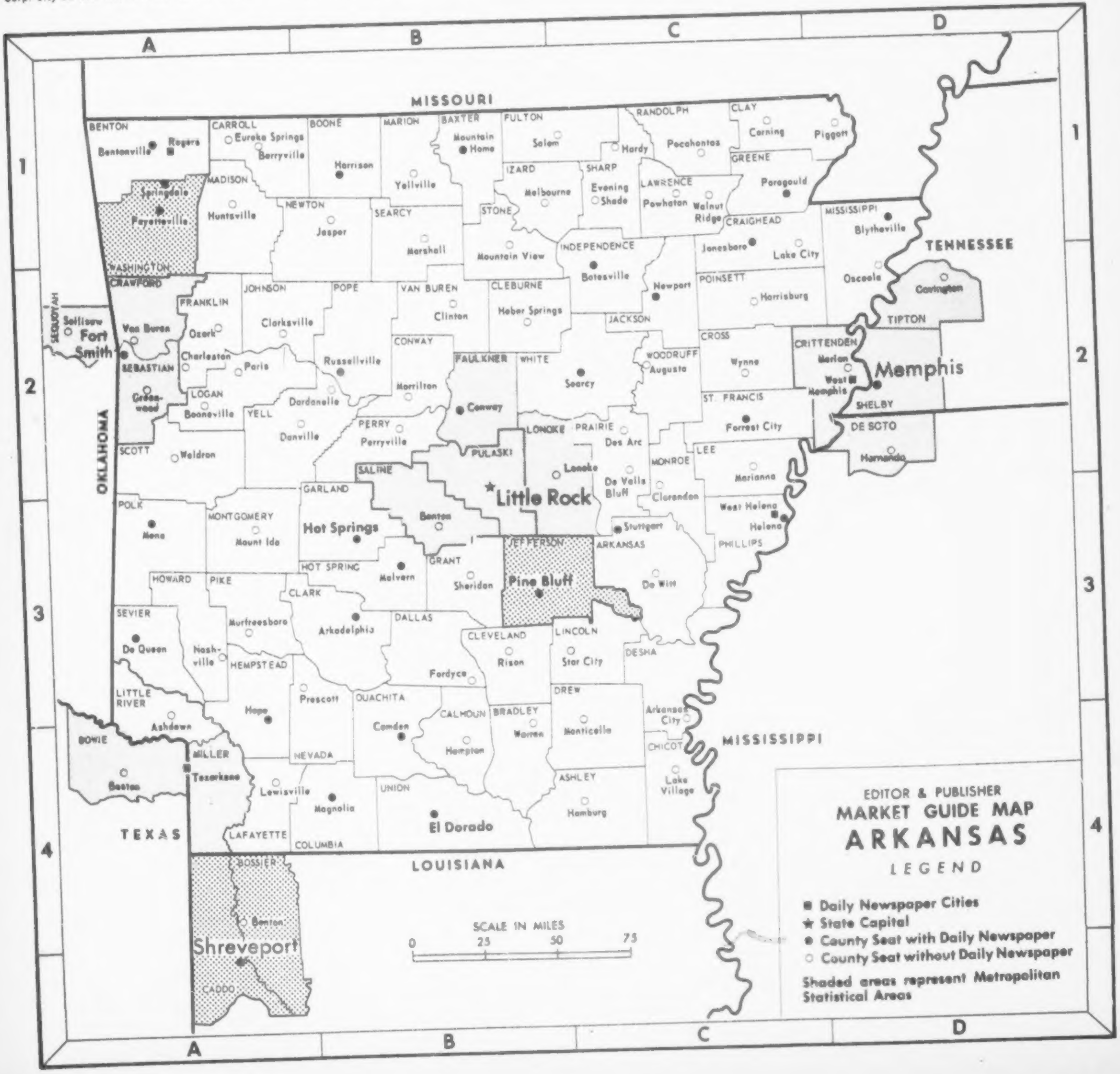
| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $369,010,910 |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 22,549

**7 - ELECTRIC METERS:** Residence 10,782

**8 - GAS METERS:** Residence 7,915 (city limits)

**9 - PRINCIPAL INDUSTRIES:** Fans; Pipe Fab.; Feed Mfg.; Boats; Satellite Systems; Direct Mail Service; Educational TV; Shoes; Bus Bodies; Fishing Tackle; Oars; Farm Mach.; School Furn.;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MISSOURI
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LOUISIANA
TEXAS
OKLAHOMA
Fort Smith
Little Rock
Hot Springs
Pine Bluff
Memphis
Shreveport
El Dorado
Conway
Camden
Blytheville
Jonesboro
Texarkana
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
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25
50
75

Paper Boxes; Pianos; Furn.; Concrete Prods.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Waste Treatment Equip.; Wheel Alignment Prods.; Water Pumps; Horse Trailers; Computer Servs.; File & Kitchen Cabinets; Fiberglass Jeep Tops; Chemicals.

**10 - CLIMATE:** Min. & Max. Temp -45-92.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Neighborhood Shopping Centers** (No. of Stores)-Downtown (55); Faulkner Plaza (10); Southgate (6); Laurel Plaza (12); Con-Ark Village (16); Conway Towne Center (30); North Plaza Mall (11); Salem Place (6).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| McCain Mall(69) | 28 | Dillard's, Sears, JCPenney |
| University Mall(33) | 32 | Dillard's, Mont. Ward |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Beall-Ladymon; Maurice; Cato; JCPenney; Frank Rivers.

**Discount Stores**-Fred's; Wal-Mart; Duckwall-Alco; Family Dollar; Dollar General; McCrory's; Crate Deals.

**Chain Drug Stores**-Village Rexall; Village Mart; Sav-on.

**Chain Supermarkets**-Kroger; Safeway; Piggly Wiggly; Food 4 Less.

**Other Chain Stores**-Western Auto; Goodyear; Firestone; Payless; Hastings; Hallmark Shops; Radio Shack; Auto Shack; Stinger Sam; Sears; Ace Hardware; Associated Farmers Co-op.

**14 - NEWSPAPERS:** LOG CABIN DEMOCRAT (e) 9,045; (S) 9,796; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Brenda Naylor, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St.; PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.

**National Representative**: Landon Associates.

## DE QUEEN

**1 - LOCATION:** Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana, 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

**2 - TRANSPORTATION: Railroads**-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.

**Motor Freight Carriers**-4.

**Intercity Bus Line**-Jefferson.

**3 - POPULATION:**

Corp. City 80 Cen. 4,594; E&P 89 Est. 5,072
County 80 Cen. 14,189; E&P 89 Est. 14,443

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 1,884; E&P 89 Est. 2,012
County 80 Cen. 5,527; E&P 89 Est. 5,455

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $110,306,000 |

**6 - PASSENGER AUTOS:** County 6,199

**7 - ELECTRIC METERS:** Residence 1,740

**8 - GAS METERS:** Residence 1,365

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Prods. 1,750 ($329); Poultry Proc. 1,250 ($204).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Principal Shopping Day**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Knight's; Fred's; Mullin's; Wal-Mart.

**Chain Supermarkets**-Piggly Wiggly; Lewis Food Center; De Queen.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri) 2,630; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Gail Mitchell, Adv. Mgr., CITIZEN, 404 De Queen Ave., P.O. Box 1000, De Queen, AR 71832; Tel. (501) 642-2111.

**National Representative**: None.

## EL DORADO

**1 - LOCATION:** Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. Hwys. 82 & 167; on State Hwys. 15 & 7.

**2 - TRANSPORTATION: Railroads**-El Dorado & Wesson; Union Pacific.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 25,270; E&P 89 Est. 24,267
CZ-ABC: (80) 25,270
RTZ-ABC: (80) 23,303
County 80 Cen. 50,248; E&P 89 Est. 51,411
City & RTZ-ABC: (80) 48,573

**4 - HOUSEHOLDS:**

City 80 Cen. 11,176; E&P 89 Est. 9,954
CZ-ABC: (80) 9,831
RTZ-ABC: (80) 8,249
County 80 Cen. 20,226; E&P 89 Est. 18,092
City & RTZ-ABC: (80) 18,080

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $134,986,000 |
| Commercial | 3 | $363,895,000 |

**6 - PASSENGER AUTOS:** County 18,261

**7 - ELECTRIC METERS:** Residence 22,000

**8 - GAS METERS:** Residence 9,885

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chem. 735; Petroleum Ref. 1,134; Constr. 680; All Mfg. 12,147; Poultry Proc. 1,500.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, Mar. 19.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Mellor Park Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| El Dorado(6) | NA | Brookshire's, Auto Zone, Shoe Town |
| Gibson Center(3) | NA | Gibson's, Brookshire's Fashion Forward |
| Mellor Park(16) | NA | Kroger, SupeRx, Wal-Mart, JCPenney, Beall-Ladymon, M.M.Cohn |
| Northwest Vlg.(16) | NA | West's, Walgreens, Allied |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food nightly to 9; Shopping centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-M.M. Cohn; El Dorado House; Van West; Bealls; JCPenney.

**Discount Stores**-Dollar General; Gibson's; K mart; Wal-Mart; Family Dollar.

**Variety Stores**-Dollar General; Family Dollar.

**Chain Drug Stores**-Rexall; Walgreens; SupeRx.

**Chain Supermarkets**-Safeway 2; Kroger; Brookshire's 2; Smitty's; County Market.

**Other Chain Stores**-Payless Shoes; Firestone; Babcock Auto; Goodyear; Union Tire; Sherwin-Williams; Zale's Jewelry; Sears; Auto Shack; Radio Shack; Factory First; Allied; Shoe Town.

**14 - NEWSPAPERS:** NEWS-TIMES (m) 11,092; (S) 11,308; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Betty Pattings, Adv. Dir., NEWS-TIMES, 111 N. Madison El Dorado, AR 71730; Tel. (501) 862-6611.

**National Representative**: Papert Companies.

## FAYETTEVILLE

**1 - LOCATION:** Washington County (In Fayetteville-Springdale MSA), E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265, 471.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Motor Freight Carriers**-5.

**Airlines**-American Eagle; Atlantic Southeast; Air Midwest; Republic Express.

**Bus Lines**-Jefferson; Ozark Coaches (charter).

**3 - POPULATION:**

Corp. City 80 Cen. 37,376; E&P 89 Est. 38,782
CZ-ABC: (80) 37,376
RTZ-ABC: (80) 82,082
County/MSA 80 Cen. 100,576; E&P 89 Est. 112,006
City & RTZ-ABC: (80) 119,458

**4 - HOUSEHOLDS:**

City 80 Cen. 13,480; E&P 89 Est. 14,780
County/MSA 80 Cen. 36,072; E&P 89 Est. 38,395
CZ-ABC: (80) 13,482
RTZ-ABC: (80) 29,385
City & RTZ-ABC: (80) 42,867

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 8 | N.A. |
| Commercial | 3 | $410,499,250 |

**6 - PASSENGER AUTOS:** County 48,982

**7 - ELECTRIC METERS:** Residence County 48,414

**8 - GAS METERS:** Residence 28,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 2,500; Electrical Equip. 150; Copper Pipe Fittings 150; Woodworking 150; Printing 550; Hand & Cement Tools 150; Light Metal 250; Clothing 400; Concrete Prods. 130; Air Filters 150; Electric Musical Instr. 150; Civilian Labor Force (Fayetteville-Springdale MSA) 53,000.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-N.W. Arkansas Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(5) | NA | Watson, Collier Drug |
| Evelyn Hills(27) | NA | Mont. Ward, IGA, Anthony's |
| N.W. Ark. Mall(83) | NA | Sears, JCPenney, Dillard's |
| Fiesta Sq. (16) | NA | Wal-Mart, Revco |
| Highway 62 | NA | Food 4 Less, Wal-Mart |
| Oak Plaza(16) | NA | Dillon's, Ben Franklin |
| Southgate Park(4) | NA | Family Dollar, IGA |
| Westgate(11) | NA | IGA |
| Downtown(45) | NA | John W. Cole |

**Principal Shopping Days**-Wed., Thur., Sat.; Food, Discount & Dept. stores open Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Dillard's; Beall-Ladymon.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-Wal-Mart; K mart; Woolworth; Otasco, Family Dollar.

**Chain Drug Stores**-Collier (Rexall) 3; Consumer's.

**Chain Supermarkets**-Consumer's IGA 4; Dillon's Thriftmart 2, Consumer's Discount Foods; Speedimart 6; 7-Eleven 2; Food 4 Less 2.

**14 - NEWSPAPERS:** NORTHWEST ARKANSAS TIMES (e) 11,729; (S) 13,034; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Daryl Henning, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.

**National Representatives**: Papert Companies; Thomson Newspapers.

## FORREST CITY

**1 - LOCATION:** St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific.

**Motor Freight Carriers**-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.

**intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 13,803; E&P 89 Est. 14,777
County 80 Cen. 30,850; E&P 89 Est. 31,671

**4 - HOUSEHOLDS:**

City 80 Cen. 4,651; E&P 89 Est. 5,137
County 80 Cen. 9,930; E&P 89 Est. 13,326

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $136,051,680 |
| Savings & Loan | 2 | $1,102,440,683 |

**6 - PASSENGER AUTOS:** County 9,149

**7 - ELECTRIC METERS:** Residence 6,067

**8 - GAS METERS:** Residence 4,345

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-TVs & Microwave Ovens 1,500; Hoisting Equip. 250; Elect. Motors 100; Heating & Air Cond. Equip. 200; Farm Mach. 50; Textiles 150; Rubber Prods. 335.

**10 - CLIMATE:** Min. & Max. Temp.-45-87.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-10 blocks downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Valli Vista | NA | Kroger, Revco, Fred's Dollar Store |
| Cloverleaf | NA | Piggly Wiggly, Cato's, Wal-Mart |
| Edwin-Houston Ctr. | NA | The Colony Shop, Young America |
| Cricket Complex | NA | Cricket on the Heart, Tadpoles |

**13 - RETAIL OUTLETS: Department Stores**-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Arrow Associates; A&T; Gadberry's; J&J Ladies' Apparel.

**Discount Stores**-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store; Ronnie's $ Store; Campbell's Factory Outlet; Payless Shoes.

**Chain Supermarkets**-Kroger; Safeway; Food Giant; Big Star; Vandiver's Discount; Piggly Wiggly 2.

**Other Chain Stores**-Goodyear; Western Auto; Super D Drug; Revco; Cato's.

**14 - NEWSPAPERS:** TIMES-HERALD (e-mon to fri) 4,750; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jim Wirski, Adv. Mgr., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.

**National Representative**: Papert Companies.

## FORT SMITH

**1 - LOCATION:** Sebastian County, (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

**2 - TRANSPORTATION: Railroads**-KCS; Midland Valley; Missouri Pacific; Frisco.

**Motor Freight Carriers**-26.

**Intercity Bus Lines**-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 71,626; E&P 89 Est. 72,975
CZ-ABC: (80) 89,851
RTZ-ABC: (80) 202,700
County 80 Cen. 95,422; E&P 89 Est. 101,107
MSA 80 Cen. 163,480; E&P 89 Est. 188,303
City & RTZ-ABC: (80) 292,551

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 27,654; E&P 89 Est. 28,237
County 80 Cen. 35,686; E&P 89 Est. 36,388
MSA 80 Cen. 58,842; E&P 89 Est. 69,664
CZ-ABC: (80) 34,140
RTZ-ABC: (80) 71,479
City & RTZ-ABC: (80) 105,619

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 41,697

**7 - ELECTRIC METERS:** 21,457

**8 - GAS METERS:** 19,161

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food Prods. 2,600; Apparel 500; Lumber & Wood Prods. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prods. 900; Metal 5,200; Fab. Metal Prods. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Ins. & R.E. 1,450; Servs. 6,950; Gov't 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment (MSA) 55,400; Civilian Work Force 58,950.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Downtown Shopping Center**-10 blocks on Garrison Ave. & same blocks on Rogers Ave.

**Neighborhood Shopping Centers**-Suburban & Grand, 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero, Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grand Plz.(8) | 2 | Ben Franklin |
| Midland & Division(5) | 3 | Midland Drugs |
| Central Mall(67) | NA | JCPenney, Sears, Boston Store |
| Green Wood Vlg. | NA | IGA, Otasco |
| Park Plz.(8) | 2 | TG&Y |
| Phoenix Vlg.(52) | 5 | TGP, Otasco |
| K mart(30) | 6 | IGA, K mart |

**Principal Shopping Days**-Mon., Wed., Thur.

**Stores Open Evenings**-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

**13 - RETAIL OUTLETS: Department Stores**-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.

**Discount Stores**-K mart; Kroger, Wal-Mart.

**Variety Stores**-TG&Y; Ben Franklin.

**Chain Drug Stores**-Law's 2; Osco 2.

**Chain Supermarkets**-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.

**Other Chain Stores**-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

**14 - NEWSPAPERS:** SOUTHWEST TIMES RECORD (all day) 43,203; (S) 47,043; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.

**National Representative**: Papert Companies.

## HARRISON

**1 - LOCATION:** Boone County, E&P Map B-1. County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

**2 - TRANSPORTATION: Motor Freight Carriers**-Arkansas Freightways.

**Intercity Bus Lines**-Mountain Home Bus Service.

**Airlines**-Exec. Express (Stillwell, OK).

**3 - POPULATION:**
Corp. City 80 Cen. 9,567; E&P 89 Est. 10,006
County 80 Cen. 26,398; E&P 89 Est. 28,430

**4 - HOUSEHOLDS:**
City 80 Cen. 3,931; E&P 89 Est. 4,154
County 80 Cen. 9,781; E&P 89 Est. 9,800

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $636,000,000 |
| Commercial | 2 | $177,000,000 |

**6 - PASSENGER AUTOS:** County 13,738

**7 - ELECTRIC METERS:** Residential 4,216

**8 - GAS METERS:** Residential 3,784

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100; Warehousing & Distribution 1,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northvale(9) | NA | Ace Hdwe. |
| Ozark Mall(32) | NA | West's, Alco, JCPenney |
| Younes(4) | NA | |

**Principal Shopping Days**-Tues., Sat.

**13 - RETAIL OUTLETS: Department Stores**-West's; Walters; Sears; JCPenney.

**Discount Stores**-Wal-Mart, Alco.

**Variety Stores**-Ben Franklin; Crest Variety; Dollar General.

**Chain Supermarkets**-Consumer's.

**Other Chain Stores** Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 10,697; Dec. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data; Lee Dunlap, Bus. Mgr., TIMES, P.O. Box 40, Harrison, AR 72601-0040; Tel. (501) 741-2325.

**National Representative**: Papert Companies.

## HELENA-WEST HELENA

**1 - LOCATION:** Phillips County, E&P Map C-3. County Seat. 125 mi. E of Little Rock; 60 mi. S of Memphis. On State Hwys. 20, 44, 49, 61.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. Cities 80 Cen. 20,965; E&P 89 Est. 20,094
Helena 80 Cen. 9,598; E&P 89 Est. 8,692
West Helena 80 Cen. 11,367; E&P 89 Est. 11,402
County 80 Cen. 34,640; E&P 89 Est. 31,268

**4 - HOUSEHOLDS:**
Cities 80 Cen. 7,251; E&P 89 Est. 7,450
Helena 80 Cen. 3,371; E&P 89 Est. 3,275
West Helena 80 Cen. 3,880; E&P 89 Est. 4,175
County 80 Cen. 11,434; E&P 89 Est. 13,138

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $137,000,000 |

**6 - PASSENGER AUTOS:** County 8,721

**7 - ELECTRIC METERS:** Residence, County 14,000

**8 - GAS METERS:** Residence, County 12,000

**9 - PRINCIPAL INDUSTRIES:** Boxes; Crates; Cotton Seed Prods.; Meat Packing; Insecticides; Fertilizer; Plywood; Swimming Pools; Furn.; Shortening; Chem.; Soy Bean Oil & Meal; Clothing.

**10 - CLIMATE:** Min. & Max. Temp.-20-105.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Twin City(8) | NA | Goodyear, Safeway, McCrory |
| Tri County Plz.(6) | NA | Wal-Mart, Pizza Hut |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wall's; Cato.

**Variety Stores**-Fred's; McCrory; Ronny's.

**Discount Stores**-Wal-Mart; Fred's; Family Dollar.

**Chain Drug Stores**-M-C 2; Economy 2; Wal-Mart.

**Chain Supermarkets**-Safeway 2; Kroger; Big Star; Piggly Wiggly.

**Other Chain Stores**-Goodyear; Firestone; Sears.

**14 - NEWSPAPERS:** WORLD (e) 5,178; (S) 5,239; sworn Sept. 27, 1988.

**Local Contact** for Advertising and Merchandising Data: Derwood Brett, Gen. Mgr., WORLD, 417 York St., P.O. Box 340, Helena, AR 72342; Tel. (501) 338-9181.

**National Representative**: Papert Companies.

## HOPE

**1 - LOCATION:** Hempstead County, E&P Map A-3. County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.

**Motor Freight Carriers**-6.

**Airlines**-Commercial air service is available at Texarkana Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 10,290; E&P 89 Est. 10,825
CZ-ABC: (80) 10,290
RTZ-ABC: (80) 21,830
County 80 Cen. 23,842; E&P 89 Est. 23,263
City & RTZ-ABC: (80) 32,120

**4 - HOUSEHOLDS:**
City 80 Cen. 3,882; E&P 89 Est. 4,337
County 80 Cen. 8,578; E&P 89 Est. 8,827
CZ-ABC: (80) 3,882
RTZ-ABC: (80) 7,785
City & RTZ-ABC: (80) 11,667

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $40,000,000 |
| Commercial | 2 | $189,000,000 |

**6 - PASSENGER AUTOS:** County 8,075

**7 - ELECTRIC METERS:** Residence 5,240

**8 - GAS METERS:** Residence 5,201

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Woodworking 360; Textile 200; Others 1,798. Av. Wkly. Wage-$221-$269.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

**11 - TAP WATER:** Alkaline, soft; fluoridated (natural).

**12 - RETAILING: Principal Shopping Center**-18 blocks on five streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hope North | NA | Howard's |
| Hope Vlg.(13) | NA | Thriftway, Rexall, Sears |
| Hervey St.(2) | NA | TG&Y, Smitty's |

**Stores Open Evenings**-Sat.

**Stores Open Sunday**-One drug; all grocery.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; J.A. West.

**Variety Stores**-TG&Y; Fred's; Family Dollar.

**Discount Stores**-Howard's.

**Chain Supermarkets**-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.

**Other Chain Stores**-Oklahoma Tire & Supply; Western Auto; Sears (catalog); Cato's.

**14 - NEWSPAPERS:** STAR (e) 5,068; sworn Jan. 1, 1989.

**Local Contact** for Advertising and Merchandising Data: Jim Perry, Adv. Dir., STAR, W. 3rd & Grady Sts., P.O. Box 648, Hope, AR 71801; Tel. (501) 777-8841.

**National Representative**: Papert Companies.

## HOT SPRINGS

**1 - LOCATION:** Garland County, E&P Map B-3.

**2 - TRANSPORTATION: Intercity Bus Lines**-Trailways.

**Motor Freight Carriers**-8.

**Airlines**-Exec Express.

**3 - POPULATION:**
Corp. City 80 Cen. 35,781; E&P 89 Est. 33,159
CZ-ABC: (80) 36,232
RTZ-ABC: (80) 58,843
County 80 Cen. 70,316; E&P 89 Est. 76,206
City & RTZ-ABC: (80) 95,075

**4 - HOUSEHOLDS:**
City 80 Cen. 15,200; E&P 89 Est. 14,539
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 21,837
County 80 Cen. 27,888; E&P 89 Est. 25,045
City & RTZ-ABC: (80) 37,320

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $223,393,627 |
| Commercial | 4 | $565,556,921 |

**6 - PASSENGER AUTOS:** County 31,200

**7 - ELECTRIC METERS:** Residence 35,011

**8 - GAS METERS:** Residence 16,974

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Ladies' & Girls' Shoes 500 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 81; Alum. Wire & Cable 178.

**10 - CLIMATE:** Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Center**-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale, Malvern Ave.; Hot Springs Mall-20 blocks S. Central Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Albert Pike(8) | NA | Rexall, Brandon's Furn. |
| Central City(18) | NA | Piggly Wiggly |
| Freeman | NA | |
| Hot Springs Mall (40) | 6 | Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's |
| Rector Hts.(2) | NA | K mart |
| Mowery-Wyatt(10) | NA | Walgreens, Safeway, Crate Deals |
| Market Place | NA | Wal-Mart, Kroger, Revco |

**Principal Shopping Days**-Mon., Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Gartenberg's; Dillard's; Sears; Bealls.

**Variety Stores**-Dollar General.

**Discount Stores**-K mart; Alco; Wal-Mart 2.

**Chain Drug Stores**-Walgreens 3; Crawford 1; Revco 2; Consumer's 2.

**Chain Supermarkets**-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less 2.

**Other Chain Stores**-Goodyear; Firestone; Western Auto.

**14 - NEWSPAPERS:** SENTINEL-RECORD (m) 17,516; (S) 18,601; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St.; PO Box 580, Hot Springs, AR 71902; Tel. (501) 623-7711.

**National Representative**: Papert Companies.

## JONESBORO

**1 - LOCATION:** Craighead County. E&P Map C-2. County Seat. 69 mi. NW of Memphis; 133 mi. NE of Little Rock; 239 mi. S of St. Louis.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Burlington Northern; Union Pacific.

**Motor Freight Carriers**-18.

**Bus Lines**-Union Bus Station; Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 31,530; E&P 89 Est. 31,950
CZ-ABC: (80) 31,530
RTZ-ABC: (80) 79,134
County 80 Cen. 63,464; E&P 89 Est. 65,653
City & RTZ-ABC: (80) 110,664

**4 - HOUSEHOLDS:**
City 80 Cen. 11,405; E&P 89 Est. 11,869
County 80 Cen. 22,330; E&P 89 Est. 23,027
CZ-ABC: (80) 11,405
RTZ-ABC: (80) 27,894
City & RTZ-ABC: (80) 39,299

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $318,717,000 |
| Commercial | 4 | $436,858,000 |

**6 - PASSENGER AUTOS:** County 26,670.

**7 - ELECTRIC METERS:** Residence 17,462.

**8 - GAS METERS:** Residence 15,547.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Conveyors 600; Printing 512; Utility Tool Boxes, Fuel Tanks & Metal Items 500; Rice 500; Shoes 457.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Oct. 15; last killing frost, Apr. 17.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Indian Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Birchwood Sq.(9) | NA | Falk Footwear, Card Castle |
| Caraway Plaza(8) | NA | Skagg's, Dollar General, Rent a Center |
| Eastwood(5) | NA | Colony Shop, Tempo |
| Fountain Sq.(4) | NA | Green Leaf |
| Indian Mall(48) | NA | Dillard's, Sears, JCPenney, Walden Books |
| Southgate Plz.(7) | NA | Jac's, Merle Norman |
| Southwest Vlg.(13) | NA | Aaron Temporary Services |
| Univ. Ctr.(7) | NA | Gibson's, Big Star Mkt. |
| West Mart Shpg. Ctr.(11) | NA | Big Star Mkt. |
| Highland(12) | NA | K mart, Hay's, Catos |

**Principal Shopping Days**-Weekends.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney; Dillard's; Sears; Grisham's; Colony Shoppe.

**Discount Stores**-Skaggs Alpha Beta; Gibson's; Wal-Mart; Fred's Dollar; K mart; General Dollar; Fred P. Gattas.

**Chain Drug Stores**-Service 2; Skagg's; Consumer Pharmacy 2; Medicine Shoppe.

**Chain Supermarkets**-Kroger; Stimson's 2; Big Star 3; Jr. Food Stores 6; Hays 3; Skaggs Alpha Beta.

**14 - NEWSPAPERS:** SUN (m) 25,935; (S) 27,887; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.

**National Representative**: Landon Associates.

## LITTLE ROCK

**1 - LOCATION:** Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).

**Motor Freight Carriers**-38 (franchised).

**Intercity Bus Lines**-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.

**Airlines**-American; Delta; TWA; Southwest; Northwest; United; Republic.

**Barge Lines**-10.

**3 - POPULATION:**
Corp. City 80 Cen. 158,461; E&P 89 Est. 165,883
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,763
MSA 80 Cen. 477,772; E&P 89 Est. 519,984
County 80 Cen. 342,900; E&P 89 Est. 364,114
City & RTZ-ABC: (80) 1,025,622

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 60,749; E&P 89 Est. 66,243
County 80 Cen. 124,516; E&P 89 Est. 132,193
MSA 80 Cen. 168,985; E&P 89 Est. 189,198
CZ-ABC: (80) 116,937
RTZ-ABC: (80) 248,422
City & RTZ-ABC: (80) 365,359

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 6 | $1,032,200,000 |
| Commercial | 10 | $2,421,446,809 |

**6 - PASSENGER AUTOS:** County 146,826.

**7 - ELECTRIC METERS:** Residence 179,303.

**8 - GAS METERS:** Residence 118,689.

**9 - PRINCIPAL INDUSTRIES:** Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fixt. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elect. Equip. (18) $74,985,000 (N.A.); Trans. Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).

**Principal Industrial Pay Days**-Wkly., 1st & 15th Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Downtown Shopping Center**-8 blocks on Main St. and 2 blocks on West Capitol Ave., 4 blocks on Main St. in N Little Rock.

**Neighborhood Shopping Areas**-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area; Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center; The Outlet Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Metrocentre(44) | NA | M.M. Cohn, Osco, Dillard's |
| Heights Center(64) | 5 | Safeway, Kroger |
| Tanglewood(24) | 6 | Safeway |
| Park Plz.(42) | 5 | Dillard's |
| Colony West(14) | 7 | Kroger, Osco |
| Sturbridge(7) | 7 | Custom Audio |
| Williamsburg Row(7) | 7 | The Fifth Season |
| The Market Place(29) | 7 | Wyatt's Cafeteria, Audio World |
| Trellis Sq.(18) | 7 | Radio Shack |
| University Mall(35) | 5 | JCPenney, Mont. Ward, Osco, M.M. Cohn |
| Broadmoor(16) | 5 | Arkansas Bookhouse |
| Breckenridge(24) | 7 | Merle Norman, Jack Sommer's Shoes, Greenhaw's |
| Town & Country(9) | 6 | Otasco |
| K mart Plz.(8) | 6 | K mart |
| Southwest City Mall(32) | 9 | Osco, Target, Beall's |
| Colony South(10) | 10 | Kroger |
| Village Ctr.(21) | 6 | West's, Western Auto |
| Univ. Pl.(16) | 6 | Schuster's Savers, Food 4 Less |
| Rose City(12) | 5 | Safeway, Dollar General, Otasco |
| Lakehill Center(11) | 4 | Hog Heaven, Schuster's Savers |
| McCain Mall(72) | 6 | M.M. Cohn, Dillard's, JCPenney, Sears |
| The Other Ctr.(10) | 6 | Target |
| Levy Center(8) | 5 | Ben Franklin |
| North Park Mall(13) | 4 | Otasco |
| Indian Hills(17) | 6 | Kroger, Wal-Mart, Radio Shack |
| Pike Plaza(25) | 5 | West's |
| Stein Mart Plaza(5) | 6 | Stein Mart, Radio Shack |
| Geyer Springs(9) | 10 | Food 4 Less, Wal-Mart |
| Galleria Park(12) | 7 | Regan's |
| Cloverdale Plz.(4) | 12 | Kelly TV, True Value Hdwe. |
| Vali-Hi Center(14) | 5 | Curtis Mathes |
| Baseline Chicot | 12 | Ashley's West, Arky House |
| Geyer South(9) | NA | Factory Firsts, Bowen's |
| Cloverdale(8) Center | 12 | Baker Drug, Harry's Mkt. |

**Principal Shopping Days**-Mon., Fri., Sat. Food-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

**13 - RETAIL OUTLETS: Department Stores**-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Beall's 3; McCrory's 2.

**Discount Stores**-K mart 4; Wal-Mart 5; Target 3; Skagg's 3; T.J. Maxx; Marshall's.

**Variety Stores**-Sterlings; TG&Y.

**Chain Drug Stores**-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33.

**Chain Supermarkets**-Safeway 14; Krog[illegible] IGA 10; Food City; Affiliated Foods inc. (Model Mkts. 4; Thriftway 4; Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; GSC; U-Tote-Em 8.

**Other Chain Stores**-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furn.; Singer Co. 3; Pittsburgh Paints 2; Sherwin-Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; Dollar General 3; United Jewelers; Service Merchandise 3; Auto Shack 5; Factory First 4.

**14 - NEWSPAPERS:** ARKANSAS DEMOCRAT (m) 105,717; (S) 199,513; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dick Browning, Natl. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.

**National Representative**: Branham Newspaper Sales.

ARKANSAS GAZETTE (m-mon to thurs) 142,568; (m-fri & sat) 187,197; (S) 225,254; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edgar A. Major, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave., PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3862. Additional Market Information: Paul Dyer, Res. Mgr., Tel. (501) 371-3958.

**National Representative**: Gannett National Newpaper Sales.

## MAGNOLIA

**1 - LOCATION:** Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

**2 - TRANSPORTATION: Railroads**-L&NW; St. Louis Southwestern (Cotton Belt).

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 11,909; E&P 89 Est. 12,915
County 80 Cen. 26,644; E&P 89 Est. 28,305

**4 - HOUSEHOLDS:**
City 80 Cen. 4,306; E&P 89 Est. 4,771
County 80 Cen. 9,535; E&P 89 Est. 10,561

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 1 | $52,815,000 |
| Commercial | 4 | $284,722,000 |

**6 - PASSENGER AUTOS:** County 9,569.

**7 - ELECTRIC METERS:** Residence 5,300.

**8 - GAS METERS:** Residence 5,000.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($240); Textile 495 ($208); Oil Prods. 2,300 ($365); Aluminum 500 ($268); Rubber Life Boats 730 ($268); Chem. 450 ($372).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Columbia(11) | NA | Piggly Wiggly |
| North Park Plz. | NA | Wal-Mart |
| Peace(12) | NA | Shock's, Dollar General |
| University | NA | K mart, Bealls, Revco, Kroger |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Talbot's; Bealls.

**Discount Stores**-Gibson's; Wal-Mart; Dollar General; K mart; Family Dollar.

**Chain Drug Stores**-Drug Mart; Medic-Aid; Revco.

**Chain Supermarkets**-Smitty's; Piggly-Wiggly; Kroger; Brookshire's.

**Other Chain Stores**-Western Auto; Sears; JCPenney; Goodyear; Firestone.

**14 - NEWSPAPERS:** BANNER-NEWS (e) 4,342; sworn Sept. 23, 1988.

**Local Contact** for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.

**National Representative**: None.

## MALVERN

**1 - LOCATION:** Hot Spring County. E&P Map B-3. County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

**2 - TRANSPORTATION: Railroads**-M.P.; Chicago; Amtrak.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,163; E&P 89 Est. 10,159
County 80 Cen. 27,002; E&P 89 Est. 27,890

**4 - HOUSEHOLDS:**
City 80 Cen. 4,060; E&P 89 Est. 4,157
County 80 Cen. 6,176; E&P 89 Est. 10,561

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $114,923,000 |
| Savings & Loan | 3 | $74,000,000 |

**6 - PASSENGER AUTOS:** County 11,268.

**7 - ELECTRIC METERS:** Residence 8,600.

**8 - GAS METERS:** Residence 5,584.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.) Aluminum [illegible]50; Brick & Tile 400; Mining 330; Lumber & Wood Prods. 490; Plastics 125.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart; Fred's; Family Dollar.

**Chain Drug Stores**-Rexall 2; SupeRx.

**Chain Supermarkets**-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; Mitchell's.

**Other Chain Stores**-Western Auto; Sears.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 5,846; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Judy Corley, Adv. Dir., RECORD, 219 Locust St., Malvern, AR 72104. Tel. (501) 337-7523.

**National Representative**: Landon Associates.

## MENA

**1 - LOCATION:** Polk County. E&P Map A-3. County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

**2 - TRANSPORTATION: Railroad**-Kansas City Southern.

**Intercity Bus Lines**-Jefferson Lines; Continental.

**Motor Freight Carriers**-6.

**3 - POPULATION:**

Corp. City 80 Cen. 5,154; E&P 89 Est. 5,509
County 80 Cen. 17,005; E&P 89 Est. 17,454

**4 - HOUSEHOLDS:**

City 80 Cen. 2,068; E&P 89 Est. 2,287
County 80 Cen. 6,318; E&P 89 Est. 6,456

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $103,303,000 |
| Savings & Loan | 2 | $38,000,000 |

**6 - PASSENGER AUTOS:** County 7,922.

**7 - ELECTRIC METERS:** Residence 2,366 (city), 6,703 (county).

**8 - GAS METERS:** Residence 2,550.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300; Rubber & Plastic Mfg. 60; Garment Mfg. 150.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).

**Principal Shopping Days**-Mon. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Herod's; Adam & Eve.

**Discount Stores**-Wal-Mart; Cash Saver; Pickert Whol.

**Chain Drug Store**-Consumer's.

**Other Chain Stores**-Coast to Coast; Goodyear; Fashion Crossroads.

**14 - NEWSPAPERS:** STAR (m-mon to fri) 3,287; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Jesse Cogburn, Pub., STAR, 501-7 Mena St., Mena, AR 71953. Tel. (501) 394-1900.

**National Representative**: Papert Companies.

## MOUNTAIN HOME

**1 - LOCATION:** Baxter County. E&P Map B-1. County Seat. Located in northeastern central AR.

**2 - TRANSPORTATION: Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 8,066; E&P 89 Est. 10,273
CZ-ABC: (80) 8,066
RTZ-ABC: (80) 19,343
County 80 Cen. 27,620; E&P 89 Est. 31,695
City & RTZ-ABC: (80) 27,409

**4 - HOUSEHOLDS:**

City 80 Cen. 3,539; E&P 89 Est. 4,582
County 80 Cen. 11,181; E&P 89 Est. 10,499
CZ-ABC: (80) 3,539
RTZ-ABC: (80) 7,642
City & RTZ-ABC: (80) 11,181

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $230,000,000 |
| Savings & Loan | 4 | $317,000,000 |

**6 - PASSENGER AUTOS:** County 13,754.

**7 - ELECTRIC METERS:** Residence 5,600.

**8 - GAS METERS:** Residence 4,291.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pharmaceutical Equip. 1,600; Boat Mfg. 300; Wearing Apparel 800; Plastics 75. Av. Wkly. Wage $271.

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-72; Summer 63-98; Fall 36-83; Winter 24-51. First killing frost, Nov. 20; last killing frost, Apr. 1.

**11 - TAP WATER:** Low alkaline, medium soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Village Mall.

**Neighborhood Shopping Centers**-Ozark Shopping Ctr.; College Plaza; Harps Shopping Ctr.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Wal-Mart, Food Stores, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-West's; Shied's.

**Discount Stores**-Wal-Mart; Alco.

**Variety Stores**-McCrory's; Dollar General.

**Chain Drug Store**-Revco.

**Chain Supermarkets**-Harps; Consumers.

**14 - NEWSPAPERS:** BAXTER BULLETIN (m) 8,635, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Howard, Adv. Mgr., BAXTER BULLETIN, PO Drawer A, Mountain Home, AR 72653. Tel. (501) 425-3133.

**National Representative**: Landon Associates.

## NEWPORT

**1 - LOCATION:** Jackson County. E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

**2 - TRANSPORTATION: Railroads**-Amtrak; Missouri Pacific; Rock Island.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 8,339; E&P 89 Est. 8,159
County 80 Cen. 21,662; E&P 89 Est. 20,705

**Demographic Information available**-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 75201.

**4 - HOUSEHOLDS:**

City 80 Cen. 3,122; E&P 89 Est. 3,180
County 80 Cen. 7,786; E&P 89 Est. 7,776

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $33,000,000 |
| Commercial | 4 | $81,775,000 |

**6 - PASSENGER AUTOS:** County 7,532.

**7 - ELECTRIC METERS:** Residence 10,824.

**8 - GAS METERS:** Residence 4,500.

**9 - PRINCIPAL INDUSTRIES:** Steel Mill; Timber; Metal Prods.; House Trailer Mfg.; Meat Packing; Concrete Pro.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furn.

**10 - CLIMATE:** An. Av. Temp.-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Village Mall.

**Principal Shopping Days**-Mon., Thur. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Van-Atkins.

**Variety Stores**-Dollar General; Fred's Dollar; Otasco.

**Discount Store**-Wal-Mart.

**Chain Drug Stores**-Headlee's; Revco.

**Chain Supermarkets**-Kroger; Thriftway; Safeway; IGA; Hays.

**14 - NEWSPAPERS:** INDEPENDENT (e-mon to fri) 4,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Orville I. Richolson, III, Pub., INDEPENDENT, 2111 Hwy. 67N, PO Box 460, Newport, AR 72112. Tel. (501) 523-5855.

**National Representative**: Landon Associates.

## PARAGOULD

**1 - LOCATION:** Greene County. E&P Map C-1. County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

**2 - TRANSPORTATION: Railroads**-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.

**Intercity Bus Lines**-Great Southern Coaches.

**Motor Freight Carriers**-18.

**3 - POPULATION:**

Corp. City 80 Cen. 15,248; E&P 89 Est. 17,717
County 80 Cen. 30,839; E&P 89 Est. 33,152

**4 - HOUSEHOLDS:**

City 80 Cen. 5,928; E&P 89 Est. 7,299
County 80 Cen. 11,228; E&P 89 Est. 12,626

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $179,657,000 |
| Savings & Loan | 2 | $63,246,513 |

**6 - PASSENGER AUTOS:** County 12,666.

**7 - ELECTRIC METERS:** Residence 6,725.

**8 - GAS METERS:** Residence 5,560.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixt. 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 600; Auto Wiring-250; Comm. Printing 75.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Shopping Centers**-Paragould Plz.; Paragould Park Plz.; Centre One.

**Stores Open Evenings**-Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-Belk's.

**Discount Stores**-Wal-Mart; Fred's.

**Chain Supermarkets**-Kroger; Farmer's Market; Big Star 4; Warehouse Foods; Hays.

**Other Chain Stores**-Radio Shack; Super D Drugs; Revco; Auto Shack; Dollar General; Family Dollar.

**14 - NEWSPAPERS:** PRESS (e-mon to fri, S) 8,500; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St., PO Box 38, Paragould, AR 72450. Tel. (501) 239-8562.

**National Representative**: Landon Associates.

## PINE BLUFF

**1 - LOCATION:** Jefferson County (MSA). E&P Map B-3. County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

**2 - TRANSPORTATION: Railroads**-St. Louis Southwestern; Union Pacific-Missouri Pacific-Western.

**Motor Freight Carriers**-55.

**Intercity Bus Lines**-Southeast Ark., City Bus System; Greyhound; Continental Trailways.

**Airlines**-American; Continental; Delta; Southwest; TWA. Little Rock Airport. Local Airport: Universal.

**3 - POPULATION:**

Corp. City 80 Cen. 56,636; E&P 89 Est. 53,087
CZ-ABC: (80) 63,114
RTZ-ABC: (80) 104,062
County MSA 80 Cen. 91,369; E&P 89 Est. 90,239
City & RTZ-ABC: (80) 167,176

**4 - HOUSEHOLDS:**

City 80 Cen. 19,928; E&P 89 Est. 19,232
County MSA 80 Cen. 30,588; E&P 89 Est. 34,295
CZ-ABC: (80) 19,960
RTZ-ABC: (80) 36,663
City & RTZ-ABC (80) 56,623

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $627,780,422 |
| Savings & Loan | 3 | $204,700,000 |

**6 - PASSENGER AUTOS:** County 30,693.

**7 - ELECTRIC METERS:** Residence 28,411.

**8 - GAS METERS:** Residence 20,910.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 6,500; Durable Goods 3,300; Primary & Fab. Metals 1,100; Machinery & Transportation Equipment 1,600; Other Durable 600; Non-durable 3,200; Food & Kindred 600; Paper & Allied Products 2,300; Other Non-Durable 300; No. of Wage Earners-Non Mfg. 26,100; Const. 1,400; Trans. & Public Utilities 2,400; Whol. & Retail Trade 6,700; Fin., Ins. & Real Estate 1,500; Service 6,300; Gov't 7,800; Agri. 1,200; All Others 2,100.

**Principal Pay Days**-R.R. 1st, 15th; Utilities 5th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Pines Mall, Harding Ave. at Highway 65 South.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadmoor(11) | 3 | Safeway, K mart |
| Jefferson Sq.(35) | 1 | Otasco, Mangles |
| Oak Park(15) | 2 | Alco, Safeway |
| Pines Mall | 3 | Dillard's, JCPenney, Wal-Mart |
| Downtown | NA | Cohn's, Baims |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Pines Mall, Mon. through Sat., others, varies.

**13 - RETAIL OUTLETS: Department Stores**-Cohen's; JCPenney; Sears; Baim's; Dillard's; Beall-Ladymon.

**Discount Stores**-Alco; K mart; Wal-Mart 2.

**Variety Stores**-Fred's; Dollar General.

**Chain Drug Stores**-Conery's 2; Oak Park 2; USA 3.

**Chain Supermarkets**-IGA 4; Safeway 4; In & Out Convenience 34; Mad Butcher; County Market 2; Food King; Price Chopper.

**Other Chain Stores**-Kinney; Mangel's; Majik Market; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps; Roger's Jewelry; Brandon House.

**14 - NEWSPAPERS:** COMMERCIAL (e) 22,002; (S) 23,291, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rick Etzkorn, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71601. Tel. (501) 534-3400.

**National Representative**: Papert Companies.

## ROGERS

**1 - LOCATION:** Benton County. E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

**2 - TRANSPORTATION: Railroad**-Burlington-Northern.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Arkoma.

**3 - POPULATION:**

Corp. City 80 Cen. 17,429; E&P 89 Est. 21,552
CZ-ABC: (80) 18,709
RTZ-ABC: (80) 91,268
County 80 Cen. 78,997; E&P 89 Est. 96,867
City & RTZ-ABC: (80) 109,977

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,554; E&P 89 Est. 8,441
County 80 Cen. 28,622; E&P 89 Est. 35,319
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 7 | $488,518,000 |

| | | |
|---|---|---|
| Savings & Loan | 9 | $367,941,000 |

**6 - PASSENGER AUTOS:** County 42,778

**7 - ELECTRIC METERS:** County 68,032

**8 - GAS METERS:** County 79,647

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 7,486. Food Prods. 2,467; Mach. (except electrical) 949. Other mfg. 3,950. Includes toy guns, nylon hosiery, electric motors, carbide-tipped industrial tools, coated telephone wire, plastic pipe, vehicle wheels, corrugated board, broiler feed, pole line hardware, plastic household packaging produce, valves, non-woven fabrics, electronic components, school room furnishings.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

**11 - TAP WATER:** Neutral, medium hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Walnut St., Dixieland Mall.

**Neighborhood Shopping Centers**-Hwy. 71 S., Hwy. 71 W., Hwy. 12 E., Hwy. 62 N.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cash Vlg (8) | NA | |
| Southgate(15) | NA | IGA |
| Walnut Plz (14) | NA | Wal-Mart, IGA |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Dixieland, Downtown Thur.

**Stores Open Sundays**-Food markets, Discount.

**13 - RETAIL OUTLETS: Department Stores**-Stroud Mercantile, Bealls, Lyndals.

**Discount Stores**-Wal-Mart, K mart.

**Chain Drug Stores**-Corner Rexall, Lewis, Rogers & Rose, Consumer, Rogers Phcy. 7, Freddie's Phcy.

**Chain Supermarkets**-Food Town 2, Thriftway 2, Phillips Food Ctr., Food 4 Less.

**Other Chain Stores**-Mode O' Day, Sherwin-Williams, Linkway, Gordon Jewelry, Zale's Jewelers, Worths, Kinney Shoes, Maurice's, Brandon House Furniture, JCPenney Catalog, Sears Catalog.

**14 - NEWSPAPERS:** NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,030; (S) 15,533; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kent Eikenberry, Adv. Dir., NEWS, 313 S. 2nd, PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.

**National Representative**: Papert Companies.

## RUSSELLVILLE

**1 - LOCATION:** Pope County. E&P Map B-2. County Seat. 78 mi. NW of Little Rock, 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7, I-40.

**2 - TRANSPORTATION: Railroads**-Missouri-Pacific, Dardanelle-Russellville, Arkansas River Port.

**Intercity Bus Lines**-Trailways, Interstate.

**3 - POPULATION:**
Corp. City 80 Cen. 14,031; E&P 89 Est. 15,015
County 80 Cen. 39,345; E&P 89 Est. 45,651

**4 - HOUSEHOLDS:**
City 80 Cen. 5,014; E&P 89 Est. 5,582
County 80 Cen. 13,612; E&P 89 Est. 16,824

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $291,678,000 |

**6 - PASSENGER AUTOS:** County 19,308

**7 - ELECTRIC METERS:** County Res. 76,456; Industrial 584; Commercial 2,449; Government 36.

**8 - GAS METERS:** County Res. 12,052

**9 - PRINCIPAL INDUSTRIES:** Shoes; Lumber Prods.; Coal; Poultry Proc.; Ice Cream Mix; Walk-In Refrigerators; Furn. Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Metalworking; Aluminum Extrusion; Chem. Proc.; Lumber; Corrugated Boxes; Elevator Controls.

**10 - CLIMATE:** Av. Temp.-Jan. 45; July 82.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| City Mall(14) | NA | JCPenney, Safeway, Alco |
| Plaza East(7) | NA | Family Dollar, Wal-Mart, C.R. Anthony |
| Southgate | 3 | Kroger, Revco |

**13 - RETAIL OUTLETS: Department Stores**-F.C. Peters, Van Atkins, JCPenney, Beall's, C.R. Anthony.

**Variety Stores**-Leonards.

**Discount Stores**-Wal-Mart, Alco, Family Dollar, K mart.

**Chain Supermarkets**-Kroger, Safeway, IGA 3, Food-4-Less.

**Other Chain Stores**-Payless Shoes, Hancock Fabric, Colony Shop, Sears, Western Auto, Goodyear, Leflers, Cato's, Sherwin Williams, Revco, Auto Shack, Zale's, McCoy's Lumber.

**14 - NEWSPAPERS:** COURIER DEMOCRAT (e-mon to fri) 11,206; (S) 13,313; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER-DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252; FAX (501) 968-4037.

**National Representative**: Papert Companies.

## SEARCY

**1 - LOCATION:** White County. E&P Map C-2. County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36. 1 mi. E of Little Red River. 54 mi. N of Little Rock, state capital.

**2 - TRANSPORTATION: Railroads**-Union Pacific.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Trailways, Continental Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 13,612; E&P 89 Est. 16,133
County 80 Cen. 51,216; E&P 89 Est. 55,491

**4 - HOUSEHOLDS:**
City 80 Cen. 4,478; E&P 89 Est. 5,520
County 80 Cen. 17,423; E&P 89 Est. 20,071

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $84,326,000 |
| Savings & Loan | 2 | $128,216,000 |
| Commercial | 2 | $49,734,000 |

**6 - PASSENGER AUTOS:** County 21,894

**7 - ELECTRIC METERS:** Residence 5,610

**8 - GAS METERS:** Residence 4,318

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,750 ($243); Mfg. 4,190 ($268).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

**11 - TAP WATER:** Soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Town & Country Plaza, 1.4 mi. off Hwy. 67, on Race St., 14 stores, 6 mi. from Downtown. Wal-Mart, JCPenney, Beall-Ladymon, Cato's.

**Stores Open Evenings**-Until 9 p.m.

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Beall-Ladymon.

**Discount Stores**-Fred's, Wal-Mart, Dollar General.

**Chain Drug Stores**-Health Mart, Headlee 2, Revco.

**Chain Supermarkets**-Kroger, Associated, Food 4 Less, Piggly Wiggly 2, Warehouse Foods.

**Other Chain Stores**-Goodyear, Cato's, Payless Shoes, Otasco, Hancock Fabrics.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri) 8,127; (S) 8,664; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Phil Weaver, Adv. Dir., CITIZEN, P.O. Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.

**National Representative**: Landon Associates.

## SPRINGDALE

**1 - LOCATION:** Washington County (in Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith, 100 mi. E of Tulsa, OK.

**2 - TRANSPORTATION: Railroads**-Arkansas-Missouri.

**Motor Freight Carriers**-10.

**Bus Lines**-Crown Coach Co., Santa Fe Trailways, Arkoma, Continental Trailways, Jefferson.

**Airlines**-Skyways, Metro.

**3 - POPULATION:**
Corp. City 80 Cen. 23,458; E&P 89 Est. 27,266
CZ-ABC: (80) 23,458
RTZ-ABC: (80) 116,391
County MSA 80 Cen. 100,576; E&P 89 Est. 112,000
City & RTZ-ABC: (80) 139,849

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,510; E&P 89 Est. 10,236
County MSA 80 Cen. 35,825; E&P 89 Est. 40,632
CZ-ABC: (80) 8,510
RTZ-ABC: (80) 42,589
City & RTZ-ABC: (80) 51,099

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 1 | $228,827,767 |
| Savings & Loan | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 48,982

**7 - ELECTRIC METERS:** Residence 8,000

**8 - GAS METERS:** Residence 11,272

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Aluminum Fab. 325.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Emma Ave., 2 on Main, 1 on Mill, 1 on Holcomb & Block, 30 blocks on 68 W., 20 blocks on 68 E., 20 blocks on Hwy. 71.

**Neighborhood Shopping Centers**-8 blocks on N. Thompson, 8 on S. Thompson, 1 on Caudle Ave., 30 blocks on Hwy. 68 W.

**Principal Shopping Days**-Mon., Fri.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Elmdale(6) | NA | |
| Plaza(6) | NA | Harp's Food Store |
| N.W. Ark. Mall(76) | NA | Sears, JCPenney, Dillard's, Beall-Ladymon |
| Sunset Ctr (3) | NA | Harp's, K mart |

**Stores Open Evenings**-Shpg. ctrs. every evening until 9:00, Fri.

**13 - RETAIL OUTLETS: Department Stores**-Fuller Family Mercantile, Cameron's, Anthony's, Sears, JCPenney, Montgomery Ward, Ryan's, Dillard's, Beall-Ladymon, Revco.

**Variety Stores**-Woolworth.

**Discount Stores**-Wal-Mart, K mart, Family Dollar.

**Chain Drug Stores**-Rexall, Sav-On, Consumer's, Medicine Shoppe.

**Chain Supermarkets**-Harp's, Food-4-Less, Consumer's Market, IGA.

**Other Chain Stores**-E-Z Mart, Spee-Dee Mart, 7-Eleven, One Stop Mart, Goodyear, National Lumber, Westlake Hdwe.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 12,876; (S) 14,474; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.

**National Representative**: Papert Companies.

## STUTTGART

**1 - LOCATION:** Arkansas County. E&P Map C-3. County Seat. 50 mi. SE of Little Rock. U.S. Hwys. 79, 165; State Hwys. 11, 130, 146, 343.

**2 - TRANSPORTATION: Railroads**-St. Louis Southwestern.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 10,941; E&P 89 Est. 10,473
County 80 Cen. 24,207; E&P 89 Est. 23,066

**4 - HOUSEHOLDS:**
City 80 Cen. 4,111; E&P 89 Est. 4,047
County 80 Cen. 8,909; E&P 89 Est. 8,379

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $69,821,296 |
| Commercial | 2 | $175,624,481 |

**6 - PASSENGER AUTOS:** County 9,096

**7 - ELECTRIC METERS:** Residence 7,250

**8 - GAS METERS:** Residence 3,115; Commercial 522; Industrial 16.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rice Prods. 1,285; Cml. & Industrial Air Conditioners 225; Telephone 110; Hospital 177; Gov't 125; Schools 225.

**10 - CLIMATE:** Min. & Max. Temp. 54-76.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southgate(10) | 3 | Kroger, Wal-Mart |
| Stuttgart Sq (8) | 3 | West's, Fred's, Piggly Wiggly |

**Principal Shopping Days**-Mon., Wed. & Sat.

**Stores Open Evenings**-Shopping centers to 8 & 9 except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Jones, West's, Sears.

**Variety Stores**-Dollar General, Fred's, Family Dollar.

**Discount Stores**-Wal-Mart, Fred's.

**Chain Supermarkets**-Piggly Wiggly, Kroger, Food Palace 2.

**Other Chain Stores**-Western Auto, Okla. Tire, Radio Shack.

**14 - NEWSPAPERS:** LEADER (e-mon to fri) 4,257; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ron Causey, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.

**National Representative**: Landon Associates.

## WEST HELENA

See HELENA

## WEST MEMPHIS

**1 - LOCATION:** Crittenden County (in Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural ctr., in NE portion of state. 6 mi. W of Memphis; 135 mi. E of Little Rock.

**2 - TRANSPORTATION: Railroads**-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific; Burlington North; Illinois Central; Santa Fe; Soo Line; Conrail; Amtrak; Cotton Belt.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Trailways, Greyhound, West Memphis Transportation.

**Waterway**-West Memphis Port.

**3 - POPULATION:**
Corp. City 80 Cen. 28,138; E&P 89 Est. 28,800
CZ-ABC: (80) 28,138
Bal. in NDM-ABC: (80) 21,361
County 80 Cen. 49,358; E&P 89 Est. 50,405
MSA 80 Cen. 913,720; E&P 89 Est. 973,265

Total NDM-ABC: (80) 49,499

**4 - HOUSEHOLDS:**
City 80 Cen. 9,250; E&P 89 Est. 10,233
County 80 Cen. 15,571; E&P 89 Est. 22,164
CZ-ABC: (80) 9,250
Bal in NDM-ABC: (80) 6,451
Total NDM-ABC: (80) 15,701
MSA 80 Cen. 311,996; E&P 89 Est. 346,479

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $746,457,411 |
| Commercial | 3 | $104,644,700 |

**6 - PASSENGER AUTOS:** County 15,103

**7 - ELECTRIC METERS:** Residence 10,164

**8 - GAS METERS:** Residence 11,200

**9 - PRINCIPAL INDUSTRIES:** Steel & Foundries; Iron Casting; Truck Tires; Fiberglass Swimming Pools; Grain Elevators; Corrugated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city; 23,625 county. (Av. Wkly. Wage-N.A.)

**10 - CLIMATE:** An. Av. Min. & Max. Temp.-32-95.

**11 - TAP WATER:** Soft; provided by 6 deep wells; pumping capacity of 4,907,000 gallons per 24 hours.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Broadway.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Meadowbrook Sq.(20) | NA | Wal-Mart, Pic Pac, Super Drug |
| Broadway Plz.(10) | NA | Big Star |
| Holiday Plz.(26) | NA | Walgreens, Kroger |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Holiday Plz. Mall, Wal-Mart.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Saig's; Wal-Mart; Colony Shop; Country Squire.
**Chain Drug Stores**-Walgreens; Rexall; Super D.
**Chain Supermarkets**-Kroger; Big Star; Pic Pac; Marion Big Star.
**Other Chain Stores**-Kid's Stuff; Payless Shoes; B&C Shoes; Baskin's Firestone; Hen House; Cato's; Jewelry Nook; Royal Jewelers; Burger King; Captain D's; Master's Jewelry; Kay Furn.; Masner Furn.; Goodyear; Tire Centers, Inc.; Radio Shack; Lowe's Lumber; Barton's Lumber; Flash Market.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 8,115; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Donna Davenport, Adv. Mgr., TIMES, 111 E. Bond St.; PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
**National Representative**: Arkansas Press Association.

## CALIFORNIA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Bakersfield**- Kern County.
**Chico**- Butte County.
**Fresno**- Fresno County.
**Merced**- Merced County.
**Modesto**- Stanislaus County.
**Redding**- Shasta County.
**Sacramento**- El Dorado, Placer, Sacramento and Yolo Counties.
**Salinas-Seaside-Monterey**- Monterey County.
**San Diego**- San Diego County.
**Santa Barbara-Santa Maria-Lompoc**- Santa Barbara County.
**Stockton**- San Joaquin County.
**Visalia-Tulare-Porterville**- Tulare County.
**Yuba City**- Sutter and Yuba Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Anaheim-Santa Ana**- Orange County.
**Los Angeles-Long Beach**- Los Angeles County.
**Oakland**- Alameda and Contra Costa Counties.
**Oxnard-Ventura**- Ventura County.
**Riverside-San Bernadino**- Riverside and San Bernadino Counties.
**San Francisco**- Marin, San Francisco and San Mateo Counties.
**San Jose**- Santa Clara County.
**Santa Cruz**- Santa Cruz County.
**Santa Rosa-Petaluma**- Sonoma County.
**Vallejo-Fairfield-Napa**- Napa and Solano Counties.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Los Angeles-Anaheim-Riverside**- Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernadino PMSA.
**San Francisco-Oakland-San Jose**- Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 1,643 | 1,724 | 2,390 |
| 5-14 Years | 3,886 | 3,458 | 4,100 |
| 15-24 Years | 3,565 | 4,497 | 4,528 |
| 25-44 Years | 5,044 | 7,069 | 10,399 |
| 45-64 Years | 4,036 | 4,586 | 5,223 |
| 65 and Over | 1,792 | 2,437 | 2,689 |
| TOTAL SALES | 19,966 | 23,771 | 29,327 |

Based on U.S. Census

### POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

| **City** | **Total Pop.** | **Spanish Origin** | **Percent** |
|---|---|---|---|
| Bakersfield | 106 | 16 | 15.0 |
| Escondido | 62 | 9 | 14.6 |
| Fremont-Newark | 164 | 23 | 14.0 |
| Fresno | 217 | 51 | 23.6 |
| Glendale | 139 | 25 | 17.8 |
| Hayward | 94 | 19 | 20.2 |
| Huntington Park-South Gate | 160 | 94 | 58.4 |
| Long Beach | 361 | 51 | 14.0 |
| Los Angeles | 2,967 | 816 | 27.5 |
| Modesto | 106 | 11 | 10.5 |
| Oceanside | 77 | 14 | 18.4 |
| Ontario-Upland | 136 | 37 | 27.1 |
| Orange Co. (Anaheim) | 219 | 38 | 17.2 |
| Orange Co. (Costa Mesa) | 82 | 8 | 10.3 |
| Orange Co. (Santa Ana) | 204 | 91 | 44.5 |
| Oxnard | 108 | 48 | 44.4 |
| Pasadena | 118 | 22 | 18.4 |
| Pomona | 93 | 28 | 30.5 |
| Riverside | 171 | 28 | 16.2 |
| Sacramento | 276 | 39 | 14.2 |
| Salinas | 80 | 31 | 38.1 |
| San Bernadino | 119 | 30 | 25.4 |
| San Diego | 876 | 13 | 14.9 |
| San Francisco | 679 | 84 | 12.3 |
| San Jose | 630 | 140 | 22.3 |
| Santa Barbara | 75 | 17 | 22.2 |
| Santa Monica | 88 | 11 | 13.0 |
| Stockton | 150 | 33 | 22.1 |
| Whittier | 69 | 16 | 23.4 |

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 4,328 | 5,211 | 12,916 |
| General Mdse | 10,554 | 13,946 | 27,400 |
| Food | 17,267 | 27,688 | 46,502 |
| Automobiles | 16,232 | 21,488 | 54,374 |
| Gasoline Stations | 5,733 | 10,531 | 13,774 |
| Apparel | 3,766 | 6,182 | 11,648 |
| Furniture | 4,341 | 5,914 | 14,176 |
| Eat-Drink Places | 8,052 | 13,416 | 26,639 |
| Drugs | 3,040 | 5,142 | 9,986 |
| TOTAL SALES | 81,058 | 123,946 | 240,456 |

## ALAMEDA

**1 - LOCATION:** Alameda County, E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

**2 - TRANSPORTATION: Railroads**-Alameda Belt Line; WP.
**Motor Freight Carriers**-15.
**Passenger and Freight Steamship Lines**-46.
**Intercity Bus Lines**-A/C Transit District.
**Airlines**-Those using Oakland Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 63,852; E&P 89 Est. 63,508
County 80 Cen. 1,104,759; E&P 89 Est. 1,316,120
CZ-ABC: (80) 63,852
PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672

**4 - HOUSEHOLDS:**
City 80 Cen. 26,517; E&P 89 Est. 24,498
CZ-ABC: (80) 26,517
County 80 Cen. 402,092; E&P 89 Est. 448,399
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Sav. | 11 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** Residence 25,611

**8 - GAS METERS:** Residence 23,248

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
**Principal Industrial Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore. Retail Ctr. at foot of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
**Neighborhood Shopping Centers**-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| South Shore(88) | 1 | JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less |
| Fernside(16) | NA | Payless Drug, Alpha Beta |
| Marina Vlg.(30) | 1 | Long Drugs, Lucky's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mervyn's.
**Variety Stores**-Woolworth; Sprouse-Reitz.
**Chain Drug Stores**-Long's 3; Walgreens; Nelson's; Pay Less.
**Chain Supermarkets**-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; William Bros.; Alpha Beta; Chestnut-Encinal.
**Other Chain Stores**-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney; Ross.

**14 - NEWSPAPERS:** TIMES-STAR (m) 7,040; (S) 5,648; Mar.31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sharon Kinkade, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
**National Representatives**: Landon Associates; Long & Associates; U.S. Suburban Press.

### ANAHEIM
### See ORANGE COUNTY

## ANTIOCH

**1 - LOCATION:** Contra Costa County (In Oakland PMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

**2 - TRANSPORTATION: Railroads**-SP; Santa Fe; River Lines (boat, freight).
**Intercity Bus Lines**-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

**3 - POPULATION:**
Corp. City 80 Cen. 43,559; E&P 89 Est. 61,527
NDM-ABC: (80) 62,464
County 80 Cen. 657,252; E&P 89 Est. 828,552
PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,227; E&P 89 Est. 21,258
County 80 Cen. 241,805; E&P 89 Est. 299,569
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709
NDM-ABC: (80) 22,114

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 6 | $118,795,000 |
| Savings & Loan | 6 | $95,422,000 |

**6 - PASSENGER AUTOS:** County 490,000

**7 - ELECTRIC METERS:** Residence 18,020

**8 - GAS METERS:** Residence 13,592

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chem. 385 (2); Gypsum Prods. 150 (1); Gas & Electric Power 100 (1); Fruit/Veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft, from San Joaquin River; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Downtown area, 45 in 4-block trading area.

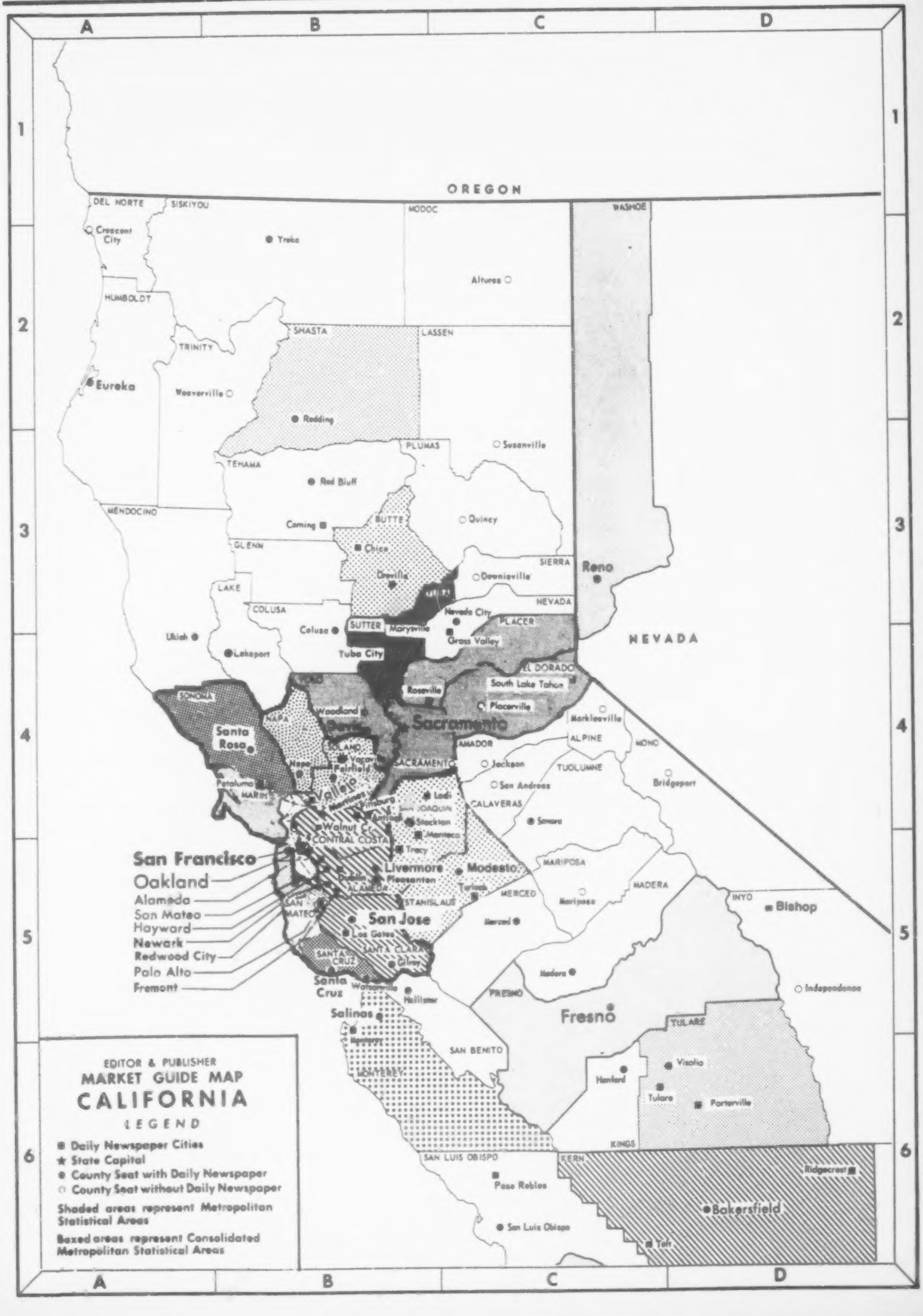
**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Antioch(18) | NA | Lucky Stores |
| Antioch Sq.(15) | NA | Hilson's |
| County East(50) | NA | Sears, Safeway, JCPenney, Mervyn's, Mont. Ward |
| Lone Tree(8) | NA | Savings Center |
| K mart(8) | NA | K mart, Liquor Barn |
| Raleys(21) | NA | Raleys |
| Somersville Ctr.(8) | NA | Green's TV |
| Lone Tree Plz.(7) | NA | Beverly's Fabrics |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Wed. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Hilson's; Wards; Mervyn's; JCPenney.
**Discount Stores**-Payless; K mart; Handyman.
**Chain Supermarkets**-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
**Chain Drug Stores**-Long's; Raley's; Payless.
**Other Chain Stores**-Firestone; Grand Auto; Goodyear; Payless Paint.

**14 - NEWSPAPERS:** LEDGER (e-mon to fri) 15,211; LEDGER/POST DISPATCH (m-sat) 22,225;


A
B
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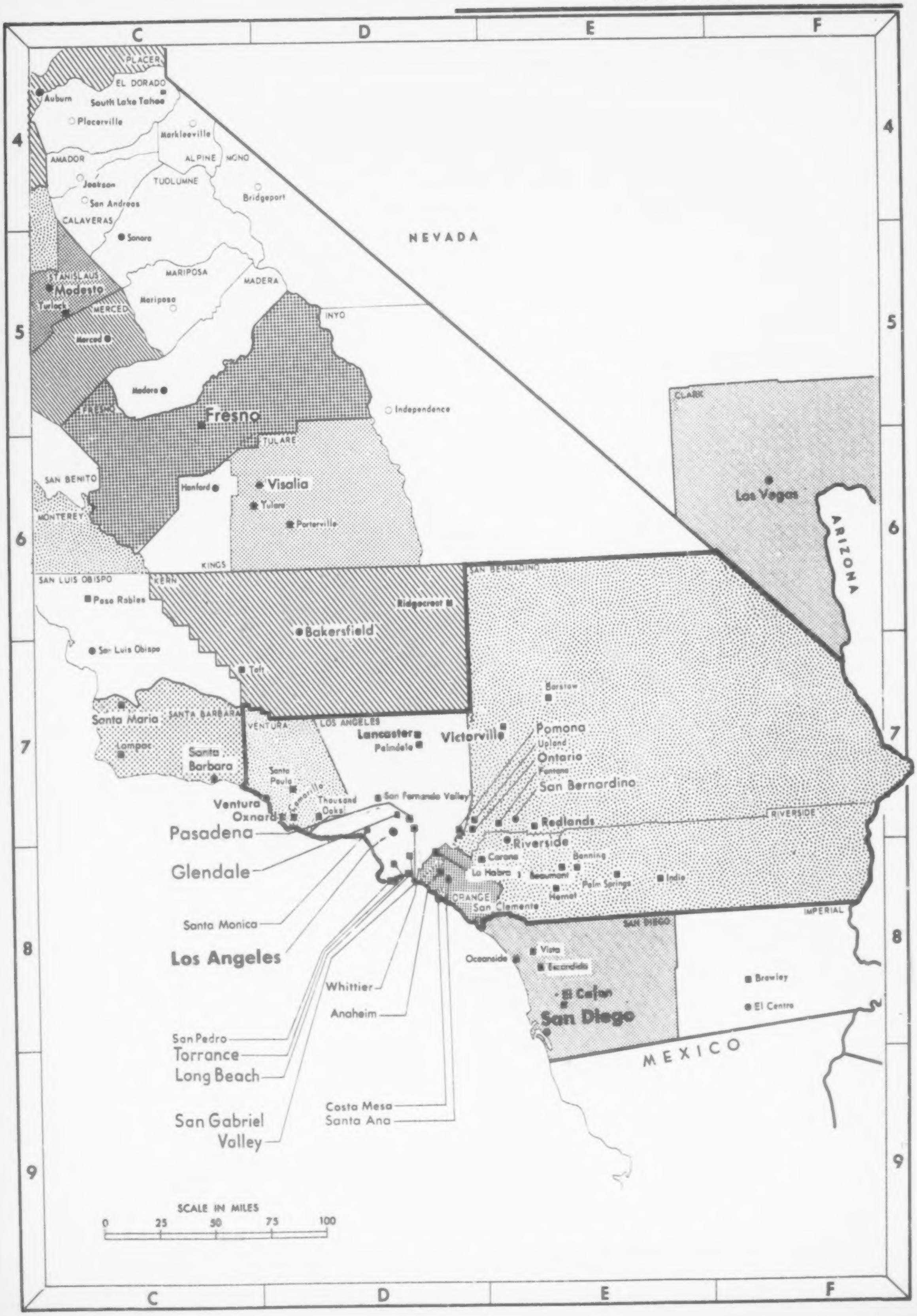
OREGON
NEVADA
DEL NORTE
SISKIYOU
MODOC
WASHOE
Crescent City
Yreka
Alturas
HUMBOLDT
SHASTA
LASSEN
TRINITY
Eureka
Weaverville
Redding
PLUMAS
Susanville
TEHAMA
Red Bluff
MENDOCINO
Corning
BUTTE
Quincy
GLENN
Chico
Reno
Oroville
Downieville
SIERRA
LAKE
YUBA
COLUSA
NEVADA
Nevada City
Colusa
SUTTER
Marysville
Grass Valley
PLACER
Ukiah
Lakeport
Yuba City
EL DORADO
South Lake Tahoe
Roseville
SONOMA
Placerville
Markleeville
NAPA
Woodland
Davis
Sacramento
ALPINE
Santa Rosa
AMADOR
MONO
SOLANO
Vacaville
SACRAMENTO
Jackson
Napa
Fairfield
TUOLUMNE
Bridgeport
Petaluma
San Andreas
MARIN
Vallejo
Martinez
Pittsburg
Lodi
SAN JOAQUIN
CALAVERAS
Antioch
Stockton
Sonora
Walnut Cr.
Manteca
CONTRA COSTA
Tracy
San Francisco
Livermore
Modesto
MARIPOSA
Oakland
Dublin
Pleasanton
ALAMEDA
Turlock
MERCED
MADERA
Alameda
SAN MATEO
STANISLAUS
Mariposa
San Mateo
San Jose
INYO
Bishop
Hayward
Merced
Los Gatos
Newark
Redwood City
SANTA CRUZ
SANTA CLARA
Gilroy
Palo Alto
Madera
Fremont
Santa Cruz
Watsonville
Hollister
Independence
FRESNO
Salinas
Fresno
Monterey
TULARE
SAN BENITO
MONTEREY
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Ridgecrest
Paso Robles
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
Bridgeport
San Andreas
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
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INYO
Madera
FRESNO
Fresno
Independence
TULARE
CLARK
SAN BENITO
Hanford
Visalia
Tulare
Porterville
Las Vegas
MONTEREY
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNADINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Lancaster
Victorville
Pomona
Lompoc
Palmdale
Upland
Santa Barbara
Ontario
Fontana
Santa Paula
Camarillo
San Bernardino
Ventura
Thousand Oaks
San Fernando Valley
Oxnard
Redlands
RIVERSIDE
Pasadena
Riverside
Corona
Banning
Glendale
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
SAN DIEGO
Santa Monica
Vista
Oceanside
Escondido
Los Angeles
Brawley
Whittier
El Cajon
Anaheim
El Centro
San Diego
San Pedro
Torrance
MEXICO
Long Beach
San Gabriel Valley
Costa Mesa
Santa Ana
SCALE IN MILES
0
25
50
75
100

(S) 22,510; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Smith, Gen. Mgr., LEDGER/POST DISPATCH, 1650 Cavallo Rd.; PO Box 2299, Antioch, CA 94509; Tel. (415) 757-2525.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

## AUBURN

**1 - LOCATION:** Placer County, E&P Map C-4 (In Sacramento MSA), County Seat. Mountain resort. Gold mines, fruits, cattle, tourism. 35 mi. NE of Sacramento on I-80.

**2 - TRANSPORTATION: Railroad**-Southern Pacific.

**Intercity Bus Lines**-Greyhound, Continental Trailways.

**Airlines**-Served by all major airlines through Sacramento Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 7,540; E&P 89 Est. 9,150
NDM-ABC: (80) 36,043
County 80 Cen. 117,247; E&P 89 Est. 167,499
MSA 80 Cen. 1,099,814; E&P 89 Est. 1,407,027

**4 - HOUSEHOLDS:**

City 80 Cen. 3,188; E&P 89 Est. 3,801
NDM-ABC: (80) 13,551
County 80 Cen. 42,732; E&P 89 Est. 61,369
MSA 80 Cen. 416,356; E&P 89 Est. 559,250

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 552,402

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining, Agric., Forestry; Farming; Computers.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Auburn Ravine(18) | 2 | Raley's Drug & Mkt. |
| Auburn Town Ctr. | 1 | Longs, Lucky's Mkt. |
| Palm Center(10) | 1 | Lumberjack |
| Sierra Elm Ctr.(9) | 1 | Alpine Mkt. |
| Rock Creek(29) | 2 | K mart, Payless |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Shopping centers every evening until 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Daughtry's; Lumberjack.

**Discount Stores**-Payless; K mart; Long's.

**Chain Drug Stores**-Raley's; Long's; Payless; Thrifty.

**Chain Supermarkets**-Lucky's; Raley's, Alberton's; Safeway.

**Other Chain Stores**-Hallmark; Baskin Robbins; Radio Shack; Beno's; Payless Shoes; Carpet Town; Sears (catalog).

**14 - NEWSPAPERS:** JOURNAL (m-mon to fri) 12,768; (S) 13,166; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jane Ellis, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656; FAX (916) 885-4902.

**National Representatives**. U.S. Suburban Press; Papert Companies.

## BAKERSFIELD

**1 - LOCATION:** Kern County, (In Bakersfield MSA), E&P Map D-6, County Seat. 110 mi. N of Los Angeles; 286 mi. S of San Francisco; on Hwy. 99.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe; Amtrak, junction for use of single track over Tehachapi Mountains to Los Angeles.

**Motor Freight Carriers**-37.

**Intercity Bus Lines**-Greyhound; Continental Trailways, Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.

**Airlines**-American; United; West Air; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 105,611; E&P 89 Est. 147,597
CZ-ABC: (80) 219,883
RTZ-ABC: (80) 183,206
County/MSA 80 Cen. 406,327; E&P 89 Est. 516,890
City & RTZ-ABC: (80) 403,089

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 39,602; E&P 89 Est. 56,588
County/MSA 80 Cen. 139,811; E&P 89 Est. 203,069
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,811

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 25 | $415,249,000 |
| Commercial | 60 | $875,327,000 |

**6 - PASSENGER AUTOS:** County 249,021

**7 - ELECTRIC METERS:** Residence 138,900

**8 - GAS METERS:** Residence 61,517

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prods. 275 ($162); Printing & Pub. 503 ($184); Chem. 335 ($223); Primary Metal 378 ($184); Metal Prods. 703 ($187); Cement Prods. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

**11 - TAP WATER:** Alkaline; city wells vary, but water is generally hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockdale Hwy. & California Ave.; East Hills Mall Hwy. 178 & Mt. Vernon.

**Neighborhood Shopping Centers**-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Downtown(40) | NA | |
| Benton Pk.(14) | NA | Thrifty, Lucky's |
| Brundage(14) | NA | Thrifty, Alpha Beta |
| College Ctr.(12) | NA | JCPenney |
| Hillcrest(10) | NA | Thrifty |
| Stockdale Vlg.(22) | NA | Von's, Longs Drug, Hallmark |
| Stockdale West(22) | NA | Martin's Pharmacy |
| Valley Plz.(75) | NA | Sears, Gottschalks, Broadway, Payless, May Co., Penney's |
| Westchester(14) | NA | Mont. Ward, Thrifty Drug |
| East Hill Mall(52) | NA | |
| Ming Plz.(15) | NA | |
| Mervyn's Plz.(10) | NA | Mervyn's, Builder's Emporium |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Gottschalks 2; Sears; Montgomery Ward; JCPenney 2;Broadway; May Co.; Mervyn's 2; Gemco.

**Discount Stores**-K mart 3; Pic 'N Save 2; Target.

**Variety Stores**-Cornet 2; Newberry 2; TG&Y 2; Ted's; Woolworth 2.

**Chain Drug Stores**-Thrifty 6; Longs Drug 8; El Tejon 3; Rufener's 3; Payless 3.

**Chain Supermarkets**-Albertson's 3; Young's 3; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 17.

**Other Chain Stores**-Levitz; Best; Builders' Square; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furn.; Sackett & Peters; Shoe Stop; Standard Brands; Winston Tire; Sofa Factory; Federated.

**14 - NEWSPAPERS:** CALIFORNIAN (m) 82,248; (S) 90,546; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Mohr, Adv. Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93302; Tel. (805) 395-7225.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## BANNING

**1 - LOCATION:** Riverside County (In Riverside-San Bernardino PMSA), E&P Map E-7, in San Gorgonio Pass.

**2 - TRANSPORTATION:** N.A.

**3 - POPULATION:**

Corp. City 80 Cen. 14,020; E&P 89 Est. 16,933
County 80 Cen. 670,838; E&P 89 Est. 918,949
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

**Demographic Information for county available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,356; E&P 89 Est. 6,373
County 80 Cen. 243,019; E&P 89 Est. 335,381
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** (3 Cities) 7,400

**8 - GAS METERS:** (3 Cities) 11,600

**9 - PRINCIPAL INDUSTRIES:** Milling; Electronics; Shirt Making; Poultry Proc.; Ceramics; Motor Homes; Copper Foil Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Natural fluorides.

**12 - RETAILING: Shopping Centers**-Plaza; Stagecoach Plaza; Beaumont Plaza Center.

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Coronet; K mart.

**Chain Drug Stores**-Thrifty; O'Briens; Beaumont Rexall.

**Other Chain Stores**-Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

**14 - NEWSPAPERS:** RECORD-GAZETTE (e-mon to fri) 3,042; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Charles R. Freeman, Pub., RECORD-GAZETTE, PO Box 727, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.

**National Representatives**. Papert Companies.

## BARSTOW

**1 - LOCATION:** San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.

**Motor Freight Carriers**-6. Overnight delivery to Los Angeles.

**Intercity Bus Lines**-Greyhound; Orange Belt; Continental Trailways.

**Airlines**-Charter; commercial links to L.A.

**3 - POPULATION:**

Corp. City 80 Cen. 17,690; E&P 89 Est. 20,859
County 80 Cen. 902,364; E&P 89 Est. 1,208,528
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

**4 - HOUSEHOLDS:**

City 80 Cen. 6,174; E&P 89 Est. 7,287
County 80 Cen. 308,062; E&P 89 Est. 467,139
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 664,598

**7 - ELECTRIC METERS:** Residence 11,500

**8 - GAS METERS:** Residence 8,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly av.).

**11 - TAP WATER:** Hardness, 175 p.p.m., not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Barstow Mall(34) | NA | Sears, K mart, Rude's Dept. |
| Yucca Main(24) | NA | Von's Super Mkt., Thrifty Drug, Safeway |
| Desert Plaza(12) | NA | Sav-On, TG&Y |
| East Main(8) | NA | Sears |
| Williams St. | NA | |

**Principal Shopping Days**-Thur., Fri., Mon.

**Stores Open Evenings**-Fri. until 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Rude's; Sears; K mart.

**Variety Stores**-Sav-On; Sprouse-Reitz; TG&Y.

**Discount Stores**-H&E Home Builders City; K mart.

**Chain Drug Stores**-Safeway; Thrifty.

**Chain Supermarkets**-Safeway; Von's; Stater Bros.

**Other Chain Stores**-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's; Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire; Erik's Sleep Shop; Barstow Furn.

**14 - NEWSPAPERS:** DESERT DISPATCH (e) 5,249; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ed Grantski, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.

**National Representative**: Papert Companies.

## BRAWLEY

**1 - LOCATION:** Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86, 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles, 120 mi. E of San Diego.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Skywest.

**3 - POPULATION:**

Corp. City 80 Cen. 14,946; E&P 89 Est. 16,631
NDM-ABC: (80) 24,865
County 80 Cen. 92,550; E&P 89 Est. 110,205

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,659; E&P 89 Est. 5,639
County 80 Cen. 28,157; E&P 89 Est 49,046
NDM-ABC: (80) 7,614

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 2 | N.A. |
| Thrift | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 57,368

**7 - ELECTRIC METERS:** County Residence 33,927

**8 - GAS METERS:** County Residence 16,670

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gympsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

**11 - TAP WATER:** Alkaline, very hard; 950 (ppm), not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
**Shopping Centers**-Rio Vista Plaza (8 stores-I.V. Farm, Thrifty Drug); Downtown area; Cudad Plaza.

**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-National; McMahan's; Imperial Hdwe.
**Variety Stores**-J.J. Newberry.
**Drug Stores**-Adams; Thrifty; White Cross.
**Chain Supermarkets**-Vons; Cook's; I.V. Farms (IGA); Rancho; Westmorland 2; La Providencia.
**Other Chain Stores**-Kennedy's Goodyear; Kragen Auto Parts; Valley Auto Supply; Dorman's; Auto Parts; Chief Auto Parts; O.K. Rubber; Firestone.

**14 - NEWSPAPERS:** NEWS (e) 5,629; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John Yanni, Adv., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (619) 344-1220; FAX (619) 344-1383.
**National Representative**: Branham/Newspaper Sales.

## CAMARILLO

**1 - LOCATION:** Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-13.
**Airlines**-Hughes Air West; Golden West.

**3 - POPULATION:**
Corp. City 80 Cen. 37,797; E&P 89 Est. 56,589
NDM-ABC: (80) 51,807
County/PMSA 80 Cen. 534,558; E&P 89 Est. 671,783

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,298; E&P 89 Est. 20,941
County/PMSA 80 Cen. 173,254; E&P 89 Est. 268,303
NDM-ABC: (80) 17,252

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 7,151

**8 - GAS METERS:** Residence 5,934

**9 - PRINCIPAL INDUSTRIES:** Electronics; Citrus Prods.; Rock Prods.; Vegetables; Cattle.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

**11 - TAP WATER:** Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Center**-Ventura Blvd., 5 blocks, N & S sides (40 units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ponderosa(29) | | Von's, Sears, Thrifty |
| Camarillo Vlg.(16) | NA | Alpha Beta |
| Los Posas Plz (30) | NA | Safeway |
| Carmen Plz (20) | NA | Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost |
| Central Plz. | NA | K mart, Ralph's, Long's Drug |
| Conejo Vlg.(13) | 7 | Von's |
| Pleasant Valley | 8 | Safeway |
| Hughes | 9 | Hughes Mkt. |
| The Esplanade(80) | 7 | Sears, May Co. |
| The Oaks(140) | 7 | Robinson's, Broadway, May Co. |
| Oxnard-Super | 10 | Mayfair, Thrifty |
| Fremont Sq.(30) | 12 | Food Giant |
| Buenaventura(54) | 13 | Mont. Ward, Von's, Broadway |
| Plaza | 13 | Von's, Safeway |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
**Discount Stores**-K mart; Gemco; Best.
**Variety Stores**-Sprouse-Reitz.
**Chain Drug Stores**-Thrifty; Sav-On; Long's; Clark's.
**Chain Supermarkets**-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

**14 - NEWSPAPERS:** NEWS (m) 10,690; (S) 11,087, Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 1000 Avenida Acaso, Camarillo, CA 93011; Tel. (805) 987-5001.
**National Representative**: Landon Associates.

## CHICO

**1 - LOCATION:** Butte County (In Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound.
**Airlines**-West Air.

**3 - POPULATION:**
Corp. City 80 Cen. 26,603; E&P 89 Est. 31,438
NDM-ABC: (80) 127,024
County/MSA 80 Cen. 145,449; E&P 89 Est. 179,565

**4 - HOUSEHOLDS:**
City 80 Cen. 10,524; E&P 89 Est. 12,583
County/MSA 80 Cen. 56,904; E&P 89 Est. 59,076
NDM-ABC: (80) 49,935

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 10 | $72,830,000 |
| Commercial | 15 | $311,692,000 |

**6 - PASSENGER AUTOS:** County 98,518

**7 - ELECTRIC METERS:** Chico Div. 35,070

**8 - GAS METERS:** Chico Div. 25,318

**9 - PRINCIPAL INDUSTRIES:** (Butte County) Industry, No. of Wage Earners-Agric. 3,200; Food Proc. 1,225; Ret. Trade 9,600; Gov't/Educ. 8,600; Hospitals 2,400; Constr. & Mining 1,775; Total labor force 66,838.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Av. Annual Temp.-63. Summer high-105; Winter low-20. Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
**Neighborhood Shopping Centers**-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohasset; Esplanade and Cohasset Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Almond Orchard(29) | 4 | Radio Shack |
| Park Plaza(13) | 1 | Safeway, Thrifty Drug, Payless, Radio Shack |
| Mangrove Plaza(10) | 1 | |
| North Valley Plaza(56) | 4 | K mart, Lucky Mkt., Long's, Mervyn's, Mont. Ward, JCPenney |

**Principal Shopping Days**-Fri., Sat. Chico Mall, Chico 90 Stores; 2 miles from downtown; Principle Stores: Copeland Sports; Crescent Jewelers; Sears; Gottschalbs; Troutmans; Fred Meyer Jewelers; Hudson Goodman Jewelers; Longs Drug; Merksamer Jewelers; Waldens Books; Fredericks of Hollywood.
**Stores Open Evenings**-Mon. through Fri.
**Stores Open Sundays**-Supermarkets; all major chain stores.

**13 - RETAIL OUTLETS: Department Stores**-Bradley's; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Target; Ross; Gottschalks; Troutmans.
**Chain Drug Stores**-Lee (Rexall); Long's; Payless; Thrifty; Raleys Superstore.
**Chain Supermarkets**-Safeway 3; Holiday 3; Lucky Mkt.; Raley's.
**Other Chain Stores**-Firestone; McMahan's (furniture); Sherwin-Williams; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handy Andy; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Big 5 Sporting; McCurry Camera; Wherehouse Entertainment; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Miller's Outpost; House of Fashions; Tower Books/Records; Big O Tires.

**14 - NEWSPAPERS:** ENTERPRISE-RECORD (e) 28,758; (S) 28,435; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Milton Moore, Adv. Dir., ENTERPRISE-RECORD, 400 E. Park Ave.; PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
**National Representative**: Papert Companies.

## COLUSA

**1 - LOCATION:** Colusa County, E&P Map B-3. County Seat. On Sacramento River, 45 mi. NW of Sacramento; 29 mi. W of Marysville.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Delta Freight Line.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 4,075; E&P 89 Est. 4,824
County 80 Cen. 12,792; E&P 89 Est. 14,959

**4 - HOUSEHOLDS:**
City 80 Cen. 1,528; E&P 89 Est. 1,850
County 80 Cen. 4,690; E&P 89 Est. 5,709

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 5 | $15,000,000 |
| Commercial | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 8,726

**7 - ELECTRIC METERS:** County 6,850

**8 - GAS METERS:** County 3,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food (Seasonal) 150-2,000; Cable Equip. 300.
**Principal Pay Days**-1st & 15th; Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Market; 3 on Fifth; 2 on Sixth.
**Neighborhood Shopping Centers**-2 blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Worsley's.
**Variety Stores**-X.S.
**Chain Supermarkets**-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
**Other Chain Stores**-Western Auto; Diamond National; Montgomery Ward; Sears (catalog).

**14 - NEWSPAPERS:** SUN-HERALD (e-mon to fri) 3,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Darell Phillips, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
**National Representative**: None.

## CORNING

**1 - LOCATION:** Tehama County, E&P Map B-3. Residential center, 114 mi. NNW of Sacramento; 169 mi. N of San Francisco; 5 mi. W of Sacramento River. Interstate 5.

**2 - TRANSPORTATION: Railroad**-Southern Pacific.
**Bus Lines**-Greyhound.
**Airlines**-Charter Air Service.

**3 - POPULATION:**
Corp. City 80 Cen. 4,745; E&P 89 Est. 5,583
County 80 Cen. 38,888; E&P 89 Est. 46,233

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,850; E&P 89 Est. 2,147
County 80 Cen. 14,538; E&P 89 Est. 16,633

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 24,881

**7 - ELECTRIC METERS:** Residence 2,263

**8 - GAS METERS:** Residence 2,115

**9 - PRINCIPAL INDUSTRIES:** Olive Packing; Lumbering; Wood Working; Tourism; Truck Stops; Hunting & Fishing.

**10 - CLIMATE:** Max. Temp. 121; Min. Temp. 16.

**11 - TAP WATER:** Alkaline, medium.

**12 - RETAILING: Principal Shopping Center**-Solano St; Ohre Plaza; Heritage Square.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Sundays**-Grocery; Drug; Restaurants.

**13 - RETAIL OUTLETS: Department Stores**-Mari's; Petro Plaza Store; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
**Variety Stores**-Sprouse-Reitz; Babb's Variety; Coronet.
**Chain Supermarkets**-Safeway; Holiday; Nu-way.

**14 - NEWSPAPERS:** OBSERVER (e-mon to fri) 2,320; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Dorth Foster, Adv. Dir., OBSERVER, 710 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
**National Representative**: None.

## CORONA

**1 - LOCATION:** Riverside County, E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus ctr. with allied industries. Mining, agric., dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

**2 - TRANSPORTATION: Railroads**-Santa Fe

**Motor Freight Carriers**-75.

**Intercity Bus Lines**-Greyhound; RTD; Dial-A-Ride.

**Airlines**-Ontario Intl. Airport 15 mi NW-13 airlines; Riverside Municipal Airport 10 mi NE-Desert Sun Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 37,791; E&P 89 Est. 49,524
County 80 Cen. 670,838; E&P 89 Est. 918,949
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

**4 - HOUSEHOLDS:**

City 80 Cen. 11,964; E&P 89 Est. 15,445
County 80 Cen. 243,019; E&P 89 Est. 335,381
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** Residence 12,836

**8 - GAS METERS:** Residence 12,875

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Mfg. 1,500 ($300); Servs., Ret. Trade.

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

**11 - TAP WATER:** Neutral, hard

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St., 5 blocks o[illegible]h St

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Tyler Mall(83) | NA | Broadway, JCPenney, May Co. |
| Butterfield Stage Sq.(35) | NA | Alpha Beta, Miller's Outpost, Mervyn's |
| Corona Plaza(13) | NA | Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros. |
| Corona Mall(70) | NA | Emerson Pauly, Radio Shack |
| North Mall | NA | Albertson's, Osco Drug, K mart |
| Town & Country(9) | NA | Alpha Beta |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon.-Fri.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Mervyn's; Miller's Outpost.

**Variety Stores**-Sprouse-Reitz; McCrory's.

**Discount Stores**-Builder's Emporium; McCrory's.

**Chain Supermarkets**-Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.

**Other Chain Stores**-McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Goslin Tire; Chief Auto Supply; Winston Delta Tire; Osco Drug.

**14 - NEWSPAPERS:** INDEPENDENT (e-mon to fri) 4,692; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: John Wells, Adv. Dir., INDEPENDENT, 823 S. Main St.; PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.

**National Representative**: None.

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## COSTA MESA
**See ORANGE COUNTY**

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## COVINA
**See SAN GABRIEL VALLEY**

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## DAVIS

**1 - LOCATION:** Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak; Transcontinental

**Intercity Bus Lines**-Greyhound; UCD London Bus System.

**Airlines**-All major airlines at Sacramento Metro Airport (20 mi.)

**3 - POPULATION:**

Corp. City 80 Cen. 36,640; E&P 89 Est. 49,403
County 80 Cen. 113,601; E&P 89 Est. 134,505
MSA 80 Cen. 1,107,363; E&P 89 Est. 1,407,027

**4 - HOUSEHOLDS:**

City 80 Cen. 14,041; E&P 89 Est. 18,492
County 80 Cen. 41,304; E&P 89 Est. 45,388
MSA 80 Cen. 416,356; E&P 89 Est. 559,250

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 70,325

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lucky Ctr.(10) | NA | Lucky Grocery Store |
| Davis Manor(8) | NA | Albertson's, Grand Auto |
| G Street Mall(7) | NA | Radio Shack |
| University Mall(22) | NA | Pay 'N Save, Safeway |
| Oak Tree Plz.(11) | NA | Long's Drug, Safeway |
| South Davis(7) | NA | Nugget Mkt. |

**13 - RETAIL OUTLETS: Department Stores**-Winger's; Lawrence's; Sears.

**Chain Drug Stores**-Pay 'N Save; Long's.

**Chain Supermarkets**-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 10,300; Dec. 31, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Alison Perkes-Felcher, Adv. Dir., ENTERPRISE, P.O. Box 1470, Davis, CA 95616; Tel. (916) 756-0800

**National Representative**: U.S. Suburban Press.

## EL CAJON

**1 - LOCATION:** San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

**2 - TRANSPORTATION: Railroads**-Amtrak. (Motor Freight Lines)-14.

**Intercity Bus Lines**-San Diego Transit System; Trailways; Greyhound.

**Airlines**-American; Continental; Delta; PSA; Sun-Aire; United; C&M; Southwest; America West; Republic; Ozark; Imperial; TWA; Pan Am; Eastern; Mexicana.

**3 - POPULATION:**

Corp. City 80 Cen. 73,892; E&P 89 Est. 92,392
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 185,154
County 80 Cen. 1,872,741; E&P 89 Est. 2,351,774
MSA 80 Cen. 1,872,741; E&P 89 Est. 2,351,774
City & RTZ-ABC: (80) 303,753

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 28,464; E&P 89 Est. 35,005
MSA 80 Cen. 670,094; E&P 89 Est. 862,454
County 80 Cen. 670,094; E&P 89 Est. 798,514
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 69,448
City & RTZ-ABC: (80) 113,558

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 14 | N.A. |
| Savings & Loan | 16 | N.A. |

**6 - PASSENGER AUTOS:** County 1,347,917

**7 - ELECTRIC METERS:** 125,983

**8 - GAS METERS:** 86,968

**9 - PRINCIPAL INDUSTRIES:** Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

**10 - CLIMATE:** Av. Annual Temp.-62.4. Mild climate year round.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bostonia(9) | NA | |
| El Cajon(18) | NA | Von's, Target |
| El Cajon II(8) | NA | Safeway, Thrifty Drug |
| Fletcher Hills(42) | NA | Discount Fabrics, Checker Auto |
| Madison Plaza(10) | NA | Alpha Beta, TG&Y |
| Parkway Plz.(115) | NA | Sears, Woolworth, May Co. |
| Town & Country(15) | NA | Von's |
| Valley Chase | NA | TG&Y |
| 1st & Main | NA | Food Basket, Sav-On |
| Grossmont(107) | NA | Broadway, Mont. Ward, Food Basket, Bullocks, Buffums |
| College Grove | NA | Long's, Mervyn's, Safeway, JCPenney |
| E. Main Plaza | NA | Food Basket, Rexall |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur., & Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Focus; Montgomery Ward; Broadway; Sears; Furniture 2000; May Co.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ctr.

**Discount Stores**-Gemco; K mart; Best Co.; Federated; Home Club; Price Club; Home Depot; Paint Factory.

**Variety Stores**-TG&Y; Woolworth; Moskatel's; Target.

**Chain Drug Stores**-Thrifty; Long's; Sav-On; Payless; Knapp; Target.

**Chain Supermarkets**-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Boneys; Target; Ralph's.

**Other Chain Stores**-Auto Accessories: Dorman's, Pep Boys, Firestone, Western Auto, Goodyear, Checker Auto, Chief Autc Parts, Kragen, Car Quest; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Furniture 2000, Jerome's, Family Furniture, La-z-Boy; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade; Silo; 7-Eleven; Circle K; AM-PM Mini Mkts.

**14 - NEWSPAPERS:** CALIFORNIAN (e) 20,327; (S) 20,702; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Arthur Phelps, Natl./Co-op. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way; P.O. Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.

**National Representatives**: U.S. Suburban Press; Papert Companies.

## EL CENTRO

**1 - LOCATION:** Imperial County, E&P Map F-8. 115 mi. E of San Diego. 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111, 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja CA.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; San Diego & Arizona Eastern (freight only).

**Motor Freight Carriers**-45.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Sunaire (commuter).

**3 - POPULATION:**

Corp. City 80 Cen. 23,996; E&P 89 Est. 28,589
NDM-ABC: (80) 51,567
County 80 Cen. 92,550; E&P 89 Est. 110,205

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,783; E&P 89 Est. 9,693
County 80 Cen. 20,157; E&P 89 Est. 49,046
NDM-ABC: (80) 15,290

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | N.A. |
| Commercial | 6 | $259,430,000 |

**6 - PASSENGER AUTOS:** County 57,368

**7 - ELECTRIC METERS:** County 33,927

**8 - GAS METERS:** County 16,670

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St. plus 5 shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| El Centro(22) | NA | Sears, Mervyns, Zale's, Miller's Outpost |
| Valley Plaza(50) | NA | Woolworth, JCPenney, Kinney Shoes |

**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost; Roberts.

**Variety Stores**-Woolworth; Six Star.

**Chain Drug Stores**-Thrifty; Rexall; El Centro 2; Long's.

**Chain Supermarkets**-Vons; Cook's 3.

**Other Chain Stores**-Town Shop; Payless Shoes; McMahan; Firestone; Imperial 3; Goodyear; Kragen Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's; Kids Mart; Clothesline; Kay Bee Toys; Rent To Own.

**14 - NEWSPAPERS:** IMPERIAL VALLEY PRESS (e-mon to fri) 11,898; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Yanni, Adv. Mgr., IMPERIAL VALLEY PRESS, 205 N. 8th St.; P.O. Box 2770, El Centro, CA 92244; Tel. (619) 352-2211; FAX (619) 353-3003.

**National Representative**: Branham/Newspaper Sales.

## ESCONDIDO

**1 - LOCATION:** San Diego County (In San Diego MSA). E&P Map E-8. Commercial, Fin., light indust., high tech, agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

**2 - TRANSPORTATION: Railroads**-AT & Santa Fe.

**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.
**Airlines**-29 mi. to San Diego Intl. Airport

**3 - POPULATION:**
Corp. City 80 Cen. 64,355; E&P 89 Est. 91,039
CZ-ABC: (80) 104,190
RTZ-ABC: (80) 138,175
County/MSA 80 Cen. 1,872,741; E&P 89 Est. 2,351,774
City & RTZ-ABC: (80) 242,365
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 24,501; E&P 89 Est. 34,848
County/MSA 80 Cen. 670,094; E&P 89 Est. 862,454
CZ-ABC: (80) 38,559
RTZ-ABC: (80) 48,825
City & RTZ-ABC: (80) 87,384

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 79 | N.A. |
| Savings & Loan | 67 | N.A. |

**6 - PASSENGER AUTOS:** County 1,347,917

**7 - ELECTRIC METERS:** Residence 34,206

**8 - GAS METERS:** Residence 22,926

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aircraft Tools 250; Bldg. Materials Mfg. 200; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 350; Machine Prods. 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prods. Res. 115; Misc. 282. Total 133 Industrial Plants.
**Principal Industrial Pay Days**-Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Pkwy.; 8 on W. Valley Pkwy.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Pkwy.; North County Fair, 83 acres, on I-15 and Via Rancho Pkwy., 190 stores and restaurants; Escondido Promenade, acres at I-15, W. Valley Pkwy.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Escondido(12) | NA | Thrifty Drug, Alpha Beta |
| Escondido Sq. | NA | Thrifty Drug, Food Basket |
| Escondido Mall(75) | NA | Miller's Outpost, Fedco Wherehouse |
| Felicita Plz.(26) | NA | Von's |
| Felicita Vlg.(40) | NA | Von's |
| Midtown Plz.(16) | NA | Mont. Ward, Ross, Newberry |
| Town & Country | NA | Long's Drugs, Pic 'N Save |
| Trafalgar Sq.(15) | NA | Century 21, Cal Stores |
| Valley Plaza(20) | NA | |
| The Vineyard(65) | NA | Sam Goody's, Acapulco |
| Washington Sq.(14) | NA | |
| Del Norte | NA | Von's, Osco, Newberry's |
| Ferrara Plz. | NA | Vons, Osco |
| Plaza Las Palmas | NA | Federated, Marshall's |
| Escondido Promenade | NA | Mervyn's, Target |

**Principal Shopping Days**-Sun., Fri., Sat.
**Stores Open Evenings**-Major stores-every week night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Walker Scott; K mart; Montgomery Ward; May Co.; Nordstrom; Robinson's; Mervyn's; Target; Fedco; Broadway; Boston Stores.
**Variety Store**-Newberry's.
**Discount Store**-Pic 'N Save.
**Chain Drug Stores**-Thrifty; Osco; Long's.
**Chain Supermarkets**-Vons 5; 7-Eleven 6; Lucky; Alpha Beta; Albertson's; Ralph's; Fedco; AM/PA Mini Market; Big Bear.
**Other Chain Stores**-McMahan's Furn.; Fashion Conspiracy; Shoes: Kinney, Steicher's, Koby, Payless 4, Thom McAn, Famous Footwear, Florsheim, Leed, Naturalizer, Stride Rite; Fabrics: House of Fabrics, Golden State, Embassy, Singer; Hickory Farms of Ohio 2; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Appliance TV City; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack 3; Shelli's; Colortile; General Nutrition; Checker Auto; Moskatels; Miller's Outpost 2; Sprouse-Reitz; Dorman's The Bedroom; Orange Julius; Woolworth; Home & Garden; Ross For Less; Jewelers: LeRoy's, Jessop's, Zale's, Larson; Paint: Frazee's, Standard Brands, Sinclair; Lumber: Pine Tree, Dixieline, Escondido Lumber; Tires: Firestone, Winston, Trainer, L & M Goodyear; Jacobson's; Marshall's; Charlotte Russe; Contempo Casuals; Lane Bryant; Lanz of California; Cal Stores; Lerners; Victoria's Secret; The Gap; Jeans West; Harris & Frank; Clothestime; Diamond Designs; Slavicks; Big 5; Oshman's; Tandy Leather; Wherehouse; Mad Jack's; Sam Goody's 2; Crown Books; Aaron Bros.; Federated Group.

**14 - NEWSPAPERS:** TIMES-ADVOCATE (e) 43,820; (S) 45,830; Mar. 31, 1989 ABC
**Local Contact** for Advertising and Merchandising Data: Mary Jacobus, Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.

**National Representative:** Cresmer, Woodward, O'Mara & Ormsbee.

## EUREKA

**1 - LOCATION:** Humboldt County, E&P Map A-2. County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101, Fortuna-Redbluff Hwy.; Hwy. 299; Hwy. 36 Redding. Lumber, tourism, commercial fishing, dairy, agriculture. Humboldt State University, College of the Redwoods.

**2 - TRANSPORTATION: Motor Freight Carriers**--10.
**Intercity Bus Lines**-Greyhound; Eureka Transit
**Airlines**-United, American Eagle

**3 - POPULATION:**
Corp. City 80 Cen. 24,153; E&P 89 Est. 23,868
CZ-ABC: (80) 42,373
RTZ-ABC: (80) 84,369
County 80 Cen. 108,016; E&P 89 Est. 116,413
City & RTZ-ABC: (80) 126,742
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,121; E&P 89 Est. 10,101
County 80 Cen. 41,383; E&P 89 Est. 41,087
CZ-ABC: (80) 16,835
RTZ-ABC: (80) 31,521
City & RTZ-ABC: (80) 48,356

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Comm. & Sav. | 22 | $275,000,000 |
| Savings & Loan | 4 | $85,000,000 |

**6 - PASSENGER AUTOS:** County 62,748

**7 - ELECTRIC METERS:** Residence 37,480

**8 - GAS METERS:** Residence 25,421

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Commercial Fishing 1,775 ($230); Constr. 1,150 ($600); Mfg. 3,525 ($400).
**Principal Pay Days**-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Constr.-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
**Neighborhood Shopping Center**-6 blocks at Henderson and F Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Henderson | 2 | Schafer's Hdwe., Food Mart |
| Myrtle Towne | 2 | Coast-to-Coast, Myrtletown Pharmacy |
| Broadway | 1 | Eureka Mkt., Pay 'N Pak, K mart |
| The Eureka Mall(30) | 2 | Sears, Payless Drug, Safeway, Newberry |
| Burre Center | 1 | Long's Drug |
| McKinleyville | 15 | Food Mart, Safeway, Sprouse-Reitz |
| Uniontown | 7 | Value Giant, Safeway |
| Valley West | 13 | Sprouse-Reitz, Thrifty Drugs, Beno's, Sentry Mkt. |
| Redwood Village | 15 | Safeway, Thrifty Drug, Beno's, Sprouse-Reitz |
| Bayshore Mall(67) | 3 | JCPenney, Mervyn's, Longs Drugs |
| Mall 101 | 2 | Payless, Beno's, Mark & Save |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Dept.-Fri.; Food-nightly.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's; K mart; Mervyns.
**Variety Stores**-Newberry's; Woolworth; Roberts; Sprouse-Reitz; Shafer's; Ace Hardware.
**Discount Stores**-Pay 'N Pak; K mart.
**Chain Drug Stores**-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Payless; Thrifty.
**Chain Supermarkets**-Safeway 6; Food Mart 3; Murphy's Markets 2; Larry's; Sentry Mkt.; Mark & Save.
**Other Chain Stores**-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Fashion Crossroads; Weisfield's; Merksamer; Hudson; Goodman; Lee's Jeweler; Fred Myer (jewelry and home appl.); Kinney Shoes; McMahan's Furn; Coast-to-Coast.

**14 - NEWSPAPERS:** TIMES-STANDARD (e) 21,945; (S) 23,817; Mar. 31, 1989 ABC
**Local Contact** for Advertising and Merchandising Data: Judith Poliace, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
**National Representatives**: Papert Companies; Thomson Newspapers.

## FAIRFIELD-SUISUN

**1 - LOCATION:** Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwys. 80, 680, State Hwy. 12.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Vaca Valley.

**3 - POPULATION:**
Corp. Cities 80 Cen. 69,186; E&P 89 Est. 87,782
Fairfield 80 Cen. 58,099; E&P 89 Est. 66,585
Suisun 80 Cen. 11,087; E&P 89 Est. 21,197
County 80 Cen. 238,084; E&P 89 Est. 292,401
PMSA 80 Cen. 337,592; E&P 89 Est. 411,612

**4 - HOUSEHOLDS:**
Cities 80 Cen. 21,840; E&P 89 Est. 29,482
Fairfield 80 Cen. 18,406; E&P 89 Est. 22,484
Suisun 80 Cen. 3,434; E&P 89 Est. 6,998
County 80 Cen. 80,426; E&P 89 Est. 110,835
PMSA 80 Cen. 117,050; E&P 89 Est. 146,876

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 14 | N.A. |
| Savings & Loan | 8 | $53,000,000 |

**6 - PASSENGER AUTOS:** County 172,265

**7 - ELECTRIC METERS:** Residence 22,486

**8 - GAS METERS:** Residence 23,621

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Summer high-86; Winter low-36.

**11 - TAP WATER:** Moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on W Texas and 14 blocks on N Texas; K mart Shpg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N Texas; Solano Mall.
**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Nightly exc. Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mervyn's; Emporium-Capwells; Sears; Macy's.
**Discount Stores**-Warehouse; K mart; Food and Hardware; Ardans; Builder's Emporium.
**Chain Drug Stores**-Longs; Thrifty; Raley; Walgreens.
**Chain Supermarkets**-Safeway; Lucky 2; Campos Food Fair; Raley; Albertson's.
**Other Chain Stores**-Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Grand Auto; Firestone; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Huston's Florsheim.

**14 - NEWSPAPERS:** REPUBLIC (m) 18,500; (S) 21,570; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Larry Womack, Adv. Mgr., REPUBLIC, 1250 Texas St.; P.O. Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
**National Representative**: Papert Companies.

## FONTANA

**1 - LOCATION:** San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel production ctr. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

**2 - TRANSPORTATION: Railroads**-AT&SF; Pacific Electric; Southern Pacific; Union Pacific.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Southern California Rapid Transit District; Omnitrans.

**3 - POPULATION:**
Corp. City 80 Cen. 37,111; E&P 89 Est. 58,168
County 80 Cen. 893,157; E&P 89 Est. 1,208,528
PMSA 80 Cen. 1,557,080; E&P 89 Est. 2,127,477
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 12,388; E&P 89 Est. 19,438
County 80 Cen. 308,062; E&P 89 Est. 467,139
PMSA 80 Cen. 551,081; E&P 87 Est. 763,501

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $80,000,000 |
| Commercial | 4 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** Residence 9,100

**8 - GAS METERS:** Residence 9,911

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 14,000; Agric. 250; Constr. 1,200; Trans., Commun. & Util. 1,000; Whol. & Ret. 2,500; Fin., Ins. & R.E. 500; Servs. & Hospitals 1,040; Misc. 400.

**10 - CLIMATE:** Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, med. hardness.

**12 - RETAILING: Principal Shopping Districts**-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Inland Ctr.(78) | 9 | Sears, May Co., Broadway |
| Central City Mall(100) | 9 | Mont. Ward, JCPenney, Harris Co. |
| Tyler Mall(85) | 15 | Sears, May Co., JCPenney (catalog) |

| | | |
|---|---|---|
| Fontana Plz. | 1 | Lucky's, Sav-On, Osco, Miller's Outpost |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Mervyn's; McCrory's.

**Discount Stores**-Pic 'N Save; K mart.

**Variety Stores**-Rexall; Finley 2.

**Chain Drug Stores**-Thrifty 2; Rexall; Finley 2; Sav-On; Osco.

**Chain Supermarkets**-Stater Bros. 3; Alpha Beta; Lucky 2.

**Other Chain Stores**-Goodyear; McMahan's Furn.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys; Big A Auto.

**14 - NEWSPAPERS:** HERALD-NEWS (e) 3,182, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Donna S. Beveridge, Publisher, HERALD-NEWS, 16920 Spring St., Fontana, CA 92335; Tel. (714) 822-2231.

**National Representative**: None.

## FREMONT-NEWARK

**1 - LOCATION:** Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific.

**Motor Freight Carriers**-50 common carriers; over 250 radial carriers.

**Intercity Bus Lines**-Greyhound; Peerless; Bay Area Rapid Transit Terminal.

**Nearby Airports**-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

**3 - POPULATION:**

Corp. Cities 80 Cen. 164,071; E&P 89 Est. 236,516

Fremont 80 Cen. 131,945; E&P 89 Est. 191,969

Newark 80 Cen. 32,126; E&P 89 Est. 44,567

County 80 Cen. 1,104,759; E&P 89 Est. 1,316,120

PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672

CZ-ABC: (80) 203,477

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 53,341; E&P 89 Est. 71,502

Fremont 80 Cen. 44,125; E&P 89 Est. 59,632

Newark 80 Cen. 9,216; E&P 89 Est. 11,870

County 80 Cen. 426,092; E&P 89 Est. 448,399

PMSA 80 Cen. 667,626; E&P 89 Est. 845,709

CZ-ABC: (80) 65,266

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 13 | N.A. |
| Commercial | 15 | N.A. |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** 59,668

**8 - GAS METERS:** 52,608

**9 - PRINCIPAL INDUSTRIES:** (Fremont)-Food Distribution 400; Salt Mfg. 435; Misc. Mfg. 1,025; Electronic Equip. 1,400; Gas and Electric Meters; Car Mfg. 2,500; Toy Mfg. 350.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brookvale Ctr.(24) | NA | Long's Drug, Lucky, Safeway, Liquor Barn |
| Cabrillo Pk.(13) | NA | Kragen Auto |
| Center Sq.(11) | NA | Specialty Shops |
| Crossroads(11) | NA | Fry's |
| Paseo Padre(10) | NA | Fry's Foods |
| Franciscan Ctr.(12) | NA | Ace Hardware |
| Fremont Plaza(21) | NA | Payless, Nob Hill, Thrifty |
| Fremont Fashion Center(34) | NA | |
| Fremont Hub(96) | NA | Mont. Ward, Safeway, Long's, Ross, Home Express |
| Glenmoor Ctr.(47) | NA | Fremont Markets |
| Meadow Sq.(13) | NA | Fry's Foods |
| Mission Ranch Center(11) | NA | Specialty Shops |
| Mission Valley(6) | NA | Lucky Mkt. |
| Monument(9) | NA | Lucky Mkt. |
| Mowry Plz. | NA | Service Mdse. |
| Century Plaza(16) | NA | Specialty Shops |
| Sundale Ctr.(13) | NA | Lucky |
| Town Fair Ctr. | NA | Specialty Shops |
| Tri-City Ctr.(28) | NA | Tri-City Sporting Goods |
| Rosemont Sq.(13) | NA | Lucky, Pay Less, Grand Auto |
| Lido Faire(30) | NA | Thrifty, Safeway |
| Newark Sq.(12) | NA | Specialty Shops |
| K mart Ctr.(7) | NA | K mart, Alpha Beta |
| New Park Mall(130) | NA | Sears, Macy's, Emporium, Mervyn's |
| Villa Food Ctr. | NA | Sarco, Specialty Shops |
| Mowry East | NA | Cost Plus, NY Fabrics, Aaron Brothers Art Mart, Orchard Supply, Target |
| Sunset Village | NA | Specialty stores |
| Walnut Plaza | NA | Alpha Beta |
| Mowry/Highway 17 | NA | Pay 'N Pak, Marshall's Western Appliance |
| Rickmart Center | NA | Auto Supply |
| Safeway Center | NA | Super Safeway |
| Irvington Square | NA | Allied Auto |
| Duffle Plaza | NA | McDuff's, Food 4 Less |
| New Park Plz. | NA | T.J. Maxx, Herman's, Toys 'R Us |

**Stores Open Evenings**- Shopping centers, Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart; Home Express; Castro; Home Depot; Target.

**Chain Drug Stores**-Long's 2; Pay Less 2; Thrifty 3; Drug Barn.

**Chain Supermarkets**-Alpha Beta 4; Fremont Market; Lucky 4; Safeway 4; Fry's 4; Nob Hill; Food 4 Less.

**Other Chain Stores**-Clothing: Ross, Grutman's, Goldman's, Jay-Vee, Hartfield's, Frederick's, Foxmoor, Topps 'N Trousers, Picadiliy, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, T.J. Maxx, Richman's; Jewelry: Crescent, Milen's, Davidson & Licht, Alexin, J. Herbert Hall, Gordon's, Alexa, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: Connolly's, Abbey Carpet, M & M Carpets, Brueners, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big 5 , Sporting Goods, House of Fabrics, Fabric Lane; Hermans Sports, Sofabed Warehouse, Toys R Us, McDuffs, Target.

**14 - NEWSPAPERS:** THE ARGUS (m) 29,575; (S) 31,707; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Stevens, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.

**National Representatives**: Long & Associates; Landon Associates.

## FRESNO

**1 - LOCATION:** Fresno County (MSA). E&P Map C-5, County Seat. Agricultural, industrial, financial, retail and wholesale center. Internal Revenue regional processing center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Sante Fe; Amtrak.

**Motor Freight Carriers**-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.

**Intercity Bus Lines**-Pac Greyhound.

**Airlines**-United; Delta; USAir; Sky West; United Express; American Eagle; American West.

**3 - POPULATION:**

Corp. City 80 Cen. 242,392; E&P 89 Est. 259,607

NDM-ABC: (80) 514,621

County/MSA 80 Cen. 515,013; E&P 89 Est. 610,623

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 81,996; E&P 89 Est. 98,681

County/MSA 80 Cen. 178,624; E&P 89 Est. 237,774

NDM-ABC: (80) 178,506

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 18 | N.A. |
| Commercial | 23 | N.A. |

**6 - PASSENGER AUTOS:** County 297,739

**7 - ELECTRIC METERS:** County 241,083

**8 - GAS METERS:** County 158,858

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-All Mfg. 22,600: Nondurable Goods 12,400, Durables 10,200; Trans. & Public Util. 10,400; Fin., Ins. & R.E. 13,600; Gov't 42,600; Ret. Trade 37,400; Whol. Trade 12,500; Servs. 45,000; Agric., Forestry & Fisheries 59,100; Constr. 11,200. .

**Principal Pay Days**-Thur., Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Oct. 51-79; Jan. 37-54; Apr. 48-74; July 65-99. First killing frost, Dec. 24; last killing frost, Apr. 7.

**11 - TAP WATER:** Med. hard; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**--North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.

**Neighborhood Shopping Centers**-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fashion Fair(114) | 5 | Weinstock's, JCPenney, Macy's, Gottschalk's |
| Fig Garden(56) | 7 | Gottschalk's, Foodworld |
| Northgate(19) | 8 | K mart, Pic 'N' Save |
| Manchester Center(115) | 4 | Gottschalk's, Long's Drugs, Sears, Home Express |
| Sierra Vista Mall (Clovis)(14) | NA | Target, Gottschalk's, Mervyns |
| Eastgate(29) | 5 | K mart, Thrifty Drugs, Mayfair Market |
| Sunnyside Plaza | 6 | Payless, Safeway |
| Sunnyside Country Club | 6 | Von's |
| Cedar Tree Plaza | 8 | Ollenbergers, Long's Drugs, Save Mart |
| Fresno Shaw Plaza | 5 | Cost-Plus Imports |
| Clovis Town Ctr. | 9 | Von's, Newberry, Miller's Outpost, Federated |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Gottschalk's 4; JCPenney 2; Montgomery Ward; Sears; Ollenberger's 4; Weinstock's; Macy's.

**Discount Stores**-K mart 3; Mervyn's; Ardan's; Best; Consumers; Home Club; Home Express.

**Variety Stores**-Woolworth 2; Newberry 2; Sprouse-Reitz.

**Chain Drug Stores**-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phcy. 2; Von's 6.

**Chain Supermarkets**-Safeway 4; Continental; Country Boy; Save Mart 12; Foodland 8; Hanoian's; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 6; Pak 'n Save; IGA 4; Costco.

**Other Chain Stores**-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost 5; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furn., McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Grossman's, Orchard Supply 2, Lumberjack 2; Agriculture: Food Mach. & Chem., Quinn Co., Homelite, Grange.

**14 - NEWSPAPERS:** BEE (m) 144,384; (S) 174,108; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E. St., Fresno, CA 93786; Tel. (209) 441-6176.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## GILROY

**1 - LOCATION:** Santa Clara County (San Jose PMSA), E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 28 mi. from San Jose. 45 min. from Silicon Valley.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Santa Clara County Transit.

**Airlines**-American Airlines; Continental; Alaska Air; American Eagle; American West; Delta; Sky West; TWA; United; United Express; US Air. (Airport 30 mi. north).

**3 - POPULATION:**

Corp. City 80 Cen. 21,641; E&P 89 Est. 31,167

County/PMSA 80 Cen. 1,299,040; E&P 89 Est. 1,559,945.

CZ-ABC: (80) 21,641

RTZ-ABC: (80) 31,019

City & RTZ-ABC: (80) 52,660

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 7,218; E&P 89 Est. 9,965

County/PMSA 80 Cen. 458,519; E&P 89 Est. 580,449

CZ-ABC: (80) 6,839

RTZ-ABC: (80) 9,153

City & RTZ-ABC: (80) 15,992

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 946,349

**7 - ELECTRIC METERS:** 26,500 in Gilroy, Morgan Hill & San Martin

**8 - GAS METERS**: 18,300 in Gilroy, Morgan Hill & San Martin

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food Proc. 3,300; Mfg. 3,500; Ret. 3,300; Serv. 3,400; Whol. 1,600; Fin., Ins. & R.E. 1,900.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-69; Summer 56-82; Fall 51-74; Winter 41-58.

**11 - TAP WATER:** Hard, low chlorine, low alkaline

**12 - RETAILING: Principal Shopping Centers**-Downtown and South Valley Shpg. Ctr.

Tennant Station (Morgan Hill); Vineyard Center (Morgan Hill).
**Neighborhood Shopping Centers**-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass, Downtown Morgan Hill; Nob Hill Ctr.

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Fords; Sears.
**Discount Stores**-K mart.
**Variety Stores**-Newberry; Sprouse-Reitz; Six Star Factory Outlet.
**Chain Drug Stores**-Long's; Bill's; Payless; Thrifty.
**Chain Supermarkets**-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
**Other Chain Stores**-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Dick Bruhns; Goodyear; Kragens; McMahan's; Western Auto; Orchard Supply Hardware; Santa Cruz Lumber; Scarborough Lumber.

**14 - NEWSPAPERS:** THE DISPATCH (e-mon to fri) 6,981; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gayle Mondo, Adv. Dir., THE DISPATCH, 6400 Monterey, P.O. Box 22365, Gilroy, CA 95021; Tel. (408) 842-6411.
**National Representative**: Papert Companies.

## GLENDALE

**1 - LOCATION:** Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Continental-Greyhound; Tanner Grey Lines; RTD.
**Airlines**-Air West; Air California; Continental; Hollywood-Burbank; Delta; Western; United; Alaska. Plus 11 major airlines into L.A. Intl. Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 139,060; E&P 89 Est. 163,023
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 59,339; E&P 89 Est. 71,343
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 21 | $567,676,000 |
| Savings & Loan | 24 | $2,033,335,000 |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 68,886

**8 - GAS METERS:** 54,486

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry & Fisheries 200; Constr. 5,200; Food Prods. 2,100; Fab. Metals 3,300; Elect. Mach. 1,700; Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Trans., Commun. and Util. 1,900; Whol. and Ret. Trade 17,200; Fin., Ins. and R.E. 3,300; Service 14,200; Gov't 5,600.
**Principal Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

**11 - TAP WATER:** Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.
**Neighborhood Shopping Centers**-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N Pacific from Glenoaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Montrose | 4 | Hale's, Safeway |
| Chaseway | 2 | Alpha Beta |
| Eagle Rock | 2 | May Co., Mont. Ward |
| Glen. Galleria(238) | NA | Broadway, JCPenney, Mervyn's, Nordstrom's, Buffum's |
| Glendale Fashion | NA | J.W. Robinson's |
| Glendale Plaza | NA | Thrifty Drug |

**Principal Shopping Days**-Wed., Thur., Fri.
**Stores Open Evenings**-Dept.: 6 nights; Food: Every night; Others: Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Robinson's; May Co.; Montgomery Ward; Broadway; Buffum's; Nordstrom's; Mervyn's.
**Discount Stores**-Lucky; Value Center; K mart.
**Variety Stores**-Woolworth; S.H. Kress.
**Chain Drug Stores**-Thrifty 2; Osco/Sav-On.
**Chain Supermarkets**-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky 2; Hughes 2; Phil's.
**Other Chain Stores**-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Ryan, Buster Brown, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin, Payless, Fayva.

**14 - NEWSPAPERS:** NEWS-PRESS (e) 7,741; Sept. 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: James Gressinger, Pub., NEWS-PRESS, 111 N. Isabel; P.O. Box 991, Glendale, CA 91206; Tel. (818) 241-4141.
**National Representative**: Landon Associates. U.S. Suburban Press.

## GRASS VALLEY

**1 - LOCATION:** Nevada County, E&P Map C-4. Ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

**2 - TRANSPORTATION: Airlines**-Nevada County Airpark.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Gold County Stage; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,697; E&P 89 Est. 7,616
NDM-ABC: (80) 45,949
County 80 Cen. 51,645; E&P 89 Est. 78,741

**4 - HOUSEHOLDS:**
City 80 Cen. 3,037; E&P 89 Est. 3,426
NDM-ABC: (80) 17,930
County 80 Cen. 20,350; E&P 89 Est. 27,551

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 12 | N.A. |
| Savings & Loan | 8 | N.A. |
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 49,454

**7 - ELECTRIC METERS:** Residence 14,841

**8 - GAS METERS:** Residence 3,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumbering 500; Agric. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700. Ret. Trade; Services; Gov't.
**Principal Pay Days**-Mon.; 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-61; Summer 39-95; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

**11 - TAP WATER:** Not fluoridated; chlorinated.

**12 - RETAILING: Principal Shopping Centers**-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr; Pine Creek Ctr.

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Sundays**-Some.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; K mart.
**Variety Stores**-Sprouse-Reitz; Cornet; Ben Franklin.
**Chain Supermarkets**-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky; Raleys.
**Chain Drug Stores**-DeMartini Rexall; Thrifty Drug; Longs.
**Other Chain Stores**-Fashion Crossroads; Pacific Dollar; Firestone 2; Goodyear.

**14 - NEWSPAPERS:** UNION (e) 15,218; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Lintner, Adv. Dir., UNION, 11464 Sutton Way; PO Box 1035, Grass Valley, CA 95945; Tel. (916) 273-9561.
**National Representative**: None.

## HANFORD

**1 - LOCATION:** Kings County, E&P Map C-6, County Seat. Midway between Los Angeles & San Francisco (in the center of the San Joaquin Valley).

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific; Amtrak.
**Airlines**-United; Delta; Republic; charter service available. (FAT & Visalia Airport).
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound; Orange Belt.

**3 - POPULATION:**
Corp. City 80 Cen. 20,958; E&P 89 Est. 29,463
CZ-ABC: (80) 33,815
RTZ-ABC: (80) 46,169
County 80 Cen. 73,700; E&P 89 Est. 89,119
City & RTZ-ABC: (80) 79,984
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,364; E&P 89 Est. 11,045
County 80 Cen. 23,499; E&P 89 Est. 37,755
CZ-ABC: (80) 11,623
RTZ-ABC: (80) 13,847
City & RTZ-ABC: (80) 25,470

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 10 | $376,827,000 |
| Savings & Loan | 7 | $235,971,000 |

**6 - PASSENGER AUTOS:** County 40,933

**7 - ELECTRIC METERS:** Residence 30,826

**8 - GAS METERS:** Residence 18,852

**9 - PRINCIPAL INDUSTRIES:** Industry-Rubber Tires; Multiwall Bags; Tomato Proc.; Metal Buildings; Ladies Garments; Dairy Prods.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements; Carpet Yarns; Elect. Connectors; Industrial Air Filters.
**Principal Industrial Pay Days**-1st & 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Ten blocks in Downtown Hanford (110 stores); Kings Mall (34 stores).
**Neighborhood Shopping Centers**-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.; Grangeville Blvd. & 10th Ave.

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.; Food nightly; Mon. through Fri. (Kings Mall).

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; K mart; Beno's.
**Variety Stores**-Sprouse-Reitz; Iseman's.
**Chain Drug Stores**-Thrifty; Long's.
**Chain Supermarkets**-Superway; Save Mart; Big John's; Farm Boy; R-N.
**Other Chain Stores**-Cal Auto Supply; Automotive Supply Co.; Kragen Auto; The Vogue; McMahan's; Kinney Shoes; House of Fabrics; Pep Boys; Grand Auto; Wilshire Paint; Miller's Outpost; Family Bargain Center; Fashion Crossroads; Kid's Mart; Kay Bee Toys; B. Dalton; Foot Locker; Radio Shack.

**14 - NEWSPAPERS:** SENTINEL (e) 14,270; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mark Daniel, Adv. Dir., SENTINEL, 418 W. 8th; PO Box 9, Hanford, CA 93232; Tel. (209) 582-0471.
**National Representative**: Papert Companies.

## HAYWARD

**1 - LOCATION:** Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, commercial center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

**2 - TRANSPORTATION: Railroads**-Southern Pacific (2 lines); Union Pacific.
**Intercity Bus Lines**-Greyhound; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
**Airlines**-Hayward Air Terminal, 10 mi. to Oakland Intl. Airport; 23 mi. to San Francisco Intl. Airport; 28 mi. to San Jose Municipal Airport.
**Motor Freight Carriers**-Over 150 truck lines and carriers.

**3 - POPULATION:**
Corp. City 80 Cen. 94,167; E&P 89 Est. 121,760
CZ-ABC: (80) 215,907
RTZ-ABC: (80) 245,435
County 80 Cen. 1,104,759; E&P 89 Est. 1,316,120
PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672
City & RTZ-ABC: (80) 461,342
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 34,600; E&P 89 Est. 41,556
County 80 Cen. 426,092; E&P 89 Est. 448,399
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709
CZ-ABC: (80) 78,092
RTZ-ABC: (80) 87,625
City & RTZ-ABC: (80) 165,717

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 22 | N.A. |
| Savings & Loan | 22 | N.A. |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** Residence 83,992

E&P

The communication link of the newspaper industry every week since 1884.

**8 - GAS METERS:** Residence 73,421

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-(Figures cover the Alameda county labor market)-Total Employment 585,200; Agric. 2,300; Constr. 29,900; Fin., R.E., Ins. 30,500; Gov't 120,600; Mfg. 80,700; Ret. Trade 110,100; Service 134,700; Trans., Commun., Util. 38,700; Whol. Trade 37,700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Areas-Downtown Hayward**-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.

**Shopping Centers:**

**Castro Valley**-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.

**Hayward**-Bedford Sq.; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.

**San Leandro**-Greenhouse-Marketplace.

**Union City**-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.

**Principal Shopping Days**-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.

**Stores Open Evenings**-Shpg. Ctrs. Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.

**Variety Stores**-Woolworth 3; Toys R Us 2.

**Discount Stores**-K mart 3; Liquor Barn 4; Target.

**Chain Supermarkets**-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.

**Chain Drug Stores**-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.

**Other Chain Stores**-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big O Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Home Centers, Orchard Supply; Miscellaneous: Sherwin-Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big 5 Sporting Goods, Oshman's Sporting Goods, Woolworth Garden; The Goodguys; Pay 'N Pak; Federated; Home Express.

**14 - NEWSPAPERS:** REVIEW (m) 45,164; (S) 48,130; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Oristaglio, V.P. Adv., REVIEW, P.O. Box 5050, Hayward, CA 94544; Tel. (415) 783-6111.

**National Representatives**: Landon Associates; Long & Associates.

## HEMET

**1 - LOCATION:** Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Intercity Bus lines**-RTA Bus Line.

**3 - POPULATION:**
Corp. City 80 Cen. 22,454; E&P 89 Est. 34,514
County 80 Cen. 670,838; E&P 89 Est. 918,949
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

**4 - HOUSEHOLDS:**
City 80 Cen. 11,477; E&P 89 Est. 17,255
County 80 Cen. 243,019; E&P 89 Est. 335,381
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $448,472,000 |
| Savings & Loan | 25 | $1,490,300,000 |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** 15,859

**8 - GAS METERS:** 16,150

**9 - PRINCIPAL INDUSTRIES:** Mobile Homes & Trailers; Aircraft Parts; Agric.; Foundry Prods.; Heating Elements; Earth Mover Gaskets.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-90; Summer 57-97; Fall 36-83; Winter 35-70.

**11 - TAP WATER:** Relatively hard; no chlorine; no flouride.

**12 - RETAILING:**

**NEARBY SHOPPING CENTERS**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Village West(30) | 1 | Long's, Vons Drugs, Kragen Auto |
| Sears Plz.(15) | 1 | Sears |
| Hemet Valley Hemet Mall(35) | 1 | JCPenney, Harris' |
| Hemet Valley Ctr. | 1 | Albertson's, Payless |
| Hemet Plaza(30) | 1 | Coast-to-Coast Hdwe., Sharps', Dill Hdwe., Home Building Supply |
| Hemet E. Ctr. | 2 | Long's, Von's, Miller's Outpost |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Harris; Boston; K mart.
**Variety Stores**-Cornet; Pic 'N Save; Sprouse Reitz.
**Chain Drug Stores**-Long's 2; Thrifty 2; Sail; Payless.
**Chain Supermarkets**-Staters 3; Vons 2; Albertson's; Alpha-Beta.
**Other Chain Stores**-Kragen Auto; Trak Auto; Chief Auto Parts; Firestone; Goodyear; Kinney Shoes; Foot Locker; Payless Shoes; Millers' Outpost; Sees Candies; 7-Eleven 3; Circle K; Qwik Korner; AM/PM Mini Mart 3; Carpet Man, Carpet Town; Zales' Jewelry; Liquor Barn; Swiss Colony; Tire Pros; Winston Tires; Kay's Jewelry.

**Chain Restaurants and Fast Food Outlets**-Kentucky Fried Chicken 2; Carl's Jr. 2; Pizza Hut; Straw Hat Pizza; Maxwell Street; Domino's 2; Little Caesar's; McDonald's; Arby's; Naugles-Del Taco 4; El Pollo Loco; Long John Silvers; Subway Sandwiches; Boll Weevil; In 'N Out; Burger King; Jack in the Box; Furrs' Cafeteria; Bob's Big Boy; Marie Callender's; Denney's 2; Steer N Stein; Harris.

**14 - NEWSPAPERS:** NEWS (e) 21,335; sworn July 17, 1989.
**Local Contact** for Advertising and Merchandising Data: Justin D. Nyman, Adv. Dir., NEWS, PO Box 1107, Hemet, CA 92343; Tel. (714) 925-0555.
**National Representative**: Papert Companies.

## HOLLISTER

**1 - LOCATION:** San Benito County. E&P Map B-5. County Seat. Shipping center. Cantral Coast region, center of state. 90 mi. S of San Francisco.

**2 - TRANSPORTATION: Railroads**-So. Pacific.
**Motor Freight Carriers**-4
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,488; E&P 89 Est. 15,415
County 80 Cen. 25,005; E&P 89 Est. 32,420
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,716; E&P 89 Est. 5,008
County 80 Cen. 7,882; E&P 89 Est. 13,815

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 17,964

**7 - ELECTRIC METERS:** Residence 6,230 (Rural 2,930)

**8 - GAS METERS:** Residence 6,150

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agri. 3,975; Constr. & Mining 525; Mfg. 2,775; Trans./Commun./Util. 275; Gov't. 1,675; Ret. Trade 1,525; Whol. Trade 275; Fin., Ins. & R.E. 200; Services 775; Explosive Ordnance 550.
**Principal Industrial Pay Days**-10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-68; Summer 51-82; Fall 47-76; Winter 37-60.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.

**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Ford's; JCPenney; Sears.
**Variety Stores**-Cornet's; Payless; Wapples.
**Chain Supermarkets**-Nob Hill; K&S (Indep.); Hollister (Indep.); 7-Eleven; Quick Stop.

**14 - NEWSPAPERS:** FREE LANCE (e-mon to fri) 4,955; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Debbie Giessler, Adv. Dir., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
**National Representative**: Papert Companies.

## IMPERIAL VALLEY
See EL CENTRO

## INDIO

**1 - LOCATION:** Riverside County, (In Riverside-San Bernardino PMSA). E&P Map E-7.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Greyhound; Trailways.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 21,611; E&P 89 Est. 29,615
CZ-ABC: (80) 36,309
RTZ-ABC: (80) 52,801
County 80 Cen. 670,838; E&P 89 Est. 918,949
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477
City & RTZ-ABC: (80) 89,110
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,626; E&P 89 Est. 8,945
County 80 Cen. 243,019; E&P 89 Est. 335,381
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501
CZ-ABC: (80) 10,983
RTZ-ABC: (80) 20,283
City & RTZ-ABC: (80) 31,266

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** Residence 25,264

**8 - GAS METERS:** Residence 11,993

**9 - PRINCIPAL INDUSTRIES:** Agriculture-$130 million gross sales.
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Naturally fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| indio Heights | 3 | Retail-Independents |
| Tyselling Ctr. | 3 | Jack Kelly Electronic |
| Indio Fashion Mall(43) | 1 | Sears, Harris |
| Town & Country(9) | 3 | Target, K mart, Wendy's |
| Indio Plaza(16) | 2 | Von's, Pick 'N Save, Pay 'N Pack, JCPenney |
| Palm Desert Country | 10 | Welty's Mkt., Lucky's, Stater Bros., |
| Valley Mall | 2 | Rite T.V. |
| Coachella Ctr.(12) | 2 | Thrifty, Ralph's |
| Coachella Island | 2 | |
| Ralph's Grocery | 3 | Ralph's, Firestone |
| Osco Drugs(2) | 2 | Osco's Drugs |
| Lucky's | 2 | Kragen's, Pep Boys, Straw Hat Pizza |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Discount & markets open eves. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; McMahan's; Sears; Harris; Yellow Mart; Zody's.
**Chain Drug Stores**-Thrifty; Sav-On.
**Chain Supermarkets**-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Stater Bros.
**Discount Stores**-K mart; Wise Shops; Pic N' Save; Sprouse-Reitz; Pay & Pak; Target.
**Other Chain Stores**-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furn.; Winston Tire; High Performance; Earl Schieb; Pep Boys; Imperial Hdwe.; Sunshine Lumber; 84 Lumber; Builders Supply.

**14 - NEWSPAPERS:** DAILY NEWS (e) 7,405; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Charles Rowe, Adv. Dir., DAILY NEWS, 45-140 Towne St.; P.O. Drawer NNN, Indio, CA 92201; Tel. (714) 347-3313.
**National Representative**: Gannett National Newspaper Sales.

## LA HABRA
See ORANGE COUNTY

## LAKEPORT

**1 - LOCATION:** Lake County, E&P Map A-3. County Seat. 45 mi. N of Santa Rosa.

**2 - TRANSPORTATION: Motor Freight Carriers**--1.
**Bus Lines**-Lake County Transit.
**Airlines**-2 small airports.

**3 - POPULATION:**
Corp. City 80 Cen. 3,675; E&P 89 Est. 4,056
County 80 Cen. 36,366; E&P 89 Est. 53,162

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 1,723
County 80 Cen. N.A.; E&P 89 Est. 17,460

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 31,255

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

**10 - CLIMATE:** Min. & Max. Temp.-28-105; Mean Temp. 68.

**11 - TAP WATER:** Hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 in Lakeport and 2 in Clear Lake.

**13 - RETAIL OUTLETS: Variety Stores**-TG&Y.
**Chain Drug Stores**-Thrifty; Bills Drugs; Payless.
**Chain Food Supermarkets**-Safeway; Bruno's; Foods etc.; Sav-Mor.
**Other Chain Stores**-Sprouse-Reitz; K mart.

**14 - NEWSPAPERS:** RECORD BEE (m-tues to sat) 8,170; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: John Lowman, Adv. Dir., RECORD BEE, 2150 S. Main St.; PO Box 849, Lakeport, CA 95453; Tel. (707) 263-5636.
**National Representative**: Landon Associates.

## LAKE TAHOE
See SOUTH LAKE TAHOE

## LIVERMORE

**1 - LOCATION:** Alameda County, E&P Map B-5. (In Oakland PMSA). Research and development, manufacturing, agriculture.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific; AC Transit connector to BART.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 48,349; E&P 89 Est. 69,664
County 80 Cen. 1,104,759; E&P 89 Est. 1,316,120
PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672
NDM-ABC: (80) 140,699
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 16,637; E&P 89 Est. 21,722
County 80 Cen. 426,092; E&P 89 Est. 448,399
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709
NDM-ABC: (80) 46,374

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | N.A. |
| Savings & Loan | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** Residence 39,175

**8 - GAS METERS:** Residence 37,066

**9 - PRINCIPAL INDUSTRIES:** Industry-Computers; Labs.
**Principal Pay Days**-Every other Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Areas**--Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alcosta Mall(30) | NA | Safeway, Liquor Barn |
| San Ramon Valley Plaza(16) | NA | Lucky |
| Shamrock(22) | NA | World of Shoes, Round Table Pizza |
| Dublin Square | NA | Romley's, Drug City |
| The Orchards(11) | NA | Sofa Beds Ltd., Sizzler |
| Dublin Plaza(16) | NA | Albertsons, Payless, Mervyn's |
| Dublin Place | NA | Mont. Ward |
| Dublin Station | NA | Standard Brands |
| Ross Center | NA | Ross, Levitz, Orchard Supply |
| Parkway Plaza | NA | Kragen Auto, Radio Shack |
| Stoneridge(128) | NA | Emporium Capwell, Macy's, JCPenney |
| Val Vista | NA | Lucky |
| Alpha Beta Ctr. | NA | Alpha Beta, Thrifty |
| Mission Plaza(22) | NA | |
| Valley Plaza | NA | True Value, Workbench |
| Amador Ctr.(21) | NA | Safeway, Grutman's, Carl's Drug |
| Pleasanton Plaza | NA | Cole's Mkt. |
| Livermore Ctr.(21) | NA | Blue Ribbon Mkt. |
| Alpha Beta Sq.(19) | NA | Alpha Beta, Thrifty, TG&Y |
| Livermore Arcade(18) | NA | Safeway, Long's Drugs, Orchard Supply |
| Second St. Plaza | NA | JCPenney |
| Nob Hill Ctr.(16) | NA | Nob Hill Market, Bill's Drugs, Price-Rite |
| East Avenue Ctr. | NA | Big T Market |
| Granada Ctr.(31) | NA | Lucky, Sprouse-Reitz |
| Rose Pavillion(19) | NA | Long's |
| Pimlico Ctr.(10) | NA | Era Electronics |
| Best Plaza | NA | Best, Ortho Mattress |
| Depot Plaza | NA | Lucky |
| Village Square | NA | Kelly-Morre Paints |
| K mart | NA | K mart |
| Pleasant Plaza | NA | Flair Foods |

**Stores Open Evenings**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Ross; Mervyn's; Macy's; Capwell's; Montgomery Ward.
**Discount Stores**-TG&Y; Sprouse-Reitz 2; K mart; Target.
**Chain Drug Stores**-Price-Rite; Carl's; Thrifty 2; Long's; Payless 2.
**Chain Supermarkets**-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
**Other Chain Stores**-Firestone; Grossman's; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big O Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz; Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack; Circuit City; McDuff; Pier 1 Imports; Saw Mill.

**14 - NEWSPAPERS:** HERALD (m) 31,366; (S) 31,996; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Rounds, Ret. Adv. Mgr., HERALD, 6207 Sierra Ct.; PO Box 3000, Dublin, CA 94568; Tel. (415) 829-9111.
**National Representatives**. Landon Associates; Long & Associates.

## LODI

**1 - LOCATION:** San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; California Traction Co.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 35,221; E&P 89 Est. 47,601
County/MSA 80 Cen. 349,137; E&P 89 Est. 449,796

**4 - HOUSEHOLDS:**
City 80 Cen. 14,015; E&P 89 Est. 19,239
County/MSA 80 Cen. 124,626; E&P 89 Est. 168,502

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $465,000,000 |
| Savings & Loan | 9 | $278,600,000 |

**6 - PASSENGER AUTOS:** County 233,134

**7 - ELECTRIC METERS:** Residence 18,639

**8 - GAS METERS:** Residence 16,386

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cereals and Food Mixes 950 ($470-$591); Canned Goods 1,500 (seasonal) ($325-$347); Can Mfg. 300 ($482); Fabricated Metal Prods. 825 ($250-$355); Swimwear Mfg. 150 ($180-$370); Iron Castings 75 ($260-$456); Cast Concrete Prods. 165 ($412) Wineries 365 ($345-$584); Rubber Prods. 200 ($180-$348); Meat Packing 550 ($314-$500); Styrofoam Prods. 40 ($360); Cushion Seats & Covers 280 ($170-$340).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54; Av. An. Temp. 60; An. rainfall 18.28 inches.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Main Shopping District**-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
**Neighborhood Shopping Centers**-Lakewood 25; Long's; Thrifty 7; Vineyard 25; Arbor Square 9; Beckman Ranch 17; English Oaks 7; K mart 13; Wine Country Plaza 10; Wood Lake Plaza 6.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lakewood(25) | 1 | Sellrite |
| Lucky-Payless | 1 | Lucky |
| Vineyard(23) | 2 | Fry's, Mervyn's |
| Lucky Thrifty | 2 | Lucky |
| Woodlake Plz. | 3 | Salisbury's |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Thur.; market & discount every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mervyn's.
**Variety Stores**-Woolworth.
**Discount Stores**-Long's; Payless; Thrifty; K mart; Pic 'N Save.
**Chain Drug Stores**-Long's; Payless; Thrifty. Raley's.
**Other Chain Stores**-Gensler Lee Diamonds; McMahan Furn.; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Payless Shoe Source; Sherwin-Williams; Winston Tire; Cottage Bakery.

**14 - NEWSPAPERS:** NEWS-SENTINEL (m) 17,236; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Dan Battilena, Adv. Mgr., NEWS-SENTINEL, 124 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
**National Representative**. Papert Companies.

## LOMPOC

**1 - LOCATION:** Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 26,267; E&P 89 Est. 32,881
NDM-ABC: (80) 47,143
County/MSA 80 Cen. 298,660; E&P 89 Est. 388,198
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,380; E&P 87 Est. 11,759
County/MSA 80 Cen. 109,343; E&P 89 Est. 136,030
NDM-ABC: (80) 15,836

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Independent | 3 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 220,013

**7 - ELECTRIC METERS:** 9,127

**8 - GAS METERS:** 11,300

**9 - PRINCIPAL INDUSTRIES:** Vandenberg Air Force Base, West coast Space Shuttle Launch & recovery site, MX test launch site, Military & Civ. 14,917; Diatomaceous earth mining 680; Agric. 503.
**Principal Industrial Pay Days**-Fri., 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp. (Av.)-46-69; Av. An. Temp.-57; 13.88 inches of rain per yr.

**11 - TAP WATER:** Hard; non-fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
**Neighborhood Shopping Centers**-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| North Side Center(12) | 2 | Longs Drugs, Williams Bros. |
| South Broadway | 17 | Mont. Ward |
| Santa Maria Town Center(87) | 19 | Gottschalk's, Sears |
| Lompoc Shpg. Ctr.(23) | 1 | JCPenney |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-JCPenney-Mon., Thur., Fri.; Lucky's, Williams Bros. & K mart to 9; All stores Fri. night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Moore's; Sears (catalog).
**Variety Stores**-Newberry's; K mart.
**Chain Drug Stores**-Thrifty; Rexall; Longs.
**Discount Stores**-K mart.
**Chain Supermarkets**-Williams Bros. 3; Lucky's.
**Other Chain Stores**-Kinney Shoes; McMahan's; Miller's Outpost; Corky's; Patrini's Shoes; Payless Shoes.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 9,609; (S) 10,118; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
**National Representative**: Papert Companies.

## LONG BEACH

**1 - LOCATION:** Los Angeles County (in Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles; on U.S. Hwys. 405 & 710.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
**Motor Freight Carriers**-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
**Freight Steamship Lines**-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
**Airlines**-Alaska; American; Jet America; United; Delta; USAir.
**Intercity Bus Lines**-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 361,334; E&P 89 Est. 416,032
CZ-ABC: (80) 639,414
RTZ-ABC: (80) 657,529
County/PMSA 80 Cen. 7,477,657; E&P 89 Est. 8,732,955
City & RTZ-ABC: (80) 996,943
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 151,611; E&P 89 Est. 179,024
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
CZ-ABC: (80) 251,565
RTZ-ABC: (80) 110,409
City & RTZ-ABC: (80) 361,974

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 151 | $4,680,659,000 |
| Savings & Loan | 106 | $6,476,485,000 |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 146,517

**8 - GAS METERS:** Residence 146,000

**9 - PRINCIPAL INDUSTRIES:** Mfg.: Aerospace; Aircraft; Chem.; Petroleum.
Professional and Related Servs.: 26 Hospitals; City and State Univ. Educ.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
**Regional Shopping Centers**-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|

| | | |
|---|---|---|
| Bixby Knolls | 4 | Safeway, Sav-On, Thrifty, Von's |
| Carson(83) | 8 | Broadway, Sears, JCPenney |
| Del Amo(216) | 10 | Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears |
| Huntington(60) | 14 | Broadway, Mont. Ward, JCPenney, Thrifty |
| Lakewood(181) | 7 | Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav-On |
| Long Beach Plaza(102) | NA | Buffums, CVS, JCPenney, Mont. Ward |
| Los Altos(72) | 6 | Broadway, Sav-On, JCPenney, Target |
| Los Cerritos(147) | 9 | Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears |
| Marina Pacifica(91) | 4 | Lucky, Buffums |
| Market Place(47) | 4 | Food & Drug |
| Norwalk Square | 16 | JCPenney, Sav-On |
| Rossmoor | 10 | Boston Stores, Smith's Food King |
| Stonewood(81) | 14 | Broadway, Thrifty, JCPenney |
| Westminster(183) | 12 | Buffums, May Co., Robinson's, Sears |

**Principal Shopping Days**-Wed. through Sun.

**Stores Open Evenings**-All dept. stores & most stores in regional centers.

**13 - RETAIL OUTLETS: Department Stores**-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.

**Variety Stores**-Woolworth, Newberry, TG&Y.

**Discount Stores**-Fedco; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club.

**Chain Drug Stores**-Thrifty 21; Sav-On 12.

**Chain Supermarkets**-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14.

**Other Chain Stores**-Firestone; Florsheim; Grayson's; Goodrich; Leed's; W.P. Fuller Paints; Circuit City; Harris & Frank Clothing; Home Depot; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz.

**14 - NEWSPAPERS:** PRESS-TELEGRAM (m-mon to fri) 124,749; (e-mon to fri) 4,708; (m-sat) 124,330; (S) 148,169; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Denny Atkin, V.P.-Adv., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.

**National Representative**: Knight-Ridder Newspaper Sales.

## LOS ANGELES

**1 - LOCATION:** Los Angeles County (in Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. Pacific coast harbor, indust., agric. & tourist ctr. City 463.7 sq. mi.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific; Union Pacific; Amtrak.

**Motor Freight Carriers**-4,415.

(Passenger & Freight Steamship Lines) (Los Angeles & Long Beach harbors) 134.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**Airlines**-Aerolineas Argentinas; Aeromexico; Air Cal; Air Canada; Air France; Air Jamaica; Air New Zealand; Alaska; Alia; Alitalia; Aloha; America West; American; Avianca Airways; Balair; Braniff; British Airways; British Caledonian; China CAAC; Condor; Continental; Continental West; CP Air; Delta; Desert Sun; Eastern; Ecuatoriana; El Al Israel; Finnair; Hawaiian Air; Iberia; Imperial; Japan; KLM-Royal Dutch; Korean Air; LACSA; LTU; Lufthansa German; Mexicana; Muse Air; Northwest Orient; Pacific Coast; Pacific Southwest; Pan American World Airways; Philippine; Piedmont; Pride Air; Qantas Airways; Regent Air; Republic; Scandinavian; Singapore; Skybus; Sky West; Southwest; Sun World; TACA International; Total Air; Transamerica; Trans World; United; USAir; UTA French; Varig; Westair; Westates; Wings West; World Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 2,966,850; E&P 89 Est. 3,488,513

County PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955

DAILY NEWS

NDM-ABC: (80) 1,583,314

HERALD-EXAMINER

CZ-ABC: (80) 3,289,439

RTZ-ABC: (80) 6,364,158

City & RTZ-ABC: (80) 9,653,597

TIMES

L.A. County-ABC: (80) 7,477,239

Orange County-ABC: (80) 1,932,921

Total NDM-ABC: (80) 9,410,160

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 1,135,184; E&P 89 Est. 1,368,959

County PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999

DAILY NEWS

NDM-ABC: (80) 586,217

HERALD-EXAMINER

CZ-ABC: (80) 1,218,304

RTZ-ABC: (80) 2,257,649

City & RTZ-ABC: (80) 3,475,953

TIMES

L.A. County-ABC: (80) 2,730,469

Orange County-ABC: (80) 686,267

Total NDM-ABC: (80) 3,416,736

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 225 | $67,313,264,000 |
| Savings & Loan | 78 | $82,245,737,000 |

**6 - PASSENGER AUTOS:** 4,778,960

**7 - ELECTRIC METERS:** Residence 3,202,004

**8 - GAS METERS:** Residence 3,050,552

**9 - PRINCIPAL INDUSTRIES:** (Los Angeles and Orange Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 15,000 (N.A.); Constr. 170,500 (N.A.); Mfg.-Food & Kindred Prods. 54,600 ($428); Textile Mill Prods. 11,800 ($281); Apparel & Other Textile Prods. 86,200 ($215); Paper & Allied Prods. 23,000 ($510); Printing & Pub. 71,600 ($472); Chem. & Petroleum Prods. 50,100 (N.A.); Rubber & Misc. Plastic Prods. 47,000 ($320); Leather & Leather Prods. 5,600 ($223); Lumber & Wood Prods. (excluding furn.) 13,800 ($382); Furn. & Fixt. 47,000 ($306); Stone, Clay & Glass Prods. 20,600 ($459); Primary Metal 22,500 ($439); Fab. Metal Prods. 96,500 ($417); Mach. (excluding elect.) 104,400 ($450); Elect. Equip. & Supplies 223,900 ($430); Trans. Equip. 195,900 ($528); Instruments & Related Prods. 48,100 ($421); Misc. Mfg. 23,900 ($308); Trans. & Public Util. 231,200 ($771); Whol. Trade 352,600 ($438); Ret. Trade 798,600 ($316); Fin., Ins. & R.E. 342,000 (N.A.); Services 1,230,500 (N.A.); Gov't 610,100 (N.A.).

**10 - CLIMATE:** Los Angeles Civic Center, Min. & Max. Temp.-Winter 48-69; Spring 50-73; Summer 60-84; Fall 53-83.

**11 - TAP WATER:** Water hardness ranges from 4.2-15.1 grains per gallon. The alkalinity also varies, ranging from 5.4-8.6 grains per gallon. The Owens River Aqueduct accounts for approximately 70% of the water supply and is moderately soft with 4.2 grains per gallon total hardness and slightly alkaline with 5.4 grains per gallon. Other water supplies include the Los Angeles Aqueduct, River Supply Conduit and various reservoirs.

**12 - RETAILING: Principal Shopping Centers**-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.

**Neighborhood Shopping Centers**-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 62 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.

**Principal Shopping Days**-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept., staggered by shpg. ctr., many open every night. Food every night and Sun.

**13 - RETAIL OUTLETS: Department Stores**-(L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 25; Montgomery Ward 17; Nordstrom 8; JCPenney 32; Robinson's 16; Sears 25.

**Variety Stores**-(L.A. and Orange Counties)-National Dollar 15; Newberry 35; Pick 'N Save 34; Surprise Stores 6; Woolworth 24.

**Discount Stores**-(L.A. and Orange Counties)-Best Products 11; Cal Fed; Fedco 5; K mart 38; Leonards; Target 16; The Treasury.

**Chain Supermarkets**-(L.A. and Orange Counties)-ABC 7; Albertson's 28; Alpha Beta 124; Big D Ranch Markets 6; Boys Mkts. 41; Dale's 10; Fedco 5; Foods Co. 10; Gelson's 7; Grocery Whse. 9; Hughes 40; Hughes El Rancho 8; Jonsons 5; Jurgensen's 6; Lucky 118; Mayfair 9; McCoy's 2; The Pantry 10; Phil's 2; Ralphs 101; Safeway 114; Smith's Food King 19; Stater Bros. 29; Super A Foods 9; Von's 95; Westward Ho 4.

**Chain Drug Stores**-(L.A. and Orange Counties)-Clark 15; CVS 18; Danber 5; Drug King 6; Exclusive 3; Garfield 3; Guild 11; Hill 4; Horton & Converse 16; Leader 3; Long's 12; Mascarin 4; Sav-On 116; Shapero 2; Thrifty 185.

**Supermarket Chains With Pharmacies**-Albertson's 15; Fedco 5; Lucky 28; Safeway 15.

**14 - NEWSPAPERS:** DAILY COMMERCE (e) 4,500; Dec. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Burt Mann, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St.; PO Box 54026, Los Angeles, CA 90054; Tel. (213) 625-2141.

**National Representative**: None.

DAILY NEWS (m-mon to fri) 183,340; (m-sat) 170,971; (S) 201,523; Apr. 2, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob McCray, Adv. Dir., DAILY NEWS, 21221 Oxnard St., Woodland, CA 91367; Tel. (818) 713-3000.

**National Representative**: Sawyer-Ferguson-Walker.

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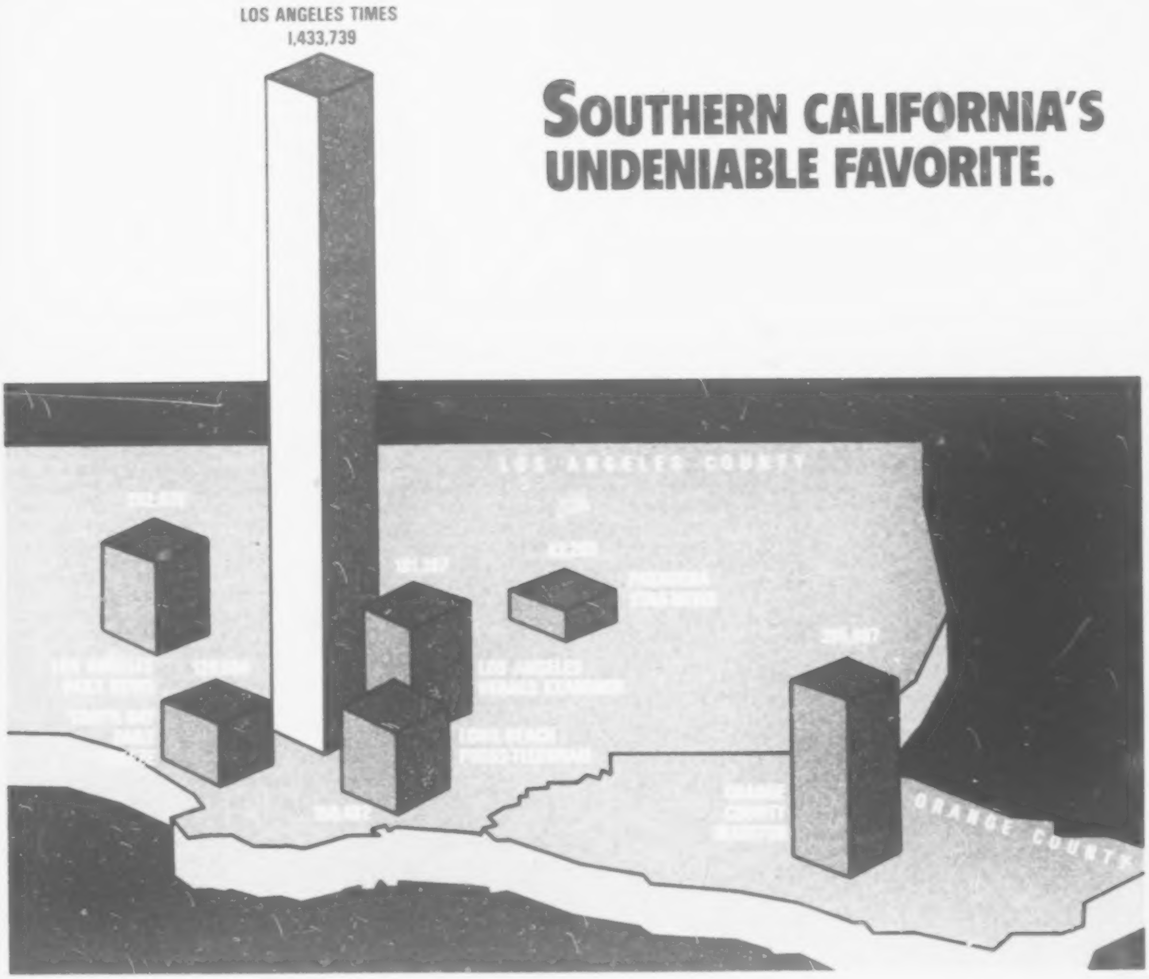
(Circle No. 5 on Market Request Card)



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The Times. Southern California's undeniable favorite. For readers. And for those who want to reach them.

Los Angeles Times

*[illegible] March [illegible]

(Circle No. 6 on Market Request Card)

HERALD-EXAMINER (m-mon to fri) 238,392; (m-sat) 185,889; (S) 183,122; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Harold Blatt, Natl. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000

**National Representative**: Branham Newspaper Sales.

TIMES (m-mon to fri) 1,119,840; (m-sat) 1,013,973; (S) 1,423,310; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053; Tel. (213) 972-5000

**National Representative**: Million Market Times Mirror Marketing.

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**LOS ANGELES COUNTY**
**See SAN PEDRO**
**See SANTA MONICA**
**See TORRANCE**

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## MADERA

**1 - LOCATION:** Madera County, E&P Map C-5, County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

**2 - TRANSPORTATION: Railroads**-SP; SF

**Motor Freight Carriers**-4

**Intercity Bus Lines**-Greyhound, Continental.

**Airlines**-United, Pacific Air (through Fresno).

**3 - POPULATION:**

Corp. City 80 Cen. 21,732; E&P 89 Est. 25,023

CZ-ABC: (80) 21,732

RTZ-ABC: (80) 41,384

County 80 Cen. 64,116; E&P 89 Est. 80,633

City & RTZ-ABC: (80) 63,116

**4 - HOUSEHOLDS:**

City 80 Cen. 7,359; E&P 89 Est. 8,632

County 80 Cen. 20,950; E&P 89 Est. 34,258

CZ-ABC: (80) 7,359

RTZ-ABC: (80) 13,591

City & RTZ-ABC: (80) 20,950

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $113,000,000 |

**6 - PASSENGER AUTOS:** County 41,677

**7 - ELECTRIC METERS:** Residence 10,111

**8 - GAS METERS:** Residence 9,259

**9 - PRINCIPAL INDUSTRIES:** Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Prods.; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equip.; Campers; Armco Steel; Corn Prods.; Almond Proc.; Raisin Packing; Fiberglass Insulation.

**Principal Industrial Pay Days**-1st & 15th

**10 - CLIMATE:** First killing frost, Dec. 1; last killing frost, Apr. 1

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-20 blocks on 4 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Valley W. Plz.(10) | 2 | K mart, Sav-Mart |
| Bethard Sq.(14) | 2 | Thrifty Drug, Mayfair |
| Sure Save(5) | 2 | Sure Save |
| Country Club Plz | 2 | Long's Drug, Lucky's |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Fri.

**Stores Open Sundays**-Grocery & most stores in shopping centers; JCPenney

**13 - RETAIL OUTLETS: Department Stores**-James, Cerioni's, JCPenney, Money Back Sam, Vizcarra's.

**Variety Stores**-Coronet, Bonanza 88, Newberry's.

**Chain Drug Stores**-Thrifty; Long's.

**Chain Supermarkets**-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie Lucky's.

**Other Chain Stores**-McMahan's; Sears; Montgomery Ward; Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear; Indy Auto Stores; Family Bargain Center.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 8,764; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93638; Tel. (209) 674-2424

**National Representative**: Papert Companies.

## MANTECA

**1 - LOCATION:** San Joaquin County, (In Stockton MSA), E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento. Located in center of state and known as "Crossroads of California". Central Valley region 12 mi. S of Stockton Seaport terminal.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Tidewater Southern; Western Pacific.

**Motor Freight Carriers**-8 Transcontinental; 6 Calif. Carriers.

**Intercity Bus Line**-Greyhound

**Airlines**-PSA; United Express; Federal Express (freight).

**3 - POPULATION:**

Corp. City 80 Cen. 24,925; E&P 89 Est. 41,088

County/MSA 80 Cen. 349,137; E&P 89 Est. 449,795

**4 - HOUSEHOLDS:**

City 80 Cen. 8,592; E&P 89 Est. 14,386

County/MSA 80 Cen. 124,626; E&P 89 Est. 168,502

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 233,134

**7 - ELECTRIC METERS:** Residence 23,991 (incl. Lathrop, Ripon city).

**8 - GAS METERS:** Residence 18,488 (incl. Lathrop, Ripon city).

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't Contractor 2,300; Electronics 900; Auto Glass Mfg. 1,600; Agric. Mfg. 2,000; Public Util. 600; Ret. Trade 1,900; Servs.; Gov't.

**Principal Industrial Pay Day**-1st of month

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, Mar. 2. Av. Annual Rainfall 14.11 in.

**11 - TAP WATER:** Municipal system.

**12 - RETAILING: Principal Shopping Center**-Downtown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| K mart | 1 | K mart, Thrifty, Sav-Mart |
| Lincoln | 1 | Hafer's Furn. |
| Cardosa(11) | 1 | Payless, Safeway, Sprouse-Reitz |
| Koffinow | 1 | |
| TG&Y | 1 | TG&Y, Big Boy Mkt. |
| Town Sq. | 1 | Tams Buffet, Happy Steak |
| Lucky Long's Ctr. | 2 | Lucky Food, Long's Drugs |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Manteca, Mars, Brown Mahin.

**Discount Stores**-TG&Y, K mart.

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Thrifty, Payless, Longs Drugs.

**Chain Supermarkets**-Safeway, Save-Mart, New Deal, Lucky.

**Other Chain Stores**-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

**14 - NEWSPAPERS:** BULLETIN (m) 6,500; (S) 6,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Elise Matthews, Adv. Dir., BULLETIN, P.O. Box 912, Manteca, CA 95336-0912; Tel. (209) 239-3535

**National Representative**: Papert Companies.

## MARIN COUNTY

**1 - LOCATION:** E&P Map B-4. (In San Francisco PMSA). County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County & the E Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

**2 - TRANSPORTATION: Intercity Bus Lines**-Golden Gate Transit, Greyhound.

**3 - POPULATION:**

Corp. City (San Rafael) 80 Cen. 44,700; E&P 89 Est. 59,241

CZ-ABC: (80) 203,753

RTZ-ABC: (80) 18,839

City & RTZ-ABC: (80) 222,592

PMSA 80 Cen. 1,490,090; E&P 89 Est. 1,711,373

County 80 Cen. 222,952; E&P 89 Est. 269,279

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City (San Rafael) 80 Cen. 18,757; E&P 89 Est. 21,355

County 80 Cen. 88,983; E&P 89 Est. 84,655

PMSA 80 Cen. 612,880; E&P 89 Est. 721,719

CZ-ABC: (80) 82,932

RTZ-ABC: (80) 5,791

City & RTZ-ABC: (80) 88,723

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Sav. | 67 | $1,445,918,000 |
| Savings & Loan | 42 | $1,078,276,060 |

**6 - PASSENGER AUTOS:** County 163,973

**7 - ELECTRIC METERS:** County 100,640

**8 - GAS METERS:** Residence County 80,790

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Commun. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Gov't 14,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

**11 - TAP WATER:** Alkaline, med. hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shpg. Ctr., Corte Madera Town Ctr., The Village at Corte Madera. **Neighborhood Shopping Centers**-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Town & Country(90) | 8 | Safeway |
| Northgate(60) | 4 | Emporium, Sears, Mervyn's, Payless |
| Northgate One | NA | Safeway |
| Northgate Plz. | NA | Long's, Lucky's |
| Pacheco Plz.(26) | 5 | Safeway |
| Corte Madera(40) | 5 | JCPenney, Macy's, Nordstrom, Safeway, Marshalls |
| Larkspur Landing(60) | 2 | Fry's Food & Drugs |
| Marin Central | 3 | Cost Plus |
| Marin Sq. | NA | Ross Dept. Store |
| Montecito(30) | NA | Thrifty, Standard Brands, Goodman's |
| San Anselmo | 1 | Guasco Super |
| Bon Air(23) | 2 | Petrini's Super, Long's |
| The Boardwalk | 8 | Boardwalk Foods |
| Kentfield | 5 | Jim Corbet's Hdwe. |
| The Square | 10 | Pay 'N Save |
| Nave Ctr.(19) | 10 | Alpha Beta, Thrifty |
| Novato Fair(15) | 10 | Millers Outpost |
| Red Hill(24) | 2 | Safeway, Long's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Mon., Wed., Fri.; most grocery & drug every evening.

**Stores Open Sundays**-Grocers; Bldg. Materials; Drugs; Young Bros. Furn.; Emporium; Nordstrom; Good Guys; JCPenney; Sears; Macy's; Circuit City.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; Emporium; JCPenney; Mervyn's; Nordstroms; Sears.

**Discount Stores**-Marshalls; Cost Plus; Ross.

**Variety Stores**-Woolworth; TG&Y; Glen's 2.

**Chain Drug Stores**-Payless; Thrifty 4; Long's 3; Merrill's; Bill's.

**Chain Supermarkets**-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.

**Other Chain Stores**-Singer; Cost Plus; Granat Bros. Jewelry; Hastings; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Abbey/Hallmark; American Express; Waldenbooks; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Wherehouse Records 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Zale's Jewelers; The Limited; Kragen Auto; Track & Trail; Circuit City; Limited Express; Wilsons Leather; Casual Corner; Ben Bridge Merksomer Shreve; Foot Locker; Lady Foot Locker; Jales; C&R Clothing; Radio Shack; B Toys; Monica Scott.

**14 - NEWSPAPERS:** INDEPENDENT-JOURNAL (e) 37,588; (S) 40,569; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Howard Mullenady, Adv. Dir., INDEPENDENT-JOURNAL, P.O. Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.

**National Representative**: Gannett National Newspaper Sales; Long & Associates.

## MARTINEZ

**1 - LOCATION:** Contra Costa County (In Oakland PMSA), E&P Map B-4. County Seat. Residential & industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley. I-680; State Hwy. 4.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.

**Motor Freight Carriers**-9

**Intercity Bus Lines**-Greyhound; Central C.C.C. Transit Authority.

**3 - POPULATION:**

Corp. City 80 Cen. 22,582; E&P 89 Est. 30,798

County 80 Cen. 661,140; E&P 89 Est. 828,552

PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672

**4 - HOUSEHOLDS:**

City 80 Cen. 8,437; E&P 89 Est. 11,347

County 80 Cen. 241,805; E&P 89 Est. 299,569

PMSA 80 Cen. 667,626; E&P 89 Est. 845,709

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $52,731,409 |
| Savings & Loan | 2 | $16,193,466 |

**6 - PASSENGER AUTOS:** County 490,000

**7 - ELECTRIC METERS:** Residence 14,917

**8 - GAS METERS:** Residence 14,872

**9 - ~~PRINCIPAL~~ INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chem. 790 ($286); Gov't 6,400 ($372); VA Hosp. 1,334 ($283); Roofing, Asphalt, Petroleum Prods.

**Principal Pay Days**-1st, 15th, 10th, 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28; last killing frost, Feb. 18.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 4 on Ferry St.; 1 on Las

Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.

**Shopping Centers**-Gregson's; L&L U-Save; Virginia Hills.

**Principal Shopping Days**-Wed., Fri.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Store**-Hilsons.

**Chain Drug Stores**-Rexall 3; Thrifty; Long's.

**Chain Supermarkets**-Lairid's; Gregson's; Safeway; Nob Hill Market; Fry's; Lucky.

**Other Chain Stores**-Goodyear; Big O Tires; Mode O'Day; Foster's Freeze; Shoes: Grande's, Country Walk; Auto: Dells, Wheel Enterprises, Martinez; Clothing: Lily Field Boutique; Furn.: Ken's, Valley Used; Hdwe.: Lasell's.

**14 - NEWSPAPERS:** NEWS-GAZETTE (m-tues to sat) 2,715; June 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: David Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo; P.O. Box 151, Martinez, CA 94554; Tel. (415) 228-6400.

**National Representatives**: Papert Companies; U.S. Suburban Press.

## MARYSVILLE-YUBA CITY

**1 - LOCATION:** Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.

**Motor Freight Carriers**-6

**Intercity Bus Lines**-Greyhound; Hub Area Transit Authority.

**3 - POPULATION:**

Corp. Cities 80 Cen. 28,634; E&P 89 Est. 33,698
Marysville 80 Cen. 9,898; E&P 89 Est. 11,000
Yuba City 80 Cen. 18,736; E&P 89 Est. 22,698
NDM-ABC: (80) 101,979
Counties/MSA 80 Cen. 102,413; E&P 89 Est. 118,020
Yuba 80 Cen. 49,898; E&P 89 Est. 56,729
Sutter 80 Cen. 52,515; E&P 89 Est. 61,291

**4 - HOUSEHOLDS:**

Cities 80 Cen. 11,982; E&P 89 Est. 13,528
Maryville 80 Cen. 4,183; E&P 89 Est. 4,481
Yuba City 80 Cen. 7,799; E&P 89 Est. 9,047
NDM-ABC: (80) 36,313
Counties/MSA 80 Cen. 36,313; E&P 89 Est. 42,571
Yuba 80 Cen. 17,504; E&P 99 Est. 20,253
Sutter 80 Cen. 18,809; E&P 89 Est. 22,318

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 15 | N.A. |
| Savings & Loan | 14 | N.A. |
| Credit Unions | 6 | N.A. |

**6 - PASSENGER AUTOS:** Yuba 29,520; Sutter 34,426

**7 - ELECTRIC METERS:** Residence 45,250

**8 - GAS METERS:** Residence 29,858

**9 - PRINCIPAL INDUSTRIES:** Food; Lumber; Plastics; Mobile Homes; Trailers.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15; last killing frost, Feb. 21.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on D St., Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.

**Neighborhood Shopping Centers**-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; Hillcrest Plaza, Yuba City.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| PV Center | NA | PV, Big A Auto Parts |
| College Ctr. | NA | Sprouse-Reitz |
| Colusa Ave.(15) | NA | Walgreens, Safesave Drug, Designer Fabrics |
| Hillcrest Plz.(22) | NA | Jane's, New Dimensions |
| K mart Center(5) | NA | K mart, Liquor Barn |
| Marysville Sq.(5) | NA | Mont. Ward, Lucky, Long's |
| Raley's | NA | Raley's, Pay 'N Pak |
| Village Ctr.(7) | NA | |
| Westbridge(15) | NA | Bradley's, Lucky, Payless, Radio Shack |
| Yuba Plaza(5) | NA | Sears, Thrifty Drug, Handyman |
| Heritage Oak(8) | NA | Safeway |
| Gridley(8) | NA | Thrifty Drug |

**Principal Shopping Days**-Westbridge Shopping, Yuba City-Fri., Sat., Mon.

**Stores Open Evenings**-Wed., Fri.

**Stores Open Sundays**-Food, drug, clothing, appliances, hardware.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar.

**Discount Stores**-K mart; PV.

**Variety Stores**-Woolworth; Sprouse-Reitz.

**Chain Drug Stores**-Payless 2; Thrifty 2; Safe-Save 2; Walgreens; Long's.

**Chain Supermarkets**-Safeway 2; Lucky 2; Food 4 Less; Raley's; Holiday 3.

**Other Chain Stores**-Singer; Firestone; Goodyear; Shoes: Don's, Kinney, Dave's 2, Kahn's; Men's Stores: Schneider's; Others: Radio Shack, House of Fabric, McMahan's Furniture, Bresler's Ice Cream; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak; Big 5.

**14 - NEWSPAPERS:** APPEAL-DEMOCRAT (e) 25,020; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 1530 Ellis Lake Dr., Marysville, CA 95901; Tel. (916) 741-2345.

**National Representative**: Branham Newspaper Sales.

## MERCED

**1 - LOCATION:** Merced County (MSA). E&P Map C-5. County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Natl. Park. On State Hwys. 140, 99 & 59.

**2 - TRANSPORTATION: Railroads**-Amtrak; AT&SF; Southern Pacific.

**Motor Freight Carriers**-16

**Intercity Bus Lines**-Greyhound; Yosemite Trans.; Grayline; (MARTS) Merced Area Regional Transit System.

**Airlines**-United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 36,499; E&P 89 Est. 51,642
CZ-ABC: (80) 55,993
RTZ-ABC: (80) 86,807
Co./MSA 80 Cen. 135,319; E&P 89 Est. 173,152
City & RTZ-ABC: (80) 142,800

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,381; E&P 89 Est. 19,764
Co./MSA 80 Cen. 44,539; E&P 89 Est. 73,118
CZ-ABC: (80) 19,572
RTZ-ABC: (80) 28,173
City & RTZ-ABC: (80) 47,745

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 14 | $322,651,000 |
| Savings & Loan | 7 | $278,677,000 |
| Credit Unions | 4 | $71,959,000 |

**6 - PASSENGER AUTOS:** County 81,501

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Total Agric., Forestry & Fishing 9,925; Constr. & Mining 1,450; Food Proc. 6,500; Other Mfg. 3,600; Trans. & Public Util. 1,950; Whol. Trade 1,600; Ret. Trade 8,850; Fin., Ins. & R.E. 2,250; Servs. 6,925; Federal 1,300; State, Local & Education 10,025; Castle Air Force Base 6,039 (an Av. Wage and Salary Employment 60,414).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown: 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center, 1000 W. Olive Ave., 64 stores.

**Neighborhood Shopping Centers**-Westgate Center, W. Main St.; Galleria, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. St.; Yosemite Pkwy., 21st St.; Bear Creek Shpg. Ctr., Alexander Ave. & G. St.; Payless Plz. Merced, Olive & G St.; Olivewood Ctr., Olive & Austin St.; Save Mart Ctr., Olive & G. St.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur.; Food, Drug & Shopping Centers every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; JCPenney; K mart.

**Chain Drug Stores**-Thrifty 2; Long's; Bill's; Payless.

**Chain Supermarkets**-Save Mart 4; New Deal Markets; Lucky's.

**Other Chain Stores**-Toppers Jewelry; Fashion Crossroads; House of Fabrics; Musicland; Kinney Shoes; Goodyear; Firestone; Pep Boys Auto; McMahan Furn.; Slater's Furn.; Diamond International; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Coronet; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Miller's Outpost; B. Dalton Booksellers; Big 5 Sports; Kits Cameras; Computerland; Village East; Petites West; 84 Lumber; Naturalizer Shoes; Wherehouse; Ortho Mattress; Standard Brands; Curtis Mathes; Gingiss Formalwear; Grand Auto Stores; Jean Nicole; Radio Shack; Singer; Pay 'n' Pak.

**14 - NEWSPAPERS:** SUN-STAR (m) 24,255; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, P.O. Box 739, Merced, CA 95341-0739; Tel. (209) 722-1511.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## MODESTO

**1 - LOCATION:** Stanislaus County (MSA). E&P Map C-5. County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.

**Motor Freight Carriers**-122

**Intercity Bus Lines**-Pacific Greyhound; Modesto Transit; Continental Trailways.

**Airlines**-Wings West; West Air.

**3 - POPULATION:**

Corp. City 80 Cen. 106,602; E&P 89 Est. 144,807
CZ-ABC: (80) 106,963
Bal. in NDM-ABC: (80) 158,937
County/MSA 80 Cen. 268,333; E&P 89 Est. 331,405
Total NDM-ABC: (80) 265,900

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 39,127; E&P 89 Est. 53,297
County/MSA 80 Cen. 97,700; E&P 89 Est. 125,916
CZ-ABC: (80) 39,257
Bal. in NDM-ABC: (80) 55,418
Total NDM-ABC: (80) 94,675

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 31 | $805,347,000 |
| Savings & Loan | 23 | $477,064,000 |

**6 - PASSENGER AUTOS:** County 184,317

**7 - ELECTRIC METERS:** Residence City 58,361

**8 - GAS METERS:** Residence City 42,651

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-All Mfg. 20,100; Nondurable Goods 14,500; Durables 5,600; Food Proc. 11,800; Ret. Trade 19,000; Whol. Trade 4,600; Gov't 15,300; Constr. 5,900; Trans. and Util. 4,200; Servs. 19,700.

**10 - CLIMATE:** Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

**11 - TAP WATER:** Alkaline; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Five mi. of McHenry Ave. (from Needham North) & Downtown: 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.

**Neighborhood Shopping Centers**-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Rd.; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyn's, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.

**Regional Shopping Center**-Vintage Faire, N Freeway 99 at Dale Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Vintage Faire | 4 | Sears, JCPenney, Macy's, Weinstock's, Gottschalk's |
| McHenry Vlg. | 2 | Keller's, New Deal |
| Yosemite | 2 | New Deal |
| Caruso | 2 | Landon's, Jumbo |
| Roosevelt | 2 | Paul's, O'Brien's |
| Paradise Plaza | 1 | Sprouse-Reitz |
| Sisk Road Center | 4 | Federated Group, Sofa Factory, Aaron Bros. |
| Gregory Gardens | 2 | Save Mart, Thrifty |
| Ulrich | 2 | Save Mart |
| Mervyn's | 3 | Mervyn's |
| Briggsmore Sq. | 2 | Mont. Ward, Thrifty |
| Briggsmore Plz. | 2 | Bonanza |
| McHenry Sq. | 2 | Payless |
| Scenic | 2 | Angelo's |
| Coffee Plaza | 2 | Save Mart |
| Ceres Plaza | 3 | Lucky Stores, TG&Y, Food 4 Less |
| Tully Manor | 3 | Raley's |
| Standiford Ctr. | 4 | Lucky's, Long's, Pier 1 |
| Century Center | 3 | Gottschalk's, Raley's |
| Frontier Town | 3 | Center State Bank |
| Northgate Village | 3 | Ken's Camera |
| Western Plaza | 3 | Phone Center |
| Whitmore | 4 | Save Mart |
| Dale Road | 4 | Handy Andy, Big 5 |
| Sylvan Square | 4 | Richland Mkts. |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Mon., Thur.; Food-every night except Sun.; Vintage Faire-Mon. through Sat. until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; Loebs; Colburn's; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Macy's.

**Variety Stores**-Woolworth; Sprouse-Reitz 4.

**Chain Drug Stores**-Payless 3; Long's 4; Rexall 3; Thrifty 6; Raley's 2.

**Chain Supermarkets**-Lucky 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New

Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Raley's 2; Food 4 Less 2.

**Discount Stores**-K mart 3; Bonanza; TG&Y; Payless 3; Long's 4; Liquor Barn.

**Other Chain Stores**-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Furnishings 2000; Brownie Muffler; Copeland Lumber; Dutch Boy Paint; Federated Group; Firestone; Fuller Paints; Handy Andy; Hartfield's; House of Carpets; House of Fabrics; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Ernie's Liquors; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp.; Rasco Toys; Video Concepts.

**14 - NEWSPAPERS:** BEE (m) 79,058; (S) 86,587; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Alan Truax, Adv. Dir., BEE, 1325 H St., PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2000.

**National Representative** Cresmer Woodward, O'Mara & Ormsbee.

## MONTEREY

**1 - LOCATION:** Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School. Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

**2 - TRANSPORTATION: Motor Freight Carriers**-1.

**Intercity Bus Lines**-Monterey Peninsula Transit; Coastlines; Greyhound.

**Airlines**-United; USAir; American Eagle; Skywest.

**3 - POPULATION:**

Corp. City 80 Cen. 27,558; E&P 89 Est. 31,489
CZ-ABC: (80) 81,841
Bal. in NDM-ABC: (80) 55,234
County/MSA 80 Cen. 291,096; E&P 89 Est. 347,504
Total NDM-ABC: (80) 137,075

**4 - HOUSEHOLDS:**

City 80 Cen. 11,208; E&P 89 Est. 12,519
County/MSA 80 Cen. 95,734; E&P 89 Est. 129,000
CZ-ABC: (80) 33,598
Bal. in NDM-ABC: (80) 15,582
Total NDM-ABC: (80) 49,180

**5 - BANKS:** Corp. City 11. Deposits N.A.

**6 - PASSENGER AUTOS:** County 189,234

**7 - ELECTRIC METERS:** Residence 47,600

**8 - GAS METERS:** Residence 41,100

**9 - PRINCIPAL INDUSTRIES:** Industry: An. Payroll-Military $737,470,000; Tourist $167,951,000; Mfg. $5,375,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4; last killing frost, Feb. 2.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Del Monte Shpg. Ctr. in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.

**Neighborhood Shopping Centers**-Fremont & Broadway, Seaside; Monte Vista Ctr., Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate, Pacific Grove; Mid Valley Shopping Ctr.; Village Ctr., Carmel Valley.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Del Monte(85) | NA | Macy's, Lucky, Thrifty Drugs, Mervyn's |
| The Barnyard(66) | NA | Thunderbird Book Store |
| Carmel Rancho(30) | NA | Albertson's, Brinton's |
| Crossroads(80) | NA | Long's, Safeway |
| Olympia Plaza(9) | NA | Sears |
| Carmel Plaza(51) | NA | I. Magnin, Saks |
| Country Club(18) | NA | Alpha Beta, Thrifty Drug |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. through Fri.; Food-daily.

**13 - RETAIL OUTLETS: Department Stores**-Ford's; Macy's; JCPenney; Mervyn's.

**Discount Stores**-K mart.

**Variety Stores**-Woolworth; Sprouse-Reitz 2.

**Chain Drug Stores**-Long's 2; Thrifty 2; Payless.

**Chain Supermarkets**-Safeway 5; Nob Hill; Lucky; Alpha Beta.

**Other Chain Stores**-Kragen's; Banana Republic; Firestone 2; Friedman's; Sees Candies; Grand Auto; The Limited; Casual Corner; Miller's Outpost; Leed's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books, Inc.; Big 5 Sporting Goods; Thom McAn; Foot Locker; Waldenbooks.

**14 - NEWSPAPERS:** THE HERALD (m) 34,047; (S) 35,334; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Alice Burton, Adv. Dir., THE HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.

**National Representative** Branham/Newspaper Sales.

## NAPA

**1 - LOCATION:** Napa County. (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

**2 - TRANSPORTATION: Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Bridgeford Flying Service.

**3 - POPULATION:**

Corp. City 80 Cen. 50,879; E&P 89 Est. 63,856
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 80 Cen. 99,508; E&P 89 Est. 119,211
PMSA 80 Cen. 337,592; E&P 89 Est. 411,612
City & RTZ-ABC: (80) 99,199

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 19,714; E&P 89 Est. 23,584
County 80 Cen. 36,624; E&P 89 Est. 39,190
PMSA 80 Cen. 117,050; E&P 89 Est. 146,876
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | $395,400,000 |
| Savings & Loan | 11 | $580,600,000 |

**6 - PASSENGER AUTOS:** County 63,699

**7 - ELECTRIC METERS:** 32,842

**8 - GAS METERS:** 30,868

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees-Leather Goods 280; Clothing 215; Tractor 104; Steel Pipe 100; Grape & Wine 1,500; Hospital 4,150; Calif. Veteran's Home 983; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23; last killing frost, Mar. 26.

**11 - TAP WATER:** Hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers** (No. of Stores)-Napa Valley (18); River Park (22); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sun Valley | 24 | Macy's |
| Larwin Plaza | 11 | K mart, Sears |
| Hilltop | 24 | Capwells |
| Coddingtown | 40 | Emporium, K mart |
| Santa Rosa Plaza | 36 | Sears, Macy's |
| Solano Mall | 20 | JCPenney, Mervyn's, Sears, Emporium |

**Principal Shopping Days**-Thur., Fri. & Sat. Stores open Thur. evenings.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Mervyn's.

**Variety Stores**-Woolworth; Darr's; Roberts.

**Discount Stores**-K mart; TG&Y.

**Chain Drug Stores**-Bill's; PayLess; Longs; Merrill's; Thrifty 2.

**Chain Supermarkets**-Safeway 2; Food Fair; Vallerga's 2; Lucky; Alpha Beta; Albertson's.

**Other Chain Stores**-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Kragen Auto; Bistrin's; Chief Auto.

**14 - NEWSPAPERS:** REGISTER (e) 20,775; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carl Sanders, Adv. Dir., REGISTER, 1615 Second St., P.O. Box 150, Napa, CA 94558; Tel. (707) 226-3711.

**National Representative** The Papert Companies.

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**NEWARK**
**See FREMONT**

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## NEWHALL

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7.

**2 - TRANSPORTATION: Inter City Bus Lines**-Santa Clarita Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 12,029; E&P 89 Est. N.A.
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. N.A.
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | NA | N.A. |
| Saving & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** Residential 64,439

**9 - PRINCIPAL INDUSTRIES:** No. of Wage Earners: N.A.; Mfg. Aerospace Electronics; Pharmaceutical.

**Principal Industrial Pay Day**-N.A.

**10 - CLIMATE:** Summer 58 - 74; Winter 45 -65.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| River Oaks | 1 | Target, Mervyn's |

**Principal Shopping Days**-Sat., Sun.

**Stores Open Evenings**-all.

**13 - RETAIL OUTLETS: Department Stores**-Mervyns; Target.

**Discount Stores**-Ross; Target.

**Variety Store**-Newberry's.

**Chain Drug Stores**-Thriftys; Long's; Clark's.

**Chain Food Supermarkets**-Ralph's; Lucky; Hughes; Von's.

**14 - NEWSPAPERS:** NEWHALL SIGNAL & SAUGUS ENTERPRISE (m-tues to sat. S) 13,268; Dec. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Ethel Nakutin, Adv. Dir., NEWHALL SIGNAL & SAUGUS ENTERPRISE, 24000 Creekside Rd., P.O. Box 877, Newhall, CA 91322; Tel. (805) 259-1234.

**National Representative**, Papert Companies.

## OAKLAND

**1 - LOCATION:** Alameda County (In Oakland PMSA). E&P Map B-5. County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

**2 - TRANSPORTATION: Railroads**-Amtrak; SP; Santa Fe; UP; WP; Burlington Northern; Denver & Rio Grande; Western.

**Motor Freight Carriers**-1,318.

**Passenger & Freight Steamship Lines**-70.

**Rapid Transit**-Bay Area Rapid Transit (BART).

**Intercity Bus Lines**-Trailways; Greyhound; Peerless; Alameda-Contra Costa Transit.

**Airlines**-America West; Alaska; American; Sun World; USAir; American Eagle; United; Delta; Continental; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 339,337; E&P 89 Est. 350,463
NDM-ABC: (80) 1,761,710
County 80 Cen. 1,105,379; E&P 89 Est. 1,316,120
PMSA 80 Cen. 1,762,631; E&P 89 Est. 2,144,672

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 141,640; E&P 89 Est. 135,895
NDM-ABC: (80) 667,626
County 80 Cen. 426,092; E&P 89 Est. 448,399
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 346 | $7,164,450,000 |
| Savings & Loan | 233 | $9,535,560,000 |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** Residence 738,058

**8 - GAS METERS:** Residence 665,465

**9 - PRINCIPAL INDUSTRIES:** (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 12,100 ($435); Fab. Metal Prods. 9,700 ($420); Mach. 10,400 ($470); Trans. & Equip. 4,900 ($555); Primary Metals 4,500 ($433); Chem. 9,700 ($486); Petroleum & Coal Prods. 8,400 ($791); Printing & Pub. 8,800 ($490); Paper Prods. 4,300 ($511); Stone, Clay & Glass Prods. 5,200 ($501); Elect. Equip. 8,500 ($482).

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.

**Neighborhood Shopping Centers**-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSelle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way.; Rockridge Center; Eastmont Mall, 73rd & Foothill.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| (Alameda County) | | |
| Fremont Fashion Center(32) | NA | Emporium-Capwell |
| Fremont Hub(96) | NA | |
| Southland(125) | NA | JCPenney, Sears, Mervyn's, Emporium-Capwell |
| Newpark Mall(101) | NA | Macys, Sears, Emporium-Capwell, Mervyn's |
| Eastmont Mall(82) | NA | JCPenney, Mervyn's |
| Stoneridge(77) | NA | Emporium-Capwell, Macys, JCPenney |
| Bay Fair Mall(115) | NA | Macys, Mont. Ward |
| (Contra Costa County) | | |
| County East Mall(55) | NA | JCPenney, Sears, Mervyn's |
| Sunvalley(140) | NA | Emporium-Capwell, Macys, JCPenney, Sears |
| El Cerrito Plz.(60) | NA | Emporium-Capwell |

| | | |
|---|---|---|
| Hilltop(140) | NA | Emporium-Capwell, Macys, JCPenney |
| Broadway(62) | NA | I. Magnin, Nordstrom, Emporium-Capwell |

**Stores Open Evenings**-Mon., Thur. Many food stores open every evening and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Emporium-Capwell 8; Macy's 5; Mervyn's 9; Montgomery Ward 5; JCPenney 9; Sears 5; Nordstrom; McCaulou's 8.

**Discount Stores**-Target 5; K mart 9.

**Variety Stores**-Newberry 3; Sprouse-Reitz 13; Woolworth 9.

**Chain Drug Stores**-Guy's 3; Long's 22; Domar's; Kerstein's 2; Payless 16; Pay 'N Save 3; Thrifty 22; Walgreens 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7; Thrifty, Jr.

**Chain Supermarkets**-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Nob Hill 3; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's

**Other Chain Stores**-Ross Dress For Less 8; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C&R Clothiers 6; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Hartfield's 7; Zale's Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner's 2; Levitz 4; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big O Tires 21; Furnishings 2000 6; Merritt Tire 5; Standard Brands 6; Regal Shoes 4; Singer 10; Sleep Aire 4; Kress 3; Goldmans 12; Circuit City 4.

**14 - NEWSPAPERS:** THE TRIBUNE (m-mon to fri) 142,456; (m-sat) 137,714; (S) 138,803; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wendy Rhea, Nat'l. Adv. Mgr., THE TRIBUNE, 409 13th St., Oakland, CA 94612; Tel. (415) 645-2000.

**National Representative**: Branham/Newspaper Sales.

## OCEANSIDE

**1 - LOCATION:** San Diego County, (In San Diego MSA), E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Santa Fe; Trailways; Oceanside Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 76,698; E&P 89 Est. 113,941
CZ-ABC: (80) 102,915
RTZ-ABC: (80) 131,778
County 80 Cen. 1,872,741; E&P 89 Est. 2,351,774
MSA 80 Cen. 1,872,741; E&P 89 Est. 2,351,774
City & RTZ-ABC: (80) 234,693

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 29,022; E&P 89 Est. 42,405
MSA 80 Cen. 670,094; E&P 89 Est. 862,454
County 80 Cen. 670,094; E&P 89 Est. 798,514
CZ-ABC: (80) 39,184
RTZ-ABC: (80) 42,075
City & RTZ-ABC: (80) 81,259

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 19 | N.A. |

**6 - PASSENGER AUTOS:** County 1,347,917

**7 - ELECTRIC METERS:** Residence (Tri City) 22,148

**8 - GAS METERS:** Residence (Tri City) 16,508

**9 - PRINCIPAL INDUSTRIES:** Industry, (No. of Employees)-Elect. Connectors (500); DC Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Elect. Mfg. (100).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

**11 - TAP WATER:** Neutral, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.

**Neighborhood Shopping Centers**-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mission Sq.(23) | 1 | Von's, Thrifty |
| Long's | 2 | Safeway, Long's |
| Plaza Camina Real(129) | 4 | JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears |
| Poinsettia(14) | NA | Big Bear, TG&Y |
| Oceanside Plz.(21) | 2 | Alpha Beta, Value Fair |
| Tamarack East | 5 | Thrifty, Safeway |
| Fed Mart | NA | Fed Mart |
| Mesa Marguirita(3) | NA | Express Lane Foods |
| Mercado De Oceana(17) | NA | Market Place, Price Drug |
| College Plz.(20) | NA | Sprouse-Reitz, Safeway, Thrifty |
| Cape Cod Vlg.(13) | NA | |
| Medical Park(3) | NA | Gordon Tait Phcy. |
| Baskin Robbins(9) | NA | Baskin Robbins |
| Oceanside(15) | NA | Safeway, Long's Drug |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Huckaby's; May Co.

**Variety Stores**-Sprouse-Reitz; Woolworth; Long's; Pay Less.

**Discount Stores**-Fed-Mart; Value-Fair; K mart.

**Chain Drug Stores**-Mission Park 2; Fed Mart; Long's; Thrifty.

**Chain Supermarkets**-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.

**Other Chain Stores**-Singer Co.; Sears Roebuck; Elms; Southern California; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

**14 - NEWSPAPERS:** BLADE-TRIBUNE (e-mon to fri) 37,167; (S) 36,302; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ONTARIO-UPLAND

**1 - LOCATION:** San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map D-7. 35 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

**2 - TRANSPORTATION: Railroads**-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.

**Intercity Bus Lines**-Greyhound; S. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.

**Airlines**-Air Cal; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Eastern.

**3 - POPULATION:**

Corp. Cities 80 Cen. 136,467; E&P 89 Est. 187,948
Ontario 80 Cen. 88,820; E&P 89 Est. 121,116
Upland 80 Cen. 47,647; E&P 89 Est. 66,832
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477
NDM-ABC: (80) 268,392
County 80 Cen. 902,364; E&P 89 Est. 1,208,528

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 46,397; E&P 89 Est. 64,756
Ontario 80 Cen. 29,376; E&P 89 Est. 40,099
Upland 80 Cen. 17,561; E&P 89 Est. 24,657
County 80 Cen. 308,062; E&P 89 Est. 467,139
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501
NDM-ABC: (80) 86,529

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 28 | N.A. |
| Savings & Loan | 19 | N.A. |

**6 - PASSENGER AUTOS:** County 664,598

**7 - ELECTRIC METERS:** Residence 80,942

**8 - GAS METERS:** Residence 44,875

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aircraft 1,475; Citrus Proc. 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

**11 - TAP WATER:** Slightly alkaline, moderate; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.

**Neighborhood Shopping Centers**-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plaza | 3 | Millers Outpost, K mart |
| Indian Hill Vlg. | 6 | Newberry's, Osco Drugs |
| Montclair Plaza | 5 | Broadway, May Co., Mont. Ward, Sears Nordstrom, JCPenney |
| Ontario Plz.(36) | NA | Thrifty Drug, Ross |
| Mountaingreen | NA | Mervyn's, Long's |
| Rancho Towne Ctr. | 6 | Standard Brands |
| Town Center Upland | NA | Thrifty Drug, Von's, Osco Drugs. |
| Upland Ctr.(18) | NA | Pic 'N Save |
| Upland Sq.(23) | NA | Alpha Beta, Gemmel's |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Dept. & discount-Fri.; Supermarkets-nightly.

**Stores Open Sundays**-Dept., discount, mkts.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Miller's Outpost 4; Mervyn's, May Co.; Broadway; Best Products; Montgomery Ward; Target; Nordstrom's; J.J.'s; Ross; Robinson's; Sears; Best; Fallis Valley.

**Discount Stores**-K mart 3; Fedco; Pic 'N Save.

**Variety Stores**-Comet; Sunrize V & S 2.

**Chain Drug Stores**-Thrifty 10; Owl Lucky; Gemmel 7; Osco 2; Long's; PayLess.

**Chain Supermarkets**-Von's 5; Alpha Beta 8; Stater Bros. 10; Ralphs 2; Albertson's; Lucky 4; Hughes; Sun Value Foods.

**Other Chain Stores**-National Lumber; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furn.; Armstrong Nurseries; Lerners; House of Fabrics; Cloth World; Ace Hardware; Builder's Emporium; Radio Shack; Clothestime; Circuit City; Kragen.

**14 - NEWSPAPERS:** DAILY REPORT (m) 45,926; (S) 46,959; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peggy Del Toro, Adv. Dir., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.

**National Representative**: Papert Companies.

## ORANGE COUNTY
## (Anaheim)

**1 - LOCATION:** Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

**2 - TRANSPORTATION: Railroads**-AT&SF; SP; UP.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 219,311; E&P 89 Est. 271,739
County/PMSA 80 Cen. 1,941,365; E&P 89 Est. 2,522,628
NDM-ABC: (80) 449,322

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 80,628; E&P 89 Est. 94,877
County/PMSA 80 Cen. 685,815; E&P 89 Est. 947,606
NDM-ABC: (80) 156,012

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Sav. & Comm. | 36 | $2,727,804,347 |
| Savings & Loan | 28 | $712,942,861 |

**6 - PASSENGER AUTOS:** County 1,467,041

**7 - ELECTRIC METERS:** Residence 79,627

**8 - GAS METERS:** Residence 63,636

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronic Equip. 3,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaurant Headquarters & Whse. 2,790; Hotel 1,660; Interstate Elect. Equip. 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.

**Principal Pay Days**-15th & 31st.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-No. of Stores-Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.

**City Neighborhood Shopping Centers**-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Canyon Plaza(70) | 13 | Singer, Albertson's |
| Anaheim Plaza(62) | 2 | Mervyn's, Robinson's |
| Brookhurst(51) | 3 | Goodyear, Alpha Beta |
| E. Anaheim(50) | 1 | Ralph's, Boston Store |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Most stores throughout the week.

**Stores Open Sundays**-Food, drug, discount, specialty stores.

**13 - RETAIL OUTLETS: Department Stores**-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.

**Discount Stores**-Lucky; K mart.

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Rexall; Sav-On; Thrifty; Skaggs.

**Chain Supermarkets**-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.

**Other Chain Stores**-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's

Toys R Us; Uniroyal Tires.

**14 - NEWSPAPERS:** ANAHEIM BULLETIN (e) 6,629; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Novak, Pub., ANAHEIM BULLE-

TIN, PO Box 351, Anaheim, CA 92805-0351; Tel. (714) 634-1567.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ORANGE COUNTY
## (Costa Mesa)

**1 - LOCATION:** Orange County. (In Anaheim-Santa Ana PMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

**2 - TRANSPORTATION: Railroads**-Southern Pacific (freight); Amtrak (passenger).

**Motor Freight Carriers**-22.

**Bus Lines**-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways; Santa Ana; Orange County Transit District.

**Airlines**-Air California; Republic; American; America West; Continental; Imperial; Jet America; PSA; West Air; Delta.

**3 - POPULATION:**

Corp. City 80 Cen. 82,562; E&P 89 Est. 95,046

CZ-ABC: (80) 146,065

RTZ-ABC: (80) 336,274

County 80 Cen. 1,941,365; E&P 89 Est. 2,522,628

PMSA 80 Cen. 1,941,365; E&P 89 Est. 2,522,628

City & RTZ-ABC: (80) 482,339

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 32,487; E&P 89 Est. 36,075

County 80 Cen. 685,815; E&P 89 Est. 947 606

PMSA 80 Cen. 685,815; E&P 89 Est. 936,383

CZ-ABC: (80) 60,457

RTZ-ABC: (80) 120,563

City & RTZ-ABC: (80) 181,020

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 96 | $2,185,595,000 |
| Comb. Banks, S&L | 217 | $4,478,997,000 |

**6 - PASSENGER AUTOS:** County 1,467,041

**7 - ELECTRIC METERS:** Residence 33,363

**8 - GAS METERS:** Residence 27,263

**9 - PRINCIPAL INDUSTRIES:** Electronic Components, Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Prods.; Structural Adhesives; Lamination Material; Fiberglass Prods.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agric.

**10 - CLIMATE:** Annual Min. & Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

**11 - TAP WATER:** Colorado River softness 125 parts per million; not fluoridated.

**12 - RETAILING:**

**Principal Shopping Centers**

**Costa Mesa**-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.

**Newport Beach**-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.

**Nearby Shopping Centers**-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center, Irvine.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Supermarkets, May Co.; Sears; JCPenney; Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Costa Mesa-May Co.; Sears; JCPenney Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Reinert's.

**Newport Beach**-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.

**Discount Stores-Costa Mesa**-Builder's Emporium; K mart; Fedco; Ross.

**Variety Stores**-Gilbert's.

**Chain Drug Stores**-Thrifty; Sav-On; Long's

**Chain Supermarkets-Costa Mesa**-Alpha Beta; Albertson's; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.

**Newport Beach**-Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.

**Other Chain Stores**-Harris & Frank; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

**14 - NEWSPAPERS:** DAILY PILOT (e) 18,176; (S) 17,692; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., DAILY PILOT, 330 W. Bay St.; PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## ORANGE COUNTY
## (La Habra)

**1 - LOCATION:** Orange County (in Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

**2 - TRANSPORTATION: Railroads**-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

**3 - POPULATION:**

Corp. City 80 Cen. 45,232; E&P 89 Est. 51,144

NDM-ABC: (80) 73,145

County/PMSA 80 Cen. 1,941,365; E&P 89 Est. 2,522,628

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 16,538; E&P 89 Est. 17,955

NDM-ABC: (80) 26,453

County/PMSA 80 Cen. 685,815; E&P 89 Est. 947,606

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 12 | N.A. |
| Commercial | 20 | N.A. |

**6 - PASSENGER AUTOS:** County 1,467,041

**7 - ELECTRIC METERS:** Residence 27,568

**8 - GAS METERS:** Residence 20,584

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Dept. Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Util. Prods. 300; Industrial & Agric. Chem. 175.

**10 - CLIMATE:** Annual Av. Temp.-62.

**11 - TAP WATER:** La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| (La Habra) | | |
| Fashion Sq.(50) | NA | Bullock's, Buffums |
| La Habra Sq.(22) | NA | Ralph's Mkt., Builder's Emporium |
| La Habra Circle(20) | NA | Jackson Bros. |
| La Habra Mall(20) | NA | Lowe's for Men |
| Hacienda Plz.(16) | NA | Sears, Long's |
| (Brea): | | |
| Brea Mall(100) | NA | Sears, May Co. |
| Brea Plz.(30) | NA | Thrifty Drug, Albertson's |
| Brea Heights(16) | NA | Ray's Mkt. |
| Imperial Plz.(16) | NA | Alpha Beta |

**Other Shopping Centers** (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10).

Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

**13 - RETAIL OUTLETS: Department Stores**-Buffum's; Bullocks; Sears; May Co.; Broadway.

**Discount Stores**-K mart; Gemco.

**Variety Stores**-Pic 'N' Save.

**Chain Drug Stores**-Thrifty 4; Long's; Sav-On; Drug Emporium.

**Chain Supermarkets**-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes.

**Other Chain Stores**-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoes; 7-Eleven; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

**14 - NEWSPAPERS:** STAR-PROGRESS (e-mon to fri) 5,025; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Nelson Roberts Jr., Pub., STAR-PROGRESS, P.O. Box 2040, La Habra, CA 90631; Tel. (714) 953-7706.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ORANGE COUNTY
## (Santa Ana)

**1 - LOCATION:** Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22); Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); Imperial Hwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.

**Motor Freight Carriers**-137.

**Intercity Bus Lines**-Greyhound; Trailways; S. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours. Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines.

**Airlines**-Air Cal; Continental; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int'l (LAX) and Long Beach. At John Wayne: American West; American; Jet America; Northwest; United Express; TWA; Delta.

**3 - POPULATION:**

Corp. City 80 Cen. 203,713; E&P 89 Est. 251,464

NDM-ABC: (80) 1,932,921

County 80 Cen. 1,941,365; E&P 89 Est. 2,522,628

PMSA 80 Cen. 1,941,365; E&P 89 Est. 2,522,628

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 64,038; E&P 89 Est. 75,900

County 80 Cen. 685,815; E&P 89 Est. 947,606

PMSA 80 Cen. 6,85,815; E&P 89 Est. 936,383

NDM-ABC: (80) 686,267

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 352 | $18,309,842,000 |
| Commercial | 468 | $14,170,896,000 |

**6 - PASSENGER AUTOS:** County 1,467,041

**7 - ELECTRIC METERS:** County 871,892

**8 - GAS METERS:** County 668,478

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 8,800; Constr. 53,600; Mfg. 242,300; Trans., Commun. & Util. 34,100; Whol. Trade 63,500; Fin., Ins. & R.E. 83,400; Servs. 254,200; Gov't 111,500; Ret. Trade 197,300.

**Principal Industrial Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, shops, restaurants, drug stores, supermarkets and large parking areas.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Anaheim Plaza(72) | NA | Broadway, Mervyn's, Robinson's |
| Brea Mall(140) | NA | Sears, May Co., Nordstrom, Broadway |
| Buena Park(160) | NA | Sears, May Co., JCPenney |
| City, The(113) | NA | May Co., JCPenney |
| Fashion Island (133) | NA | Robinson's, Broadway, Buffums, Bullocks, Neiman-Marcus, Wilshire |
| Fashion Square (La Habra)(40) | NA | Buffums, Bullock's |
| MainPlace (Santa Ana) (170) | NA | Bullock's, Robinson's, Nordstrom |
| Honer Plaza(33) | NA | Mont. Ward |
| Huntington(75) | NA | JCPenney, Broadway, Mont. Ward, Mervyn's |
| Laguna Hills(80) | NA | JCPenney, Broadway, Buffums, Sears |
| Mall of Orange (100) | NA | Broadway, JCPenney, Sears |
| S. Coast Plaza(260) | NA | Saks, Sears, May Co., Nordstrom, Bullock's, Broadway, Robinson's, I. Magnin |
| Westminster(175) | NA | Sears, May Co., Robinson's, Buffums |
| Mission Viejo(136) | NA | Robinson's, May Co., Mont. Ward, Bullock's |

**Principal Shopping Days**-Fri., Sat. & Mon.

**Stores Open Evenings**-Mon. through Fri.

**Stores Open Sundays**-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

**13 - RETAIL OUTLETS: Department Stores**-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.

**Discount Stores**-Fedco; K mart; Target; Marshall's; Ross.

**Variety Stores**-K mart; Newberry's; Pic 'n Save; McCrory; Woolworth.

**Chain Drug Stores**-Danber 5; Rexall 10; Sav-On 39; Thrifty 38; CVS 12.

**Chain Supermarkets**-Albertson's 23; Alpha Beta 40; Lucky 29; Pantry 4; Ralph's 28; Safeway 17; Stater Bros. 16; Von's 16; Hughes 9; Pavilions 2; Irvine Ranch 7.

**Other Chain Stores**-Men's Wear: C&R Clothiers, Harris & Frank, House of Tailoring, Silverwood's, M/W Wear, The Gap; Women's Apparel: Anita Shop, Judy's, Lane Bryant, Wet Seal, Casual Corner, Clothestime, Fashion Conspiracy, Limited, Petrie's; Auto Supply: Pep Boys, Goodyear, Firestone, Mark C. Bloome, Chief Auto Supply, Kragen, Trak; Footwear: Leed's, Thom McAn, Standard Shoes, Kinney, Gallenkamp, C.H. Baker, Florsheim, Naturalizer; Jewelers: Slavick's, Rupert's, J. Herbert Hall, Zale's, Weisfield; Furniture: Barker Bros., J.H. Biggar, McMahan's, Levitz, R.B.; Fabrics: Fabric King, Cloth World, Leah's; Health Salons: Family Fitness, Richard Simmons Anatomy Asylum, Holiday Health Spa, Jack LaLanne; Paint: Sherwin-Williams, Standard Brands, Sinclair; Hardware: Home Club, Inc., Home Depot, Builder's Emporium, National Lumber, Builder's Square; Misc.: Abby Rents, Trader Joe's, Cost Plus.

**14 - NEWSPAPERS:** REGISTER (all day-mon to fri) 344,965; (m-sat) 336,073; (S) 392,692;

Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Howard Grothe, V.P./Adv. & Mktg., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## OROVILLE

**1 - LOCATION:** Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

**2 - TRANSPORTATION: Railroads**-Union Pacific (main line); Southern Pacific (branch).

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound; Oroville Area Transit; Butte County Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 8,683; E&P 89 Est. 9,382

CZ-ABC: (80) 23,462

RTZ-ABC: (80) 17,729

County 80 Cen. 145,449; E&P 89 Est. 179,565

City & RTZ-ABC: (80) 41,191

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,753; E&P 89 Est. 4,103

CZ-ABC: (80) 9,110

RTZ-ABC: (80) 6,659

County 80 Cen. 56,904; E&P 89 Est. 59,076

City & RTZ-ABC: (80) 15,769

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 98,518

**7 - ELECTRIC METERS:** Residence 17,446

**8 - GAS METERS:** Residence 9,372

**9 - PRINCIPAL INDUSTRIES:** (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Proc. 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Commun. & Util. 1,535 ($160); Timber; Agric. Prods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 60-98; Fall 48-64; Winter 36-54.

**11 - TAP WATER:** Neutral, soft; fluoridated

**12 - RETAILING:**

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; K mart; JCPenney; City of Paris; Firestone; Grand Auto; Kragen Auto.

**Variety Stores**-Woolworth; Sprouse-Reitz.

**Chain Drug Stores**-Thrifty; Raley's; Long's.

**Chain Supermarkets**-Raley's; Safeway; Albertson's; Lucky.

**Other Chain Stores**-Payless Shoe Source.

**14 - NEWSPAPERS:** MERCURY-REGISTER (e) 9,070; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lori O'Neill, Adv. Dir., MERCURY-REGISTER, 2081 Second St.; PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.

**National Representative**: Papert Companies.

## OXNARD

**1 - LOCATION:** Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland rt.); Adjacent to Pacific Ocean.

**2 - TRANSPORTATION: Railroads**-S. Pacific; Amtrak; Ventura County Railway.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Skywest; West Air; Resort Commuter.

**Shipping**-Oxnard Harbor District, Port of Hueneme.

**Motor Freight Carriers**-50.

**3 - POPULATION:**

Corp. City 80 Cen. 108,195; E&P 89 Est. 138,431

CZ-ABC: (80) 125,998

RTZ-ABC: (80) 69,252

County/PMSA 80 Cen. 529,899; E&P 89 Est. 671,783

City & RTZ-ABC: (80) 195,250

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 33,087; E&P 89 Est. 44,469

County/PMSA 80 Cen. 173,254; E&P 89 Est. 268,303

CZ-ABC: (80) 38,929

RTZ-ABC: (80) 22,677

City & RTZ-ABC: (80) 61,606

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 26 | $2,843,755,000 |
| Savings & Loan | 28 | $3,742,553,000 |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 35,358

**8 - GAS METERS:** Residence 31,985

**9 - PRINCIPAL INDUSTRIES:** Agric. Prods.; Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Prods.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prods.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Resort Facilities; Steel Fabrication; Trailers.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. 42-65; July 56-74.

**11 - TAP WATER:** Slightly alkaline, moderately hard.

**12 - RETAILING: Shopping Centers**-31 shpg. ctrs. with 700 stores.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's 2.

**Variety Stores**-TG&Y 2; Sprouse-Reitz 3; Woolworth 2.

**Discount Stores**-K mart 3; Ross Stores; Target; Color Tile; Price Club; Home Club.

**Chain Drug Stores**-Key Rexall; Laubacher's 3; Thrifty 3; Clark's; Long's; Sav-On.

**Chain Supermarkets**-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Ralph's 2; Von's 3; Mercado La Plaza 2; Johnson Farms.

**Other Chain Stores**-Levitz Furn.; Radio Shack; Grossman's Lumber; Builder's Emporium; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; B. Dalton; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Pic 'N Save; Natl. Dollar; Federated; Builder's Square; The Gap; Best Products; Leo's Stereo; Pep Boys; Wherehouse; Music Plus; Sam Goody.

**14 - NEWSPAPERS:** PRESS-COURIER (e) 17,715; (S) 19,149; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.

**National Representatives**. Thomson Newspapers; Papert Companies.

## PALMDALE

**1 - LOCATION:** Los Angeles County. (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities. Edwards AFB, Palmdale AF Plant 42.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Intercity Bus Lines**-Greyhound; Trailways; Antelope Valley Bus.

**3 - POPULATION:**

Corp. City 80 Cen. 12,277; E&P 89 Est. 16,843

County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 4,658; E&P 89 Est. 6,554

County/PMSA 80 Cen. 2,687,824; E&P 89 Est. 3,279,999

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 77,000

**8 - GAS METERS:** Residence 54,721

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage)-Aerospace ($530); Agric. ($235).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost, Oct.; last killing frost, Mar.

**11 - TAP WATER:** Well water, plus California Aqueduct water.

**12 - RETAILING: Principal Shopping Center**-Mervyn's Shpg. Ctr.; Downtown Palmdale.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mervyn's(15) | 3 | Mervyn's, Longs, Consumers |
| K mart(20) | 2 | K mart, Miller's Outpost |
| Penney's Plz.(16) | 1 | JCPenney, Albertson's |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Target and Drug Stores until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Mervyn's; Boston.

**Discount Stores**-K mart; Target.

**Variety Stores**-Woolworth; Sprouse-Reitz.

**Chain Drug Stores**-Thrifty; Sav-On; Longs; Payless.

**Chain Supermarkets**-Albertson's; Alpha Beta; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Von's; Hughes; Ralph's.

**Other Chain Stores**-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Wicke's Lumber; Builders; Grossman's; H&E Home Centers.

**14 - NEWSPAPERS:** ANTELOPE VALLEY PRESS (m) 32,112; (S) 32,112; Sept. 30, 1988 VAC

**Local Contact** for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93590; Tel. (805) 273-2700.

**National Representative**: Landon Associates.

## PALM SPRINGS-PALM DESERT

**1 - LOCATION:** Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort. 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Sun Bus.

**Motor Freight Carriers**-9.

**Airlines**-American; Delta; TWA; Alaska; Canadian Pacific; Pacific Western; Air Cal; Frontier; Hawaiian Air; Sun Country; United; America West; USAir; American Eagle; Skywest-Delta Connection.

**3 - POPULATION:**

Corp. Cities 80 Cen. 44,072; E&P 89 Est. 51,385

Palm Springs 80 Cen. 32,271; E&P 89 Est. 31,931

Palm Desert 80 Cen. 11,801; E&P 89 Est. 19,454

CZ-ABC: (80) 72,230

Bal. in NDM-ABC: (80) 13,174

PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

County 80 Cen. 670,838; E&P 89 Est. 918,949

Total NDM-ABC: (80) 85,404

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 34,603; E&P 89 Est. 45,572

Palm Springs 80 Cen. 24,461; E&P 89 Est. 28,969

Palm Desert 80 Cen. 10,142; E&P 89 Est. 16,603

County 80 Cen. 243,019; E&P 89 Est. 335,381

PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

CZ-ABC: (80) 32,262

Bal. in NDM-ABC: (80) 6,172

Total NDM-ABC: (80) 38,434

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 35 | N.A. |
| Savings & Loan | 41 | N.A. |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 98,000

**8 - GAS METERS:** Residential/Commercial 91,539

**9 - PRINCIPAL INDUSTRIES:** Tourism. 60 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

**10 - CLIMATE:** Unusually dry throughout the year. Rainfall, annual av. 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

**11 - TAP WATER:** Relatively soft, abundant supply; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-Palm Desert Town Ctr., Along Palm Canyon Dr. and in 38 shopping centers/strips.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Desert Inn(20) | NA | I. Magnin |
| Fashion Plz.(24) | | Silverwood's, Sak's Fifth Ave. |
| Indian Palms | NA | Smith's Food King, K mart |
| Palm Desert Town Ctr.(160) | 12 | Bullock's, May Co., JCPenney, Bullocks-Wilshire |
| Palm Springs Mall(41) | 1 | JCPenney, Buffum's, Thrifty, Von's |
| Plaza | NA | Desmond's |
| Palms to Pines III(22) | 11 | McDonald's |
| Rancho Las Palmas | 10 | Long's, Von's |
| Smoke Tree Village(21) | 3 | Von's, Long's |
| Sun Ctr.(6) | 1 | Sears (catalog) |
| Sunrise(23) | 2 | Smith's Food King |
| Loehman's Plz.(4) | 1 | Loehman's, Famous Footwear |
| The Vineyard(27) | 1 | Fashion Optical |

**13 - RETAIL OUTLETS: Department & Specialty Stores**-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; Buffum's; Leed's Jewelers; Big Five; Beno's; Sears; Harris; May Co.; Bullock's.

**Chain Variety Stores**-Pic 'N Save; Sprouse-Reitz; K-mart; Target.

**Chain Drug Stores**-Thrifty 7; Long's 2; Sav-On 2.

**Chain Supermarkets**-Alpha Beta 4; Von's 7; Gemco 2; Stater Bros. 4; Ralph's 3; Jensen's 2; Lucky's 3.

**Other Chain Stores**-Sears (catalog); Pace; Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furn.; Ortho Mattress; R.B. Furn.

**14 - NEWSPAPERS:** DESERT SUN (m-mon to fri) 38,539; (wknd) 50,201; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Susan Sirmons, Mktg. Serv. Dir., DESERT SUN, 611 S. Palm Canyon Dr.; PO Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.

**National Representative**. Gannett National Newspaper Sales.

## PALO ALTO

**1 - LOCATION:** Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location: 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

**2 - TRANSPORTATION: Railroads**-SP.
**Motor Freight Carriers**-45.
**Intercity Bus Lines**-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
**Airlines**-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan Am; United; American; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American Apollo; TWA; United; Air California; Continental; Sunworld; West Air; Wings West.

**3 - POPULATION:**
Corp. City 80 Cen. 55,225; E&P 89 Est. 54,220
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 131,658
County/PMSA 80 Cen. 1,299,040; E&P 89 Est. 1,559,945
City & RTZ-ABC: (80) 470,726
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,041; E&P 89 Est. 22,888
County/PMSA 80 Cen. 458,519; E&P 89 Est. 580,449
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 26 | $9,094,593,000 |
| Savings & Loan | 15 | $6,594,996,000 |

**6 - PASSENGER AUTOS:** County 946,349

**7 - ELECTRIC METERS:** Residence 414,381

**8 - GAS METERS:** Residence 347,527

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 85,700 ($195); Educ. 7,900 ($185); Printing & Pub. 950 ($165); Mfg. 284,400 ($345); Servs. 180,500 (N.A.); Ret. Trade 116,900 (N.A.).
**Principal Industrial Pay Days**-Electronics Plants, Wed. or Fri.; Educ., 1st & 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING: Downtown Shopping District**-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
**Neighborhood Shopping Centers**-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S Cruz Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Town & Country | 1 | Town & Country Mkt. |
| Sunnyvale Town & Country | 9 | |
| Sunnyvale Town Ctr. | 10 | Mont. Ward, Macy's, Stanford |
| Peninsula Boardwalk | 9 | K mart, Aaron Bros., Big 5, Mervyn's |
| Edgewood(11) | 1 | Lucky Mkt. |
| Midtown | 2 | Bergmann's, Safeway, Co-Op, Midtown Mkt. |
| Old Mill(50) | 2 | |
| Stanford Villa | 1 | Lucky Mkt. |
| Menlo Park | 2 | Dreagers, Safeway |
| Los Altos | 7 | Safeway |
| Charleston | 2 | Brentwood, Coast-to-Coast |
| Mountain View(18) | 4 | Lucky Mkt. |
| Los Altos Rancho | 8 | Rancho Mkt. |
| Vallco Fashion Park | 14 | JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell |
| Stanford Regional (133) | NA | Emporium, Macy's, I. Magnin, Neiman Marcus, Saks, Nordstrom |

**Principal Shopping Days**-Every day.
**Stores Open Evenings**-Weekdays.
**Open Sundays**-Food, dept., drug, discount, lumber, nursery.

**13 - RETAIL OUTLETS: Department Stores**-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Bergmann's 2; Macy's 5; Nordstrom's 2; Neiman Marcus.
**Variety Stores**-Woolworth 3.
**Chain Drug Stores**-Walgreens 2; California Ave. Phcy. 5; Palo Alto Drug 2.
**Chain Supermarkets**-All American; Lucky 5; Safeway 15; Consumer's Co-Op 5.
**Other Chain Stores**-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

**14 - NEWSPAPERS:** PENINSULA TIMES TRIBUNE (e) 47,982; (S) 51,046; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Tony Cler, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5441.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee; Long & Associates, U.S. Suburban Press Inc.

## PASADENA

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Union Pacific; Amtrak.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
**Airports**-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

**3 - POPULATION:**
Corp. City 80 Cen. 118,072; E&P 89 Est. 139,060
CZ-ABC: (80) 168,605
RTZ-ABC: (80) 220,159
County/PMSA 80 Cen. 7,477,657; E&P 89 Est. 8,732,955
City & RTZ-ABC: (80) 388,764
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 47,470; E&P 89 Est. 56,608
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
CZ-ABC: (80) 65,024
RTZ-ABC: (80) 83,100
City & RTZ-ABC: (80) 148,124

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 19 | N.A. |
| Commercial | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 46,408

**8 - GAS METERS:** Residence 41,263

**9 - PRINCIPAL INDUSTRIES:** (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Industry, No. of Wage Earners-Agric. 200; Constr. 4,200; Mfg. 19,000; Trans./Commun./Util. 6,000; Ret. Trade 23,000; Whol. Trade 4,000; Fin./R.E./Ins. 8,000; Servs. 42,000; Gov't 16,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

**11 - TAP WATER:** Alkaline, medium hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shpg. Ctr.; Hastings Ranch Shpg. Ctr.
**Neighborhood Shopping Centers**-Lake & Washington; Santa Anita & Colorado; La Canada.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| W. Arcadia | 5 | Ross, Hinshaw's |
| Santa Anita(120) | 5 | The Broadway |
| Fashion Pk. | 5 | Buffum's, JCPenney, J.W. Robinson |
| Pasadena-Dtwn. | NA | Robinson's |
| E. Pasadena | NA | Fedco |
| South Lake(44) | NA | Bullock, I. Magnin |
| Rosemead | 3 | |
| Foothill(9) | 3 | Hughes, El Rancho |
| Colorado & Lake(50) | 1 | |
| Plaza Pasadena(126) | NA | JCPenney, May Co., Broadway's |
| Orangewood(10) | NA | Thrifty Drug |
| Hastings Ranch(21) | 3 | Woolworth, Sears, Marshall's |
| Washington East(7) | 2 | Alpha Beta, Von's |
| Eagle Rock | 4 | May Co., Mont. Ward |
| Monrovia | 7 | Safeway, Oles, Mervyn's |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bullock's; Broadway; Sears; JCPenney; J.W. Robinson; May Co.; I. Magnin; Buffum's; Mervyn's; Hinshaw's.
**Discount Stores**-Big 5; Fedco; Akron; Lucky; Builder's Emporium; K mart; Ross Stores; Sears; Home Depot.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Thrifty 4; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Little Giant 3; Great Earth; Vernon's; Exclusive Prescription; Sav-On 2; Clark Drugs.
**Chain Supermarkets**-Albertson's 3; Alpha Beta 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; Hughes; El Rancho 4; Lucky 2; Pavillions.
**Other Chain Stores**-Auto Supplies: Pep Boys, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: R.B. Furniture; Barker Bros., Fedde, Lowes, Jamestown, McMahan's, Biggar's; Women's Apparel: Silverwood's, Talbot's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C.H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutch Boy, Standard Brands; General: W.P. Fuller, S&H Green Stamps, Electronics: Pacific Stereo, Dow, Wesco, Radio Shack.

**14 - NEWSPAPERS:** STAR-NEWS (m) 37,825; (S) 42,557; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Kevin Drolet, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
**National Representative**: Cresmer, Woodward, O'mara & Ormsbee.

## PASO ROBLES

**1 - LOCATION:** San Luis Obispo County. E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, Wineries, light mfg., recreation (Lake Nacimiento, Lake San Antonio, San Miguel Mission).

**2 - TRANSPORTATION: Railroads**-So. Pacific.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Orange Belt.
**Airlines**-Delta; Skywest.

**3 - POPULATION:**
Corp. City 80 Cen. 9,163; E&P 89 Est. 12,204
County 80 Cen. 155,345; E&P 89 Est. 227,972
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,631; E&P 89 Est. 4,714
County 80 Cen. 58,171, E&P 89 Est. 73,403

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 5 | $295,000,000 |
| Commercial | 8 | $362,500,000 |

**6 - PASSENGER AUTOS:** County 120,169

**7 - ELECTRIC METERS:** Residence 5,360

**8 - GAS METERS:** Residence 4,915

**9 - PRINCIPAL INDUSTRIES:** Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Prods.; Fruit and Nut Proc.; 4 Wheel Drive Adapters; Almond Proc.; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

**10 - CLIMATE:** Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Center**-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 9 on Spring St., 5 blocks on Creston Rd.
**Principal Shopping Days**-Dept.-Wed.-Sat.; Food-Wed.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
**Variety Stores**-Comet Stores; J.J. Newberry.
**Chain Drug Stores**-ADX; Rexall; Thrifty.
**Chain Supermarkets**-Safeway; Williams; Lucky's.
**Other Chain Stores**-Mode O'Day; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto; True Value.

**14 - NEWSPAPERS:** DAILY PRESS (e-mon to fri) 5,115; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, P 427, Paso Robles, CA 93447; Tel. (805) 238-0330.
**National Representative**: None.

## PETALUMA

**1 - LOCATION:** Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

**2 - TRANSPORTATION: Railroads**-Northwestern Pacific; Petaluma & Santa Rosa; Southern Pacific.
**Intercity Bus Lines**-Greyhound; Golden Gate Transit.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. City 80 Cen. 33,834; E&P 89 Est. 41,251
CZ-ABC: (80) 33,834
RTZ-ABC: (80) 130,534
County/PMSA 80 Cen. 302,195; E&P 89 Est. 393,766
City & RTZ-ABC: (80) 164,368
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 12,122; E&P 89 Est. 14,229
County/PMSA 80 Cen. 114,523; E&P 89 Est. 155,519
CZ-ABC: (80) 12,122
RTZ-ABC: (80) 47,298
City & RTZ-ABC: (80) 59,420

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 222,223

**7 - ELECTRIC METERS:** Residence 22,576

**8 - GAS METERS:** Residence 19,476

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120;

Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

**10 - CLIMATE:** Av. Daily Temp.-44 to 70.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Petaluma Plaza(18) | 1 | Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe. |
| Plaza North(25) | 1 | K mart, Long's Drug |
| Washington Sq.(44) | 1 | Safeway, Mervyn's, Bill's Drugs |
| Golden Eagle(30) | NA | QFI Food Ctr. |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Thur., Fri.; nurseries open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's; JCPenney.

**Discount Stores**-K mart.

**Chain Drug Stores**-Payless; Long's; Bill's; Tuttle.

**Chain Supermarkets**-Albertson's; QFI Food Ctr.; Lucky; Safeway; Petaluma Mkt.; Hagstrom's; Carl's Mkt.

**Other Chain Stores**-Firestone; Triple S Tire; Kinney Shoe; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Ernie's Liquors; Baskin Robbins; Diamond Lumber; Wickes Lumber; True Value Hardware; Radio Shack; Sports-a-foot; Payless Shoes; Beauty Store & More; Clothes Time; Winston Tire; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics; The Clothing Store; McMahan Furniture; Yard Birds; Swenen's; Big 'O' Tires; Toy & Model; The Wherehouse.

**14 - NEWSPAPERS:** ARGUS-COURIER (e) 9,707; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cregg McConnell, Adv. Mgr., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.

**National Representative**: The Papert Companies.

## PINOLE

**1 - LOCATION:** Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

**2 - TRANSPORTATION: Railroads**-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.

**Intercity Bus Lines**-Greyhound; A.C. Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 14,253; E&P 89 Est. 17,314
NDM-ABC: (80) 182,845
County 80 Cen. 657,252; E&P 89 Est. 828,552
PMSA 80 Cen. 1,762,631; E&P 89 Est. 2,144,672

**4 - HOUSEHOLDS:**

City 80 Cen. 4,897; E&P 89 Est. 5,866
County 80 Cen. 241,418; E&P 89 Est. 299,569
NDM-ABC: (80) 69,123
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $86,490,000 |
| Savings & Loan | 2 | $38,000,000 |

**6 - PASSENGER AUTOS:** County 490,000

**7 - ELECTRIC METERS:** Residence 5,917

**8 - GAS METERS:** Residence 5,800

**9 - PRINCIPAL INDUSTRIES:** Chevron, Petroleum; Sugar; Refining; Food; Shipping; Chem.

**Principal Industrial Pay Days**-N.A.

**10 - CLIMATE:** Min. Temp.-44; Max. Temp.-75.

**11 - TAP WATER:** Soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hilltop Mall(130) | NA | JCPenney, Macy's, Emporium-Capwell |
| El Cerrito Plaza(57) | NA | Lucky, Mervyn's, Emporium-Capwell |
| Pinole Vista S.C.(32) | NA | K mart, Best, Alpha Beta, Federated |
| El Portal S.C.(48) | NA | Mervyn's, Safeway |

**Principal Shopping Days**-Wed. through Sun.

**Stores Open Evenings**-Most.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.

**Discount Stores**-Best; K mart; Price Club; Costco.

**Chain Drug Stores**-Long's; Payless; Sprouse Reitz.

**Chain Food Supermarkets**-Alpha Beta; Lucky; Safeway; Raley's.

**Other Chain Stores**-Big 5; Kragen Auto; 7-Eleven; Home Club; Builder's Emporium; Federated; Liquor Barn; Grossman's.

**14 - NEWSPAPERS:** WEST COUNTY TIMES (m) 33,295; (S) 33,795; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mary Jurkonis, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., P.O. Box 128, Pinole, CA 94564; Tel. (415) 724-8400.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## PITTSBURG

**1 - LOCATION:** Contra Costa County (In Oakland PMSA). E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24. 32 mi. from Oakland.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe; Sacramento Northern.

**Intercity Bus Lines**-Greyhound; BART Feeder; AC Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 33,034; E&P 89 Est. 47,968
NDM-ABC: (80) 43,763
PMSA 80 Cen. 1,765,899; E&P 89 Est. 2,144,672
County 80 Cen. 661,140; E&P 89 Est. 828,552

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,087; E&P 89 Est. 15,875
County 80 Cen. 241,805; E&P 89 Est. 299,569
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709
NDM-ABC: (80) 15,183

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $128,212,000 |
| Savings & Loan | 2 | $56,010,000 |

**6 - PASSENGER AUTOS:** County 490,000

**7 - ELECTRIC METERS:** Residence 13,136

**8 - GAS METERS:** Residence 12,769

**9 - PRINCIPAL INDUSTRIES:** Steel; Chem.; Roofing; Ceramics; Rubber; Power plant.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Centers**-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's; Sears; K mart; Sprouse-Reitz; JCPenney; Montgomery Ward.

**Chain Drug Stores**-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.

**Chain Supermarkets**-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.

**Other Chain Stores**-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

**14 - NEWSPAPERS:** POST-DISPATCH (e-mon to fri) 6,577; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ann Walker, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

## PLEASANTON

**1 - LOCATION:** Alameda County. E&P Map B-5 (In Oakland PMSA). 25 min. from San Francisco.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; AC Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 35,160; E&P 89 Est. 62,885
County 80 Cen. 1,105,379; E&P 89 Est. 1,316,120
PMSA 80 Cen. 1,762,631; E&P 89 Est. 2,144,672

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. 18,801
County 80 Cen. 426,092; E&P 89 Est. 448,399
PMSA 80 Cen. 667,628; E&P 89 Est. 845,709

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 10 | $223,367,000 |

**6 - PASSENGER AUTOS:** County 722,118

**7 - ELECTRIC METERS:** Residence 12,664

**8 - GAS METERS:** Residence 12,153

**9 - PRINCIPAL INDUSTRIES:** Industrial Computers; Labs.

**10 - CLIMATE:** Av. Min. Temp.-51; Av. Max. Temp.-73.

**11 - TAP WATER:** Hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Dublin Plz.(13) | NA | Albertson's, Payless, Mervyn's |
| Stoneridge Mall(50) | 2 | Macys, Capwells, Penneys |
| Peppertree Plz.(11) | NA | Albertson's, Payless |
| Amador(20) | NA | Safeway, Sprouse-Reitz |
| Arcade(15) | NA | Long's, Safeway, Orchard Supply |
| Shamrock Vlg.(30) | NA | Safeway, Sprouse-Reitz, Saw Mill |
| Village Sq.(23) | NA | Kelley Moore Paints |
| Granada(15) | NA | Lucky, Sprouse-Reitz |
| Stoneridge(127) | NA | Capwells, Macy's, JCPenney |
| Rose Pavillion(20) | NA | Simons, Longs, Hot Springs Spa |
| Oak Hills(12) | 1 | Raleys |
| Enea Plz.(5) | 4 | Pier One Imports, Just Security |
| Pak N Save Ctr.(10) | 4 | Pak N Save, Video Concepts, Liquor Barn |
| Dublin Pl.(26) | NA | Wards, Target |
| Best Plz.(25) | NA | Best, Cost Plus |
| Depot Plz.(10) | NA | Lucky |
| Miller's Cutpost Ctr.(19) | NA | Thrifty, TG&Y, Miller's Outpost |
| Nob Hill Ctr.(6) | NA | Bill's Drug, Nob Hill Foods |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's; JCPenney; Capwells; Macy's; Wards.

**Discount Stores**-K mart; Best; Target.

**Variety Stores**-Handyman; Sprouse-Reitz; Orchard Supply; Good Guys; Circuit City; Toys R Us.

**Chain Drug Stores**-Payless; Bill's; Long's; Thrifty.

**Chain Supermarkets**-Alpha Beta; Lucky's; Albertson's; Safeway; Nob Hill Foods; Flair Market; Romley's Raley's; Petrinis; Pak N Save.

**14 - NEWSPAPERS:** VALLEY TIMES (m) 30,240; (S) 31,435; March 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Maureen Brotherton, Gen. Mgr., VALLEY TIMES, 127 Spring St., PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

## POMONA

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; I-10, I-210.

**2 - TRANSPORTATION: Railroads**-Main lines of S.P., U.P., Santa Fe, and Amtrak.

**Motor Freight Carriers**-29.

**Intercity Bus Lines**-Southern California Rapid Transit District; Omni-Trans.; Greyhound; Trailways.

**Airlines**-Air Cal; Alaska; Pacific Southwest; American; Royal West; United; TWA; SunAire; Sun World; Eastern; Delta; America West; Northwest Orient; Southwest.

**3 - POPULATION:**

Corp. City 80 Cen. 92,742; E&P 89 Est. 109,339
NDM-ABC: (80) 291,139
County/PMSA 80 Cen. 7,477,657; E&P 89 Est. 8,732,955

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 32,153; E&P 89 Est. 71,343
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
NDM-ABC: (80) 91,499

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 33,334

**8 - GAS METERS:** Residence 30,013

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 600; Constr. 2,325; Mfg. 10,900; (Guided Missiles 8,821; Tech. Prods. 575; Paper Prods. 500; Street Sweeping Mach. 387; Misc. 617); Trans., Commun., Util. 2,612; Whol. & Ret. 7,339; Fin., Ins., R.E. 3,411; Servs. 9,414; Gov't 1,484 (85 estimates).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30; last killing frost, Apr. 1.

**11 - TAP WATER:** Moderately hard; not fluoridated.

**12 - RETAILING: Major Shopping Centers**-Indian Hill Mall, Pomona (50 stores); Phillips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (190 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores); Chino Town Square, Chino (20 stores); Grove Shopping Center, Pomona (24 stores).

**Neighborhood Shopping Areas**-7 neighborhood shopping areas at E. Holt, North Garey, South Garey, West Holt, West Mission Ave. and East Mission Ave., North Towne, Foothill at Garey, and Indian Hill on I-10.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Montclair(190) | 6 | May Co., Broadway, JCPenney, Mont. Ward |
| Indian Hill(50) | 3 | Newberry, Radio Shack, Roberts, Sav-On |
| Mountain Green(25) | 7 | Long's Drugs, Mervyn's |
| Target, LaVerne(5) | 5 | Target |
| Target, Ontario(3) | 6 | Target, Toys R Us |
| K mart, Montclair (10) | 4 | K mart, Miller's Outpost |
| K mart, Diamond Bar(40) | 5 | K mart, Sav-On |
| Fedco | 10 | Fedco |
| Downtown Mall | NA | Buffum's |
| No. Indian Hill(12) | 3 | Gemco, Builder's Emporium<br>Ole's Plus |
| Ontario Plz.(20) | 5 | Ross, Thrifty |
| Town Ctr.(9) | 5 | Federated |
| Chino Town Sq.(20) | 6 | Pace, Target |

| | | |
|---|---|---|
| Grove Shopping Ctr.(24) | 3 | Brands, Miller's Outpost |

**Principal Shopping Days**-7 days a week.
**Stores Open Evenings**-Food & dept.

**13 - RETAIL OUTLETS: Department Stores**-Brands; Buffum's; Roberts; Sears; Miller's Outpost 4; JCPenney; Nordstrom; Best Products; May Co.; Mervyn's; Montgomery Ward; Broadway; Boston; Target 2; Federated; Circuit City.
**Discount Stores**-Gemco; K mart 5; Fedco; Ross; Price Club; Home Club; Pace.
**Variety Stores**-Cornet 3; Newberry; Rexall 2; Sprouse-Reitz; TG&Y 2.
**Chain Drug Stores**-Rexall 2; Hamilton 3; Long's; CVS; Sav-On 3; Thrifty 12; Clark's 2; Skaggs.
**Chain Supermarkets**-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
**Other Chain Stores**-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Oles; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors; Harlow Carpets; Carpeteria; 84 Lumber; Aaron Bros.; Art Mart; Home Club; Pier I Imports; Levitz; Stockwell & Binney.

**14 - NEWSPAPERS:** PROGRESS-BULLETIN (e) 37,464; (S) 39,774; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Peggy Del Toro, Adv. Mgr., PROGRESS-BULLETIN, P.O. Box 2708, 300 S. Thomas St., Pomona, CA 91769; Tel. (714) 622-1201.
**National Representative**: Papert Companies.

## PORTERVILLE

**1 - LOCATION:** Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe.
**Intercity Bus Lines**-Orange Belt.
**Motor Freight Carriers**-14.

**3 - POPULATION:**
Corp. City 80 Cen. 19,707; E&P 89 Est. 25,294
NDM-ABC: (80) 67,222
County/MSA 80 Cen. 247,329; E&P 89 Est. 292,322

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 6,605; E&P 89 Est. 8,685
NDM-ABC: (80) 22,045
County/MSA 80 Cen. 80,659; E&P 89 Est. 120,956

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $158,959,000 |
| Commercial | 6 | $247,662,000 |

**6 - PASSENGER AUTOS:** County 139,692

**7 - ELECTRIC METERS:** City 11,874

**8 - GAS METERS:** Residence City 7,944

**9 - PRINCIPAL INDUSTRIES:** Carpet Mfg.; Mach. Shops; Ultra Lite Aircraft Mfg.; Electronic Instruments; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Servs.; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.; Vitamins; Aircraft Fasteners & Parts Mfg.; Camera Lens Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

**11 - TAP WATER:** Alkaline, med. hard, not fluoridated.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Porterville Plaza(26) | NA | Plaza Foods, Mont. Ward, Thrifty Drug |
| Porterville West(4) | NA | K mart, Long's |

**Neighborhood Shopping Centers**-Promenade; Smith's Town Square; Town & Country Village; Eastridge Plz. (Save Mart, Thrifty & Pizza Hut).
**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Western Auto; JCPenney; K mart; Bullard's; Grossmans.
**Chain Drug Stores**-Thrifty 2; Town & Country; Long's; Smith's.
**Chain Supermarkets**-Town & Country; Smith's; Food King; Save Mart 2; Budget Foods; Plaza Foods.
**Other Chain Stores**-Sears (catalog); Reisig's Shoes; Topper's; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes; Miller's Outpost.

**14 - NEWSPAPERS:** RECORDER (e) 13,744; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
**National Representative**: Branham/Newspaper Sales.

## RED BLUFF

**1 - LOCATION:** Tehama County. E&P Map B-3. County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36, U.S. Hwy. 99, I-5. City is 200 mi. from San Francisco.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Pacific Greyhound; Mt. Lassen Transit.
**Motor Freight Carriers**-5.
**Airlines**-United.

**3 - POPULATION:**
Corp. City 80 Cen. 9,490; E&P 89 Est. 10,731
NDM-ABC: (80) 38,888
County 80 Cen. 39,276; E&P 89 Est. 46,233
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,684; E&P 89 Est. 4,109
County 80 Cen. 14,538; E&P 89 Est. 16,633
NDM-ABC: (80) 14,538

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 5 | NA |
| Savings & Loan | 5 | NA |

**6 - PASSENGER AUTOS:** County 24,881

**7 - ELECTRIC METERS:** Residence City NA

**8 - GAS METERS:** Residence City NA

**9 - PRINCIPAL INDUSTRIES:** Lumber and by-products; Molded Pulp; Gov't Agencies; Cattle; Orchards; State Agencies.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

**11 - TAP WATER:** Moderate hardness 92; chlorinated.

**12 - RETAILING: Principal Shopping Area**-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Riverside Plaza | 1 | Raley's, Mont. Ward |
| K mart Ctr. | 1 | K mart, PayLess Shoes, Perko |
| Antelope Ctr.(9) | 2 | Holiday Mkt. & Video |
| Peavy Center | 3 | Peavy, BC Tires, Canned Good Outlet |
| Bell Mill Landing | 4 | Payless Drug, Kragen, Lucky's Food, Beno's Fashions, Sports Wild, Sacramento Savings, $5-$10 Store, Fabric Plus |

**Principal Shopping Days**-Thur., Fri.
**Stores Open Evenings**-Gen. Mdse., Fri.; Food every night and Sun.
**Stores Open Sundays**-Montgomery Ward, Sprouse-Reitz, K mart, Beno's, Payless Drug.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Peavy Ranch & Home.
**Discount Stores**-K mart.
**Variety Stores**-Sprouse-Reitz; Ben Franklin.
**Chain Drug Stores**-Raley's Drug Center; Payless.
**Chain Supermarkets**-Luckys; Holiday 2; Raley's.
**Other Chain Stores**-Coast To Coast; Sears (catalog); Diamond Natl.; Paint Mart; Kragen Auto; Beno's Fashions; Wards Discount.

**14 - NEWSPAPERS:** NEWS (e) 8,804; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jean Hanson, Adv. Mgr., NEWS, 545 Diamond Ave.; PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151; FAX (916) 527-3179.
**National Representative**: Papert Companies.

## REDDING

**1 - LOCATION:** Shasta County (MSA). E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat. Jr. College Center.

**2 - TRANSPORTATION: Railroads**-Amtrak.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Trailways; Redwood Empire Lines.
**Airlines**-West Air; United; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 41,995; E&P 89 Est. 65,191
NDM-ABC: (80) 133,136
County/MSA 80 Cen. 117,350; E&P 89 Est. 137,122

**4 - HOUSEHOLDS:**
City 80 Cen. 16,786; E&P 89 Est. 25,228
NDM-ABC: (80) 49,773
County/MSA 80 Cen. 43,014; E&P 89 Est. 49,272

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 17 | $990,000,000 |
| Savings & Loan | 27 | (incl. above) |

**6 - PASSENGER AUTOS:** County 81,143

**7 - ELECTRIC METERS:** City 29,463

**8 - GAS METERS:** 45,000

**9 - PRINCIPAL INDUSTRIES:** Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics; Clothing; Tourism; Paper; Electronic Medical Equip.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost Nov. 15; last killing frost Apr. 1.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.; Mt. Shasta Mall, 1 mi. E. of downtown Redding; Mervyn's Hilltop Center, 1 mi. E. of downtown Redding.
**Neighborhood Shopping Centers**-Village Plaza; N. Market St.; S. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cypress(5) | 1 | Ross Dress, Long's, K mart, Grand Auto |
| Cypress Square(32) | 1 | Radio Shack, |
| Village Plaza(14) | 1 | Mont. Ward, Thrifty Drug, McMahan's, Builder's Emporium |
| Country Club(20) | 3 | |
| Redding Mall(85) | NA | Dickers, Payless |
| Mount Shasta Mall(64) | 1 | Sears, JCPenney, Pay n' Save |
| Town & Country(18) | 7 | |
| Mission Square | 2 | |
| 4-Corners(35) | 4 | Safeway, Sprouse-Reitz |
| Westwood Village | 4 | Thrifty, Holiday |
| Cobblestone | 2 | Raleys |
| Park Marina Plaza(8) | 1 | Larson's |
| Lake Blvd. | 1 | Food Connection |
| Mervyn's | 2 | |

**Principal Shopping Days**-Wed. through Sat.
**Stores Open Evenings**-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; C.M. Dicker; Sears; Mervyn's.
**Discount Store**-K mart.
**Variety Store**-Sprouse-Reitz 3.
**Chain Drug Stores**-Thrifty 6; Pay Less. 2; Longs.
**Chain Supermarkets**-Safeway 4; Holiday Markets 2; Albertson's; MRS 5; Raleys; Better Buy; Shasta View 6; Food Connection; Sentry 2.
**Other Chain Stores**-Apparel: Sun West, Kauffman's; Auto Supply: Goodyear, Goodrich, Grand Auto, Diamond National, C.C. Meek Lbr. 2; Furniture: McMahan's, Self-Service Furniture, Redding Furn., Shasta Fine Furn., Oak Warehouse, Walker Furniture, Kuebler's Furn.; Shoes: Kinney, Payless Shoe Source, Huston's, Johnson; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics, Pay 'N Pak, Radio Shack 2, Singer Co., Bear Music, Swenson's Ice Cream 2.

**14 - NEWSPAPERS:** RECORD SEARCHLIGHT (e) 38,936; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 492397, Redding, CA 96049-2397; Tel. (916) 243-2424.
**National Representative**: Papert Companies.

## REDLANDS

**1 - LOCATION:** San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

**2 - TRANSPORTATION: Railroads**-SF; SP.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Greyhound; Omnitrans.

**3 - POPULATION:**
Corp. City 80 Cen. 43,619; E&P 89 Est. 55,457
County 80 Cen. 902,364; E&P 89 Est. 1,208,528
NDM-ABC: (80) 52,394
PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,759; E&P 89 Est. 20,056
County 80 Cen. 308,062; E&P 89 Est. 467,139
NDM-ABC: (80) 19,004
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 664,598

**7 - ELECTRIC METERS:** Residence 17,093

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on State St., 6 on Orange; 6 on Citrus.
**Neighborhood Shopping Centers**-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave., Alabama & I-10.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Citrus Village(25) | 1 | Lucky |
| University Plaza(10) | 2 | Thrifty, Alpha Beta |
| North Redlands | 1 | Stater Bros. |
| West Redlands | NA | Redlands Mkt. |
| Redlands Oasis(5) | NA | 7-Eleven |
| South Redlands | NA | Gerrards Mkt. |
| Redlands Mall(45) | NA | Harris, Sav-On |
| Tri-City(17) | NA | Mervyn's, Longs, Von's, Federated |

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Harris; Webb's; Mervyn's.

**Discount Store**-K mart.

**Chain Drug Stores**-Prescription City; Thrifty; Keystone; Long's; Sav-On.

**Chain Supermarkets**-Lucky; Stater Bros. 2; Alpha Beta; Von's.

**Other Chain Stores**-McMahan's; Firestone; Goodyear; House of Fabrics; Radio Shack; General Nutrition; Winston Tire. Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark; Federated; Computerland.

**14 - NEWSPAPERS:** FACTS (e) 10,212; (S) 10,329; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Donald W. Reynolds, Pub., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.

**National Representative**: Papert Companies.

## RIDGECREST

**1 - LOCATION:** Kern County. (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield. 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

**2 - TRANSPORTATION: Airlines**-Desert Sun; Trans World Express.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 15,929; E&P 89 Est. 26,727

County 80 Cen. 406,327; E&P 89 Est. 516,890

MSA 80 Cen. 406,327; E&P 89 Est. 516,890

**4 - HOUSEHOLDS:**

City 80 Cen. 5,762; E&P 89 Est. 9,885

County 80 Cen. 139,811; E&P 89 Est. 203,069

MSA 80 Cen. 139,811; E&P 89 Est. 183,396

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Credit Unions | 2 | $105,000,000 |
| Savings & Loan | 1 | $51,000,000 |
| Commercial | 4 | $74,700,000 |

**6 - PASSENGER AUTOS:** County 249,021

**7 - ELECTRIC METERS:** Residence 10,320

**8 - GAS METERS:** Residence 10,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Annual Payroll)-Chem. 1,100 ($33,400,000); Naval Research 6,000 ($230,000,000); Lumber 152 ($1,206,000).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Ridgecrest Plz.; China Lake Blvd.; 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.; 20 at Ridgecrest Towne Centre.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Sprouse-Reitz, Heritage Sq. Shpg. Ctr. (20 stores).

**13 - RETAIL OUTLETS: Chain Stores**-Western Auto; K mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Mode O'Day; Sav-On Drug; Penney's; Hallmark's; Payless Drug; Stater Bros.; Boston Dept. Store.

**14 - NEWSPAPERS:** INDEPENDENT (e-mon to fri) 7,858; sworn Oct. 4, 1988.

**Local Contact** for Advertising and Merchandising Data: Bruce Rosebrook, Adv. Dir., INDEPENDENT, 739 N. China Lake Blvd., P.O. Box 7, Ridgecrest, CA 93555; Tel. (619) 375-4481.

**National Representative**: American Newspaper Representatives; Landon Associates.

## RIVERSIDE

**1 - LOCATION:** Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 18 mi. E of Ontario International Airport.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Atchison, Topeka & Santa Fe; Southern Pacific.

**General Commodity Carriers**-414

**Intercity Bus Lines**-Rapid Transit District; Greyhound Bus Lines; Riverside Transit Agency.

**Airlines**-Air LA; Alaska; American; America West; Continental; Delta; United; USAir; Skywest; Southwest; TWA; Commercial Passenger.

**3 - POPULATION:**

Corp. City 80 Cen.: 170,876; E&P 89 Est. 210,992

NDM-ABC: (80) 472, 71

County 80 Cen. 670,838; E&P 89 Est. 918,949

PMSA 80 Cen. 1,573,202; E&P 89 Est. 2,127,477

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 60,964; E&P 89 Est. 74,157

County 80 Cen. 243,019; E&P 89 Est. 335,381

PMSA 80 Cen. 551,081; E&P 89 Est. 763,501

NDM-ABC: (80) 169,360

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 39 | $3,934,004,000 |
| Savings & Loan | 34 | $4,813,694,000 |

**6 - PASSENGER AUTOS:** County 532,107

**7 - ELECTRIC METERS:** Residence 84,211 (city)

**8 - GAS METERS:** Residence 66,941 (city); 320,000 (county)

**9 - PRINCIPAL INDUSTRIES:** Industry-Agric.; Mining; Constr.; Manufacturing; Trans.; Whol. Trade; Ret. Trade; Financial; Servs.; Government.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-75; Summer 57-94; Fall 48-83; Winter 37-65.

**11 - TAP WATER:** Alkaline, medium soft; naturally fluoridated.

**12 - RETAILING: Major Shopping Centers**

**Regional Centers**-Riverside-Canyon Springs Mall (1988), Riverside Plaza, Tyler Mall; Hemet Valley Mall; Indio Fashion Mall; Palm Springs Mall; Palm Desert Town Center.

**Area Centers**-Adams Plaza; Arianza Shopping Center; Arlington Plaza; Arlington Business District; Arlington Square; Arlington Village; Arlington & Tyler; Auto Center; Brockton Arcade; De Anza County; California Square; Canyon Crest Towne Centre; Canyon Springs North Plaza; Downtown Mall; Grand Center; Hardman Center; Kaiser Plaza; K Mart Shopping Center; La Cadena Center; La Sierra Business District; La Sierra Place; La Sierra Plaza; Lincoln Plaza; Madington Square; Madison Center; Magnolia Center Area; Magnolia Promenade; Marshall's Plaza; Mission Plaza; Pierce Plaza; Palm Square Center; Pine Center; Rubidoux Strip Shopping; Tavaglione Center; Town Square; Tyler Square; Tyler Village; University Center; University Heights Shopping Center; University Village; Valley Springs Plaza, Van Buren Plaza; Victoria Village; Westgate Plaza; Woodcrest Plaza-Riverside. Moreno Valley Plaza; Sunnymead Village; Moreno Valley Center; Lucky's Shopping Center; Butterfield Valley Center-Moreno. Moreno Valley Auto Ctr., Towngate Moreno Valley, Southwest Plaza; Vander Nolin Center. Norco Auto Center. Norco. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West; Parkside Plaza; Corona Hills Plaza; Corona Auto Center-Corona; Cottonwood Plaza; Perris Plaza-Perris. Sun City Shopping; Center-Sun City. Brookstone Landing; Lake Elsinore Plaza; Lake Elsinore Town Center. Stater Brothers Center; Stater Brothers Plaza-Lake Elsinore. Rancho California Plaza; Stagecoach Plaza; The Plaza-Banning. Village Shopping Center. Alpha Beta Shopping Center-Beaumont. Ramona Plaza; Hemet Plaza; Stater Brothers East Shopping Center; Von's West Shopping Center; Von's East Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; Sears Plaza; Farmer's Corner Shopping Center; West Hemet Village; Hemet Valley Shopping Center; Hemet West Center-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Springs Desert Plaza; Sunrise Square; Smoke Tree Shopping Center; The Vineyard; Mission Plaza; Loehman's Plaza; The Sun Center-Palm Springs. Rancho Las Palmas Center; Sunrise Plaza; 111 Rancho Mirage Plaza-Rancho Mirage. Palms to Pines East; Palms to Pines West; El Paseo Square; The Village Shopping Center; Monterey Plaza-Palm Desert. Indio Plaza; Town and Country Center-Indio.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Riverside Plaza(85) | 3 | Osco, Harris, Wards, Vons |
| Town Square(9) | 2 | Miller's Outpost, Thrifty |
| Canyon Crest Towne Ctr.(30) | 4 | Thrifty, Alpha Beta |
| Pine Center(6) | 2 | Alpha Beta |
| University(4) | 3 | Alpha Beta |
| Brockton Arcade (65) | 2 | Uli's |
| Madington Sq.(8) | 3 | NEA Fashions, Ross Stores |
| Hardman Ctr.(39) | 3 | Lucky's |
| Arlington Sq.(8) | 3 | |
| Victoria Vlg.(8) | 4 | Stater Bros. |
| California Sq.(12) | 5 | Alpha Beta |
| Adams Plaza(10) | 5 | Albertson's, Savon Drugs |
| Arlington Plz.(14) | 5 | Thrifty, Food Barn |
| Tyler Mall(88) | 7 | JCPenney, May Co., Broadway |
| Mission Village(5) | 3 | Alpha Beta |
| DeAnza Country Plaza(24) | 6 | Stater Brothers, K mart, Thrifty |
| Pedley Square(23) | 9 | Newberry's, Vons |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food and Drug every evening. Many retail stores five nights weekly.

**13 - RETAIL OUTLETS: Department Stores**-(In PMSA)-JCPenney 4; Montgomery Ward; Sears 3; Broadway; Harris 3; May Co. 2; Mervyn's 3; Boston Stores; Desmonds; Beno's 2; Robinson's; Walker Scott; Bullock's; I Magnin; Bonwitt Teller; Bullock's Wilshire 2; Saks Fifth Avenue.

**Discount Stores**-K mart 11; Target 6; Marshalls 2. Ross Stores; Best Products, Loehman's.

**Variety Stores**-Sprouse-Reitz 9; Woolworth 2; Cornet 4; CVS 3; JJ Newberry's 4; TG&Y 2; Pic 'N Save 4.

**Chain Drug Stores**-Thrifty 24; Sav-on 8; Sail; Long's; Payless 6; Clark's.

**Chain Supermarkets**-Alpha Beta 17; Stater Bros. 30; Vons 17; Safeway 11; Albertson's 7; Ralph's; Lucky 10; Von's Pavillions; Jensen's 2.

**Other Chain Stores**-A&E Wood Design; Adler Shoes; Aaron Bros.; Ace Old Furn.; Adcock Auto Supply; Alan Dale's Baby News; All American Auto; Allison's Place; Athletic Express; Builders Emporium 5; 84 Lumber 4; National Lumber 3; Framco 3; Builder's Home Center 3; Auto Sound; B. Dalton Bookseller; Banner Bedding; Banner Carpets; Barker Bros.; Big 5; Brake City Auto; Carpet Man; Casual Corner; Chess King; Carpeteria; Chief Auto Supply; Cindy's; Circuit City; Claire's; Cloth World; Color Tile; Clothes Time; Corn Popper; C&R Clothiers; Crown Books; CVS; Contempo Casuals; Dairy Queen; Docktor's Pet Center; D'Arca Tux & Bridal; Eagleson's Big & Tall Mens Wear; Earthcraft; F.W. Smith; Fashion Conspiracy; Fashion Barn; Federated; Florsheim Shoes; Fanfare Shoe Shop; Foxmoor Casuals; Fuller O'Brien Paints; Footlocker; Fayva; Gap; General Nutrition; Goodyear; Great Earth Vitamins; Hali-Spechts; Hallmark; Her Little Majesty; H&H Crafts; House of Fabrics; INABA Auto; Inner City; Jr. Shoetown; Kay Bee Toys; Kids Mart; Kinney Shoes; Kirk Jeweler's; Kragen's Auto; LA-Z-Boy; Lane Bryant; Leed's; Lerner Shops; Little Folk Shop; Leo's Stereo; Maling Shoes; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Morrow's Nut House; Motherhood Maternity; Moskatel's; Mrs. Field's Cookies; Naturalizer Shoes; NEA Fashions; Needle Craft Place; Nevada Bob's; Olan Mills; Olsan's Furn.; Ortho Mattress; Pacific Fashions; Paper Plus; Payless Shoes; Pep Boys; Parklane Hosiery; Petland; Phil & Jim's; Photoland; Pic 'n Save; Plum Tree; Pro-Image; RB Furniture; Radio Shack; Red Wing Shoes; Richman Bros.; Ringmaker; S&W Plastics; Sam Goody; See's Candy; Sherwin-Williams; Singer; Ski & Sport; Stockwell & Binney; Stroud's Linen; Style Leader; Swiss Colony; Thom McAn; T Shirt Plus; Tinderbox; Things Remembered; Toys R Us; Trak Auto; Van's; Video Concepts; Video Plus; Waldenbooks; Weisfields; Wherehouse; Wild Pair; Wild Tops; Winchell's; William Pitt Inc.; Winston Tires; Woman's World; Zale's; Home Inprovement; Centers: Builder's Emporium 5, 84 Lumber 4, National Lumber 3; Framco 3; Tile Emporiun.

**14 - NEWSPAPERS:** PRESS-ENTERPRISE (m) 149,634; (S) 157,514; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frances Ruka, National Major Accounts Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.

**National Representative**: Sawyer-Ferguson-Walker.

## ROSEVILLE

**1 - LOCATION:** Placer County (In Sacramento MSA), E&P Map B-4. Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak; Union Pacific; Western Pacific.

**Motor Freight Carriers**-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 24,347; E&P 89 Est. 31,813

NDM-ABC: (80) 64,825

County 80 Cen. 117,247; E&P 89 Est. 167,499

MSA 80 Cen. 1,099,814; E&P 89 Est. 1,407,027

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,164; E&P 89 Est. 11,764

County 80 Cen. 42,732; E&P 89 Est. 61,369

MSA 80 Cen. 416,356; E&P 89 Est. 559,250

NDM-ABC: (80) 22,767

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 102,216

**7 - ELECTRIC METERS:** Residence 10,334

**8 - GAS METERS:** Residence 20,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 1,800 ($300); Cement & Clay Prods. 925 ($240); Elect. 2,350 ($365); Medical Servs. 1,500 ($500); Wood Prods. 259 ($312); Higher Educ. 127 ($400).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Auburn(74) | 18 | K mart |
| Birdcage Walk(27) | 10 | Macy's |
| Placer Ctr | NA | Mervyn's, Target |
| Sunrise Mall(107) | 10 | Weinstock's, JCPenney |
| Roseville Sq.(37) | NA | Ross Stores |
| Rocklin | 3 | K mart, Safeway, Payless |

**Principal Shopping Days**-Mon. through Sat.

**Stores Open Evenings**-Dept.-Mon. & Fri.; Food-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's, Pay 'N Pak, Lumberjack, Target.

**Variety Stores**-K mart; Payless; Lucky; Ross; Woolworth.

**Chain Drug Stores**-Rexall 4, Raley's, Payless 3; Thrifty 4.

**Chain Supermarkets**-Safeway 2; Raley's 2; Albertson's; Alpha Beta; Jumbo; Mervyn's; Lucky; Bel Air.

**Other Chain Stores**-Firestone; Grand Auto; Kragen Auto; Jolly; Tom Thumb; Rainbow; Aavom Bros. Warehouse; Ok Tire; Wallpaper Warehouse; Payless Shoe Source; Clothworld.

**14 - NEWSPAPERS:** PRESS-TRIBUNE (e-mon to fri) 14,184; (S) 14,222; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 188 Cirby Way, Roseville, CA 95678; Tel. (916) 786-8742.

**National Representative** Papert Companies USSPI.

## SACRAMENTO

**1 - LOCATION:** Sacramento County (MSA), E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing, aerospace; food processing, lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics. Calif. Expo. 89 mi. E of San Francisco.

**2 - TRANSPORTATION: Railroads**-Southern Pacific, Santa Fe; Union Pacific, Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay, and Pacific Ocean, River Container Barge System); RT Metro.

**Motor Freight Carriers**-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).

**Intercity Bus Lines**-Greyhound; Trailways, Amador Stage Lines.

**Airlines**-United; America West; American Eagle, American; Delta; Northwest; Continental; United Express; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 275,741; E&P 89 Est. 321,331
NDM-ABC: (80) 1,059,461
County 80 Cen. 787,776; E&P 89 Est. 988,874
MSA 80 Cen. 1,107,363; E&P 89 Est. 1,407,027

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 112,859; E&P 89 Est. 131,434
NDM-ABC: (80) 400,151
County 80 Cen. 299,805; E&P 89 Est. 342,959
MSA 80 Cen. 416,356; E&P 89 Est. 559,250

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 71 | $6,951,142,000 |
| Savings & Loan | 44 | $6,414,503,000 |

**6 - PASSENGER AUTOS:** County 552,402

**7 - ELECTRIC METERS:** County 426,336

**8 - GAS METERS:** County 289,566

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Retail Trade 118,000; Whol. Trade 28,400; All Mfg. 45,900; Nondurable Goods 18,300; Durables 27,606; Agric., Forestry & Fishing 7,900; Fed. Gov't 29,800; State & Local Gov't 143,200; Constr. 38,300; Trans. & Public Util. 26,100; Fin., Ins. & R.E. 38,700; Services 133,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-71; Summer 59-93; Fall 52-77; Winter 39-53.

**11 - TAP WATER:** Varies, soft to hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Sunrise Mall (108 stores) 5900-6100 Sunrise Blvd.; Florin Mall (93 stores) 5901 Florin Road; Country Club Plaza (58 stores) 2300 Watt Ave.; Country Club Centre (23 stores) 3300 El Camino; Arden Fair Mall (96 stores) 1601 Arden Way; Downtown Plaza (74 stores) Downtown; Birdcage Walk (67 stores) 5901-6197 Sunrise Blvd; Southgate Plaza 4220 Florin Road (32 Stores); County Fair Mall 1264 E. Gibson Rd, Woodland, CA (63 Stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arcade Square(18) | NA | Raley's Mkt. |
| Arden Fair(82) | NA | Woolworth, Sears, Thrifty Drug, Weinstock's, Nordstrom |
| Arden Plaza(17) | NA | Lucky Mkt., Manor Drug |
| Arden Town(16) | NA | Holiday Mkt. |
| Birdcage Walk(50) | NA | Long's, Wards, Macy's, Cost Plus Imports |
| Camellia City(9) | NA | Lucky Mkt., TG&Y |
| College Greens(8) | NA | Raley's Mkt. |
| Country Club Center(48) | NA | Wards |
| Country Club Plaza(53) | NA | Weinstock's, JCPenney |
| County Fair Mall | NA | Woodland, Gottschalks, Mervyn's, JCPenney, Target |
| Cordova(30) | NA | Thrifty |
| Crestview(27) | NA | Lucky Mkt., Thrifty, Ross |
| Downtown Plaza(43) | NA | Macy's, Weinstock's, I. Magnin |
| Florin Plaza | NA | Jumbo Mkt. |
| Florin Square(23) | NA | |
| Florin Mall(94) | NA | Weinstock's, Sears, JCPenney, Wards |
| Fort Sutter(11) | NA | Raley's |
| Fruitridge(29) | NA | Holiday Mkt., Manor Drug |
| Grand Oaks(23) | NA | Lucky Mkt., Hancock Fabrics |
| Grant Plaza (Citrus Heights) | NA | Thrifty |
| Hollywood Plaza(6) | NA | Raley's |
| Lanai(38) | NA | |
| Loehmann's Plz | NA | Lucky's, Loehmann's Dept., Linens 'N Things |
| Madison Mall(35) | NA | Raley's, Pay n Pak |
| Midway(El Camino)(14) | 12 | Jumbo Mkt. |
| Mills(18) | NA | Raley's Mkt. |
| Northridge(17) | NA | Raley's Mkt. |
| N. Sacramento(4) | NA | Safeway |
| Pavilions | NA | Laura Ashley, Ann Taylor, Williams Sonoma, Julius, Banana Republic |
| Point West(20) | NA | Mervyn's |
| River Park(13) | NA | Pantry |
| Roseville Sq.(37) | NA | Thrifty, Ross, Pay 'n Pak |
| Southgate(27) | NA | Thrifty Drug, Ross |
| South Hills(31) | NA | Sprouse-Reitz, Jumbo |
| Sunrise Mall(109) | NA | Weinstock's, Sears, JCPenney, Macy's |
| Sunrise Oaks(21) | NA | Thrifty |
| Tallac Vlg.(14) | NA | Vans |
| Taylor's(23) | NA | Lucky Mkt. |
| TJ Maxx Plz | | TJ Maxx, Bonney, Gordon, Ransohoffs |
| Town & Country(55) | NA | William Glen, Patrick James |
| University Vlg.(23) | NA | Safeway, Glass Pheasant, Demille's |
| Almond Orchard(20) | NA | |
| Country West(15) | NA | Big R |
| Elkhorn Watt(11) | NA | Thrifty, Albertson's, K mart, Payless |
| Manzanita Madison(12) | NA | Cloth World, Raley's |

**Principal Shopping Days** Dept. Stores-Thur., Fri., Sat. S; Grocery Stores-Wed., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Mon. thru Fri. Food every night.

**Stores Open Sundays**-Grocery; Drugs; Discount; Dept.; Automotive.

**13 - RETAIL OUTLETS: Department Stores**-Weinstock's 5; Macy's 3; Sears 3; Montgomery Ward 3; JCPenney 4; Mervyn's 6; Nordstrom.

**Discount Stores**-K mart 12; Best Products 3; Target 7.

**Variety Stores**-Woolworth 3; Ben Franklin; Sprouse-Reitz 6; TG&Y.

**Chain Drug Stores**-Payless 22; Manor 3; Raley's 15; Thrifty 24; Long's 12.

**Chain Supermarkets**-Safeway 13; 7-Eleven 41; Corti Bros. 3; Bel Air 12; Lucky 28; Jumbo 6; Raley's 17; Van's; Albertson's 12; Circle K 59; Comptons/Holiday 5.

**Other Chain Stores**-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Price Club; Eddie Bauer; Federated Group; B. Dalton Books; I. Magnin; Singer Co.; Lane Bryant; Baskin Robbins; Levitz Furn.; Oshman's; Waldenbooks; Big 5; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Furnishings 2000; The Gap; Wherehouse Records; Fashion Conspiracy; Lumberjack; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Kinder Foto; Marshalls; Toys R Us; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Ross; Home Club; Dress Barn; Miller's Outpost; Loehmann's; Pep Boys; The Good Guys; Casual Corner; TJ Maxx; Circuit City; 4-Day Tire; Home Express; Men's Warehouse; Banana Republic; Nordstrom.

**14 - NEWSPAPERS:** BEE (m) 251,120; (S) 306,574; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Clifford Chapman, Gen. Adv. Mgr., BEE, 21st & Q Sts., PO Box 15779, Sacramento, CA 95852; Tel. (916) 321-1476.

**National Representative** Cresmer, Woodward, O'Mara & Ormsbee.

UNION (m) 80,505; (S) 77,240; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert H. Badgley, Adv. Dir., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.

**National Representative** The Papert Companies.

## SALINAS

**1 - LOCATION:** Monterey County (In Salinas-Seaside-Monterey MSA), E&P Map B-5. County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound; Monterey Salinas Transit.

**Airlines**-United; Wings West; West Air; PSA; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 80,479; E&P 89 Est. 104,914
CZ-ABC: (80) 80,479
RTZ-ABC: (80) 83,645
County 80 Cen. 291,096; E&P 89 Est. 347,504
MSA 80 Cen. 291,096; E&P 89 Est. 347,504
City & RTZ-ABC: (80) 164,124

**4 - HOUSEHOLDS:**

City 80 Cen. 26,857; E&P 89 Est. 34,223
County 80 Cen. 95,734; E&P 89 Est. 125,000
MSA 80 Cen. 95,734; E&P 89 Est. 115,697
CZ-ABC: (80) 26,857
RTZ-ABC: (80) 23,177
City & RTZ-ABC: (80) 50,034

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | N.A. |
| Savings & Loan | 10 | N.A. |
| Credit Unions | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 189,234

**7 - ELECTRIC METERS:** Residence 51,094

**8 - GAS METERS:** Residence 38,734

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry & Fisheries 31,495; Constr. 5,590; Mfg. 10,570; Trans., Commun. & Util. 5,950; Whol. & Ret. Trade 24,890; Fin., Ins. & R.E. 6,230; Servs. 34,748; Gov't. 24,100.

(Industrial Pay Days)-Vary.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St. (Oldtown); 4 blocks on S Main St. area (Southtown), 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal; 2 blocks on S. Main (Main Street Center/The Plaza).

(Neighborhood Shopping Districts)-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road, 1 block on S Main; 2 blocks on E Laurel Dr., 1 block on W Laurel Dr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northridge | 3 | Sears, Safeway, Emporium, JCPenney |
| Southtown | 1 | Woolworth, Fords, Carpeteria |
| Sherwood Gdns. | 2 | |
| Alisal | 2 | Monte Mart, Safeway |
| Mid City Ctr. | 1 | Long's Drugs, Pik 'n Save |
| Star Center | NA | Star Market |
| S. Salinas Plaza | 1 | Thrifty Drug, Nob Hill Mkt. |
| N. Salinas Ctr. | NA | Thrifty Drug, Alpha Beta |
| Hartnell Plaza | 1 | Alpha Beta |
| Laurel | 3 | K mart, Nob Hill |
| E. Laurel | NA | Longs, Lucky |
| Mainstreet Center | 1 | Lucky, Payless |

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-Northridge Shpg. Ctr. Daily; other shpg. ctrs. times vary; Chain Food & Chain Drug daily.

**13 - RETAIL OUTLETS: Department Stores**-Emporium; Sears; JCPenney; Ford's; Mervyn's; Monte Mart; K mart; Pik 'n Save.

**Variety Stores**-Woolworth; Bonanza 88.

**Chain Drug Stores**-Thrifty 2; Long's 2; Star; Payless 2.

**Chain Supermarkets**-Safeway 2; Lucky 2; Star Mkt.; Monte Mart; Alpha Beta 2; Nob Hill 2.

**Other Chain Stores**-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney; Women's Apparel: Lerner's, Petries; Other: Color Tile, Carpeteria; Lumber/Hardware: Wickes, 84 Lumber, Orchard Supply.

**14 - NEWSPAPERS:** CALIFORNIAN (e) 23,473; Mar. 27, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bernard Petrich, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.

**National Representative** Gannett National Newspaper Sales.

## SAN BERNARDINO

**1 - LOCATION:** San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map E-7. County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

**2 - TRANSPORTATION: Railroads**-AT&SF; Union Pacific and Southern Pacific Mainline; Amtrak.

**Motor Freight Carriers**-30.

**Intercity Bus Lines**-Municipal Transit: Greyhound; Rapid Transit; Continental Trailways; Roesch.

**Airlines**-Air Cal; Continental; PSA; American; United; TWA; Alaska Airlines; Sun World; Sun Aire; America West; Delta; Eastern; Southwest.

**3 - POPULATION:**
Corp. City 80 Cen. 117.490; E&P 89 Est. 143.510
NDM-ABC: (80) 470.164
County 80 Cen. 902.364; E&P 89 Est. 1.208.528
PMSA 80 Cen. 1.573.202; E&P 89 Est. 2.127.477
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 42.823; E&P 89 Est. 52.360
County 80 Cen. 308.143; E&P 89 Est. 467.139
PMSA 80 Cen. 551.662; E&P 89 Est. 763.501
NDM-ABC: (80) 167.348

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | N.A. |
| Savings & Loan | 20 | N.A. |

**6 - PASSENGER AUTOS:** County 664.598

**7 - ELECTRIC METERS:** Residence 45.330

**8 - GAS METERS:** Residence 39.410

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 62.500; Constr. 26.600; Mining 1.200; Trans., Commun., Util. 26.100; Fin., Ins., R.E. 20.000; Servs. 105.000; Gov't 108.300; Agric. 23.400; Whl. Trade 17.500; Ret. Trade 108.200.

**Principal Industrial Pay Days**-1st, 10th, 15th, 25th.

**10 - CLIMATE:** Av. Temp.-Spring 61; Summer 76; Fall 70; Winter 55.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.

**Regional Shopping Centers**-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Marshall Blvd & E St (8) | 3 | Alpha Beta |
| Central City(103) | NA | Woolworth, Harris, Mont. Ward, JCPenney |
| Del Rosa(40) | 4 | Stater Bros., Long's |
| Inland Center(75) | 1 | Sears, May Co., Broadway |
| Sterling(21) | 4 | Gemco, TG&Y, Von's |
| Wildwood Plaza(18) | 4 | Alpha Beta, TG&Y, Thrifty Drug, Staters |
| Fontana(20) | 10 | Mervyns, K mart, Standard Brands |
| N. Rialto(20) | 6 | Alpha Beta, Stater's |
| Mt. Vernon(15) | 3 | Thrifty Drug |
| Palm & Highland(12) | 5 | Sprouse-Reitz, Stater's |
| Redlands(25) | 10 | Von's Mkt. |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Dept., Downtown and Shpg. Ct.-Mon. through Sun. Food every night.

**13 - RETAIL OUTLETS: Department Stores**-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's; Marshalls.

**Discount Stores**-Fedco; Target; Norton AFB PC; K mart; Lucky's; Price Club; Ross; Buyers Club; Pace Warehouse.

**Variety Stores**-Woolworth; TG&Y 4; Pic 'N Save; Sprouse-Reitz.

**Chain Drug Stores**-Thrifty 5; Long's 3; Drug King; Osco; Payless.

**Chain Supermarkets**-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky 4; Grocery Warehouse 2.

**Other Chain Stores**-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; Home Club; Home Depot; House of Fabrics; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Hardy Shoes; Parklane Hosiery; Lane Bryant; Waldenbooks; Hickory Farms; Musicland; Sunset House; Stride-Rite; Maggie's; Nobby; Foxmoor Casuals; See's Candies; Goodman Jewelry; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Miller's Outpost; Footscene; Best Stores; All American Sports Club; Circuit City; Phil & Jim's; Leo's Stereo.

**14 - NEWSPAPERS:** SUN (m) 86.316; (S) 94.690; Mar. 29, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David J. Enstad, Adv. Mgr., SUN, 399 D St. San Bernardino, CA 92401; Tel. (714) 889-9666.

**National Representative** Gannett National Newspaper Sales.

## SAN CLEMENTE

**1 - LOCATION:** Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy., 75 mi. S of Los Angeles, 75 mi. N of San Diego.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Continental Trailways; San Clemente Stage Lines; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 27.325; E&P 89 Est. 37.604
CZ-ABC: (80) 33.493
RTZ-ABC: (80) 47.811
County PMSA 80 Cen. 1.931.570; E&P 89 Est. 2.522.628
City & RTZ-ABC: (80) 81.304

**4 - HOUSEHOLDS:**
City 80 Cen. 11.764; E&P 89 Est. 15.544
County PMSA 80 Cen. 685.815; E&P 89 Est. 947.606
CZ-ABC: (80) 14.099
RTZ-ABC: (80) 18.673
City & RTZ-ABC: (80) 32.772

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | N.A. |
| Savings & Loan | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 1.467.041

**7 - ELECTRIC METERS:** Corp. City 8.743

**8 - GAS METERS:** Corp. City 8.149

**9 - PRINCIPAL INDUSTRIES:** Industry-Rubber Prods.; Aerospace; Light Aggregate; Copper Prods.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-67; Summer 61-74; Fall 56-73; Winter 45-64.

**11 - TAP WATER:** Saline, hard.

**12 - RETAILING: Principal Shopping Center**-Del Mar and environs; Mission Viejo Mall.

**Neighborhood Shopping Centers**-El Camino Plz., 800 block South El Camino Real and San Diego Freeway at Estrella exit; 700-800 block North El Camino Real, San Clemente; Capistrano Valley, Doheny Park Rd., and Victoria Ave., Capistrano Beach; La Plz., Dana Point; El Adobe Plz., San Juan Capistrano; Monarch Bay Plz., Laguna Niguel; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

**13 - RETAIL OUTLETS: Department Stores** Sears; Montgomery Ward; May Co.; Robinson's; Bullocks; Best Products.

**Variety Stores**-Gilbert; Cornet; Sprouse-Reitz.

**Chain Drug Stores**-Thrifty; SavOn.

**Chain Supermarkets**-Alpha Beta 2; Albertson's 2; Ralph's 2; Von's; Lucky Stores.

**14 - NEWSPAPERS:** SUN-POST (e-mon to fri) 8.494; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real, PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121; FAX (714) 492-0401.

**National Representatives** Landon Associates; U.S. Suburban Press.

## SAN DIEGO

**1 - LOCATION:** San Diego County (MSA), E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochemical center. High Tech & biomedical ctr. Agric. county 132 mi. S of Los Angeles. I-5, 8, 15, 163 and 805.

**2 - TRANSPORTATION: Railroads**-Santa Fe, San Diego & Arizona; Southern Pacific; Amtrak.
**Motor Freight Carriers**-42.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-American; United; Continental; Delta; Pan Am; TWA; America West; Northwest; USAir; Eastern; Alaska; Southwest; Stateswest; Braniff.

**3 - POPULATION:**
Corp. City 80 Cen. 875.504; E&P 89 Est. 1.026.904
CZ-ABC: (80) 1.470.244
RTZ-ABC: (80) 391.602
County MSA 80 Cen. 1.861.846; E&P 89 Est. 2.351.774
City & RTZ-ABC: (80) 1.861.846
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 321.039; E&P 89 Est. 370.373
County/MSA 80 Cen. 670.094; E&P 89 Est. 798.514
CZ-ABC: (80) 532.561
RTZ-ABC: (80) 137.533
City & RTZ-ABC: (80) 670.094

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 31 | N.A. |
| Commercial | 61 | N.A. |

**6 - PASSENGER AUTOS:** County 1.347.917

**7 - ELECTRIC METERS:** Residence County 819.996

**8 - GAS METERS:** Residence County 621.486

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners (Av. Wkly. Wage)-Gov't 163.200 (N.A.); Service 243.100 (N.A.); Trade 222.000 (N.A.); Mfg. 127.400 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-(Downtown) No. of Stores-76 blocks on Broadway and A, B, C, E Sts. 900 stores.

**Community Shopping Centers**-No. of Stores-El Cajon Shopping 19; Clairemont Quad 40; Loma Square 22; Mission Square 40; Pacific Plaza 42; Spring Valley 27; Midtown Plaza 16; Plaza of The Four Flags 18; Balboa Mesa 28; Bay Plaza 50; Belleview Center 17; Boulevard Mart 16; Broadway Vista Ctr. 16; Camino Town & Country 46; Flower Hill 51; Genesee Plz. 50; Glasshouse Sq. 80; La Costa Plz. 18; La Mesa Springs 26; Mission Ctr. 53; Old Poway Vlg. 34; Rancho Bernardo Town Ctr. 23; Rancho San Diego 25; San Carlos 21; Seaport Vlg. 85; Sweetwater Town & Country 40; Target Stores Plz. 6; The Vineyard 65; Kearny Mesa 30; Madison Sq. 23; Mesa Sq. 8; Miramar Vlg. 20; Morena Plz. 8; Rancho Penasquitos Town Ctr. 27; Rolando 30; Serra Mesa 23.

**Neighborhood Shopping Areas**-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

**Regional Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Horton Plz.(160) | NA | Robinson, Nordstrom, Broadway, Mervyn's |
| Mission Valley(160) | 4 | Mont. Ward, May Co., Bullock's, Saks Fifth Ave. |
| College Grove Center(85) | NA | JCPenney, Mervyn's, J.J. Newberry |
| Clairmont Sq.(86) | 7 | Marshalls, Vons, Savon, Builders Emporium |
| Grossmont Ctr. (145) | 12 | Broadway, Buffum's, Bullock's, Mont. Ward |
| Chula Vista(38) | 10 | Broadway, JCPenney, Sears |
| Parkway Plaza(112) | 15 | Sears, May Co. |
| Mira Mesa Mall(75) | 15 | Mervyn's, Savon, J.J. Newberry |
| Fashion Valley (160) | 4 | Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus |
| South Bay Plaza(26) | 5 | Millers Outpost |
| Escondido Vlg.(51) | 30 | Walker Scott, TG&Y |
| Plaza Camino Real(145) | 30 | May Co., JCPenney, Broadway, Sears |
| University Towne Center(173) | 12 | Broadway, Sears, Robinson's |
| La Jolla Vlg. Sq.(79) | 11 | Bullock's Wilshire, May Co. |
| Plaza Bonita(110) | 10 | Mont. Ward, JCPenney, May Co., Mervyn's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Nightly & Sun. afternoon.

**13 - RETAIL OUTLETS: Department Stores**-Broadway 5; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.

**Discount Stores**-Fedco; Jetco; K mart 11; Price Club 4; Target 7.

**Variety Stores**-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.

**Chain Drug Stores**-Drug King 2; Thrifty 35; Long's 16; Savon 25.

**Chain Supermarkets**-Safeway 46; Mayfair 3; Lucky (Food Basket) 25; Alpha Beta 23; Big Bear 21; Vons 30; 7-Eleven 170; Corner Foods 3; Circle K 2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 13; Albertson's 2.

**Other Chain Stores**-Harris & Frank; National Dollar; Sportmart; Standard Brand Paints 7; Lerner's 3; Thom McAn 5; Firestone 15; Goodrich; Pep Boys 6; Singer Co. 11; Glidden; Kinney Shoes 9; Goodyear 5; Zale Jewelers 8; Plummers; Madjacks; Dorman's (auto supplies) 12; Color Tile; Frazee's Paints 14; Thrifty; Longs; Golden State Fabrics 6; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 5; Lawson Jewelers 1; Leeds (shoes) 7; Silo; Payless; McMahan's Furn. 1; Saks Fifth Ave. 2; Schiller Jewelers 2; Streicher's Shoes 8; Universal Boot 8; Radio Shack; Bennetts; Oshmans; Radio Shack 46; Ortho Mattress 6; Kragen Auto 32; Builder's Emporium 5; Oshman's 6; Dow; Home Depot 4; Home Club 2; Federated.

**14 - NEWSPAPERS:** UNION (m) 269.190; TRIBUNE (e) 122.094; (S) 437.784; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dexter La Pierre, Display Mgr., UNION and TRIBUNE, PO Box 191, San Diego, CA 92112-4106; Tel. (619) 299-3131.

**National Representative** Sawyer-Ferguson-Walker.

TRANSCRIPT (m-mon to fri) 8.930; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Allen R. Zmolek, Adv. Dir., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.

**National Representative** None.

### SAN DIEGO COUNTY

**See EL CAJON**
**See ESCONDIDO**
**See OCEANSIDE**

## SAN FRANCISCO

**1 - LOCATION:** San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics, tourism and wholesale ctr.

**2 - TRANSPORTATION: Railroads**-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Union Pacific; Muni Metro (light rail); Oakland Terminal.

**Motor Freight Carriers**-232.

**Steamship Lines**-53.

**Intercity Bus Lines**-AC Transit; Amtrak Shuttle; Trailways; Grayline; Golden Gate Transit; Grayhound; Samtrans; Muni.

**Airlines**-Air America; Air Canada; Air France; Alaska; America West; American; Braniff; British Airways; CAAC; Cathay Pacific; China; Condor; Continental; Delta; Eastern; United Express; Hawaiian; Airborne Express; Japan; LTU Intl.; Lufthansa; Mexicana; Air China; Pan Am; Philippine; Piedmont; Qantas; Singapore; Balair; Southwest; American Eagle; TACA Int'l.; TWA; United; UTA French Airlines; Airpac; Amerijet Int'l.; Conni Kalitta Svcs.; Helitac; Gulf Air; Nippon Cargo; Cargolux; Great American Airways; Southern Air Transport; Korean Airlines; Minerve; Northwest Airlines; Transocean; USAir; DHL; Evergreen; Federal Express; Flying Tiger; Orion Air; Rosenbalm Aviation; Salair Air; Airborne Express; Burlington Air Express; AmeriJet Int'l.; American Transair; Sun Country Airlines; Swissair Transport; Tower Air Inc.

**3 - POPULATION:**

Corp. City/County 80 Cen. 678,974; E&P 89 Est. 748,431

CZ-ABC: (80) 757,493

Bal. in NDM-ABC: (80) 3,353,339

Total NDM-ABC: (80) 4,110,832

PMSA 80 Cen. 1,489,926; E&P 89 Est. 1,711,373

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City/County 80 Cen. 298,957; E&P 89 Est. 213,011

CZ-ABC: (80) 326,028

Bal. in NDM-ABC: (80) 1,274,903

Total NDM-ABC: (80) 1,600,931

PMSA 80 Cen. 612,880; E&P 89 Est. 721,719

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 54 | $22,294,543,000 |
| Savings & Loan | 24 | $14,835,768,000 |

Deposits-Comm. (1987); S&L (1988).

**6 - PASSENGER AUTOS:** County 334,817

**7 - ELECTRIC METERS:** Residence PMSA 1,686,588

**8 - GAS METERS:** Residence PMSA 1,448,139

**9 - PRINCIPAL INDUSTRIES:** (San Francisco/Oakland PMSA's-1986) Industry, No. Wage Earners-Constr. & Mining 88,400; Mfg. 190,700; Food Prods. 20,300; Printing & Pub. 24,400; Chem. & Allied prods. 17,200; Other non-durable goods 40,200; Fab. Metal 13,500; Mach. (non-electrical) 13,300; Electrical Equip. & Supplies 29,000; Other durable goods 32,800; Trans. 82,200; Commun./Util. 53,000; Whol. Trade 111,600; Ret. Trade 335,600; Fin. Ins. R.E. 170,000; Servs. 512,200; Gov't.: Fed. 67,500; State & Local 233,400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: San Francisco**-Central Business District boundaries est. 1955; bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.

**Principal Shopping Center**-9 blocks on Market St.; 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.

**Regional Shopping Centers**
**San Francisco/Oakland PMSA's**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bayfair, San Leandro(120) | NA | Macy's, Mont. Ward |
| Broadway, Walnut Creek(80) | NA | Emporium-Capwell, Nordstrom, I. Magnin, Mervyn's For Kids |
| Contra Costa(17) Pleasant Hill | NA | Mont. Ward |
| County E. Mall(50) Antioch(40) | NA | JCPenney, Sears, Mervyn's |
| Eastmont(95) Oakland | NA | JCPenney, Mervyn's |
| El Cerrito Plz.(54) El Cerrito(55) | NA | Emporium-Capwell |
| Fashion Island (13) | NA | Bullock's, Mont. |
| San Mateo(137) | | Ward, JCPenney |
| Fremont Fashion Ctr.(24) | NA | Emporium-Capwell |
| Fremont Hub Fremont(110) | NA | Mont. Ward., Ross, Mervyn's |
| Hillsdale San Mateo(150) | NA | Macy's, Sears, Nordstrom, Emporium-Capwell, Mervyn's |
| Hilltop, Richmond(140) | NA | JCPenney, Macy's, Emporium Capwell |
| Newpark Mall(140) Newark | NA | Macy's, Sears, Mervyn's |
| Northgate(85) San Rafael | NA | Emporium-Capwell, Sears, Mervyn's |
| Serramonte(150) Daly City | NA | Macy's, Mervyn's, Mont. Ward |
| South Shore Ctr., Alameda(84) | NA | JCPenney, Mervyn's |
| Southland(135) Hayward | NA | JCPenney, Sears, Emporium-Capwell |
| Stoneridge(130) Pleasanton | NA | Emporium-Capwell JCPenney, Macy's |
| Stonestown(150) San Francisco | NA | Emporium-Capwell, Nordstrom |
| Sun Valley Concord(165) | NA | Macy's, JCPenney, Emporium-Capwell |
| Tanforan San Bruno(123) | NA | JCPenney, Sears, Emporium-Capwell |
| West Lake Daly City(85) | NA | JCPenney |
| Town Ctr., Corte Madera(55) | NA | Marshalls, JCPenney |
| The Village at Corte Madera (93) | NA | Macy's, Nordstrom |
| San Francisco Ctr. San Francisco (38) | NA | Nortstrom's |
| The Willows Concord(40) | NA | Cost Plus |
| Strawberry Town & Ctry.Vlg.(65) | NA | Talbot's, Safeway |
| Yerba Buena Sq. San Francisco | NA | Burlington Coat Factory |

**Stores Open Sundays**-All major dept. stores; Regional shpg. ctrs.; most food stores.

**13 - RETAIL OUTLETS: Department, Specialty & Discount Stores**-San Francisco/Oakland PMSA's-Emporium-Capwell 22; K mart 28; Macy's 18, Mervyn's 26; Montgomery Ward 12; JCPenney 25; Sears 14; Saks Fifth Avenue 2; Magnin 7; Neiman Marcus 2; Nordstrom 10; Ross 21; Marshalls 12; Target 12; Gumps; Pice Club 7; Costco 11.

**Chain Drug Stores**-PMSA-Long's 40; Merrill's 10; Payless 21; Pay 'n Save 4; Thrifty 41; Walgreens 39.

**Chain Supermarkets**-PMSA-Safeway 114; Lucky 70; Alpha Beta 21; Cala-QFI 19; Albertson's 3; Petrini's 9; Fry's 11; Brentwood 7; Raley's 2; Nob Hill 4.

**Other Retail Outlets**-PMSA-Women's Clothing: Alcott & Andrews, Jos Banks, Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited, Ann Taylor, CP Shades, Career Image, Georgiou, Jessica McClintock, Kolonaki, Laura Ashley, Says Who Too, The Rafael's; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press, C&R Clothiers, Jay Briggs, Hickey Freeman, Kuppenheimer's, Planteen & Krogh, The Tailored Man; Men's & Women's Clothing: Hasting's, The Peddler, The Gap, Burberry's Ltd., Wilkes Bashford, Pendleton, Ralph Lauren Polo Shop, Banana Republic; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co., Copeland's, Circuit City.

**14 - NEWSPAPERS:** CHRONICLE (m-mon to fri) 556,196; (m-sat) 505,392; EXAMINER (e-mon to fri) 135,444; (e-sat) 103,713; EXAMINER & CHRONICLE (S) 700,989; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Beihoff, V.P./Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel. (415) 777-7420.

**National Representative**: Sawyer-Ferguson-Walker.

## SAN GABRIEL VALLEY

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe; Union Pacific.

**Intercity Bus Lines**-Southern Calif. Rapid Transit.

**Airlines**-Ontario International Airport, 20 mi. E. of San Gabriel Valley, has 24 major carriers: American, Air Calif., Continental, PSA, TWA, United, Alaska, Eastern, America West, Delta, Sunworld, Southwest.

**3 - POPULATION:**

Corp. City 80 Cen. 263,315; E&P 89 Est. 319,273

CZ-ABC: (80) 422,855

RTZ-ABC: (80) 249,657

County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955

City & RTZ-ABC: (80) 672,512

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 94,805; E&P 89 Est. 104,617

County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999

CZ-ABC: (80) 126,963

RTZ-ABC: (80) 79,277

City & RTZ-ABC: (80) 206,240

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Cml. | 72 | N.A. |
| Savings & Loan | 39 | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 233,000

**8 - GAS METERS:** Residence 232,200

**9 - PRINCIPAL INDUSTRIES:** Brewing; Dairy Proc.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prods.; Airplane Parts; Air & Space Electronics; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.

**Principal Industrial Pay Days**-Thur. and Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Downtown Shopping Areas**-Azuza; Baldwin Park; Covina; Glendora; La Puente.

**Major Shopping Centers**-Eastland; Fashion Plaza; West Covina; Foothill Center; Azuza; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower, Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

**13 - RETAIL OUTLETS: Department Stores**-May Co.; Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.

**Discount Stores**-K mart 3; Roberts; Ross 2; Target 3; Marshalls.

**Variety Stores**-Newberry; TG&Y 6.

**Chain Drug Stores**-Thrifty 10; Sav-On 11; Long's 4; Clarks 4; Rose 2; San Gabriel Phcy.; SupeRx.

**Chain Supermarkets**-Alpha Beta 20; Lucky 10; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 7.

**Other Chain Stores**-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Grand Auto; Furniture: Barker Bros., Wickes, Carpet Town, Levitz, McMahan, R.B. Furniture, Plummers; Jewelry: Kay's, Lawson's, Le Roys; Lumber/Hdwe.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Pick's, Standard Brand Paints; Mens & Women's Apparel: Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds, Payless; Patrini.

**14 - NEWSPAPERS:** TRIBUNE (m) 59,877; TRIBUNE NEWS (S) 81,496; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wm. Parker, Natl. Adv. Mgr., TRIBUNE and TRIBUNE NEWS, P.O. Box 1259, Covina, CA 91722; Tel. (818) 962-8811; (213) 686-2590.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee.

## SAN JOSE

**1 - LOCATION:** Santa Clara County (PMSA). E&P Map B-5. County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Western Pacific (freight only).

**Intercity Bus Lines**-Greyhound; Peerless.

**Airlines**-Alaska; Continental; United/United Express; American; TWA; America West; Skywest/The Delta Connection; Delta; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 629,442; E&P 89 Est. 800,831

CZ-ABC: (80) 1,078,709

Bal. in NDM-ABC: (80) 216,362

County/PMSA 80 Cen. 1,299,040; E&P 89 Est. 1,559,945

Total NDM-ABC: (80) 1,295,071

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 211,935; E&P 89 Est. 269,798

County/PMSA 80 Cen. 458,519; E&P 89 Est. 578,821

CZ-ABC: (80) 378,770

Bal. in NDM-ABC: (80) 79,749

Total NDM-ABC: (80) 458,519

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 241 | N.A. |
| Savings & Loan | 170 | N.A. |

**6 - PASSENGER AUTOS:** County 946,349

**7 - ELECTRIC METERS:** County 569,597

**8 - GAS METERS:** County 465,405

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 273,800 (Durable 247,600; Non-durable 26,200); Trade 159,600; Servs. 214,600; Gov't 87,900; Constr. 32,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING:**

**Principal Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Almaden Plaza(53) | 5 | Service Merchandise, |

| | | |
|---|---|---|
| | | Emporium-Capwell, Ross Stores |
| Capitol Sq.(39) | 4 | Walgreens, Mont. Ward |
| Eastridge(160) | 5 | Emporium-Capwell, Macy's, JCPenney, Sears |
| Oakridge Mall(113) | 6 | Macy's, Mont. Ward, Nordstrom |
| Princeton Plz.(43) | 6 | Mervyn's |
| Prune Yard(55) | 5 | All Specialty |
| San Antonio(67) | NA | JCPenney, Sears, Mervyn's |
| Stanford(148) | NA | Emporium-Capwell, Macy's, Sak's Fifth Avenue, Nordstrom, Neiman-Marcus |
| Sunnyvale Town Center(99) | NA | Mont. Ward, Macy's |
| Town & Country Village(112) | 4 | All Specialty |
| Vallco Fashion Park(143) | 24 | JCPenney, Sears, Emporium-Capwell |
| Valley Fair | 4 | Macy's, I. Magnin, Emporium-Capwell |
| Westgate(53) | 7 | Mont. Ward, Ross Stores |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Dept.-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Ross; Neiman-Marcus; Montgomery Ward; Macy's; Emporium-Capwell; Nordstrom; Sears; Mervyn's; Catalog Sales: Best Products, Service Merchandise Co.
**Discount Store**-K mart.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Payless 12; Thrifty 16; Walgreens 14; Bill's 3; Longs 24.
**Chain Supermarkets**-Safeway 30; Lucky 21; Cola Foods; Food 4 Less; Lunarde's 2; Petrini's 8; Quality Plus; Tri-E-Z Foods 4; Fry's 10; PW 8; 7-Eleven 104; Food Fair 4; H&S Food Villa; Pak n' Save 3; Nob Hill 10; Alpha Beta 17; Micali's Food Villa 4.
**Other Chain Stores**-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Davidson & Licht; Crescent Jewelers, Granat Bros.; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Florsheim; Mens Wear: Smith's, Richman's; Clothing: Marshall's, Hastings, Lerner Shops, Saks Fifth Avenue, I. Magnin, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc.: Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, House of Fabrics, Singer Co.

**14 - NEWSPAPERS:** MERCURY-NEWS (all day-mon to fri) 277,010; (m-sat) 261,388; (S) 331,998; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir. or Michael Lynch, Natl. Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.
**National Representative**: Knight-Ridder Newspaper Sales.

## SAN LUIS OBISPO

**1 - LOCATION:** San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles & San Francisco, 8 mi. from Pacific Ocean. R.R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrack.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-2.
**Airlines**-Sky West; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 34,252; E&P 89 Est. 44,668
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 80 Cen. 156,559; E&P 89 Est. 227,972
City & RTZ-ABC: (80) 155,435

**4 - HOUSEHOLDS:**
City 80 Cen. 13,670; E&P 89 Est. 17,384
County 80 Cen. 58,171; E&P 89 Est. 73,408
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 9 | $265,000,000 |
| Savings & Loan | 10 | $245,000,000 |

**6 - PASSENGER AUTOS:** County 120,169

**7 - ELECTRIC METERS:** Residence 52,400

**8 - GAS METERS:** Residence, Active 39,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry, Fishing 1,750; Constr. 4,800; Mfg. 4,900; Gov't. 14,300; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 19,150; Serv. 14,200; Fin., R.E., Ins. 3,300.
**Principal Industrial Pay Days**-R.R., 10th, 25th; Hwy. Dept. & Oil, 1st.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:** Retail trade area San Luis Obispo County & environs.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| University Sq.(11) | NA | Williams Bros. Mkt., Riley's, McMahan's Furn. |
| Foothill Plz.(15) | 1 | Thrifty Drug, Lucky |
| Madonna Plz.(35) | 1 | Sears, Lucky, Thrifty Drug, Radio Shack, Mervyn's |
| Central Coast Plz.(40) | NA | Gottschalk's |
| Santa Maria Town Ctr.(87) | NA | Sears, Thom McAn, Radio Shack, Gottschalks |
| Santa Maria Shpg. Ctr.(27) | NA | JCPenney, Pic'N Save, Cornet |
| Broadway Plz.(6) | NA | Mont. Ward |
| Pepper Tree Plz. | NA | Grand Auto |
| Stowell Ctr.(50) | NA | McMahan's Furn. |
| Atascadero | NA | Sprouse-Reitz, Rasco's |
| Paso Robles | NA | Sears (catalog), Coast-to-Coast |
| Morro Plz.(14) | NA | Williams Bros., Western Auto, Mont. Ward |
| Arroyo Grande | NA | Rasco, Lucky Mkt., Thrifty Drug, Payless Drug |
| Five Cities(19) | NA | Sears, Safeway |
| Los Osos | NA | Williams Bros., Thrifty Drug |

**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur.; Food-every night.

**13 - RETAIL OUTLETS: Department Stores**-Riley's; JCPenney; Mervyn's; Montgomery Ward; Gottschalks.
**Variety Stores**-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.
**Discount Stores**-Beno's; Pic 'N Save; Carpeteria.
**Chain Drug Stores**-Rexall; Thrifty 7; ADX; Payless 2; Long's.
**Chain Supermarkets**-Safeway 5; Williams Bros. 9; Lucky Mkts. 4; Jiff 10; 7 Eleven 9; Albertsons.
**Other Chain Stores**-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

**14 - NEWSPAPERS:** COUNTY TELEGRAM-TRIBUNE (e-mon to fri) 31,323; (m-sat) 35,837; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Cliff Skill, Adv. Dir., COUNTY TELEGRAM-TRIBUNE, 1321 Johnson Ave.; P.O. Box 112, San Luis Obispo, CA 93406; Tel. (805) 543-1901.
**National Representative**: Papert Companies.

## SAN MATEO

**1 - LOCATION:** San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-60.
**Intercity Bus Lines**-Pacific Greyhound; Sam Trans.
**Airlines**-Served by San Francisco Airport (7 mi. N).

**3 - POPULATION:**
Corp. City 80 Cen. 77,561; E&P 89 Est. 81,448
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 206,530
County 80 Cen. 588,503; E&P 89 Est. 693,857
PMSA 80 Cen. 1,490,090; E&P 89 Est. 1,711,313
City & RTZ-ABC: (80) 388,565
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 32,855; E&P 89 Est. 32,775
County 80 Cen. 225,479; E&P 89 Est. 241,549
PMSA 80 Cen. 659,477; E&P 89 Est. 721,719
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 79,253
City & RTZ-ABC: (80) 153,979

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 25 | $4,660,108,000 |
| Savings & Loan | 26 | $5,840,359,000 |

**6 - PASSENGER AUTOS:** County 471,752

**7 - ELECTRIC METERS:** Residence 33,597

**8 - GAS METERS:** Residence 28,707

**9 - PRINCIPAL INDUSTRIES:** Industry-Tourism; Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans.-Airlines; Tourism; Lumber & Lumber Prods.; Mfg. Plants; Furn.; Chem. & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels/Motels; Sales Offices & Warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prods.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 19th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.
**Neighborhood Shopping Centers**-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Blvd. & Highway 92.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Thur., Fri., Some open 6 nights & Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JC Penney; Macy's; Emporium; Montgomery Ward; Mervyn's; Nordstrom's.
**Discount Stores**-Cost Plus; Payless; K mart.
**Variety Stores**-Sprouse-Reitz; Ben Franklin.
**Chain Drug Stores**-Walgreens; Thrifty; Long's; Payless; Bill's.
**Chain Supermarkets**-Safeway 15; Lucky 6; Alpha Beta 2; Petrinis 4.
**Other Chain Stores**-Clothing: Hastings, Schneider's; Women's Apparel: House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Kragens, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Stores, Scherba Auto, JC Penney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Bakers, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Other: Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale's, Kay Jewelers, Darcy's, Granat Bros., Breuner's Furn., Sloan's, Ritz, Cameras, Rochester Big & Tall, Oshman's, Big-5 Sporting Goods, Good Guys, Circuit City.

**14 - NEWSPAPERS:** TIMES & NEWS LEADER (e) 44,460; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joel Hall, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
**National Representatives**: Papert Companies; Long & Associates.

## SAN PEDRO

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-8, 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific; Union Pacific; Harbor Beltline.
**Motor Freight**-176 (cargos for ships).
**Steamship Lines**-53 Passenger; 121 Freight. (All Major Lines).
**Intercity Bus Lines**-Rapid Transit.
**Airlines**-Served by Los Angeles International, Long Beach and Torrance Municipal Airports. 78 major airlines.

**3 - POPULATION:**
Corp. City 80 Cen. 62,108; E&P 89 Est. 72,317
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955
City & RTZ-ABC: (80) 95,117
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 25,785; E&P 89 Est. 26,510
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 34 | $487,886,111 |
| Savings & Loan | 24 | $390,308,889 |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 49,300

**8 - GAS METERS:** Residence 46,600

**9 - PRINCIPAL INDUSTRIES:** Shipping & Allied Businesses; Whol. Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prods.; Rock Prods.; Can Factories; Computer Science; Recreation and Tourism. Est. Employment 69,451. Est. Wkly. Wage $477.
**Principal Pay Days**-Fri. and 1st of the month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
**Neighborhood Shopping Centers**-8th & Weymouth Corners; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shpg. Ctr.; Pacific View Shpg. Ctr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Weymouth Corner | 2 | Pirozzi's |
| 1st & Bandini | 2 | McCowans |
| South Shores | 3 | Lucky Market |
| Harbor Hts. | 3 | Sears Surplus, Ole's |
| Park Plaza | 3 | Newberry, Von's, Osco's |
| Harbor Village(32) | NA | |
| Ports 'O Call Village(75) | 1 | |
| Western Plaza | 3 | |
| Westmont Plaza | 4 | Lucky Market |

| | | |
|---|---|---|
| Garden Vlg. | 4 | Thrifty Drugs,<br>Wherehouse |
| Harbor Cove Ctr.(15) | NA | |
| Tarragona Plaza | 3 | Ralph's |
| Pacific View | 2 | Von's |
| Palos Verdes Plz.(20) | NA | |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Fri.; Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears.

**Variety Stores**-Newberry 2.

**Chain Supermarkets**-Safeway; Pacific Central; McCowan's 3; Von's 2; Lucky 3; Ralph's; 7-Eleven 3; Smart & Final Iris 2; Top Value.

**Other Chain Stores**-Western Auto; Goodyear; Firestone; Singer Co.; Supreme Paints; Chief Auto; Trak Auto; Thrifty Drugs 2; Winston Tire; Wherehouse; Oshman's; Marc C. Bloome; Osco Drugs; Payless Shoes.

**14 - NEWSPAPERS:** NEWS-PILOT (e) 15,830; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Dennis Benner, Adv. Mgr., NEWS-PILOT, 362 Seventh St.; PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.

**National Representative**: Sawyer-Ferguson-Walker.

## SAN RAFAEL
**See MARIN COUNTY**

## SANTA ANA
**See ORANGE COUNTY**

## SANTA BARBARA

**1 - LOCATION:** Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. County Seat. Residential; educational; design & research; agricultural; oil; defense; medical center; resort. NW Southern CA; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Francisco. Univ. of California (Santa Barbara campus-17,414 students); Santa Barbara City College (10,500 students).

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound.

**Airlines**-United; American; Continental; United Express; American Eagle; TransWorld Express.

**3 - POPULATION:**

Corp. City 80 Cen. 74,542; E&P 89 Est. 93,929
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 80 Cen. 298,869; E&P 89 Est. 388,198
City & RTZ-ABC: (80) 298,694

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 32,578; E&P 89 Est. 41,096
County/MSA 80 Cen. 109,343; E&P 89 Est. 136,030
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial (MSA) | 77 | $1,760,000,000 |
| (Corp. City) | 35 | $741,000,000 |
| Sav. & Loan(MSA) | 55 | $2,110,000,000 |
| (Corp. City) | 27 | $850,000,000 |

**6 - PASSENGER AUTOS:** County 220,013

**7 - ELECTRIC METERS:** 75,000 (Residence & Comm.)

**8 - GAS METERS:** 98,988 (Residence & Comm.)

**9 - PRINCIPAL INDUSTRIES:** (Metro-County) Industry. No. of Wage Earners-Agric. 7,544; Mining 1,500; Constr. 6,100; Mfg. 23,700; Trans., Commun. and Util. 5,400; Whol. and Ret. Trade 31,400; Fin., Ins. and R.E. 7,000. Servs. 34,300; Gov't 24,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

**11 - TAP WATER:** Alkaline. hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on State St. and LaCumbre Plaza.

**Neighborhood Shopping Centers**-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points. north edge of city.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alpha Beta Ctr. | NA | Alpha Beta |
| Calle Real(58) | NA | Lucky's, Long's |
| Cliff Drive(19) | NA | Lucky's |
| Fairview | NA | Safeway, Thrifty |
| Five Pts.(27) | NA | Thrifty Drug, Kinney's, Lucky's |
| Coast Village | NA | Von's |
| La Cumbre Pl.(64) | NA | Von's, Sears, Robinson's |
| Loreta Plaza(25) | NA | Albertson's |
| Magnolia(30) | NA | Lucky's |
| Milpas(7) | NA | Von's, Safeway |
| Mission-Creek(23) | NA | Alpha Beta, Long's |
| Montecito Vlg.(50) | NA | Montecito Grocery |
| Montecito Vlg. South(14) | NA | Tweeds & Weeds |
| Plaza del Sol | NA | Pierre La Fond |
| Turnpike(13) | NA | Von's, Sav-On Drugs |
| University Vlg. | NA | Thrifty, Lucky's |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Robinson's; Sears; I. Magnin; K mart.

**Variety Stores**-TG&Y 4; Woolworth; Target; Standard Brands.

**Chain Drug Stores**-Rexall 8; Sav-On; Thrifty 5; Long's 2.

**Chain Supermarkets**-Alpha Beta; Lucky's 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 4.

**Other Chain Stores**-Clothing. Miller's Outpost, Korb's, Lerners, Silverwood's; Jewelry. Gensler-Lee, Zale's, B.D. Howes, Slavicks; Shoes. Florsheim, Thayer McNeil, Kinney, Leeds, Thom McAn, Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Parnelli Jones, Winston; Wherehouse; Sam Goody; Radio Shack; Circuit City.

**14 - NEWSPAPERS:** NEWS-PRESS (m) 51,750; (S) 56,922; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peter G. Kezios, Adv. Dir., NEWS-PRESS, De La Guerra Plaza; Drawer NN, Santa Barbara, CA 93102; Tel. (805) 564-5200.

**National Representative**: None.

## SANTA CRUZ

**1 - LOCATION:** Santa Cruz County (PMSA). E&P Map B-5, County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco; 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

**2 - TRANSPORTATION: Railroads**-Southern Pacific (freight).

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Peerless; Western Greyhound; California Tours; Santa Cruz Metro.

**3 - POPULATION:**

Corp. City 80 Cen. 41,483; E&P 89 Est. 48,417
CZ-ABC: (80) 77,815
RTZ-ABC: (80) 62,229
County/PMSA 80 Cen. 189,875; E&P 89 Est. 244,553
City & RTZ-ABC: (80) 140,044

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 16,617; E&P 89 Est. 18,964
County/PMSA 80 Cen. 71,793; E&P 89 Est. 92,421
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $1,336,221,700 |
| Savings & Loan | 14 | $1,025,614,440 |

**6 - PASSENGER AUTOS:** County 141,809

**7 - ELECTRIC METERS:** County 91,857

**8 - GAS METERS:** County 62,223

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm, Food 6,229 ($495); Lumber 560 ($520); Mfg. 13,298 ($500); Electronics 7,000 ($650); Constr. 3,105 ($485); Mining 101 ($530); Food Proc. 1,500 ($375).

**Principal Pay Days**-Fri.; 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center: Capitola Mall-Kings Plaza-41st Ave.

**Neighborhood Shopping Centers**-Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley Junction; Scotts Valley; Felton Faire; Deerpark Center, Aptos; Soquel.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pacific Garden Mall | NA | Leask's, Ford's |
| Opal Cliffs(12) | 3 | Opal Cliffs, Food Ctr. |
| East Santa Cruz(30) | 1 | Ebert's |
| King's Plaza(24) | 5 | Alpha Beta, Thrifty |
| Rancho Del Mar(50) | 8 | Safeway, Leask's |
| King's Village(48) | 6 | Nob Hill, Zanottos |
| East Cliff Village(13) | 2 | DeLuxe Foods, Crown Drug |
| San Lorenzo Park Plaza(6) | NA | Albertson's, Long's Drug |
| Capitola Mall(100) | 5 | Sears, Mervyn's, Leasks JCPenney, |
| Scotts Vlg.(21) | 6 | Long's, Safeway, |
| Scotts Valley Junction(15) | 8 | Zonatto's, Leask's |
| Soquel Ave.(5) | NA | Thrifty Drug, Alpha Beta |
| Felton Fair(11) | 6 | Safeway, Thrifty |
| Deer Park Center | 8 | DeLuxe Foods |
| Almar(9) | NA | Safeway, TG&Y |
| Soquel(26) | 5 | K mart, Safeway |
| Scotts Valley Sq(8) | 6 | K mart, 7-Eleven |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Leask's; Sears; Mervyn's; Ford's.

**Variety Stores**-Woolworth; Ben Franklin; Palm; Sprouse-Reitz; TG&Y.

**Discount Stores**-Super Auto; Liquor Barn; K mart.

**Chain Drug Stores**-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.

**Chain Supermarkets**-Safeway 6; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill 2.

**Other Chain Stores**-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Firestone; Goodyear 3; McMahan's Furn.; Coast-to-Coast; B. Dalton Bookseller; Foxmoor; House of Fabrics; Kinney Shoes; Keepsake Diamonds; Radio Shack 3 Thom McAn; Zale's Jewelers; Color Tile; Musicland; JCPenney; Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams; Outdoor World.

**14 - NEWSPAPERS:** SENTINEL (m-mon to fri) 27,387; (S) 30,079; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., SENTINEL, P.O. Box 638, 207 Church St., Santa Cruz, CA 95061; Tel. (408) 423-4242.

**National Representative**: Branham/Newspaper Sales.

## SANTA MARIA

**1 - LOCATION:** Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr.; in NW part of Santa Barbara Co., 271 mi. S of San Francisco.

**2 - TRANSPORTATION: Railroads**-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Pacific Greyhound.

**Airlines**-American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 39,685; E&P 89 Est. 53,100
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 80 Cen. 298,869; E&P 89 Est. 388,198
City & RTZ-ABC: (80) 156,132

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,040; E&P 89 Est. 18,814
County/MSA 80 Cen. 109,343; E&P 89 Est. 136,030
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,346
City & RTZ-ABC: (80) 54,133

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 17 | N.A. |
| Savings & Loan | 14 | N.A. |

**6 - PASSENGER AUTOS:** County 220,013

**7 - ELECTRIC METERS:** Residence 36,909

**8 - GAS METERS:** Residence 15,558

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 550 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 14,000 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).

**Principal Pay Days**-Fri., 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Santa Maria(29) | NA | Lucky Mkt., JCPenney, Thrifty |
| Williams Ctr.(2) | NA | Williams Bros. Mkt., Parson's Drug |
| Broadway Pl.(2) | NA | Sav-On, Mont. Ward |
| Oak Knolls(14) | NA | Coronet |
| Blosser Strip(3) | NA | Riviera, Wellenkamp Furn. |
| Handyman Ctr.(2) | NA | Williams Bros. Mkt., Arthur's Toys |
| K mart(2) | NA | K mart |
| Santa Maria Town Ctr. Mall(87) | NA | Gottschalk's, Sears |
| Stowell Ctr.(50) | NA | McMahan's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Downtown Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Bryant & Trott; Scott's Fashions; Montgomery Ward; K mart, Alpha Beta; Gottschalk's.

**Variety Stores**-Target.

**Chain Drug Stores**-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's.

**Chain Supermarkets**-Safeway; Williams Bros. 4; Lucky 3.

**Other Chain Stores**-Firestone; Goodyear; McMahan Furn.; Gallenkamps; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Buster Brown; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Creative Stereo; Casual Corner; Jean Nicoles; Musicland; William Pitt; Bobbie West; Village East; Zale's; Tiffin Jewelers; Ringmaker's; B. Dalton; Payless Shoes; Brooks Fashion; Miller's Outpost.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 20,256; (S) 21,181; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyway Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.

**National Representatives**: Scripps League Newspapers; Papert Companies.

## SANTA MONICA

**1 - LOCATION:** Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

**2 - TRANSPORTATION: Motor Freight Carriers**--300.

**Intercity Bus Lines**-Santa Monica Municipal; S. Cal. Rapid Transit District; Greyhound.

**Airlines**-Served by Los Angeles International and Santa Monica Municipal Airports. 78 major airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 88,314; E&P 89 Est. 101,390
CZ-ABC: (80) 88,314
Bal. in NDM-ABC: (80) 409,447
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955
Total NDM-ABC: (80) 497,761

**Demograhic Information available fron Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 43,912; E&P 89 Est. 51,702
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
CZ-ABC: (80) 43,912
Bal. in NDM-ABC: (80) 180,658
Total NDM-ABC: (80) 224,570

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 55 | N.A. |
| Savings & Loan | 61 | N.A. |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 38,675

**8 - GAS METERS:** Residence 38,318

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Gov't 29,500; Others 21,000; Trade (whol. & ret.) 26,200.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 60-68; Winter 49-64.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Santa Monica Place 1 blk., 3 levels.

**Neighborhood Shopping Centers**-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 14th & Wilshire | 1 | Von's |
| Lincoln & Ocean Pk. | 2 | Luckys |
| Rancho Park | 4 | May Co. |
| Century City(80) | 7 | J. Magnin Jr., Gelsons Mkt., Bullock's |
| Fox Hills(135) | 6 | Broadway, May Co., JCPenney |
| Marina(42) | 4 | Boys, Safeway, Von's |
| Brentwood(34) | 2 | Book Nook |
| Westside Pavillion (12) | 4 | May Co., Von's |
| Santa Monica(150) | NA | Broadway, Robinson |
| Culver Ctr.(7) | 5 | JCPenney |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Dept. Stores-Every night; Food-Most stores open every night.

**Stores Open Sundays**-Food, Sears, JCPenney, Broadway, May Co.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinsons.

**Variety Stores**-Woolworth; Newberry's 2; Mall Mart.

**Chain Drug Stores**-Thrifty Jr., Inc.; Thrifty 2; Sav-On Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.

**Chain Supermarkets**-Alpha Beta 2; Boys Mkt. 3; Albertson's; Hughes 4; Lucky's 4; Ralphs 4; Royal; Safeway 10; Von's 4; Westwood Ho 3; Grocery Warehouse; Food Barn; Gelson's 2.

**Other Chain Stores**-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

**14 - NEWSPAPERS:** THE OUTLOOK (e) 26,453; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Joel Morse, Display Adv. Mgr., THE OUTLOOK, 1920 Colorado Ave.; Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.

**National Representative**: Sawyer-Ferguson-Walker.

## SANTA PAULA

**1 - LOCATION:** Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Pacific Freight Line.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

**3 - POPULATION:**

Corp. City 80 Cen. 20,552; E&P 89 Est. 22,523
County/PMSA 80 Cen. 534,558; E&P 89 Est. 671,783

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,849; E&P 89 Est. 7,884
County/PMSA 80 Cen. 173,254; E&P 89 Est. 268,303

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $68,000,000 |
| Savings & Loan | 2 | $62,000,000 |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 5,922

**8 - GAS METERS:** Residence 6,104

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 6,420 ($168); Oil Drilling, Pumping and Proc. 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Proc.; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alpha Beta No. 204(12) | NA | Alpha Beta, Coronet |
| Santa Paula | NA | Thrifty Drug, Beno's |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Shopping Centers, every evening & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Santa Paula.

**Variety Stores**-Coronet; Gilbert's; Beno's.

**Chain Drug Stores**-Thrifty; Cauch's 3.

**Chain Supermarkets**-Alpha Beta; Safeway; Stop 'N Shop.

**Other Chain Stores**-Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

**14 - NEWSPAPERS:** CHRONICLE (e-mon to fri) 2,159; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Donnald Johnson, Pub., CHRONICLE, 116 N. Tenth St., P.O. Box 30, Santa Paula, CA 93060; Tel. (805) 525-5555.

**National Representatives**: Newspaper Advertising Service.

## SANTA ROSA

**1 - LOCATION:** Sonoma County, (In Santa Rosa-Petaluma PMSA). E&P Map B-4, County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State hwys.

**2 - TRANSPORTATION: Railroads**-Northwestern Pacific; Petaluma-Santa Rosa R.R.

**Motor Freight Carriers**-38.

**Intercity Bus Lines**-Greyhound; Golden Gate Transit.

**Airlines**-American Eagle; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 83,320; E&P 89 Est. 114,013
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 80 Cen. 302,195; E&P 89 Est. 393,766
City & RTZ-ABC: (80) 422,485

**4 - HOUSEHOLDS:**

City 80 Cen. 33,800; E&P 89 Est. 44,562
County/MSA 80 Cen. 114,523; E&P 89 Est. 133,158
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $2,012,987,000 |
| Savings & Loan | 23 | $2,204,294,000 |

**6 - PASSENGER AUTOS:** County 222,223

**7 - ELECTRIC METERS:** County Residence 139,395

**8 - GAS METERS:** County Residence 109,945

**9 - PRINCIPAL INDUSTRIES:** County-Mining 700; Constr. 8,100; Mfg.: Durable 12,500, Non-Durable 6,800; Trans. & Util. 6,600; Trade: Ret. 30,300, Whol. 5,600; Fin., Ins., R.E. 8,800; Servs. 31,300; Gov't 23,400; Agric. 3,900.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.

**Neighborhood Shopping Centers**-Large centers: Montgomery Village; Montgomery Drive and Farmers Lane, 95 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Road; Flamingo Plaza, about 10 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores;

Reach Santa Barbara

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The Santa Barbara News-Press reaches your best customers. *Santa Barbara ranks 16th in Retail Sales per household - $2.97 billion *$22,726 average household retail sales *35,200 median income *1 in four households earn $50,000

A New York Times Company

Represented by Cresmer, Woodward, O'Mara & Ormsbee

(Circle No. 7 on Market Request Card)

Larkfield, on Hwy. 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores; Southside Center, 2685 Santa Rosa Ave., 13 stores; Willow Sq., Range & Guerneville Hwys., about 13 stores; Value Ctr., Stony Point & Sebastopol Rd., 18 stores.

**Regional Shopping Centers**-Coddingtown, Hwy. 101 at Steele Lane, enclosed mall, 89 tenants; Santa Rosa Plaza, downtown, enclosed mall, 105 tenants.

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Stores; food about 50% open every night.

**Open Sunday**-Discount, dept. and most food stores.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney 3; The Emporium; Mervyn's 2; Macy's 2.

**Discount Stores**-K mart 3; Ross 2; Marshalls; Home Club; Cost Co.

**Variety Stores**-Sprouse-Reitz; TG&Y.

**Chain Drug Stores**-Thrifty 5; Long's 5; Bill's 4; Payless 5.

**Chain Supermarkets**-Safeway 9; Lucky 6; Albertson's 4; A&B; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2; Food 4 Less; Molsberry's 3.

**Other Chain Stores**-General Tire; Goodrich; Singer Co.; Smith's Shoes 2; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Breuner's Home Furnishings; Furnishing 2000; New York Fabrics; Standard Brand Paint; Zale's; Miller's Outpost; Lerner's; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds 2; Whitehall Jewelers; Radio Shack 7; McMahan Furn; Goodyear; Winston Tire; Clothes Time; Cost Plus; Toys R Us; Warehouse Records.

**14 - NEWSPAPERS:** PRESS DEMOCRAT (m) 84,736; (S) 92,430; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ken Svanom, Display Adv. Mgr., PRESS DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-8562.

**National Representative**: Dan Long & Assoc. and Papert Companies.

## SIMI VALLEY

**1 - LOCATION:** Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles; 10 mi. from San Fernando Valley.

**2 - TRANSPORTATION: Railroads**-Southern Pacific (freight only).

**Motor Freight Carriers**-11; 1 local.

**Bus Lines**-Local system with a connection to Los Angeles; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 77,500; E&P 89 Est. 90,722

County/PMSA 80 Cen. 529,899; E&P 89 Est. 671,783

CZ-ABC: (80) 77,500

RTZ-ABC: (80) 12,605

City & RTZ-ABC: (80) 90,105

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 22,036; E&P 89 Est. 29,141

County/PMSA 80 Cen. 173,254; E&P 89 Est. 268,303

CZ-ABC: (80) 22,036

RTZ-ABC: (80) 3,856

City & RTZ-ABC: (80) 25,892

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | $510,269,000 |
| Savings & Loan | 9 | $314,394,000 |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 34,500

**8 - GAS METERS:** Residence 28,919

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 10,282; Trans. 1,254; Commun., Public Util. 1,226; Constr. 2,680; Ret. Trade 6,035; Health Servs. 1,999; Educational Servs. 2,735.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-No. of stores, Location-Mountain Gate Plz. 34, Los Angeles Ave.; Mervyn's Center 23, Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 63, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center 8, Los Angeles & Madera.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mountain Gate Plz (50) | 3 | Builders Emporium, Thriftymart, Big 5 |
| Tapo(29) | 2 | Von's, Pic & Save, Sears Surplus |
| Mervyn's(23) | 2 | Mervyn's, Sav-On, Target |
| Oaks | 10 | Broadway, Robinsons, JCPenney, May Co., Bullocks |
| Janss Mall | 10 | Sears, Von's |
| Sycamore Plz(63) | NA | Miller's Outpost, Albertson |
| Griffin Plz(20) | 1 | Lucky, Long's Drug |

**Principal Shopping Days**-Wed., Thur., Fri., Sun.

**Stores Open Evenings**-Shpg. Ctrs. every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's.

**Variety Stores**-K mart; Target.

**Chain Drug Stores**-Sav-On; Thrifty; Long's. (Chain Food Stores)-Ralph's; Safeway; Alpha Beta; Von's; Lucky; Albertson; Hughes.

**Other Chain Stores**-Firestone; Mark C. Bloome; Builder's Emporium; Lumber City; Pep Boys; Trak Auto; Kragen; Chief Auto Parts; Big 5; Goodyear; Pier 1 Imports.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 16,498; (S) 17,200; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard L. Penrod, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.

**National Representative**: Papert Companies.

## SONORA

**1 - LOCATION:** Tuolumne County. E&P Map C-4. County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco; on State Hwys. 108, 120 & 49.

**2 - TRANSPORTATION: Railroads**-Sierra.

**Intercity Bus Lines**-Amador Stage Lines.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 3,247; E&P 89 Est. 3,599

County 80 Cen. 34,340; E&P 89 Est. 46,747

**4 - HOUSEHOLDS:**

City 80 Cen. 1,292; E&P 89 Est. 1,680

County 80 Cen. 12,668; E&P 89 Est. 16,191

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | $170,000,000 |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 27,386

**7 - ELECTRIC METERS:** Residence 7,400

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,000 ($350); Trade 530 ($250); Gov't ($280); Mining 209 ($220); Service 329 ($240); Util. 150 ($200).

**Principal Industrial Pay Days**-5th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Washington and Stewart Sts.

**Neighborhood Shopping Centers**-Mono Hwy. E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Columbia; Tuolumne; Pinecrest; Willow Springs; Twain Harte.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Foster Bros.(9) | NA | Savemart Mkt., Bertelli Drugs |
| Hales & Symons(4) | NA | Sears, Safeway, Kragen |
| Junction(35) | 2 | K mart, Long's, Lucky, JCPenney |
| Plaza(19) | NA | Thrifty Drug, Save Mart, Payless |

**Principal Shopping Days**-Mon., Fri.

**Stores Open Evenings**-Some stores Fri.; Food every evening and Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Mark Twain.

**Variety Store**-Sprouse-Reitz.

**Discount Stores**-Payless; Long's; K mart.

**Chain Drug Stores**-Thrifty; Bertelli's; Bob's.

**Chain Supermarkets**-Savemart 2; Safeway; Lucky.

**Other Chain Stores**-Foster Freeze; Red & White 3; 7-Eleven.

**14 - NEWSPAPERS:** UNION DEMOCRAT (e-mon to fri) 11,728; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.

**National Representative**: None.

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### SOUTH BAY
### See TORRANCE

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## SOUTH LAKE TAHOE

**1 - LOCATION:** El Dorado County. (In Sacramento MSA). E&P Map C-4, Lake Tahoe on Hwy. 50; 110 mi. from Sacramento at NV-CA Stateline.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Graylines; L.T.R. Stage Lines; S.T.A.G.E. (City Bus Line).

**Airlines**-American Airlines; American Eagle.

**Motor Freight Carriers**-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

**3 - POPULATION:**

Corp. City 80 Cen. 20,681; E&P 89 Est. 22,575

County 80 Cen. 85,812; E&P 89 Est. 116,149

MSA 80 Cen. 1,099,814; E&P 89 Est. 1,407,027

**4 - HOUSEHOLDS:**

City 80 Cen. 9,004; E&P 89 Est. 9,794

County 80 Cen. 32,505; E&P 89 Est. 41,144

MSA 80 Cen. 416,356; E&P 89 Est. 559,250

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Comm. | 11 | $120,476,000 |
| Savings & Loan | 8 | $984,655,000 |

**6 - PASSENGER AUTOS:** County 73,547

**7 - ELECTRIC METERS:** City 20,000

**8 - GAS METERS:** City 11,119

**9 - PRINCIPAL INDUSTRIES:** Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (8,800 units); Gaming, Nevada area; constr., real estate, mining.

**10 - CLIMATE:** Av. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru Apr.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**:

Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Al Tahoe(10) | NA | Payless Drug, Lucky Mkt. |
| Crescent V(25) | NA | David Grace, Lawrence's, Raley's Drug |
| Tahoe South Y(26) | NA | K mart, Raley's Drug |
| Lampsons Plz.(17) | NA | Thrifty Drug |

**13 - RETAIL OUTLETS: Department Stores**-Lawrence's; David Grace; K mart; The Outdoorsman; Miller's Outpost.

**Chain Drug Stores**-Shelley's 3; Payless; Thrifty; Raleys 2.

**Chain Supermarkets**-Safeway 2; Raley's 2; Luckys.

**Other Chain Stores**-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy; Radio Shack; Mikasa Factory Outlet; Carson Furn.

**14 - NEWSPAPERS:** TAHOE TRIBUNE (e-mon to fri) 9,051; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Ellen Jones, Adv. Mgr., TAHOE TRIBUNE, 3079 Harrison Ave.; P.O. Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.

**National Representative:** None.

## STOCKTON

**1 - LOCATION:** San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).

**Motor Freight Carriers**-38 Common; 90 Contract.

**Freight Steamship Lines**-23.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Federal Express; Inland Empire; Pacific Express; PSA; West Air.

**3 - POPULATION:**

Corp. City 80 Cen. 149,779; E&P 89 Est. 212,871

CZ-ABC: (80) 182,854

Bal. in NDM-ABC: (80) 164,488

County/MSA 80 Cen. 349,137; E&P 89 Est. 449,796

Total NDM-ABC: (80) 347,342

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 60,742; E&P 89 Est. 79,880

County/MSA 80 Cen. 136,000; E&P 89 Est. 168,502

CZ-ABC: (80) 67,777

Bal. in NDM-ABC: (80) 56,849

Total NDM-ABC: (80) 124,626

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $2,557,614,000 |
| Savings & Loan | 12 | $7,530,573,000 |

**6 - PASSENGER AUTOS:** County 233,134

**7 - ELECTRIC METERS:** Residence (City Zone) 94,729

**8 - GAS METERS:** Residence (City Zone) 91,680

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Manufacturing: Food & Kindred Prods. 6,900; Paper, Printing & Pub. 1,400; Misc. Nondurable Goods 1,700; Lumber & Wood Prods. 2,000; Fab. Metal Prods. 900; Mach. 800; Elect. Equip. 1,500; Trans. Equip. 800; Misc. Durable Goods 2,400; Mining 100; Constr. 4,300; Trans. & Public Util. 7,600; Whol. & Ret. Trade 26,900; Fin., Ins. & R.E. 6,200; Services 24,600; Government: Federal 5,300; State & Local 22,000.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

**11 - TAP WATER:** Moderately hard; not fluoridated.

**12 - RETAILING: Downtown Shopping Area**-Consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.

**Neighborhood Shopping Centers**-Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Lane & West Lane; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pacific Ave. | 2 | Lucky Store |
| Wilson Way | 2 | Food Bank, Payless |
| Lincoln Center | 5 | Podesto's, Campbell's, Food Bank, Payless |
| Village Square | 5 | Don Quick |
| Mayfair | 4 | Savemart |
| The Mall at Weberstown | 4 | Sears, Weinstock's, JCPenney |
| Sherwood Mall | 4 | Macy's, Mont. Ward, Gottschalk's |
| Sherwood Plaza | 5 | K mart |
| Parkwoods | 6 | Big T Mkt. |
| Hammer Lane | 6 | Thrifty |
| Venetian Square | 5 | Frys |
| Waterloo Rd. | 3 | Giant Food |
| College Sq. | 5 | Mervyn's, Big T |
| Hammer Ranch | 5 | Long's, Lucky Store |
| Normandy Vlg. | 7 | Fry's, Miller's Outpost |
| Quail Lakes Plaza | 5 | Longs, Food Bank |
| Colonial Plaza | 7 | Fry's, Grossman |
| Venetian Bridges | 5 | Marshall's |
| Pacific/Hammer | 5 | Orchard Supply, Breuners |

**Principal Shopping Days**-Dept. Stores-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Downtown Thur.; Webertown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.

**Stores Open Sundays**-Major grocers; dept. & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Best; Mervyn's; Gottschalks

**Discount Stores**-K mart 2; Payless 2; Long's; Marshalls; Ross Stores/Target.

**Variety Stores**-Kress; Newberry.

**Chain Drug Stores**-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.

**Chain Supermarkets**-Centro Mart 10; Quik Stop 4; Big T 3; Lucky 2; Save-Mart; Safeway 4; Segarini's 3; 7-Eleven 3; Don Quick; Food Bank/Frys 6; AM-PM 12; Food 4 Less 2; Circle-K; Pak N' Save.

**Other Chain Stores**-Shoes: Gallenkamp, Leeds, Kinney's, Miller's Outpost; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Chief Auto Parts, Kragen Auto, Winston Tire, Big-O Tires, Pep Boys 2; Dry Goods: Rosenthal's, Brown & Mahin 2; Furniture: Breuner's, Campbell's, Furnishings 2000, Furnitureland, C&C, Capital, Sofa Factory, Levitz, R&B, Thornton House, Depot; Others: Big 5 Sporting Goods, Grossmans, Orchard Supply, Lumberjack, Handy Andy, Toys R Us, Target, Kids 'R Us.

**14 - NEWSPAPERS:** RECORD (m) 54,456; (S) 58,096; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Zidich, Natl. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.

**National Representative**: Gannett National Newspaper Sales.

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## SUISUN
**See FAIRFIELD**

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## TAFT

**1 - LOCATION:** Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

**2 - TRANSPORTATION: Railroads**-Sunset.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 5,316; E&P 89 Est. 6,699
County/MSA 80 Cen. 403,089; E&P 89 Est. 516,890

**4 - HOUSEHOLDS:**
City 80 Cen. 2,096; E&P 89 Est. 2,701
County/MSA 80 Cen. 139,811; E&P 89 Est. 203,069

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $78,000,000 |
| Savings & Loan | 2 | $32,500,000 |

**6 - PASSENGER AUTOS:** County 249,021

**7 - ELECTRIC METERS:** County 5,997

**8 - GAS METERS:** County 5,585

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 4,950 ($380).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28; last killing frost, Jan. 14.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING:**

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Shopping Center & some Downtown.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-TG&Y, Kirkpatrick Bros.; Bonanza 88; Thrifty; Payless.

**Chain Drug Stores**-Payless, Thrifty.

**Chain Supermarkets**-West Side; 11-C; Hall Mart.

**Other Chain Stores**-Fashion Crossroads; Goodyear; Sears (catalog); Montgomery Ward; Beno's; Coast-to-Coast; 7-Eleven; Radio Shack.

**14 - NEWSPAPERS:** DAILY MIDWAY DRILLER (e-mon to fri) 4,214; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Betty Kelley, Adv. Mgr., MIDWAY DRILLER, 800 Center P.O. Bin Z, Taft, CA 93268; Tel. (805) 763-3171.

**National Representative**: Papert Companies.

## THOUSAND OAKS

**1 - LOCATION:** Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles; 396 mi. S of San Francisco; On U.S. Hwy. 101, State Hwy. 23; Hdqtr. for Northrop-Ventura Science Mfg.; North American Aviation Science Center. Home of California Lutheran University; Summer training camp for Dallas Cowboys.

**2 - TRANSPORTATION: Airlines**-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).

**Bus Lines**-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.

**Railroads**-Southern Pacific and Santa Fe in Camarillo (8 mi.).

**Shipping Ports**-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.

**Trucklines**-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

**3 - POPULATION:**
Corp. City 80 Cen. 77,072; E&P 89 Est. 122,208
County/PMSA 80 Cen. 529,899; E&P 89 Est. 671,783
CZ-ABC: (80) 113,095
RTZ-ABC: (80) 14,446
City & RTZ-ABC: (80) 127,541

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 26,112; E&P 89 Est. 42,705
County/PMSA 80 Cen. 173,254; E&P 89 Est. 226,990
CZ-ABC: (80) 36,096
RTZ-ABC: (80) 5,149
City & RTZ-ABC: (80) 41,245

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 23 | $160,000,000 |
| Savings & Loan | 18 | $230,000,000 |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 33,555

**8 - GAS METERS:** Residence 33,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronic Components; Aircraft and Missile Components 1,015; Defense Systems; Plastic Prods.; Computers 1,325; Steel 230; Ins. 1,520; Medical Ctr. 800; Hospital 423; Educ. 1,775; Science Ctr. 420; Publishing 302; Total No. of Wage Earners. 237,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Center**-The Oaks Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Agoura Meadows (12) | 8 | Sav-On, Von's |
| Albertson's Plz.(10) | 6 | |
| Alpha Beta Ctr.(8) | NA | Alpha Beta |
| Big Oaks(18) | NA | |
| Casa Conejo(14) | 6 | Daisy Farm Mkt. |
| Conejo Plaza(13) | NA | Autoworld |
| Conejo Valley(17) | NA | Sav-On, Ralph's |
| County Line Ctr. | NA | |
| E and K Center | NA | |
| El Cid(8) | NA | Computerland |
| Evergreens Plz.(34) | NA | |
| Glen Oaks(10) | NA | |
| Heritage Plz. | NA | |
| Janss Mall(40) | NA | Von's, Thrifty Drug |
| K mart Ctr.(8) | NA | K mart |
| Kanan Plz.(20) | 8 | |
| Kanan Village | 8 | |
| L and K Ctr.(4) | NA | |
| La Siesta(13) | NA | |
| Newbury Sq.(10) | 6 | |
| North Oaks Pl.(8) | NA | Frosty Queen |
| Oak View Plz.(20) | NA | |
| Old Town(22) | NA | |
| Palm Plaza(27) | NA | |
| Park Oaks(36) | NA | Safeway, Radio Shack |
| Oakbrook Plz. | NA | Von |
| Oakbrook Ctr. | NA | Longs |
| Sun Plaza(135) | NA | |
| The Oaks(146) | NA | Broadway, JCPenney, May Co., Bullock's, Robinson's |
| Twin Oaks Plz.(12) | NA | Thrifty Drug, Safeway |
| Ventu Park Ctr.(8) | 5 | Hughes |
| Village Ct.(9) | NA | |
| Village Glen(23) | NA | |
| Village Sq.(27) | NA | Liquor Barn |
| Vogue Plaza(16) | NA | |
| North Ranch | NA | Thrifty Drug, |
| Westlake Plz.(44) | NA | Safeway |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullock's.

**Variety Stores**-Sprouse-Reitz.

**Discount Stores**-K mart.

**Chain Drug Stores**-Thrifty; Safeway; Thrifty Jr.; Sav-On, All Med.; Clark's; Rexall; CVS; Long's.

**Chain Supermarkets**-Albertson's; Alpha Beta; Von's; Safeway; Ralphs; Hughes; Lucky; Gelsons.

**Other Chain Stores**-Rug Crafters; Earthcraft; Expanding Wall; Wallpapers To Go; Gordon's J. Herbert Mall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jeans West; Miller's Outpost; Creative Stereo; Musicland; Radio Shack; The Wherehouse; Buster Brown; Foot Locker; Hanover Shoes; Kinney; Maling's; Florsheim; Red Cross Shoes; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; Nails etc.; Waldenbooks; Casual Corner; Contempo Casuals; Foxmoor; Lanz of Calif.; Lerner's; Motherhood Maternity; Sandy Lane; Size 5-7-9-; Standard Brands Paint; Susie's Casuals; Windsor Fashion; RB Furniture; Builder's Emporium; Lumber City; Nurserylandlo; Ethan Allen; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

**14 - NEWSPAPERS:** NEWS-CHRONICLE (e) 23,619; (S) 24,948; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Hollywood, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.

**National Representative**: Papert Companies.

## TORRANCE

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7; NDM includes divisions of Torrance & South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates; Redondo Beach; Rancho Palos Verdes & Rolling Hills. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

**2 - TRANSPORTATION: Railroads**-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Rapid Transit; Greyhound; Torrance & Gardena Municipal.

**Airlines**-L.A. Intl. Airport within NDM. All major lines, domestic & foreign.

**3 - POPULATION:**
Corp. City 80 Cen. 129,881; E&P 89 Est. 127,044
NDM-ABC: (80) 641,163
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 50,410; E&P 89 Est. 49,770
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,279,999
NDM-ABC: (80) 236,525

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 168 | $6,835,909,000 |
| Savings & Loan | 108 | $5,759,270,000 |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 219,766

**8 - GAS METERS:** Residence 225,700

**9 - PRINCIPAL INDUSTRIES:** 432 mfg. plants. Leading prods. are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prods., chem., aluminum prods., research electronics; steel fab., home building prods. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 609,519; Est. Wkly. Wage $525.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Downtown Shopping Areas**-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| (In Redondo Beach): | | |
| Redondo Vlg.(15) | NA | Sears, SupeRx |
| Redondo Shpg. Ctr.(15) | NA | SupeRx |
| The Pier(65) | NA | |
| (In Torrance): | | |
| Del Amo Fashion Ctr.(275) | NA | Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbach's, Robinson's, Target |
| Old Towne Mall(117) | NA | Fayva Shoes, Radio Shack, Best, K mart, Marshalls, Ross |
| Pacific Plz.(15) | NA | |
| Rolling Hills(64) | NA | Thrifty Drug, J.J. Newberry |
| (In Palos Verdes): | | |
| Palos Verdes Ctr. | NA | Buffum's, May Co., Bullocks Wilshire, Thrifty Drug |
| (In Manhattan Beach): | | |
| Manhattan Vlg. | NA | Buffum's, Bullocks Sav-On |
| Fisherman's Vlg.(40) | NA | |
| Marina Ctr.(42) | NA | Hallmark, Pier 1 Imports |
| Washington Sq.(22) | NA | |
| (In Carson): | | |
| Carson Mall(90) | NA | Broadway, Sears, JCPenney |
| (In Inglewood): | | |
| Crenshaw-Imperial Plz.(45) | NA | Woolworth |
| Crenshaw-Imperial(32) | NA | Thrifty Drugs, Boston Stores |

**Neighborhood Shopping Centers**-South Redondo; Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N Redondo; Artesia Blvd. 6 blocks; E Hermosa; Pacific Coast Hwy., 5 blocks; E Manhattan; Pacific Coast Hwy., 4 blocks; Walteria: Hawthorne Ave., 4 blocks; N Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.

**Principal Shopping Days**-Sun., Fri., Sat.

**Stores Open Evenings**-Dept. and Food-7 days a week.

**13 - RETAIL OUTLETS: Department Stores**-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Nordstroms; Ohrbach's 2; Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.

**Discount Stores**-Golden Bear 2; K mart 3; Try-It-Store; Angel's; Simon's; Target; Ross.

**Variety Stores**-J.J. Newberry 6; Woolworth; Cornet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25$ss,.

**Chain Drug Stores**-Thrifty 10; Sav-On 10; Drug King; Clark 3; Thrifty Jr.'s 3; Walters; Longs.

**Chain Supermarkets**-Safeway 14; Lucky 22; Ralph's 12; Foods Co. 5; Von's 9; Mayfair 3; Boy's Market 12; Alpha Beta 10; Hughes 3; Top Valu 4; Albertson's.

**Other Chain Stores**-Automotive: Firestone 8, Pep Boys 3, Rayco, Sunrit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, Lerners, Judy's, Casual Corner 2, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori, The Limited 3; Men's: Harris & Frank, Silverwoods, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Candies Bar, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furn. & Carpeting: McMahan's 4, Barker Bros., Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furn. 3, Danica, Lee's Bars & Stools, Friendly Furn., Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furn. 2; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports 2, Van de Kamp Bakery 12, Cost Plus Imports.

**14 - NEWSPAPERS:** THE DAILY BREEZE (e) 92,754; (S) 126,037; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Terry Egger, Adv. Mgr., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.

**National Representative**: Sawyer-Ferguson-Walker.

## TRACY

**1 - LOCATION:** San Joaquin County. (In Stockton MSA). E&P Map B-4. On I-5, 205, 580.

**2 - TRANSPORTATION: Railroads**-Western Pacific; Southern Pacific.

**Motor Freight Carriers**-Several.

**3 - POPULATION:**

Corp. City 80 Cen. 18,428; E&P 89 Est. 25,134

County/MSA 80 Cen. 347,342; E&P 89 Est. 449,796

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. 9,188

County/MSA 80 Cen. 124,626; E&P 89 Est. 168,502

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 233,134

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Agricultural; Light Industries.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-90; Summer 90-105; Fall 40-100; Winter 30-70. First killing frost, Nov.; last killing frost, May.

**11 - TAP WATER:** Hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grantrace(1) | NA | K mart |
| McKinley Vlg.(12) | NA | Save-Mart |
| Tracy Ctr.(14) | NA | Beno's |
| Valley(12) | NA | Long's, Lucky's |
| Westgate Plz.(32) | NA | Save-Mart Grocery |

**Principal Shopping Days**-Wed., Fri.

**Stores Open Evenings**-Mon. to Fri. until 8:00 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-K mart.

**Variety Stores**-Woolworth's.

**Chain Drug Stores**-Longs; Payless.

**Chain Supermarkets**-Save-Mart; Safeway; Central-Mart; Lucky's.

**Other Chain Stores**-Radio Shack; Kragen Auto Parts.

**14 - NEWSPAPERS:** PRESS (m-mon to fri) 8,847; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Stan Strain, Adv. Mgr., PRESS, 145 W. 10th St.; P.O. Box 95378, Tracy, CA 95378-0419; Tel. (209) 835-3030.

**National Representative**: Papert Companies.

## TULARE

**1 - LOCATION:** Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on U.S. Hwys. 63, 99 and State Hwy. 137 in Central San Joaquin Valley. 45 hwy. mi. S of Fresno; 63 hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe (freight only).

**Motor Freight Carriers**-23 Local; 6 Major.

**Intercity Bus Lines**-Continental Trailways; Greyhound; Orange Belt.

**3 - POPULATION:**

Corp. City 80 Cen. 22,475; E&P 89 Est. 26,967

CZ-ABC: (80) 26,634

RTZ-ABC: (80) 27,160

County/MSA 80 Cen. 245,751; E&P 89 Est. 292,322

City & RTZ-ABC: (80) 53,794

**4 - HOUSEHOLDS:**

City 80 Cen. 7,755; E&P 89 Est. 9,534

County/MSA 80 Cen. 80,659; E&P 89 Est. 120,956

CZ-ABC: (80) 9,039

RTZ-ABC: (80) 7,620

City & RTZ-ABC: (80) 16,659

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 139,692

**7 - ELECTRIC METERS:** Residence 8,389

**8 - GAS METERS:** Residence 8,943

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agric. 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

**11 - TAP WATER:** Neutral, very soft, pure; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on K St., 5 on Tulare St.; 5 on Kern St.

**Neighborhood Shopping Centers**-Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Heritage Place | NA | Savemart, Payless & Newberrys. |
| Town & Country Village | 2 | Thrifty Drug, K mart |
| Mountain View Plaza | 2 | Long's Drugs, Lucky Supermarket |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Leggett's.

**Discount Stores**-Surplus City, K mart.

**Chain Drug Stores**-Thrifty; Sweet's Drug (McKessons); Long's; Payless.

**Chain Supermarkets**-Lucky; Savemart; R-N Market.

**Other Chain Stores**-Ace Hardware; Lampe Lumber; McMahan's Furn.; Fisco; Radio Shack; Men's Stores: Cave's, Bob Myers, McCourt's, Safarjans, Continental Western Wear; Women's Stores: Vogue, Mari D's, Betty's Apparel.

**14 - NEWSPAPERS:** ADVANCE-REGISTER & TIMES (e) 9,378; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Byron Ingalls, Adv. Dir., or Nancy Tenet, Sales Mgr., ADVANCED-REGISTER, 388 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.

**National Representative**: Papert Companies.

## TURLOCK

**1 - LOCATION:** Stanislaus County (In Modesto MSA). E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S of Stockton; 300 mi. N of Los Angeles; 100 mi. SE of San Francisco.

**2 - TRANSPORTATION: Railroads**-S. Pacific; Tidewater Southern; Santa Fe.

**Intercity Bus Lines**-Greyhound; Modesto-Turlock Stage.

**3 - POPULATION:**

Corp. City 80 Cen. 26,291; E&P 89 Est. 37,620

CZ-ABC: (80) 27,987

RTZ-ABC: (80) 33,163

County/MSA 80 Cen. 268,333; E&P 89 Est. 331,405

City & RTZ-ABC: (80) 61,150

**4 - HOUSEHOLDS:**

City 80 Cen. 9,932; E&P 89 Est. 14,205

County/MSA 80 Cen. 94,674; E&P 89 Est. 125,916

CZ-ABC: (80) 10,502

RTZ-ABC: (80) 10,208

City & RTZ-ABC: (80) 20,710

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 8 | $321,000,000 |
| Savings & Loan | 7 | $267,400,000 |

**6 - PASSENGER AUTOS:** County 184,317

**7 - ELECTRIC METERS:** Residence 14,464

**8 - GAS METERS:** Residence 20,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 3,486 (Jan.)-5,400 (Sept.); Gov't 1,560; Constr. 504; Mfg. 1,861; Trans. 543; Servs. 2,108; Whol. & Ret. Trade 3,027.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main from Lander on the West to Palm on the East, plus one block each way North and South of Main. 400 businesses.

**Neighborhood Shopping Centers**-Canal Center, 6 stores, 1 block on E. Canal at Johnson. Valley View Shopping Center; 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units. Blossom Valley Ctr., 8 units, Mervyn's Ctr., 8 units.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., some on Fri.

**13 - RETAIL OUTLETS: Department Stores**-Turlock Mercantile; JCPenney; McMahan's; K mart; Mervyn's; Miller's Outpost.

**Variety Store**-Sprouse-Reitz.

**Chain Drug Stores**-Boies' 3; Sav-Mor; Thrifty; Long's; Payless.

**Chain Supermarkets**-Safeway; Liberty 2; National; Richland Mkt.; Save Mart; New Deal; Lucky Mkt.; Turlock Super; Raley's; Albertson's.

**Other Chain Stores**-Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions; Payless Shoes; Orchard Supply.

**14 - NEWSPAPERS:** JOURNAL (e) 10,055; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ted Emory, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.

**National Representative**: Landon Associates.

## UKIAH

**1 - LOCATION:** Mendocino County. E&P Map A-4. County Seat. 110 mi. N of San Francisco.

**2 - TRANSPORTATION: Railroads**-Northwestern Pacific.

**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Charter: Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

**3 - POPULATION:**
Corp. City 80 Cen. 12,035; E&P 89 Est. 13,652
County 80 Cen. 67,217; E&P 89 Est. 80,415
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,668; E&P 89 Est. 5,196
County 80 Cen. 25,072; E&P 89 Est. 27,956
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 43,497

**7 - ELECTRIC METERS:** County 24,644

**8 - GAS METERS:** County 5,970

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-Apr.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown area; Peartree; Orchard Plaza; Cross Roads.
**Principal Shopping Days**-Thur., Fri.
**Nearby Shopping Centers**-Yokayo (6 blocks); North State (3 mi.); Deep Valley Shpg. Ctr.
**Stores Open Evenings**-Dept.-Thur.; Food-Nightly.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin.
**Discount Stores**-Payless.
**Chain Drug Stores**-Rexall; Thrifty 2; Long's.
**Chain Supermarkets**-Farmers; Albertson's; Safeway; Raley's.
**Other Chain Stores**-JCPenney; Montgomery Ward; Sears (catalog); K mart.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 8,926; (S) 9,295; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dennis Wilson, Adv. Dir., JOURNAL, 590 S. School St.; P.O. Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
**National Representative**: Papert Companies.

### UPLAND
**See ONTARIO**

## VACAVILLE

**1 - LOCATION:** Solano County, E&P Map B-4, (In Vallejo-Fairfield-Napa PMSA), 40-45 mi. NE of San Francisco; 35 mi. SW of Sacramento. Travis AFB, 11 mi. SE.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 43,367; E&P 89 Est. 63,866
CZ-ABC: (80) 43,367
RTZ-ABC: (80) 89,016
County 80 Cen. 238,084; E&P 89 Est. 292,401
PMSA 80 Cen. 334,402; E&P 89 Est. 411,612
City & RTZ-ABC: (80) 132,383

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 22,808
CZ-ABC: (80) 14,530
RTZ-ABC: (80) 28,322
County 80 Cen. 80,426; E&P 89 Est. 110,895
PMSA 80 Cen. 117,050; E&P 89 Est. 146,876
City & RTZ-ABC: (80) 42,852

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 37 | $1,770,075,000 |
| Savings & Loan | 27 | $786,000,727 |
| Credit Union | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 172,265

**7 - ELECTRIC METERS:** 20,870

**8 - GAS METERS:** 17,929

**9 - PRINCIPAL INDUSTRIES:** Agric.; Light Mfg.; Auto; Air Force Base.
**Principal Industrial Pay Days**-1st, 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-78; Summer 46-89; Fall 46-74; Winter 38-60.

**11 - TAP WATER:** Moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Solano Mall, 12 mi.; Alamo Plaza; Golden Hills; Creekside; Lucky Center; Vacavalley; Glenbrook; Factory Store.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Sears; JCPenney; Emporium Capwell; Macy's; Mervyn's.
**Chain Drug Stores**-Long's; Thrifty 2; PayLess.
**Chain Supermarkets**-Raley's; Lucky; Safeway; Albertson's; Alpha Beta; Food 4 Less.
**Other Chain Stores**-Ross Stores; Firestone; Goodyear; Kragen Auto; Grand Auto; Big 'O' Tires; Chief Auto; Orchard Supply; Meeks Lumber; Millers Outpost.

**14 - NEWSPAPERS:** REPORTER (m) 16,314; (S) 17,024; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jerry Behrens, Adv. Mgr., REPORTER, 318 Main St.; P.O. Box 1509, Vacaville, CA 95688; Tel. (707) 448-6401.
**National Representative**: Papert Companies.

## VALLEJO

**1 - LOCATION:** Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

**2 - TRANSPORTATION: Railroads**-So. Pacific (frt.).
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Vallejo Transit; Greyhound; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 80,303; E&P 89 Est. 84,500
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 80 Cen. 238,084; E&P 89 Est. 292,401
PMSA 80 Cen. 337,592; E&P 89 Est. 411,612
City & RTZ-ABC: (80) 107,329
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 28,969; E&P 89 Est. 32,538
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 80 Cen. 80,426; E&P 89 Est. 110,895
PMSA 80 Cen. 117,050; E&P 89 Est. 146,876
City & RTZ-ABC: (80) 38,920

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 27 | $300,000,000 |

**6 - PASSENGER AUTOS:** County 172,265

**7 - ELECTRIC METERS:** Residence 34,000

**8 - GAS METERS:** Residence 33,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); Food 125 ($375); Constr. 150 ($478).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
**Regional Shopping Centers**-40 stores-Sonoma, Sacramento and Redwood Streets.
**Neighborhood Shopping Centers**-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Flemingtowne(10) | 2 | Vallergas Market |
| Larwin Plaza(40) | 3 | Thrifty Drug |
| Rancho Square(6) | 5 | Safeway |
| Hilltop(49) | 9 | Macy's, Capwells, JCPenney |
| Solano/80(10) | 1 | Payless, Lucky's |
| Tuolumne & Tenn. | 2 | Market Basket |
| Springtowne | 3 | Farmers Mkt. |
| Solano Mall(156) | 14 | JCPenney, Mervyn's, Sears |
| Sonoma & Serano | 2 | Longs Drug, Fry's, Mervyn's |
| Vallajo Corners | 4 | Target |

**Principal Shopping Days**-Sat., Mon., Wed., Fri.
**Stores Open Evenings**-Food & drug every night; Shopping Centers Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Discount Stores**-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky; Yard Bird; Mervyn's; Grossmans; Color Tile.
**Variety Stores**-Sprouse-Reitz; Kragens; Pic'n Save; Grossmans.
**Chain Drug Stores**-Thrifty; Payless; Long's.
**Chain Supermarkets**-Safeway 3; Vallerga's; Lucky; Farmer's Mkt.; Fry's; Raley's.
**Other Chain Stores**-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Cresent Jewelers; Meyers (jewelry); Baskin-Robbins; Hencock Fabric; Volume Shoes.

**14 - NEWSPAPERS:** TIMES-HERALD (m) 27,315; (S) 27,104; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Rhea, Adv. Mgr., TIMES-HERALD, 440 Curtola Pkwy., Vallejo, CA 94590; Tel. (707) 644-1141.
**National Representative**. Papert Companies.

### VAN NUYS
**See LOS ANGELES**

## VENTURA

**1 - LOCATION:** Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7, County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 62 mi. NW of Los Angeles.

**2 - TRANSPORTATION: Railroads**-So. Pac.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Great American Stage Line.
**Airlines**-Sky West/Western Express.

**3 - POPULATION:**
Corp. City 80 Cen. 74,474; E&P 89 Est. 94,582
NDM-ABC: (80) 198,701
RTZ-ABC: (80) 330,473
County/PMSA 80 Cen. 529,899; E&P 89 Est. 671,783
Total NDM & RTZ-ABC: (80) 529,174
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 29,197; E&P 89 Est. 38,535
County/PMSA 80 Cen. 173,254; E&P 89 Est. 268,303
NDM-ABC: (80) 70,058
RTZ-ABC: (80) 102,723
Total NDM & RTZ-ABC: (80) 172,781

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings (City) | 9 | N.A. |
| Savings & Loan | 12 | $2,592,330,000 |

**6 - PASSENGER AUTOS:** County 394,905

**7 - ELECTRIC METERS:** Residence 37,141

**8 - GAS METERS:** Res. & Com'l. 29,716

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Production & Affiliated 2,600, Mfg. 24,400; Agric. 15,200.
**Principal Industrial Pay Days**-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-68; Summer 56-74; Fall 52-73; Winter 44-65.

**11 - TAP WATER:** Slightly Alkaline, hard; non fluoridated; some natural fluoridation.

**12 - RETAILING: Principal Shopping Center**-Buenaventura Plz. 3 mi. from downtown (90 stores); Esplanade Mall 7 mi. from downtown (85 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Buenaventura Plz. (90) | 3 | Broadway, Mont. Ward, JCPenney |
| Esplanade Mall(85) | 7 | Sears, May Co., Target, Levitz |
| Downtown Ventura | NA | Classic Furn. Gallery, Mills Jewelry |
| Borchard Plz.(15) | 2 | Newberry's, Pic 'n Save, Thrifty Jr. |
| Mid Main Shop(75) | 1 | RB Furn., Muntz Stereo, Reid's Appliance & TV |
| Poinsettia Plz.(10) | 4 | Ross Stores, Federated Group |
| Telephone Road Plz.(10) | 4 | Mervyn's, Best |
| Firehouse Plz.(10) | 4 | Pier One, Krause's Sofa Factory |
| K mart(10) | 7 | K mart |
| Donlon Plz.(15) | 5 | Target |

**Principal Shopping Days**-Sun., Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Broadway; Sears; Montgomery Ward; JCPenney; Scott's; Mervyn's; May Co.
**Discount Stores**-K mart; Pic 'N Save; Target; Price Club; Best.
**Variety Stores**-JJ Newberry.
**Chain Drug Stores**-Thrifty; Thrifty Jr.; Osco/Sav-On; Long's; College Pharmacy.
**Chain Supermarkets**-Von's 6; Alpha Beta; Albertson's; Ralph's; Lucky's.
**Other Chain Stores**-Furniture: Levitz, Barker Bros., RB, Krause's Sofa Factory, Ortho Mattress, Ethan Allen, McMahan's; Tires: Firestone, BF Goodrich, General, Winston; Home Improvement: Builder's Square, Grossman's, Builder's Emporium, Standard Brands; Specialty Stores: Pier One, Toys R Us, Ross Stores; Stereo/Video: Federated, Leo's, Creative Stereo, Video Concepts; Circuit City; Auto: Pep Boys, Trak, Giant, Mammoth, Kragen.

**14 - NEWSPAPERS:** STAR-FREE PRESS (e) 49,333; (S) 56,073; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
**National Representative**: Papert Companies.

### VENTURA COUNTY
**See CAMARILLO**
**See OXNARD**
**See SIMI VALLEY**
**See THOUSAND OAKS**

## VICTORVILLE

**1 - LOCATION:** San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map E-7. 97 mi. NE of Los Angeles; 350 mi. SE of San Francisco. On Hwy. I-15.

**2 - TRANSPORTATION: Railroads**-Sante Fe; Union Pacific.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound.
(Air Service)-Apple Valley Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 14,220; E&P 89 Est. 18,867
CZ-ABC: (80) 14,220

RTZ-ABC. (80) 63,619
PMSA 80 Cen. 1,557,080; E&P 89 Est. 2,127,477
County 80 Cen. 893,157; E&P 89 Est. 1,208,528
City & RTZ-ABC: (80) 77,839

**4 - HOUSEHOLDS:**
City 80 Cen. 5,338; E&P 89 Est. 7,090
County 80 Cen. 308,062; E&P 89 Est. 467,139
PMSA 80 Cen. 551,081; E&P 89 Est. 763,501
CZ-ABC: (80) 5,338
RTZ-ABC: (80) 22,120
City & RTZ-ABC: (80) 27,458

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 12 | $296,824,000 |
| Savings & Loan | 10 | $566,981,000 |

**6 - PASSENGER AUTOS:** County 664,598

**7 - ELECTRIC METERS:** Residence 63,504

**8 - GAS METERS:** 49,929

**9 - PRINCIPAL INDUSTRIES:** Cement; Metal stamping; Mining; Constr.; Trans. (trucking); Glass factory.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-71; Summer 67-110; Fall 50-78; Winter 20-56.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Mall of Victory Valley (100 stores, inc. JCPenney; Mervyn's; Harris); Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (33 stores); Main St. Plaza, Hesperia (20 stores); Victor Valley, Towne Ctr. (20 Stores); Park Centre (15 Stores).

**13 - RETAIL OUTLETS: Department Stores**-Harris'; JCPenney; K mart; Mervyn's; Sears; Target.
**Variety Stores**-Comet; Sprouse-Reitz; TG&Y.
**Chain Drug Stores**-CVS Drugs; Long's Drugs; Payless; Savon/Osco; Thrifty.
**Chain Food Stores**-Alpha Beta/Lucky; Smart & Final; Stater Bros.; Von's.
**Other Chain Stores**-AMC Theaters; Athletic X-Press; B. Dalton Bookstores; Best Jewelry; Casual Corner; Big 5 Sporting Goods; Clarie's Boutique; Daniel's Jewelers; Footlocker; Frederick's of Hollywood; General Nutrition Ctr.; Great American Short Story; Hickory Farms; Howard & Phil's Western Wear; Hudson Goodman Jewelers; Intrigue; J. Burton Jewelers; Jay Jacobs; Jeans West; Kay Bee Toys; Kinney Shoes; Lady Footlocker; Lane Bryant; Lechters; Lerner; Limited; Naturalizer; Oshman's Sporting Goods; Payless Shoes; Petries Plus; Pro Image Rave; Red Eye; Regis Hairstylists; Ritz Camera; Sam Goody's Musicland; See's Candies; Stride Rite; This End Up; Tony Roma's; Van's Tennis Shoes; Waldenbooks; Windsor Sport; Zales Jewelers.

**14 - NEWSPAPERS:** PRESS (e) 25,797; (S) 27,976; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PPESS, PO Box 1389, Victorville, CA 92393; Tel. (619) 241-7744; 1-800-553-2006.
**National Representative**: Papert Companies.

## VISALIA

**1 - LOCATION:** Tulare County, (In Visalia-Tulare-Porterville MSA). E&P Map D-6, County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

**2 - TRANSPORTATION: Railroads**-Freight on S.P. & S.F.; Amtrak; Buses connect.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Orange Belt Stages.
**Motor Freight Carriers**-34.
**Airlines**-American Eagle.
**Inter City Bus Lines**-Visalia City Coach.

**3 - POPULATION:**
Corp. City 80 Cen. 49,729; E&P 89 Est. 70,383
CZ-ABC: (80) 52,249
RTZ-ABC: (80) 44,087
County/MSA 80 Cen. 247,329; E&P 89 Est. 292,322
City & RTZ-ABC: (80) 96,336

**4 - HOUSEHOLDS:**
City 80 Cen 18,190; E&P 89 Est. 26,375
County/MSA 80 Cen. 80,659; E&P 89 Est. 120,956
CZ-ABC: (80) 18,190
RTZ-ABC: (80) 15,168
City & RTZ-ABC: (80) 33,358

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 19 | $418,864,000 |
| Savings & Loan | 11 | (incl. above) |

**6 - PASSENGER AUTOS:** County 139,692

**7 - ELECTRIC METERS:** Residence 17,659

**8 - GAS METERS:** Residence 19,861

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Hrly. Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Proc. 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

**10 - CLIMATE:** Min. & Max. Temp.-Summer 62-106; Winter 35-55.

**11 - TAP WATER:** Neutral, ranges from soft to medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center; Sequoia Mall Ctr.
**Neighborhood Shopping Centers**-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Visalia Mall(46) | 5 | JCPenney, Gottschaik's |
| County Center(15) | 4 | K mart, Payless Drug, Albertson's |
| Sequoia Mall(50) | 7 | Sears, Mervyn's, Long's Drugs |
| Walnut Plaza | 5 | Grand Auto, Builder's Emporium |

**Stores Open Evenings**-Visalia Mall, 6 nights; Downtown Thur.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Gottschalk's; Mervyn's.
**Variety Stores**-Woolworth.
**Discount Stores**-K mart; Payless; Ross.
**Chain Drug Stores**-Long's; Thrifty; Payless; Target.
**Chain Supermarkets**-Youngs 3; Fairway 3; Best Buy Mkt.; Save Mart; Albertson's; Von's.
**Other Chain Stores**-Food 4 Less; Indy; Crescent Jewelers; Goodyear; Western Auto; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builder's Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Bobby West; Borman Hallmark; Designer Fabrics, Wilshire Paint; Color Tile; Grand Auto; Kragen; Lumberjack; Pic 'N Save; Karl's Toys.

**14 - NEWSPAPERS:** TIMES-DELTA (m) 22,594; Mar. 29, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Nancy Norton, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
**National Representative**: Gannett National Newspaper Sales.

## VISTA

**1 - LOCATION:** San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego; Agric. area. On State Hwys. 76 & 78; I-15 & I-5.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-1.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 35,834; E&P 89 Est. 45,470
County/MSA 80 Cen. 1,872,741; E&P 89 Est. 2,351,774

**4 - HOUSEHOLDS:**
City 80 Cen. 13,690; E&P 89 Est. 17,086
County/MSA 80 Cen. 670,094; E&P 89 Est. 862,454

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 16 | N.A. |

**6 - PASSENGER AUTOS:** County 1,347,917

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Truck; Fruit and Poultry Farming; Light Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Vista Broadway | NA | Thrifty Drug, Safeway |
| Vista Plaza I | NA | Coronet, Sears |
| Food Basket | 1 | Thrifty Drug, Alpha Beta |
| Vista Plaza II | NA | Sail Drug, Big Bear |
| Vista Plaza III | NA | Vons, Sav-On Drugs |
| College Blvd. | 1 | Sprouse-Reitz, Thrifty Drug, Safeway |
| Plz. Camino Real | 5 | Sears, Broadway, JCPenney, May Co., |
| Vista Plaza IV | NA | K mart, Sears, Broadway, Gemco |
| Village Mall | 9 | Sears, Walker Scott |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** PRESS (m-mon to fri; S) 7,019; Dec. 31, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Scott McElhaney, Pub./Ed., PRESS, 425 Vista Way, P.O. Box 2168, Vista, CA 92083; Tel. (619) 724-7161.
**National Representative**: U.S. Suburban Press.

## WALNUT CREEK

**1 - LOCATION:** Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 mi. E of San Francisco; 17 mi. E of Oakland.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Bay Area Rapid Transit (BART).
**Intercity Bus Lines**-Greyhound; A.C. Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 53,643; E&P 89 Est. 72,566
PMSA 80 Cen. 1,762,631; E&P 89 Est. 2,144,672
County 80 Cen. 657,252; E&P 89 Est. 828,552
NDM-ABC: (80) 327,786
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,387; E&P 89 Est. 31,197
County 80 Cen. 241,805; E&P 89 Est. 299,569
PMSA 80 Cen. 667,626; E&P 89 Est. 845,709
NDM-ABC: (80) 122,802

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 32 | $995,565,000 |
| Savings & Loan | 21 | $1,351,651,000 |

**6 - PASSENGER AUTOS:** County 490,000

**7 - ELECTRIC METERS:** Residence 31,635

**8 - GAS METERS:** Residence 23,878

**9 - PRINCIPAL INDUSTRIES:** Industry-Petroleum; Steel; Chem.; Bldg. Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

**10 - CLIMATE:** Annual Max. Temp. 72; Min. 44; Rainfall 15 inches annual av.

**11 - TAP WATER:** Soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park & Shop(85) | 7 | Thrifty Drug, Levitz, Ross |
| Contra Costa(15) | 4 | Mont. Ward, Thrifty Drug |
| Sun Valley(170) | 6 | Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell |
| Clayton Valley(44) | 10 | Safeway, Lucky, Long's Drugs |
| Countrywood(37) | NA | McCaulou's Dept., Long's Drugs, Safeway |
| Willows(60) | 6 | Cost Plus |
| Vineyard(24) | 7 | McCaulou's, K mart, Fry's |
| Broadway(83) | NA | Emporium-Capwell, Nordstrom, McCaulou's, I. Magnin |
| County East Mall(34) | 10 | JCPenney, Sears, Gottschalk's, Mervyn's |
| Crow Canyon Commons(70) | 10 | Lucky, Loehmann's, Thrifty Drug |
| Delta Fair Ctr.(35) | NA | Food For Less, Payless |
| The Park S.C.(50) | NA | Long's Drugs, Petrini's Mkt. |
| Atlantic Plaza(34) | NA | Lucky, Long's Drugs, Radio Shack |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Macy's; Sears; Emporium-Capwell's; Montgomery Ward; Mervyn's; I. Magnin; Nordstrom; McCaulous.
**Discount Stores**-K mart; Best; Marshall's; Ross; Target.
**Variety Stores**-Woolworth; Sprouse-Reitz; TG&Y.
**Chain Drug Stores**-Guys; Long's; Payless; Pay 'N Save; Thrifty; Walgreens; Valco; Bill's Drug.
**Chain Supermarkets**-Lucky; Alpha Beta; Safeway; Fry's; 7-Eleven; Petrini's; Nob Hill Foods; Raley's.
**Other Chain Stores**-Automobile Accessories: Kragen Auto; Goodyear, Grand Auto, Firestone; Ladies Apparel: The Limited, Lane Bryant, Clothes Barn, Casual Corner; Men's Apparel: Kuppenheimer's; C&R Clothiers, Hastings; Ladies' & Men's Apparel: Grodin's; Shoes: Kushins, Florsheim, Gallenkamp, Kinney, Thom McAn, Payless Shoes, 9-West; Candy: McFarland's, Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Sherwin-Williams; Furniture: Breuners, Furnishings 2000, Levitz, Travalini, W.J. Sloane; Jewelry: Granat Bros., Zale's, Shreves, Milens; Optical: Jenkel-Davidson, Franklin Phoenix; Hardware: Ace Hardware; Simons; Orchard Supply; Home Electronics; Circuit City; Good Guys.

**14 - NEWSPAPERS:** CONTRA COSTA TIMES (m) 85,945; (S) 95,329; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Kevin Blankership, Natl. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## WATSONVILLE

**1 - LOCATION:** Santa Cruz County (In Santa Cruz PMSA), E&P Map B-5. Hub of Pajaro Valley. Agric. and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 23,662; E&P 89 Est. 31,062
NDM-ABC: (80) 59,868
County/PMSA 80 Cen.188,141; E&P 89 Est. 244,553
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,172; E&P 89 Est. 10,549

County/PMSA 80 Cen. 7[illegible]793; E&P 89 Est. 81,647
NDM-ABC: (80) 19,232

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 141,809

**7 - ELECTRIC METERS:** Residence 11,775

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. and Pkg. 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Main St.
**Neighborhood Shopping Centers**-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| May Way(5) | 1 | Freedom Food Ctr. |
| Town & Country(9) | 1 | Happy Burro Mkt. |
| Eastlake Vlg.(27) | 2 | H&H Home Center |
| Crestview(16) | 1 | Tropicana |
| Pajaro Valley(27) | 2 | Albertson's, K mart |
| Rancho Del Mar(38) | 11 | Safeway |
| Capitola Mall(70) | 15 | Mervyn's, Sears |
| Deer Park(30) | 8 | Deluxe Foods |
| Watsonville Sq.(22) | 1 | Payless, Nob Hill |
| La Manzana(8) | NA | |
| Lucky Shpg. Ctr.(11) | 2 | Lucky, Kragens |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Ford's; JCPenney.
**Variety Stores**-Woolworth.
**Discount Stores**-Payless; K mart.
**Chain Drug Stores**-Long's; Thrifty.
**Chain Supermarkets**-Lucky Stores; Albertson's; Nob Hill.
**Other Chain Stores**-Western Auto; Grand Auto; Kragens; Radio Shack.

**14 - NEWSPAPERS:** REGISTER-PAJARONIAN (e) 14,436; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bill Schaffer, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
**National Representative**. Papert Companies.

## WHITTIER

**1 - LOCATION:** Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605, Freeway N & S at city's westerly line.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Southern Pacific; Santa Fe.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Cross-Town Suburban; Southern California Rapid Transit District (RTD).
**Airlines**-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Intl. Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 69,717; E&P 89 Est. 67,846
CZ-ABC: (80) 82,366
RTZ-ABC: (80) 260,115
County/PMSA 80 Cen. 7,492,023; E&P 89 Est. 8,732,955
City & RTZ-ABC: (80) 342,481

**4 - HOUSEHOLDS:**
City 80 Cen. 26,712; E&P 89 Est. 26,918
County/PMSA 80 Cen. 2,730,674; E&P 89 Est. 3,194,191
CZ-ABC: (80) 31,438
RTZ-ABC: (80) 77,767
City & RTZ-ABC: (80) 109,205

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 15 | N.A. |
| Savings & Loan | 8 | $400,000,000 |

**6 - PASSENGER AUTOS:** County 4,778,960

**7 - ELECTRIC METERS:** Residence 26,020

**8 - GAS METERS:** Residence 23,258

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 400; Mining (Oil mainly) 500; Contract Constr. 4,000; Mfg. 21,700; Trans., Commun., Util. 7,500; Whol. & Ret. 18,500; Fin., R.E. & Related 2,800; Serv. 14,300; Gov't 9,500; Total Employ. 79,200.
**Principal Pay Days**-Fri., Sat.; 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
**Other Shopping Centers**-No. of Stores: Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76; Santa Fe Springs Mall.
**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Dept.-Mon., Thur., Fri. Food-every eve.

**13 - RETAIL OUTLETS: Department Stores**-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; K mart; Jewelcor; Mervyn's; Akron.
**Discount Stores**-SaveCo; Freight Outlet.
**Variety Stores**-Woolworth 2; Newberry's 2; Sprouse-Reitz; Pick and Save 2; Targat; Miller's.
**Chain Drug Stores**-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
**Chain Supermarkets**-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkt.
**Other Chain Stores**-Jewelry: LeRoy's, King's, Zale's, Lawson; Gallenkamp Shoes; Firestone; Desmond's (clothing); Barker Bros. (furn.); Harris & Frank (clothing); McMahan's (furn.); C.H. Baker; Leed's; Alroe; Western Auto; Georgetown Manor (furn.).

**14 - NEWSPAPERS:** NEWS (e) 17,253 Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Janice Jones, Adv. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

## WOODLAND

**1 - LOCATION:** Yolo County (In Sacramento MSA). E&P Map B-4. County Seat. 20 mi. W of Sacramento (State Capitol) and 90 mi. N of San Francisco; Sacramento River 2 mi. N at its nearest point. On U.S. Hwys. 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

**2 - TRANSPORTATION: Railroads**-Sacramento-Northern; Union Pacific, Missouri Pacific, Southern Pacific.
**Motor Freight Lines**-8.
**Intercity Bus Lines**-Greyhound.
**Airports**-8 mi. E Sacramento, Metro Airport; 5 mi. W Executive Airport.
**Water**-Yolo-Sacramento deepwater port, 17 mi. SE.

**3 - POPULATION:**
Corp. City 80 Cen. 30,235; E&P 89 Est. 39,289
CZ-ABC: (80) 30,235
RTZ-ABC: (80) 56,838
City & RTZ-ABC: (80) 87,073
MSA 80 Cen. 1,099,814; E&P 89 Est. 1,407,027
County 80 Cen. 113,374; E&P 89 Est. 134,505

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,740; E&P 89 Est. 13,632
County 80 Cen. 41,304; E&P 89 Est. 45,388
MSA 80 Cen. 416,356; E&P 89 Est. 559,250
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 19,840
City & RTZ-ABC: (80) 30,580

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 70,325

**7 - ELECTRIC METERS:** Residence 12,100

**8 - GAS METERS:** Residence 11,972

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Canning 1,200; Suger Refining 465; Plastics 416; Mobile Homes 480; Farm Mach. 210; Trucking 400; Hosp. & Medical 600; Newspaper 130.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| County Fair Mall(78) | 3 | Mervyn's, Target, JCPenney |
| Purity(10) | NA | Sears (catalog) |
| Ky. Village | 2 | Kentucky Mkt. |
| South Land Ctr. | 2 | Raley's Mkt. |
| Court Plz.(18) | 1 | TG&Y, Lucky Mkt. |
| K mart Ctr. | 3 | K mart |
| Shade Tree(12) | 3 | Payless Drug |
| Cottonwood Plz.(12) | 2 | Holiday Market |
| West Main Plaza | 1 | Longs, Safeway |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Shopping ctrs. nightly.
**Stores Open Sundays**-Food, drug, discount stores.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's; Gottshalks's; JCPenney; Breits; Sears (catalog).
**Discount Stores**-Payless; TG&Y; Longs; K mart.
**Chain Drug Stores**-Thrifty; Walgreens; Rexall.
**Chain Supermarkets**-Safeway; Lucky; Raley's; Nugget; Compton's.
**Other Chain Stores**-Western Stores; Grand Auto; Big O Tires; Diamond Intl.; Goodyear; McMahan Furn.; Kragen Auto.

**14 - NEWSPAPERS:** DEMOCRAT (e) 11,501; (S) 11,493; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Neill Rabon, Adv. Dir., DEMOCRAT, 711 Main St., Woodland, CA 95695; Tel. (916) 662-5421.
**National Representative**. Papert Companies.

## YREKA

**1 - LOCATION:** Siskiyou County. E&P Map B-2. County Seat. Cattle, agriculture, lumbering, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak; Yreka Western.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound; Continental Pacific Trailways.
**Airports**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 5,916; E&P 89 Est. 6,017
County 80 Cen. 39,995; E&P 89 Est. 42,902

**4 - HOUSEHOLDS:**
City 80 Cen. 2,548; E&P 89 Est. 2,414
County 80 Cen. 15,816; E&P 89 Est. 15,186

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $44,000,000 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 24,141

**7 - ELECTRIC METERS:** Residence 2,750

**8 - GAS METERS:** Residence 854

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Forestry 4,000 ($250); Mfg. 1,450 ($200); Lumber & Wood Prods. 750 ($200).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late Apr.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
**Nearby Shopping Centers**-Montague (6 mi.); Montague Drive in Mkt.
**Principal Shopping Days**-Tues., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-Payless; Thrifty; Sprouse-Reitz, Coast-To-Coast.
**Chain Drug Stores**-Cummings; Raley's.
**Chain Supermarkets**-Gil's; Raley's.
**Other Chain Stores**-Shasta Auto; Littrell Parts; Kinney Shoes; Discount Video; McDonalds; Burger King.

**14 - NEWSPAPERS:** SISKIYOU DAILY NEWS (e-mon to fri) 6,275; sworn June 30, 1989.
**Local Contact** for Advertising and Merchandising Data: Tom Bolitho, Jr., Gen. Mgr., SISKIYOU DAILY NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
**National Representatives**: Papert Companies.

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## YUBA CITY
**See MARYSVILLE**

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# COLORADO SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Colorado Springs**-El Paso County.
**Fort Collins-Loveland**-Larimer County.
**Greeley**-Weld County.
**Pueblo County.**

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Boulder-Longmont**-Boulder County.
**Denver**-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Denver-Boulder**-Includes Boulder-Longmont PMSA and Denver PMSA.

### POPULATION ESTIMATES
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 186 | 220 | 301 |
| 5-14 Years | 459 | 439 | 501 |
| 15-24 Years | 422 | 578 | 502 |
| 25-44 Years | 548 | 916 | 1,302 |
| 45-64 Years | 407 | 503 | 568 |
| 65 and Over | 187 | 247 | 283 |
| TOTAL | 2,209 | 2,903 | 3,516 |

Based on U.S. Census

**POPULATION ESTIMATES**
(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Denver | 491,396 | 92,382 | 18.8 |
| Greeley | 53,006 | 8,269 | 15.6 |
| Pueblo | 101,686 | 36,099 | 35.5 |

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 675 | 949 | 2,123 |
| General Mdse | 1,204 | 1,658 | 2,958 |
| Food | 2,008 | 3,681 | 5,808 |
| Automobiles | 2,081 | 3,106 | 7,081 |
| Gasoline Stations | 708 | 1,430 | 1,677 |
| Apparel | 438 | 772 | 1,315 |
| Furniture | 480 | 771 | 1,670 |
| Eat-Drink Places | 966 | 1,823 | 3,284 |
| Drugs | 248 | 354 | 618 |
| TOTAL SALES | 9,825 | 16,581 | 29,149 |

## ALAMOSA

**1 - LOCATION:** Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Center for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

**2 - TRANSPORTATION: Railroads**-Denver & Rio Grande Western; Cumbres & Toltec Scenic.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-Rocky Mountain.

**3 - POPULATION:**
Corp. City 80 Cen. 6,830; E&P 89 Est. 7,209
County 80 Cen. 11,821; E&P 89 Est. 13,602

**4 - HOUSEHOLDS:**
City 80 Cen. 2,314; E&P 89 Est. 2,639
County 80 Cen. 3,921; E&P 89 Est. 5,467

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $20,000,000 |
| Commercial | 2 | $26,000,000 |
| Industrial | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 7,827

**7 - ELECTRIC METERS:** Residence 4,317

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Railroad 250; Garments 200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping District**-23 blocks on Main & State Sts.
**Neighborhood Shopping Centers**-Near College & E. side area.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Sundays**-Supermarkets, discount stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
**Variety Stores**-Woolworth.
**Discount Stores**-K mart.
**Chain Drug Stores**-Rexall; Merit; Associated Druggist.

**14 - NEWSPAPERS:** VALLEY COURIER (e-mon to fri) 4,567; sworn Oct. 3, 1988.
**Local Contact** for Advertising and Merchandising Data: James Barnes, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
**National Representative**: None.

## ASPEN

**1 - LOCATION:** Pitkin County, E&P Map B-2, County Seat. Centrally located in state.

**2 - TRANSPORTATION: Intercity Bus Lines**-Trailways.
**Airlines**-United Express; Continental Express.

**3 - POPULATION:**
Corp. City 80 Cen. 3,678; E&P 89 Est. 3,805
County 80 Cen. 10,210; E&P 89 Est. 11,155

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 1,926
County 80 Cen. N.A.; E&P 89 Est. 3,787

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 13,016

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Tourism.

**10 - CLIMATE:** Av. Temp.-Summer 75-80; Winter 25-35.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Center**-Downtown Aspen.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** NEWS (m) 9,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: David Danforth, Pub., NEWS, 315 E. Hyman; P.O. Box DD, Aspen, CO 81612; Tel. (303) 925-2220.
**National Representative**: None.

## BOULDER

**1 - LOCATION:** Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and U.S. 36.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Rocky Mountain Trans.-summer only; Regional Trans. District.

**3 - POPULATION:**
Corp. City 80 Cen. 76,685; E&P 89 Est. 82,454
CZ-ABC: (80) 76,685
RTZ-ABC: (80) 47,281
County/PMSA 80 Cen. 190,295; E&P 89 Est. 244,924
City & RTZ-ABC: (80) 123,966
**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 28,674; E&P 89 Est. 31,805
County/PMSA 80 Cen. 68,964; E&P 89 Est. 92,533
CZ-ABC: (80) 28,674
RTZ-ABC: (80) 17,335
City & RTZ-ABC: (80) 46,009

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 9 | $274,227,000 |
| Commercial | 13 | $608,563,000 |
| Industrial | 4 | $23,996,000 |

**6 - PASSENGER AUTOS:** County 153,220

**7 - ELECTRIC METERS:** Residence 36,879

**8 - GAS METERS:** Residence 26,197

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Contract Constr. 1,737; Mfg. 10,998; Trans. and Pub. Util. 1,158; Whol. Trade 1,158; Ret. Trade 10,998; Fin., Ins. & Real Estate 2,316; Services 13,314; Gov't. 10,998; All Other 5,211.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
**Neighborhood Shopping Centers**-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut, Willow Springs at 28th; Iris Ave.; South Creek Shpg. Ctr.; North B'way Shpg. Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arapahoe Vlg.(22) | 2 | Safeway, Gart Bros. Sporting Goods |
| Base Mar(29) | 2 | |
| Crossroads(175) | 2 | JCPenney, Ward's, Walgreens, May D&F, Mervyn's, Fashion Bar, Sears |
| Crossroads Commons(4) | 2 | Best |
| Table Mesa(30) | 3 | King Soopers, Eaker's, Village Inn |
| Thunderbird Sq.(7) | 3 | Safeway |
| Village(35) | 2 | 7-Eleven, McGuckin's, Dave Cook Sporting Goods, Miller Stockman |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.
**Stores Open Evenings**-Some Downtown open Thur.; Some shpg. ctrs. open Mon. through Fri.; Some food, discount & hardware open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Eakers; Fashion Bar; JCPenney; May D&F; Mervyn's; Montgomery Ward.
**Variety Stores**-Ben Franklin; Boulder Army Store.
**Discount Stores**-K mart; Target; Marshall's; Best; Osco.
**Chain Supermarkets**-Albertson's; Colony IGA; King Soopers 3; Safeway 2.
**Other Chain Stores**-Benetton; County Seat; Regiment; Richmann Bros.; Contemporary Casuals; Fashion Conspiracy; Stage; Homestead House; Walgreens; Famous Footwear; Thom McAn; Wild Pair; Circus World; Luggage Depot; So-Fro Fabrics; Fred Schmid; Schaack Electronics; Silo; Soundtrack; Computerworks; Firestone; Goodyear; Radio Shack; KG Mens; Zale's; GNC; Ann Taylor; Banana Republic; The Gap; Footlacker; Just Pants; Musicland.

**14 - NEWSPAPERS:** CAMERA (m) 31,828; (S) 40,904; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Steve Sauder, Adv. Mgr.; CAMERA, P.O. Box 591, Boulder, CO 80306; Tel. (303) 442-1202.
**National Representative**: Knight-Ridder Newspaper Sales.

## CASTLE ROCK

**1 - LOCATION:** Douglas County. (In Denver PMSA). E&P Map C-2. County Seat. Designated Towns: Castle Rock, Parker, Larkspur.

**2 - TRANSPORTATION: Railroads**-Denver & Rio Grande; Sante Fe and Burlington.
**Motor Freight Carriers**-Castle Rock Transfer.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-Denver International; Centennial.

**3 - POPULATION:**
Corp. City 80 Cen. 3,921; E&P 89 Est. 6,205
County 80 Cen. 25,752; E&P 89 Est. 46,484
PMSA 80 Cen. 1,434,304; E&P 89 Est. 1,761,031

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 2,269
County 80 Cen. N.A.; E&P 89 Est. 21,806
PMSA 80 Cen. 608,047; E&P 89 Est. 701,955

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $90,000,000 |
| Savings & Loan | 3 | N.A. |
| Industrial | 2 | N.A. |

**6 - PASSENGER AUTOS:** County, 39,375

**7 - ELECTRIC METERS:** Residence, 13,463

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-School District 1,200; County Gov't 300; Elect. 121; Grocery 110; Constr. 55; Brick 50.
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Mean Temp.-Spring 57; Summer 72; Fall 49; Winter 27. First killing frost, Oct.; last killing frost, Apr. 1.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Castle Rock; Safeway Shopping Center; Village Shopping Center; Parker; Cottonwood Shopping Center; Parker Square; Cross Roads Shopping Center.

**13 - RETAIL OUTLETS: Discount Stores**-K mart; Wal-Mart.
**Chain Supermarkets**-Safeway; Albertson's; King Soopers.

**14 - NEWSPAPERS:** DAILY NEWS-PRESS (e) 6,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Robert P. Lombardi, Pub., NEWS-PRESS, P.O. Box 1270, Castle Rock, CO 80104; Tel. (303) 688-3128.
**National Representative**: Papert Companies.

## CANON CITY

**1 - LOCATION:** Fremont County, E&P Map C-2. 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs; 125 mi. SSW of Denver.

**2 - TRANSPORTATION: Railroads**-D&RG; SF.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 13,037; E&P 89 Est. 16,568
CZ-ABC: (80) 16,675
RTZ-ABC: (80) 13,529
County 80 Cen. 28,873; E&P 89 Est. 35,269
City RTZ-ABC: (80) 30,204
**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,746; E&P 89 Est. 6,445
CZ-ABC: (80) 6,122
RTZ-ABC: (80) 4,508
County 80 Cen. 10,058; E&P 89 Est. 12,496
City RTZ-ABC: (80) 10,630

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | N.A. |
| Commercial | 3 | N.A. |
| Industrial | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 21,763

**7 - ELECTRIC METERS:** Residence 11,453

**8 - GAS METERS:** Residence 9,198

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-State Prison 800; Light Mfg. 1,000.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Mean Temp. 54.9; Av. Summer 73; Av. Winter 43.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-11 blocks on 3 streets.
**Principal Shopping Days**-Mon.-Sat.
**Stores Open Evenings**-Grocery, 3 discount, 5 drug.
**Stores Open Sundays**-Grocery, 4 drug, 3 discount, 1 department store.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-Gibson; Alco; Wal-Mart.
**Chain Drug Stores**-Palace Drug; Rexall; Medicine Shoppe.
**Chain Supermarkets**-7-Eleven; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Mkt.
**Other Chain Stores**-Coast-to-Coast; Checker Automotive; Sherwin-Williams; Radio Shack; Wal-Mart.

**14 - NEWSPAPERS:** RECORD (e) 8,657; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dennis Henry, Adv. Dir., RECORD, P.O. Box 111, Canon City, CO 81212; Tel. (719) 275-7565.
**National Representative**: Branham/Newspaper Sales.

## COLORADO SPRINGS

**1 - LOCATION:** El Paso County (Colorado Springs MSA). E&P Map C-2, County Seat, 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

**2 - TRANSPORTATION: Railroads**-RI; D&RG; SF.

**Motor Freight Carriers**-18.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-TWA; Rocky Mountain; Aspen Airways; Continental; America West; American; Trans Colorado; United.

**3 - POPULATION:**

Corp. City 80 Cen. 215,150; E&P 89 Est. 314,135

NDM-ABC: (80) 317,458

County/MSA 80 Cen. 309,693; E&P 89 Est. 406,655

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 81,241; E&P 89 Est. 118,577

County/MSA 80 Cen. 107,791; E&P 89 Est. 150,770

NDM-ABC: (80) 110,673

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 36 | $1,500,000,000 |
| Savings & Loan | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 246,971

**7 - ELECTRIC METERS:** Residence 110,095

**8 - GAS METERS:** County 90,035

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service 25,020 ($320).

**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2; last killing frost, May 7.

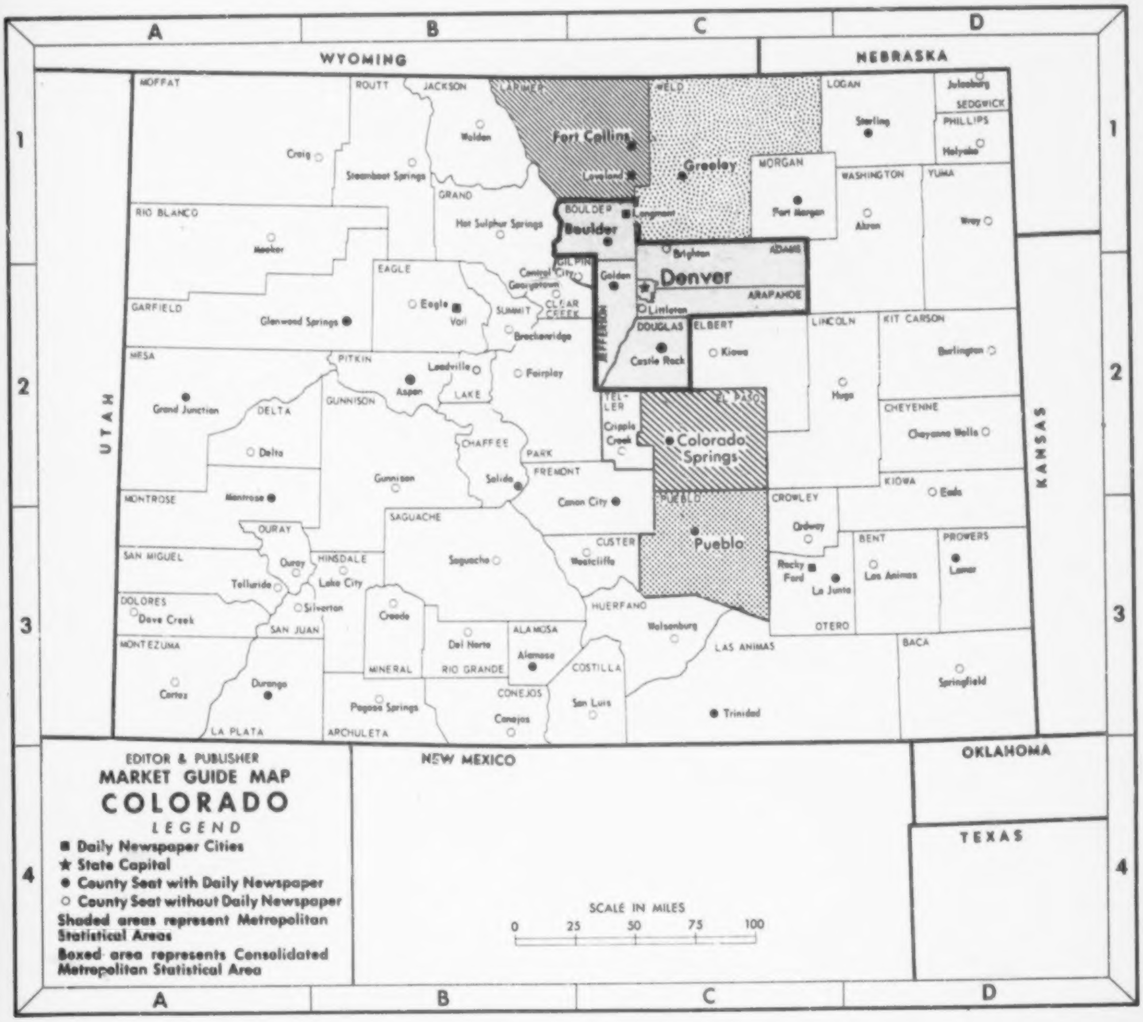
**11 - TAP WATER:** Water from watershed on Pikes Peak and Continental Divide; pure, filtered; floundated.

**12 - RETAILING: Downtown Shopping Centers**-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.

**Neighborhood Shopping Centers**-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr.; Woodmoor; K mart Plz.; Country Club; Maizeland Moors Ranch Ctr.; Woodland Park; Corners; Tiffany Sq.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| The Citadel(184) | 4 | JCPenney, Mervyns, May D&F |
| Bon(17) | 3 | Safeway |
| Golf Club Acres | 2 | Simms |
| Three Eagles(2) | 3 | Safeway |
| Audobon Gdns. | 2 | Cost Plus |
| Venetian Vlg.(15) | 3 | Albertson's |
| Security(30) | NA | Albertson's |
| Skyway Park | 3 | Coyle |
| Redrock Canyon(24) | 4 | No Frills |
| Chapel Hills(115) | 9 | Sears, K mart, Joslins, Mervyns |
| Circle Fair | 3 | Albertson's |
| Pioneer Plaza(20) | 2 | Cheers Liquor |
| Fountain Vly.(13) | 8 | Safeway |
| Broadmarket(35) | 2 | |
| Widefield Mall | 8 | Safeway |
| Rustic Hills(85) | 4 | T.J. Maxx |
| Rustic Hills North(24) | 4 | Albertson's, Skaggs |
| Southgate(29) | 3 | Sears, King Soopers |
| Mall of the Bluffs(62) | 7 | Safeway |
| Academy Mart(15) | 4 | Target |
| Central Bank | 3 | Mont. Ward |


EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
100
A
B
C
D
1
2
3
4
WYOMING
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
NEW MEXICO
UTAH
Fort Collins
Greeley
Boulder
Denver
Colorado Springs
Pueblo
Grand Junction

| | | |
|---|---|---|
| Plaza(17) | | |
| Chase Stone | | May D&F |
| N Circle Plz.(20) | 3 | Cloth World |
| Uintah Gardens | 3 | King Soopers, Alco, Anthonys |
| Woodmen Valley | 8 | King Soopers |

**Principal Shopping Days**-Department stores Mon., Thur., Fri., Sat. Food stores Wed., Fri., Sat., Sun.

**Stores Open Evenings**-All major supermarkets, discount drug & department stores.

**13 - RETAIL OUTLETS: Department Stores**-Hibbard; Joslins; May D&F 2; Sears 2; JCPenney; Montgomery Ward; Fashion Bar; The Denver; Labelle's; Yellow Front; Service Merchandise.

**Discount Stores**-K mart 5; Target 2.

**Variety Stores**-Woolworth; Duckwall's.

**Chain Drug Stores**-Walgreens 8; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers; Longs.

**Chain Supermarkets**-Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way; T.J.'s Foods; Sax Foods; Cub Foods.

**Other Chain Stores**-Jocque Shop; J. Chisholm; Gallenkamp; Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bros.; Eakers; Dave Cook; Silo; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Waldenbooks; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zale's; Zerbes; Sutherland Lumber; Weberg's; Pay 'N Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Hugh M. Woods; Merle Norman; K-G Men's; National Shirt; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

**14 - NEWSPAPERS:** GAZETTE TELEGRAPH (m-mon to fri) 105,167 (m-sat) 105,331 (S) 117,743 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Garry Butcher, Adv. Dir., GAZETTE TELEGRAPH, 30 S. Prospect, P.O. Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-5511.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## CRAIG

**1 - LOCATION:** Moffat County, E&P Map B-1. County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

**2 - TRANSPORTATION: Railroads**-Denver & Rio Grande; Western (freight).

**Motor Freight Carriers**-Edson Express.

**Intercity Bus Lines**-Continental Trailways (freight & passenger); Wilderness Transit.

**Airlines**-Charter flights.

**3 - POPULATION:**

Corp. City 80 Cen. 8,133; E&P 89 Est. 9,513

County 80 Cen. 13,524; E&P 89 Est. 13,355

**4 - HOUSEHOLDS:**

City 80 Cen. 2,947; E&P 89 Est. 3,628

County 80 Cen. 4,578; E&P 89 Est. 5,354

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $80,200,000 |
| Savings & Loan | 2 | $2,750,000 |

**6 - PASSENGER AUTOS:** County 6,632

**7 - ELECTRIC METERS:** Residence & Comm. 5,404

**8 - GAS METERS:** Residence & Comm. 3,059

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Whse. 7; Wheat Storage 16; Meat Packing 29; Constr. 312; Heavy Mach. 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

**10 - CLIMATE:** Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low -45. Low humidity.

**11 - TAP WATER:** Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

**12 - RETAILING: Principal Shopping Center**-9 blocks downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Centennial Mall | 4 | Anthony's, Safeway, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Centennial Mall, Mon.-Sat. until 8:00.

**Stores Open Sundays**-Centennial Mall, 10:00-6:00.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony's; Golden Rule; K mart.

**Chain Supermarkets**-Safeway; City Market.

**Other Chain Stores**-J.W. Brewer Tires; Sathers Jewelry; Sears; Go-fer; Car Quest; Gamble's; 7-Eleven.

**14 - NEWSPAPERS:** NORTHWEST COLORADO PRESS (e-mon to fri) 2,943; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa; PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.

**National Representative**: Branham/Newspaper Sales.

## DENVER

**1 - LOCATION:** Co-extensive with Denver County. (5 County PMSA, 6 County MSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Eastern; Amtrak.

**Motor Freight Carriers**-96.

**Intercity Bus Lines**-Greyhound; Trailways; Gray Line Tours.

**Airlines**-Continental; Continental Express; Delta; United; United Express; TWA; Mexicana; Eastern; Piedmont; American; USAir; Northwest; GP Express; Mesa; American West; Braniff; Braniff Express; Midway; Midway Express; Pan American.

**3 - POPULATION:**

Corp. City/County 80 Cen. 492,365; E&P 89 Est. 494,848

CZ-ABC: (80) 1,261,761

Bal. in NDM-ABC: (80) 684,757

Total NDM-ABC: (80) 1,946,518

PMSA 80 Cen. 1,434,304; E&P 89 Est. 1,761,031

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City/County 80 Cen. 211,566; E&P 89 Est. 158,155

CZ-ABC: (80) 486,199

Bal. in NDM-ABC: (80) 239,457

Total NDM-ABC: (80) 725,656

PMSA 80 Cen. 608,402; E&P 89 Est. 701,955

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 8 | $12,276,000,000 |
| Commercial (PMSA) | 182 | $12,959,112,000 |

**6 - PASSENGER AUTOS:** County 295,693

**7 - ELECTRIC METERS:** All Classes Metro 787,006

**8 - GAS METERS:** All Classes Metro 646,162

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 32,400 ($505); Mfg. 94,700 ($435); Nondurable Goods 44,500 ($392); Durable Goods 50,200 ($479).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First frost, Oct. 9; last frost, May 3.

**11 - TAP WATER:** Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

**12 - RETAILING: Principal Shopping Area**-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway. 244 Shopping Ctr. with 50,000 Sq. ft. or more.

**Neighborhood Shopping Areas**-Specialty Centers: Writer Square, 15th & Larimer; Marina Square, Belleview & Ulster; Larimer Square, 15th & Larimer; Tabor Center, 1201 16th St.; Riverfront, 5701 S. Santa Fe; Tamarac Square, Hampden & Tamarac; Beau Monde, 1-25 & Orchard; Tivoli-Denver, 901 Larimer; International Collection, 601 S. Broadway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Aurora Mall(128) | 10 | JCPenney, Sears, May D&F |
| Bear Valley Ctr.(36) | 8<br>8 | Burlington Coat Factory |
| Buckingham Sq.(103) | 8 | Joslin's, Mervyns, Mont. Ward |
| Cherry Creek(54) | 3 | Sears, May D&F, Saks 5th Ave., Neiman Marcus, Lord & Taylor |
| Cinderella City(194) | 7 | Joslins, May D&F, Mont. Ward, JCPenney, Woolworth |
| Lakeside Mall(78) | 4 | Woolworth, Target, Mont. Ward |
| North Valley Mall(67) | 7 | Mont. Ward, Burlington Coat Factory |
| Northglenn Mall (120) | 10 | Sears, Mervyns |
| Southglenn Mall(107) | 12 | Sears, May D&F, JCPenney |
| Southwest Plz.(178) | 12 | Target, Joslins, JCPenney, May D&F, Sears, Mont. Ward |
| University Hills(47) | 7 | May D&F, JCPenney, Fashion Bar |
| Villa Italia(151) | 6 | Mont. Ward, JCPenney, Joslins, May D&F |
| Westland(51) | 7 | May D&F, Sears |
| Westminster Mall(224) | 9 | Joslins, May D&F, Mervyn's, JCPenney, Broadway Southwest |
| Downtown Denver(100) | | May D&F, Joslins, Woolworth, Fashion Bar |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

**13 - RETAIL OUTLETS: Department Stores**-Joslins; May-D&F; Mervyn's; Broadway Southwest; Montgomery Ward; JCPenney; Sears.

**Men's and Women's Clothing Stores**-Aspen Leaf; Cottrell's; Fashion Bar; KG Mens Store; Lane Bryant; Miller Stockman; Montaldos; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerners; The Limited; Loehmanns; Hagan Sports; Kuppenheimer; Jerry Leonard; Brooks Brothers; The Regiment; The Gap; Burlington Coat Factory; Hit 'N' Miss; Clothestime; Ann Taylor; Casual Corner; Fashion Bug; Sizes Unlimited; The Gap; Bennetton; Gantos.

**Discount Stores**-Target; K mart; Best; Wal-Mart; Service Merchandise; Buyers Club; Pace Whse.

**Variety Stores**-Woolworth; Steinmart; Marshall's; Yellow Front; Pier I; T.J. Maxx; Ross; Cost Plus.

**Chain Drug Stores**-Walgreens 20; Osco 20; King Soopers 47; Phar-Mor; Econo 4; K mart 12; Drug Emporium 3.

**Chain Supermarkets**-Safeway 62; Albertsons 19; King Soopers 54; Grocery Warehouse 4; Cub Foods 6; Sax Foods 3.

**14 - NEWSPAPERS:** DENVER POST (m) 241,386; (S) 401,843; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gil Borelli, Gen. Adv. Mgr., DENVER POST, 1560 Broadway, Denver, CO 80202; Tel. (303) 820-1421.

**National Representative**: Million Market Times Mirror Marketing.

ROCKY MOUNTAIN NEWS (m) 365,493; (S) 411,023; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.

**National Representative**: Sawyer-Ferguson-Walker.

## DURANGO

**1 - LOCATION:** La Plata County, E&P Map A-3. County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**Airlines**-United Express; Continental Express; America West.

**3 - POPULATION:**

Corp. City 80 Cen. 11,426; E&P 89 Est. 11,352

CZ-ABC: (80) 11,649

RTZ-ABC: (80) 38,211

County 80 Cen. 27,448; E&P 89 Est. 29,760

City & RTZ-ABC: (80) 49,860

**4 - HOUSEHOLDS:**

City 80 Cen. 4,120; E&P 89 Est. 4,236

County 80 Cen. 9,746; E&P 89 Est. 11,139

CZ-ABC: (80) 4,120

RTZ-ABC: (80) 13,430

City & RTZ-ABC: (80) 17,550

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $232,800,000 |
| Savings | 1 | (Incl. above) |
| Savings & Loan | 2 | (Incl. above) |

**6 - PASSENGER AUTOS:** County 20,532

**7 - ELECTRIC METERS:** Residence 5,522

**8 - GAS METERS:** Residence 3,152

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber Proc. 125; Iron and Sheet Metal 32; Oil & Natural Gas 150; Bottling Plants 70; Tourism.

**Principal Pay Days**-10th, 20th.

**10 - CLIMATE:** First killing frost, Oct. 1; last killing frost, June 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.

**Neighborhood Shopping Center**-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall, NM.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Centennial Mall | NA | Wonder World |
| Durango Mall | NA | K mart, JCPenney |
| Town Plaza(16) | NA | City Mkt, TG&Y |

**Principal Shopping Days**-Mon., Thur., Sat. Grocery Stores are open Sundays.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); K mart; Wonder World.

**Discount Stores**-Yellow Front.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Basin Rexall; Professional; Plaza; Revco.

**Chain Supermarkets**-City Market 2; Shur Value; Country Mkt.

**Other Chain Stores**-Hallmark; Maurice's; Stevenson's.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 6,654; (S) 8,376; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave.; PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.

**National Representative**: Branham/Newspaper Sales.

## FORT COLLINS

**1 - LOCATION:** Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1. County Seat. Colorado State University (18,000); tourist gateway. 65 mi. N of Denver; 45 mi. SW of Cheyenne.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Colorado and Southern; Burlington Northern.

**Motor Freight Carriers**-8

**Intercity Bus Lines**-Continental Trailways

**3 - POPULATION:**

Corp. City 80 Cen. 64,632; E&P 89 Est. 73,366

CZ-ABC: (80) 65,092

RTZ-ABC: (80) 28,335

County/MSA 80 Cen. 150,644; E&P 89 Est. 182,164

City & RTZ-ABC: (80) 93,427

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 23,320; E&P 89 Est. 27,339

County/MSA 80 Cen. 54,086; E&P 89 Est. 66,100

CZ-ABC: (80) 23,523

RTZ-ABC: (80) 10,151

City & RTZ-ABC: (80) 33,674

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $332,000,000 |
| Savings & Loan | 7 | N.A. |
| Industrial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 116,046

**7 - ELECTRIC METERS:** County Residence 73,005

**8 - GAS METERS:** County Residence 48,944

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Colorado State Univ. 8,600; Eastman Kodak 2,800; Hewlett-Packard 2,476; Poudre R-1 2,000; Woodward Governor 1,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42 First killing frost, Sept. 8; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Neighborhood Shopping Centers**-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Campus West(33) | 3 | Campus Merit Drugs |
| Cedarwood Plz. | NA | King Soopers |
| Foothills Fashion Mall(50) | 3 | May D&F, JCPenney, Sears. |
| Foothills Sq. | NA | Fashion Bar |
| South College | 2 | Western Camera |
| University Mall(25) | 1 | King Sooper, Walgreens, Eaker's, Mont. Ward |
| K mart Plz. | 2 | K mart |
| Drake Crossing | 5 | Safeway, Walgreens |
| Scotch Pines | 3 | Toddy's |

**Principal Shopping Days**-Wed., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food and most major retailers.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; May D&F; Eakers; Fashion Bar.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart; Target; LaBelle's.

**Chain Drug Stores**-Walgreens 2; Rexall; Osco; Merit; Wal-Mart.

**Chain Supermarkets**-Safeway 2; Toddy's; King Soopers 2; Steele's 2; Beavers 2; Albertson's 2.

**14 - NEWSPAPERS:** COLORADOAN (m) 21,356; (S) 26,672; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Denise Holman, Adv. Dir., COLORADOAN, P.O. Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.

**National Representative**: Gannett National Newspaper Sales.

## FORT MORGAN

**1 - LOCATION:** Morgan County, E&P Map C-1. 80 mi. NE Denver, on U.S. Hwys. 6, 34 and 198. State Hwy. 52. I-76.

**2 - TRANSPORTATION: Railroads**-Burlington, Union Pacific.

**Motor Freight Carriers**-2

**Intercity Bus Lines**-Greyhound, Continental

**3 - POPULATION:**

Corp. City 80 Cen. 8,768; E&P 89 Est. 9,213

County 80 Cen. 22,652; E&P 89 Est. 23,405

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,366; E&P 89 Est. 3,695

County 80 Cen. 7,981; E&P 89 Est. 9,292

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $108,467,634 |
| Savings & Loan | 4 | $75,649,366 |

**6 - PASSENGER AUTOS:** County 15,375

**7 - ELECTRIC METERS:** Residence 5,473

**8 - GAS METERS:** Residence 3,495

**9 - PRINCIPAL INDUSTRIES:** Sugar Beet Factory; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes; Sugar.

**10 - CLIMATE:** First killing frost, Oct. 23; last killing frost May 2.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 4 on Railroad Ave.; 13 on Plate Ave.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Alco; Gibson; K mart.

**Chain Drug Stores**-City Pharmacy; Walgreens.

**Chain Supermarkets**-Johnson's Super; Green Acres Mkt.; Edwards Mkt.; Safeway.

**Other Chain Stores**-Brown's Shoe Fit; Conrads; True Value Hardware.

**14 - NEWSPAPERS:** TIMES (e) 5,553; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, Box 4000, Fort Morgan, CO 80701; Tel. (303) 867-5651.

**National Representative**: Branham/Newspaper Sales.

## GLENWOOD SPRINGS

**1 - LOCATION:** Garfield County, E&P Map B-2. County Seat. Agricultural, mining, service, retail, resort area. 90 mi. NE of Grand Junction. On State Hwy. 133; I-70; U.S. Hwys. 6, 24.

**2 - TRANSPORTATION: Railroads**-Amtrak; Denver & Rio Grande Western.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Continental Trailways; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 4,637; E&P 89 Est. 4,939

County 80 Cen. 22,781; E&P 89 Est. 26,006

**4 - HOUSEHOLDS:**

City 80 Cen. 1,930; E&P 89 Est. 2,107

County 80 Cen. 8,131; E&P 89 Est. 10,264

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $160,000,000 |

**6 - PASSENGER AUTOS:** County 19,559

**7 - ELECTRIC METERS:** Residence (City) 4,307

**8 - GAS METERS:** Residence (City) 2,908

**9 - PRINCIPAL INDUSTRIES:** Farming; Dairying; Resort (Hot Springs); Mining (coal).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost Oct. 23; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Grand Ave.; Glenwood Springs Mall.

**Neighborhood Shopping Centers**-City Market Plaza; Wal-Mart Shopping Ctr. South Glenwood on Hwy. 82; Van Rand Ctr.; Tamarack Mall; West Glenwood Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Glenwood Springs Mall | 2 | K mart, JCPenney |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Bullock's.

**Discount Stores**-K mart, Wal-Mart.

**Variety Stores**-Ben Franklin; Center Drug.

**Chain Drug Stores**-Long's.

**Chain Supermarkets**-City Market, Smith.

**Other Chain Stores**-7-Eleven, Zale's, 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Gamble's; Gordon Jewelers.

**14 - NEWSPAPERS:** GLENWOOD POST (e-mon to fri) 4,839; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Mac Owen, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.

**National Representative**: Branham/Newspaper Sales.

## GRAND JUNCTION

**1 - LOCATION:** Mesa County, E&P Map A-2. County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

**2 - TRANSPORTATION: Railroads**-Denver & Rio Grande Western.

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Greyhound.

**Airlines**-United; Continental; Skywest; United Express; America West.

**3 - POPULATION:**

Corp. City 80 Cen. 28,144; E&P 89 Est. 29,099

County 80 Cen. 82,767; E&P 89 Est. 90,911

CZ-ABC: (80) 70,714

Bal. in NDM-ABC: (80) 78,907

Total NDM-ABC: (80) 149,621

Bal. in RTZ-ABC: (80) 19,613

Total NDM & RTZ-ABC: (80) 169,234

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,766; E&P 89 Est. 12,694

County 80 Cen. 29,668; E&P 89 Est. 35,116

CZ-ABC: (80) 26,101

Bal. in NDM: (80) 28,050

Total NDM-ABC: (80) 54,151

Bal. in RTZ-ABC: (80) 6,836

Total NDM & RTZ-ABC: (80) 60,987

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 8 | $280,033,554 |
| Commercial | 9 | $405,778,000 |

**6 - PASSENGER AUTOS:** County 60,980

**7 - ELECTRIC METERS:** Residence 29,816

**8 - GAS METERS:** Residence 29,842

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Public Util. 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; Albertson's, 12th & Orchard (43 stores); Eastgate; K mart; Mesa Mall, Hwys. 6 & 50 (100 stores); Coronado Plz. (18 stores); Monument Vlg. (15 stores).

**Neighborhood Shopping Centers**-2 blocks on North Ave.; 2 on Grand Ave., 4 on Orchard Mesa.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| North 7th St. | 2 | Gibson Phcy., Mesa Phcy. |
| North Ave. | 1 | City Mkt., K mart, Gibson, Wal-Mart |
| Orchard Mesa | NA | 7-Eleven, City Mkt. |
| Mesa Mall(100) | 4 | Sears, JCPenney, Target, Mervyn's |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings and Sundays**-Grocery, drug, shpg. ctr., discount stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Sears, Mervyn's.

**Variety Store**-Woolworth.

**Discount Stores**-Gibson's, K mart, Target; Wal-Mart.

**Chain Drug Stores**-Mesa 3; Walgreens 3; Osco 2; Gibson's 2.

**Chain Supermarkets**-Safeway 2; City Market 5; Albertson's 2.

**Other Chain Stores**-Fashion Bar, Pay 'N Pak, Radio Shack.

**14 - NEWSPAPERS:** SENTINEL (e) 29,468; (S) 33,895; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St.; PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## GREELEY

**1 - LOCATION:** Weld County, (MSA). E&P Map C-1. County Seat. NE part of state, midway between the capital cities of CO and WY, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Colorado & Southern.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 53,006; E&P 89 Est. 55,597

CZ-ABC: (80) 61,986

Bal. in NDM-ABC: (80) 45,910

Total NDM-ABC: (80) 107,896

Bal. in RTZ-ABC: (80) 15,542

County/MSA 80 Cen. 124,515; E&P 89 Est. 134,007

NDM & Bal. in RTZ-ABC: (80) 123,438

**4 - HOUSEHOLDS:**

City 80 Cen. 22,667; E&P 89 Est. 21,431

County/MSA 80 Cen. 47,002; E&P 89 Est. 53,191

CZ-ABC: (80) 22,667

Bal. in NDM-ABC: (80) 15,022

Total NDM-ABC: (80) 37,689

Bal. in RTZ-ABC: (80) 5,060

NDM & Bal. in RTZ-ABC: (80) 42,749

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Industrial | 3 | N.A. |
| Savings & Loan | 5 | $178,682 |
| Commercial | 8 | $497,360,000 |

**6 - PASSENGER AUTOS:** County 88,316

**7 - ELECTRIC METERS:** Residence City 24,220; County 30,101

**8 - GAS METERS:** Residence 20,877

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 2,780 ($280); Electronics 450 (N.A.); Educ. 1,430 (N.A.).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Greeley Mall(90) | NA | Mont. Ward, Joslins, Safeway, Sears, JCPenney, Fashion Bar |
| Hillside Ctr.(14) | NA | Fred Schmid |
| Hillside Mall(24) | NA | Target, King Soopers |
| Wilshire(7) | NA | |
| Bittersweet Plz.(23) | NA | Longs, Safeway |

**Stores Open Evenings**-Food and discount Mon. through Sat. All stores open Thur. eves.

**13 - RETAIL OUTLETS: Department Stores**-Joslin's; JCPenney; Montgomery Ward; Big R; Fashion Bar; Sears; Country General; Agland.

**Discount Stores**-K mart; Target; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Merit; Osco 2; Long's.

**Chain Supermarkets**-Safeway 3; King Soopers; Toddy's; Shopping Sav; Grocery Warehouse; Albertson's.

**Other Chain Stores**-Auto Supplies: Checker Auto; Firestone; Big A; Colorado Parts 2; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins 2, Dairy Queen; Jewelry: Weiss, Zale's, Gordon's; Men's Wear: K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Famous Footwear, Pay Less, Fashion Bar; Women's Apparel: Fashion Bar, Carriage House, Miss B's; Appliances, Silo, Fred Schmid.

**14 - NEWSPAPERS:** TRIBUNE (e) 23,281; (S) 24,057; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Pieruccini, Adv. Dir., TRIBUNE, 501 8th Ave., Greeley, CO 80632; Tel. (303) 352-0211.

**National Representative**: None.

## LA JUNTA

**1 - LOCATION:** Otero County. E&P Map C-3. County Seat.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka; Santa Fe.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 8,338; E&P 89 Est. 8,386
County 80 Cen. 22,509; E&P 89 Est. 21,791

**4 - HOUSEHOLDS:**

City 80 Cen. 3,007; E&P 89 Est. 3,259
County 80 Cen. 7,937; E&P 89 Est. 8,955

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $66,284,000 |
| Savings & Loan | 2 | $150,000,000 |
| Industrial | 1 | $9,663,000 |

**6 - PASSENGER AUTOS:** County 14,509

**7 - ELECTRIC METERS:** Residence 3,558

**8 - GAS METERS:** Residence 3,966

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-R.R. Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8; last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Days**-Wed., Thur., Sun.

**Stores Open Evenings**-Dept.: Sat.; Food: Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Gambles; Sears; Coast-to-Coast.

**Variety Stores**-Woolworth.

**Discount Stores**-Gibson's.

**Chain Supermarkets**-Safeway.

**14 - NEWSPAPERS:** TRIBUNE-DEMOCRAT (e) 3,601; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, P.O. Box 480, La Junta, CO 81050; Tel. (303) 384-4475.

**National Representative**: Branham/Newspaper Sales.

## LAMAR

**1 - LOCATION:** Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 119, 192, 196; U.S. Hwys. 50, 287 and 385.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Trailways.

**Airlines**-Air Midwest.

**3 - POPULATION:**

Corp. City 80 Cen. 7,713; E&P 89 Est. 10,195
County 80 Cen. 13,029; E&P 89 Est. 17,073

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,842; E&P 89 Est. 4,041
County 80 Cen. 4,658; E&P 89 Est. 7,069

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $120,422,658 |

**6 - PASSENGER AUTOS:** County 8,356

**7 - ELECTRIC METERS:** Residence 4,937

**8 - GAS METERS:** Residence 3,915

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main St.; 20 stores on adjacent streets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Ctr., 6 outlets.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Eisenhauer's; Sears (catalog); Big R Farm and Ranch General Store.

**Variety Stores**-V&S.

**Discount Stores**-Gibson; K mart.

**Chain Drug Stores**-Geddy's; Coles; Gibson's Corner; Jim's.

**Chain Supermarkets**-Safeway; IGA; 7-Eleven; Love's; Warehouse Foods.

**Other Chain Stores**-Conrad's; Mademoiselle; BMS-True Value Hardware; Guihen's Lumber & Landscape; Our Own Hardware.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 3,740; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Sharon Pendergraft, Adv. Dir., NEWS, 310 S. 5th; P.O. Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.

**National Representative**: Colorado Press Service.

## LONGMONT

**1 - LOCATION:** Boulder County. (In Boulder-Longmont PMSA). E&P Map C-1. Residential, Hi Tech, Electronic, Industrial & Agric. center. 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287; 7 mi. W of I-25.

**2 - TRANSPORTATION: Railroads**-Burlington Route; Colo. & Southern; Great Western.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Colorado Motor Way; Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 42,942; E&P 89 Est. 60,335
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 72,450
County/PMSA 80 Cen. 190,295; E&P 89 Est. 244,924
City & RTZ-ABC: (80) 115,392

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,483; E&P 89 Est. 22,441
County/PMSA 80 Cen. 68,964; E&P 89 Est. 89,701
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 25,065
City & RTZ-ABC: (80) 40,548

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $259,493,400 |
| Savings & Loan | 10 | $2,899,596,232 |

**6 - PASSENGER AUTOS:** County 153,220

**7 - ELECTRIC METERS:** Residence 18,522

**8 - GAS METERS:** Residence 17,473

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil & Air Filters 500; Turkey Proc. 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Heavy Duty Tractors; 4-WD Acces. 100; Hi Tech 530; Electronic 300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8; last killing frost, May 7.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Week nights.

**13 - RETAIL OUTLETS: Department Stores**-Joslins; Fashion Bar; JCPenney; Sears; Starrs; K.G. Men's.

**Variety Stores**-Howell's, Eakers.

**Discount Stores**-Bi-Rite; K mart; Wal-Mart.

**Chain Drug Stores**-Walgreens 3; Osco.

**Chain Supermarkets**-Safeway 3; Albertson's; King Sooper; Shoppin' Save; Corner Pantry.

**Other Chain Stores**-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Dave Cook Sports; Miller Stockman; Orange Julius; Casual Corner; J. Riggings; Ups 'N Downs; Shoe Fair; Circus World Toys; Pic-A-Dilly; Shoe Den; Zale's; Radio Shack.

**14 - NEWSPAPERS:** TIMES-CALL (e) 19,423; (S) 20,490; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Stanton, Adv. Dir., TIMES-CALL, 350 Terry St., Longmont, CO 80501; Tel. (303) 776-2244.

**National Representative**: Branham/Newspaper Sales.

## LOVELAND

**1 - LOCATION:** Larimer County. (In Fort Collins MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287. 50 mi. N of Denver. 7 mi. W of I-25.

**2 - TRANSPORTATION: Railroads**-Colorado & Southern Burlington; Great Western.

**Intercity Bus Lines**-Trailways.

**Airlines**-Fort Collins-Loveland Airport is 8 mi NE of Loveland.

**3 - POPULATION:**

Corp. City 80 Cen. 30,244; E&P 89 Est. 39,541
[illegible]BC: (80) 30,215
[illegible]Z-ABC: (80) 38,764
City & RTZ-ABC: (80) 68,979
County/MSA 80 Cen. 150,644; E&P 89 Est. 182,164

**4 - HOUSEHOLDS:**

City 80 Cen. 11,429; E&P 89 Est. 15,408
County/MSA 80 Cen. 54,086; E&P 89 Est. 66,100
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 13,311
City & RTZ-ABC: (80) 24,740

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $152,971,000 |
| Commercial | 5 | $181,805,339 |
| Industrial | 3 | $9,481,392 |
| Credit Unions | 5 | $10,927,000 |

**6 - PASSENGER AUTOS:** County 116,046

**7 - ELECTRIC METERS:** Residence 15,500

**8 - GAS METERS:** Residence 10,990

**9 - PRINCIPAL INDUSTRIES:** Industry, (No. of Workers)-Agric. Livestock; Meat Packing; Furn.; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prods.; Shower Massagers; Water Testing Equipment; Tourism.

**10 - CLIMATE:** Moderate.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:** (See Greeley & Fort Collins)

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Orchard(23) | 2 | King Soopers, Eakers |
| Palmer Gardens | 2 | |
| Westlake | 2 | Ben Franklin |
| University Mall(25) | 12 | Wards, King Soopers |
| Foothills Sq. | 11 | Fashion Bar |
| Horizon Park | 17 | K mart, Skaggs, Eakers, King Soopers |
| Foothille Fashion Mall(50) | 10 | Sears, May D&F, JCPenney, The Denver |

**Principal Shopping Days**-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Westerman's.

**Discount Stores**-Alco; Loveland; K mart; Wheelers; Wal-Mart.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Draper; Walgreens.

**Chain Supermarkets**-Safeway; King Soopers; AG.

**Other Chain Stores**-Goodyear; Firestone; Eakers.

**14 - NEWSPAPERS:** REPORTER-HERALD (e-mon to fri) 16,141; (wknd) 17,009; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David J. Storey, Adv. Dir., REPORTER-HERALD, 450 Cleveland; P.O. Box 59, Loveland, CO 80537; Tel. (303) 669-5050.

**National Representative**: Papert Companies.

## MONTROSE

**1 - LOCATION:** Montrose County, E&P Map A-2. County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

**2 - TRANSPORTATION: Railroads**-Denver & Rio Grande Western.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Continental Trailways.

**Airlines**-Aspen Airways; Trans Colorado.

**3 - POPULATION:**

Corp. City 80 Cen. 8,722; E&P 89 Est. 7,346
County 80 Cen. 24,552; E&P 89 Est. 24,559

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,254; E&P 89 Est. 2,819
County 80 Cen. 8,428; E&P 89 Est. 9,939

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $1,152,222 |
| Savings & Loan | 3 | $1,152,226,893 |
| Commercial | 3 | $131,019,389 |

**6 - PASSENGER AUTOS:** County 16,731

**7 - ELECTRIC METERS:** Residence 3,693

**8 - GAS METERS:** Residence 3,546

**9 - PRINCIPAL INDUSTRIES:** Agric.; Livestock; Lumbering; Candies; Tourism; Gov't.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Allison's; Reeve's; Charmaine's; Conrad's.

**Discount Stores**-Gibson; K mart; Yellow Front; Wal-Mart.

**Variety Stores**-Ben Franklin; True-Value Hdwe.

**Chain Supermarkets**-City 3; Smiths'; City Market; Wyatt's Warehouse.

**14 - NEWSPAPERS:** PRESS (e-mon to fri) 6,276; sworn Sept. 26, 1988.

**Local Contact** for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St.; P.O. Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.

**National Representative**: Branham/Newspaper Sales.

## PUEBLO

**1 - LOCATION:** Pueblo County (MSA). E&P Map C-3, County Seat. Manufacturing; agriculture; wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver, a major part of the Colo. Springs/Pueblo ADI.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound Trailways; 24 Taxi Cabs.

**Airlines**-Continental Express; TWA; America West; Federal Express (freight); America West.

**3 - POPULATION:**
Corp. City 80 Cen. 101,686; E&P 89 Est. 106,279
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 80 Cen. 126,116; E&P 89 Est. 133,436

**4 - HOUSEHOLDS:**
City 80 Cen. 37,240; E&P 89 Est. 40,908
County/MSA 80 Cen. 45,095; E&P 89 Est. 52,808
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 12 | $539,245,000 |
| Savings & Loan | 7 | $396,752,000 |

**6 - PASSENGER AUTOS:** County 93,043

**7 - ELECTRIC METERS:** Residence 50,089

**8 - GAS METERS:** Residence 39,980

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 4,790; Mining-Trade (Ret. & Whol.) 9,630; Gov't 10,210; Trans., Util. & Commun. 6,820; Fin., Ins., R.E. 1,720; Service 9,350; Contract Constr. 1,500; Military 750; Healthcare 3,374; Education 3,567; Trans. 607.

**Principal Industrial Pay Days**-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Gov't.-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

**11 - TAP WATER:** Alkaline, hard; naturally fluoridated.

**12 - RETAILING: Principal Shopping Area**-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.

**Neighborhood Shopping Areas**-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Belmont(27) | 1 | Chet's Market |
| Arapahoe(11) | 2 | Blende Super |
| Midtown(25) | NA | Sears |
| Sunset Plaza(33) | 2 | Safeway |
| King Soopers | 2 | King Soopers |
| Pueblo Mall(87) | 1 | Mont. Ward, Gart, JCPenney, Joslin's, Mervyn's, Target |
| Regency Sq.(32) | 2 | Osco |

**Principal Shopping Days**-Mon.-Sun.

**Stores Open Evenings**-Food Mon. to Sun. 24hrs; Some grocery, drug open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Joslin's; Mervyn's; Service Merchandise; Montgomery Ward; Sears; JCPenney.

**Discount Stores**-Wal-Mart 2; K mart 2; Just Bargains; Sarco.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Osco; Grove (Merit) 5; Alamo; Associated Druggists 10.

**Chain Supermarkets**-Safeway 3; Blende Super; Chet's Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Stop 'N Save; Loaf 'N Jug 43; County Market.

**Other Chain Stores**-B.F. Goodrich; Goodyear; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Sherwin-Williams Paints 2; Pittsburg Paint & Glass; Gart Bros. Sporting Goods; Baskin-Robbins; IBM; NAPA Auto Parts; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay 'N Pack 2; Checker Auto 2; Sieferts; KG Men's; So Fro Fabrics; Casual Corner; Pearl Vision; Waldenbooks, Motherhood Maternity; Track 'N Trail; Foot Scene; T-Shirts Plus; Royal Optical; Athlete's Foot; Maling Shoes.

**14 - NEWSPAPERS:** PUEBLO CHIEFTAIN (m) 50,390; (S) 55,272; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Wyss, Adv. Dir., CHIEFTAIN, P.O. Box 4040, Pueblo, CO 81003; Tel. (719) 544-3520.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ROCKY FORD

**1 - LOCATION:** Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Bus Lines**-Continental Trailways.

**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 4,804; E&P 89 Est. 4,674
County 80 Cen. 22,509; E&P 89 Est. 21,791

**4 - HOUSEHOLDS:**
City 80 Cen. 1,706; E&P 89 Est. 1,789
County 80 Cen. 7,937; E&P 89 Est. 8,955

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 1 | $13,443,551 |
| Commercial | 3 | $30,206,977 |

**6 - PASSENGER AUTOS:** County 14,509

**7 - ELECTRIC METERS:** Residence 1,714

**8 - GAS METERS:** Residence 2,257

**9 - PRINCIPAL INDUSTRIES:** Seed Cleaning; Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Recycling Equipment Mfg.; Western Clothing Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-0-100.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Sat. eves.; some on Sun.

**13 - RETAIL OUTLETS: Variety Stores**-Carousel.

**Discount Stores**-Gibson's.

**Chain Drug Stores**-Health Mart.

**Chain Supermarkets**-Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store; Super Foods; Affiliated Foods.

**14 - NEWSPAPERS:** GAZETTE (e-mon to fri) 3,298; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: J.R. Thompson, Adv. Dir., GAZETTE, 912 Elm Ave.; PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.

**National Representative**: Branham/Newspaper Sales.

## SALIDA

**1 - LOCATION:** Chaffee County, E&P Map B-2. Industrial, agric., residential ctr. & vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285, CO 291.

**2 - TRANSPORTATION: Railroads**-Division point for D&RGW.

**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 4,870; E&P 89 Est. 5,152
County 80 Cen. 13,306; E&P 89 Est. 14,386

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,975; E&P 89 Est. 2,157
County 80 Cen. 4,758; E&P 89 Est. 5,233

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Bldg. & Loan | 1 | $32,000,000 |
| Commercial | 2 | $70,000,000 |

**6 - PASSENGER AUTOS:** County 9,098

**7 - ELECTRIC METERS:** Residence 4,750

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Limestone Quarry & Screening Plant; Lumber; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

**11 - TAP WATER:** Alkaline 112 PPM, medium hard (136 PPM).

**12 - RETAILING: Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Crews-Beggs; Sharpes; Town & Country.

**Discount Stores**-Gibson; Wal-Mart.

**Variety Store**-Woolworth.

**Chain Supermarkets**-Safeway; AG 2.

**14 - NEWSPAPERS:** MOUNTAIN MAIL (m-mon to fri) 3,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St.; P.O. Box 189, Salida, CO 81201; Tel. (303) 539-6691.

**National Representative**: Branham/Newspaper Sales.

## STERLING

**1 - LOCATION:** Logan County, E&P Map D-1. County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of CO. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington-Northern.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Dash About Shuttle.

**3 - POPULATION:**
Corp. City 80 Cen. 11,385; E&P 89 Est. 11,115
CZ-ABC: (80) 11,385
RTZ-ABC: (80) 25,270
County 80 Cen. 19,835; E&P 89 Est. 19,030
City & RTZ-ABC: (80) 36,655

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,392; E&P 89 Est. 4,554
County 80 Cen. 7,146; E&P 89 Est. 7,328
CZ-ABC: (80) 4,392
RTZ-ABC: (80) 9,147
City & RTZ-ABC: (80) 13,539

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $232,112,893 |
| Commercial | 4 | (incl. above) |
| Credit Union | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 13,051

**7 - ELECTRIC METERS:** Residence 4,928

**8 - GAS METERS:** Residence 4,677

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Shops & Offices 215 ($400); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($300); Beef Slaughter Plant 173 ($290); Clothing 73 ($150).

**Principal Industrial Pay Days**-5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-30 blocks on 11 streets.

**Neighborhood Shopping Centers**-Broadway Plaza; U.S. Hwy. 138, N edge of city; High Plains Center; W Main Street.

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Food-Thur., Fri.; 24 hr. supermarket.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Sears; Bostwicks.

**Variety Stores**-Woolworth.

**Discount Stores**-Gibson's; K mart; Wheelers; Wal-Mart.

**Chain Supermarkets**-U-Save Supers 2; Bauer's; Big T.

**Other Chain Stores**-Brown Shoe-Fit; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Payless Shoes; Fashion Crossroads; Mr. D's (hardware).

**14 - NEWSPAPERS:** JOURNAL-ADVOCATE (e) 6,516; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St.; P.O. Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.

**National Representative**: Branham/Newspaper Sales.

## TRINIDAD

**1 - LOCATION:** Las Animas County, E&P Map C-3. County Seat. S central part of state. 85 miles south of Pueblo, CO on 1-25.

**2 - TRANSPORTATION: Railroads**-AT&SF; C&S (freight); Amtrak; C&W BN, Santa Fe (freight).

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 9,663; E&P 89 Est. 9,314
CZ-ABC: (80) 9,663
RTZ-ABC: (80) 5,234
County 80 Cen. 14,879; E&P 89 Est. 14,103
City & RTZ-ABC: (80) 14,897

**4 - HOUSEHOLDS:**
City 80 Cen. 3,516; E&P 89 Est. 3,637
County 80 Cen. 5,367; E&P 89 Est. 5,563
CZ-ABC: (80) 3,516
RTZ-ABC: (80) 1,851
City & RTZ-ABC: (80) 5,367

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $76,200,000 |
| Savings & Loan | 1 | $55,160,000 |

**6 - PASSENGER AUTOS:** County 9,124

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroads 275; Coal Mining 164; Cattle.

**Principal Industrial Pay Days**-5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6; last killing frost, May 5.

**11 - TAP WATER:** Neutral, soft, chlorinated; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Six blocks on Main and Commercial Sts.; IH-25 and Moro Road.

**Neighborhood Shopping Centers**-Arizona and Colorado Aves.; University St.; Pine & State Sts.; Nevada & Animas; Trinidad Plz. 5 retail stores.

**Principal Shopping Days**-Mon., Wed., Sat.

**Stores Open Sundays**-Grocery, drug and discount.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.

**Chain Drug Stores**-Rexall 2; Revco; Good Neighbor (Marty's Phcy).

**Chain Supermarkets**-Safeway; Ringo Bros. 3; Russell's.

**Other Chain Stores**-Mode O'Day; Radio Shack; Sears Catalog; Goodyear Tire.

**14 - NEWSPAPERS:** CHRONICLE-NEWS (e-mon to fri) 3,334; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Deborah Marquardt, Adv. Dir., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (303) 846-3311.

**National Representative**: None.

## VAIL

**1 - LOCATION:** Eagle County, E&P Map B-2. Central Colorado mountain area. On I-70, 100 mi. W of Denver.

**2 - TRANSPORTATION: Railroads**-Rio Grande.
**Motor Freight Carriers**-Several.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Continental Express.

**3 - POPULATION:**
Corp. City 80 Cen. 3,555; E&P 89 Est. 5,693
County 80 Cen. 13,305; E&P 89 Est. 18,579

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 2,493
County 80 Cen. N.A.; E&P 89 Est. 6,878

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 16,995

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Tourism; Skiing; Golfing; Fishing.

**10 - CLIMATE:** Av. Temp.-Summer 75; Winter 25. First killing frost, Sept.; last killing frost, June.

**11 - TAP WATER:** Hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads | NA | Village Mkt. |
| West Vail Mall | NA | Safeway, Ace Hdwe. |
| Avon | NA | Wal-Mart, City Mkt. |

**13 - RETAIL OUTLETS: Department Stores**-Bill Bullocks; Wal-Mart.
**Variety Stores**-Rucksacks.
**Chain Supermarkets**-Safeway; City Market.

**14 - NEWSPAPERS:** VAIL DAILY (m-tues to sat; S) 12,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: James Pavelich, Pub., VAIL DAILY, 143 E. Meadow Dr.; P.O. Box 81, Vail, CO 81658, Tel. (303) 476-0555.
**National Representative**: None.

# CONNECTICUT SURVEYS

### METROPOLITAN STATISTICAL AREAS

**New Haven-Meriden**-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
**New London-Norwich, CT-RI**-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.
**Waterbury**-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Bridgeport-Milford**-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
**Bristol**-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
**Danbury**-Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
**Hartford**-Hartford city; Avon Bloomfield, Canton, East Granby, East Hartford, East Windsor, Einfield, Farmington, Glastonbury, Granby, Manchester, Marlborougn, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.
**Middletown**-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
**New Britain**-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
**Norwalk**-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
**Stamford**-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Hartford-New Britain-Middletown**-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.
**New York-Northern New Jersey-Long Island, NY-NJ-CT** -Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 253 | 185 | 245 |
| 5-14 Years | 601 | 465 | 474 |
| 15-24 Years | 494 | 561 | 478 |
| 25-44 Years | 731 | 861 | 1,084 |
| 45-64 Years | 665 | 674 | 678 |
| 65 and Over | 288 | 368 | 356 |
| TOTAL | 3,032 | 3,114 | 3,316 |

Based on U.S. Census

### POPULATION ESTIMATES

(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Bridgeport | 142,546 | 26,656 | 18.7 |
| Hartford | 130,392 | 26,730 | 20.5 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 475 | 659 | 1,534 |
| General Mdse | 1,262 | 1,554 | 2,891 |
| Food | 2,387 | 3,422 | 5,669 |
| Automobiles | 1,782 | 2,665 | 6,378 |
| Gasoline Stations | 805 | 1,448 | 1,781 |
| Apparel | 558 | 925 | 1,650 |
| Furniture | 451 | 641 | 1,454 |
| Eat-Drink Places | 889 | 1,428 | 2,679 |
| Drugs | 310 | 467 | 854 |
| TOTAL SALES | 10,428 | 15,829 | 29,035 |

## ANSONIA

**1 - LOCATION:** New Haven County, (In New Haven-Waterbury-Meriden NECMA), E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-CR&L; Intercity; Berkshire.

**3 - POPULATION:**
Corp. City 80 Cen. 19,039; E&P 89 Est. 18,792
CZ-ABC: (80) 44,819
RTZ-ABC: (80) 41,943
Co./NECMA 80 Cen. 762,977; E&P 89 Est. 794,072
City & RTZ-ABC: (80) 86,762

**4 - HOUSEHOLDS:**
City 80 Cen. 7,035; E&P 89 Est. 7,304
Co./NECMA 80 Cen. 271,542; E&P 89 Est. 293,356
CZ-ABC: (80) 16,519
RTZ-ABC: (80) 13,475
City & RTZ-ABC: (80) 29,994

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 7 | $341,298,000 |
| Savings & Loan | 2 | $31,144,000 |
| Commercial | 8 | $102,700,000 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residence 30,347

**8 - GAS METERS:** Residence 10,577

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals; Research; Telecommunications; Fabricated Metals & Mach. 2,550; Other Mfg. 2,000; Total Emp. 10,610.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27; last killing frost, Apr. 16.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ansonia Mall(36) | NA | K mart |
| Ansonia Plaza(16) | NA | Jerry's Mkt. |
| Westside(13) | NA | Pilgrim Barbeque |
| Seymour Plaza(6) | NA | |
| Orange/Derby(20) | NA | Klarides, DM Reed |
| Valley(8) | NA | Bradlees, Stop & Shop |
| Plaza On The Green(8) | NA | |
| Tri-Town Plz.(17) | NA | Greenfields, Ames |
| Caldor Ctr.(4) | NA | Caldor, Shop-Rite |
| Southside(7) | NA | A&P |
| Klarides Vlg.(6) | NA | Klarides Market |
| Shelton Sq. | NA | Bradlees, Stop & Shop |

**Nearby Shopping Centers**-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center (Seymour).
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.; Mkts.-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Isaacson's; JCPenney.
**Variety Stores**-Woolworth.
**Discount Stores**-Bradlees; Caldor; Best Buy Appliances; K mart.
**Chain Drug Stores**-Rite Aid; Lear's 3; CVS.
**Chain Supermarkets**-A&P; Stop & Shop; Klarides.
**Other Chain Stores**-Firestone; Radio Shack; Morse Shoes; Shoe Town; Value House; Fayva; Endicott-Johnson; Big L; Ames; Service Merchandise.

**14 - NEWSPAPERS:** SENTINEL (e) 15,089; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Linda Pumphrey, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
**National Representative**: Thomson Newspapers.

## BRIDGEPORT

**1 - LOCATION:** Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA) E&P Map B-4. County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpke.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak, Tri-State Authority.
**Steamships**-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
**Motor Freight Carriers**-80.
**Intercity Bus Lines**-Trailways; Stratford; Greater Bridgeport Transit Authority.
**Airlines**-Atlantic Air; Pilgrim.

**3 - POPULATION:**
Corp. City 80 Cen. 142,546; E&P 89 Est. 141,600
CZ-ABC: (80) 280,925
RTZ-ABC: (80) 241,222
Co./NECMA Cen. 809,061; E&P 89 Est. 842,475
City & RTZ-ABC: (80) 522,147

**4 - HOUSEHOLDS:**
City 80 Cen. 52,026; E&P 89 Est. 54,555
Co./NECMA 80 Cen. 280,597; E&P 89 Est. 303,219
CZ-ABC: (80) 98,755
RTZ-ABC: (80) 82,555
City & RTZ-ABC: (80) 181,310

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $3,238,837,000 |
| Savings & Loan | 4 | (incl. above) |
| Commercial | 8 | (incl. above) |

**6 - PASSENGER AUTOS:** County 536,774

**7 - ELECTRIC METERS:** Residence 109,551

**8 - GAS METERS:** 58,742

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 9,100 ($267); Trans. Equip. 13,650 ($269); Elect. Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

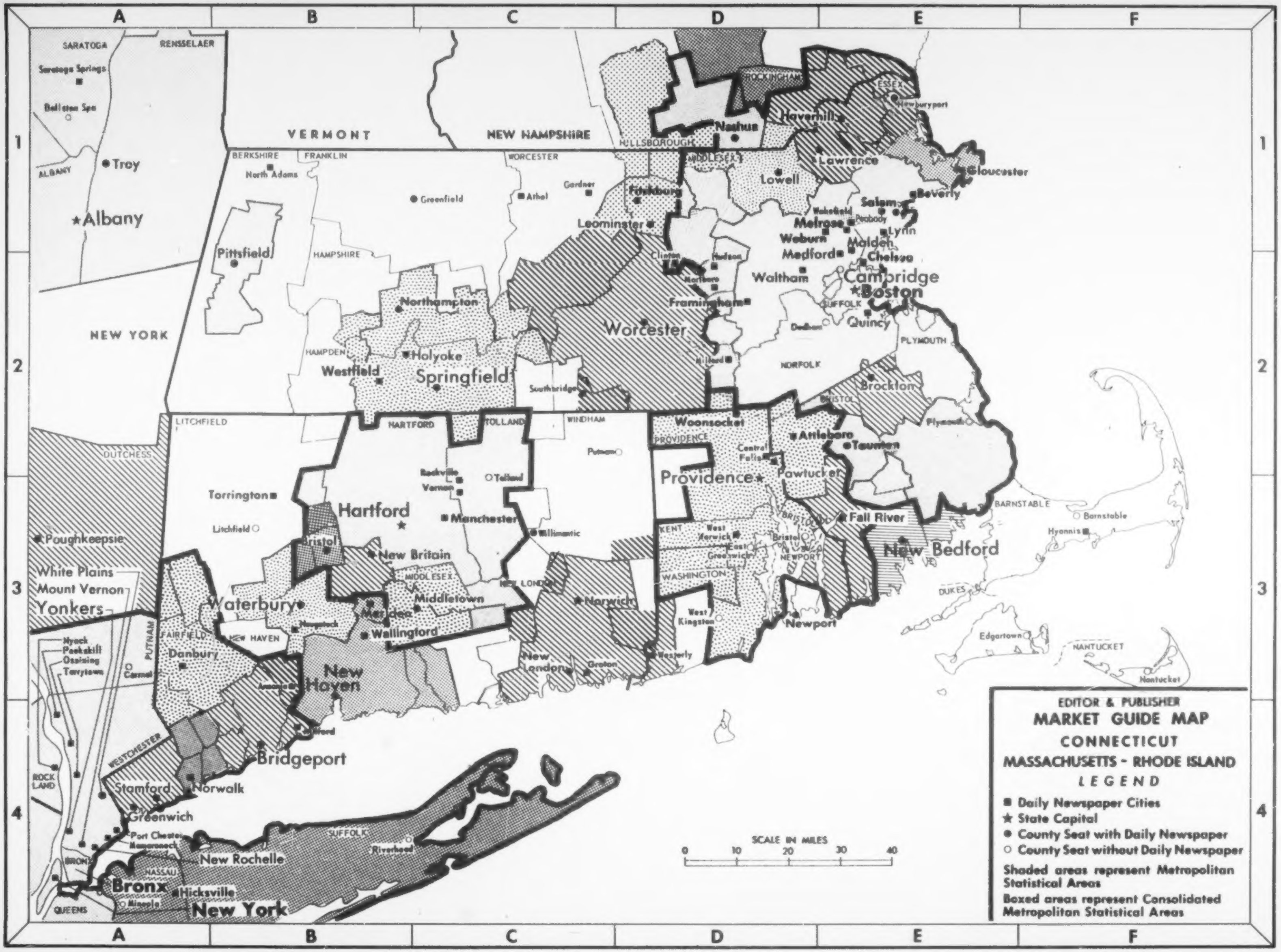
**12 - RETAILING: Downtown Shopping Centers**-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bay View(7) | 3 | Howard Johnson, A&P, Bradlees |
| Brookside(16) | 4 | Liggett, McCrorys, First Natl. |
| Connecticut Post(70) | 10 | Caldor |
| Hi Ho Center(60) | NA | Jordan Marsh, Sears |
| Shop-Rite | 4 | Shop-Rite Mkt. |
| Hawley Lane | 8 | Waldbaum's, Caldor, Sage-Allen |
| Westfield Mall (Trumbull)(110) | 8 | G. Fox, Waldbaum's, Read's |
| The Dock | 6 | Bradlees, Stop & Shop |
| Univ. Square(10) | 1 | Warnaco |

**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Dept.-Mon., Thur., Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Read's 4; Howland's; Jordan Marsh; Sears; G. Fox; Anderson Little.
**Speciality**-Steinbach 2; Skydels.
**Discount Stores**-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington.
**Variety Stores**-Woolworth; H.L. Green; McCrory.
**Chain Drug Stores**-Walgreens; SupeRx; Rite Aid 4; CVS; Rexall.
**Chain Supermarkets**-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Waldbaum's 5; Pathmark 3; Gran Central 3.
**Other Chain Stores**-Thom McAn; Fayva; Kinney Shoes; Goodyear; Firestone; Channel; Pearle; Grossman.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
SARATOGA
RENSSELAER
ALBANY
Saratoga Springs
Ballston Spa
Troy
Albany
BERKSHIRE
FRANKLIN
WORCESTER
HAMPSHIRE
HAMPDEN
North Adams
Greenfield
Athol
Gardner
Pittsfield
Northampton
Holyoke
Westfield
Springfield
Southbridge
Worcester
Fitchburg
Leominster
Clinton
Marlboro
Hudson
Framingham
Milford
HILLSBOROUGH
MIDDLESEX
ROCKINGHAM
ESSEX
Nashua
Haverhill
Newburyport
Lawrence
Lowell
Gloucester
Beverly
Salem
Wakefield
Peabody
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
SUFFOLK
Dedham
Quincy
NORFOLK
PLYMOUTH
BRISTOL
Brockton
Plymouth
Attleboro
Taunton
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
DUKES
Edgartown
NANTUCKET
Nantucket
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
DUTCHESS
Torrington
Litchfield
Hartford
Bristol
New Britain
Rockville
Vernon
Tolland
Manchester
Willimantic
Putnam
MIDDLESEX
Middletown
NEW LONDON
Norwich
New London
Groton
Westerly
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Waterbury
Naugatuck
Meriden
Wallingford
NEW HAVEN
New Haven
Ansonia
Milford
FAIRFIELD
PUTNAM
Danbury
Carmel
Bridgeport
Norwalk
Stamford
Greenwich
WESTCHESTER
Nyack
Peekskill
Ossining
Tarrytown
ROCKLAND
Port Chester
Mamaroneck
New Rochelle
BRONX
Bronx
QUEENS
NASSAU
Mineola
Hicksville
New York
SUFFOLK
Riverhead
PROVIDENCE
Woonsocket
Central Falls
Providence
Pawtucket
KENT
West Warwick
East Greenwich
Bristol
BRISTOL
NEWPORT
WASHINGTON
West Kingston
Newport

**14 - NEWSPAPERS:** TELEGRAM (m-mon to fri) 20,084; POST (e-mon to fri) 56,117; TELEGRAM/POST (m-sat) 68,640; POST (S) 90,955; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, TELEGRAM & POST, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.

**National Representative**: Landon Associates.

## BRISTOL

**1 - LOCATION:** Hartford County. (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing center in central CT; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.

**Motor Freight Carriers**-35.

**Intercity Bus Lines**-Corbin Coach Line.

**3 - POPULATION:**

Corp. City 80 Cen. 57,370; E&P 89 Est. 61,514
CZ-ABC: (80) 62,604
RTZ-ABC: (80) 28,175
County 80 Cen. 809,208; E&P 89 Est. 850,030
NECMA 80 Cen. 1,053,806; E&P 89 Est. 1,125,557
City & RTZ-ABC: (80) 90,779

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 20,510; E&P 89 Est. 22,938
County 80 Cen. 289,658; E&P 89 Est. 308,729
NECMA 80 Cen. 372,122; E&P 89 Est. 411,226
CZ-ABC: (80) 22,437
RTZ-ABC: (80) 9,909
City & RTZ-ABC: (80) 32,346

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $304,456,670 |
| Savings & Loan | 1 | $86,000,000 |
| Commercial | 5 | $1,089,375,510 |

**6 - PASSENGER AUTOS:** County 512,964

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mach. & Elect. Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Servs. 3,000; Gov't 2,700; Whol./Ret. 4,200. All other 1,790. (Av. Wkly. Wage-$335).

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

**11 - TAP WATER:** Slightly acid, very soft; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bristol Centre Mall(32) | NA | Sage-Allen, Sears Surplus, Finast |
| Pine Plz.(28) | 3 | Western Auto, A&P |
| Bristol Plz.(31) | 2 | Bradlees, Stop & Shop |
| Hub 6 Plz.(15) | 2 | Caldor |
| Foodmart Plz.(10) | 3 | Food Mart, Rickel |
| Shopper's Jctn.(10) | 3 | Shop-Rite |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and the Hub, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Davidson & Leventhal's; Sage Allen.

**Variety Stores**-Woolworth.

**Discount Stores**-Bradlees; Zayre; Caldor.

**Chain Drug Stores**-L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's; Medi-Mart.

**Chain Supermarkets**-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.

**Other Chain Stores**-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Rickel Home Center; Motor-Mart.

**14 - NEWSPAPERS:** PRESS (e) 20,475; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles A. Poole, Sr., Adv. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.

**National Representative**: Landon Associates.

## DANBURY

**1 - LOCATION:** Fairfield County (Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58; I-84.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-26.

**Intercity Bus Lines**-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line, Greyhound.

**Airlines**-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

**3 - POPULATION:**

Corp. City 80 Cen. 60,470; E&P. 89 Est. 68,601
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
Co./NECMA 80 Cen. 809,061; E&P 89 Est. 842,475
City & RTZ-ABC: (80) 251,853

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 21,079; E&P 89 Est. 25,243
Co./NECMA 80 Cen. 280,597; E&P 89 Est. 325,294
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
City & RTZ-ABC: (80) 81,860

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 5 | $231,037,000 |
| Savings & Loan | 4 | $115,300,000 |
| Commercial | 20 | $238,881,000 |

**6 - PASSENGER AUTOS:** County 536,774

**7 - ELECTRIC METERS:** Residence 27,400

**8 - GAS METERS:** Residence 10,660

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,210 ($307); Elect. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.

**Neighborhood Shopping Centers**-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Danbury Fair Mall(220) | 3 | Macy's, G. Fox, Sears, JCPenney |
| Berkshire(30) | 2 | Kresge, Bradlees, CVS, Marshall's, Service Merchandise |
| Bethel Plaza(10) | 2 | First Natl., Agway |
| Brookfield Ctr. | 3 | Anderson-Little, Radio Shack, Caldor |
| Copp's Hill Plaza(23) | 5 | Stop 'n Shop, Caldor, Genovese |
| New Milford Plaza(20) | 10 | Bradlees, Diamond Intl., Stop 'N Shop |
| Newtown | 8 | A&P, Grand Union |
| North St. Ctr. | 2 | Mont. Ward, Brooks Drug, A&P |
| Putnam Plaza | 12 | Radio Shack |
| Ridgefield(9) | 8 | Grand Union, A&P |
| Brook Plaza(8) | 3 | Waldbaum's, CVS, Channel Home Ctr. |
| Veteran's Plaza | 17 | Brooks Drugs, First Natl. |
| Plumtrees Plz. | 2 | Sterling Optical, Inside Outlet |
| Nutmeg Plaza (12) | 2 | Stop 'n Shop |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Stores, Main St. Fri.

**13 - RETAIL OUTLETS: Department Stores**-Howland's; Macy's; G. Fox, Jordan Marsh; Sears; Caldor; Bradlees; JCPenney.

**Discount Stores**-Marshall's; T.J. Maxx; Service Merchandise.

**Variety Stores**-Woolworth; Kresge.

**Chain Drug Stores**-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks, Genovese; Medi-Mart.

**Chain Supermarkets**-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.

**Other Chain Stores**-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

**14 - NEWSPAPERS:** NEWS-TIMES (m) 37,787; (S) 44,582; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Daniel J. Stewart, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.

**National Representative**: Landon Associates.

## GREENWICH

**1 - LOCATION:** Fairfield County, E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

**2 - TRANSPORTATION: Railroads**-New Haven Div. Conrail.

**Intercity Bus Lines**-Valley Trans. Co.; Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 59,578; E&P 89 Est. 61,196
NDM-ABC: (80) 59,565
Co./NECMA 80 Cen. 809,061; E&P 89 Est. 842,475

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 21,520; E&P 89 Est. 22,612
Co/NECMA 80 Cen. 280,597; E&P 89 Est. 303,219
NDM-ABC: (80) 21,520

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings | 4 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 536,774

**7 - ELECTRIC METERS:** Residence 22,103

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-74; Summer 35-91; Fall 51-89; Winter 3-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

**11 - TAP WATER:** Highly filtered, moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Greenwich Ave. & Putnam Ave.

**Neighborhood Shopping Areas**-Sound Beach Ave., Old Greenwich, Post Rd., Cos Cob; Byram; Riverside, W Putnam Ave.; Putnam Plaza, E Putnam Ave.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Thru-Way | 3 | Woolworth, A&P |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon.-Sun.

**13 - RETAIL OUTLETS: Discount Stores**-Caldor.

**Variety Stores**-Woolworth.

**Chain Supermarkets**-A&P 2; Grand Union 2; Finast; Food Mart 3; Grand Central.

**Other Chain Stores**-Ann Taylor; Benetton; Laura Ashley; Banana Republic; Victoria's Secret; Dress Barn.

**14 - NEWSPAPERS:** TIME (all day-mon to fri) 13,201; (m-sat) 12,384; (S) 13,219; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 E. Elm St., Greenwich, CT 06830; Tel. (203) 625-4400 or (203) 964-2402.

**National Representative**: Landon Associates.

## HARTFORD

**1 - LOCATION:** Hartford County (In Hartford-New Britain-Middletown-Bristol NECMA) E&P Map B-3, Capital. Midway between NY and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

**2 - TRANSPORTATION: Railroads**-Conrail (freight); Amtrak (passengers).

**Motor Freight Carriers**-82.

**Intercity Bus Lines**-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.

**Airlines**-USAir; American; Delta; Eastern; United; Pan American; Trans World; Piedmont; Air Ontario; Holiday; Mall; Continental Business Express; Eastern Express; American Eagle; Gull Air; Pan Am Express; Northwest.

**3 - POPULATION:**

Corp. City 80 Cen. 136,392; E&P 89 Est. 134,607
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 80 Cen. 809,208; E&P 89 Est. 850,030
NECMA 80 Cen. 1,053,806; E&P 89 Est. 1,125,557
City & RTZ-ABC: (80) 886,558

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 51,026; E&P 89 Est. 52,526
County 80 Cen. 289,658; E&P 89 Est. 308,729
NECMA 80 Cen. 372,122; E&P 89 Est. 411,226
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 14 | $5,895,005,000 |
| Savings & Loan | 13 | $3,540,452,000 |
| Commercial | 15 | $12,970,452,000 |

**6 - PASSENGER AUTOS:** County 512,964

**7 - ELECTRIC METERS:** Residence 49,700

**8 - GAS METERS:** Residence 30,524

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners (Av. Wkly. Wage)-Ins. 52,410 ($520); Trans. Equip. 41,778 ($623); Ret. 71,492 ($230); Mach. (exc. elect.) 14,534 ($601); Food 4,257 ($506).

**Principal Pay Days**-Mfg. Thur.; Ins. 15th & 30th; Trade Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring -6-97; Summer 36-102; Fall 12-96; Winter -26-70. First killing frost, Oct. 18; last killing frost, Apr. 19.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall; Pavilion at State House Square.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bishop's Corner(22) | 4 | Caldor |
| Bloomfield Wintonbury Mall(19) | 4 | Florence Travis |

| | | |
|---|---|---|
| Bristol Plaza(34) | 11 | Bradlees, Woolworth, Stop & Shop, D&L |
| Brookside Plz. (Enfield)(35) | NA<br>NA | Edward's Food Whse., Marshall's, Crazy Eddie |
| Burr Corners (Manchester) (20) | 10 | A&P, Caldor, Inside Outlet |
| Charter Oak Mall | 4 | Stop & Shop, Bradlees, Radio Shack, Walgreens |
| Foodmart(35) | 3 | Zayre, Fay's Drug, Foodmart, Thom McAn |
| Corbin's Corner(34) | 4 | Sears, Filene's Basement, Toys 'R Us, D&L, Alcott & Andrews |
| Crossroads Plz.(14) | 4 | Foodmart |
| Drake Hill Mall Simsbury(12) | 15 | Brooks Drug, Fitzgerald's, |
| East Brook Mall (Mansfield)(22) | 22 | Sage Allen, Caldor, A&P |
| East Hartford | 2 | Sage Allen |
| East Windsor | 8 | Cohoe's, Dansk |
| Elmwood | 4 | Foodmart, Channel, Caldor |
| Enfield Mall(29) | 14 | Bob's Stores |
| Enfield Sq.(57) | 15 | Steiger's, G. Fox, JCPenney, CVS |
| Farmington Valley Mall(30) | 10 | Sage Allen, D&L, Stop & Shop, Walgreens, Bradlees |
| Fox Run Mall(26) | 4 | Frank's, Radio Shack |
| K mart Plaza(3) | 5 | K mart, Finast |
| Goff Brook Mall(Weathersfield) | 5 | Three D, Bed & Bath, Peter Harris |
| Manchester Parkade(39) | 7 | Sears, Channel Anderson-Little, Bradlees, Stop & Shop |
| Jordan Lane Center (Wethersfield)(2) | 3 | K mart, Shop Rite. |
| Newington(12) | 10 | Warehouse Foods, Bradlees |
| Old Avon Village | 15 | Arrowhead Specialty, Thrifty Yankee |
| Prospect Plaza(15) | 3 | Edward's Food, Motomart |
| Putnam Bridge(16) | 3 | Zayre, TJ. Maxx |
| Silver Lane(25) | 3 | Burlington Coat Factory |
| Somerset Sq. (Glastonbury) | 4 | Bond & Green Lux |
| State Line (Enfield)(20) | 15<br>NA | Levitz, Shop-Rite, CVS, Zayre |
| Suffield Vlg.(28) | 25 | A&P |
| Caldor Plz.(14) | 6 | Caldor, Food Mart, Rite Aid |
| Tri City | 11 | Sage Allen, D&L, Regal's, Caldor, Finast |
| West Farms(151) | 4 | G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant, CVS |
| West Hartford/ K mart Plaza | NA | K mart, Foodmart |
| West Hartford | 4 | Sage Allen, CVS |
| Wetherfield(37) | 5 | Sage Allen, A&P, D&L, CVS |
| Windsor(60) | | Sage Allen, K mart, A&P, Radio Shack, CVS |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L.

**Discount Stores**-K mart 7; Paperama; Mars 2; Odd Lot; Caldor 12; Zayre 5; Bradlees 12.

**Variety Stores**-Fairway; Mars.

**Chain Drug Stores**-Walgreens 9; Maxwell 2; Modern 3; Liggett 2; CVS 20; Apothocary 3; Rite Aid 11; Brook's 11; Arthur's 6; Kazarian 3.

**Chain Supermarkets**-First Natl. 14; A&P 8; Stop & Shop 14; Shop-Rite 12; Foodmart 12; Frank's 2; Greenfields 6; Heartland Foods 3

**Other Chain Stores**-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lerner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3 Kinney Shoes 10; Channel 4; Rickel 2; Lechmere.

**14 - NEWSPAPERS:** COURANT (m) 225,418; (S) 312,020; Apr. 2, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Thomas Marquis, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.

**National Representative**. Million Market Times Mirror Marketing.

## MANCHESTER

**1 - LOCATION:** Hartford County (Hartford-New Britain-Middletown-Bristol NECMA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Arrow; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 31,058; E&P 89 Est. 31,033
NECMA 80 Cen. 1,053,806; E&P 89 Est. 1,125,557
County 80 Cen. 809,208; E&P 89 Est. 850,030
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

**4 - HOUSEHOLDS:**

City 80 Cen. 18,459; E&P 89 Est. 12,505
County 80 Cen. 289,658; E&P 89 Est. 308,729
NECMA 80 Cen. 372,122; E&P 89 Est. 411,226
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC:(80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $166,297,000 |
| Commercial | 8 | $3,235,998 |

**6 - PASSENGER AUTOS:** County 512,964

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Textiles; Parachutes; Reamers; Women's Garments; Elect. Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.

**Principal Industrial Pay Days**-Wed.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Main St. and Depot Sq.; Manchester Shopping Parkade.

**Nearby Shopping Centers**-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Tpke. & E. Center St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broad St. Parkade(32) | NA | Bradlees, Marshalls, Stop & Shop |
| Burr Corners(20) | NA | A&P, Channel Lumber, Caldor, Inside Outlet |
| Charter Oak (E. Hartford) | NA | Bradlees, Medi Mart, Stop & Shop, Radio Shack |
| E. Hartford Plaza(7) | NA | Sage-Allen |
| Elm Plaza (Enfield)(10) | NA | Caldor |
| Enfield Mall(30) | NA | |
| Enfield Sq.(56) | NA | G. Fox, Steiger's, JCPenney |
| K mart Plaza (Vernon)(15) | NA | K mart, First Nat'l |
| Manchester (Parkade)(56) | NA | Sears, D&L |
| Putnam Bdge. Plz. (E. Hartford)(4) | NA | Andy's Food Town, Zayre |
| Shop-Rite Plz.(10) | NA | Shop-Rite, Radio Shack |
| Stateline Plz. (Enfield)(18) | NA | Channel Lumber, Zayre, Levitz |
| Suffield Vlg.(20) | NA | A&P |
| Tri-City Plz.(31) | NA | Caldor, D&L, Finast, Sage-Allen |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Stores-Thur.; Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Marlow's; Sears.

**Discount Stores**-Caldor; Bradlees; Marshalls; K mart.

**Variety Stores**-Fairway.

**Chain Drug Stores**-Arthur's; Rite Aid; CVS.

**Chain Supermarkets**-A&P 2; Stop & Shop; Food Mart; Shop-Rite; Highland Park; Supreme Foods.

**Other Chain Stores**-Goodyear; S&H Green Stamps.

**14 - NEWSPAPERS:** MANCHESTER HERALD (e) 8,575; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Denise Santoro, Adv. Dir., HERALD, PO Box 591; Herald Sq., Manchester, CT 06040; Tel. (203) 643-2711.

**National Representative**. Landon Associates.

JOURNAL INQUIRER (e) 44,846; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data. William K. Sybert, Adv. Dir., JOURNAL INQUIRER, 306 Progress Dr., Manchester, CT 06040; Tel. (203) 646-0500.

**National Representative**. Landon Associates.

## MERIDEN-WALLINGFORD

**1 - LOCATION:** New Haven County, Hartford & Middlesex Tri County Area (In New Haven-Waterbury Meriden NECMA). E&P Map B-3. Industrial center. Interstate Hwys. 84, 91 & 691; CT Rts. CT Rts. 5, 10, 15 & 66.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Eastern; American; Pan Am; Delta; USAir; GOB; Newair; Air Wisconsin; United.

**3 - POPULATION:**

Corp. Cities 80 Cen. 94,392; E&P 89 Est. 99,305
Meriden 80 Cen. 57,118; E&P 89 Est. 59,856
Wallingford 80 Cen. 37,274; E&P 89 Est. 39,449
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
Co./NECMA 80 Cen. 762,977; E&P 89 Est. 794,072
City & RTZ-ABC: (80) 153,059

**4 - HOUSEHOLDS:**

Cities 80 Cen. 33,857; E&P 89 Est. 36,958
Meriden 80 Cen. 21,051; E&P 89 Est. 23,206
Wallingford 80 Cen. 12,806; E&P 89 Est. 13,752
Co./NECMA 80 Cen. 271,542; E&P 89 Est. 293,356
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Cml. | 20 | $612,219,825 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residence 29,425

**8 - GAS METERS:** Residence 10,695

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Silverware 150; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Util. 1,100; Filters 800; Medical R&D 1,000; Automotive 800; Paper Boxes 350; Pharmaceutical & Biomedical 1,500; Jewelry Mfg. 400; Electronics 300; (Av. Wkly. Wage $460).

**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.

**Neighborhood Shopping Centers**-Broad & E Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wallingford Plz.(11) | NA | K mart, Rite Aid, Finast |
| Tower Sq. Plz.(9) | NA | Tower Travel |
| Caldor Plaza(8) | NA | Caldor |
| Centennial Plz.(17) | NA | Pearle Vision Center, Ames, Finast |
| Meriden Sq.(56) | NA | G. Fox, JCPenney, |
| Meriden Parkade (10) | NA | CVS, Zayre Everybody's |
| Lincoln Plz.(8) | NA | Shop Rite, Rite Aid |
| Town Line Plz. | NA | Bradlees, Shop Rite, Marshalls, Rickels |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Downtown Thur.; Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-G. Fox & Co.; JCPenney; D&L.

**Discount Stores**-Ames; Caldor 2; K mart 3; Zayre 2; Bradlees; Best Buys; Home Depot; Nu-Stars.

**Chain Drug Stores**-Courtesy; Stimpson 2; Rite Aid 4; CVS 5; Brooks 3.

**Chain Supermarkets**-Finest 2; Barker's; Caplan's; Food Mart 2; Shop-Rite 3; Everybody's 3; Stop & Shop 2; Towne & County; Edwards.

**Other Chain Stores**-Thom McAn; Singer Co.; Firestone 2; Baker's Shoes; Chess King; Kinney Shoes; Lerner Shops; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Vision Centre; Morrisons; Great Expectations; Mother Cape; Prague Shoes; A.S. Beck, Nature Foods; Life Uniform; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Sherwin-Williams; Roy Rogers; Pizza Hut; Carvel.

**14 - NEWSPAPERS:** RECORD-JOURNAL (m) 31,172; (S) 30,380; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450; Tel. (203) 235-1661; FAX (203) 639-0120.

**National Representative**: Branham/Newspaper Sales.

## MIDDLETOWN

**1 - LOCATION:**-Middlesex County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3, County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 17, 72 and 157.

**2 - TRANSPORTATION: Railroads**-Valley Division of NY; NH&H.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Connecticut Co.; Interstate; Greyhound; Trailways of New England; Peter Pan.

**3 - POPULATION:**

Corp. City 80 Cen. 39,040; E&P 89 Est. 42,916
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670
County 80 Cen. 129,527; E&P 89 Est. 146,650
NECMA 80 Cen. 1,053,806; E&P 89 Est. 1,125,557
City & RTZ-ABC: (80) 163,358

**4 - HOUSEHOLDS:**

City 80 Cen. 14,130; E&P 89 Est. 15,883
County 80 Cen. 45,922; E&P 89 Est. 52,300

NECMA 80 Cen.372,122; E&P 89 Est. 411,226
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | N.A. |
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 88,633

**7 - ELECTRIC METERS:** Residence 17,326

**8 - GAS METERS:** Residence 4,040

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Total 49,080; Mfg. 10,080; Durable Goods 8,240, Nondurable Goods 1,840; Non-Mfg. 39,000; Constr. 2,090; Trans. 570; Commun. & Util. 810; Trade 9,110; Whol. 1,350 & Ret. 7,760; Fin., Ins. & R.E. 7,710; Service 12,040; Gov't 6,640; Federal 210, State & Local 6,460.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3; last killing frost, Apr. 4.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Clocktower Shops(14) | NA | Weathervane |
| Metro Sq.(19) | NA | Waldbaum's, CVS |
| Riverview Ctr.(8) | NA | Sears |
| South Main Ctr.(5) | 3 | Bradlees, Stop & Shop, Cash True Value |
| Middletown Plz.(20) | 4 | Waldbaum's, Motormart, Radio Shack, Ct., Beverage Mart |
| Washington Plz.(15) | 4 | Shop Rite, Caldor, Grossman's, CVS |
| Cromwell Sq.(16) | 5 | K mart, Radio Shack, Cherry Web & Touraine |
| Cromwell Commons (14) | 7 | Conn. Travel, Firestone, Blimpie's, Burger King |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Closed**-About 10% on Mon.
**Stores Open Evenings**-All Fri., some Tues., Thur., Sears-Every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Bob's Stores; The Weathervane.
**Discount Stores**-Bradlees 2; K mart.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-CVS Pharmacy 2.
**Chain Supermarkets**-First National; Stop & Shop 2; Mott's Shop Rite; Waldbaum's 2.
**Other Chain Stores**-Kabel's; Amato's; Prague Shoes; JoAnn Fabrics.

**14 - NEWSPAPERS:** PRESS (e) 19,479; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
**National Representative**: Landon Associates.

## MILFORD

**1 - LOCATION:** Hartford County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P B-4. Hwys. 1A, 122.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 49,101; E&P 89 Est. 47,905
NDM-ABC: (80) 49,101
Co./NECMA 80 Cen. 762,977; E&P 89 Est. 794,072
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,526; E&P 89 Est. 17,301
NDM-ABC: (80) 16,857
Co./NECMA (80) Cen. 271,542; E&P 89 Est. 293,356

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 8 | $960,736,687 |
| Commercial | 8 | $6,913,355,350 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residence 20,440

**8 - GAS METERS:** Residence 10,217

**9 - PRINCIPAL INDUSTRIES:** Razors; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors; Computer Software and Services; Jai Alai; Trucking.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-68; Summer 60-90; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

**11 - TAP WATER:** Hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Conn. Post(63) | 2 | Brooks, Caldors, Stop & Shop |
| Cherry St. Plaza(10) | NA | Mars |
| Liberty Rock Plaza(10) | NA | K mart, Waldbaum, Rite Aid |
| Loehmann's Plaza | NA | Loehmann's |
| Turnpike Sq.(15) | NA | Channel, Waldbaum |
| Grand Central Plaza(6) | 2 | Grand Central |

**13 - RETAIL OUTLETS: Discount Stores**-Caldor; K mart; CWT.
**Chain Drug Stores**-Rite Aid; Brooks.
**Chain Supermarkets**-Stop & Shop; Shop-Rite; Waldbaum; Pathmark.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri) 6,817; (S) 8,744; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Nancy Judd, Adv. Dir., CITIZEN, 349 New Haven Ave.; PO Box 589, Milford, CT 06460; Tel. (203) 874-1691.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## NAUGATUCK

**1 - LOCATION:** New Haven County, (In Waterbury MSA). E&P Map B-3; about midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-New England Trans.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Trans.

**3 - POPULATION:**
Corp. City 80 Cen. 26,456; E&P 89 Est. 29,427
Co./NECMA 80 Cen. 762,977; E&P 89 Est. 794,072

**4 - HOUSEHOLDS:**
City 80 Cen. 9,345; E&P 89 Est. 10,934
Co/NECMA 80 Cen. 271,542; E&P 89 Est. 289,034

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $6,978,646 |
| Savings & Loan | 1 | $74,599,159 |
| Savings | 1 | $134,907,558 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residence 11,825

**8 - GAS METERS:** Residence 4,162

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Church St.; 1 on Main St.; 2 on Rubber Ave.; Mountview Plaza; 1 on New Haven Rd.
**Neighborhood Shopping Centers**-Union City; Glenridge; Rubber Ave.
**Principal Shopping Days**-Thur., Fri.
**Stores Closed**-Mondays during summer months.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Rubin's; Raphael's; Rosenblatt's; Breen's; Ames; Worth's.
**Variety Stores**-G.C. Murphy.
**Chain Drug Stores**-Brooks; CVS; Rite Aid.
**Chain Supermarkets**-First National; Stop & Shop.

**14 - NEWSPAPERS:** NEWS (e) 6,500; sworn Oct. 31, 1988.
**Local Contact** for Advertising and Merchandising Data: David Nahan, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
**National Representative**: Landon Associates.

## NEW BRITAIN

**1 - LOCATION**: Hartford County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Rtes. 5, 6, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Vermont Transit.
**Airlines**-25 mi. from Bradley International Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 73,840; E&P 89 Est. 73,677
NDM-ABC: (80) 142,241
County 80 Cen. 809,208; E&P 89 Est. 850,030
NECMA 80 Cen. 1,053,806; E&P 89 Est. 1,125,557
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 28,539; E&P 89 Est. 29,702
County 80 Cen. 289,658; E&P 89 Est. 308,729
NECMA 80 Cen. 372,122; E&P 89 Est. 411,226
NDM-ABC: (80) 51,916

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | N.A. |
| Savings & Loan | 1 | N.A. |
| Commercial | 2 | N.A. |

**6 - PASSENGER AUTOS**: County 512,964

**7 - ELECTRIC METERS:** Residence 52,000

**8 - GAS METERS:** Residence 28,854

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 24,070 ($402); Primary and Fabricated Metals 10,000 ($371); Hardware 10,000 ($389); Mach. 8,940 ($439); Elect. and Trans. Equip. 5,600 ($470); Other Mfg. 4,000 ($301); Total non-agriculture wage and salary workers 61,400.
**Principal Pay Days**-Tues., Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First killing frost, Oct. 17; last killing frost, Apr. 19.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St.; 2 on W. Main; 1 on Arch St.; 4 on Broad St.; 2 on E. Main.
**Neighborhood Shopping Centers**-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd., Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Webster Sq.(15) | 5 | Woolworth, Food Mart, Mars |
| Corbins Corner(34) | 5 | Sears, D&L, Toys 'R Us |
| Twin City Plaza(8) | 2 | Finast, Twin City Drug |
| K mart Plaza | 5 | K mart, Food Mart, T.J. Maxx |
| Farmingdale Plaza(6) | 2 | Sussman's, Giant Food, Caldor |
| Newbrite Plaza(25) | NA | Radio Shack, Finast |
| Stanley Plaza | 3 | Bradlees |
| Ferndale Plaza | 3 | Sussman's, Giant Food, Ferndale Drug |
| Meriden Square Mall(40) | 8 | JCPenney, G. Fox & Co. |
| West Farms Mall(100) | 5 | JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor |
| Plainville | 3 | Radio Shack, Mars |
| Queen Plaza(12) | 9 | Zayre, Shop-Rite |
| Caldor Village | 10 | Caldor, Food Mart |
| Newington(3) | 7 | Bradlees, Greenfield's |
| Town Line(14) | 10 | Food Mart, Caldor |
| Northwood Plaza | 5 | Food Mart |
| Southington Shopade(9) | 8 | Carpet Factory, Edward's |
| Prospect Plaza(10) | 10 | Edward's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Mon. (partial).
**Stores Open Evenings**-Food-Wed., Thur., Fri.
Others Thur., Fri. Most malls & plazas open eves. except Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears, K mart.
**Discount Stores**-Bradlees; Zayre; Caldor; K mart; Mars; Big L Discounts.
**Variety Stores**-Woolworth; Daffodil Inc.; Showcase; BD's.
**Chain Drug Stores**-Rite Aid; Arrow 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2.
**Chain Supermarkets**-Finast 4; Food Mart 5; Shop-Rite 2; Greenfields 3; Stop & Shop 2; A&P; Sussman's Giant 3; Heartland.
**Other Chain Stores**-Sherwin-Williams; Firestone; Thom McAn; Anderson-Little; Singer Co.; Marshalls; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Shoe Town; Grossman's.

**14 - NEWSPAPERS:** THE HERALD (e) 37,742; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Netupski, V.P.-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
**National Representative**: Landon Associates.

## NEW HAVEN

**1 - LOCATION:** New Haven County (In New Haven-Waterbury-Meriden NECMA). E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Maimi, Montreal, NY, Washington, DC and points west.

**2 - TRANSPORTATION: Railroads**-Conrail-Amtrak; 14th most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
**Motor Freight Carriers**-78.
**Intercity Bus Lines**-Arrow; New England Transit; Peter Pan; Trailways.
**Freight Steamship Lines**-20.
**Airlines**-Air Wisconsin; Business Express.
**Limousine Service**-Passenger service to Kennedy & LaGuardia Intl. Airports (NYC) & Bradley Intl. Airport (Hartford); Newark Airport (NJ).

**3 - POPULATION:**
Corp. City 80 Cen. 126,109; E&P 89 Est. 125,490
NDM-ABC: (80) 646,053
Co/NECMA 80 Cen. 762,977; E&P 89 Est. 794,072

**4 - HOUSEHOLDS:**
City 80 Cen. 50,634; E&P 89 Est. 49,073
Co./NECMA 80 Cen. 271,542; E&P 89 Est. 293,356
NDM-ABC: (80) 228,099

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 58 | $20,155,162,000 |
| Savings & Loan | 14 | $1,158,386,000 |
| Commercial | 44 | $9,620,228,000 |
| Credit Unions | 122 | N.A. |
| National | 17 | $12,270,699,000 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residential and Commercial customers 55,910 (City)

**8 - GAS METERS:** New Haven area 77,641

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Non-Agric. Employment 205,930; Mfg. 39,390 ($371); Apparel & Leather 1,510 ($198); Printing & Pub. 3,360 ($371); Chem. 1,950 ($452); Rubber & Misc. Plastics 1,590 ($342); Primary Metals 2,870 ($433); Fabricated Metals 5,970 ($368); Mach. 2,440 ($391); Elect. & Trans. Equip. 9,490 ($419); Instruments 1,340; Other Mfg. 8,930 ($319); Non-Mfg. 166,540; Constr. 8,300; Trans. (incl. R.R.) 5,720; Commun. & Util. 7,610; Trade 49,080 (Whol. 12,940, Ret. 36,140); Fin., Ins. & R.E. 12,310; Service (incl. Nonprofit) 55,970; Gov't 24,640.

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Av. Temp.-Spring 47; Summer 69; Fall 53; Winter 30. First killing frost, Nov. 15; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-In downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Acme Mall | 3 | Ames, Everybody's |
| Amity Center | 7 | McCrory, Stop & Shop |
| Ansonia Mall | 10 | K mart |
| Branford | 5 | Stop & Shop |
| Branhaven | 4 | Caldor, Waldbaum's |
| Connecticut Post | 12 | Alexanders, Caldor, Stop & Shop |
| Crystal Mall | 45 | Filene's, JCPenney, Jordan Marsh, Sears |
| Drazen | 9 | Lloyd Home & Bldg. Ctr. |
| Edward's/T.J. Maxx | 10 | Medi-Mart |
| Hamden Mart | 6 | Howlands, Arthur's, Bradlees, Stop & Shop |
| Hamden Plaza | 6 | Marshall's, Child World, Consumer Distrib. |
| Hawley Square | 18 | Caldor, Sage Allen |
| Exit 51/I-95 Plaza | 8 | K mart |
| Maple Croft | 14 | Marshall's, Stop & Shop |
| Meriden Square | 20 | JCPenney, G. Fox |
| Montowese | 4 | Finast, Mar's |
| Naugatuck Valley | 20 | G. Fox, Sears |
| New Haven Plaza | 3 | Ames |
| Orange Derby | 9 | Read's, Klarides Supermarket |
| Queen Plaza | 22 | K mart |
| Sears | 8 | Sears |
| Trumbull Park | 20 | G. Fox, Read's |
| Turnpike Square | 12 | Channel, Waldbaum's |
| Wallingford Plz. | 15 | K mart, Finast |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Macy's-Mon. through Fri.; Sears-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Macy's; Alexanders; Howland's; G. Fox; Read's; Sage-Allen; Ames.

**Discount Stores**-Amazings; Bradlees; Caldor; Channel; Marshall's; K mart; Mar's; Railroad Salvage.

**Variety Stores**-Kresge; American Discount.

**Chain Drug Stores**-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreens 3.

**Chain Supermarkets**-First National 4; Greenfield's Warehouse Foods; Stop & Shop 15; Waldbaum's/Food Mart 5; Pathmark 3; Klaride 2; Everybody's 5; Cheshire IGA 2, Grand Central 4.

**Other Chain Stores**-Anderson-Little; Arthur's; Baker Shoe; A.S. Beck; Bennetton; Bernie's; Brian Alden; Brooks; Carol-Ann Dress Shops; Casual Corner; Cherry-Webb & Touraine; Childworld; Crazy Eddie; Curtis Mathes; Donlevy's; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Goodyear; Grossmans; Hickory Farms; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Levitt's; Lloyd's; Michael's Jewelers; Odd Lot Trading; Pearl Vision Center; J. Press; Radio Shack; Sherwin-Williams; Shoe Town; Spencer Gifts; Thayer McNeil; The Gap; Toys-R-Us; Thom McAn; Uniroyal.

**14 - NEWSPAPERS:** REGISTER (m) 103,507; (S) 139,506; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael R. Vanacore, Adv. Dir. or Henry S. Misiak, Jr., Asst. Adv. Dir., REGISTER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.

**National Representative**: Landon Associates.

## NEW LONDON

**1 - LOCATION:** New London County, E&P Map C-3 (In New London-Norwich NECMA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

**2 - TRANSPORTATION: Railroads**-Amtrak; Central Vermont & Grant Trunk (freight).

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.

**Airlines**-Pilgrim; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 28,842; E&P 89 Est. 27,330

Co./NECMA 80 Cen. 238,115; E&P 89 Est. 259,356

CZ-ABC: (80) 87,747

RTZ-ABC: (80) 87,220

City & RTZ-ABC: (80) 174,967

**4 - HOUSEHOLDS:**

City 80 Cen. 10,461; E&P 89 Est. 10,126

Co./NECMA 80 Cen. 81,814; E&P 89 Est. 92,541

CZ-ABC: (80) 29,453

RTZ-ABC: (80) 29,425

City & RTZ-ABC: (80) 58,878

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 8 | N.A. |
| Savings & Loan | 5 | N.A. |
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 136,379

**7 - ELECTRIC METERS:** Residence City 12,125

**8 - GAS METERS:** City 7,963

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| New London(13) | 1 | First Natl., Burlington Coat |
| Crystal Mall(150) | 3 | Jordan Marsh, Sears, JCPenney, Filene's |
| New London Mall(34) | 1 | Bradlee's, Marshall's |
| Waterford(20) | 2 | A&P, Steinbachs Benney's |
| Waterford Plz.(12) | 3 | Stop & Shop, Medi Mart |
| Groton Shprs. Mart(25) | 3 | Bradlees, T.J. Maxx, Stop & Shop |
| Caldor | 3 | Shop-Rite, Caldor |
| Olde Mistick Village(46) | 8 | Colonial Mkt. |
| Flanders Plaza(17) | 7 | IGA |
| Niantic Village | 6 | Mitchell's Market |

**Principal Shopping Days**-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown on Fri.; Shopping Centers, most every evening.

**13 - RETAIL OUTLETS: Department Stores**-Steinbach's; Sears; Bradlees; Caldor's; T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney; Sage-Allen.

**Discount Stores**-Bradlees; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Marshall's; Burlington Coat.

**Chain Drug Stores**-Rite Aid; CVS; Brooks Discount; Medi Mart.

**Chain Supermarkets**-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite; Waldbaum's.

**Other Chain Stores**-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames; Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; D & L; Toys 'R Us; Kids 'R Us.

**14 - NEWSPAPERS:** THE DAY (m) 37,248; (S) 41,625; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Timothy Clements, Display Adv. Mgr., THE DAY, 47 Eugene O'Neill Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.

**National Representative**: Branham/Newspaper Sales.

## NORWALK

**1 - LOCATION:** Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA) E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Rt. 1, on Merritt Pkwy.; Connecticut Tpke., & is terminus of Rt. 7, the Ethan Allen Hwy.

**2 - TRANSPORTATION: Railroads**-Amtrak; Metro-North.

**Motor Freight Carriers**-55.

**Intercity Bus Lines**-Trailways; Connecticut Transit; Wheels (City Service).

**3 - POPULATION:**

Corp. City 80 Cen. 77,767; E&P 89 Est. 76,963

CZ-ABC: (80) 77,767

Bal. in NDM-ABC: (80) 48,925

Total NDM-ABC: (80) 126,692

Co/NECMA 80 Cen. 809,061; E&P 89 Est. 842,475

**4 - HOUSEHOLDS:**

City 80 Cen. 28,309; E&P 89 Est. 29,574

Co/NECMA 80 Cen. 280,597; E&P 89 Est. 303,219

CZ-ABC: (80) 28,309

Bal. in NDM-ABC: (80) 16,205

Total NDM-ABC (80) 44,514

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 13 | N.A. |

**6 - PASSENGER AUTOS:** County 536,774

**7 - ELECTRIC METERS:** Residence 52,603

**8 - GAS METERS:** Residence 12,970

**9 - PRINCIPAL INDUSTRIES:** Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prods.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Caldor(6) | NA | Caldor Discount |
| Gateway(14) | NA | Staples |
| Norwalk Mall(15) | NA | Pathmark |
| Strawberry Hill(13) | NA | Grand Union |
| County Mall(8) | NA | Consumer's Dist. |
| Electra Plz.(7) | NA | Bradlees |
| Food Emporium Plz.(8) | NA | Food Emporium |
| Darinor(10) | NA | Caldor |
| Rickel's Plz.(6) | NA | Rickel's |
| Center 7(8) | NA | Burger King |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Steinbach.

**Variety Stores**-H.L. Green/McCrory's.

**Discount Stores**-Caldor; Leon's Norwalk Sales; Bradlees; Rickel's; Amazing; Crazy Eddie; Norwalk Factory Outlet.

**Chain Supermarkets**-Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium.

**14 - NEWSPAPERS:** THE HOUR (e) 21,294; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William S. Dillon, Admin. Adv. Dir. or B.J. Frazier, V.P., Sales & Mktg., THE HOUR, 346 Main Ave., Norwalk, CT 06851; Tel. (203) 846-3281.

**National Representative**: Landon Associates.

## NORWICH

**1 - LOCATION:** New London County, (In New London-Norwich NECMA). E&P Map C-3, County Seat. On Conn. Tpke. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester and Providence.

**2 - TRANSPORTATION: Railroads**-Consolidated Rail; Central Vermont (freight); Providence & Worcester.

**Motor Freight Carriers**-25.

**Intercity Bus Lines**-Arrow; Eastern; Greyhound; Savin; Bonanza.

**Airlines**-USAir; Business Express; Coastal Air Service.

**3 - POPULATION:**

Corp. City 80 Cen. 38,074; E&P 89 Est. 36,090

NDM-ABC: (80) 144,193

Co/NECMA 80 Cen. 238,115; E&P 89 Est. 259,356

**4 - HOUSEHOLDS:**

City 80 Cen. 14,320; E&P 89 Est. 13,866

NDM-ABC: (80) 49,938

Co/NECMA Cen. 81,814; E&P 89 Est. 92,541

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $51,306,000 |
| Savings | 3 | $346,458,000 |

**6 - PASSENGER AUTOS:** County 136,379

**7 - ELECTRIC METERS:** Residence 16,930

**8 - GAS METERS:** Residence 7,950

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost Apr. 18.

**11 - TAP WATER:** Acid, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-25 blocks on Main; N Main; Broadway; Franklin; Water; Thames.

**Neighborhood Shopping Centers**-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Meadows(15) | 1 | Reid & Hughes |
| Westgate(5) | 1 | New England Rental Center |
| Norwichtown(39) | 1 | Stop & Shop, Caldor |
| Ames Plz.(6) | 1 | Ames |
| Marcus Plz.(8) | 1 | Zayre, Price-Rite, |
| Crystal Mall(130) | 12 | Jordan Marsh, Sears, JCPenney, Filene's |
| Waterfall Mall(12) | 12 | Steinbergs Carpet Factory |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Thur., some Fri., Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Reid & Hughes; Jordan Marsh; JCPenney; Filene's; Sears; Herman's.
**Discount Stores**-Mr. Big; Caldor; Zayre; Ames.
**Chain Drug Stores**-Vernon; Genovese; M-D; Brooks; CVS.
**Chain Supermarkets**-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price Rite; Better Val-U; Big Y.
**Other Chain Stores**-Benney's; Sherwin-Williams; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys R Us.

**14 - NEWSPAPERS:** BULLETIN (m) 33,865; (S) 39,173; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
**National Representative**: Gannett National Newspaper Sales.

## STAMFORD

**1 - LOCATION:** Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA). A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1); Merritt Pkwy. (Rte. 15); Connecticut Tpke. (I-95).

**2 - TRANSPORTATION: Railroads**-New Haven Div. Conrail Main Line & New Canaan Branch.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Connecticut Transit Co.; Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 102,453; E&P 89 Est. 97,760
CZ-ABC: (80) 102,466
Bal. in NDM-ABC: (80) 36,823
Co./NECMA 80 Cen. 809,061; E&P 89 Est. 842,475
Total NDM-ABC: (80) 139,289
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 38,378; E&P 89 Est. 38,657
Co./NECMA 80 Cen. 280,597; E&P 89 Est. 325,294
CZ-ABC: (80) 38,378
Bal. in NDM-ABC: (80) 12,259
Total NDM-ABC: (80) 50,637

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings | 4 | N.A. |
| Fed. Sav. & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 536,774

**7 - ELECTRIC METERS:** Residence 37,849

**8 - GAS METERS:** Residence 16,077

**9 - PRINCIPAL INDUSTRIES:** Electronics; Food, Drug & Cosmetics; Elect.; Aircraft; Die Casting; Metals; Mach.; Apparel & Textile Prods.; Printing & Pub.; Chem., Electronic research laboratories. Headquarters for numerous major corporations.
**Principal Industrial Pay Days**-Thur., Fri.

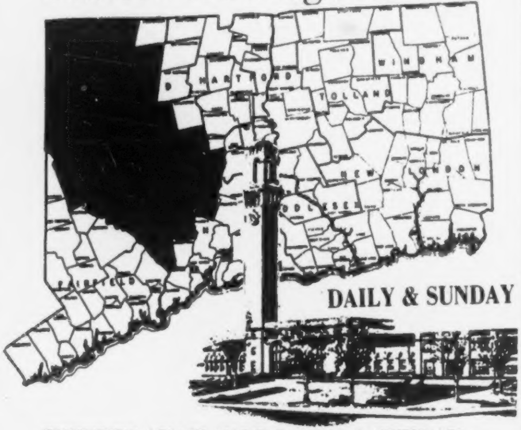
**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

**11 - TAP WATER:** Slightly acid, moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Main; Atlantic; Bedford and Broad Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Stamford Town Ctr. | NA | Macy's, JCPenney, Saks |
| Ridgeway(75) | 2 | Sears, Sage-Allen, Grand Central Mkt., Consumer's Distributing |
| Thru-way | 4 | Woolworth, A&P |
| Glenbrook | 3 | Woolworth, Finast |
| Newfield | 2 | Syl May, Grade A Mkt. |
| Grand Central | 4 | Grand Central Mkt. |
| Bull's Head | 3 | Radio Shack, Finast |
| Springdale | 4 | Palmer's Food |



CONNECTICUT'S
Fastest Growing Market

DAILY & SUNDAY

INSERTS AVAILABLE DAILY & SUNDAY
TOTAL MARKET COVERAGE AVAILABLE
(Through Weekly Solo Package)
BREAKDOWN BY ZIPS AVAILABLE

WATERBURY REPUBLICAN
The American
THE SUNDAY REPUBLICAN

389 Meadow St., Waterbury, CT. 06702
For Additional Information
203-574-3636 — National Adv.

(Circle No. 8 on Market Request Card)

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon.-Sat.; Food: Mon.-Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Bloomingdale's; Macy's; JCPenney; Sage-Allen; Lord & Taylor; Caldor; Saks Fifth Avenue.
**Chain Drug Stores**-Syl-May; Caldor; Walgreens; Genovese.
**Chain Supermarkets**-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.
**Variety Stores**-Woolworth.
**Other Chain Stores**-Pier I Imports; Benetton; Ann Taylor; Talbot's; Aca Joe's; Banana Republic; Bombay Co.; The Gap; Herman's; Kinney; The Narragansett; Victoria's Secret; Wallach's; William's-Sonoma; Burberry; 9 West; Capezio; Casual Corner; Crabtree & Evelyn; Galo Shoes; Gantos; The Limited; Firestone; Radio Shack; Brooks Brothers; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwartz; Doubleday Books; Murphy & Johnston; Laura Ashley; Shoe Town.

**14 - NEWSPAPERS:** ADVOCATE (all day - mon to fri) 30,607; (m-sat) 29,193; (S) 38,351; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., ADVOCATE, 75 Tresser Blvd.; P.O. Box 9307, Stamford, CT 06904; Tel. (203) 964-2200.
**National Representative**: Landon Associates; Million Market Times Mirror Marketing.

## TORRINGTON

**1 - LOCATION:** Litchfield County, E&P Map B-3. Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202 & 272.

**2 - TRANSPORTATION: Railroad**-Conrail (freight only).
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Arrow; Bonanza; E. J. Kelley Co.

**3 - POPULATION:**
Corp. City 80 Cen. 30,987; E&P 89 Est. 30,745
CZ-ABC: (80) 30,987
RTZ-ABC: (80) 40,710
County 80 Cen. 157,419; E&P 89 Est. 165,943
City & RTZ-ABC: (80) 71,697

**4 - HOUSEHOLDS:**
City 80 Cen. 11,995; E&P 89 Est. 12,556
CZ-ABC: (80) 11,995
RTZ-ABC: (80) 14,078
County 80 Cen. 55,667; E&P 89 Est. 62,178
City & RTZ-ABC: (80) 26,073

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 4 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 106,297

**7 - ELECTRIC METERS:** Residence 9,519

**8 - GAS METERS:** Residence 5,170

**9 - PRINCIPAL INDUSTRIES:** Bearings; Spring and Mill Mach.; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Prods.; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

**11 - TAP WATER:** Acid, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd.; Rte. 8.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plaza(9) | NA | K mart, Fayva, Shop-Rite |
| Torrington(31) | NA | Star's Dept., A&P |
| Parkade(27) | NA | Greenfields Foods, Caldor |
| Downtown(32) | NA | JCPenney, Bradlees |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Caldor; JCPenney.
**Discount Stores**-Star's; Bradlees; Caldor; K mart.
**Chain Drug Stores**-Rite Aid; Fay's.
**Chain Supermarkets**-First National; A&P; IGA; Allied Grocers 5; Shop-Rite; Greenfield's Foods.
**Other Chain Stores**-Singer Co.; Radio Shack.

**14 - NEWSPAPERS:** REGISTER CITIZEN (m) 16,735; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Stephen Elkins, Adv. Dir., REGISTER CITIZEN, 190 Water St.; PO Box 58, Torrington, CT 06790; Tel. (203) 489-3121.
**National Representative**: Landon Associates.

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### WALLINGFORD
See MERIDEN-WALLINGFORD

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## WATERBURY

**1 - LOCATION:** New Haven County (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3. 89 mi. from NYC; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-(Transportation Services)-Tose, Inc.; Northern Penn; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways; United Parcel Terminal.
**Intercity Bus Lines**-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound.
**Airlines**-Bradley International, Hartford-Springfield: American; USAir; Delta; Eastern; Mall; Best; Holiday; Piedmont· Pilgrim; Bar Harbor; Air Ontario; Republic; Ransome; Trans World; United; Empire.

**3 - POPULATION:**
Corp. City 80 Cen. 103,266; E&P 89 Est. 99,855
CZ-ABC: (80) 161,589
RTZ-ABC: (80) 125,274
Co/NECMA 80 Cen. 762,977; E&P 89 Est. 794,072
City & RTZ-ABC: (80) 286,863
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 38,035; E&P 89 Est. 38,689
Co/NECMA 80 Cen. 271,542; E&P 89 Est. 293,356
CZ-ABC: (80) 57,774
RTZ-ABC: (80) 43,524
City & RTZ-ABC: (80) 101,298

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $1,251,586,000 |
| Savings & Loan | 3 | $860,359,000 |
| Commercial | 5 | $4,949,407,850 |

**6 - PASSENGER AUTOS:** County 458,953

**7 - ELECTRIC METERS:** Residence 82,813

**8 - GAS METERS:** Residence 29,607

**9 - PRINCIPAL INDUSTRIES:** Medical Supplies & Equip.; Electronic Components; Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chem.; Electromech. Devices; Undergarments. Total 106,010 Wage Earners (Av. Wkly. Wage $271).
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

**11 - TAP WATER:** Neutral, moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.

**Neighborbood Shopping Centers**-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bradlee Plaza(2) | NA | Stop & Shop, Bradlees |
| Colonial(45) | NA | McCrorys, Radio Shack |
| Mattatuck Mall | NA | Shop-Rite, Channel, Pathmark |
| Meriden Road(5) | NA | Mont. Ward Service Mdse. |
| Naugatuck(52) | NA | G. Fox, Sears |
| Shoppers Corner | NA | K mart, Shopper's World |
| Waterbury Plz.(31) | NA | Super Stop & Shop, Bradlees |

**City Zone Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Watertown(6) | 6 | First Natl., Marshall's |
| Maple-Croft | 8 | Marshall's, Stop & Shop |
| Cheshire(15) | 10 | Richland Home & Auto, Grand Union |
| Pioneer | 3 | La Bonne's Epicure |
| Prospect(15) | 5 | Oliver's |
| Wolcott(9) | 5 | Pat's IGA |
| Queen Plaza | 10 | |
| Meriden Square | 14 | JCPenney, G. Fox |
| Mt. View | 7 | Ames, Stop & Shop, Super S&S |
| 10 Acre Mall | 5 | K mart, Gran Central |
| Southbury Plz.(36) | 10 | Grand Union, Jordan Marsh |

**Principal Shopping Days**-Wed. through Sun.

**Stores Open Evenings**-Tues., Thur., Shopping centers: Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Howland-Hughes; Sears; G. Fox; JCPenney; Jordan Marsh.

**Discount Stores**-Shopper's World; Bradlees 2; Caldor; Ames.

**Variety Stores**-Woolworth, McCrory's; K mart 3; Marshalls 2; Zayre; T.J. Maxx.

**Chain Drug Stores**-Brooks 4; Drug City; CVS 2; Rite Aid 2; Walgreens; Genovese.

**Chain Supermarkets**-A&P 4; First National 5; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Anthony; Grand Union; Gran Central; Edwards.

**Other Chain Stores**-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Langley's; Stowell's Jewelers; Levitz Furniture; Puritan Furniture; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; General Nutrition Centers; Motomart; Lloyd Lumber; Grossman's; Roberts; Radio Shack; Wareguard; Lazy Boy; Dress Barn; Applause Video; Opticare; Lens Crafters; Trim Fashions; L.R. Smith; Window World; Mineke; Performance Centers of Amer.; Firestone; Pie Plate; Hermann's; Record Town; AAA Travel; Fashion Bug; Strawberries; Computerland; Mr. Nicks; Rent America; Record World; New England Health; Grease & Co.; Axlerod Tire; Popeyes; Amazing Stores.

**14 - NEWSPAPERS:** REPUBLICAN (m) 39,465; AMERICAN (e-mon to fri) 25,519; REPUBLICAN (S) 73,487; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joseph E. Healey, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St.; PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## WILLIMANTIC

**1 - LOCATION:** Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. Hwys. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. E of Hartford; 50 mi. W of Providence; 25 mi. N of New London.

**2 - TRANSPORTATION: Railroads**-Central Vermont; Providence & Worchester.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Blue Line; Bonanza.

**3 - POPULATION:**

Corp. City 80 Cen. 14,652; E&P 89 Est. 15,138
NDM-ABC: (80) 57,002
County 80 Cen. 92,514; E&P 89 Est. 98,834

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,414; E&P 89 Est. 5,813
County 80 Cen. 32,209; E&P 89 Est. 36,455
NDM-ABC: (80) 17,316

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 5 | $37,800,000 |
| Savings & Loan | 1 | $36,000,000 |
| Commercial | 2 | $130,338,000 |

**6 - PASSENGER AUTOS:** County 51,418

**7 - ELECTRIC METERS:** Residence 7,285

**8 - GAS METERS:** Residence 3,641

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Insulating Prods. (wire & cable) 1,100; Univ. of Connecticut 4,190; Eastern Conn. State Univ. 325; Windham Conn. Mem. Hosp. 625.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Area**-6 blocks on Main St.; W Main St.; Rt. 195.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Willimantic Plaza(12) | 2 | JCPenney |
| Storrs Plaza | 9 | A&P |
| East Brook(45) | NA | Sage-Allen, Caldor |

**Principal Shopping Days**-Thur., Fri., Sat. and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sage-Allen.

**Discount Stores**-Caldor; JCPenney.

**Chain Drug Stores**-CVS 3; Medical Phcy. 2; Rite Aid.

**Chain Supermarkets**-Stop & Shop; Shop-Rite; Universal 3; New England 2; IGA; Waldbaum.

**Other Chain Stores**-Sherwin-Williams.

**14 - NEWSPAPERS:** CHRONICLE (e) 11,209; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William Flaucher, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.

**National Representative**: Landon Associates.

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# DELAWARE SURVEYS

### PRIMARY METROPOLITAN STATISTICAL AREA

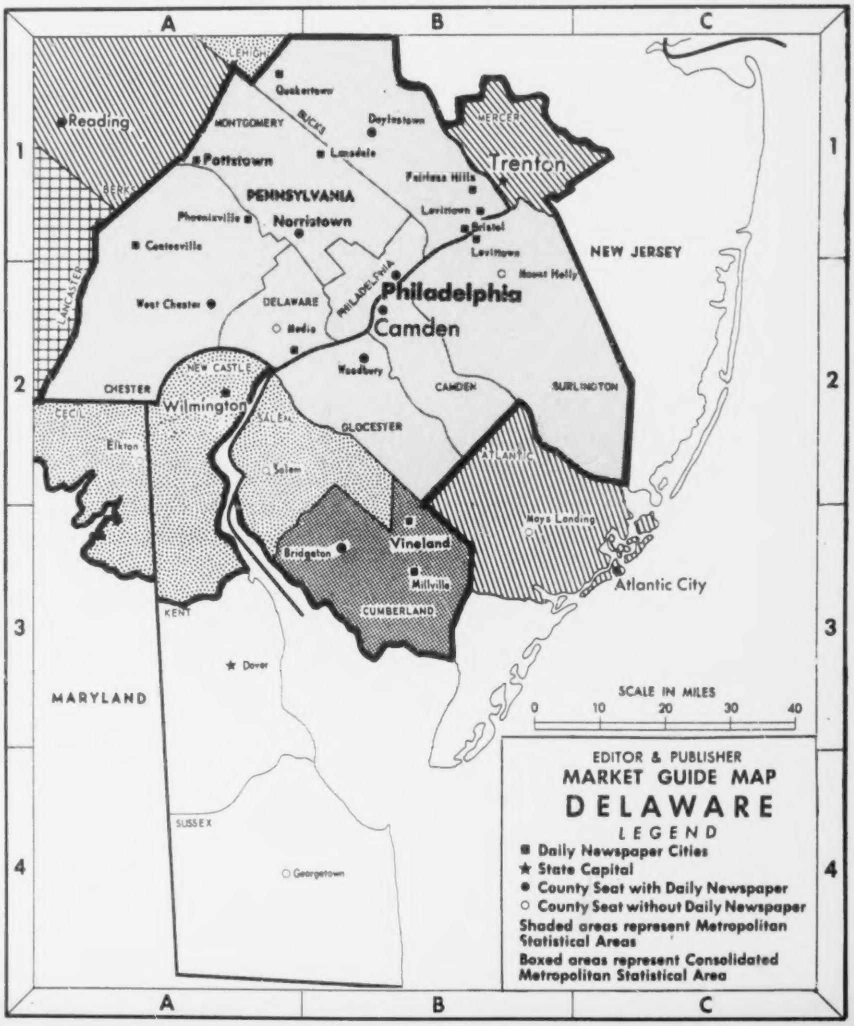
**Wilmington, DL-NJ-MD**-New Castle County, DL; Cecil County, MD; Salem County, NJ.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Philadelphia-Wilmington-Trenton, PA-NJ-DL-MD**-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DL-NJ-MD PMSA.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 49 | 42 | 56 |
| 5-14 Years | 117 | 91 | 98 |
| 15-24 Years | 95 | 118 | 103 |
| 25-44 Years | 136 | 164 | 215 |


A
B
C
1
2
3
4
LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Pottstown
Lansdale
Trenton
BERKS
PENNSYLVANIA
Fairless Hills
Phoenixville
Norristown
Levittown
Bristol
Coatesville
Levittown
NEW JERSEY
LANCASTER
Mount Holly
PHILADELPHIA
Philadelphia
West Chester
DELAWARE
Media
Camden
Woodbury
NEW CASTLE
CHESTER
Wilmington
CAMDEN
BURLINGTON
CECIL
SALEM
GLOCESTER
Elkton
ATLANTIC
Salem
Mays Landing
Vineland
Bridgeton
Millville
Atlantic City
CUMBERLAND
KENT
Dover
MARYLAND
SCALE IN MILES
0
10
20
30
40
SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

| | | | |
|---|---|---|---|
| 45-64 Years | 107 | 122 | 124 |
| 65 and Over | 44 | 59 | 61 |
| TOTAL | 548 | 596 | 656 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 119 | 155 | 356 |
| General Mdse | 328 | 417 | 759 |
| Food | 474 | 667 | 1,079 |
| Automobiles | 362 | 519 | 1,214 |
| Gasoline Stations | 162 | 268 | 323 |
| Apparel | 101 | 167 | 291 |
| Furniture | 104 | 132 | 293 |
| Eat-Drink Places | 164 | 261 | 481 |
| Drugs | 74 | 107 | 191 |
| TOTAL SALES | 2,139 | 3,131 | 5,621 |

## DOVER

**1 - LOCATION:** Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 23,512; E&P 89 Est. 27,424
NDM-ABC: (80) 175,081
County 80 Cen. 98,407; E&P 89 Est. 107,592
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,684; E&P 89 Est. 9,469
County 80 Cen. 32,737; E&P 89 Est. 40,374
NDM-ABC: (80) 59,847

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 50 | $28,900,000,000 |
| Savings & Loan | 7 | $71,000,000 |

**6 - PASSENGER AUTOS:** City 41,295

**7 - ELECTRIC METERS:** County Residence 38,401

**8 - GAS METERS:** City Residence 10,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm 468; State & Local Gov't. 4,201; Mfg. 6,803; Mining 6; Constr. 2,054; Whol. Trade 911; Ret. Trade 7,862; Fin. Ins. & R.E. 1,247; Trans ., Commun. & Public Util. 2,854; Servs. 10,270.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10; last killing frost, Mar. 5.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bay Ct.(25) | 3 | Dry Goods, Service Merchandise, Warehouse Food |
| Blue Hen(52) | 3 | JCPenney, Acme, Rose's, Thrift Drug |
| Capitol(6) | 2 | L&D Auto |
| Carroll's Corner(7) | 2 | Thriftway, Rite Aid |
| Dover Mart(9) | 3 | Murrays Meats |
| Dover Mall(90) | 3 | Sears, Leggetts, Boscov's |
| Edgehill(2) | 1 | Radio Shack, Thrifty Drug |
| Rodney Vlg.(22) | 1 | McCrory's, Thrift Drug, IGA |
| Greentree | 1 | Super Fresh, Drug Fair |
| Dover Commons(5) | 3 | Pier 1 Imports |
| Dover Downs Shpg. Ctr.(4) | 3 | Ames, Big & Tall, Acme, Wall to Wall Sound & Video |
| Silver Lake Plz.(2) | 3 | Domino's Pizza, Food City |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Hess; Boscov's; Leggett's; Rose's.

**Discount Stores**-Nichol's; K mart; Ames 2; Service Merchandise.

**Variety Stores**-Woolworth; McCrory; Dollar General.

**Chain Drug Stores**-Pierce's 2; Thrift 3; Happy Harry's; Edgehill 2; Rite Aid.

**Chain Supermarkets**-IGA; Acme 2; Marstellers 4; Warehouse Foods; Thriftway 2; AM/PM Mini-Market 2; Big K; Super Fresh; Meatland; Food City.

**Other Chain Stores**-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; **Hechingers; Pic 'N Pay; Lowe's; Big & Tall For Men; Wall to Wall Sound; Wicke's; Pep Boys; I. Goldberg; 84 Lumber.**

**14 - NEWSPAPERS:** DELAWARE STATE NEWS (m) 23,209; (S) 31,221; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Chris Engel, V.P./Delmarva, DELAWARE STATE NEWS, P.O. Box 737; New Burton Rd., Dover, DE 19903; Tel. (302) 674-3600.

**National Representative**: Landon Associates.

## WILMINGTON

**1 - LOCATION:** New Castle County (In Wilmington, DE-NJ-MD PMSA), E&P Map A-6. At junction of Christina River and Delaware River, 26 mi. SW of Philadelphia.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie Systems; Amtrak; Octoraro; Wilmington & Western; Delaware Coastline.

**Motor Freight Carriers**-1,274 (Delaware Based).

**Intercity Bus Lines**-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

**3 - POPULATION:**
Corp. City 80 Cen. 70,195; E&P 89 Est. 69,311
CZ-ABC: (80) 361,424
RTZ-ABC: (80) 236,668
PMSA 80 Cen. 524,585; E&P 89 Est. 565,942
County 80 Cen. 399,034; E&P 89 Est. 427,214
City & RTZ-ABC: (80) 598,092
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 26,901; E&P 89 Est. 27,613
County 80 Cen. 139,292; E&P 89 Est. 154,797
PMSA 80 Cen. 180,986; E&P 89 Est. 203,513
CZ-ABC: (80) 127,165
RTZ-ABC: (80) 78,693
City & RTZ-ABC: (80) 205,858

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loans | 50 | $26,000,000,000 |

**6 - PASSENGER AUTOS:** County 126,359

**7 - ELECTRIC METERS:** County 165,000

**8 - GAS METERS:** County & City 110,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly Wage)-Durable Goods 19,300 ($429); Non-Durable Goods 51,200 ($362); Primary Metals 1,800 ($381); Fabricated Metals 1,800 ($323); Mach. and Trans. 12,600 ($481); Other Durable Goods 3,200 ($276); Food 8,700 ($259); Textiles 500 ($327); Printing and Pub. 2,100 ($318); Chemical Prods. 31,700 ($498); Rubber and Plastics 3,200 ($417); Other Non-Durables 3,600 ($440).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Market St. & King St. from Front to 10 St.
**Neighborhood Shopping Centers**-Union St. from Front to 8th St.; Adams Four Plz.; Suburban Centers at Fairfax & Wilmington Manor.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northtowne Plz. | 10 | Jamesway, Acme |
| Tri-State Mall(52) | 10 | Thriftway, Silo, Levitz, K mart, Dry Goods |
| University Plz. | 10 | Acme, Jamesway, Miller's Furniture |
| Chestnut Hill(20) | 15 | Zayre, Shop-Rite |
| Christiana(95) | 9 | Strawbridge & Clothier, JCPenney, Bamberger's |
| Dover Mall | 40 | Boscov, Sears, Leggett's |
| Blue Hen Mall | 56 | JCPenney, Roses, Woolworth |
| College Sq. | 12 | Pathmark, Rickel, Bradlees, Happy Harry's |
| Pike Creek | 12 | Bradlees, Acme |
| Penn Mart | 8 | Thriftway, Ames |
| Fairfax(21) | 4 | Acme |
| Newark(22) | 12 | Newark Dept., IGA |
| Graylyn | 4 | Thriftway |
| Midway(21) | 8 | Service Merchandise, Marshalls, Eckerd |
| Prices Corner(25) | 6 | Sears, JCPenney, Woolworth |
| Concord Mall(64) | 8 | Bradlees, Boscov, Strawbridge & Clothier |
| Castle Mall(34) | 15 | K mart, Super Fresh, Thrift Drug |
| New Castle Sq. | 10 | Jamesway, Thrift Drug |

**Principal Shopping Days**-Wed., Fri., Sat. & Sun.

**Stores Open Evenings**-Discount Sun.; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-The Dry Goods 3; Wanamaker; Strawbridge & Clothier 2; Sears 3; JCPenney; Macy's; Marshalls; Boscov; Leggets 3; Bradlees 4.

**Discount Stores**-Zayre 4; Silo 3; Ames; Nichols; Mason's; Jamesway 4; Rose's; Service Merchandise; Bradlees 4; K mart 3; Best.

**Variety Stores**-Woolworth 4; B.J. Mitchell's 2.

**Chain Drug Stores**-Eckerd 12; Happy Harry 15; Rite Aid 16; Thrift 3; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe; CVS 2.

**Chain Supermarkets**-Super Fresh 9; Acme 28; Pathmark 3; 7-Eleven 43; Wawa 10; IGA 4; Cumberland Farms 14; Shop'N Bag; Shop-Rite 2; Thriftway 11; Shop 'N Save 2.

**Other Chain Stores**-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Channel Home Ctrs.; Rickels.

**14 - NEWSPAPERS:** NEWS-JOURNAL (all day) 120,132; (S) 137,035; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Pat Fahey, Nat'l. Adv. Mgr. or Murray Wicker, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St., Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.

**National Representative**: Gannett National Newspaper Sales.

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# DISTRICT OF COLUMBIA SURVEYS

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### METROPOLITAN STATISTICAL AREA

**Washington, DC-MD-VA**-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, VA; Arlington, Fairfax, Loudon, Prince William Counties, and Stafford County, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 60 | 34 | 40 |
| 5-14 Years | 129 | 79 | 69 |
| 15-24 Years | 145 | 127 | 98 |
| 25-44 Years | 198 | 196 | 220 |
| 45-64 Years | 155 | 127 | 111 |
| 65 and Over | 70 | 74 | 70 |
| TOTAL | 757 | 637 | 602 |

Based on U.S. Census

**RETAIL SALES ESTIMATE**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 38 | 38 | 74 |
| General Mdse | 234 | 224 | 348 |
| Food | 335 | 486 | 671 |
| Automobiles | 202 | 122 | 244 |
| Gasoline Stations | 138 | 180 | 185 |
| Apparel | 168 | 240 | 358 |
| Furniture | 115 | 129 | 245 |
| Eat-Drink Places | 379 | 560 | 880 |
| Drugs | 97 | 128 | 195 |
| TOTAL SALES | 2,085 | 2,654 | 4,070 |

## WASHINGTON

**1 - LOCATION:** Washington, District of Columbia. Capital of the United States. This is the hub of Washington, D.C. SMSA which includes: District of Columbia, Montgomery, Prince George's and Charles counties in Maryland, Arlington, Fairfax, Loudoun, Prince William counties and the independent cities of Alexandria, Fairfax City, Falls Church, Manassas and Manassas Park in Virginia.

**2 - TRANSPORTATION: Railroads**-Passenger: Amtrak; Marc; Metro; Freight: Chessie System (B&O); C&O; RF&P; Conrail; Norfolk/Southern.

**Intercity Bus Lines**-Eyre; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On, Cue; Dash; Fairfax Connector.

**Airlines**-(Commercial): Aeroflot; Air Atlanta; Air France; Air Jamaica; Air Nippon; American; American West; Braniff; British Airways; BWIA; Continental; Delta; Eastern; Enterprise; Iceland Air; Jet America; Lufthansa; Mexicana, Midway; Midwest Express; Northwest; Northwest Orient; Pan Am; Presidential; Republic; TWA; United; USAir; Western. (Commuter): Allegany; American Eagle; Continental Express; Cumberland; Henson Aviation; Ransom/Pan Am Express; United Express; Wings.

**3 - POPULATION:**
Corp. City 80 Cen. 638,333; E&P 89 Est. 597,942
POST:
NDM-ABC: (80) 3,060,922
TIMES:
NDM-ABC: (80) 2,764,079
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 252,952; E&P 89 Est. 254,432
MSA 80 Cen. 1,175,901; E&P 89 Est. 1,393,822
POST:
NDM-ABC: (80) 1,112,770
TIMES:
NDM-ABC: (80) 1,022,043

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 149 | $28,246,000,000 |
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** D.C. 252,452

**7 - ELECTRIC METERS:** Residence 1,172,000

**8 - GAS METERS:** Residence 618,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fed. Gov't. 359,500; State & Local Gov't. 223,100; Service 731,400; Ret. Trade 357,700; Whol. Trade 76,900; Fin., Ins. & R.E. 130,100; Trans., Commun. & Pub. Util. 111,400; Constr. 147,000; Mfg. & Mining 87,700. Total employed 2,224,700.

**Source**: D.C. Dept. of Employment Services, June 1989. (April 1989 data for the Metropolitan Washington, D.C. Area Labor Summary).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, med. soft.

**12 - RETAILING: Principal Shopping Centers & Areas**-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave., Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park, Van Ness Centre. (Northeast): Rhode Island Shopping Mall, 4th & Rhode Island, NE; Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Annacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.

**Charles County (MD)**-Shopping centers. La Plata; Waldorf.

**Montgomery County (MD)**-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton, Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.

**Shopping Centers**-Congressional Plaza, Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor, Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.

**Enclosed**: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.

**Prince George's County (MD)**-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carroliton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi, Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.

**Shopping Centers**-Carrollton Mall, Bel Air, Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park, Laurel Plaza; Laurel Lakes Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.

**Enclosed**: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.

**Arlington County (VA)**-Major shopping areas. Clarendon; Rosslyn; Shirlington.

**Shopping Centers**-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.

**Alexandria City (VA)**-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.

**Shopping Center**-Landmark.

**Fairfax County (VA)**-Major shopping areas. Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton; Marrifield; West Springfield.

**Shopping Centers**-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza, Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; PanAm; Rolling Valley Mall.

**Enclosed**: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.

**Loudoun County (VA)**-Major shopping areas: Herndon Junction; Leesburg.

**Prince William County (VA)**-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.

**Shopping Centers**-Marumsco Plaza; Manassas Mall.

**Enclosed**: Manassas Mall; Potomac Mall.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sun. Most shopping centers and dept. stores open Sun. Most food chains open 24 hrs. Mon. through Sat. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bloomingdale's 2; Hecht's 15; Montgomery Ward 8; JCPenney 9; Sears 10; Woodward & Lothrop 13.

**Variety Stores**-Kresge 3; McCrory 7; G.C. Murphy 8. Woolworth 12.

**Discount Stores**-Caldor; K mart 14; Marshalls 6; Zayre 14.

**Appliances & Hi-Fi**-Bray & Scarf 9; Circuit City 12; Erol's 8; Luskins 14; Microwave Cooking etc. 3; Myer-Emco 4; Radio Shack 70; Reliable Home Appliances 8; The Wiz 6.

**Video Clubs**-Video Concept 5; Video Village 9; Saxitone Audio Video 4.

**Building Supplies**-Channel 5; Dart Home 15; Hechinger 23; Lowe's 3; McIntire 16; Scott's 13; 84 Lumber 9.

**Chain Drug Stores**-Rite Aid 90; People's 160; Rodman's 4; Standard 14; Fantel's 70.

**Chain Supermarkets**-Basics 10; Food-A-Rama 10; Food Barn 5; Fresh Value 4; Giant Food 101; Larimer's; Margruder's 14; Pershing's 4; Safeway 108; Shoppers' Food Warehouse 17; Snider's; Super Fresh 4; Thrift Way 10.

**Convenience Stores**-7-Eleven; High's.

**Consumer Stores**-Murray Steaks 28.

**Jewelry Stores**-Bailey, Banks & Biddle 5; Best 5; Black, Starr & Frost 6; Boone & Sons 3; J.E. Caldwell 4; Castelberg 6; Chas Schwartz & Son 2; Gordon's 3; R. Harris & Co.; Kay Jewellers 14; Melart 11; Theodore Nye 4; Pampillonia 2; J.B. Robinson 7; Royal Diamond 4.

**Health Clubs/Reducing Salons**-Diet Center 35; Holiday Spas 11; Nautilus Fitness Center 12; Nutri-System Weight Loss Center 7; Professional Weight Loss System 3; Spa Lady 21.

**Furniture Stores**-C.L. Barnes 4; The Bed Store 2; The Bombay Company 3; Brighton's 5; Coles 4; Colony House; Danker 2; Decor Furniture 2; Door Store 11; The Hub 9; Ikea; Jennifer Convertibles 10; Kimel's 3; La-Z-Boy Showcase Shoppes 5; The Loft Bed Stores 3; Levitz 4; Mahler's; Manor House; Marlo 4; Mattress Discounter 43; Mattress Land 18; Miller & Wren; Salem 5; Scan 7; Scandinavian Gallery 5; Sofa Beds & Such 4; Show Place 3.

**Office Furniture**-D&F 9; Metropolitan Office Furniture 2; The Staple.

**Carpet Stores**-Dieners 6; Furniture & Carpetland 16; International Carpet & Rugs 6; Parvizan; Bill's Carpet 9; Carpet 'n Things 2; Color Tile 13.

**Shoe Stores**-Athletic Shoe Box 5; Bally of Switzerland; Boyce & Lewis 4; Chandler 5; DeYoung 6; Famous Footwear 3; Foot Locker 15; Gucci 2; Hahn 17; Hanover 7; Hess 3; Kinney 28; Pappagallo 6; Pic 'N Pay 14; Red Cross Shoe Shop 7; Revelations 6; Thom McAn 16; Stride Rite 7.

**Auto Supplies**-B.F. Goodrich 7; Cottam Transmission 8; Goodyear 32; Hi-Gear 30; Leeth Bros. 2; Market Tire 20; Merchant Tire 40; Midas Muffler 24; National Tire Wholesale 16; Penn Jersey 14; Pep Boy 6; Performance Discount Tire 10; Stidham Tire 11; Sure-Fit Seat Cover 2; Trak Auto 69; Speedy Muffler 10.

**Cosmetics**-Elizabeth Arden 2; Merle Norman 13; The Cosmetic Center 10.

**Candy**-Fannie May 9; Russell Stover 2; Godiva Chocolates 3.

**Mens Clothing**-Arthur A. Adler 2; Big & Tall 5; Britches 10; Cavalier 5; George Big & Tall 3; Kuppenheimer 8; Marc Jeffries 2; Richman Bros. 7; J. Riggins 4; Saville of London; Steven Windsor 7; Today's Man 2; Wall Street Clothes; Webster's Men's Wear 4.

**Women's Clothing**-Alcott & Andrews 2; Ann Taylor; Britches of Georgetown 7; Casual Corner 29; Clare Dratch 2; David's Village Shops 2; Dress Barn 25; Gantos 4; Hit or Miss 14; Jay's Village Fashions 6; Karin Morgan 3; Lerner Shops 10; Loehmann's 2; Lord & Taylor 4; Marianne 10; Ormond 7; PS 4; Plymouth 5; Rizik's; Ross 6; Saks 5th Avenue; Sassafras 14; Show-Off 6; Talbot 6; The Great Fashion Store 9; T.H. Mandy 6; The Limited 13; The Narragansett 4; Up Against the Wall 6; Valentino Boutique; Apres Peau Lingerie 5; The Complement (accessories) 9.

**Furs**-Fred the Fur Vault; Gartenhaus 2; Rosendorf/Evans 3; Saks-Jandel 2.

**Men's & Women's Clothing**-Abercrombie & Fitch 2; A. Jos Bank Clothiers 3; Brooks Bros. 3; Burberry's; Garfinckel's 8; I. Magnin; James 3; Johnson & Murphy Shop 5; Macy's; Morton's 6; Neiman & Marcus 2; Nortstrom; Raleigh's 12; Royal Formal & Bridal 9.

**Children's Furnishings**-Beyda; BoPeep Shop 3; Kids on Up 4; Kids R Us 5; Kids Wear Outlet 3; 7th Heaven 2; Young Fair 4; Baby Products 2.

**Toys**-Juvenile Sales 3; Toys R Us 9.

**Fabric Stores**-Danneman 6; House of Fine Fabrics 15; Mill End Shops 11; Minnesota Fabrics 10.

**White Goods**-Linen 'n Spreads 2; Spread-N-Things 2; Linens 'n Things 8.

**Sporting Goods**-Eddie Bauer, Inc. 3; Herman's 10; Hudson Trail Outfitters Ltd. 9; Irving's Sport Shops 12.

**Catalog Stores**-Best Products Co. 8; Evans 9; W. Bell & Co. 10.

**Computers**-Radio Shack 14; MBI 16.

**Book Stores**-Crown Books 48; B. Dalton 12; Waldenbooks 18.

**Record Stores**-Kemp Mills Records 28; Olsson's 6; Penguin Feather Records & Tapes 7; Sam Goody 9; Serenade 3; The Wiz 8; Tower Records 2; Wall to Wall Sound Video 7; Waxi-Maxi 24.

**Other**-LPI Photo Finish 16; Metro Camera 4; Ritz Camera 24; Becker Leather Goods 8; Camalier & Buckley 6; China Closet 3; Coach Store 2; Hoffritz for Cutlery 4; Kitchen Bazaar 3; Pier 1 Import 14; Frank's Nursery & Crafts 11; Silk Greenhouse 4.

**14 - NEWSPAPERS:** POST (m-mon to fri) 812,419; (m-sat) 773,413; (S) 1,149,856; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lee Horton, Group Sales Mgr., POST, 1150 15th St. N.W., Washington, DC 20071; Tel. (202) 334-7911.

**National Representatives**: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives. TIMES (m-mon to fri) 103,539; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Marketing Data: John Ward, Natl. Adv. Mgr., TIMES, 3600 New York Ave. N.E., Washington, DC 20002; Tel. (202) 636-3030.

**National Representative**: None.

USA TODAY (m-mon to fri) 1,341,811; Mar. 26, 1989 ABC.

**Note**-USA TODAY is distributed nationaliy.

**Local Contact** for Advertising and Merchandising Data: Patricia Haegele, Sr Vice Pres.-Adv., USA TODAY, 1000 Wilson Blvd., Arlington, VA 22209; Tel. (703) 276-3400.

**National Representative**: USA TODAY New York office with branches in Chicago, Los Angeles, Detroit and San Francisco.

## FLORIDA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Bradenton**-Manatee County.
**Daytona Beach**-Volusia County.
**Fort Meyers-Cape Coral**-Lee County.
**Fort Pierce**Martin and St. Lucie Counties.
**Fort Walton Beach**-Okaloosa County.
**Gainesville**-Alachua and Bradford Counties.
**Jacksonville**-Clay, Duval, Nassau and St. Johns Counties.
**Lakeland-Winter Haven**-Polk County.
**Melbourne-Titusville-Palm Bay**-Brevard County.
**Naples**-Collier County.
**Ocala**-Marion County.
**Orlando**-Orange, Osceola and Seminole Counties.
**Panama City**-Bay County.
**Pensacola**-Escambia and Santa Rosa Counties.
**Sarasota**-Sarasota County.
**Tallahasse**-Gadsden and Leon Counties.
**Tampa-St. Petersburg-Clearwater**-Hernando, Hillsborough, Pasco and Pinellas Counties.
**West Palm Beach-Boca Raton-Delray Beach**-Palm Beach County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Fort Lauderdale-Hollywood-Pompano Beach**-Broward County.
**Miami-Hialeah**-Dade County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Miami Fort Lauderdale**-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

### POPULATION ESTIMATES
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 502 | 602 | 916 |
| 5-14 Years | 1,250 | 1,340 | 1,639 |
| 15-24 Years | 1,074 | 1,642 | 1,757 |
| 25-44 Years | 1,510 | 2,463 | 3,847 |
| 45-64 Years | 1,470 | 2,128 | 2,445 |
| 65 and Over | 985 | 1,699 | 2,172 |
| TOTAL | 6,791 | 9,874 | 12,775 |

Based on U.S. Census

### POPULATION ESTIMATES
(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Miami | 347 | 194 | 55.9 |
| Tampa | 272 | 36 | 13.3 |

### RETAIL SALES ESTIMATES

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,554 | 2,619 | 6,679 |
| General Mdse | 4,114 | 5,997 | 12,051 |
| Food | 7,016 | 12,426 | 22,313 |
| Automobiles | 6,645 | 11,240 | 28,958 |
| Gasoline Stations | 2,386 | 4,776 | 6,389 |
| Apparel | 1,406 | 2,732 | 5,213 |
| Furniture | 1,555 | 2,704 | 6,628 |
| Eat-Drink Places | 2,925 | 5,540 | 11,224 |
| Drugs | 1,119 | 2,010 | 3,975 |
| TOTAL SALES | 31,413 | 55,469 | 109,956 |

## BOCA RATON

**1 - LOCATION:** Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On E Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

**2 - TRANSPORTATION: Railroads**-FEC; SAL.

**Bus Lines**-Greyhound; Trailways.

**Airlines**-At W. Palm Beach Intl.; Ft. Lauderdale/Hollywood Intl.

**3 - POPULATION:**

Corp. City 80 Cen. 49,505; E&P 89 Est. 71,411
County/MSA 80 Cen. 580,742; E&P 89 Est. 850,797

**4 - HOUSEHOLDS:**

City 80 Cen. 20,247; E&P 89 Est. 30,246
County/MSA 80 Cen. 232,937; E&P 89 Est. 357,449

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | NA | $833,542,000 |
| Savings & Loan | 42 | $1,322,955,000 |
| Credit Unions | 3 | $64,399,000 |

**6 - PASSENGER AUTOS:** County 580,645

**7 - ELECTRIC METERS:** 32,908 (City); 35,151 (Outside city)

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Truck; Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic; Film Production.

**10 - CLIMATE:** Av. Temp.-Summer-85; Winter-76.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Boca Lyons | 10 | Winn-Dixie |
| Boca Raton Mall(60) | NA | Levitz, Walgreens |
| Camino Sq.(14) | 1 | SupeRx, Winn-Dixie |
| Del Mar Vlg. | 3 | Winn-Dixie, Eckerd |
| Fifth Ave. Shops(50) | 1 | Eckerd, Publix Mkt., Star Value |
| Oaks Plaza | 2 | Winn-Dixie, Eckerd |
| Royal Palm Plz.(82) | NA | Woolley's |
| Town Center Mall | 3 | Sears, Burdines, Jordan Marsh, Saks, Lord & Taylor, Bloomingdales's |
| Village Square | 3 | Shoppers Drug, Publix Mkt. |
| Glades Plaza(85) | 3 | |

**13 - RETAIL OUTLETS: Department Stores**-Burdines; Jordan Marsh; Sears; Lord & Taylor; Bloomingdales; Saks.

**Discount Stores**-K mart.

**Chain Drug Stores**-Eckerd; SupeRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.

**Chain Supermarkets**-Winn-Dixie; Publix; Sun; Woolley's Emporium; Albertson's.

**14 - NEWSPAPERS:** NEWS (m) 38,416; (S) 40,000; sworn Nov. 6, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert Hilton, V.P/Mktg. Dir., NEWS, 34 S.E. Second St., PO Box 580, Boca Raton, FL 33432; Tel. (407) 395-8300.

**National Representatives** Knight-Ridder Newspaper Sales; U.S. Suburban Press.

## BRADENTON

**1 - LOCATION:** Manatee County, County Seat. (In Bradenton MSA). E&P Map C-3. On Manatee River & US Hwys. 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.

**Airlines**-Continental; Continental Express; Delta; Eastern; Northwest; TWA; United; American; Air Sunshine; Eastern Express; Presidential Airways; Pro Air; PBA.

**Intercity Bus Lines**-Trailways; Greyhound.

**Motor Freight Carriers**-15.

**3 - POPULATION:**

Corp. City 80 Cen. 30,170; E&P 89 Est. 37,033
CZ-ABC: (80) 135,978
RTZ-ABC: (80) 12,467
County/MSA 80 Cen. 149,600; E&P 89 Est. 191,795
City & RTZ-ABC: (80) 148,445

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,370; E&P 89 Est. 15,973
County/MSA 80 Cen. 61,998; E&P 89 Est. 79,907
CZ-ABC: (80) 57,260
RTZ-ABC: (80) 4,738
City & RTZ-ABC: (80) 61,998

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $1,526,828,000 |
| Savings & Loan | 18 | $1,374,884,000 |

**6 - PASSENGER AUTOS:** County 140,326

**7 - ELECTRIC METERS:** County Residence 109,000

**8 - GAS METERS:** City Residence 3,000

**9 - PRINCIPAL INDUSTRIES:** Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Prods.; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agric. (winter veg. prods.); Tourism; Cut Flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Branden River Plz., Sr. 64 & 43rd St. E.; College Plz., 59th St. W & Cortez; Cortez Plz., U.S. 41 & Cortez Rd.; De Soto Sq. Mall U.S. 301 & U.S. 41; Manatee Plz., Manatee Ave. & 41st St. W.; Mount Vernon Plz., Cortez & Independence; Oneco Sq., 5108 E. 15th St., Palmetto Plz., 12th St. & 8th Ave.; Ridgewood Shpg. Ctr., 7004 U.S. 301 N., Southwood Mall, U.S. 41 & 57th Ave. W.

**Neighborhood Shopping Centers**-9th St. & 9th Ave. W.; Manatee Ave. at 34th St., Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Branden River Plz. | NA | Eckerd, Winn-Dixie |
| College Plz. | 3 | SupeRx, Winn-Dixie |
| Cortez Commons | 4 | Walgreens, Publix |
| Cortez Plz. | 3 | Publix, Walgreens |
| DeSoto Center | NA | Best. Prods., Duffs |
| DeSoto Junction | 3 | Marshall's, Luria's |
| DeSoto Sq. Mall | 3 | Maas Bros., Sears |
| El Conquistador Plz. | NA | 7-Eleven |
| Fountain Court | 2 | Scotty's, Wal-Mart |
| Manatee Plz. | 2 | Eckerd, Dollar General |
| Mount Vernon Plz. | NA | Foodway |
| Oneco Square | 4 | Winn-Dixie, Eckerd |
| Palma Sola/ Tower Sq. | 5 | Kash 'n Karry, Radio Shack |
| Palmetto Plz. | NA | McCrory's, Goodwill |
| Pinebrook Commons | NA | McDuff's |
| Ridgewood | NA | Foodway |
| Southwood Mall | 5 | Beall's, SupeRx |

**Principal Shopping Days**-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

**13 - RETAIL OUTLETS: Department Stores**-Maas Bros.; Sears; JCPenney; Beall's 4, Belk-Lindsey; Neisner's; Kress.

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens 5; Eckerd 6; Foster; Sharps; SupeRx 2; Treasury 2.

**Chain Supermarkets**-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; Albertson's 2; Foodway 4; Florida Choice.

**14 - NEWSPAPERS:** HERALD (m) 46,388; (S) 56,775; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Turner, Gen. Mgr., HERALD, 102 Manatee Ave. W., Bradenton, FL 34205; Tel. (813) 748-0411.

**National Representatives**: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

## BROOKSVILLE

**1 - LOCATION:** Hernando County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa; on U.S. Hwys. 41 & 98; State Hwy. 50.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline.

**Intercity Bus Lines**-Trailways; Gulf Coast; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 5,582; E&P 89 Est. 7,634
County 80 Cen. 45,402; E&P 89 Est. 88,690
MSA 80 Cen. 1,623,781; E&P 89 Est. 2,094,027

**4 - HOUSEHOLDS:**

City 80 Cen. 2,205; E&P 89 Est. 3,031
County 80 Cen. 17,735; E&P 89 Est. 34,205
MSA 80 Cen 656,551; E&P 89 Est. 869,892

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $506,178,000 |
| Commercial | 13 | $447,336,000 |

**6 - PASSENGER AUTOS:** County 55,099

**7 - ELECTRIC METERS:** 46,899

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Fruit (Citrus) & Veg.; Rock Prods.; Elect. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brook Plaza(12) | NA | Thriftway Mkt., Sears, White Auto |
| Hernando Plz.(10) | NA | McCroy's, Publix, Hogan-Rexall |
| South Plaza(18) | NA | Zayre, Winn-Dixie, Eckerd, Mont. Ward |
| South Sq.(17) | NA | K mart, SupeRx, Kash N' Karry |
| Western Way(15) | NA | Eckerd, Bealls, Winn-Dixie, Radio Shack |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Shopping Centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-McCroy's; Sears; Beall's; Montgomery Ward.

**Discount Stores**-Zayre; McCroy's; K mart; Wal-Mart.

**Chain Drug Stores**-Eckerd; Rexall; Rite Aid; Walgreen.

**Chain Supermarkets**-Publix; Winn-Dixie; Kash N' Karry; Shopping Basket.

**Other Chain Stores**-White Auto; Radio Shack; Western Auto; Ace Auto Parts.

**14 - NEWSPAPERS:** SUN JOURNAL (e-tues to sat) 2,228; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Arnold C. Summers, Pub., SUN JOURNAL, 703 Lamar Ave.; PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.

**National Representative**: Landon Associates.

## CAPE CORAL

**1 - LOCATION:** Lee County, E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.

**Bus Lines**-Greyhound; Trailways (at Fort Myers).

**Motor Freight Carriers**-1.

**Airlines**-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American; Delta; Northwest Orient; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 32,103; E&P 89 Est. 26,836
County/MSA 80 Cen. 207,787; E&P 89 Est. 298,575

**4 - HOUSEHOLDS:**

City 80 Cen. 12,959; E&P 89 Est. 11,298
County/MSA 80 Cen. 82,509; E&P 89 Est. 124,198

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 216,569

**7 - ELECTRIC METERS:** Residence 29,305

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Prods.; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores); Del Prado Mall (20 stores); Coral Pointe Mall (20 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gulf Plaza(3) | NA | Eckerd, Publix |
| Corawood Mall(44) | NA | Winn-Dixie, Beall's, Gray Drug |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Beall's; JCPenney; American.

**Discount Stores**-K mart; Zayre; Wal-Mart; Dollar General.

**Chain Drug Stores**-Eckerd; Gray Drug; Florida Choice.

**Chain Supermarkets**-Publix; Winn-Dixie; Kash 'N Karry; Florida Choice; U-Save.

**Other Chain Stores**-Goodrich; Firestone; Goodyear; Walgreens.

**14 - NEWSPAPERS:** BREEZE (e-mon to fri) 6,230; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Joel S. Jenkins, Sales Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.

**National Representative**: Landon Associates.

## CHARLOTTE HARBOR

**1 - LOCATION:** Charlotte County, E&P Map C-3. Southwestern part of state. Midway between Sarasota and Fort Myers. On U.S. Hwy. 41 & I-77.

**2 - TRANSPORTATION: Airline**-Commuters.

**3 - POPULATION:**

Corp. City Cen. 25,770; E&P 83 Est. N.A.
County 80 Cen. 60,088; E&P 89 Est. 88,664

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. N.A.
County 80 Cen. N.A.; E&P 89 Est. 31,186

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 72,591

**7 - ELECTRIC METERS:** Residential 30,000 (estimated)

**8 - GAS METERS:** Residential 12,000 (estimated)

**9 - PRINCIPAL INDUSTRIES:** Tourist; Citrus; Bldg.

**10 - CLIMATE:** Mean av. temp. 75-78.

**11 - TAP WATER:** pH 7

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fisherman's Vlg. | NA | Beall's, J Byron's, Sears |
| Promenade's Mall | NA | Eckerd's, JC Penney |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; J Byron's; Beall's.

**Discount Stores**-Beall's Outlet.

**Variety Stores**-McCrory; K mart; Wal-Mart.

**Chain Drug Stores**-Eckerd; Revco; Walgreens; Treasury.

**Chain Food Supermarkets**-Publix; Kash-n-Karry; Winn-Dixie; U-Save.

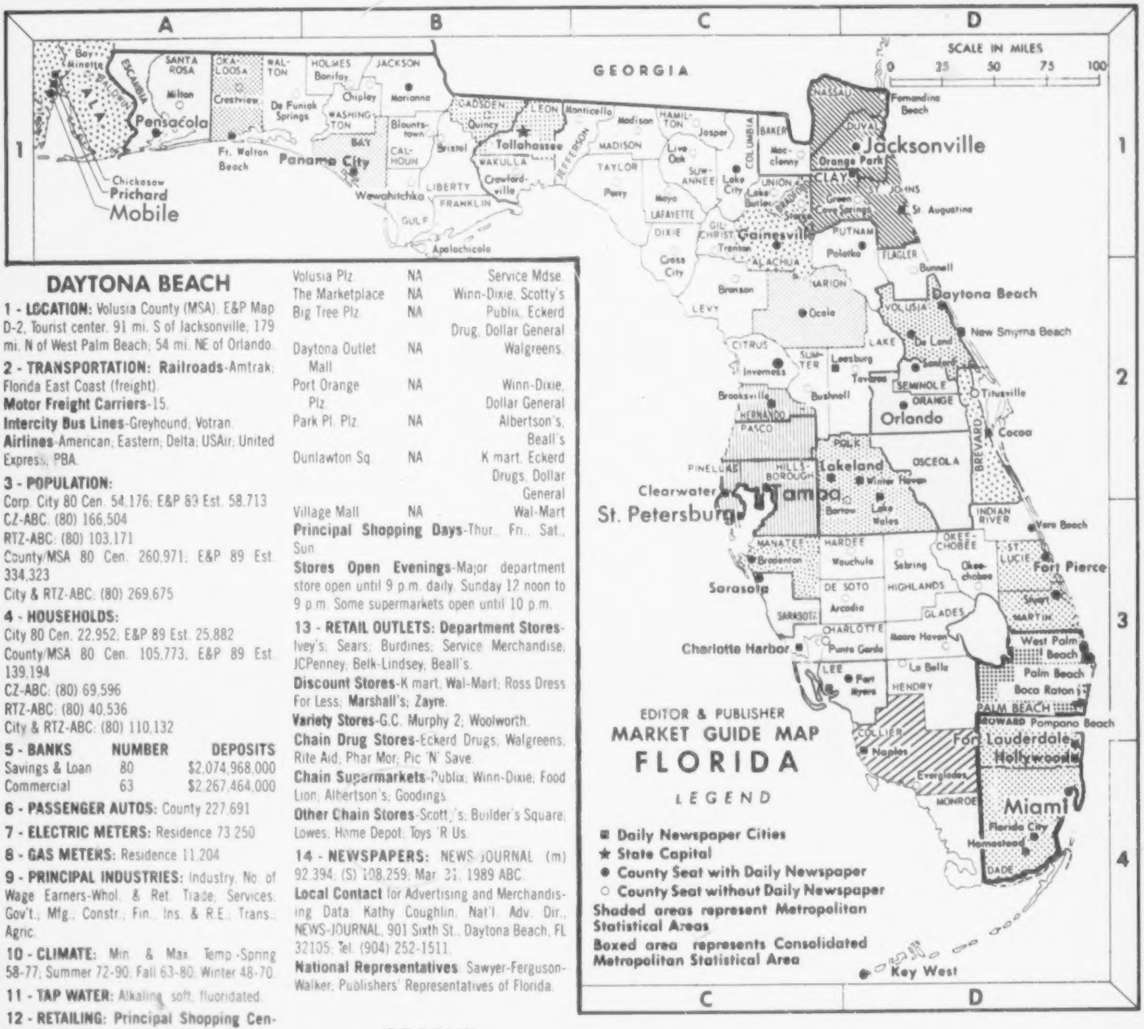
**14 - NEWSPAPERS:** CHARLOTTE SUN (m) 21,000; (S) 28,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Duane Chichester, Adv. Dir., CHARLOTTE SUN, 23170 Harborview Rd.; P.O. Box 2390, Charlotte Harbor, FL 33980; Tel. (813) 629-2855.

**National Representative**: Landon Associates.

## COCOA

See MELBOURNE



## DAYTONA BEACH

**1 - LOCATION:** Volusia County (MSA). E&P Map D-2, Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach; 54 mi. NE of Orlando.

**2 - TRANSPORTATION: Railroads**-Amtrak; Florida East Coast (freight).

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Greyhound; Votran.

**Airlines**-American; Eastern; Delta; USAir; United Express; PBA.

**3 - POPULATION:**

Corp. City 80 Cen. 54,176; E&P 89 Est. 58,713

CZ-ABC: (80) 166,504

RTZ-ABC: (80) 103,171

County/MSA 80 Cen. 260,971; E&P 89 Est. 334,323

City & RTZ-ABC: (80) 269,675

**4 - HOUSEHOLDS:**

City 80 Cen. 22,952; E&P 89 Est. 25,882

County/MSA 80 Cen. 105,773; E&P 89 Est. 139,194

CZ-ABC: (80) 69,596

RTZ-ABC: (80) 40,536

City & RTZ-ABC: (80) 110,132

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 80 | $2,074,968,000 |
| Commercial | 63 | $2,267,464,000 |

**6 - PASSENGER AUTOS:** County 227,691

**7 - ELECTRIC METERS:** Residence 73,250

**8 - GAS METERS:** Residence 11,204

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol. & Ret. Trade; Services; Gov't.; Mfg.; Constr.; Fin., Ins. & R.E.; Trans.; Agric.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-77; Summer 72-90; Fall 63-80; Winter 48-70.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; 1 on S. Ridgewood.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ormond Beach Plz. | NA | Belk, Lindsey, Publix, Eckerd |
| W. Granada | NA | Wal-Mart, Scotty's |
| Trails | NA | Eckerd, Publix |
| Rivergate Plz. | NA | Winn Dixie, Rite Aid, Ben Franklin |
| Granada Blvd. | NA | Walgreens, McCrory, Food Lion |
| Bellair Plz. | NA | Belk Lindsey, Woolworth, GC Murphy, Publix, Walgreens |
| Halifax | NA | G.C. Murphy, Publix, Eckerd Drugs |
| Downtown | NA | Woolworth |
| Masonova | NA | Goodings, Rite Aid |
| Holly Hill Plz. | NA | Eckerd Drugs, Albertson's, Dollar General |
| Daytona Mall | NA | Rose Auto Store, Zayre |
| K mart | NA | k mart, Old America Store |
| Volusia Pt. | NA | Marshall's |
| Volusia Sq. | NA | Ross Dress For Less, Toys 'R Us, Home Depot |
| Volusia Plz. | NA | Service Mdse. |
| The Marketplace | NA | Winn-Dixie, Scotty's |
| Big Tree Plz. | NA | Publix, Eckerd Drug, Dollar General |
| Daytona Outlet Mall | NA | Walgreens. |
| Port Orange Plz. | NA | Winn-Dixie, Dollar General |
| Park Pl. Plz. | NA | Albertson's, Beall's |
| Dunlawton Sq. | NA | K mart, Eckerd Drugs, Dollar General |
| Village Mall | NA | Wal-Mart |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Major department store open until 9 p.m. daily. Sunday 12 noon to 9 p.m. Some supermarkets open until 10 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Ivey's; Sears; Burdines; Service Merchandise; JCPenney; Belk-Lindsey; Beall's.

**Discount Stores**-K mart; Wal-Mart; Ross Dress For Less; Marshall's; Zayre.

**Variety Stores**-G.C. Murphy 2; Woolworth.

**Chain Drug Stores**-Eckerd Drugs; Walgreens; Rite Aid; Phar Mor; Pic 'N' Save.

**Chain Supermarkets**-Publix; Winn-Dixie; Food Lion; Albertson's; Goodings.

**Other Chain Stores**-Scotty's; Builder's Square; Lowes; Home Depot; Toys 'R Us.

**14 - NEWSPAPERS:** NEWS-JOURNAL (m) 92,394; (S) 108,259; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kathy Coughlin, Nat'l. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.

**National Representatives**: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

## DE LAND

**1 - LOCATION:** Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing, lumber. Misc. mfg. area. College town. N central part of state; 108 mi. from Jacksonville, 140 mi. from Tampa, 250 mi. from Miami.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-12

**Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 15,354; E&P 89 Est. 17,565

CZ-ABC: (80) 36,535

RTZ-ABC: (80) 19,604

County/MSA 80 Cen. 260,971; E&P 89 Est. 334,323

City & RTZ-ABC: (80) 56,140

**4 - HOUSEHOLDS:**

City 80 Cen. 6,150; E&P 89 Est. 7,125

County/MSA 80 Cen. 105,773; E&P 89 Est. 123,718

CZ-ABC: (80) 13,945

RTZ-ABC: (80) 8,157

City & RTZ-ABC: (80) 22,102

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $1,608,080,000 |
| Commercial | 6 | $424,500,000 |

**6 - PASSENGER AUTOS:** County 227,691

**7 - ELECTRIC METERS:** Residence-West Volusia 40,100

**8 - GAS METERS:** Residence-City & Suburbs 3,903

**9 - PRINCIPAL INDUSTRIES:** Ferneries; Forestry; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

**11 - TAP WATER:** Neutral; soft.

**12 - RETAILING: Principal Shopping Center**-6 blocks Blvd., center downtown & 5 on either side.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| W. Volusia(36) | NA | Zayre, Beall's, Kinney |
| College Plz.(11) | NA | Publix, Eckerd, J. Byron |
| De Land Plaza(2) | NA | Winn-Dixie, Revco |
| Gateway Vlg.(15) | NA | Wal-Mart, Walgreens |
| Woodland Plaza(22) | NA | Belk-Lindsey, Family Dollar, Rose's |
| K mart Plaza | NA | K mart |
| Brandy Wine Plz. | NA | Winn-Dixie, Eckerd, Five Store |

**Other Shopping Centers**-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.

**Principal Shopping Days**-Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Shopping Ctr. until 9pm.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney (catalog); Sears (catalog); Belk-Lindsey; J. Byron; Bealls.

**Discount Stores**-Family Dollar; K mart; Zayre; Walgreen; Super Discount; Wal-Mart; Rose's.

**Variety Stores**-Woolworth; Rose's.

**Chain Drug Stores**-Orange Belt (Rexall); Eckerd 3; Medicine Shoppe; SupeRx; Walgreens; Revco.

**Chain Supermarkets**-Winn-Dixie 4; Publix 2; SupeRx; Save-A-Lot; Goodings.

**Other Chain Stores**-Firestone; Goodyear Service; Badcock Furn.; Little Giant; Handyway; Cumberland Farms.

**14 - NEWSPAPERS:** SUN NEWS (e-mon to fri) 8,521; (wknd) 9,264; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Skip Whitt, Adv. Dir. SUN NEWS, 111 S. Alabama Ave.; PO Box 1119, De Land, FL 32721-1119; Tel. (904) 734-3661.

**National Representative**: Landon Associates; Morris Newspaper Corp.

## FORT LAUDERDALE

**1 - LOCATION:** Broward County/South Palm Beach (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Southern Blvd. in Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major hwys. include U.S. 1, I-95 and Florida Tpke. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

**2 - TRANSPORTATION: Railroads**-Florida East Coast; Seaboard System; Amtrak.

**Motor Freight Carriers**-20.

**Freight Steamship Lines**-36.

**Intercity Bus Lines**-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.

**Airlines**-Aero Coach; Midway; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's International; Continental; Delta; Eastern; Florida Express; Gull Air; Northeastern International; Northwest; Ozark; PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

**3 - POPULATION:**

Corp. City 80 Cen. 153,276; E&P 89 Est. 153,663

CZ-ABC: (80) 1,018,257

Bal. in NDM-ABC: (80) 110,370

Total CZ & NDM-ABC: (80) 1,128,627

County/PMSA 80 Cen. 1,022,365; E&P 89 Est. 1,292,439

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 63,338; E&P 89 Est. 64,946

County/PMSA 80 Cen. 420,767; E&P 89 Est. 488,551

CZ-ABC: (80) 417,517

Bal. in NDM-ABC: (80) 46,960

Total CZ & NDM-ABC: (80) 464,477

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 13 | $13,223,463,000 |
| Commercial | 21 | $7,404,872,000 |

**6 - PASSENGER AUTOS:** County 865,968

**7 - ELECTRIC METERS:** County (Res.) 775,028

**8 - GAS METERS:** County 44,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 19,800; Apparel & Accessory Stores 7,800; Furn. & Home Furnishing 6,100; Printing & Pub. 5,000; Contract Constr. 34,700; Trans., Commun., Util. 23,100; Ret. Trade 118,800; Fin., Ins., R.E. 41,100; Servs. 134,100; Gov't. 61,000.

**Principal Industrial Pay Days**-Building Trades, Fri.; Other Industries, Fri. & Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-21; over 25 additional major shpg. ctrs. plus dozens of neighborhood shopping strips.

**Neighborhood Shopping Centers**-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.; Pompano Outlet Mall, Sample Rd; The Bazaar-Oakland Park 441; Fashion Mall-Plantation; University Dr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Searstown(6) | 1 | Sears |
| Gateway(59) | 2 | |
| New Galleria(150) | 2 | Jordan Marsh, Saks, Burdines, Brooks Bros., Lord & Taylor, Nieman-Marcus |
| Zayre West Broward(9) | 7 | Zayre, Eckerd |
| Crossroads | 3 | Crossroads Mkt. |
| Central Shpg. Plaza(14) | 3 | Publix |
| Riverland(24) | 3 | Kwik Chek |
| Southport Ctr. | 3 | Publix, Eckerd |
| Southland(25) | 3 | Byron's, Kwik Chek |
| Coral Ridge(50) | 4 | JCPenney, Publix, J. Byron, TJ. Maxx |
| Harbor Beach Plaza(36) | 4 | Harbor Beach Mkt. |
| Zayre-North Andrews(13) | 4 | Zayre |
| Times Sq.(10) | 4 | Coral Ridge Mkt. |
| Galt Ocean Plz.(2) | 2 | Broward Drugs |
| W. Broward Grandway(22) | 4 | J. Byron |
| N. Andrews Gardens | 4 | Pantry Pride |
| Plaza Center(23) | 4 | Kwik Chek, Eagle Family Discount |
| Westgate(23) | 4 | Pantry Pride |
| Plantation Village(20) | 5 | Kwik Chek |
| Lauderhill Mall(93) | 5 | Costco, Zayre, Walgreens, Pantry Pride |
| Sea Ranch Vlg.(36) | 6 | Publix, Walgreens, Richway |
| North Ridge(21) | 6 | |
| Lakes Mall(76) | 6 | Builder's Square, Office Depot |
| Broward Mall(138) | 7 | Jordan Marsh, Sears, Burdines, JCPenney |
| Venetian Isles Center(48) | 33 | Eckerd, Publix, Zayre |
| Shoppers Haven(36) | NA | J. Byron, Walgreen's, Kwik Chek |
| Pompano Sq.(120) | NA | JCPenney, Burdines, Jordan Marsh, Sears |
| Sunshine Plz.(32) | NA | Publix, J. Byron |
| Town Center-Boca Raton(127) | 17 | Burdines, Sears, Jordan Marsh, Bloomingdales, Lord & Taylor, Saks |
| Coral Square(140) | 13 | Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor |
| Delray Sq.(22) | NA | Publix, Radio Shack |
| Hollywood Fashion Square(92) | 9 | Burdine, JCPenney, Jordan Marsh, Zayre |
| Diplomat Mall(48) | 10 | K mart, Pantry Pride |
| Royal Palm Plaza(80) | 15 | Woolly's Food Emporium |
| Palm Aire Deerfield(22) | 14 | Gray, Publix |
| Hollywood Mall(70) | 8 | Sears, Woolworth |
| Loehmann's Plz.(60) | 8 | Loehmann, Drug Mart, Kwik Chek |
| Pandamus(23) | 8 | Best Products |
| Promenade at Bay Colony(18) | 6 | Winn-Dixie |
| Boca Raton Mall(73) | NA | Discount Outlet |
| Coral Springs Mall (42) | NA | J. Byron |

**Principal Shopping Days**-Dept. Stores-Mon. Fri., Sat.; Food-Thur., Fri., Sat.

**Stores Open Evenings**-Food and Ret. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 6; Jordan Marsh 7; Saks Fifth Avenue 2; Burdines 7; J. Byron 14; Sears 5; Neiman Marcus; Lord & Taylor 4; Bloomingdales, Macys.

**Discount Stores**-Dollar General 23; K mart 12; Zayre 11; Richway 4; Service Merchandise 4; Marshalls 4.

**Variety Stores**-McCrory's 7.

**Chain Drug Stores**-Cunningham 6; Eckerd 61; Liggett-Rexall 7; Walgreens 25; Rite Aid 52.

**Chain Supermarkets**-Albertson's 9; Cumberland Farms 54; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 10; Pic-N-Pay 6; Publix 52; 7-Eleven 100; Circle K 15; Winn-Dixie 62.

**Other Chain Stores**-Baer's Furn. 5; Best 2; Carl's Furn. 4; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 3; Westlake 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 9; Sultan & Sons 5; Thomasville 4.

**14 - NEWSPAPERS:** SUN-SENTINEL (m-mon to fri) 232,650; NEWS (e-mon to fri) 31,607; NEWS & SUN-SENTINEL (m-sat) 252,702; (S) 340,474; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr., Ft. Lauderdale, FL 33301-2293; Tel. (305) 761-4000.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

## FORT MYERS

**1 - LOCATION:** Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80; I-75.

**2 - TRANSPORTATION: Railroads**-Seminole Gulf, CSX.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Fort Myers Transit; Greyhound.

**Airlines**-Eastern; Delta; United; Northwest; Piedmont; TWA; Continental; American; Midway; USAir; Florida Express; American Trans Air; NordAir; Sun Country; Ward Air; Key Air; Air Canada.

**3 - POPULATION:**

Corp. City 80 Cen. 36,638; E&P 89 Est. 35,990

NDM-ABC: (80) 205,266

County/MSA 80 Cen. 207,787; E&P 89 Est. 298,575

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,413; E&P 89 Est. 14,767

County/MSA 80 Cen. 82,509; E&P 89 Est. 124,198

NDM-ABC: (80) 82,509

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 105 | $2,825,727,000 |
| Savings & Loan | 45 | $1,966,835,000 |

**6 - PASSENGER AUTOS:** County 216,569

**7 - ELECTRIC METERS:** 179,683

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Tourism; Constr.; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Proc.; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Noveities; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 68-77; Summer 70-91; Fall 71-84; Winter 63-83.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Rd.

**Neighborhood Shopping Centers**-5 in downtown area; 19 in South Fort Myers; 15 in North Fort Myers; 7 in East Fort Myers; 6 at Fort Myers Beach and Sanibel; 6 in Lehigh Acres; 3 in Bonita Springs.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Weaver's Corner(22) | 4 | Winn-Dixie |
| Santini Plaza | 15 | Winn-Dixie |
| East Gate(7) | 4 | Eckerd |
| Edison Mall(150) | 2 | Maas, Sears, JCPenney, Burdine's, Robinson's |
| Miners Plaza | 9 | Winn-Dixie |
| Gulfpointe Square | 9 | Publix |
| Southpointe Square | 7 | J. Byrons, U-Save |
| Rafters(55) | 7 | |
| Bridge Plaza(22) | 8 | Kash 'N Karry |
| College Pkwy.(14) | 8 | Winn-Dixie |
| Coralwood Mall(44) | 10 | Beall's, Winn-Dixie |
| Coral Gate(18) | 4 | Winn-Dixie |
| North Shore | 3 | U-Save |
| McGregor Pointe | 9 | K mart |
| Royal Palm Sq. | 3 | Publix |
| Island Park | 9 | Publix |
| Lochmoor Plz. | 4 | Winn-Dixie, Eckerd |
| Coral Pointe | 11 | Publix |
| Hancock Bridge Sq.(20) | 1 | Family Mart, Wal-Mart |
| Bell Tower(64) | 9 | Jacobsen's |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Burdine's; J. Byron's; Sears; JCPenney; K mart; Lerner's; Luria's; Maas Bros.; Marshalls; Maison Blanche; Beall's; Ross; Jacobson's.

**Variety Stores**-Zayre; McCrory's; Woolworth; Eagle Army-Navy; Wal-Mart.

**Chain Drug Stores**-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Rite Aid; Treasury 2; Phar-Mor; Bradwoods.

**Discount Stores**-TG&Y 3.

**Chain Supermarkets**-Albertson's; Rite Aid; Kash 'N Karry 12; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John; Family Mart; Circle K 27; Convenient Food Mart 3.

**Other Chain Stores**-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Shoes: Self Service Shoe, Shoe Fair, Kinney, Thom McAn, Leeds, Florsheim, Buster Brown, Naturalizer; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Ace Hardware; Handy City; Kane's Furn.; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Gordons Jewelers; Toys 'R Us.

**14 - NEWSPAPERS:** NEWS-PRESS (m) 91,958; (S) 118,664; Mar. 30, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carol S. Olson, Adv. Dir., NEWS-PRESS, 2442 Anderson Ave., Ft. Myers, FL 33901; Tel. (813) 335-0200.

**National Representatives**: Gannett National Newspaper Sales; Publishers' Representatives of Florida.

## FORT PIERCE-
## PORT ST. LUCIE

**1 - LOCATION:** St. Lucie County, (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

**2 - TRANSPORTATION: Railroads**-Florida East Coast.

**Motor Freight Carriers**-Southern; Central; Ryder; Greyhound; UPS; Trailways.

**Intercity Bus Lines**-Florida Greyhound; Trailways.

**3 - POPULATION:**

Corp. Cities 80 Cen. 48,492; E&P 89 Est. 67,485

Fort Pierce 80 Cen. 33,802; E&P 89 Est. 38,424

Port St. Lucie 80 Cen. 14,690; E&P 89 Est. 29,061

NDM-ABC: (80) 87,182
County 80 Cen. 88,313; E&P 89 Est. 127,434
MSA 80 Cen. 153,166; E&P 89 Est. 228,059

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 21,610; E&P 89 Est. 25,212
Fort Pierce 80 Cen. 15,163; E&P 89 Est. 14,685
Port St. Lucie 80 Cen. 6,447; E&P 89 Est. 10,527
County 80 Cen. 32,506; E&P 89 Est. 52,482
MSA 80 Cen. 58,369; E&P 89 Est. 89,307
NDM-ABC: (80) 32,506

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 9 | $788,100,000 |
| Commercial | 7 | $470,352,000 |

**6 - PASSENGER AUTOS:** County 85,050

**7 - ELECTRIC METERS:** Residence County 61,394

**8 - GAS METERS:** 4,574

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 4,600; Mfg.; Food 4,106; Trans., Commun. 510; Land Development 600; Fertilizer Mfg. 500; Paper Bags; Tourism 2,100; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 175.

**Principal Industrial Pay Days**-Mon., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Rd.

**Neighborhood Shopping Centers**-K mart Plz. corner of U.S. 1 & Virginia Ave.; Town South Plz. on U.S. 1 & Midway Rd.; St. Lucie Sq. on U.S. 1 & Kitterman Rd.; St. Lucie Plz. on U.S. 1; Town Center on U.S. 1 & Port St. Lucie Blvd.; Orange Blossom Mall on Okeechobee Rd. & Hartman Ave.; Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Great Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Emil; Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fort Pierce | 1 | Walgreens |
| Sunrise Blvd.(15) | 1 | A&P |
| Sabal Palm Plz.(25) | 2 | Rite Aid, Publix, J. Byron |
| K mart Plz.(22) | 2 | K mart, L. Luria, Winn-Dixie |
| Orange Blossom Mall(100) | 3 | Belk Lindsey, Sears |
| Jefferson Plz.(21) | 3 | Eckerd, Service Merchandise, Zayre |
| Village Green(30) | 11 | Beall's, K mart, Winn-Dixie, Eckerd |
| Rivergate Plaza(13) | 15 | Walgreens, Publix |
| Town South(15) | 5 | Winn-Dixie, Eckerd |
| St. Lucie Sq.(12) | 6 | Publix, Walgreens |
| Town Ctr.(24) | 13 | Scotty's, Wal-Mart |
| St. Lucie Plz.(11) | 7 | Winn-Dixie, Sunrise True Value |
| Treasure Coast Sq.(85) | 15 | Jordan Marsh, Lord & Taylor, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. & Fri.; Food-every night ex. Sun.

**13 - RETAIL OUTLETS: Department Stores**-Lord & Taylor; Jordan Marsh; JCPenney; Rosslow's; Sears; Service Merchandise; Beall's; Belk-Lindsey; K mart; Zayre; J. Byron.

**Discount Stores**-ADC; K mart 2; Wal-Mart 2.

**Variety Stores**-McCrory; Woolworth 2.

**Chain Drug Stores**-Walgreens 3; Shop-Rite 3; Eckerd 5.

**Chain Supermarkets**-A&P; Winn-Dixie 7; Publix 4; Great Valu; Associated Grocers 4; Albertson's; Bob & Ed's.

**Other Chain Stores**-Goodyear 2; Firestone; Mather Furn.; Haverty's (furn.); Gordon's (jewelry); Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 3; Zale's (jewelry); L. Luria & Sons (luggage & jewelry); Lowe's; Scotty's 3; Tire Kingdom 3; Waterbed City.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (m) 24,416; (S) 27,475; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Greg Anderson, Dir. of Mktg. & Sales, NEWS-TRIBUNE, P.O. Box 69, Fort Pierce, FL 34954. Tel. (305) 461-2050.

**National Representative**: Landon Associates.

## FORT WALTON BEACH

**1 - LOCATION:** Okaloosa County (MSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound.

**Motor Freight Lines**-8.

**Airlines**-Northwest; Atlantic Southeast; Eastern Metro Express.

**3 - POPULATION:**
Corp. City 80 Cen. 20,829; E&P 89 Est. 30,300
CZ-ABC: (80) 89,122
RTZ-ABC: (80) 20,798
County/MSA 80 Cen. 109,920; E&P 89 Est. 150,200
City & RTZ-ABC: (80) 109,920

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,140; E&P 89 Est. 11,100
County/MSA 80 Cen. 37,538; E&P 89 Est. 54,600
CZ-ABC: (80) 30,352
RTZ-ABC: (80) 7,186
City & RTZ-ABC: (80) 37,538

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | $838,543,207 |
| Savings & Loan | 3 | $134,767,275 |
| Credit Unions | 2 | $159,371,516 |

**6 - PASSENGER AUTOS:** County 102,960

**7 - ELECTRIC METERS:** Residence 58,086

**8 - GAS METERS:** Residence 19,690

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Elgin AFB 13,529 ($355); Military Contractors 1,822 (N.A.); Motels 3,000 (N.A.); Electronics 1,316 ($385); Lumber & Wood Prods. 247 ($254); Fishing 650 ($225); Concrete & Brick 120 ($317); Boat Mfg. 200 ($298).

**Principal Industrial & Military Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 15-45.

**11 - TAP WATER:** Limestone, soft.

**12 - RETAILING: Principal Shopping Centers** (No. of stores)-Parkway Plz. (11); Bay Plz. 6; K mart.

**Neighborhood Centers** (No. of stores)-Moreno Plz. (7); Belair (8); Chelsea Plz. (5); Wright (7).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bel-Air(12) | 1 | Jiffy Mart |
| Beltway(9) | 2 | Eckerd, Delchamps |
| Brooks Plaza(10) | 2 | Florida Pottery |
| Ft. Walton Square(31). | 2 | Zayre, Winn-Dixie |
| Sun Plaza(15) | 2 | Wilbro, Lowe's Lumber Phar Mar, Del Cham.s |
| Santa Rosa Mall(160) | 2 | Sears, JCPenney, McRae's, Gayfer's |
| Town Crest Annex(6). | 2 | Piggly Wiggly |
| Town Crest(8) | NA | Piggly Wiggly, Robert's Drug |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-All chain groceries; all major shopping centers; SupeRx Drug; Robert's Drug; Eckerd Drug; K mart.

**Stores Open Sundays**-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; all bars and package goods. (One Jitney Jungle Super Market open 24 hours per day).

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Gayfer's; McRae's.

**Discount Stores**-5 PX Exchanges Elgin AFB; K mart; Zayre; Wal-Mart; Phar-Mor.

**Variety Stores**-Bill's Dollar Store; Family Dollar; Florida Pottery; Dollar General; Bargain Time.

**Chain Drug Stores**-Destin 2; Eckerd; Robert's; Revco; Big B; Rexall; K&B; Stop & Save.

**Chain Supermarkets**-Kwik Check 2; Jitney Jungle; Delchamps 3; Piggly Wiggly 3; Riteway 4; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 5; Food World.

**Other Chain Stores**-Goodyear; Firestone; Auto Zone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; Furn.; All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Color Tile; Warren Hdwe.; Convenience Stores: Quick-way 2; Ritz Food 8; 7-Eleven 11; Tom Thumb 23. About 750 other retail outlets.

**14 - NEWSPAPERS:** NORTHWEST FLORIDA DAILY NEWS (m) 33,303; (S) 39,674; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sam Childs, Adv. Dir., NORTHWEST FLORIDA DAILY NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.

**National Representative**: Landon Associates.

## GAINESVILLE

**1 - LOCATION:** Alachua County, E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.

**Motor Freight Carriers**-13 (7 with terminals).

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Eastern; Piedmont; Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 81,371; E&P 89 Est. 92,401
CZ-ABC: (80) 79,143
RTZ-ABC: (80) 130,239
County 80 Cen. 151,348; E&P 89 Est. 189,480
MSA 80 Cen. 172,214; E&P 89 Est. 213,958
City & RTZ-ABC: (80) 209,382

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 28,307; E&P 89 Est. 33,229
County 80 Cen. 60,904; E&P 89 Est. 73,383
MSA 80 Cen N.A.; E&P 89 Est. 78,851
CZ-ABC: (80) 27,509
RTZ-ABC: (80) 47,152
City & RTZ-ABC: (80) 74,661

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $375,706,000 |
| Commercial | 11 | $766,135,000 |

**6 - PASSENGER AUTOS:** County 111,549

**7 - ELECTRIC METERS:** Residence 53,231

**8 - GAS METERS:** Residence 18,239

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Contract Constr. 4,550; Mfg. 4,737; Trans., Commun. & Public Util. 2,784; Trade 16,705; Fin., Ins. & R.E. 3,745; Services, Misc. 43,233; Gov't 4,764; (83,466 non-agric. work force, Gainesville MSA).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-83; Summer 72-93; Fall 59-83; Winter 41-69.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Newberry Rd. Regional Center, 3 mi. from downtown.

**Neighborhood Shopping Centers**-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks); Pic 'N Save Plz. 2; K mart Ctr., N. Main & 23rd Ave.; Eastgate Center 8.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Oaks Mall | 3 | Sears, JCPenney, Iveys, Burdines, Belk Lindseys |
| Gainesville Mall | 1 | Maas Brothers, Food 4 Less |
| Wal-Mart Shpg. Plz. | 1 | Wal-Mart |
| Gainesville Shpg. Center | 1 | Belk Lindseys |
| Butler Plz. | 2 | Publix |
| 34th St. Plz. | 1 | Publix |
| Oaks Mall Plz. | 3 | |
| Kash 'n Karry Marketplace | 3 | Kash 'n Karry |
| Millhopper Shpg. Center | 3 | Publix, Ben Franklin's |

**13 - RETAIL OUTLETS: Department Stores**-Sears; Belk-Lindsey 2; JCPenney; Maas Brothers; Burdines; Ivey's.

**Discount Stores**-Pic 'N Save 4; Albertson; K mart 2; Wal-Mart; Family Dollar.

**Variety Stores**-Woolworth; Ben Franklin 2.

**Chain Drug Stores**-Eckerd 6; Greshams 4; Wise's 3; Albertsons; Treasury; Revco 2; SupeRx 2; Pharmor 1.

**Chain Supermarkets**-Winn-Dixie 4; Thriftway; Publix 6; Albertsons; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2.

**14 - NEWSPAPERS:** SUN (m) 54,399; (S) 56,359; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sally Galanos, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.

**National Representatives**: Branham/Newspaper Sales; Publisners' Representatives of Florida.

## HOLLYWOOD

**1 - LOCATION:** Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

**2 - TRANSPORTATION: Railroads**-Florida East Coast (freight); Amtrak; Seaboard Coast Line.

**Motor Freight Carriers**-16.

**Freight & Passenger Steamship Lines**-Port Everglades Terminal-Processed 1984-1,713 Cruise Cargo Vessels. P.T. Dennison Ocean Terminal, Freight Lines-5.

Foreign Trade Zone (Port Everglades).

**Intercity Bus Lines**-Greyhound; Trailways; Broward Transit.

**Airlines**-American; Bahamas Air; Continental; Delta; Eastern; Midway; Northwest; Ozark; United; Pan Am; TWA; Federal Express; Republic; Texas Intl.; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 121,323; E&P 89 Est. 127,389
County/PMSA 80 Cen. 1,022,365; E&P 89 Est. 1,292,439

**4 - HOUSEHOLDS:**
City 80 Cen. 48,595; E&P 89 Est. 51,064
County/PMSA 80 Cen. 415,339; E&P 89 Est. 552,397

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | N.A. | N.A. |
| Commercial | N.A. | N.A. |

**6 - PASSENGER AUTOS:** County 865,968

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Av. Temp.-Summer 80; Winter 70.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Davie Shop(20) | NA | Publix, Eckerd |
| Carriage Hills(15) | NA | Winn-Dixie, Family Discount |
| Emerald Woods(8) | NA | Eckerd, Winn-Dixie |
| Sage Plaza(30) | NA | |
| Sheridan Oaks(15) | NA | Wendy's, Seymour's |
| Sterling(22) | NA | |

| | | |
|---|---|---|
| Zayre Plaza(10) | NA | Zayre, SupeRx |
| Pines Lake(14) | NA | |
| Village(18) | NA | Eckerd, Publix |
| Dania(11) | NA | Pic 'N Pay, Pier I |
| Diplomat(35) | NA | Pantry Pride, Jefferson |
| Zayre(8) | NA | Zayre |
| Hollywood Mall(68) | NA | Sears, Publix |
| Hollywood Fashion(70) | NA | Burdines, JCPenney, Zayre, Jordan Marsh |
| West Hollywood(15) | NA | Cloth World, Family Discount |
| K mart(8) | NA | K mart |
| Taft St.(12) | NA | Zayre, Goodyear, Radio Shack, Eckerd |
| Post Haste(12) | NA | 7-Eleven |
| Park Sheridan West(31) | NA | Radio Shack |
| Taft-Hollywood(20) | NA | Publix, Winn-Dixie, J. Bryon |
| Miramar(10) | NA | Winn-Dixie, Neisner's 5 & 10 |
| Pembroke Plz.(10) | NA | |
| Publix(12) | NA | Lindsley, Publix |
| Knoll Plaza(7) | NA | |
| Griffin Rd. Plaza(10) | NA | Eckerd, Winn-Dixie |
| University(15) | NA | Publix, Eckerd, J. Byrons |
| Pines Plaza(25) | NA | Winn-Dixie, SupeRx |
| Pasadena(11) | NA | Eckerd |
| Cooper City(30) | NA | SupeRx, Winn-Dixie |
| Miramar Pkwy | NA | Publix |
| Lake Forest(8) | NA | |

**Principal Shopping Days**-Fri., Sat., Sun., Food: Thur., Fri., Sat.

**Stores Open Evenings**-Dept., apparel & food-nightly; Sun. until 6.

**13 - RETAIL OUTLETS: Department Stores**-Burdines; Jordan Marsh; JCPenney; Sears; J Byron.

**Discount Stores**-K mart; Zayre.

**Variety Stores**-Woolworth; Neisner's; Surf 5 & 10 ; Sun Shops.

**Chain Drug Stores**-Eckerd; SupeRx; Gray; Rexall; Walgreens; U.S. Drug; Drug World; Albertson's.

**Chain Supermarkets**-Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Jackson's Minit Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie Kwik Check 7; Pantry Pride 5; Majik Markets 7.

**Other Chain Stores**-Goodyear; Firestone; Lindsley Lumber; Marshall's; Home Depot; Bunning Florist; Shoes: Florsheim; Naturalizer; Buster Brown; Hanover; Kinney; A.S. Beck; Baker; Thom McAn; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Jewelry: Gordon, Mayor, Lawton; Seiberling; Pan American; Norton; Sherwin-Williams; Thayer McNeil; Rose Auto; Baer Furniture; Liquor: State, Shell, Foremost.

**14 - NEWSPAPERS:** SUN-TATTLER (m) 25,116; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Gary Lawrence, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33022; Tel. (305) 929-8101.

**National Representative**: Sawyer-Ferguson-Walker.

## HOMESTEAD

**1 - LOCATION:** Dade County (In Miami-Hialeah PMSA). E&P Map D-4, on U.S. Hwy. 1; State Hwy. 27.

**2 - TRANSPORTATION: Railroads**-Florida East Coast; Seaboard.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 20,668; E&P 89 Est. 23,953
CZ-ABC: (80) 73,933
Bal. in NDM-ABC: (80) 106,214
Total NDM-ABC: (80) 180,147
County/PMSA 80 Cen. 1,706,198; E&P 89 Est. 1,906,491

**4 - HOUSEHOLDS:**

City 80 Cen. 7,635; E&P 89 Est. 9,504
County/PMSA 80 Cen. 609,883; E&P 89 Est. 770,598
CZ-ABC: (80) 24,558
Bal. in NDM-ABC: (80) 33,321
Total NDM-ABC: (80) 57,879

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 10 | $175,000,000 |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 1,336,087

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Homestead Air Force Base; Agric.; Aircraft Maintenance & Supply; Elect.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Homestead Plz., N.E. 8th St.

**Nearby Shopping Centers**

| | | |
|---|---|---|
| Homestead Plz.(34) | NA | Winn-Dixie, Rite Aid, Firestone |
| Zayre(11) | NA | Zayre, Eckerd, Publix, J Byrons |
| Dixie Shop Ctr. | NA | Winn Dixie, Radio Shack, Scotty's |

**13 - RETAIL OUTLETS: Department Stores**-Sears; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.

**Discount Stores**-Zayre; K mart.

**Variety Stores**-Woolworth 2; McCrory's.

**Chain Supermarkets**-Publix 2; Great Valu 2; Winn-Dixie 3.

**Chain Drug Stores**-Eckerd 2; Medicine Shoppe 2; Rite Aid 4.

**Other Chain Stores**-Goodyear; Firestone 2; Norton Tire 2; Singer Sewing; Western Auto; Radio Shack 3; Color Tile; Sherwin Williams 2.

**14 - NEWSPAPERS:** SOUTH DADE NEWS LEADER (e-mon to fri) 12,486; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Connie Thrasher, Adv. Dir. or Chet Valiante, Circ. Dir., SOUTH DADE NEWS LEADER, 15-17 N.E. 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311; FAX (305) 248-0596.

**National Representative**: Landon Associates; U.S. Suburban Press.

## INVERNESS

**1 - LOCATION:** Citrus County, E&P Map C-2. County Seat. On U.S. Hwys. 41 & 44. North central part of state.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 4,095; E&P 89 Est. 4,657
NDM-ABC: (80) 54,703
County 80 Cen. 55,430; E&P 89 Est. 93,238

**4 - HOUSEHOLDS:**

City 80 Cen. 1,755; E&P 89 Est. 2,077
County 80 Cen. 22,983; E&P 89 Est. 34,903
NDM-ABC: (80) 22,985

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** 54,433

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Utility 1,000; Services 4,000; Per capita income $9,886.

**Principal Industrial Pay Days**-N.A.

**10 - CLIMATE:** Av. Yearly Temp. 70.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Regional Shpg. Ctr.; Citrus Plz.; Citrus Ctr.; Highland Square.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Citrus Plz.(14) | NA | Rexall Drugs, Piggly Wiggly, Sears |
| Highland Sq.(17) | NA | TG&Y, Winn-Dixie, |
| Citrus Ctr. | NA | Wal-Mart, Scotty's |
| Regional Shpg Ctr | NA | K mart, Beall's, Walgreens, Radio Shack |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's.

**Discount Stores**-Wal-Mart; K mart.

**Chain Drug Stores**-Eckerd; Walgreens.

**Chain Supermarkets**-Publix; Winn-Dixie; Kash & Karry; Piggly Wiggly.

**14 - NEWSPAPERS:** CITRUS COUNTY CHRONICLE (m-mon to fri) 16,418; (S) 17,645; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David L. Ernest, Adv. Dir., CITRUS COUNTY CHRONICLE, 130 Heights Ave., PO Box 1899, Inverness, FL 32650; Tel. (904) 726-1441.

**National Representative**: Landon Associates.

## JACKSONVILLE

**1 - LOCATION:** Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr., important medical, insurance, financial, mfg. and naval community.

**2 - TRANSPORTATION: Railroads**-CSX; Florida East Coast; Southern; Amtrak.

**Freight Steamship Lines**-25.

**Motor Freight Carriers**-110.

**Intercity Bus Lines**-Greyhound; Trailways; Grayline Tours.

**Airlines**-Continental; American; Delta; Eastern; Henson; New York Air; Piedmont; TWA; United; USAir; Pan Am; Midway; TWA Air Freight.

**3 - POPULATION:**

Corp. City 80 Cen. 540,920; E&P 89 Est. 629,086
CZ-ABC: (80) 620,288
RTZ-ABC: (80) 157,990
County 80 Cen. 570,464; E&P 89 Est. 665,428
MSA 80 Cen. 722,972; E&P 89 Est. 896,824
City & RTZ-ABC: (80) 778,278

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 194,252; E&P 89 Est. 261,035
County 80 Cen. 208,351; E&P 89 Est. 277,671
MSA 80 Cen. 259,596; E&P 89 Est. 339,022
CZ-ABC: (80) 223,911
RTZ-ABC: (80) 52,839
City & RTZ-ABC: (80) 276,750

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $5,000,000,000 |
| Savings & Loan | 10 | $2,000,000,000 |

**6 - PASSENGER AUTOS:** County 461,269

**7 - ELECTRIC METERS:** Residence County 257,103

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** (Estimated Percentage of 408,300 Work Force in each)-Mfg. (9.4); Contract Constr. (6.4); Trans., Commun., Util. (6.7); Whol. Trade (7.1); Ret. Trade (20.5); Fin., Ins., R.E. (9.5); Service (25.5); Gov't (14.5); unemployment rate (5.4).

**10 - CLIMATE:** Short, mild winters; warm summers; av. 68.0 degrees; av. seasonal range is from 54.7 degrees in Dec. to 80.2 degrees in July. Rainfall amounts to 52.0 inches in a normal year.

**11 - TAP WATER:** Alkaline, very hard; natural fluoride.

**12 - RETAILING: Principal Stores**-Ivey's; Stein Mart; JCPenney; Sears; Pic 'N Save; K mart; Zayre; Wal-Mart; Beall's; J Byrons; Maison Blanche; Marshalls; Jacobson's.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Anchor Plaza(25) | 9 | Service Mdse., Eckerd |
| Arlington Plz.(30) | 5 | School Supplies |
| Beach Blvd.(9) Center | 5 | Drug Emporium<br>Winn Dixie |
| Beach Plaza(15) | 16 | Woolworth |
| Brierwood Village(20) | 9<br>NA | Pic'N Save,<br>Winn-Dixie |
| Cedar Hills(31) | 7 | JCPenney, Walgreens |
| Deerwood Vlg.(41) | 9 | J.L. Reid |
| Expressway(32) Mall | 7 | Publix, Eckerd |
| The Gazebo(27) | 6 | Revco, Publix |
| Grande Blvd.(71) | 9 | Jacobson's, The Limited |
| Highland Sq.(55) | 10 | Eckerd, Publix |
| K mart Plaza(15) Neptune Beach(15) | 14 | K mart<br>Eckerd |
| K mart Plaza Lem Turner(3) | 7 | K mart |
| K mart Plz./St Augustine(10) | 4 | K mart, Publix |
| Kingsley Sq.(32) | 14 | Eckerd, Publix |
| Lakewood(59) | 6 | Winn-Dixie, Walgreen |
| Mandarin Landing(52) | 12 | Publix, Radio Shack |
| Normandy-Lane(84) | 6 | Zayre, Winn-Dixie |
| Norwood Plaza(22) | 4 | Eckerd, Save 'N Pack |
| Orange Pk.(135) | 12 | Sears, May Cohens, Ivey's, JCPenney |
| Outlets Ltd. Mall(20) | 6 | World Bazaar<br>Linin 'N Things |
| Paxon(28) | 6 | Osteen Drugs |
| Promenade(23) | 5 | Albertson's |
| Regency Court(37) | 10 | Luria's<br>Marshall's |
| Southgate Plz.(23) | 3 | Jones College, Winn- Dixie |
| Standard Plz.(27) | 5 | Service Mdse. |
| Town 'N' Country(40) | 4 | Pic'N Save |
| University Blvd. West | 5 | Pic'N Save, |
| University Mall(10) | 6 | Western Auto<br>Eckerd, Publix |

**Principal Shopping Days**-All week.

**13 - RETAIL OUTLETS: Department Stores**-Maison Blanche 3; Sears 6; JCPenney 6; Ivey's 2; Marshalls 2; Stein Mart 6; Jacobsons 2; J Byrons 2; Wal-Mart 6.

**Discount Stores**-K mart 8; Zayre 4; Family Dollar 5; Service Mdse. 4; Jewelcor 2; Pic'N Save 19.

**Variety Stores**-Woolworth 3; G.C. Murphy; McCrory's/TG&Y 3; World Bazaar 3.

**Chain Supermarkets**-Food Lion 9; Publix 13; Winn-Dixie 32; 7-Eleven 16; Majik Markets 20; Albertson's 6; Jewelcor 2; Lil' Champ 76; Day-N-Nite; Convenient 6; Jiffy 69.

**Chain Drug Stores**-Walgreens 11; Pic'N Save 19; Eckerd; Atkinson's 6; Attwood & Rogers; O'Steens 3; Scottie 8; Revco 10; Albertson 6; K mart 8.

**Other Chain Stores**-Goodrich 2; Firestone 11; Western Auto 7; Goodyear 15; Haverty Furn. 4; Rhodes Furn. 5; Matador; Lerner Shops 6; Levy Wolf; Vogue Shops 12; Singer 4; Sherwin-Williams 11; Home Depot 2; West Building Materials 2; Scotty's 8; Cloth World 7; Circuit City 2; McDuff 9; Baker Shoes 2; Ace Hdwe. 10; Kinney Shoes 9; Hickory Farms 2; Zale's Jewelers 5; Halpern's; Radio Shack 18; Ethan Allen 2; Jacobson's 2; Levitz Furn.; Burlington Coat Factory; R.G. Branden's; Sports-A-Foot 5.

**14 - NEWSPAPERS:** FLORIDA TIMES-UNION (m) 173,272; (sat) 190,943; (S) 235,642; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JACKSONVILLE JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.

**National Representative**: Branham/Newspaper Sales.

## KEY WEST

**1 - LOCATION:** Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, FL; 90 mi. from Havana, Cuba; 154 mi. S of Miami, FL. On U.S. Hwy. No. 1.

**2 - TRANSPORTATION: Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Piedmont; Eastern.

**3 - POPULATION:**
Corp. City 80 Cen. 24,382; E&P 89 Est. 20,849
CZ-ABC: (80) 24,382
RTZ-ABC: (80) 38,806
County 80 Cen. 63,353; E&P 89 Est. 79,316
City & RTZ-ABC: (80) 63,188

**4 - HOUSEHOLDS:**
City 80 Cen. 9,833; E&P 89 Est. 8,645
CZ-ABC: (80) 9,833
RTZ-ABC: (80) 16,507
County 80 Cen. 26,340; E&P 89 Est. 27,578
City & RTZ-ABC: (80) 26,340

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 3 | $30,000,000 |

**6 - PASSENGER AUTOS:** County 41,976

**7 - ELECTRIC METERS:** Residence 15,012

**8 - GAS METERS:** Residence 4,200

**9 - PRINCIPAL INDUSTRIES:** Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade; Navy.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft; not fluoridated; Desalination Plant.

**12 - RETAILING: Downtown Shopping Center**-10 blocks on Duval St.

**Neighborhood Shopping Centers (No. of Stores)**-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Searstown(30) | 4 | Sears, Winn-Dixie, Woolworth, Zayre |
| Key Plaza(24) | 4 | Jackson/Byron's, Pantry Pride |

**Stores Open Evenings**-Searstown Shpg. Ctr. and Key Plz., every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's.

**Discount Stores**-Dollar General; Radio Shack.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Cobo Rexall; Gray's; Eckerd; Medical Aids.

**Chain Supermarkets**-Gulfstream; Winn-Dixie 2; Pantry Pride; Fausto.

**Other Chain Stores**-Shoes: Thom McAn, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, Natl. Shirt; Singer Co.; Zale's Jewelers.

**14 - NEWSPAPERS:** CITIZEN (e) 7,437; (S) 10,034 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ruth Peeples, Adv. Mgr., CITIZEN, 4420 N. Side Drive, Key West, FL 33040; Tel. (305) 294-6641

**National Representative**: Thomson Newspapers.

## LAKE CITY

**1 - LOCATION:** Columbia County, E&P Map C-1, County Seat. 60 mi. W of Jacksonville on U.S. Hwys. 90, 41 & 441; State Hwys. 25, 47, 100 & 247; I-10 & I-75.

**2 - TRANSPORTATION: Railroads**-Norfolk-Southern; Seaboard Coast Lines.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Local Charter.

**3 - POPULATION:**
Corp. City 80 Cen. 9,257; E&P 89 Est. 8,015
CZ-ABC: (80) 9,257
RTZ-ABC: (80) 26,142
County 80 Cen. 35,613; E&P 89 Est. 42,057
City & RTZ-ABC: (80) 35,399

**4 - HOUSEHOLDS:**
City 80 Cen. 3,401; E&P 89 Est. 3,037
County 80 Cen. 12,183; E&P 89 Est. 18,994
CZ-ABC: (80) 3,401
RTZ-ABC: (80) 8,782
City & RTZ-ABC: (80) 12,183

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $98,000,000 |
| Commercial | 3 | $148,000,000 |

**6 - PASSENGER AUTOS:** County 22,478

**7 - ELECTRIC METERS:** Residence 21,969 (commercial)

**8 - GAS METERS:** Residence 3,941 (commercial)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2,100; Wood Prods. 117; Metal Fab. 317; Sportswear 140; Chicken Farming; Forestry; Furn. Mfg. 156.

**10 - CLIMATE:** Av. Annual Temp.-69; Summer 91; Winter 40. Av. Annual Rainfall 57 in.; Av. Humidity 75%.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-5 blocks on N. Marion St.; in Lake City Plaza, 13 stores; in K mart Plaza 3; in Winn-Dixie Plaza 8; Gleason's Corner Mall 12.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial Plz. | NA | Majik Mkt. |
| Gateway | NA | Sherwin-Williams |
| Gleason's Corner(35) | NA | Zale's, Kinney's, Belk's, JCPenney |
| K mart Plaza(8) | 2 | K mart, Eckerd, Payless Shoes |
| Lake City Plz.(13) | 1 | Foodway, Radio Shack, Dollar General |
| Southtown Sq.(8) | 2 | Winn-Dixie, TG&Y, Revco |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Hudson; Sears (catalog); K mart; Wal-Mart; Fieldcrest.

**Discount Stores**-TG&Y; Eagle Army-Navy.

**Variety Stores**-McCrory.

**Chain Drug Stores**-Eckerd; Revco; SupeRx.

**Chain Supermarkets**-Winn-Dixie; G&H; S&S 5; Foodway; Publix.

**Other Chain Stores**-Goodyear; Scotty Home Builders; Western Auto; 84 Lumber.

**14 - NEWSPAPERS:** REPORTER (e-mon to fri) 9,105; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Andrew Caldwell, Adv. Dir., REPORTER, 126 E. Duval St.; P.O. Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.

**National Representatives**: Branham/Newspaper Sales; Publishers' Representatives of Florida.

## LAKE WALES

**1 - LOCATION:** Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline.

**Bus Lines**-Greyhound.

**Motor Freight Carriers**-5.

**Airlines**-Charter only.

**3 - POPULATION:**
Corp. City 80 Cen. 8,466; E&P 89 Est. 8,500
County/MSA 80 Cen. 323,569; E&P 89 Est 373,044

**4 - HOUSEHOLDS:**
City 80 Cen. 3,237; E&P 89 Est. 3,309
County/MSA 80 Cen. 114,394; E&P 89 Est. 150,539

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | $112,000,000 |
| Commercial | 4 | $168,000,000 |

**6 - PASSENGER AUTOS:** County 241,431

**7 - ELECTRIC METERS:** Residence 15,931

**8 - GAS METERS:** Residence 825

**9 - PRINCIPAL INDUSTRIES:** Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Mach.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Prods. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.

**Principal Pay Days**-Fri., Sat., 1st & 15th.

**10 - CLIMATE:** Av. Temp.-73.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Areas**-Two blocks on Park and Stuart; three shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southgate(13) | NA | Publix, Belk's, Eckerd |
| Marketplace(60) | NA | Friedlander's, Wales Furniture |
| Lake Wales(22) | NA | Winn-Dixie, Drug Mart |
| K mart Plaza | NA | K mart |
| Orange Grove | NA | Beall's, Walgreens, Kash 'N Karry, DeSears |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Friedlanders; Belk-Lindsey; Beall's.

**Variety Stores**-Edwin's; McCrory's; K mart; Wal-Mart; Dollar General; Family Dollar.

**Chain Drug Stores**-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens; Wal-Mart

**Chain Supermarkets**-Publix; Winn-Dixie; McCallister's; Shopping Basket; Kash 'N Karry.

**14 - NEWSPAPERS:** HIGHLANDER (e-mon to fri; S) 3,761; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mrs. Kim Edwards, Adv. Dir., HIGHLANDER, 33 W. Orange Ave.; PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.

**National Representative**: Landon Associates.

## LAKELAND

**1 - LOCATION:** Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98, 1-4.

**2 - TRANSPORTATION: Railroads**-CSX Transportation.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Florida Greyhound; Tamiami Trailways.

**3 - POPULATION:**
City 80 Cen. 47,406; E&P 89 Est. 46,647
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 323,569
County/MSA 80 Cen. 323,569; E&P 89 Est. 373,044
City & RTZ-ABC (80) 321,652

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 19,240; E&P 89 Est. 19,274
County/MSA 80 Cen. 114,394; E&P 89 Est. 150,539
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $313,972,865 |
| Commercial | 10 | $1,051,603,077 |

**6 - PASSENGER AUTOS:** County 241,431

**7 - ELECTRIC METERS:** Residence 82,000

**8 - GAS METERS:** Residence 5,400

**9 - PRINCIPAL INDUSTRIES:** Industry, (Av. Wkly. Wage)-All Mfg. Av. Wage ($344); Food Prods. ($301); Chem. ($458); Non-Metallic Minerals ex Fuels ($415).

**10 - CLIMATE:** Min. Temp. 64; Max. Temp. 83.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated outside of cities.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Downtown(26) | NA | JCPenney, Maas Bros. |
| Grove Park(27) | 3 | Luria's, Publix, Eckerd |
| Southgate | 2 | Belk-Lindsey, Walgreens |
| Memorial Plz.(34) | 3 | Publix, Eckerd |
| Wabash(16) | 1 | Publix, Eckerd |
| Lakeland Mall(50) | 2 | Mont. Ward, Sam's |
| Imperial Mall(14) | 3 | Zayre, Rite Aid |
| Lake Miriam(12) | 4 | Wilkor, Publix |
| Market Sq.(10) | 4 | TG&Y, Winn-Dixie |
| Shoppes of Lakeland(12) | 8 | Zayre, Service Mdse. Builders' Square |
| Palm Center(40) | 4 | Wal-Mart, Bealls, Walgreen's, Kash 'n Karry |

**Stores Open Evenings**-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Babcock; Maison Blanche; Mervyn's; J Byrons; Ross Stores; Marshall's.

**Discount Stores**-K mart; Zayre; TG&Y; Albertson's; Wal-Mart; Phar-Mor

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens; Eckerd; Donatelli's; Rite Aid.

**Chain Supermarkets**-Albertson's; Publix 4; Winn-Dixie; Kash & Karry; Albertson's; Food Lion.

**Other Chain Stores**-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Goodrich; Goodyear; Firestone; Zale's; George Stuart; Color Tile; Western Auto; Radio Shack.

**14 - NEWSPAPERS:** LEDGER (m) 84,517; (S) 102,906; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roger N. Hawkins, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.

**National Representatives**: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

## LEESBURG

**1 - LOCATION:** Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

**2 - TRANSPORTATION: Intercity Bus Lines**-Florida Greyhound.

**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 13,191; E&P 89 Est. 13,524
CZ-ABC: (80) 13,191
RTZ-ABC: (80) 115,951
County 80 Cen. 105,505; E&P 89 Est. 130,607
City & RTZ-ABC: (80) 129,142

**4 - HOUSEHOLDS:**
City 80 Cen. 5,349; E&P 89 Est. 5,603
County 80 Cen. 41,650; E&P 89 Est. 49,102
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 6 | $361,622,000 |
| Commercial | 9 | $508,536,000 |

**6 - PASSENGER AUTOS:** County 94,502

**7 - ELECTRIC METERS:** 13,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Mfg. ($180).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

**11 - TAP WATER:** Neutral.

**12 - RETAILING: Principal Shopping Centers**-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq.

Mall; Southside.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Zayre Plz.(13) | 2 | Zayre |
| Lake Sq. Mall(50) | 6 | Belk's, Sears, JCPenney |
| Southside(17) | 2 | Winn-Dixie, Rite Aid |
| Palm Plz. | 1 | Publix, Belk's, Walgreens |
| Wal-Mart | 3 | Wal-Mart |
| K mart | 3 | K mart |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Belk-Lindsey; Zayre; K mart; Wal-Mart.

**Chain Drug Stores**-B&W (Rexall); Eckerd 4; Rite Aid 4; Walgreens; Revco.

**Chain Supermarkets**-Publix 5; Winn-Dixie 6; Kash 'N Karry.

**Other Chain Stores**-Lowe's; Goodyear; Sherwin-Williams; Mary Carter Paints; ABC Liquors; Scotty's; 84 Lumber; Country Furn.; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zale's Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland; McCrory's; Sterchis; Ben Franklin; Service Merchandise; White Rose; TV & Stereo Town; McDuff's; Pearle Vision.

**14 - NEWSPAPERS:** COMMERCIAL (e-mon to fri) 81,227; (S) 33,188; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Blankenship, Adv. Dir., COMMERCIAL, 212 E. Main St., Leesburg, FL 32749; Tel. (904) 787-4515.

**National Representatives**: Branham/Newspaper Sales; Publishers' Representatives of Florida.

## MARIANNA

**1 - LOCATION:** Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City; 60 mi. W of Tallahassee; 35 mi. S of Dothan, AL.

**2 - TRANSPORTATION: Railroads**-East/West: Seaboard/Chessie Systems; North/South: Bayline.

**Motor Freight Carriers**-12.

**Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 7,006 E&P 89 Est. 6,833

County 80 Cen. 38,997; E&P 89 Est. 44,058

**4 - HOUSEHOLDS:**

City 80 Cen. 2,605; E&P 89 Est. 2,738

County 80 Cen. 13,332; E&P 89 Est. 19,054

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 1 | $64,595,933 |
| Commercial | 5 | $183,889,997 |

**6 - PASSENGER AUTOS:** County 22,243

**7 - ELECTRIC METERS:** County Residence 3,200; 800 Commercial (City)

**8 - GAS METERS:** 2,195 (City)

**9 - PRINCIPAL INDUSTRIES:** Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furn.; Commercial Laundry; Metal Fab.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-81; Summer 70-91; Fall 61-82; Winter 36-62.

**11 - TAP WATER:** Fluoridated; very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carol Plaza(19) | 1 | Dollar General, Waco Drugs, Wilson's Mens Wear |
| Lafayette Plz.(2) | 2 | McCrory's, Piggly Wiggly |
| Marianna Sq. | NA | Revco, Winn-Dixie, Capitol TV |
| Oak Station(10) Ctr. | 2 | K mart, Food World, Big B Drugs. |
| Rivergate Plz. | 1 | Woolworth, Eckerd, BC Moore's |

**Principal Shopping Days**-Wed., Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Sherwin-Williams; JCPenney.

**Variety Stores**-Family Dollar; Bill's Dollar; McCrory's; Top Dollar; Woolworth; K mart.

**Chain Drug Stores**-Eckerd; Revco; Big B.

**Chain Supermarkets**-IGA Foodliner; Piggly Wiggly; Winn-Dixie; Foodworld.

**Other Chain Stores**-Radio Shack; Firestone; Merle Norman Cosmetics; Badcock Furn.; Payless Shoes, Farmers' Furniture; Simply Six Fashions; Shoe City; Bargain Time.

**14 - NEWSPAPERS:** JACKSON COUNTY FLORIDAN (e-tues to fri) 4,622; (S) 5,175; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Wallace, Adv. Dir., JACKSON COUNTY FLORIDAN, 104 Constitution Lane; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.

**National Representative**: Thomson Newspapers.

## MELBOURNE

**1 - LOCATION:** Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami. 40 min. E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

**2 - TRANSPORTATION: Railroads**-Florida East Coast.

**Intercity Bus Lines**-Greyhound; Central Florida Coach Lines; Auto Bus; Executive Tour & Charter Intl.; Sun Coast Shuttle, Inc.

**Airlines**-Eastern; Delta; Continental Express; Eastern Express; Henson.

**3 - POPULATION:**

Corp. City 80 Cen. N.A.; E&P 89 Est. N.A.

NDM-ABC: (80) 272,959

County/MSA 80 Cen. 275,202; E&P 89 Est. 377,371

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. N.A.

County/MSA 80 Cen. 101,783; E&P 89 Est. 152,995

NDM-ABC: (80) 101,783

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 50 | $1,335,405,000 |
| Commercial | 103 | $2,236,844,000 |

**6 - PASSENGER AUTOS:** County 268,081

**7 - ELECTRIC METERS:** Residence County 169,147

**8 - GAS METERS:** County 27,508

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 30,300; Constr. 9,300; Trans., Commun. & Public Util. 6,000; Trade 37,100; Fin., Ins. & Real Estate 5,700; Service & Misc. 48,000; Gov't 22,500; Other 25,223 (Agric., Domestic, Self).

**10 - CLIMATE:** Mean Temp.-71.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lake Washington Sq.(8) | NA | SupeRx |
| Northgate(18) | NA | Winn-Dixie, Eckerd |
| Sarno Plz.(30) | NA | Publix, SupeRx |
| K mart Plz.(7) | NA | Eckerd, K mart |
| Zayre Plz.(17) | NA | Zayre |
| Melbourne(26) | NA | Publix |
| Barton Commons (15) | NA | K mart, Goodings, Beall's |
| Brevard Mall(14) | NA | Winn-Dixie, Eckerd |
| Melbourne Square Mall(133) | NA | Belk-Lindsey, Ivey's, Burdine's |
| Shoppes of West Melbourne(15) | NA | Marshalls, Service Mdse. |
| Windover Sq.(7) | NA | Publix, Eckerd |
| Plaza West(16) | NA | Winn-Dixie, Eckerd |
| Minton Center(6) | NA | Ben Franklin |

**13 - RETAIL OUTLETS: Department Stores** (County)-Ivey's 2; Jordan Marsh 2; JCPenney 3; Belk-Lindsey 4; Burdines.

**Variety Stores**-Woolworth 3; McCrory's 6; TG&Y 3; Ben Franklin 2.

**Discount Stores**-Zayre 2; K mart 5; Wal-Mart 5.

**Chain Drug Stores**-Liggett; Eckerd 19; SupeRx 2; Walgreens 7.

**Chain Supermarkets**-Publix 13; Goodings 7; Winn-Dixie 16; Albertson's; Mr. Grocer 14; Lil' General 3; Majik Market 29; 7-Eleven 27; Zippy Marts 16; SupeRx 6; Jiffy 34; Shop & Go 7; Tenneco 7; Cumberland Farms 8; Step Saver 5.

**Other Chain Stores**-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane Furniture; Haverty's Furniture; Badcock Furniture; ABC Liquor; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's; Builder's Square.

**14 - NEWSPAPERS:** FLORIDA TODAY (m) 78,429; (S) 105,787; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roy Martin, Nat'l. Adv. Mgr., FLORIDA TODAY, P.O. Box 363000, Melbourne, FL 32936; Tel. (305) 242-3803.

**National Representative**: Gannett National Newspaper Sales.

## MIAMI

**1 - LOCATION:** Dade County (In Miami-Hialeah PMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

**2 - TRANSPORTATION: Railroads**-Florida East Coast; Seaboard Coast Line; Metro Rail.

**Waterways**-Atlantic Intracoastal Waterway with barge service.

**Intercity Bus Lines**-Greyhound; Trailways.

**Motor Freight Carriers**-57.

**Steamship**-22 passenger; 46 freight.

**Airlines**-79 scheduled airlines; 29 non-scheduled.

**3 - POPULATION:**

Corp. City 80 Cen. 346,865; E&P 89 Est. 344,669

CZ-ABC: (80) 1,625,611

RTZ-ABC: (80) 1,081,445

County/PMSA 80 Cen. 1,706,198; E&P 89 Est. 1,906,491

City & RTZ-ABC: (80) 2,707,056

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. City 134,067; E&P 89 Est. 143,066

County/PMSA 80 Cen. 609,883; E&P 89 Est. 686,490

CZ-ABC: (80) 609,830

RTZ-ABC: (80) 443,857

City & RTZ-ABC: (80) 1,053,687

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 36 | $18,504,314,000 |
| Commercial | 65 | $20,510,316,000 |

**6 - PASSENGER AUTOS:** County 1,336,087

**7 - ELECTRIC METERS:** Residence 687,374

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 9,500; Constr. 41,500; Trans. 68,800; Fin., Ins. & R.E. 67,500; Ret. Trade 154,400; Serv. 224,100; Gov't 107,200; (Av. Wkly. Wage): Food ($311); Apparel ($180); Furn. & Fixt. ($256); Mach. ($270); Trans. Equip. ($390).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Shopping Areas** (With Principal Store and/or Supermarket):

**Central Business Districts**

Downtown Miami-Burdines, J. Byrons, Woolworth's, McCrory's

Lincoln Rd. Mall-Florsheim Shoes, I Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports

Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 163rd St.(155) | 8 | Burdines, Jordan Marsh, Service Mdse. |
| Lincoln Road(180) | 4 | Burdines, Pantry Pride, Lerner's, Woolworth |
| Miracle Mile(160) | 8 | Sears, J. Byrons, McCrory's, Woolworth |
| Key Biscayne(17) | 6 | Winn-Dixie, Pantry Pride, Krest Five & Ten |
| Dadeland(180) | 13 | Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks |
| Carol City(27) | 10 | |
| Palm Springs Mile(139) | NA | Zayre, Publix, Winn-Dixie, J. Byrons, Lionel Playworld |
| Northside(73) | 8 | J. Byrons, Woolworth, Lerner's, Walgreens |
| Biscayne(35) | 6 | Lerner's, Walgreens |
| Central(26) | 5 | Zayre |
| Westchester(45) | 6 | Pantry Pride, Zayre, K mart, J. Byrons, Lionel Playworld, |
| Red Bird(13) | 8 | Belk, Walgreens, Piggly Wiggly |
| Cutler Ridge(250) | 17 | Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh |
| Miami Gardens(30) | 13 | Publix |
| 127th Street | 10 | Woolworth, Publix |
| Concord(46) | 20 | Xtra Super Food Center, Tamiami |
| University(12) | 15 | Woolworth, Pantry Pride, Gray Drugs |
| Suniland(52) | 20 | Publix, J. Byrons |
| Perrine(39) | 35 | Woolworth, Winn-Dixie |
| Bal Harbour(81) | 12 | Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller |
| Midway(110) | 11 | Winn-Dixie, Woolworth, Home Depot, Walgreens |
| Westland(90) | 13 | Sears, Burdines, JCPenney |
| Omni(165) | 1 | JCPenney, Jordan Marsh |
| Skylake(7[illegible]) | 10 | J. Byrons, Home Depot, Eckerd, SupeRx |
| Aventura Mall(200) | 10 | Lord & Taylor, JCPenney, Sears, Macy's |
| International Mall(153) | 12 | Burdines, Jordan Marsh, Sears, Lord & Taylor |
| The Falls(65) | 15 | Bloomingdale's |

**Other Shopping Centers (Regional)**-Kendall Mall; Homestead Plz.; Loehmann's Plz.; Mayfair; Kendale Lakes Mall; California Club Mall; Bakery Center; Kendall Town & Country.

**Stores Open Evenings**-Downtown-Mon. through Fri.; Food & suburban-every night.

**13 - RETAIL OUTLETS: Department Stores**-Burdines 8; Sears 5; J. Byrons 12; JCPenney 5; Jordan Marsh 5; Saks 5th Ave. 2; Neiman Marcus; Lord & Taylor 4; Bonwit Teller; Bloomingdale's; Macy's.

**Discount Stores**-Zayre 11; K mart 11; Dollar General 30.

**Variety Stores**-Kress 3; Woolworth 10; McCrory's 5.

**Chain Drug Stores**-Eckerd 38; Florida; Lee's 5; Sheldon's 2; Walgreens 18; SupeRx 10; Gray 18; Sentry 4.

**Chain Supermarkets**-Publix 35; Pantry Pride 18; Winn-Dixie 54; Sun 3; Table Supply 2; Xtra 2; Food Value 6; Sedano's 16; Convenient; 7-Eleven 70; Circle K 53; Food Spot 27; Lil General 3; Tom Thumb 5; Farm 6; Associated; Great Valu 2.

**Other Chain Stores**-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

**14 - NEWSPAPERS:** HERALD (m) 442,976; HERALD (S) 546,801; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ed LeDuc, Gen. Adv. Mgr., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33132-1693; Tel. (305) 376-2815.
**National Representative**: Knight-Ridder Newspaper Sales, 7700 North Kendall Drive, Suite 515, Miami, FL 33156; Tel. (305) 279-1500.
DIARIO LAS AMERICAS (m-tues to sat) 65,856; (S) 69,900; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Miguel A Suarez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## NEW SMYRNA BEACH

**1 - LOCATION:** Volusia County, (In Daytona Beach MSA). E&P Map D-2.

**2 - TRANSPORTATION: Railroads**-Amtrak; Florida East Coast-freight only.
**Motor Freight Carriers**-24.
**Intercity Bus Line**-Greyhound.
**Airlines**-Daytona Beach Regional Airport: Eastern; Delta; Piedmont; Continental; American; United Express; ComAir.

**3 - POPULATION:**
Corp. City 80 Cen. 13,557; E&P 89 Est. 15,344
County 80 Cen. 258,762; E&P 89 Est. 355,930
MSA 80 Cen. 260,971; E&P 89 Est. 334,323

**4 - HOUSEHOLDS:**
City 80 Cen. 6,190; E&P 89 Est. 7,866
County 80 Cen. N.A.; E&P 89 Est. 147,600
MSA 80 Cen. 105,773; E&P 89 Est. 139,194

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 227,691

**7 - ELECTRIC METERS:** Residential: 15,785

**8 - GAS METERS:** Residential: N.A.

**9 - PRINCIPAL INDUSTRIES:** Tourism; Paint Mfg.; Boat Mfg. (No. of Wage Earners N.A.).
**Principal Industrial Pay Day**-N.A.

**10 - CLIMATE:** Min. & Max. Temp.: Spring 40-85; Summer 65-100; Fall 40-85; Winter 32-90. First killing frost December; last killing frost February.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Canal Street, New Smyrna Beach Regional Shopping Center, Indian River Shopping Center, New Smyrna Beach Shopping Center.
**Neighborhood Shopping Centers**-Florida Shores Shopping Center, Coastal Center, Pappas Plaza, Downtown Edgewater Shopping Center.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; Sears; McCrory.
**Chain Drug Stores**-Eckerd; Walgreens.
**Chain Food Supermarkets**-Winn-Dixie; Publix; Food Lion; Save-a-Lot.

**14 - NEWSPAPERS:** OBSERVER (m) 6,500; sworn July 18, 1989.
**Local Contact** for Advertising and Merchandising Data: Beth Stegall, Adv. Mgr., OBSERVER, 823 S. Dixie Freeway; PO Box 10, New Smyrna Beach, FL 32070; Tel. (904) 427-1000.
**National Representative**-Landon Associates.

## NAPLES

**1 - LOCATION:** Collier County (In Naples MSA). E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

**2 - TRANSPORTATION: Airlines**-USAir Express; ComAir; Continental.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 17,581; E&P 89 Est. 17,987
CZ-ABC: (80) 47,633
RTZ-ABC: (80) 31,846
County/MSA 80 Cen. 87,225; E&P 89 Est. 127,106
City & RTZ-ABC: (80) 79,479
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,075; E&P 89 Est. 8,430
County/MSA 80 Cen. 36,231; E&P 89 Est. 51,994
CZ-ABC: (80) 19,987
RTZ-ABC: (80) 12,315
City & RTZ-ABC: (80) 32,302

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan & Commercial | 27 | $2,843,741,000 |

**6 - PASSENGER AUTOS:** County 105,045

**7 - ELECTRIC METERS:** 69,026

**8 - GAS METERS:** Bottle gas only.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 10,963; Constr. 5,492; Mfg. 1,756; Trans., Commun., and Pub. Util. 1,981 Whol. Trade 1,257; Ret. Trade 11,218; Fin., Ins. & R.E. 3,802; Servs. 14,864.
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on 5th Ave., 6 on Tamiami Trail; 3 on 3rd St. South (exclusive shops).
**Neighborhood Shopping Centers**-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Habourtowne Shpg. Mall; Gulf Shore Square Shpg. Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Harbourtown(10) | 1 | |
| Grand Central Station(40) | 1 | Winn-Dixie, Eckerd |
| Green Tree Ctr.(40) | 11 | Winn-Dixie, Eckerd |
| Park Shore(25) | 4 | K mart, Eckerd, J. Byron, Florida Choice |
| Naples(35) | 2 | Publix, Zayre, Marshall's |
| Gulf Gate(18) | 2 | Rite Aid, Publix Dollar |
| Coastland(86) | 1 | Maas Bros., Sears, JCPenney, Robinson's |
| Naples South(9) | 2 | Winn-Dixie, Eckerd, Tempo Fashions |
| The Pavilion(39) | 8 | Publix, Walgreens |
| Springs Plaza(45) | 13 | Kash 'N Karry, Treasury Drug |
| Shops of Marco(12) | 19 | Publix Walgreens |
| Marco Island(12) | 14 | Eckerd |
| Ridgeport Plz. | NA | Winn Dixie, Rite Aid, Easy Hardware |
| Naples Towne Ctr. | NA | K mart Florida Choice, Lurias |
| Tanglewood Mkt. Pl.(12) | 4 | AAA, Kiscos |
| West Beach Rd. Plz.(14) | 13 | Flex Bon Paints |

**Principal Shopping Days**-Wed. through Sat.
**Stores Open Evenings**-Publix; Winn-Dixie; K mart; Beall's; Maas; Sears; Eckerd; J. Byron; Florida Choice; Luria's-6 nights.

**13 - RETAIL OUTLETS: Department Stores**-J. Byron; Beall's; Sears; Maas; JCPenney; Robinsons.
**Discount Stores**-K mart; Zayre; Marshalls; Wal-Mart.
**Variety Stores**-Dollar Stores.
**Chain Drug Stores**-Eckerd; Treasury Drug; Rite Aid; Walgreens.
**Chain Supermarkets**-Winn-Dixie; Publix; Kash 'N Karry; Florida Choice.
**Other Chain Stores**-Western Auto; Robb-Stuckey; Mark Fore & Strike; Gattles; Baxter Shoes; Badcock Furniture; Standard Brands Appliance; Lerners; Baker's; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toys; General Nutrition; Hanover Shoes; Thom McAn; Colony Shops; Zale's Jewelers; Casual Corner; The Gap Wrangler Ranch; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear; Record Bar; B. Dalton; Hallmark; Athlete's Foot; Foot Locker; Bass Shoes; Morrow's Nut House; Waldenbooks; Steego; Vicky V; Scotty's.

**14 - NEWSPAPERS:** NEWS (m-mon to sat) 38,152; (S) 50,843; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
**National Representative**: Direct Contact: Jim Murray (813) 263-4746, Natl. Adv. Mgr.; Publishers' Representatives of Florida.

## OCALA

**1 - LOCATION:** Marion County (MSA), E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville; 80 mi. NW of Orlando.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Amtrak.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 37,170; E&P 89 Est. 54,855
CZ-ABC: (80) 37,170
RTZ-ABC: (80) 85,318
County/MSA 80 Cen. 123,497; E&P 89 Est. 189,292
City & RTZ-ABC: (80) 122,488

**4 - HOUSEHOLDS:**
City 80 Cen. 13,492; E&P 89 Est. 19,963
County/MSA 80 Cen. 40,800; E&P 89 Est. 73,265
CZ-ABC: (80) 13,492
RTZ-ABC: (80) 31,966
City & RTZ-ABC: (80) 45,458

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 8 | $739,300,000 |
| Commercial | 13 | $1,159,967,000 |

**6 - PASSENGER AUTOS:** County 119,090

**7 - ELECTRIC METERS:** 29,952

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 10,218 ($316); Ret. Trade 14,246 ($206); Mfg. 10,356 ($331); Servs. 10,256 ($304); Agric. 3,240 ($239); Constr. 4,039 ($298); Whol. Trade 3,732 ($398); Fin., Ins., N.A. Trans. & Util. 1,621 ($417); Mining 111 ($352).
**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks around Downtown Sq.; Pine Plz. & West on Pine St., Ocala; Searstown; 40 East; Ocala West on SR 200; K mart Plaza; Florida Choice Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plz. on Maricamp Rd.; Shady Oaks Mall, SR 200; Oakbrook on N.E. 14th; Skylark Plz. on 14th St.; Pic 'N Save Plz. on Hwy. 441 N.; Maricamp Plz. on Maricamp Rd.. Wal-Mart Plz. on Hwy. 200; Gaitway Plz. on Hwy. 200; Six Gum Plz. on Silver Springs Blvd.
**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Shpg. ctrs. every night exc. Sun.

**13 - RETAIL OUTLETS: Department Stores**-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Bros; Montgomery Wards.
**Variety Stores**-Woolworth; Wal-Mart.
**Discount Stores**-K mart; Zayre; Pic'N Sav; Wal-Mart.
**Chain Drug Stores**-Walgreens 3; Bitting's (Rexall) 2; Rite Aid; Eckerd; Revco; Phar-Mor.
**Chain Supermarkets**-Winn-Dixie 8; Publix 3; Kash 'N Karry 4; Food Lion 2; Alaco 2; Goodings; Russells.
**Other Chain Stores**-Diana Shop (women's wear); Denim Den; Zale's Jewelry; Firestone; Vogue Shop; Sherwin-Williams; Gordon's Jewelers; Pittsburgh Plate Glass; Cloth World; Fabric King; Luria's; Pinch-a-Penney; Service Merchandise.

**14 - NEWSPAPERS:** STAR-BANNER (m-mon to fri) 46,093; (m-sat) 57,168; (S) 55,353; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Foy Maloy, Adv. Dir., STAR-BANNER, 2121 S.W. 19th Ave., Ocala, FL 32674; Tel. (904) 867-4050.
**National Representatives**: Branham/Newspaper Sales; Publishers' Representatives of Florida.

## ORANGE PARK

**1 - LOCATION:** Clay County, E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17 & 21; I-95 & 295; State Hwys. 16, 220 & 224.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Delta; Eastern; National; Southern; Midway (at Jacksonville); Republic.

**3 - POPULATION:**
Corp. City 80 Cen. 8,766; E&P 89 Est. 12,301
County 80 Cen. 67,725; E&P 89 Est. 108,987
MSA 80 Cen. 722,972; E&P 89 Est. 896,824
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,184; E&P 89 Est. 4,331
County 80 Cen. 22,202; E&P 89 Est. 51,952
MSA 80 Cen. 259,596; E&P 89 Est. 339,022

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| All banks | 8 | $337,622,000 |
| S&L Assoc. | 4 | $139,022,000 |

**6 - PASSENGER AUTOS:** County 59,292

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15; last killing frost, Feb. 1.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bellair(10) | 1 | Livitz |
| Kingsley Sq.(32) | 1 | Publix, Eckerd |
| Orange Park Mall(180) | 2 | Ivey's, Sears, Maison Blanche, JCPenney |
| Pinetree Plz.(11) | 1 | Winn-Dixie |
| Live Oak Plz.(8) | 1 | Winn-Dixie, Eckerd |
| Wal-Mart Plz.(19) | NA | Wal-Mart |
| Park Ctr.(10) | NA | Winn-Dixie, Drug Emporium |
| Cove Plz.(8) | NA | Winn Dixie, Revco |
| Orange Park So.(14) | NA | Publix, Eckerd |
| Park Central Plz.(15) | NA | Sears Service |
| Clay Plz.(8) | NA | Winn Dixie |
| Grand Olde Plz.(12) | NA | Winn Dixie, Revco |

**13 - RETAIL OUTLETS: Department Stores**-Sears; Ivey's; JCPenney; Maison Blanche; Beall's; Family Dollar.
**Chain Drug Stores**-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd; Revco; Walgreen's; Drug Emporium.
**Chain Supermarkets**-Publix; Winn-Dixie; Food Lion; Albertson's.
**Discount Stores**-K mart; Wal-Mart.

**14 - NEWSPAPERS:** CLAY TODAY (e-mon to fri) 4,969; sworn Nov. 4, 1988.
**Local Contact** for Advertising and Merchandising Data: Robert W. Hoff, Gen. Mgr., CLAY TODAY,

1564 Kingsley Ave.; PO Box 1290 Orange Park, FL 32073; Tel. (904) 264-3200.

**National Representative**: Thomson Newspapers.

## ORLANDO

**1 - LOCATION:** Orange County (In Orlando MSA), E&P Map D-2. County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central FL. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441. I-4, Florida Tpke., Beeline Expwy., East-West Expwy., Florida Hwys. 46, 50, 436, 438 & 520.

**2 - TRANSPORTATION: Railroads**-Amtrak; CSX Transportation; Florida Central Railroad Co.

**Motor Freight Carriers**-34.

**Intercity Bus Lines**-Greyhound; Trailways; OSO Trans. Authority; Central Florida Bus; Grayline; Orlando Tour Lines.

**Airlines**-Allegheny; American; Bahamasair; Braniff; British Airways; ComAir; Continental; Continental Express; Delta; Eastern; Ecuatoriana; Icelandair; KLM; Midway; Northwest; Pan Am; Piedmont; TWA; United; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 128,291; E&P 89 Est. 165,709
CZ-ABC: (80) 557,157
Bal. in NDM-ABC: (80) 298,825
County 80 Cen. 473,890; E&P 89 Est. 631,164
MSA 80 Cen. 705,861; E&P 89 Est. 1,018,224
Total NDM-ABC: (80) 855,982

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 47,671; E&P 89 Est. 63,910
County 80 Cen. 170,754; E&P 89 Est. 257,536
MSA 80 Cen. 252,616; E&P 89 Est. 379,826
CZ-ABC: (80) 201,337
Bal. in NDM-ABC: (80) 113,319
Total NDM-ABC: (80) 314,656

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 126 | $3,864,915 |
| Commercial | 197 | $6,020,557 |

**6 - PASSENGER AUTOS:** County 490,208; MSA 756,934

**7 - ELECTRIC METERS:** City Res. 56,906; Co. 254,653; MSA 405,129

**8 - GAS METERS:** City Res. 4,030, MSA 19,826

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 57,300; Constr. 37,300; Trans., Commun., Util. 25,600; Trade 130,600; Fin. 33,200; Services 161,200; Gov't 57,300. (Av. Wkly. Wage-$359.64)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Major Retail Areas**-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind. Church Street Market/Exchange.

East Orlando-26 blocks on East Colonial; Colonial Plaza; Orlando Fashion Sq.; Colonial Promenade; Herndon Plaza; University Park Plaza.

North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall; Lake Howell Square; Butler Plaza; Lee Road Shopping Center; K mart Plz.; Oxford Square; West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plz.; Piedmont Plz. at Wekiva; Pine Hills Center; Bel 2 Factory Outlet Mall; West Colonial Oaks; Westside Crossings; Winter Garden; Regional S.C. South Orlando-Orange Blossom Trail; Orange Ave.; Sand Lake Plaza; Sam's Trail Plaza; Orange Blossom Center; Florida Mall; Hoffner Center.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| **Orange County** | | |
| Altamonte(10) Park Plz. | 6 | |
| Bay Hill Plz.(18) | 10 | K mart, Publix |
| Century Plz.(20) | 5 | Ross, Albertson's |
| Colonial Plaza(100) | 2 | Jordan Marsh, Ivey's, Belk-Lindsey, Publix |
| Colonial Promenade(40) | 5 | T.J. Maxx, Ashby's |
| Eastland(15) | 4 | Home Depot |
| Bel 2 Factory Outlet Mall(65) | 7 | |
| Florida Mall(177) | 9 | JCPenney, Sears, Belk Lindsey, Robinsons |
| Herndon Plaza(29) | 3 | K mart, Publix, Marshalls |
| Hoffner Ctr. | 9 | Wal-Mart |
| K mart Plaza-Sky Lake | 7 | K mart, Publix |
| Lee Road Ctr.(30) | 5 | Ross, Eckerd, Piggly Wiggly |
| Marketplace(55) | 9 | Goodings, Loomis |
| Orange Blossom Ctr.(35) | 4 | Walgreens, McCrory, Florida Choice |
| Orlando Fashion Sq.(95) | 3 | Burdines, Sears, Robinson's, McCrory |
| Park Promenade (32) | 7 | K mart, Publix |
| Piedmont Plz.(18) | 12 | Albertson's, Zayre |
| Sam's Trail Plz.(19) | 9 | Drug Emporium, Sam's Wholesale Club |
| Sand Lake Plz.(80) | 7 | Costco |
| University Park Plz.(50) | 6 | Freddy's Drug |
| West Colonial Sq.(20) | 7 | Winn-Dixie |
| Winter Garden Regional(35) | 13 | Publix, Zayre |
| Parkwood Plaza(30) | 3 | Table Supply |
| Pine Hills(43) | 5 | Belk-Lindsey, Walgreens, Publix |
| Silver | 6 | McCrory, SupeRx, |
| Winter Park Mall(75) | 5 | Ivey's, JCPenney |
| Ward's Plz. | 4 | Montgomery Wards |
| West Colonial Oaks | 7 | Home Depot, J Byron's; Winn Dixie |
| Westside Crossings | 6 | Wal Mart, Publix, Beall's |
| **Osceola County** | | |
| Maingate Outlet Mall(120) | 20 | Loomis Drugs |
| Osceola Sq. Mall (84) | 17 | Wal-Mart, Eckerd |
| Mill Creek Mall(35) | 18 | Publix, Eckerd, Beall's |
| Town Corral(20) | 18 | Zayre, Eckerd, Publix |
| **Seminole County** | | |
| Alafaya Sq.(20) | 12 | Publix |
| Altamonte Mall(168) | 9 | Sears, Robinson's, Jordan Marsh, Burdines |
| Butler Plaza(40) | 9 | Publix, Eckerd, Ross |
| Interstate Mall(35) | 9 | Mont. Ward |
| K mart Plz. Fern Pk.(8) | 9 | K mart |
| Lake Howell Sq.(34) | 8 | Wal-Mart, Frank's Nursery |
| Longwood Lake(48) | 12 | Albertson's, |
| Longwood Village(35) | 11 | Jacobson's |
| Sanford Plaza(27) | 18 | JCPenney, Publix, McCrory, Sears |
| Seminole Ctr.(52) | 18 | Wal-Mart, Publix, Eckerd |
| Seminole Plaza(35) | 9 | Service Merchandise, Eckerd |
| Wekiva Square(15) | 9 | K mart, Cloth World |
| Zayre Plaza-Sanford(13) | 13 | Zayre, Walgreens |
| Zayre Plaza-Fern Pk.(23) | 9 | Zayre |

**Principal Shopping Days**-All week.

**Stores Open Evenings**-Shpg. Ctrs., Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Ivey's 2; Montgomery Ward 3; Belk-Lindsey 5; Sears 3; JCPenney 3; Jordan Marsh 2; Burdines 2; Maison Blanche 3; J Byrons 4; Jacobson's 2; Catalog Sales; Service Merchandise 3; Lurias 4.

**Discount Stores**-Zayre 7; K mart 15; Wal-Mart 10.

**Variety Stores**-Woolworth 5; McCrory 8; Bargain Time 4; Family Dollar 9; Bealls 4; Dollar General 11.

**Chain Drug Stores**-Walgreens 13; Liggett Rexall 6; Eckerd 37; Revco 12; Phar Mor 2; Rite Aid 10; Drug Emporium 4; Loomis Drugs 3.

**Chain Supermarkets**-Winn-Dixie 40; Publix 33; Florida Choice 4; Albertson's 9; Gooding's 7; Kash 'N Karry; Piggly Wiggly 7; Sav-A-Lot 3; Table Supply; Xtra; Thriftway.

**Convenience Chain Stores**-Cumberland Farms 75; Lil Champ 37; 7-Eleven 119; Circle K 71; Tenneco 14; Wareco Mini-Mart 2; Mr. Grocer 8; Jiffy 25; Ideal 27; Majik Market 10; Handy Way 38.

**Other Chain Stores**-Allied Discount Tire, Goodyear, Big Orange Tire & Wheel, Big 10 Tire, Rose Auto, Action Discount Tires, Muffler Man, AAL Transmission World, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, Aamco, Tuffy; Building Materials: Ace Hardware, Home Depot, Scotty's, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Servistar Hardware, Sentry Hardware; Apparel-Men: His Stores, Ruthland's, Richmond Brothers, The Gap, Grey European, Hudson-Marcus, Denim World, Tall & Big, Chess King; Apparel-Women: Colony Shops, Clothes Time, Hit or Miss, Today's Woman, Gibbs-Louis, Sportswear USA, Brenners, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, T.J. Maxx, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals; Home Appliances: AIA Discounts, Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Kaufman and Roberts, Bellows, Radio Shack; Jewelers: Gordon's, Kay, Lawtons, Mayors, Zale's, Gold & Diamond Source, Orlando Jewelers, Swalstead, Jacobs; Furniture: Badcock, Castro Convertibles, Furniture Plaza, Hallmark, Kane, Levitz, Helig-Meyer, Oak Street, Rhodes, Aaron, Scan Design, Robb & Stucky; Fabrics: Mae's, JoAnn Fabrics, Cloth World; Shoes: Athlete's Foot, Banett Shoes, Bass, Gussini, Payless Shoe Source, Banister, Fayva, Fry Boot Outlet, Connie, Baker's, Behr's, Hanover, Steffi, Stride Rite, Bari, Thom McAn, Kinney, Jarman, Florsheim.

**14 - NEWSPAPERS:** THE ORLANDO SENTINEL (all day) 273,544; (m-sat) 258,972; (S) 377,935; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Steiger, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave.; PO Box 2833, Orlando, FL 32801; Tel. (407) 420-5101.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## PALATKA

**1 - LOCATION:** Putnam County, E&P Map D-1. County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,175; E&P 89 Est. 10,696
CZ-ABC: (80) 10,175
RTZ-ABC: (80) 40,374
County 80 Cen. 50,799; E&P 89 Est. 61,604
City & RTZ-ABC: (80) 50,549

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,930; E&P 89 Est. 3,962
County 80 Cen. 18,397; E&P 89 Est. 25,973
CZ-ABC: (80) 3,659
RTZ-ABC: (80) 14,738
City & RTZ-ABC: (80) 18,397

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $135,597,307 |
| Commercial | 4 | $179,577,856 |

**6 - PASSENGER AUTOS:** County 32,032

**7 - ELECTRIC METERS:** Residence County 26,866

**8 - GAS METERS:** Residence City 4,330

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elect. Plants 200 ($400); Furn. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fab. 100 ($400).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on St. John's Avenue.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Town & Country(10) | 2 | K mart, Publix |
| Azalea Plaza(16) | 2 | Eckerd |
| Westgate(10) | NA | Miller's |
| Palatka Mall(40) | 2 | Belk, JCPenney, Walgreens |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Hudson.

**Variety Stores**-McCrory's; Dollar General; K mart; Pic 'N Save; Wal-Mart.

**Chain Drug Stores**-Walgreens; Rexall 2; Eckerd 2; Pic 'N Save; Revco; Wal-Mart; K mart.

**Chain Supermarkets**-Winn-Dixie; Miller's; Publix.

**Other Chain Stores**-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; Kinney Shoes; Zale's Jewelers; Waldenbooks; General Nutrition Center; Denim Men; French Novelty; Fayva Shoes; Freidman's; Kard Korner; Merle Norman Cosmetics; Fabric King; Twistee Treat; Optical Shop; Peanut Shack; Connie Shoes; Payless Shoes; Adventureland Video.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 13,921; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Sternberg, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.

**National Representatives**: Branham/Newspaper Sales; Publishers' Representatives of Florida.

## PALM BEACH

**1 - LOCATION:** Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 98 & 441; State Hwy. 710; I-95; FL Turnpike.

**2 - TRANSPORTATION: Railroads**-Florida East Coast; Seaboard Coast Line.

**Airlines**-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; Dolphin.

**3 - POPULATION:**

Corp. City 80 Cen. 9,729; E&P 89 Est. 10,938
County/MSA 80 Cen. 580,742; E&P 89 Est. 850,797

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,141; E&P 89 Est. 5,986
County/MSA 80 Cen. 232,937; E&P 89 Est. 318,410

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 580,645

**7 - ELECTRIC METERS:** County 78,220

**8 - GAS METERS:** County 46,362

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Computers & Air Research 54,000.

**10 - CLIMATE:** Av. Annual Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Esplanade Worth Avenue(45) | NA | Saks, B. Dalton, Charles Jourdan |
| Gardens East(9) | NA | SupeRx |
| Gardens Park(15) | NA | Eckerd, Winn-Dixie |
| Oakbrook Sq.(49) | NA | Jacobson's, Publix |
| P.B. Mall | NA | Lord & Taylor, J. Marsh, Sears |
| P.G.A. Blvd.(20) | NA | Winn-Dixie |
| Royal Poinciana(28) | NA | Gucci, Sara, Fredericks, Valentino |

**13 - RETAIL OUTLETS: Chain Drug Store**-SupeRx.

**Chain Supermarkets**-Publix; Winn-Dixie; Pantry Pride.

**Other Chain Stores**-Saks; B. Dalton; Eckerd; FAO Schwarz.

**14 - NEWSPAPERS:** NEWS (mS) 7,684; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Carolyn Harmon, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.

**National Representative**: Sawyer-Ferguson-Walker.

## PANAMA CITY

**1 - LOCATION:** Bay County (MSA), E&P Map B-1, County Seat. 96 mi. SE of Pensacola.

**2 - TRANSPORTATION: Railroads**-Atlanta & St. Andrews Bay (Freight Only).

**Motor Freight Carriers**-23, incl. 8 with terminal facilities.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

**3 - POPULATION:**

Corp. City 80 Cen. 33,346; E&P 89 Est. 39,949
CZ-ABC: (80) 74,440
RTZ-ABC: (80) 76,506
County/MSA 80 Cen. 97,849; E&P 89 Est. 132,577
City & RTZ-ABC: (80) 150,946

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,877; E&P 89 Est. 15,714
County/MSA 80 Cen. 34,754; E&P 89 Est. 55,980
CZ-ABC: (80) 26,441
RTZ-ABC: (80) 27,376
City & RTZ-ABC: (80) 53,817

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 81,547

**7 - ELECTRIC METERS:** Residence 49,239

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Oil Prods.; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prods.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Line Pipe.

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar. 3. Average rainfall 58 in. per year. Av. temp. 69.

**11 - TAP WATER:** Alkaline, normal soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers (No. of Stores)**-Panama City Mall (120), 8 blocks on Harrison Ave. and Cross Sts., 5 blocks on Beck Ave., on East Business Hwy. 98; Springfield Plz. (7); Cove Shopping Ctr. (13); Holiday Plaza (7); Hickory St. Shopping Ctr. (5); Parker Shopping Ctr. (6); Callaway Plz. (8); Panama Plz. (8); 11th St. Shopping Ctr. (13); 23rd St. Plz. (20); Panama Sq. (3); Southwood Mall (4); Lynn Haven Shopping Ctr. (5), 7 blocks on Ohio Ave. and Cross St.; Wayside Shopping Ctr. (10); Long Beach Plz. (4); Beachwalk Ctr. (24); Promonade Mall (15); Edgewater Shoppes (20); Baldwin Plz. (20); West's Plz. (5); K mart Shopping Ctr. (3); Callaway Village Sq. (10).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Panama City Mall(120) | 2 | Sears, Gayfers, JCPenney |
| 23rd St. Plz.(20) | 2 | Wilbro |
| Panama Sq.(3) | 3 | Wal-Mart |
| Springfield Plz.(7) | 3 | Jr. Food Store |
| Holiday Plz.(7) | 7 | City Drug |
| Callaway Plz.(8) | 5 | K mart, Revco, Food World |
| Hickory St.(5) | 5 | Winn-Dixie, Eckerd |
| Parker(6) | 5 | Scotty's |
| Long Beach Plz.(4) | 9 | Specialty Shops |
| Panama Plz.(8) | 3 | Zayre |
| Callaway Vlg. Sq.(10) | 5 | Western Auto |
| Wayside(10) | 13 | Christo's |
| Cove(13) | 1 | Sunshine Foods |
| 11th St.(13) | 1 | Piggly Wiggly |
| Lynn Haven(10) | 5 | Winn-Dixie, Eckerd |
| K mart(3) | 2 | K mart, Winn-Dixie |
| Baldwin Plz.(20) | 3 | Winn-Dixie |
| Beachwalk Ctr.(24) | 7 | Wal-Mart |
| West's Plz.(5) | 1 | West's Super Store |
| Promonade Mall(15) | 8 | Specialty Shops |
| Southwood Mall(4) | 7 | West Bldg. Matls. |
| Edgewater(20) | 10 | Food World, Eckerd |
| Beck Ave. | 3 | Specialty Shops |
| Ohio Ave. | 6 | Winn-Dixie, Piggly Wiggly |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**Stores Open Evenings**-Shopping Ctrs. and Mall Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Gayfer's; Belk-Hudson.

**Variety Stores**-Woolworth; TG&Y.

**Discount Stores**-K mart; Zayre; Wal-Mart; Wilbro; Surplus Sales.

**Chain Drug Stores**-SupeRx; Eckerd; Big B; Revco; Cooper's; City Drug.

**Chain Supermarkets**-Sunshine; Piggly Wiggly; Winn-Dixie; IGA; Quickway; Food World; Majik Mkt.; Eagle; Delchamps; Suwanee.

**Other Chain Stores**-Lerner's; Mangel's; Thom McAn; Butler; Dollar General; Top Dollar; Leon's; Radio Shack; West Building Matls.; Gilbergs Fabrics; Western Auto; Firestone; Goodyear; Goodrich; Aut-O-Sav; Bio-10 Tires; Tires, Inc.; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrison's; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmoor; General Nutrition; United Jewelers; Vogue; World Bazaar; Zale's Jewelers; Frayne's Fashions; Lowe's; B. Dalton Books; Waldenbooks.

**14 - NEWSPAPERS:** NEWS-HERALD (m) 37,531; (S) 42,067; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32402; Tel. (904) 763-7621.

**National Representative**: Landon Associates.

## PENSACOLA

**1 - LOCATION:** Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Seaboard Coast Line.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Teche Greyhound; Trailways; Escambia Co. Transit System.

**Airlines**-Eastern; Continental; Delta; Piedmont; Northwest Airlink.

**Steamship Lines**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 57,619; E&P 89 Est. 57,495
CZ-ABC: (80) 208,901
RTZ-ABC: (80) 156,954
County 80 Cen. 233,219; E&P 89 Est. 280,121
MSA 80 Cen. 289,371; E&P 89 Est. 352,313
City & RTZ-ABC: (80) 365,855

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 21,641; E&P 89 Est. 22,236
County 80 Cen. 81,067; E&P 89 Est. 120,217
MSA 80 Census 99,662; E&P 89 Est. 127,534
CZ-ABC: (80) 73,204
RTZ-ABC: (80) 52,271
City & RTZ-ABC: (80) 125,475

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 24 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 172,121

**7 - ELECTRIC METERS:** Residence 118,084

**8 - GAS METERS:** Residence 48,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 3,200; Paper 1,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Downtown Shopping Center**-8 blocks on Palafox St.

**Neighborhood Shopping Centers & Regional Malls**-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy; East 9 Mile Rd.; Mobile Hwy. at Saufley Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Warrington | 6 | Delchamps, Kwik-Chek |
| Town & Country(57) | 3 | Gayfers, Delchamps, Eckerd |
| Gulf Breeze(21) | 4 | Delchamps, Barnes, Piggly Wiggly, TG&Y |
| Mariner Mall(36) | 4 | Florida Pottery, Rhodes |
| Warrington Vlg.(16) | 5 | Zayre |
| Belvidere Park(8) | 7 | Eckerd, Delchamps |
| Brentwood(8) | 4 | McCrory, Sak-N-Sav |
| Delmar(8) | 9 | Eckerd, Delchamps |
| Ensley | 8 | Barnes, Ben Franklin |
| Fairfield Plz.(20) | 4 | A&P, SupeRx |
| McDonalds(21) | 3 | Family Dollar, Goodyear |
| Palafox(3) | 1 | Kwik-Chek |
| Saufley Square | 7 | Winn-Dixie, TG&Y |
| K mart Center | 4 | K mart, Gillette Drugs |
| Pensacola Square | NA | Circuit City, Sam's |
| Village Oak | NA | Wal-Mart |
| University Mall(77) | 7 | Sears, McRaes, JCPenney |
| Northview | 9 | Delchamps, K mart, Kwik-Chek |
| Cordova(144) | 5 | Gayfers, Mont. Ward, D.H. Holmes, Parisian |
| Southgate Plaza | 5 | Winn-Dixie, TG&Y |
| Beach Rd. Plz. | NA | TG&Y, Piggly Wiggly, Revco |
| Brent Oaks Mall | NA | Sak-N-Sav, Family Dollar |
| Cantonment Sq. Mall | NA | Winn-Dixie, Sav-On Drugs |
| Eastgate | NA | McCrory's, Winn-Dixie |
| Trade Winds Plz. | NA | Homeowner's Whse., T.J. Maxx |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open**-Evenings.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae; Dillard's; Parisian.

**Discount Stores**-K mart 3; Zayre 2; T.J. Maxx.

**Variety Stores**-Newberry; McCrory; Wal-Mart; Family Dollar.

**Chain Drug Stores**-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 9.

**Chain Supermarkets**-Delchamps 9; A&P 3; Piggly Wiggly 4; IGA 2; Barnes 13; Albertson's 2; Sak-N-Sav; Winn-Dixie 9.

**Other Chain Stores**-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor; Builders Square; Circuit City; Rex TV; Super Saver, Hit or Miss.

**14 - NEWSPAPERS:** NEWS JOURNAL (m-mon to sat) 60,131; (S) 77,028; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Diann Cicchine, Co-op/Natl. Adv. Mgr., NEWS-JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 435-8500.

**National Representative**. Gannett National Newspaper Sales.

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**PORT ST. LUCIE**
**See FORT PIERCE**

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## ST. AUGUSTINE

**1 - LOCATION:** St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Charter Flight Service, St. Augustine Airport; Major Airlines at Jacksonville, 40 mi.

**3 - POPULATION:**

Corp. City 80 Cen. 11,985; E&P 89 Est. 11,279
NDM-ABC: (80) 41,663
MSA 80 Cen. 722,972; E&P 89 Est. 896,824
County 80 Cen. 51,870; E&P 89 Est. 77,658

**4 - HOUSEHOLDS:**

City 80 Cen. 4,547; E&P 89 Est. 4,335
County 80 Cen. 18,623; E&P 89 Est. 30,878
MSA 80 Cen. 259,596; E&P 89 Est. 339,022
NDM-ABC: (80) 15,250

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 5 | $260,828,000 |

**6 - PASSENGER AUTOS:** County 47,575

**7 - ELECTRIC METERS:** Residence 28,500

**8 - GAS METERS:** Residence 2,000

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Aircraft Overhaul 1,000; Aluminum Extrusion 300; Automotive Parts 400; Health Foods Distrib. 185; Potato Chips 100; Tourism Major Industry.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-85; Summer 70-90; Fall 70-87; Winter 45-69.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Plaza Area; St. George, Cathedral & King Sts.; US 1 South & Beach Area: K mart Shopping Ctr.; Ponce DeLeon Mall; Anastasia Sq.; St. John's Plz.; Wal-Mart Plz.

**Neighborhood Shopping Centers**-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Close**-5:00 pm, some 9:00 pm.

**Open Evenings**-Dept.-Sat. Food-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Hudson.

**Discount Stores**-Wal-Mart; Broudy's Liquor; Jax Liquors; Dollar General; K mart; Zayre.

**Variety Stores**-McCrory's; Woolworth.

**Chain Drug Stores**-Walgreens; Rexall; Eckerd 2; Revco 2.

**Chain Supermarkets**-IGA; Winn-Dixie 3; Publix; Food Way.

**Other Chain Stores**-Firestone; Marine Supply & Oil; Goodyear; Goodrich; Vogue Shops; Kinney

Shoes; 7-Eleven 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic 'N Save; Ace Hardware; Kay Jewellers; Friedman's Jewellers.

**14 - NEWSPAPERS:** RECORD (e) 14,492; (S) 14,445; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jay Weimar, Adv. Dir., RECORD, 158 Cordova St.; Box 1630, St. Augustine, FL 32085; Tel. (904) 829-6562; FAX (904) 829-6664.

**National Representative** Branham/Newspaper Sales.

## ST. PETERSBURG

**1 - LOCATION:** Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

**2 - TRANSPORTATION: Railroads**-Seaboard System; Amtrak.

**Motor Freight Carriers**-City 17; County 33.

**Intercity Bus Lines**-Greyhound; National Trailways; Pinellas Suncoast Transit Authority.

**Airlines**-Air Canada; Air Jamaica; American; American Trans Air; Bahamas Air; British Airways; Braniff; Cayman Airways; Condor; Continental; Delta; Eastern; Eastern Express; Mexicana; Midwest Express; Odyssey International; Midway; Northwest; Pan Am; Piedmont; Trans-World; United; USAir; Wardair.

**Cruise Lines**-Sea Scape Cruises; Bermuda Star Line.

**3 - POPULATION:**

Corp. City 80 Cen. 238,647; E&P 89 Est. 250,042
NDM-ABC: (80) 882,663
MSA 80 Cen. 1,623,781; E&P 89 Est. 2,094,027
County 80 Cen. 731,405; E&P 89 Est. 894,018

**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 104,094; E&P 89 Est. 99,166
County 80 Cen. 319,527; E&P 89 Est. 314,174
MSA 80 Cen. 638,816; E&P 89 Est. 869,892
NDM-ABC: (80) 387,337

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 27 | $7,645,088,000 |
| Savings & Loan | 29 | $7,835,652,000 |

**6 - PASSENGER AUTOS:** County 611,493

**7 - ELECTRIC METERS:** City 142,201; County 510,302

**8 - GAS METERS:** City 25,000; County 35,000

**9 - PRINCIPAL INDUSTRIES:** Electronics, Engineering Design & Research; Constr.; Health Care; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp.-74.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Entire Pinellas County.

**Shopping Centers**-Bay Area Outlet Mall (US 19 & East Bay); Clearwater Mall (505 US 19); Gateway Mall (7885 9th St. No.); Pinellas Square (7200 US 19); Sunshine Mall (1200 S. Missouri); Tyrone Square (6910 22nd Ave. No.); Countryside Mall (2601 US 19 No.); Crossroads (2072 Tyrone Blvd); Largo Mall (Ulmerton & US 19); Seminole Mall (Park & 113th).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Tyrone Sq.(135) | 5 | Sears, Maas, JCPenney, Maison Blanche |
| Gateway(60) | 5 | Publix, J. Byron |
| Crossroads(37) | 5 | Burdines, Radio Shack |
| Pinellas Sq.(98) | 6 | Montgomery Ward, JCPenney, Iveys |

**13 - RETAIL OUTLETS: Department Stores**-Belk Lindsey 4; Burdines 2; J Byrons 6; Ivey's 2; Jacobsons; Maas Brothers 4; Maison Blanche 2; JC Penney 4; Sears 3; Montgomery Ward 3; Gayfers.

**Discount Stores**-K mart 12; Zayre 6; Service Merchandise 4; TJ Maxx 3; Pace 2; Lurias 14; Marshalls 3; Sears Surplus 2.

**Variety Stores**-McCrory 14; Woolworth 3; Ben Franklin 3; Dollar General 7; Family Dollar 2.

**Chain Drug Stores**-Walgreens 22; Eckerd 45; Rite-Aid 13; Joel and Jerry's 4; Phar-Mar 3; Osco 2; Michels 4.

**Chain Supermarkets**-Albertsons 10; Jewel/Osco 2; Food Lion 3; Publix 30; Winn Dixie 27; Kash n Karry 29; Sav 'n' Pak.

**Other Chain Stores**-Ace Hardware; True Value; Circuit City, TV & Stereo Town; Levitz; Ethan Allen; Kanes; Badcock; Radio Shack; Gordon Jewelers; Home Depot; Scotty's; Wolf Brothers; Kinneys; Bakers Shoes; Thom McAn; Shoe Villa; Lillie Rubin; The Limited Stores; Casual Corner; Builders Square; Sherwin Williams; Color Tile; Wickes; Franks Nursery and Crafts; Firestone; Allied Tire.

**14 - NEWSPAPERS:** ST. PETERSBURG TIMES (m) 375,870 (S) 471,472; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Al Corey, Adv. Dir., ST. PETERSBURG TIMES, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8638.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SANFORD

**1 - LOCATION:** Seminole County (In Orlando MSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92, State Hwys. 46, 415, I-4.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line, Amtrak Auto Train.

**Motor Freight Carriers**-8.

**Barges**-From Jacksonville to Port of Sanford on inland waterway.

**Intercity Bus Lines**-City; Greyhound; Tamiami Trail Tours.

**3 - POPULATION:**

Corp. City 80 Cen. 23,176; E&P 89 Est. 27,033
MSA 80 Cen. 705,861; E&P 89 Est. 1,018,224
County 80 Cen. 181,965; E&P 89 Est. 236,730

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,355; E&P 89 Est. 9,892
County 80 Cen. 63,247; E&P 89 Est. 124,157
MSA 80 Cen. 252,847; E&P 89 Est. 379,826

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $194,066,390 |
| Savings & Loan | 2 | (incl. above) |

**6 - PASSENGER AUTOS:** County 194,904

**7 - ELECTRIC METERS:** County 76,323

**8 - GAS METERS:** Residence 4,100

**9 - PRINCIPAL INDUSTRIES:** Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Downtown Shopping**-6 blocks 1st St., Sanford Town Square 1/2 mi S. 17 units, Winn-Dixie, Sanford Plz. 3 mi. S. 26 units, including JCPenney, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 3 1/2 mi. S., 30 units, Including Wal-Mart, Eckerd & Publix.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Longwood(10) | 9 | Winn-Dixie |
| Seminole(28) | 11 | Publix |
| K mart(7) | 2 | K mart |
| Seminole Ctr. | 3 | Wal-Mart, Eckerd, Publix, Lurias, McDuffs, Ross. |
| Lake Mary Ctr. | 7 | Albertson's |
| Winter Pk.(60) | 18 | JCPenney, Ivey's |
| Interstate(35) | 13 | Mont. Ward |
| Altamonte Mall(16) | 13 | Burdines, Jordan Marsh, Sears, Maison Blanche |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.

**Stores open evenings and Sunday**-JCPenney; Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Ross.

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-Family Dollar; Dollar General.

**Chain Drug Stores**-Eckerd; Rite Aid; Medco; Revco; Rexall, Walgreens; Wal-Mart.

**Chain Supermarkets**-Winn-Dixie 3; Publix; Albertson's, Food Lion.

**14 - NEWSPAPERS:** HERALD (e-mon to fri; S) 9,546; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Laura Sollien, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.

**National Representative**: Landon Associates.

## SARASOTA

**1 - LOCATION:** Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**Intercity Bus Lines**-Trailways; Greyhound; Coastal Coaches.

**Airlines**-National; Eastern; Ozark; Pan Am; Delta; Republic; United; American.

**3 - POPULATION:**

Corp. City 80 Cen. 48,868; E&P 89 Est. 50,832
NDM-ABC: (80) 202,251
County/MSA 80 Cen. 204,092; E&P 89 Est. 264,334

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 21,548; E&P 89 Est. 23,834
NDM-ABC: (80) 88,739
County/MSA 80 Cen. 88,739; E&P 89 Est. 117,998

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 68 | $2,062,548,000 |
| Commercial | 74 | $1,627,974,000 |

**6 - PASSENGER AUTOS:** County 215,176

**7 - ELECTRIC METERS:** County 128,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Tourism; Constr.; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Main St.; DeSoto Sq. Mall (84); Sarasota Sq. Mall (75).

**Neighborhood Shopping Centers** No. of Stores-Kwik Chek 3; Colonial Vlg. 9; Sears 6; Unus Plz. 8; Bee Ridge Plz. 9; Siesta Key Vlg. 9; Pantry Pride Plz. 6; Oakes Plz. 10; Crescent Beach 6; Cortez Plz. 36; Bayshore Gardens 21; Midway Shpg. Ctr. 7, St. Armands Circle 91.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gulf Gate Mall(44) | NA | Belk-Lindsey, Publix, Marshalls |
| K mart(3) | NA | K mart, Grand Union |
| Midtown Plz.(23) | NA | |
| Pelican Plz.(28) | NA | |
| Rialto Ctr.(17) | NA | |
| Ringling(11) | NA | Belk-Lindsey, Woolworth |
| Sarasota Sq.(81) | NA | JCPenney, Sears, Maas Bros. |
| St. Armands Cir. (135) | | Jacobsen's |
| Southgate Plz.(42) | NA | Burdines, Woolworth, Robinson's |
| Southbay Plz.(15) | NA | Jacobsen's |
| Venice Ctr. | NA | Bealls, Woolworth |
| Town & Country(20) | NA | K mart, J. Byrons |
| Venetian Plz.(43) | | |
| Zayre Plz. | NA | Zayre |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Burdines (Federated Stores); Robinson's; J. Byrons 3.

**Variety Stores**-Kress; Woolworth 4; Zayre 2; Bealls 5.

**Discount Stores**-K mart 7; Zayre 2; Wal-Mart 2; TG&Y.

**Chain Drug Stores**-Eckerd 15; Walgreens 10; SupeRx 5; Phar Mor.

**Chain Supermarkets**-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Albertson's 2; SupeRx Food 2.

**Other Chain Stores**-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

**14 - NEWSPAPERS:** HERALD-TRIBUNE (m) 133,926; (S) 161,445; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James E. Doughton, Adv. Dir., or Stuart Smith, Mktg. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail; PO Box 34230, Sarasota, FL 34236; Tel. (813) 953-7755.

**National Representative**: Publishers' Representatives of Florida; Sawyer-Ferguson-Walker.

## STUART

**1 - LOCATION:** Martin County, (In Fort Pierce MSA), E&P Map D-3, County Seat. Manufacturing, agriculture, commercial fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

**2 - TRANSPORTATION: Railroads**-Florida East Coast.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 9,467; E&P 89 Est. 13,178
NDM-ABC: (80) 64,014
County 80 Cen. 64,853; E&P 89 Est. 100,625
MSA 80 Cen. 153,166; E&P 89 Est. 228,059

**4 - HOUSEHOLDS:**

City 80 Cen. 4,193; E&P 89 Est. 5,993
County 80 Cen. 25,863; E&P 89 Est. 36,783
NDM-ABC: (80) 25,863
MSA 80 Cen. 58,369; E&P 89 Est. 89,307

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $756,374,849 |
| Savings & Loan | 14 | (incl. above) |

**6 - PASSENGER AUTOS:** County 75,089

**7 - ELECTRIC METERS:** County 744,750

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Resort Area; Commercial Fishing; Agric. (Citrus Fruit); Mfg. Small Electronic Parts.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cove Plaza | 6 | Publix, K mart, Walgreens |
| East Ocean(34) | 3 | McCrory's, Walgreens |
| Martin Sq.(50) | 4 | J. Byron, Beall's, JCPenney, Rite Aid |
| K mart(13) | 3 | Eckerd, K mart |
| Mayfair Plaza(7) | 1 | |
| Monterey(40) | 2 | Eckerd, Winn-Dixie |

| | | |
|---|---|---|
| Harbour Bay Plaza(34) | 4 | |
| Smithfield(45) | 3 | Eckerd, Winn-Dixie |
| Stuart Ctr. | 3 | Albertson's, Zayre, Lauria's |
| Market Place | 12 | Winn-Dixie, Eckerd |
| Port Salerno | 5 | Winn-Dixie, Eckerd |
| Ocean Breeze Plz. | 6 | Publix, Walgreens |
| Martin Downs Plz. | 5 | Publix, Walgreens |
| Treasure Coast Sq.(100) | 4 | Jordan Marsh, Lord & Taylor, JCPenney |
| Regency Sq. | 3 | Florida Choice |
| Wedgewood Commons | 4 | Wal-Mart, Publix |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-J. Byron's; JCPenney; Beall's; Jordan Marsh; Lord & Taylor.

**Discount Stores**-K mart; Zayre; Wal-Mart.

**Variety Stores**-TG&Y; McCrory's; Dollar General; Ben Franklin.

**Chain Supermarkets**-Publix; Winn-Dixie; Albertson's; Florida Choice.

**14 - NEWSPAPERS:** NEWS (m) 28,299; (S) 32,964; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Huninghake, Adv. Dir., NEWS, 111 E. Ocean Blvd.; PO Box 9009, Stuart, FL 33495-9009; Tel. (407) 287-1550.

**National Representative**: Landon Associates.

## TALLAHASSEE

**1 - LOCATION:** Leon and Gadsden Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline.

**Motor Freight Carriers**-13 (Truck rental-6).

**Intercity Bus Lines**-Greyhound; Trailways; Taltran.

**Airlines**-Eastern; Delta; Atlantic Gulf; PBA; Air New Orleans; ASA; Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 81,548; E&P 89 Est. 84,052
NDM-ABC: (80) 148,655
Bal. in RTZ-ABC: (80) 98,182
Counties 80 Cen. 191,107; E&P 89 Est. 234,330
  Leon 80 Cen. 149,512; E&P 89 Est. 187,234
  Gadsden 80 Cen. 41,595; E&P 89 Est. 47,096
Total NDM & RTZ-ABC: (80) 246,837
MSA 80 Cen. 191,107; E&P 89 Est. 234,330

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 30,822; E&P 89 Est. 33,260
Counties 80 Cen. N.A.; E&P 89 Est. 93,471
  Leon 80 Cen. 54,103; E&P 89 Est. 71,611
  Gadsden 80 Cen. N.A.; E&P 89 Est. 21,860
NDM-ABC: (80) 54,103
Bal. in RTZ-ABC: (80) 31,357
Total NDM & RTZ-ABC: (80) 85,460
MSA 80 Cen. 66,195; E&P 89 Est. 85,065

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 5 | $549,114,496 |
| Commercial | 13 | $559,333,563 |

**6 - PASSENGER AUTOS:** Counties: Leon 124,062; Gadsden 14,722

**7 - ELECTRIC METERS:** Residence 54,613

**8 - GAS METERS:** Residence 6,568

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 3,800; Constr. 5,000; Trans., Commun. & Util. 2,900; Whol. & Ret. 19,100; Fin., Ins. & R.E. 4,400; Services 18,400; Gov't 39,500; Agric., Forestry, Fishery 422.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9; last killing frost, Feb. 25.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Blairstone Plaza(11) | NA | Suwanee |
| Capital Plz.(14) | NA | Warehouse Foods, Sherwin-Williams |
| Carriage Gate(24) | NA | Eckerd, Winn-Dixie |
| College Sq.(16) | NA | Winn-Dixie, Radio Shack, Revco |
| Governors Sq.(120) | NA | Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zale's HQ |
| Gulf Wind(6) | NA | |
| Jackson Bluff(6) | NA | |
| K mart Plz. No.(6) | NA | K mart |
| K mart Plz. So.(11) | NA | Eckerd, K mart, Radio Shack |
| Killearn(22) | NA | Publix, Eckerd |
| Killearn Vlg.(11) | NA | Brown's Drug |
| Parkway Ctr. | NA | Saben, Ross, Hancock Fabrics, Studebakers |
| Miracle Plz.(11) | NA | Home Furniture, McCrory |
| Northside Plz.(9) | NA | Citicorp, State Farm |
| Northwood Mall(70) | NA | Rheinaurs, Eckerd, Publix |
| Plaza Ten(8) | NA | Unfinished Furniture, Superior Cleaners |
| K mart Plaza(3) | NA | K mart |
| Southside(17) | NA | Eckerd, Radio Shack |
| Tallahassee Mall(90) | NA | Gayfer's, Mont. Ward, McCrory's, Zale's, Zayre |
| Market Sq.(60) | NA | Sullivan Drugs |
| Towne So.(18) | NA | TG&Y, Radio Shack, Revco Drugs |
| University Plaza(12) | NA | University Rexall |
| Varsity(5) | NA | |
| Westwood(16) | NA | TG&Y, Eckerd, Publix |

**Neighborhood Shopping Centers**-2 on N. Monroe; 1 on S. Monroe; 1 on W. Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on . Lafayette; 1 on Jackson Bluff Rd.

**Principal Shopping Days**-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Lerner's; JCPenney; Gayfer's; Montgomery Ward; Maas Bros.

**Discount Stores**-Army-Navy Surplus; K mart; Wilson's; Zayre; Service Merchandise; Ross.

**Variety Stores**-McCrory's.

**Chain Drug Stores**-Walgreens; Eckerd; Revco.

**Chain Supermarkets**-Winn-Dixie 8; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.

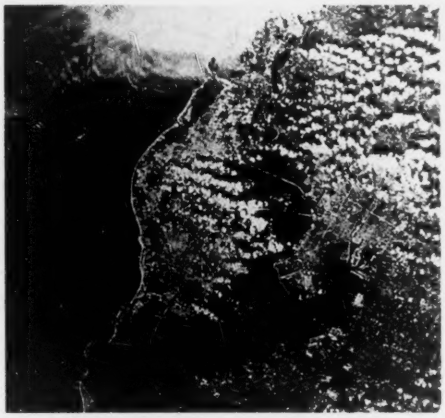
**Other Chain Stores**-Danley Furn.; Singer Co.; Firestone; Keenan Auto Parts; Tallahassee Furn.; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furn.; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber; HQ.

**14 - NEWSPAPERS:** DEMOCRAT (m) 59,534; (S) 73,200; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Privett, Adv. Dir., DEMOCRAT, 277 N. Magnolia Dr.; P.O. Box 990, Tallahassee, FL 32302; Tel. (904) 599-2246.

**National Representatives**: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

Get an inside look at TAMPA BAY



Tampa Bay is Florida's largest and wealthiest metro area.

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**Represented nationally by CWO&O (212) 750-4040.**

Source: 1987 Scarborough Report.

St. Petersburg TIMES
Tampa Bay's Largest Newspaper

(Circle No. 9 on Market Request Card)

## TAMPA

**1 - LOCATION:** Hillsborough County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.

**Motor Freight Carriers**-46.

**Intercity Bus Lines**-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.

**Steamship Lines**-Commercial-140; Passenger-3.

**Airlines**-Eastern; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; USAir; Wardair; British Airways; Condor; Continental; Bahamas Air; Air Jamaica, Midway; American TransAir; Air Orleans ConAir.

**3 - POPULATION:**

Corp. City 80 Cen. 271,523; E&P 89 Est. 294,000
CZ-ABC: (80) 428,179
RTZ-ABC: (80) 1,756,993
County 80 Cen. 649,955; E&P 89 Est. 805,800
MSA 80 Cen. 1,613,961; E&P 89 Est. 1,979,300
City & RTZ-ABC: (80) 2,185,172

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 105,603; E&P 89 Est. 122,000
County 80 Cen. 237,943; E&P 89 Est. 314,300
MSA 80 Cen. 656,551; E&P 89 Est. 838,900
CZ-ABC: (80) 162,451
RTZ-ABC: (80) 707,961
City & RTZ-ABC: (80) 870,412

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 6 | $1,543,389,000 |
| Commercial | 18 | $5,677,578,000 |

**6 - PASSENGER AUTOS:** County 582,710

**7 - ELECTRIC METERS:** Residence 330,000

**8 - GAS METERS:** Residence 14,489

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 11,100 ($255); Tobacco 1,100 ($212); Printing & Publishing 10,400 ($240); Chem. 3,900 ($461); Stone, Clay & Glass Prods. 4,600 (N.A.); Trans., Commun., Electric, Gas & Sanitary Services 81,500 (N.A.); Whol. Trade 29,900 (N.A.); Ret. Trade 69,000 (N.A.)

**Principal Industrial Pay Days**-Thur. & Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71.

**11 - TAP WATER:** Alkaline, moderately hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Temple Terrace(21) | 8 | Winn-Dixie |
| East Lake Sq. Mall(131) | 10 | Mont. Ward, JCPenney, Belk-Lindsey |
| Northgate(40) | 7 | Lionel, Maas Bros. |
| Hillsboro Plz.(20) | 6 | |
| East Gate(21) | 6 | Publix, Woolworth, Walgreens |
| Britton Plz.(50) | 7 | Belk-Lindsey, Walgreens |
| Dale Mabry(23) | 5 | Publix, Shoppers Drug Mart |
| Armenia(12) | 5 | U-Save, Eckerd |
| Buccanneer Sq.(26) | 11 | Belk-Lindsey |
| Henderson Blvd.(5) | 4 | U-Save, Eckerd |
| West Gate(19) | 10 | U-Save, Eckerd |
| Harbour Island(60) | NA | Specialty Stores & Restaurants |
| Bears(15) | 15 | U-Save |
| West Shore Plz.(93) | 6 | Maas Bros., JCPenney, Maison Blanche, Walgreens |
| Brandon Mall(12) | 11 | Zayre, Rite Aid, Kash 'N Karry |
| Tampa Bay(152) | 5 | Sears, Burdines, Mont. Ward |
| Floriland Mall(45) | 8 | Mont. Ward, Zayre, Walgreens |
| Town'n Country(18) | 11 | Winn-Dixie, Zayre, Eckerd |
| Fiesta Plaza(11) | 4 | Kash 'N Karry |
| Terrace Plaza(19) | 7 | Publix, Eckerd |
| University Plz.(9) | 22 | U-Save, Eckerd |
| University Square(126) | 10 | Maas Bros., JCPenney, Sears, Burdines, Maison Blanche |
| Fletcher Plaza(14) | 11 | Winn-Dixie, Walgreens |
| Columbus(7) | 6 | Kash'n Karry, Eckerd |
| Horizon Park(23) | 7 | Winn-Dixie |
| Twin Bays(14) | 5 | Winn-Dixie |
| Busch Plaza(22) | 11 | Rite Aid, J. Byron's |
| Clayton Plz.(17) | 11 | Publix, Eckerd, J. Byron |
| Hillsborough Sq.(125) | 5 | K mart, Kash 'N Karry, Rite Aid |
| Mission Bell(35) | 10 | K mart, United Artists |
| Village Ctr.(42) | 10 | Publix, Walgreens |
| West Hills(22) | 10 | Publix, Walgreens |
| Belz Outlet Mall(80) | NA | Specialty Stores |
| Brandon(12) | 12 | Eckerd, U-Save |
| Market Place North(26) | 15 | Eckerd, Luria's |
| Plant City(20) | 23 | K mart, Publix |
| Tampa Outlet Mall(24) | 9 | Specialty Stores |
| Carolyn Lane(7) | 12 | Winn-Dixie, Eckerd |
| Nebraska Ave(3) | 6 | Eckerd, U-Save |
| Town Square(11) | 6 | Kash 'N Karry, Rite Aid |
| University Collections(55) | 11 | Kash 'N Karry, Eckerd |
| Regency Sq.(70) | NA | Marshalls, Wilcor |
| Northdale Court (35) | 15 | TJ. Maxx, Beall's |
| Sun Point(32) | 20 | Beall's, Publix |
| Valrico Sq.(33) | 12 | Eckerd |
| East Gate(21) | 6 | Woolworth, Publix |
| Shoppes of Carrollwood(33) | 10 | Harry's Big & Tall, Clothworld |
| Westwood Plz.(37) | 10 | Kash 'n Karry, Eckerd |
| Olde Hyde Park(2) Vlg | NA | Jacobson, Brooks Bros. |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping centers every evening.

**13 - RETAIL OUTLETS: Department Stores**-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Maison Blanche 2; Burdines 2; J. Byron 3; Jacobson's.

**Discount Stores**-Zayre 6; K mart 9; Beall's 4; Marshall's 2; Luria's 2; TJ. Maxx 2; Wal-Mart 3.

**Chain Drug Stores**-Walgreens 13; Eckerd 34; Albertson's 3; Rite Aid 10; Florida Choice 4; Eagle 2; Phar-Mor 2; Joel 'n Jerry 2.

**Chain Supermarkets**-Affiliated of Florida 43; Publix 20; Winn-Dixie 18; Kash 'n Karry 27; U-Save 14; Albertson's 3; Save 'N Pack 2.

**Convenience Chain Grocers**-7-Eleven 56; Circle K 53; Majik Markets 29; Shop & Go 56; Sparky's 19; Handy 12; Presto 27; Pick Kwik 4; Convenience Food Mart 7; Farm Store 24.

**Other Chain Stores**-Men's Clothing: Brooks Brothers 3, Kirby's 4, Wolf Bros. 4, Richman Brps., Phil, George Ltd. 2; Women's Clothing: Hit or Miss 4, Brooks 3, Lerners 4, John Baldwin, Casual Corner 4, Colony Shops 7, Wolf Bros. 4, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Josie's 4, Sherry's; Shoes: Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinney 5; Furniture: Roberds, Carriage House 2, Lester's, Levitz 2, Kane, Robb & Stucky 2, Haverty 2; Badcock 7; Others: Western Auto 8, Singer 2, Ace Auto, Discount Auto 13, Genuine Auto Parts 10, Rose Auto Parts 10, Firestone 9, Goodyear 4, NAPA 2; Furniture: Home Depot 3, Oshman's 4, Service Mdse 3.

**14 - NEWSPAPERS:** TRIBUNE (m) 287,289; (S) 382,842; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joe Gess, Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7447.

**National Representative**: Sawyer-Ferguson-Walker.

## VERO BEACH

**1 - LOCATION:** Indian River County. E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Federal Hwy. 1.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound.

**Airlines**-USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 16,176; E&P 89 Est. 21,109
NDM-ABC: (80) 59,896
County 80 Cen. 60,641; E&P 89 Est. 89,600

**4 - HOUSEHOLDS:**

City 80 Cen. 7,281; E&P 89 Est. 9,527
NDM-ABC: (80) 23,331
County 80 Cen. 23,331; E&P 89 Est. 33,114

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 10 | $7,432,563,874 |
| Commercial | 9 | $5,715,758,170 |

**6 - PASSENGER AUTOS:** County 61,682

**7 - ELECTRIC METERS:** Residence 38,682

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aircraft 1,000; Citrus.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8th Ave. & 12 St. (33 Stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 Stores); State Rd. N. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Mall | 7 | K mart, Publix |
| Vero Mall(33) | 8 | JCPenney, J. Byron |
| Treasure Coast Plaza(16) | NA | Woolworth |
| Miracle Mile(17) | NA | Publix, Winn-Dixie, Sears, True Value |
| Vero Plaza | NA | Luria's, Fla. Choice |

**Principal Shopping Days**-Daily & Sun., 9 am to 9 pm.

**Stores Open Evenings**-Shopping Centers every night to 9.

**13 - RETAIL OUTLETS: Department Stores**-Wodtkes; JCPenney; J. Byron.

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-Ben Franklin; Berggren's; Woolworth.

**Chain Drug Stores**-Eckerd; Rite-Aid; Walgreens.

**Chain Supermarkets**-Publix; Winn-Dixie; Albertson's; Florida Choice.

**Other Chain Stores**-Carvel; Baskin Robbins; Kinney; World Bazaar.

**14 - NEWSPAPERS:** PRESS-JOURNAL (m) 28,992; (S) 30,316; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Darryl Hicks, Adv. Mgr., PRESS-JOURNAL, PO Box 1268, Vero Beach, FL 32961-1268; Tel. (305) 562-2315.

**National Representative**: Landon Associates.

## WEST PALM BEACH

**1 - LOCATION:** Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).

**Shipping**-Port of Palm Beach.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Trailways; Co Tran.

**Airlines**-Eastern; Delta; United; TWA; USAir; Northwest Orient; American; Chalks; Piedmont; Atlantic Gulf; Gull Air; Midway; NYAir; Presidential.

**3 - POPULATION:**

Corp. City 80 Cen. 63,305; E&P 89 Est. 72,160
CZ-ABC: (80) 360,957
RTZ-ABC: (80) 279,811
County/MSA 80 Cen. 580,742; E&P 89 Est. 850,797
City & RTZ-ABC: (80) 640,768

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 26,165; E&P 89 Est. 31,374
CZ-ABC: (80) 151,542
RTZ-ABC: (80) 108,660
County/MSA 80 Cen. 232,937; E&P 89 Est. 357,449
City & RTZ-ABC: (80) 260,202

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 25 | $4,246,625,000 |
| Savings & Loan | 36 | $6,332,539 000 |

**6 - PASSENGER AUTOS:** County 580,645

**7 - ELECTRIC METERS:** County 403,447

**8 - GAS METERS:** County 35,344

**9 - PRINCIPAL INDUSTRIES:** Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furn. Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Prods.; Printing & Pub.; Dairies; Fishing Tackle; Constr.

**10 - CLIMATE:** Av. Annual Temp. 82; Summer 81; Winter 67; Rainfall 70 in. per year.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on 4 streets; Palm Beach Mall.

**Neighborhood Shopping Centers**-Southdale; Boynton; Beach Mall; PGA Regional Mall; Town Center; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue; Oakbrook Sq.; Garden Sq.; Twin City Mall; Loehmann's Plaza; Palm Springs; Crystal Tree; Waterside Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Delray Mall(65) | 20 | J. Byron |
| Cross County(52) | 4 | Builder's Square, K mart |
| Palm Coast(52) | 7 | Publix, J. Byron |
| Palm Beach(110) | 3 | Jordan Marsh, Sears, Burdine's, JCPenney, Lord & Taylor |
| Farmer's Mkt. | 3 | (variety) |
| Garden Square(30) | 14 | Shoppers Drug Mart, Publix |
| Town Center(127) | 25 | Jordan Marsh, Sears, Lord & Taylor, Bloomingdale's, Burdine's |
| Twin City(39) | NA | Sears, Jefferson Ward |
| Polo Grounds(12) | 11 | Publix, Eckerd |
| Worth Avenue | 3 | Martha's, Saks |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri. until 9:30.

**13 - RETAIL OUTLETS: Department Stores**-(In West Palm Beach)-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Pioneer; Lord & Taylor; Lillie Rubin; Casual Corner. (In Palm Beach)-Saks Fifth Avenue; Bonwit Teller; Razocks; Gucci.

**Variety Stores**-McCrory; Woolworth 4; Dollar Stores.

**Discount Stores**-Zayre; Farmers Market; K mart; Loehmann's; Marshall's; Best; TJ. Maxx.

**Chain Drug Stores**-Walgreens; SupeRx; Gray; Best Buy; Discount Drugs; Eckerd's; Shoppers Drug Mart; Tru-Valu; Freddy's.

**Chain Supermarkets**-Winn-Dixie 34; Pantry Pride 2; Miller's 2; Publix 26; Albertson's 2; Sun.
**Other Chain Stores**-A.S. Beck; Butler's; Singer Co.; Goodyear; Baker's; Western Auto; Zale's; Badcock Furn.; Firestone; Gordon's Jewelers; Jacob Jewelers; Cartiers; Peck & Peck; The Gap; County Seat; Foxmoor; Waldenbooks; B. Dalton; Joan Bari; Florsheim; (In Palm Beach): Brooks Brothers; Polo; FAO Schwarz.

**14 - NEWSPAPERS:** POST (m-mon to fri) 179,759; (m-sat) 187,441; (S) 225,826; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John Drotar, Natl. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy.; P.O. Drawer T, West Palm Beach, FL 33405; Tel. (305) 837-4277.
**National Representative**: Sawyer-Ferguson-Walker.

## WINTER HAVEN

**1 - LOCATION:** Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 21,119; E&P 89 Est. 22,863
NDM-ABC: (80) 71,471
County/MSA 80 Cen. 323,569; E&P 89 Est. 373,044

**4 - HOUSEHOLDS:**
City 80 Cen. 8,812; E&P 89 Est. 9,712
County/MSA 80 Cen. 132,511; E&P 89 Est. 150,539
NDM-ABC: (80) 26,133

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $256,314,107 |
| Savings & Loan | 7 | $281,096,490 |

**6 - PASSENGER AUTOS:** County 241,431

**7 - ELECTRIC METERS:** Residence 41,544

**8 - GAS METERS:** Residence 2,634

**9 - PRINCIPAL INDUSTRIES:** Fruit & Food Packing & Proc.; Light Mfg.; Tourism.
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15.

**11 - TAP WATER:** Neutral, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on West Central & Third Sts., NW & SW; Field Plz. 2 units.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Imperial Plz. | 4 | TG&Y, Winn-Dixie |
| Havendale | 4 | Eckerd |
| Northgate(13) | NA | Publix, Belk-Lindsey |
| Southeast Plz(18) | NA | Eckerd, Beall's |
| Village Sq.(12) | NA | Eagle, Winn-Dixie |
| Spring Lake Plz. | NA | Winn-Dixie |
| Cypress Gardens Plz | NA | Winn Dixie |
| Winter Haven Mall(60) | NA | Maas Bros., Sears |
| Zayre(10) | NA | Zayre, Kash 'N Karry |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Fri.; Shpg. Ctrs. nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
**Discount Stores**-Zayre; K mart; Goodie Barn.
**Chain Drug Stores**-Anderson Rexall; Eckerd 4; Walgreens 2.
**Chain Supermarkets**-Publix 3; Winn-Dixie 5; Minit Shop 10; Kash 'N Karry; Albertson's.
**Other Chain Stores**-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; Babcock Furn. 3; True Value Hdwe.; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appliance.

**14 - NEWSPAPERS:** NEWS-CHIEF (e) 16,273; (S) 17,891; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Curtis B. Lamb, Gen. Mgr., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.
**National Representative**: Landon Associates.

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# GEORGIA SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Albany**-Dougherty and Lee Counties.
**Athens**-Clarke, Jackson, Madison and Oconee Counties.
**Atlanta**-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
**Augusta, GA-SC**-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.
**Chattanooga, TN-GA**-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA.
**Columbus, GA-AL**-Chattahoochee and Muscogee Counties, GA; Russell County, AL.
**Macon-Warner Robins**-Bibb, Houston, Jones and Peach Counties.
**Savannah**-Chatham and Effingham Counties.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 422 | 415 | 601 |
| 5-14 Years | 953 | 927 | 1,026 |
| 15-24 Years | 861 | 1,047 | 1,023 |
| 25-44 Years | 1,121 | 1,578 | 2,234 |
| 45-64 Years | 868 | 998 | 1,089 |
| 65 and Over | 365 | 517 | 532 |
| TOTAL | 4,590 | 5,482 | 6,507 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 859 | 1,288 | 3,287 |
| General Mdse | 2,132 | 2,750 | 5,562 |
| Food | 3,455 | 5,438 | 9,771 |
| Automobiles | 3,481 | 4,552 | 11,815 |
| Gasolines Stations | 1,351 | 2,382 | 3,195 |
| Apparel | 740 | 1,238 | 2,397 |
| Furniture | 675 | 1,005 | 2,482 |
| Eat-Drink Places | 1,251 | 2,239 | 4,591 |
| Drugs | 510 | 799 | 1,594 |
| TOTAL | 15,916 | 24,408 | 48,794 |

## ALBANY

**1 - LOCATION:** Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Seaboard Coastline.
**Motor Freight Carriers**-30.
**Intercity Bus Lines**-Trailways.
**Airlines**-A.S.A.; Eastern Metro Express.

**3 - POPULATION:**
Corp. City 80 Cen. 74,059; E&P 89 Est. 72,574
CZ-ABC: (80) 90,509
RTZ-ABC: (80) 205,353
County 80 Cen. 101,293; E&P 89 Est. 105,333
MSA 80 Cen. 113,080; E&P 89 Est. 120,326
City & RTZ-ABC: (80) 295,862

**4 - HOUSEHOLDS:**
City 80 Cen. 24,831; E&P 89 Est. 25,272
County 80 Cen. 33,138; E&P 89 Est. 39,257
MSA 80 Cen. 36,780; E&P 89 Est. 40,858
CZ-ABC: (80) 29,937
RTZ-ABC: (80) 66,293
City & RTZ-ABC: (80) 96,230

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $627,000,000 |
| Savings & Loan | 2 | $278,000,000 |

**6 - PASSENGER AUTOS:** County 48,203

**7 - ELECTRIC METERS:** Residence 32,040

**8 - GAS METERS:** Residence 23,101

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,205 ($344); Paper Mfg. 1,961 ($575); Food 2,773 ($523); Brewery 1,200 ($610); Candy Mfg. 835 ($400); Farm Imp. 100 ($265); Non Elect. Mach. 773 ($329); Auto Parts Mfg. 600 ($706); Medicinal Chem. 375 ($600); Golf Club Mfg. 390 ($300); Trans. Equip. 278 ($340); Agric. Chem. 270 ($355); Military Supply Ctr. 1,124 Marines, 2,945 Civilians (payroll $93,500,000 annually).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-1 block on Pine St.; 2 on Broad; 2 on Jackson; Slappey Blvd. at W. Broad, Slappey Drive betw. Broad & Pine, Slappey Drive & 3rd Ave. & E. Albany; Dawson Rd. at Stuart Ave., Dawson Rd. at Old Dawson Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Albany Mall(84) | 5 | Sears, Belk's, Gayfer's |
| Cross Station(25) | 5 | Wal-Mart, Winn-Dixie |
| Largo Plz.(20) | 4 | Haverty's Dimensions |
| Midtown(8) | 2 | Winn-Dixie, JCPenney |
| The Junction(10) | 4 | Rite-Aid, Piggly Wiggly |
| Oglethorpe(12) | 3 | Rose's, Eckerd |
| Southgate(6) | 2 | Eckerd, Bargain Town |
| Village Green(19) | 4 | Eckerd |
| Hunter's Mill(4) | 5 | Fantasy Records |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Gayfer's; Rosenberg's; Sears; Belks; JCPenney; Rose's.
**Variety Stores**-Woolworth.
**Discount Stores**-Lowe's; Keys; K mart; Family Dollar; Wal-Mart.
**Chain Drug Stores**-Revco; Lee; Drugs For Less; Rite-Aid; Eckerd.
**Chain Supermarkets**-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Family Mart; Food 4 Less.
**Other Chain Stores**-Goodrich; Goodyear; Western Auto; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; Rhodes Furniture; West Building Materials; Wickes Lumber; Zale's Jewelers; Haverty's Furn.; Radio Shack; Music Land; Waldenbooks; Hanover Shoes; Kinney Shoes; Body Shop; Shoe City; Auto Shack; Nationwise Automotive; Brooks Fashion; Butlers Shoes; Casual Corner; Fashion Bug Plus; Foxmore; G and G; Hallmark; It's; Leon's; Lerner Shops; Playland Toys; Showcase Cards; Spencer's Gifts; Stuart's; Turtles; Rex TV.

**14 - NEWSPAPERS:** HERALD (e) 36,851; (S) 44,916; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Raymond H. Starling, Jr., Adv. Dir., HERALD, P.O. Box 48, Albany, GA 31703; Tel. (912) 888-9300.
**National Representative**: Branham/Newspaper Sales.

## AMERICUS

**1 - LOCATION:** Sumter County, E&P Map B-4, County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard Coast Line.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 16,120; E&P 89 Est. 16,382
CZ-ABC: (80) 16,120
RTZ-ABC: (80) 16,673
County 80 Cen. 29,444; E&P 89 Est. 31,306
City & RTZ-ABC: (80) 32,793

**4 - HOUSEHOLDS:**
City 80 Cen. 5,500; E&P 89 Est. 5,466
CZ-ABC: (80) 5,332
RTZ-ABC: (80) 5,258
County 80 Cen. 9,465; E&P 89 Est. 10,932
City & RTZ-ABC: (80) 10,590

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $90,400,000 |
| Savings & Loan | 2 | $34,000,000 |

**6 - PASSENGER AUTOS:** County 14,478

**7 - ELECTRIC METERS:** Residence 10,620

**8 - GAS METERS:** Residence 2,905

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prods. 750; Rubber 500; Furn. 200; Lighting Fixtures 500.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Belair Plaza(7) | NA | Harvey's |
| Perlis Plaza(11) | NA | Piggly Wiggly, SupeRx |
| Americus Vlg.(7) | NA | Belk-Hagins |
| Eastgate(4) | NA | Family Dollar, Eckerd |
| Wheatley Plaza(4) | NA | Lee Drugs |

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Family Dollar; Wal-Mart.
**Chain Drug Stores**-Walgreens 2; Lee's; SupeRx; Eckerd.
**Chain Supermarkets**-Piggly Wiggly 2; Harveys; Winn-Dixie.

**14 - NEWSPAPERS:** TIMES-RECORDER (e) 7,904; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ginger Perkins, Adv. Mgr., TIMES-RECORDER, Vienna Rd.; PO Box 1247, Americus, GA 31709; Tel. (912) 924-2751.
**National Representative**: Thomson Newspapers.

## ATHENS

**1 - LOCATION:** Clarke County (MSA), E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

**2 - TRANSPORTATION: Railroads**-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
**Motor Freight Carriers**-16 with Terminals.
**Intercity Bus Lines**-Greyhound; Southeastern Stages; Trailways.
**Airlines**-Piedmont.

**3 - POPULATION:**
Corp. City 80 Cen. 42,549; E&P 89 Est. 40,934
CZ-ABC: (80) 42,549
RTZ-ABC: (80) 96,395
County 80 Cen. 74,796; E&P 89 Est. 80,809
MSA 80 Cen. 130,626; E&P 89 Est. 144,166
City & RTZ-ABC: (80) 138,944
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,055; E&P 89 Est. 14,557
County 80 Cen. 26,587; E&P 89 Est. 22,766
MSA 80 Cen. 45,568; E&P 89 Est. 51,040
CZ-ABC: (80) 15,055
RTZ-ABC: (80) 33,460
City & RTZ-ABC: (80) 48,515

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $696,380,974 |
| Savings & Loan | 2 | $179,188,430 |

**6 - PASSENGER AUTOS:** County 42,551

**7 - ELECTRIC METERS:** Residence 31,162

**8 - GAS METERS:** Residence 18,700

**9 - PRINCIPAL INDUSTRIES:** Clocks; Elect. Transformers; Milk Cartons; Fertilizer; Tire Fabric;

Overalls; Shirts; Fiberglass Moulatron; Cottonseed Prods.; Furn. Braided Cord; Tapestry; Beverages; Garments; Veneer; Coperage; Canned Meats; Canned Vegetables; Dairy Prods.; Candy; Foundry and Machine Works; Corn and Flour Milling; Mattresses; Poultry; Textiles; Elect. Motors; Non-Woven Products.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** First killing frost, Nov. 5; last killing frost, Apr. 2.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart | 3 | K mart |
| Beechwood(40) | 2 | Wilbro, Woolworth, Winn-Dixie |
| Homewood(12) | 3 | Winn-Dixie |
| Willowood(17) | 5 | Rose's, Winn-Dixie |
| Alps(29) | 2 | Gibsons |
| Sky City(7) | 2 | Sky City, Otasco, Bi-lo |
| East Plaza(10) | 5 | Bells Food |
| Georgetown(15) | 4 | |
| Georgia Sq.(100) | 5 | Belk, JCPenney, Sears, Davison |
| Clarke Crossing(10) | 4 | Target<br>Piggly Wiggly |
| Athena Square | 5 | Family Food |
| Athens West(10) | 4 | Roses, Ingles, Blockbuster |
| College Station(25) | 4 | K Mart, Kroger |
| East Athens(8) | 3 | Bi-lo |

**Principal Shopping Days**-Sat., Sun., Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; Belk's; JCPenney; Sears.

**Discount Stores**-Gibson's; Sky City; Family Dollar; Rose's 2; K mart 2; Target.

**Variety Stores**-Woolworth; McLellan's; McCrory.

**Chain Drug Stores**-Eckerd 3; Village Drug 2; Revco 4; Shoppers Drug Mart; Drug Emporium.

**Chain Supermarkets**-Kroger 2; Winn-Dixie 3; Foodland; Bells 6; Bi-Lo 2; Piggly Wiggly; Family Food; Food Lion 2; Ingles.

**Other Chain Stores**-Diana Shop; Helig-Meyer Furn.; Goodyear 2; Sherwin-Williams; Pearle Optical; Lowes; Kay's; Parts City; Wilbro Friedman's 2; Radio Shack 4; General Nutrition; Camelot Music; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Linen Outlet; Payless Shoes; West Bldg.; Hi Fi Buys; Wolf Camera; Rhodes Furn.; Haverty's Furn.; Rex TV Appliance; Farmer Furniture; Badcock Home Furnishings Goody's, Big B. Thrift D.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 12,357; BANNER-HERALD (e-mon to fri) 13,782; BANNER-HERALD/NEWS (m-sat) 26,278; (S) 31,748; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Glarrow, Adv. Dir., BANNER-HERALD NEWS, 525 Calhoun Drive, Athens, GA 30613-1499; Tel. (404) 549-0123.

**National Representative:** Branham/Newspaper Sales.

## ATLANTA

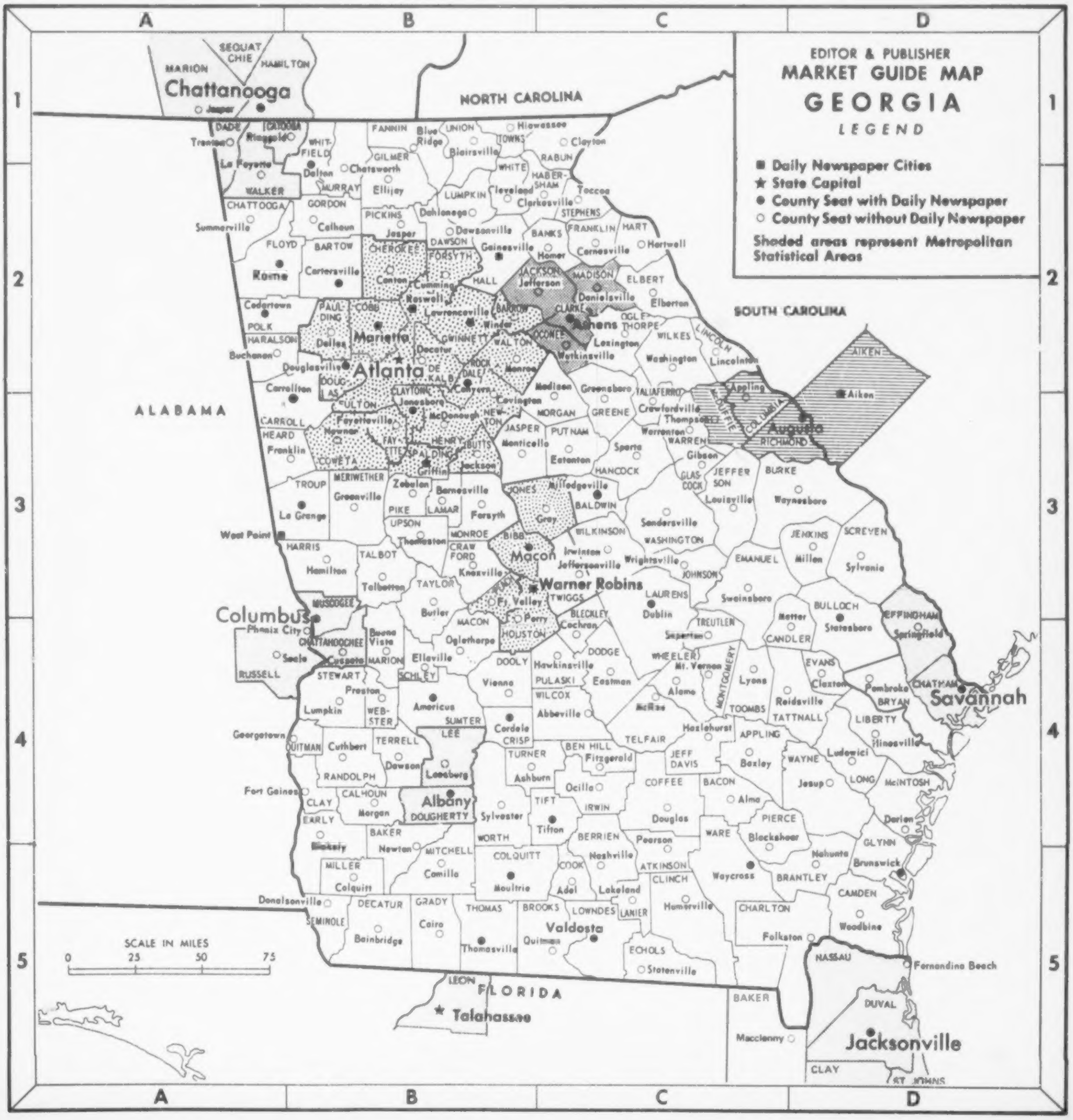
**1 - LOCATION:** Fulton & De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2, State Capital, Fulton County Seat. Industrial, trans., distribution, merchandise, financial, manufacturing, commun., educ. & high tech center of SE U.S.

**2 - TRANSPORTATION: Railroads**-Seaboard System; Southern Railway.

**Motor Freight Carriers**-73.

**Intercity Bus Lines**-Greyhound; Southeastern Stages; Trailways.

**Airlines**-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena; TWA; United; USAir; Japan Air Lines.


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Rome
Marietta
Atlanta
Athens
Augusta
Aiken
Columbus
Macon
Warner Robins
Albany
Valdosta
Savannah
Jacksonville
Tallahassee
SCALE IN MILES
0
25
50
75

**Mass Transit**-MARTA Rapid Rail System.

**3 - POPULATION:**

Corp. City 80 Cen. 425,022; E&P 89 Est. 381,022
CZ-ABC: (80) 1,521,003
RTZ-ABC: (80) 1,515,876
Counties 80 Cen. 1,073,653; E&P 89 Est. 1,168,681
Fulton 80 Cen. 592,039; E&P 89 Est. 602,354
De Kalb 80 Cen. 481,614; E&P 89 Est. 566,327
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917
City & RTZ-ABC: (80) 3,036,879

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 162,553; E&P 89 Est. 131,043
Counties 80 Cen. 398,230; E&P 89 Est. 388,812
Fulton 80 Cen. 225,308; E&P 89 Est. 193,095
De Kalb 80 Cen. 172,922; E&P 89 Est. 195,717
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589
CZ-ABC: (80) 555,274
RTZ-ABC: (80) 511,077
City & RTZ-ABC: (80) 1,066,351

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 64 | $14,000,000,000 |
| Savings & Loan | 20 | $8,760,000,000 |

**6 - PASSENGER AUTOS:** Fulton County 337,614; De Kalb County 331,013

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** N.A. (commercial & residential)

**9 - PRINCIPAL INDUSTRIES:** Mfg.-aircraft; autos; chem.; comm. equip.; furn.; iron & steel prods.; soft drinks; textiles; food; printing and publishing.

**Principal Pay Days**-Fri., 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-87; Summer 53-97; Fall 29-90; Winter 15-74. First killing frost, Nov. 15; last killing frost, Mar. 10.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: (18-county MSA)** Over 700 shpg. ctrs., including 15 Regional Malls. Regional Malls: Cobb Ctr.; Avondale Mall; Cumberland; Greenbriar; Gwinnett Place; Lenox Sq.; Marketsquare Mall; Northlake; Perimeter Mall; Phipps Plz.; Shannon Mall; South De Kalb Mall; Southlake; The Mall-West End; Town Center at Cobb Mall.

**Principal Shopping Days**-Fri., Sat., Mon., Tues., Wed.

**Stores Open Evenings**-Regional shpg. ctrs. open until 9:30 six nights a week; open Sundays 12:30 to 5:30. Many supermarkets now open until midnight or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

**13 - RETAIL OUTLETS: Department and Apparel Stores**-Macy's/Atlanta; JCPenney; Rich's; Sears; Mervyn's.

**Specialty Department Stores**-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.

**Discount Stores**-K mart; Target; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Dunaway; Eckerd; K mart Pharmacy; Kroger; Big B; Revco; SupeRx; Treasury; Wender & Roberts; Drug Emporium.

**Chain Supermarkets**-A&P; Big Star (div. Grand Union); Big Apple Warehouse/Food Giant/Super Valu (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's; Cub Foods; Ingles.

**Convenience Food Stores**-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin; Otter; Circle K.

**Other Chain Stores**-(selected) Belk; Family Dollar; Kessler's; Sunshine; Marshall's; Burlington Coats; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; Britches of Georgetowne; Thom McAn; Kinney; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zale's; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Lechmere; Circuit City; TG&Y; Upton's; American Faive; Big Lots.

**14 - NEWSPAPERS:** CONSTITUTION (m-mon to fri) 282,442; JOURNAL (e-mon to fri) 184,583; JOURNAL & CONSTITUTION (m-sat) 529,460; (S) 665,186; Mar. 31, 1989 ABC.

**Local Contact** for Advertising & Merchandising Data: Cathy Coffey, V.P. Adv., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30303; Tel. (404) 526-5250.

**National Representatives**: Leonard Co.; Sawyer-Ferguson-Walker.

DAILY WORLD (m-tues, thur, fri) 18,000; (S) 20,000; sworn Sept. 30, 1988.

**Local Contact** for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335-1201; Tel. (404) 659-1110.

**National Representative**: None.

## AUGUSTA

**1 - LOCATION:** Richmond County, (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston; 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

**2 - TRANSPORTATION: Railroads**-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia R.R.

**Motor Freight Carriers**-16.

**Intercity Passenger Bus Lines**-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.

**Airlines Serving City**-Delta; Eastern; Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 47,532; E&P 89 Est. 44,733
CZ-ABC: (80) 209,658
RTZ-ABC: (80) 333,876
County 80 Cen. 181,629; E&P 89 Est. 206,361
MSA 80 Cen. 345,918; E&P 89 Est. 408,561
City & RTZ-ABC: (80) 543,534

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 19,108; E&P 89 Est. 19,195
County 80 Cen. 59,501; E&P 89 Est. 69,027
MSA 80 Cen. 115,061; E&P 89 Est. 140,026
CZ-ABC: (80) 72,957
RTZ-ABC: (80) 106,403
City & RTZ-ABC: (80) 179,360

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $5,394,751,000 |
| Commercial | 10 | $35,200,000,000 |

**6 - PASSENGER AUTOS:** County 103,932

**7 - ELECTRIC METERS:** Residence 82,210

**8 - GAS METERS:** Residence 57,176

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total mfg. 14,110 ($452); AEC Operations 6,500 ($355); Military 37,884 (N.A.); U.S. Gov't 6,212 ($355); Textiles 16,508 ($287); Brick & Clay 2,730 ($382); Pulp & Paper Board 2,063 ($328).

**Principal Pay Days**-Thur., Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Broad St.; 3 on 8th and on 9th Sts.

**Neighborhood Shopping Centers**-Broad & Milledge Rd.; Walton Way at 15th St., Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Bilo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Sq.; Columbia Sq.; Regency Park; Surrey Ctr.; Village West; Windsor Sq.; Walton's Corner.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Augusta Mall(100) | NA | Macy's, Rich's, Penney's, Sears |
| Daniel Vlg.(44) | NA | Bi-Lo, J.B. White, Woolworth |
| National Hills(26) | NA | J.B. White's, Woolworth |
| Peach Orchard(21) | NA | Revco |
| Regency Mall(95) | NA | Mont. Ward, White's, Belk's |
| Richmond Plz. | NA | Krogers |
| Southgate(43) | NA | Key Wholesalers |
| Windsor Sq.(16) | NA | Treasury, Piggly Wiggly |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Dept. Stores-Mon. through Sun.; Grocery-everyday.

**13 - RETAIL OUTLETS: Department Stores**-Sears, Montgomery Ward; Macy's, JCPenney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 5.

**Discount Stores**-K mart 5; Wal-Mart 5; Service Mdse.

**Variety Stores**-Woolworth 3; Green; Rose's 6; Family Dollar 2; Dollar General 2.

**Chain Drug Stores**-Revco 4; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; SupeRx 2.

**Chain Supermarkets**-Winn-Dixie 13; Kroger's 6; Bi-lo 6; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 5; Gurleys 19.

**Other Chain Stores**-Lumber/Hdwe.: Builder's Square, Lowe's 3, Wicke's, Builderama Home Quarters; Home Quarters Shoes: Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: T.J. Maxx, Ashby's, Ross, Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co.; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale's, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

**14 - NEWSPAPERS:** CHRONICLE (m-mon to fri) 66,540; HERALD (e-mon to fri) 14,081; CHRONICLE-HERALD (m-sat) 93,272; (S) 89,693; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, Box 1928, News Bldg.; 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.

**National Representative**: Branham/Newspaper Sales.

## BRUNSWICK

**1 - LOCATION:** Glynn County. E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. 17, 82, 341, I-95; State Hwys. 25, 27, 32, 50.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Southern.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Trailways; Lines East.

**Airlines**-Atlantic Southeast/Delta; Henson-Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 17,605; E&P 89 Est. 16,473
County 80 Cen. 55,154; E&P 89 Est. 62,739

**4 - HOUSEHOLDS:**

City 80 Cen. 6,385; E&P 89 Est. 6,456
County 80 Cen. 19,826; E&P 89 Est. 22,310

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $560,000,000 |
| Savings & Loan | 3 | $288,000,000 |

**6 - PASSENGER AUTOS:** County 35,834

**7 - ELECTRIC METERS:** Residence Co. 24,036

**8 - GAS METERS:** Residence City 10,614

**9 - PRINCIPAL INDUSTRIES:** Naval Stores and Chem.; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Prods.; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools: Dies; Special Mach.; Wall Board; Car Imports.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.

**Neighborhood Shopping Centers**-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Outlet Limited Mall(21) | 9 | Old Mill, Famous Footwear |
| Altama Village | 9 | Piggly Wiggly |
| Glynn Place Mall (74) | 6 | Belk-Hudson, Sears, JCPenney |
| Brunswick Mall(23) | 3 | K mart, Goody's |
| Brunswick West(11) | 8 | Revco, Winn-Dixie, Dollar General |
| Lanier Plaza(25) | NA | Woolworth, Winn-Dixie |
| Retreat Vlg. Simons(23) | 9 | Revco, Winn-Dixie, Ben Franklin, Dollar General |
| Longview (St. Simons Isl.) | 10 | IGA Foodliner, Ace Hdwe. |
| Glynn Plaza(10) | 3 | Wal-Mart, Eckerd |

**Other Shopping Centers**-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Belk-Hudson; K mart; Goody's.

**Variety Stores**-Kress; Woolworth; Maxwell's; Ben Franklin; Dollar General.

**Discount Stores**-Wal-Mart; K mart.

**Chain Drug Stores**-Eckerd; Revco.

**Chain Supermarkets**-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's; Food Lion 2.

**Other Chain Stores**-Heilig-Meyers Furn; Firestone; Vogue Shop; Western Auto; Pic 'N Pay Shoes; Pay Less Shoes; Radio Shack; Strawberry Fields; Cato; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Waldenbooks; Zale's Jewelers; World Bazaar; Lane Bryant; West Bldg. Supply; Family Dollar; Lowe's; Piece Goods Shop.

**14 - NEWSPAPERS:** NEWS (e) 15,368; sworn March 31, 1989.

**Local Contact** for Advertising and Merchandising Data: W.R. Maulden, Adv. Dir./Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320; FAX. (912) 264-4973.

**National Representative**: None.

## CARROLLTON

**1 - LOCATION:** Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL. via I-20. Educ., medical service ctr. for parts of E. AL & W. GA. Served by I-20, U.S. Hwy. 27, S.R. 166, 61, 113.

**2 - TRANSPORTATION: Railroads**-Southern Railway Main Line; Piggy Back Serv. available.

**Motor Freight Carriers**-11; 3 have terminal locations in Carrollton.

**Intercity Bus Lines**-West GA.

**Airlines**-W GA Regional Jet Port provides charter & freight serv. with 5,000 lighted runway, navigation aids, repair oper. fuel. Hartsfield Intl. Airport (Atlanta) 45 mi. from Carrollton.

**3 - POPULATION:**

Corp. City 80 Cen. 14,078; E&P 89 Est. 15,433
County 80 Cen. 56,436; E&P 89 Est. 67,560

**4 - HOUSEHOLDS:**

City 80 Cen. 4,819; E&P 89 Est. 5,512
County 80 Cen. 18,969; E&P 89 Est. 23,931

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $268,903,308 |
| Savings & Loan | 2 | $601,791,181 |

**6 - PASSENGER AUTOS:** County 37,637

**7 - ELECTRIC METERS:** Residence 5,973

**8 - GAS METERS:** Residence 4,410

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $263)-Serv. 12,769; Whol. & Ret. Trade 11,345; Mfg. 23,899; Trans. & Public Util. 2,887; Constr. 2,766; Agric. & Forrestry 2,467; Gov't 1,933.

**Principal Industrial Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost, Dec. 10; last killing frost, Mar. 20.

**11 - TAP WATER:** Moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Central Business District.

**Neighborhood Shopping Centers**-Bankhead Ave. Maple St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| First Tues. Mall(18) | 2 | Belks, TG&Y, Winn-Dixie |
| Lake Carroll Mall(8) | 2 | Kroger |
| W. Georgia(10) | 1 | Food Giant |
| Crossroads | 2 | JCPenney<br>Goody's |
| Tower Place | 1 | Foodmax |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Wal-Mart; TG&Y; K mart.

**Discount Stores**-Family Dollar; Super D; McCrory.

**Chain Drug Stores**-Revco; Eckerd; Big B.

**Chain Food Supermarkets**-A&P; Kroger; Winn-Dixie; Big Star; Warehouse Grocery.

**Other Chain Stores**-Goodyear; Pic & Pay; Sherwin-Williams; Kelly Springfield; Sears (catalog); Radio Shack.

**14 - NEWSPAPERS:** THE DAILY TIMES-GEORGIAN (m-tues to sat) 10,840; (S) 10,535; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Greg Runyan, Adv. Dir., TIMES-GEORGIAN, PO Box 460, Carrollton GA 30117; Tel. (404) 834-6631.

**National Representative**: Landon Associates.

## CARTERSVILLE

**1 - LOCATION:** Bartow County, E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

**2 - TRANSPORTATION: Railroads**-CSX Transportation.

**Motor Freight Carriers**-37

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 9,508; E&P 89 Est. 9,003
County 80 Cen. 40,909; E&P 89 Est. 47,985

**4 - HOUSEHOLDS:**

City 80 Cen. 3,559; E&P 89 Est. 3,545
County 80 Cen. 13,804; E&P 89 Est. 16,881

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $70,000,000 |
| Commercial | 4 | $250,000,000 |

**6 - PASSENGER AUTOS:** County 32,874

**7 - ELECTRIC METERS:** Residence 4,063

**8 - GAS METERS:** Residence 3,440

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 8,155 ($280); Ret. Trade 2,155 ($200); Professional and related services 1,865 ($340); Limestone, Barium and Ochre Mines; Pine Timber; Farming (soybeans, corn, wheat).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-8 blocks on 6 sts.; some outlying areas.

**Shopping Centers**-Five new centers within 2 mi. radius of downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cartersville Crossing(15) | 2 | K-mart, Firestone |
| Cartersville Plz.(26) | 1 | Woolworth, Belk, Nationwise |
| Market Sq.(21) | 1 | Eckerd, Big Lots |
| Nea Mar(6) | 1 | Sears, Battles Foods, Revco |
| Collins Point | 10 | Winn-Dixie, Treasury Drug |
| North Corners(5) | 2 | Battles Foods, Revco |
| Felton Crossing | 5 | Wal-Mart, Ingles, Eckerd |

**Principal Shopping Days**-Mon., Fri., Sat.; Centers open evenings. Market Square, Plaza, Mon. & Fri. to 9.

**Stores Close**-Wed. afternoon downtown.

**13 - RETAIL OUTLETS: Department Stores**-Belk.

**Variety Stores**-Woolworth.

**Discount Stores**-Discount City; K mart; Wal-Mart; Family Dollar; Pick'N Pay Shoes; Big Lots.

**Chain Drug Stores**-Champion 2; Kroger; Dunaway's; Eckerd 2; Revco; Treasury; Wal Mart; Medicine Shoppe.

**Chain Supermarkets**-Kroger; Battle's 2; Winn-Dixie; Ingles.

**Other Chain Stores**-Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack; Cato; Nationwise.

**14 - NEWSPAPERS:** TRIBUNE-NEWS (e-mon to fri) 8,299; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545; FAX (404) 382-2711.

**National Representative**: Landon Associates.

## COLUMBUS

**1 - LOCATION:** Muscogee County (In Columbus GA-AL MSA), E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. 27, 80, 431, 280, I-185; GA Hwys. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

**2 - TRANSPORTATION: Railroads**-Seaboard, Southern.

**Motor Freight Carriers**-40

**Intercity Bus Lines**-Trailways, Greyhound.

**Airlines**-Delta; Eastern Metro Express; Atlantic Southeast.

**Waterways**-River Transit Co.

**3 - POPULATION:**

Corp. City 80 Cen. 169,441; E&P 89 Est. 186,378
County 80 Cen. 169,987; E&P 89 Est. 186,773
CZ-ABC: (80) 211,565
RTZ-ABC: (80) 288,556
MSA 80 Cen. 238,854; E&P 89 Est. 257,481
City & RTZ-ABC: (80) 500,121

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 58,869; E&P 89 Est. 63,635
County 80 Cen. 59,112; E&P 89 Est. 63,730
CZ-ABC: (80) 70,897
RTZ-ABC: (80) 96,728
MSA 80 Cen. 78,133; E&P 89 Est. 85,199
City & RTZ-ABC: (80) 167,625

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $1,300,000,000 |
| Savings & Loan | 5 | $600,000,000 |

**6 - PASSENGER AUTOS:** County 94,675

**7 - ELECTRIC METERS:** Residence 64,891

**8 - GAS METERS:** Residence 51,577

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 19,800; Trans., Commun., Util. 3,400; Whol., Ret. 20,300; Fin., Ins., R.E. 15,600; Constr. 5,200; Misc. Servs. 13,400; Gov't 20,200. Av. Wkly. Wage-$312.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores); Main St. Village; Peachtree Mall; 280 Bypass Complex in Phenix City; Broadway Area; Airport Thru Way; Harmony Place.

**Neighborhood Shopping Centers**-Wynnton; Rose Hill; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Hamilton Sq.; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds.; Allendale; Holly Hills; Hamilton Rd.; Gentian Corners; Buena Vista Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Columbus Sq.(83) | 3 | JCPenney, Woolworth, Sears, Kirven's |
| Peachtree(80) | 4 | Gayfer's, Mont. Ward, Parisian's |
| Cross-Country Plaza(75) | 3 | Warehouse Foods, Service Mdse. |
| Traffic Circle(18) | 4 | Woolworth, Piggly Wiggly, Western Auto |
| Holly Hills(13) | NA | Eckerd |
| Edgewood(20) | NA | Goolsby Foods |
| Starmount(12) | NA | Goolsby Foods, TG&Y |
| Main St. Vlg.(25) | NA | White's, Kiralfy's |
| Harmony Place(10) | 5 | Mansour's |
| Phenix City(23) | NA | Winn-Dixie |
| Eastgate(12) | 4 | Goolsby Foods, Spiegel |
| Village Green | 3 | Piggly Wiggly<br>Shoe City |
| Fort Benning | 7 | Post Exchange |
| Airport Thru Way | 4 | Family Mart, K mart |
| Midtown(23) | 3 | K mart, Toys 'R Us, Rhodes Furn. |
| Oakland Park(23) | 4 | Piggly Wiggly |
| 13th St. | NA | A&P, Eckerd |
| Windsor Vlg.(12) | 4 | Piggly Wiggly |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Dept.: Mon., Fri.; Columbus Sq. Mall; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Zayre's; JCPenney; Sears; K mart; Montgomery Ward; Parisian's, open 6 nights and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's; Parisian's; Mansour's.

**Discount Stores**-Zayre's 2; Hill Bros.; Payless; K mart; Service Merchandise; Family Dollar; Bargain Town.

**Variety Stores**-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.

**Chain Drug Stores**-Lee 9; Eckerd 5; Page Drugs 2; Revco 4.

**Chain Supermarkets**-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 10; Big Buy 2; Super Foods 3; Birdsey; Kwik-Shop; Jones 3; IGA Foodliner 2; Sav-U 4; Warehouse Foods; Goolsby Foods 14; Family Mart; Dixie Dandy.

**Other Chain Stores**-Burroughs; IBM; Monroe; Friden; Marchant; National Cash Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Day's Clothing; Zale's Jewelry; Busch Jewelry; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Lerner Shops; Sherwin-Williams 3; Casual Corner 2; Goodyear 2; Diana Stores 2; Lowe's; Waldenbooks; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Radio Shack; Feet First; The Gap; Kinney; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance; Tabers; Helzberg's Jewelers; Fan Fair; Camelot Records; Pearle Optical; Turtle's Records & Tapes; Circuit City; Foot Locker; Worth's; Athlete's Foot; Lorch's Jewelers; Friedman Jewelers; Shoe Emporium; Auto Shack; Barrett Shoes; Ormand; Meineke; Playland Toys; Friedman; Pic 'n Pay; Wolf Cameras; Midas; New Baby; Marci Imports; Berry and Son Furn.; Paul Pope Shoes; Naturalizer Shoes; Dan's Fan City; Helig Myers Furn.; Tune-Up Clinic; Brake America; King Lube.

**14 - NEWSPAPERS:** LEDGER-ENQUIRER (m) 56,044; (S) 68,995; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cody Smith, Mktg./Gen. Mgr.; LEDGER-ENQUIRER, 17 W. 12th St., Columbus, GA 31901; (P.O. Box 711; 31994); Tel. (404) 324-5526.

**National Representative**: Knight-Ridder Newspaper Sales.

## CONYERS

**1 - LOCATION:** Rockdale County, E&P Map B-2, (In Atlanta MSA), County Seat. Manufacturing & ret./service area. 24 mi. SE of Atlanta. On I-20, State Hwy. 20.

**2 - TRANSPORTATION: Railroads**-Georgia; Seaboard System.

**Intercity Bus Lines**-Trailways, Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 6,567; E&P 89 Est. 7,075
NDM-ABC: (80) 36,570
County 80 Cen. 37,173; E&P 89 Est. 53,773
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917

**4 - HOUSEHOLDS:**

City 80 Cen. 2,349; E&P 89 Est. 2,560
County 80 Cen. 11,592; E&P 89 Est. 21,263
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589
NDM-ABC: (80) 11,592

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 34,163

**7 - ELECTRIC METERS:** Residence 22,876

**8 - GAS METERS:** Residence 14,904

**9 - PRINCIPAL INDUSTRIES:** Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food prods.; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agric.; Audio tapes.

**10 - CLIMATE:** Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-11 Shopping Centers on Hwys. 20 & 138; I-20E; West Ave. and Salem Rd.; GA 20 and Sigman Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Conyers Crossing(14) | NA | Eckerd, K mart |
| Conyers Vlg.(19) | NA | Kroger, Revco Drugs |
| Fieldstone(22) | NA | Super Valu |
| North Rockdale | NA | Big B Drugs, Winn-Dixie |
| Rockdale Plz.(25) | NA | Sears, Western Auto, Thriftown Foods, Kenwin |
| Salem Gate(27) | NA | Quality Foods, Treasury Drug |
| Hunting Creek Plz.(35) | NA | Big Star Foods |
| Honey Creek(22) | NA | Brunos Foods, Big B Drugs |

**Stores Open Evenings**-Shopping Centers.

**13 - RETAIL OUTLETS: Department Stores**-Target.

**Discount Stores**-K mart; Liquidation Mart.

**Chain Drug Stores**-Eckerd; Treasury; Revco; Drug Emporium; Medicine Shoppe; Big B Drugs.

**Chain Supermarkets**-Big Star; Kroger's; Winn-Dixie; Super Valu; Thriftown; Brunos; Red & White.

**Other Chain Stores**-Singer Sewing Ctr.; Hallmark Card Shop; Payless Shoes; Pep Boys; Big 10 Tires; The Sport Shoe.

**14 - NEWSPAPERS:** ROCKDALE CITIZEN (e-mon to fri) 9,145; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.

**National Representative**: Georgia Press Assoc.

## CORDELE

**1 - LOCATION:** Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 40 mi. NE of Albany; 130 mi. SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; GA-FL Pkwy. 300; I-75 into FL.

**2 - TRANSPORTATION: Railroads**-Southern; CSX; piggyback ramp at Cordele serves entire South Georgia area. CSX rail service at Cordele (local).

**Motor Freight Carriers**-15 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,914; E&P 89 Est. 11,100
County 80 Cen. 19,470; E&P 89 Est. 20,418

**4 - HOUSEHOLDS:**
City 80 Cen. 3,656; E&P 89 Est. 3,982
County 80 Cen. 6,559; E&P 89 Est. 7,875

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 9,577

**7 - ELECTRIC METERS:** Residence 7,800; Comm. 1,750

**8 - GAS METERS:** Residence 3,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Manufacturing 1,791 ($293); Retail Trade 2,101 ($162); Services 1,829 ($254); Wholesale Trade 658 ($324); Fin., Ins., & R.E. 277 ($292); Federal, State, Local Gov't. 562 ($313); Transportation 105 ($382).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Shopping Centers**-Turton's; Cordele Sq.; Southgate Ctr.; Crisp Plz.; Southern Ctr.; Cordele Corner's.

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Robbin's; Belk's; JCPenney; B.C. Moore & Sons; Wal-Mart.

**Variety Stores**-Family Dollar; Allied.

**Discount Stores**-Pic-N-Pay Shoes; Payless Shoes; Manhattan Factory Outlet.

**Chain Supermarkets**-Piggly Wiggly 2; Harvey's; Winn-Dixie; Rachel's; Rubo's; Food Fair.

**Chain Drug Stores**-Revco; Eckerd; Big B; Gibson's.

**Other Chain Stores**-Western Auto; Diana Shop; Friedman Jewelers; Firestone; Goodyear; Badcock Furn.; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams; Value Mart; Matthews Furn.; Farmer Furn.; True Value Hdwe.; Ace Hdwe.; ServiStar Hdwe.

**14 - NEWSPAPERS:** DISPATCH (e-mon to fri) 5,990; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W.; PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.

**National Representative**: Thomson Newspapers.

## DALTON

**1 - LOCATION:** Whitfield County, E&P Map B-2, County Seat.

**2 - TRANSPORTATION: Railroads**-L&N; Southern.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 20,939; E&P 89 Est. 22,690
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 62,595
County 80 Cen. 65,812; E&P 89 Est. 73,906
City & RTZ-ABC: (80) 83,176

**4 - HOUSEHOLDS:**
City 80 Cen. 7,712; E&P 89 Est. 8,747
County 80 Cen. 22,463; E&P 89 Est. 27,285
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $194,960,000 |
| Savings & Loan | 3 | $96,585,287 |

**6 - PASSENGER AUTOS:** County 42,339

**7 - ELECTRIC METERS:** City 9,142

**8 - GAS METERS:** City 6,355

**9 - PRINCIPAL INDUSTRIES:** Bedspreads; Lumber Mills; Carpeting; Poultry.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Area**-10 blocks on Hamilton King, Gordon, Cuyler & Crawford Sts.; Whitefield Sq., Cleveland Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bry-Man(30) | NA | Winn-Dixie, McCrory, JCPenney |
| Dalton(20) | NA | Sky-City, Eckerd, Kroger |
| Glenwood(5) | NA | Giggs Mkt., White Auto |
| Walnut Sq.(74) | NA | Belk's, Sears |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears (catalog).

**Variety Stores**-McCrory-McClellan; Lay's.

**Discount Stores**-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.

**Chain Drug Stores**-Rexall's; Dunaway's; Eckerd; Revco.

**Chain Food Stores**-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.

**Other Chain Stores**-Bon-Ton Dresses; Linda Fay Kiddie; Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

**14 - NEWSPAPERS:** CITIZEN-NEWS (e-mon to fri) 11,791; (m-sat) 11,560; (wed) 13,220; (S) 10,544; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave.; P.O. Box 1167, Dalton, GA 30720; Tel. (404) 278-1011.

**National Representative**: Thomson Newspapers.

## DOUGLASVILLE

**1 - LOCATION:** County-Douglas County, E&P Map B-2. County Seat. (In Atlanta MSA).

**2 - TRANSPORTATION: Railroad**-Norfolk Southern.

**3 - POPULATION:**
Corp. City 80 Cen. 7,641; E&P 89 Est. N.A.
County 80 Cen. 55,032; E&P 89 Est. 76,689
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. N.A.
County 80 Cen. N.A.; E&P 89 Est. 31,329
MSA 80 Cen. 756,597; E&F 89 Est. 1,028,589

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | NA | N.A. |
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** County 42,873

**7 - ELECTRIC METERS:** Residential: N.A.

**8 - GAS METERS:** Residential: N.A.

**9 - PRINCIPAL INDUSTRIES:** Construction Services. Total employees 20,780.

**Principal Industrial Pay Day**-N.A.

**10 - CLIMATE:** Annual Max. Temp. 71.3; Annual Min. Temp. 53.1. Normal Ann. Precipitation - 49.80 inches.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Prinicpal Shopping Center**-Douglas Commons on Fairburn Road.

**13 - RETAIL OUTLETS: Variety Stores**-Wal-Mart.

**Chain Food Supermarket**-Kroger Super Store.

**14 - NEWSPAPERS:** DOUGLAS COUNTY SENTINEL (e-mon to fri) 9,013; sworn Sept. 27, 1988.

**Local Contact** for Advertising and Merchandising Data: Susan Kiser, Adv. Dir., 6405 Fairburn Rd.; P.O. Box 1586, Douglasville, GA 30133; Tel. (404) 942-6571.

**National Representative**: Landon Associates.

## DUBLIN

**1 - LOCATION:** Laurens County, E&P Map C-3, County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

**2 - TRANSPORTATION: Railroads**-Seaboard; Southern.

**Intercity Bus Lines**-Greyhound; Service Coach; Trailways; Queen City Coach.

**3 - POPULATION:**
Corp. City 80 Cen. 16,083; E&P 89 Est. 16,218
NDM-ABC: (80) 59,134
County 80 Cen. 36,981; E&P 89 Est. 38,640

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,454; E&P 89 Est. 5,770
County 80 Cen. 12,447; E&P 89 Est. 14,178
NDM-ABC: (80) 19,967

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 8 | $138,000,000 |
| Savings & Loan | 1 | $57,000,000 |
| Commercial | 8 | $57,000,000 |

**6 - PASSENGER AUTOS:** County 20,849

**7 - ELECTRIC METERS:** Residence 10,590

**8 - GAS METERS:** Residence 3,200

**9 - PRINCIPAL INDUSTRIES:** Plywood; Plastic Parts; Mushrooms; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furn.; Pet Products; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Missile Guidance Systems; Newsprint; Aluminum Gates; Computer Components; Furniture Warehousing; Plastic Injection Molding; Reclining & Rec. Vehicle Chairs; Woodchips; Washing & Garmet Finishing.

**10 - CLIMATE:** Min. & Max Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Downtown(80) | NA | Piggly Wiggly, Family Dollar, Diana Shop |
| Dublin Mall(31) | NA | Wal-Mart, Belk, JCPenney |
| Westgate Ctr.(30) | NA | K mart, Sears, Revco Drugs |
| Williamsburg Village(15) | NA | Walgreen Drugs |
| Northside Ctr.(6) | NA | Hanks IGA |
| Bellevue Ctr.(7) | NA | Mercer's Supermarket. |
| Shamrock Ctr.(9) | NA | |
| The Oaks(13) | NA | |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied; General Dollar.

**Discount Stores**-Family Dollar 2; English Whse. Chlothing; Top Shop; Penny Pinchers; Super 10.

**Variety Stores**-McLellan's.

**Chain Drug Stores**-Rite Aid 2; Revco; Walgreens.

**Chain Supermarkets**-Piggly Wiggly 3; Bi-Lo; Harvey's; Foodland; Red & White; M&M Supermarket; Food Max.

**Other Chain Stores**-Firestone; Goodyear; Badcock Furniture; Farmers Furniture; Wise Fashions; Women's Vogue; Friedman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'N Pay Shoes; Payless Shoesource; Friedlander's; Choo-Choo Supply; W-Supply; Behrs; Sherris; Homeway Rentals; Kenwin Shop; Towns Auto; Wheelers; Otasco; Cato; Shoe City; The Crate; Peppermint Records.

**14 - NEWSPAPERS:** COURIER HERALD (e) 10,472; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Fennel, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31021; Tel. (912) 272-5522.

**National Representative**: Landon Associates.

## GAINESVILLE

**1 - LOCATION:** Hall County, E&P Map B-2, County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Over 30 Fortune 500 Companies located in Hall Co. Leading Mfg. Poultry & Textiles. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta on Interstate Connector, 985 and Hwy 400.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Intercity Bus Lines**-Greyhound; American Trailway.

**Motor Freight Carriers**-21.

**3 - POPULATION:**
Corp. City 80 Cen. 15,280; E&P 89 Est. 15,087
NDM-ABC: (80) 43,646
RTZ-ABC: (80) 117,580
County 80 Cen. 75,983; E&P 89 Est. 89,057
Total NDM & RTZ-ABC: (80) 161,226

**4 - HOUSEHOLDS:**
City 80 Cen. 5,638; E&P 89 Est. 5,891
NDM-ABC: (80) 15,349
RTZ-ABC: (80) 39,403
County 80 Cen. 27,956; E&P 89 Est. 32,111
Total NDM & RTZ-ABC: (80) 54,752

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 55,717

**7 - ELECTRIC METERS:** City & County 40,741

**8 - GAS METERS:** City & County 19,060

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fiscal year 1988: Services 8,989; Retail Trade 7,093; Manufacturing 12,436; Public Administration 2,557; Wholesale Trade 2,284; Construction 1,964; Finance Insurance & Real Estate 1,933; Agriculture 1,065; Transportation/Communication & Public Utilities 1,484; Total Employed Labor Force 39,848.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Downtown Shopping Centers**-Area Surrounding City Square includes: 5 blocks on Bradford Street; 4 on Main Street; 7 on Washington Street; 4 on Spring Street; 2 on Broad Street; 1 on Green Street.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Thompson Court(15) | 2 | |
| Washington Sq.(10) | 2 | Winn Dixie |
| Washington Pl.(10) | 2 | Goody's |
| Blue Ridge(10) | 4 | Hancock Fabrics |
| Lanier Plz.(8) | 3 | Bilo |
| Chatahoochee Plz.(10) | 4 | New Center |
| Merchants Crossing(10) | 10 | Big Star |
| College Square(10) | 10 | |
| Gibson Shopping Ctr.(6) | 2.5 | Big Star, Big B |
| Big G Shopping | 4 | Big Star, Big G |

| | | |
|---|---|---|
| Ctr.(10) | | |
| Sherwood Plz.(10) | 4 | Roses, Eckerd |
| West Side(8) | 4 | Bell Foods |
| Northlake(10) | 3 | Revco |
| Lakeshore Village(20) | 3 | |
| Wal Mart(8) | 5 | Wal Mart, Ingles |
| K Mart(10) | 5 | K Mart, Bilo |
| Lakeshore Mall(90) | 3 | Belk, Sears, Penny's Revco, Roses. |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk; Estes; Millner's; Sears; Burton's.
**Discount Stores**-Liquidation Mart; Big G; Family Dollar; Rose's; K mart; Wal-Mart; Goody's.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Revco; Eckerd; Big B.
**Chain Supermarkets**-A&P; Winn-Dixie; Big Star 4; Bi-Lo; Ingle's.
**Other Chain Stores**-Goodyear; Singer; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Ctr.; Bell Bros. Shoes; Moore-Handley; Radio Shack; Sound Shop; West Bldg. Supply; B. Dalton; The Limited, Brooks; Footlocker; Hecht Shoes; Turtles; County Seat; Zales; Beldon; Lerners.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 20,337; (S) 22,843; Mar. 29, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rebecca Johnson, TIMES, 345 Green St.; PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234.
**National Representative**: Gannett National Newspaper Sales; US Suburban Press; Georgia Newspaper Service.

## GRIFFIN

**1 - LOCATION:** Spalding County, (In Atlanta MSA), E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

**2 - TRANSPORTATION: Railroads**-Southern.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 20,728; E&P 89 Est. 18,343
CZ-ABC: (80) 20,728
County 80 Cen. 48,032; E&P 89 Est. 51,612
RTZ-ABC: (80) 27,171
City & RTZ-ABC: (80) 47,899
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917

**4 - HOUSEHOLDS:**
City 80 Cen. 7,512; E&P 89 Est. 7,067
CZ-ABC: (80) 7,512
County 80 Cen. 16,177, E&P 89 Est. 19,608
RTZ-ABC: (80) 8,665
City & RTZ-ABC: (80) 16,177
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $114,000,000 |
| Commercial | 4 | $365,000,000 |

**6 - PASSENGER AUTOS:** County 28,975

**7 - ELECTRIC METERS:** Residence 10,915

**8 - GAS METERS:** Residence 13,789

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile 3,956; Brassieres 105; Hosiery 175; Metal Works 343.

**10 - CLIMATE:** Min. & Max. Temps.-N.A.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING:**
Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| East Solomon | NA | Music Store |
| College Hill | NA | Ben Franklin |
| Experiment(5) | NA | Golden's Food |
| Market Sq.(11) | NA | |
| K mart Ctr.(1) | NA | K mart |
| Northgate(13) | NA | Food Giant, Eckerd, Bakery, Champions 7 |
| N. Griffin Sq. | NA | Belk, Sears, Piggly Wiggly |
| Ellis Crossing | NA | Wal-Mart, Winn-Dixie |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Food, Drug, K mart, Rose's, Belk, Wal-Mart

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Crouch; Smith-Roberts; Belk; Sears Surplus.
**Variety Stores**-McLellan; Rose's.
**Discount Stores**-K mart; Signal Mills; Dollar General.
**Chain Drug Stores**-Reeds; Eckerd; K mart; Hospital Discount.
**Chain Supermarkets**-Piggly Wiggly; Kroger; Food Giant; Winn-Dixie.
**Other Chain Stores**-Economy Auto; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Rhodes Furniture; Helig Meyers Furn.; Goody's Men's & Women's Clothing.

**14 - NEWSPAPERS:** NEWS (eS) 12,732; Mar. 31, 1989 ABC.
**Note**: Effective May 7, 1989. The News began a Sunday edition.
**Local Contact** for Advertising and Merchandising Data: Otis Raybon, Jr., Publisher, NEWS, 323 E. Solomon; PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276.
**National Representative**. Thomson Newspapers.

## JONESBORO

**1 - LOCATION:** Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing & agriculture; 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138.

**2 - TRANSPORTATION: Railroads**-Southern; Louisville & Nashville.
**Motor Freight Carriers**-8.
**Airlines**-All major carriers, Atlanta airport.

**3 - POPULATION:**
Corp. City 80 Cen. 4,132; E&P 89 Est. 4,252
County 80 Cen. 151,111; E&P 89 Est. 198,783
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917

**4 - HOUSEHOLDS:**
City 80 Cen. 1,392; E&P 89 Est. 1,440
County 80 Cen. 50,449; E&P 89 Est. 73,377
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 124,730

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn., Wood Prods.; Trans.; Farming.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**
Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southlake(110) | 5 | Sears, JCPenney, Macy's, Rich's |
| Arrowhead(25) | 6 | Food Giant, Reed, Richway |
| Tara(8) | NA | Food Giant |
| Village Sq. | NA | A&P |

**Other Nearby Shopping Centers**-Forest Park 10 mi. N. of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

**13 - RETAIL OUTLETS: Department Stores**-Belk; Zayre; JCPenney; Macy's; Davidson's; Rich's; K mart; Richway.
**Chain Supermarkets**-Food Giant; A&P; Big Star; Winn-Dixie.
**Chain Drug Stores**-Eckerd; SupeRx; Revco; Treasury.

**14 - NEWSPAPERS:** NEWS/DAILY (e-mon to fri) 8,475; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, 138 Church St., Jonesboro, GA 30236; Tel. (404) 478-5753.
**National Representative**: American Newspaper Representatives.

## LA GRANGE

**1 - LOCATION:** Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244; U.S. Hwys. 27 & 29.

**2 - TRANSPORTATION: Railroads**-Seaboard System.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 24,204; E&P 89 Est. 27,407
County 80 Cen. 50,174; E&P 89 Est. 59,484

**4 - HOUSEHOLDS:**
City 80 Cen. 8,689; E&P 89 Est. 10,581
County 80 Cen. 17,445; E&P 89 Est. 21,654

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $107,137,000 |
| Savings & Loan | 3 | $17,004,000 |

**6 - PASSENGER AUTOS:** County 28,767

**7 - ELECTRIC METERS:** Residence, City 7,697

**8 - GAS METERS:** Residence, City 5,835

**9 - PRINCIPAL INDUSTRIES:** Textile Mills; Buttling Plants; Roller Covering; Lumber & Boxes; Undergarments; Boats; Business Forms Printing; Polyethylene Film; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet; Defense Missiles.

**10 - CLIMATE:** Min. & Max. Temps.-N.A.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**
Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Commerce Sq. | NA | Kroger, Wal-Mart |
| La Grange Plz.(14) | NA | Winn-Dixie, Eckerd |
| Commerce Vlg.(12) | NA | Treasury Drug |
| K mart | 2 | K mart, Big Star |
| Lee's Crossing | NA | Winn-Dixie, Revco |
| Commons | NA | JCPenney, Belk's |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; JCPenney; Mansour's; Soloman's.
**Discount Stores**-Top Dollar; K mart; Wal-Mart; Family Dollar.
**Chain Drug Stores**-Eckerd; Revco; Treasury.
**Chain Supermarkets**-Kroger; Food Giant; Winn-Dixie; Big Star; Goolsby.
**Other Chain Stores**-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; Kenwin; Learner; Casual Corner; Firestone; Lowe's, West.

**14 - NEWSPAPERS:** NEWS (e) 15,804; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
**National Representative**. General Advertising Service.

## LAWRENCEVILLE

**1 - LOCATION:** Gwinnett County (In Atlanta MSA). E&P Map B-2, County Seat. In NE Georgia; 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Norfolk-Southern.
**Motor Freight Carriers**-54.
**Intercity Bus Lines**-American; Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 8,928; E&P 89 Est. 17,382
NDM-ABC: (80) 166,815
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917
County 80 Cen. 169,762; E&P 89 Est. 358,238
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,131; E&P 89 Est. 6,159
NDM-ABC: (80) 55,227
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589
County 80 Cen. 55,227; E&P 89 Est. 134,315

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 12 | $828,077,000 |
| Savings & Loan | 9 | N.A. |

**6 - PASSENGER AUTOS:** County 203,410

**7 - ELECTRIC METERS:** Residence 93,202

**8 - GAS METERS:** Residence 98,949

**9 - PRINCIPAL INDUSTRIES:** High Tech 300: Modems, Computers, Computer Cables, Software, Avionics, Missile Parts, Office Parts and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Trans. Equip.; Foam Cartons; Electric Cable.
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-91; Summer 49-92; Fall 19-82; Winter 17-85. Growing season 233 days; Av. rainfall 47 in. per annum. First killing frost, Nov. 13; last killing frost, Mar. 24.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beaver Ruin Vlg.(18) | NA | K mart, Kroger |
| Buford Mall(32) | NA | Reed Drugs |
| Carter Crossing(9) | NA | Big Star, Reed Drugs |
| Carter Oaks Crossing(42) | NA | Cub Foods, Circuit City |
| Cedar Vlg.(30) | NA | Hancock Fabrics, Drug Emporium |
| Crossroads(14) | NA | Winn-Dixie, Eckerd |
| Esplanade | NA | Longhorn Steaks, Malone's |
| Five Forks Ctr. | NA | Super Valu, Revco |
| Fountain Sq. | NA | Richway, Sears Surplus |
| Greens Corner | 41 | K mart, Radio Shack |
| Gwinnett Crossing(8) | NA | Richway, Kroger |
| Gwinnett Place (103) | NA | Macy's, Rich's, Sears |
| Gwinnett Station(26) | NA | Bell's, Kroger |
| Gwinnett Walk | NA | T.J. Appleby's, Baskin Robbins |
| Harmony Grove Center | NA | Revco, Super Valu |
| Heritage Vlg.(16) | NA | Carter Shoes, Garrett's |
| Hilltop Vlg.(13) | NA | Revco, Radio Shack |
| Holcomb Ctr. | NA | A&P, Treasury Drug |
| Holcomb Woods Vlg. | NA | McDonalds |
| Indian Trail Center(16) | NA | Cloth World, Party Outlet |
| Indian Vlg. | NA | Reed Drugs, Winn-Dixie |
| Killian Hill Crossing(8) | NA | Winn-Dixie, Eckerd |
| Killian Hill Mkt. & Merchants Ctr. | NA | Dunaway Drugs, Futurestore |
| Lawrenceville Corners(12) | NA | K mart, Ingles |
| Lawrenceville Sq.(20) | NA | Belk |
| Lawrenceville West(14) | NA | Winn-Dixie, Roses |
| Lilburn Crossing(15) | NA | Big Star, Treasury Drugs |
| Lilburn Sq.(34) | NA | Wms. Bros. Lumber, Marci Imports |
| Mall Corners(30) | NA | Upton's, R.G. Branden's |
| Marketplace(17) | NA | Kroger, Radio Shack |
| The Meadows(10) | NA | Kroger, Eckerd |
| Mountain East(16) | NA | Radio Shack, Kroger |
| New London Plaza(23) | NA | Marci Imports, Rhodes Furn. |
| Norcross-Tucker(9) | NA | Big Star, Revco |
| N. Rockbridge Plaza(24) | NA | Sheraton Furn., Dairy Queen |
| Oakland Vlg.(20) | NA | Kroger, Sport Shoe |
| Outlets Ltd. Mall | NA | Dress Barn, Georgia Girl |
| Peachtree Sq. | NA | Front Row, McDonalds |
| Pleasant Hill Mkt./ Merchants Ctr.(25) | NA | Dunaway Drugs, Futurestore |

| | | |
|---|---|---|
| Proctor Sq.(11) | NA | Winn-Dixie, Reed Drugs |
| Rivercliff Vlg. | NA | McKenzie Drugs |
| Rivermont Sq. | NA | Winn-Dixie, Eckerd |
| River Oak Vlg.(13) | NA | Winn-Dixie, Reed Drugs |
| Scenic Plz.(12) | NA | Quality Foods, Treasury Drugs |
| Scenic Sq.(8) | NA | Bi-Lo, Revco |
| Shannon Oaks(18) | NA | Winn-Dixie, Eckerd |
| Smokerise Plantation | NA | Malone's |
| Snellville Plz.(29) | NA | Turtle's, Reed Drugs |
| Stonebridge Crossing | NA | Super Valu, Treasury Drug |
| Sunset Sq.(16) | NA | Revco |
| Village #2 | NA | Turtle's |
| Wisteria Village | NA | Winn-Dixie, K mart |

**Principal Shopping Days**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk; Poel's; K mart 4; Roses; Richway 2; Wal-Mart 2; Sears 4; Rich's; Macy's; Mervyn's.

**Variety Stores**-Family Dollar 2.

**Chain Supermarkets**-Winn-Dixie 10; Big Star 3; Kroger 8; Super Valu 3; Futurestore 2; Cub Foods; Ingles 3; Bruno's; Bi-lo.

**Chain Drug Stores**-Revco 9; Treasury 4; Reed's 7; Eckerd 8; Dunaway 2; Drug Emporium.

**Other Chain Stores**-Goodyear 3; Sherwin-Williams 2; Cato; Western Auto 2; Otasco; Firestone 2; Lowe's; Radio Shack 7; Williams Bros. Lumber 2; Toys 'R Us; Branden's; Upton's; Bell's; Marci Imports; Pier I; World Bazaar; Turtle's 5; Baskin-Robbins 6; Georgia Girl 2; Downey Auto Parts 8; Nationwise Auto Parts 2; Service Mdse.; Bailey, Banks & Biddle; Zale's; Baker Shoes; Butler Shoes; Marshall's; Lionel Play World; Home Depot; Levitz; Haverty's 2; Walther Furniture; Lechmere; Green Bros. 2; Pike Nurseries 2; Herman's Sporting Goods; CMC Stereo; Circuit City.

**14 - NEWSPAPERS:** GWINNETT DAILY NEWS (e) 43,200; (S) 42,916; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Thomas D. Jones, Pub., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246-1000; Tel. (404) 963-0311.

**National Representative**: U.S. Suburban Press.

## MACON

**1 - LOCATION:** Bibb County (In Macon-Warner Robins MSA). E&P Map B-3, County Seat. College and mfg. ctr. 92 mi. SE of Atlanta; 130 mi. SW of Augusta, 100 mi. NE of Columbus.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern Corp.; CSX Trans., Inc.

**Motor Freight Carriers**-53

**Intracity Bus Lines**-Greyhound; Trailways; C&S.

**Airlines**-Atlantic Southeast; Piedmont Commuter; Eastern Metro Express.

**3 - POPULATION:**

Corp. City 80 Cen. 116,860; E&P 89 Est. 113,076
CZ-ABC: (80) 133,672
RTZ-ABC: (80) 428,133
MSA 80 Cen. 264,420; E&P 89 Est. 283,579
County 80 Cen. 151,085; E&P 89 Est. 158,641
City & RTZ-ABC: (80) 561,805

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 42,036; E&P 89 Est. 43,160
County 80 Cen. 52,856; E&P 89 Est. 100,182
MSA 80 Cen. 89,539; E&P 89 Est. 55,222
CZ-ABC: (80) 47,264
RTZ-ABC: (80) 140,045
City & RTZ-ABC: (80) 187,309

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 84,008

**7 - ELECTRIC METERS:** Residence County 62,769

**8 - GAS METERS:** Residence County 42,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prods. 2,183 ($476); Textile Mill Prods. 2,518 ($364); Apparel 1,398 ($224); Lumber, Wood Prods. (except furn.) 783 ($299); Paper & Allied Prods. 2,274 ($613); Printing & Publishing 1,000 ($338); Chemicals & Allied Prods. 360 ($374); Rubber & Plastic Prods. 381 ($299); Stone, Clay & Glass Prods. 1,307 ($442); Fabricated Metal Prods. 590 ($583); Machinery (except electrical) 487 ($439); Electrical Machinery 223 ($400); Transportation Equip. 3,104 ($488); Trans., Public Util. 6,299 ($492); Whol. Trade 5,225 ($414); Ret. Trade 23,729 ($195); Fin., Ins. & R.E. 6,957 ($386); Services 32,114 ($326); Gov't 21,864 ($438).

**Principal Pay Days**-1st & 15th; Thur., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 8; last killing frost, Mar. 17.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Districts**-miles from downtown, principal stores.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Baconsfield | 2 | Kroger, Turtles |
| Bloomfield Vlg.(17) | 7 | Piggly Wiggly, Treasury Drug |
| Forest Hill Vlg.(10) | 10 | Piggly Wiggly, Revco |
| Ingleside Vlg. | 3 | Chi-chester's |
| K mart Pio Nono(5) | 5 | K mart, Kroger |
| K mart Riverside (15) | 4 | K mart, Eckerd |
| Macon Mall(114) | 7 | Sears, JCPenney, Macy's, Belk-Matthew's |
| Market Sq.(10) | 4 | Revco, Bilo, Walmart |
| Northeast Plz.(33) | 3 | Piggly Wiggly, Rose's |
| Northgate Vlg.(19) | 9 | Kroger, Treasury Drug |
| Forsyth Landing | NA | Marion's, Ship & Shor |
| Ross Plz. | NA | Ross Dress For-Less, Phar-Mor Drugs |
| Northpark Ret. Ctr. | NA | K mart, Kroger |
| Napier Sq.(16) | 5 | Piggly Wiggly, Family Dollar, Eckerd, Allied Dept. |
| Parkway Vlg.(10) | 8 | Kroger, Toys R Us |
| Riverside Plz.(25) | 6 | Powell's Pharmacy |
| Rivoli Crossing(7) | 7 | Bi-Lo |
| Shurlington Plz.(16) | 4 | Piggly Wiggly, Family Dollar |
| South Plz.(15) | 6 | Rose's |
| Summit Center(15) | 7 | Hancock Fabrics, Big Star, Olive Garden |
| Town & Country(12) | NA | Chi-Chester's, Farmer's Furn. |
| Vine-Ingle | NA | Piggly Wiggly, Chi-Chester's |
| Wesleyan Station(7) | NA | Kroger, Turtles |
| Westgate Mall(12) | 5 | Wal-Mart, Scotty's |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.

**Stores Open Evenings**-Discount; Dept. Stores; Food.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; Belk-Matthews; JCPenney; Sears; Jos. N. Neel.

**Discount Stores**-K mart 3; Rose's 2; Sam's Wholesale Club.

**Variety Stores**-Woolworth; McCrory; Family Dollar 3; Wal-Mart 2.

**Chain Drug Stores**-Chi-Chester's 5; Eckerd 6; Revco 4; Treasury Drug 2; Phar-Mor.

**Chain Supermarkets**-Big Star; Piggly Wiggly 7; Kroger 4; Bi-Lo 2; Neal's Red and White; Food World 3; Food Mak; Food Fair.

**Other Chain Stores**-Rhode's; Friedman's; Lowe's; Moore-Handley; Thom McAn; Singer Center; Baker's; Hardy's; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; Western Auto; Casual Corner; West Lumber; Scotty's; Key Catalog; Heilig Meyer's Furn.; The Limited; Limited Express; Victoria's Secret; Catos; Body Shop; Benetton; Paul Hams Stores; Naturalizer Shoes; Lerner Shops; Gap.

**14 - NEWSPAPERS:** TELEGRAPH & NEWS (m) 73,134; (S) 99,964; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Wallace, Mktg. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4216.

**National Representative**: Knight-Ridder Newspaper Sales.

## MARIETTA

**1 - LOCATION:** Cobb County (In Atlanta MSA). E&P Map B-2, County Seat. 20 mi. NW of Atlanta; on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285, I-575.

**2 - TRANSPORTATION: Railroads**-Southern System; CSX Distribution Servs.

**Motor Freight Carriers**-37.

**Intercity Bus Lines**-Southern Greyhound; Trailways.

**Airlines**-Eastern; Delta; United; Air Atlanta; TWA; Northwest; Piedmont; (Hartsfield International in Atlanta).

**3 - POPULATION:**

Corp. City 80 Cen. 30,829; E&P 89 Est. 39,769
NDM-ABC: (80) 297,718
MSA 80 Cen. 2,149,193; E&P 89 Est. 2,788,917
County 80 Cen. 300,393; E&P 89 Est. 449,362

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,801; E&P 89 Est. 16,969
County 80 Cen. 105,586; E&P 89 Est. 156,874
MSA 80 Cen. 756,597; E&P 89 Est. 1,028,589
NDM-ABC: (80) 106,595

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 11 | N.A. |
| Commercial | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 282,732

**7 - ELECTRIC METERS:** Residence 55,368

**8 - GAS METERS:** Residence 22,162

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aircraft 11,000; Textile 2,400.

**10 - CLIMATE:** Av. Annual Temp. 61.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cumberland(145) | NA | Macy's, Rich's, JCPenney, Sears |
| Akers Mill | NA | K mart, Big Star |
| Town Ctr.(160) | NA | Mervyn's, Macy's, Rich's, Sears |
| Merchant's Walk | NA | Treasury Drugs, Bruno's |
| Market Sq.(20) | NA | Big Star, Winn-Dixie |
| Loehman's Plz. | NA | |
| New London(25) | NA | |
| Outlet Ltd. Mall | NA | Shoe Emporium |
| Blackwell Sq.(26) | NA | A&P, Eckerd |
| Galleria | NA | |
| Town & Country(35) | NA | Winn-Dixie, Kroger, JCPenney |
| Belmont Hills | NA | Kroger |
| Westside(21) | NA | Big Apple |
| Cobb Ctr.(49) | NA | Rich's, Kessler's Lechmeize |
| Cobb Place | NA | Service Merchandise, Upton's, Lechmeize |
| Hawthorne(23) | NA | JCPenney, Kroger |
| Smyrna, GA | NA | Winn-Dixie |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Rich's; Macy's; Mervyn's, Target, Upton's

**Discount Stores**-K mart; Wal-Mart; Circuit City.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Eckerd; Revco; Treasury.

**Chain Supermarkets**-A&P 4; Kroger 9; Winn-Dixie; Cub Food; Pace Whse.; Bruno's.

**Other Chain Stores**-Lionel Playworld; Service Mdse.; Zale's; Citizen's; Firestone; Marshall's; Lechmere; Upton's; Toys 'R' Us

**14 - NEWSPAPERS:** JOURNAL (m) 28,540; (S) 29,145; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Terry Smith, V.P. Sales, JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.

**National Representative**: U.S. Suburban Press.

## MILLEDGEVILLE

**1 - LOCATION:** Baldwin County, E&P Map C-3. County Seat. Central portion of state.

**2 - TRANSPORTATION: Railroads**-Central of GA (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Nearby airport in Macon.

**3 - POPULATION:**

Corp. City 80 Cen. 12,176; E&P 89 Est. 16,105
County 80 Cen. 34,764; E&P 89 Est. 40,966

**4 - HOUSEHOLDS:**

City 80 Cen. 4,415; E&P 89 Est. 5,376
County 80 Cen. 12,235; E&P 89 Est. 12,993

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $225,000,000 |
| Savings & Loan | 1 | $52,000,000 |

**6 - PASSENGER AUTOS:** County 17,223

**7 - ELECTRIC METERS:** Residential 11,716

**8 - GAS METERS:** Residential 7,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't 6,000; Textile Mfg. 2,000; Non-electric Mach. 1,400; Trans. Equip. 545; Health & Educ. 1,105; Apparel 120.

**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-6 blocks downtown; Hatcher Sq. Mall (30 stores); Old Capital Sq. (18 stores).

**Neighborhood Shopping Center**-Town & Country (10 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Macon Mall(100) | 40 | Sears, JCPenney, Belk |

**Stores Open Evenings**-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Matthews.

**Discount Stores**-K mart; McCrory's; Wal-Mart.

**Chain Drug Stores**-Eckerd; Revco; Treasury.

**Chain Supermarkets**-A&P; Piggly Wiggly 3; BiLo; Winn-Dixie; Food Lion.

**Other Chain Stores**-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

**14 - NEWSPAPERS:** UNION-RECORDER (m-tues to sat) 7,597; sworn Sept. 24, 1988.

**Local Contact** for Advertising & Merchandising Data: Wendell Spivey, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.

**National Representative**: Knight-Ridder Newspaper Sales.

## MOULTRIE

**1 - LOCATION:** Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

**2 - TRANSPORTATION: Railroads**-Southern; SCL; Georgia Northern.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 15,708; E&P 89 Est. 16,413
County 80 Cen. 35,479; E&P 89 Est. 37,147
NDM-ABC: (80) 35,376

**4 - HOUSEHOLDS:**
City 80 Cen. 5,584; E&P 89 Est. 6,208
County 80 Cen. 12,152; E&P 89 Est. 13,803
NDM-ABC: (80) 12,152

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $111,000,000 |
| Savings & Loan | 3 | $58,943,000 |

**6 - PASSENGER AUTOS:** County 17,652

**7 - ELECTRIC METERS:** Res. County 12,920

**8 - GAS METERS:** Res. City 3,545

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
**Principal Pay Days**-Fri., Sat., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Hard; natural fluoridation.

**12 - RETAILING: Principal Shopping Centers**-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
**Principal Shopping Days**-Thur., Fri., Sat.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Sunset Plaza(20) | 2 | Piggly Wiggly, Eckerd, Belk-Hudson |
| Moultrie Plaza | 1 | Harvey's, Rose's |
| Market Place Center(15) | 1 | K mart, Winn-Dixie, Revco Drugs |

**13 - RETAIL OUTLETS: Department Stores**-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; Allied; K mart.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Revco; SupeRx; Eckerd; Big B.
**Chain Supermarkets**-Winn-Dixie; Harvey's; Piggly Wiggly; Food King; IGA.
**Other Chain Stores**-Lowes; Stone; Firestone; Sears; Dick Causey Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; White Auto; Western Auto; Behr's; Traffic Light.

**14 - NEWSPAPERS:** OBSERVER (m) 7,472; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Camilla Crocker, Adv. Mgr., OBSERVER, 25 N. Main St., Moultrie, GA 31768; Tel. (912) 985-4545.
**National Representative**: Landon Associates.

## ROME

**1 - LOCATION:** Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 29,654; E&P 89 Est. 26,813
County 80 Cen. 79,628; E&P 89 Est. 76,702

**4 - HOUSEHOLDS:**
City 80 Cen. 11,965; E&P 89 Est. 10,601
County 80 Cen. 28,477; E&P 89 Est. 26,170

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $440,594,072 |
| Savings & Loan | 2 | $261,541,938 |

**6 - PASSENGER AUTOS:** County 47,543

**7 - ELECTRIC METERS:** County 33,666

**8 - GAS METERS:** County 21,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Elect. 1,700; Metal 731; Food 917; Paper & Allied Prods. 1,139.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Broad St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Alto(5) | 2 | Super Discount, Higgin's Shoes |
| Central Plz.(16) | 11 | Mack's Dept., Big Star, Enloe Drugs, Super D |
| Gala(23) | 4 | Wil-Bro, Revco, Otasco, Po' Folks |
| K mart Plz.(5) | 4 | K mart, Kroger, Radio Shack, Behr's |
| Mapleton(2) | 2 | Piggy Wiggly, Eckerd |
| North Broad(3) | 1 | Lowe's Mkt., Enloe Drugs, Super Dollar |
| Riverbend(50) | 1 | Miller's, JCPenney, World Bazaar, Radio Shack |
| Village Plz. | 1 | Village Theatre, Glidden, Kentucky Fried Chicken, Kay's Kastles |
| West End(12) | 3 | Champion, Dollar General, Chupp's Interiors |
| W. Side Vlg.(12) | 5 | Winn-Dixie, Eckerd |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
**Variety Stores**-DAT Store; Super D; Super Dollar.
**Discount Stores**-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
**Chain Drug Stores**-Eckerd; Enloe 3; Revco 4; Big B 4.
**Chain Supermarkets**-Big Star; Piggly Wiggly 3; Warehouse Groceries; Winn-Dixie; Kroger 2.
**Other Chain Stores**-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Junction; Lowe's Bldg.; Otasco 2; Parts City; Shoes; Shoe City; Kinney; Payless 2; Pic 'N Pay 2; Radio Shack 2; Sherwin-Williams; Sterchi's Furniture; Stewart's; Tog Shop; Warner's; Zale's; Merle Norman.

**14 - NEWSPAPERS**: NEWS-TRIBUNE (e-mon to fri; S) 20,427; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., Rome, GA 30161; Tel. (404) 291-6397.
**National Representative**: None.

## SAVANNAH

**1 - LOCATION:** Chatham County (In Savannah MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State Hwys. 26 & 21.

**2 - TRANSPORTATION: Railroads**-CSX Line; Norfolk Southern.
**Motor Freight Carriers**-87.
**Freight Steamship Lines**-20 Steamship Agents.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Eastern; Delta; American; Piedmont; United; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 141,390; E&P 89 Est. 158,375
CZ-ABC: (80) 182,653
RTZ-ABC: (80) 522,258
County 80 Cen. 202,292; E&P 89 Est. 218,411
MSA 80 Cen. 220,742; E&P 89 Est. 241,882
City & RTZ-ABC: (80) 704,911
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 50,751; E&P 89 Est. 58,991
County 80 Cen. 71,323; E&P 89 Est. 77,179
MSA 80 Cen. 77,110; E&P 89 Est. 86,242
CZ-ABC: (80) 64,783
RTZ-ABC: (80) 169,110
City & RTZ-ABC: (80) 233,893

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | $633,066,000 |
| Commercial | 8 | $1,183,510,000 |

**6 - PASSENGER AUTOS:** County 119,710

**7 - ELECTRIC METERS:** 102,154

**8 - GAS METERS:** Residence 57,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Durable Goods: Lumber 1,300; Trans. Equip. 4,700; Others 2,000; Non-Durable Goods: Food 1,900; Chem. 1,500; Petroleum 600; Paper 4,300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-89; Summer 67-91; Fall 45-85; Winter 38-78. First killing frost, Nov. 26; last killing frost, Mar. 3.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Broughton St., 2 W on Broad St.; 2 E on Broad St.; Abercorn & White Bluff Rd.
**Neighborhood Shopping Centers**-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Chatham Plz.(26) | NA | Wal-Mart, Firestone |
| Crossroads(13) | NA | Woolworth, Belk's |
| De Renne Globe(13) | NA | Parts World |
| Eisenhower Sq.(10) | NA | Food Lion, |
| Forest City(7) | NA | Gurley's |
| Habersham(14) | NA | Red & White, Eckerd, Lowe's |
| Largo Plz.(7) | NA | Piggly Wiggly, Wal-Mart |
| Mall Vlg.(8) | NA | La-z-boy |
| McAlpin Sq.(12) | NA | Wal-Mart, Kroger |
| Medical Arts(18) | NA | Revco, Byrd Bros. Mkt. |
| Andy's Ctr. | NA | Andy's Mkt. |
| Oakhurst(21) | NA | Parker's Mkt. |
| Oglethorpe Mall (140) | NA | Sears, Belk's, JCPenney, Maas Bros. |
| Victory Sq.(10) | NA | JCPenney, Maas Bros. |
| Savannah Ctr.(15) | NA | Foodlion, Eckerd |
| Market Walk(10) | NA | Toys R Us, Pharmor |
| Twelve Oaks(15) | NA | T.J. Maxx, Ashby's |
| Picadilly Sq.(14) | NA | Carriage House, Peachtree Spa |
| Traffic Circ.(6) | NA | |
| Twelve Oaks(25) | NA | Ashby's |
| Loehman's Plz.(15) | NA | Loehman's |
| Victory Dr.(12) | NA | Linen Fair |
| Victory Mall(2) | NA | K mart, Eckerd |
| West Side(21) | NA | Revco, Woolworth |
| Wilmington Is.(8) | NA | Piggly Wiggly |
| Windsor Forest(7) | NA | |

**Principal Shopping Days**-Dept.: Mon., Fri., Sat.; Food: Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Dept., downtown, Fri.; Shopping Centers-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-Maas Bros. 2; JCPenney; Sears; Belk's 2; Ashby's; Loehman's.
**Discount Stores**-K mart (Kresge) 2; Wal-Mart 3; Service Merchandise; Kroger Sav-On 2.
**Variety Stores**-S.H. Kress; McCrory's 2; Woolworth 3.
**Chain Drug Stores**-Revco 11; Eckerd 3.
**Chain Supermarkets**-Kroger Sav-On 2; Piggly Wiggly 8; Gurley's 6; M & M 8; Red & White; Foodlion 2; Byrd Bros.
**Other Chain Stores**-Schwobilt Store; Butler; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Smart & Thrifty, Diana; Furniture: Haverty, Chatham, Maxwell Bros., Carriage House, McDuff's, Rhodes; Auto Supplies: Western Auto 4, Firestone, Goodyear 3.

**14 - NEWSPAPERS:** MORNING NEWS (m) 53,817; (S) 74,783; EVENING PRESS (e) 18,523; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; P.O. Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
**National Representative**: Branham/Newspaper Sales.

## STATESBORO

**1 - LOCATION:** Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; On U.S. Hwys. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

**2 - TRANSPORTATION: Railroads**-Norfolk-Southern.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 14,866; E&P 89 Est. 15,638
County 80 Cen. 35,938 E&P 89 Est. 40,074
NDM-ABC: (80) 35,785
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,051; E&P 89 Est. 5,160
County 80 Cen. 12,533; E&P 89 Est. 13,504
NDM-ABC: (80) 11,339

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $202,000,000 |
| Savings & Loan | 2 | $2,600,000,000 |

**6 - PASSENGER AUTOS:** County 19,236

**7 - ELECTRIC METERS:** Residence 12,982

**8 - GAS METERS:** Residence 3,042

**9 - PRINCIPAL INDUSTRIES:** Meters; Malleable Iron Castings; Garments; Lumber; Food Proc.; Meat Proc.; Plastic Extrusions; Valves; Scissors; Shears.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20; last killing frost, Feb. 20.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| College Plz. | 1 | SupeRx, Piggly Wiggly, Rose's |
| Simmons | NA | Sears, IGA |
| Statesboro(29) | 2 | Belk, Revco, JCPenney, Wal-Mart |
| University Plz. | 2 | |
| Gentilly | 2 | Winn-Dixie, Eckerd |
| Bi-Lo Plaza | 1 | Revco, Bi-Lo, Family Dollar |

**13 - RETAIL OUTLETS: Department Stores**-Belk; JCPenney.
**Variety Stores**-Rose's; Wheelers; K mart; Wal-Mart.
**Chain Drug Stores**-SupeRx; Revco; Eckerd.
**Chain Supermarkets**-Winn-Dixie; Piggly Wiggly; Bi-Lo; M&M.
**Other Chain Stores**-Goodyear; Firestone; Radio Shack; Ace Hardware; Wheelers; Friedman Jewelers; Heileg Myers; Adventureland; Playland; West.

**14 - NEWSPAPERS:** HERALD (m) 6,933; (S) 6,590; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Leslie Wiggins, Ret. Adv. Mgr., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
**National Representatives**: Landon Associates; Morris Newspaper Corp.

## THOMASVILLE

**1 - LOCATION:** Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

**2 - TRANSPORTATION: Railroads**-CSX.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Trailways.
**Airports**-Thomasville Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 18,463; E&P 89 Est. 18,422
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 80 Cen. 38,076; E&P 89 Est. 39,639
City & RTZ-ABC: (80) 57,943
**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 6,433; E&P 89 Est. 6,630
County 80 Cen. 12,789; E&P 89 Est. 14,410
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $148,438,000 |
| Savings & Loan | 2 | $78,214,682 |

**6 - PASSENGER AUTOS:** County 20,411

**7 - ELECTRIC METERS:** Residence 12,185

**8 - GAS METERS:** Residence 4,498

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners (Av. Wkly. Wage-N.A.)-Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550; Medical-1,200.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** First killing frost, Dec. 1; last killing frost, Mar. 3.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Centers**-20 blocks on five streets; one large regional shopping ctr. 7 small strip ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; Wal-Mart; Neel's; JCPenney.
**Variety Stores**-McCrory-McLellan; Sears (catalog).
**Discount Stores**-Rose's; K mart; Wal-Mart.
**Chain Drug Stores**-Thomas 2; Revco; Trumanx; Big B; Rite Aid.
**Chain Supermarkets**-Winn-Dixie; Harvey's; Piggly Wiggly.
**Independent Supermarkets**-Bob's; Arnold's.
**Other Chain Stores**-Goodyear; Diana Shop; Top Dollar; Radio Shack; Friedlander's Fashion Shoppe; Mangel's; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Shoe Box; Shoe Fair; Al Dixon; Kres Jewelers; Skinner Furn.; Bumper-to-Bumper; Lowe's; Wight's; Payless Shoes; Cato; Wall Tire Servs; Feinberg Furniture 3.

**14 - NEWSPAPERS:** TIMES-ENTERPRISE (e-mon to fri) 11,344; (m-sat) 11,040; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Daniel E. Sutton, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.
**National Representative**: Thomson Newspapers.

## TIFTON

**1 - LOCATION:** Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

**2 - TRANSPORTATION: Railroads**-Family Lines System; Southern.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; North and South; Tamiami Trailways; East and West.

**3 - POPULATION:**
Corp. City 80 Cen. 13,749; E&P 89 Est. 14,635
County 80 Cen. 32,900; E&P 89 Est. 36,178
**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 4,573; E&P 89 Est. 4,934
County 80 Cen. 10,737; E&P 89 Est. 12,761

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $211,243,186 |
| Savings & Loan | 2 | $75,000,000 |

**6 - PASSENGER AUTOS:** County 17,283

**7 - ELECTRIC METERS:** Residence 13,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Prods. 165 ($175); Seed Shellers 130 ($140); Metal Prods. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (N.A.); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Prods. 200 ($200).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15; last killing frost, Mar. 21.

**11 - TAP WATER**: Hard.

**12 - RETAILING: Principal Shopping Center**-K mart, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brinntown(6) | NA | Tifton Laundry, Underwood Carpet |
| Tift Town(9) | NA | Big Star, Sears, Family Dollar, Behrs |
| Titus(7) | NA | E-Z Food |
| Town & Country(25) | NA | Rose's, Winn-Dixie, Eckerd, Belk-Hudson, Cato's, Radio Shack |

**Principal Shopping Days**-Thur., Fri., Sat
**Stores Open Evenings**-9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; Big Store; Moores; Behrs; Cato's; Neels; Vogue.
**Discount Stores**-Rose's, Pic 'N Save; K mart; Family Dollar; Wal-Mart.
**Chain Drug Stores**-Walgreens; Rexall; Eckerd; Revco; Cox's; Big B.
**Chain Supermarkets**-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.

**14 - NEWSPAPERS:** GAZETTE (e) 9,802; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Randy Blalock, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
**National Representative**: Thomson Newspapers.

## VALDOSTA

**1 - LOCATION:** Lowndes County, E&P Map C-5, County Seat.

**2 - TRANSPORTATION: Railroads**-S.C.L.; Southern; Valdosta Southern.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-ASA.

**3 - POPULATION:**
Corp. City 80 Cen. 37,596; E&P 89 Est. 39,767
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 80 Cen. 67,972; E&P 89 Est. 74,175
City & RTZ-ABC: (80) 135,540

**4 - HOUSEHOLDS:**
City 80 Cen. 12,800; E&P 89 Est. 13,931
County 80 Cen. 22,609; E&P 89 Est. 25,230
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $112,300,000 |
| Commercial | 4 | $198,942,039 |

**6 - PASSENGER AUTOS:** County 39,159

**7 - ELECTRIC METERS:** Residence 18,533

**8 - GAS METERS:** Residence County 10,506

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Constr. 1,772.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
**Principal Shopping Days**-Mon., Fri., Sat.
**Neighborhood Shopping Centers**-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bay Tree(8) | NA | Walt's IGA |
| Brookwood(14) | NA | Woolworth |
| Castle Park(63) | NA | Harvey's Mkt., Pic 'N Pay |
| Five Points(20) | NA | K mart, Harvey's Mkt., Farmer's Furniture |
| Valdosta Mall(40) | NA | Sears, Eckerd, Wilbro, Belk-Hudson, JCPenney |
| Mill Store Plz.(46) | 12 | West Point Pepperell, Converse, Oneida, Revere Ware, Lenox, Kuppenheimer's |

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store.
**Variety Stores**-McCrory's; Woolworth.
**Discount Stores**-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay; Wal-Mart.
**Chain Drug Stores**-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs; Big B 3.
**Chain Supermarkets**-Harvey's 2; Winn-Dixie 3; Piggly Wiggly 2; Food Lion; Red & White.
**Other Chain Stores**-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Farmer's Furniture; Western Auto; Payless Shoes.

**14 - NEWSPAPERS:** TIMES (all day) 19,227; (S) 18,573; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert F. Morrell, Pub. & Gen. Mgr., TIMES, 201 N. Troupe St., P.O. Box 968, Valdosta, GA 31603; Tel. (912) 244-1880.
**National Representative**: Thomson Newspapers.

## WARNER ROBINS

**1 - LOCATION:** Houston County. (In Macon-Warner Robins MSA). E&P Map B-3. 20 mi. S of Macon.

**2 - TRANSPORTATION: Railroads**-SOU.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-9.
**Airlines**-Delta; Piedmont.

**3 - POPULATION:**
Corp. City 80 Cen. 39,893; E&P 89 Est. 43,632
MSA 80 Cen. 264,532; E&P 89 Est. 283,579
NDM-ABC: (80) 62,152
County 80 Cen. 77,872; E&P 89 Est. 86,647
RTZ-ABC: (80) 12,226
NDM & RTZ-ABC: (80) 74,378
**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 13,739; E&P 89 Est. 15,595
County 80 Cen. 25,509; E&P 89 Est. 32,868
MSA 80 Cen. 89,539; E&P 89 Est. 100,182
NDM-ABC: (80) 20,551
RTZ-ABC: (80) 3,966
NDM & RTZ-ABC: (80) 24,517

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 51,301

**7 - ELECTRIC METERS:** Residence 22,517

**8 - GAS METERS:** Residence 16,631

**9 - PRINCIPAL INDUSTRIES:** Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Hi-Tech; Agric. Area: Peaches, Cotton, Watermelon, Wheat, Pecans, Peanuts; Home of Robins Air Force Base-20,000 personnel, mostly civilian; Southeastern Museum of Aviation.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

**11 - TAP WATER:** Wells.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Houston Mall(40) | NA | Belk's, Sears, Eckerd, Winn-Dixie, Key Catalog Radio Shack |
| Williams Plz.(23) | NA | Nationwise Auto Parts, Self Furn., Dollar General, Fabrics Galore |
| Zayre Plaza(10) | NA | Zayre, Drugs for less |
| Northgate(10) | NA | Giant Discount Foods,Family Dollar |
| K mart(2) | NA | K mart, Rhodes Furn. |
| Parkway Station(3) | NA | Kroger, Bi-Lo, Rite Aid Drugs |
| Piggly Wiggly Plaza(10) | NA | Piggly Wiggly, Revco, Radio Shack |
| Houston Crossing(10) | NA | Bi-Lo, Revco |

**13 - RETAIL OUTLETS: Department Stores**-Belk's, Sears.
**Discount Stores**-K mart; Zayre; Family Dollar; Dollar General.
**Chain Drug Stores**-Eckerd; Revco 2; Drugs for Less; Rite Aid Drugs.
**Chain Supermarkets**-Winn-Dixie; Family Mart; Piggly Wiggly 3; Kroger; Bi-Lo 2.
**Other Chain Stores**-Hancock Fabrics; Key Catalog Showroom; Friedmans Jewelers; Playland; Radio Shack; Sherwin-Williams; Haverty's Furn.; Rhode's Furn.; Shoes: Kinney, Barrett, Pay-Less; Auto: Goodyear, Firestone, Wall Tire, Wholesale Tire.

**14 - NEWSPAPERS:** SUN (e-mon to fri) 9,701; (S) 10,518; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sheila Chapman, Adv. Dir., SUN, 1553 Watson Blvd.; PO Box 6129, Warner Robins, GA 31099-2768; Tel. (912) 923-6432.
**National Representative**: Landon Associates.

## WAYCROSS

**1 - LOCATION:** Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4, 19; U.S. Hwys. 1, 23, 82, 84.

**2 - TRANSPORTATION: Railroads**-CSX Trans.
**Intercity Bus Lines**-Greyhound; Trailways.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 19,371; E&P 89 Est. 19,378
County 80 Cen. 37,123; E&P 89 Est. 38,384
**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 7,085; E&P 89 Est. 7,469
County 80 Cen. 12,788; E&P 89 Est. 13,886

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $1,900,000,000 |
| Commercial | 4 | $144,700,000 |

**6 - PASSENGER AUTOS:** County 17,506

**7 - ELECTRIC METERS:** Residence 13,097

**8 - GAS METERS:** Residence 5,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; [illegible] for Paper Industry 210; Apparel 420; Rubber Products 65.
**Principal Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter

29-83. First killing frost, Nov. 18; last killing frost, Mar. 9.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Flanders(12) | NA | Top Value Stamps, Shemiah Florist |
| Hatchers Point(29) | NA | Wal-Mart, Piggly Wiggly |
| Satilla Sq.(14) | NA | Radio Shack, Food Fair |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Variety Stores**-McCrory's; Wal-Mart; K mart.

**Discount Stores**-Pic'N Save.

**Chain Drug Stores**-Scottie's 2; Eckerd; Rexall; Medicine Shop.

**Chain Supermarkets**-Winn-Dixie; Pic'N Save; IGA; Piggly Wiggly; Harvey's.

**Other Chain Stores**-Kenwin's Dresses; Family Dollar; Choo-Choo Building Supply; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M; Belk-Hudson.

**14 - NEWSPAPERS:** JOURNAL-HERALD (e) 13,495; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Donnie Carter, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., PO Box 219, Waycross, GA 31502; Tel. (912) 283-2244.

**National Representative** None.

## WEST POINT, GA
See LANETT, AL

# HAWAII SURVEYS

### METROPOLITAN STATISTICAL AREA

**Honolulu**-Honolulu County

**POPULATION ESTIMATES**
(Thousands)

| Age Group* | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 71 | 78 | 89 |
| 5-14 Years | 160 | 148 | 159 |
| 15-24 Year | 154 | 192 | 190 |
| 25-44 Years | 203 | 295 | 361 |
| 45-64 Years | 138 | 180 | 200 |
| 65 and Over | 44 | 76 | 178 |
| TOTAL | 770 | 969 | 1,090 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 74 | 150 | 338 |
| General Mdse | 632 | 657 | 1,158 |
| Food | 651 | 1,081 | 1,714 |
| Automobiles | 457 | 541 | 1,233 |
| Gasoline Stations | 176 | 400 | 470 |
| Apparel | 204 | 380 | 648 |
| Furniture | 102 | 161 | 350 |
| Eat-Drink Places | 484 | 873 | 1,557 |
| Drugs | 174 | 338 | 588 |
| TOTAL SALES | 3,294 | 5,193 | 9,081 |

## HILO

**1 - LOCATION:** Hawaii Island & County, E&P Map C-2, County Seat. 215 mi. SE of Honolulu; 2,090 mi. W of San Francisco.

**2 - TRANSPORTATION: Motor Freight Carriers**-7.

**Freight Steamship Lines**-6.

**Intercity Bus Lines**-To all points on island.

**Inter-Island Airlines**-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines).

**Inter-Island Water Transportation**-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.

**Trans-Pacific Air Service**-Direct flights to West Coast by United.

**3 - POPULATION:**
Corp. City 80 Cen. 35,269; E&P 89 Est. 41,944
NDM-ABC: (80) 64,535
County 80 Cen. 92,807; E&P 89 Est. 116,711

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 12,765; E&P 89 Est. 13,956
NDM-ABC: (80) 20,277
County 80 Cen. 29,237; E&P 89 Est. 38,016

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 76,025

**7 - ELECTRIC METERS:** Residence 38,473

**8 - GAS METERS:** Residence 2,543; Rural Tank 13,465

**9 - PRINCIPAL INDUSTRIES:** (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,700 ($385); Sugar & Agric. 5,200 ($260); Hotels 4,800 ($240).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall; Prince Kuhio Plaza, 6 blocks on Kanoelehua Ave.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Stores-Fri., Drugs-Fri. and Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Liberty House.

**Variety Stores**-Ben Franklin; Woolworth; Long's; Pay'N Save.

**Chain Drug Stores**-Long's.

**Chain Supermarkets**-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Sack 'N Save.

**Other Chain Stores**-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

**14 - NEWSPAPERS:** TRIBUNE-HERALD (e-mon to fri) 20,360; (S) 23,146; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., TRIBUNE-HERALD, 355 Kinoole St.; PO Box 767, Hilo, HI 96720; Tel. (808) 935-6621.

**National Representative** Papert Companies.

## HONOLULU

**1 - LOCATION:** Honolulu County (MSA). Island of Oahu. E&P Map B-1. Largest city and capital of state. Commercial, industrial transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 mi. W of San Francisco.

**2 - TRANSPORTATION:** Air and water carriers handle inter-island and trans-Pacific passenger and freight.

**Inter-Island**-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).

**Inter-Island**-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.

**Trans-Pacific**-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.

**Trans-Pacific**-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros.; and other lines.

**3 - POPULATION:**
Corp. City 80 Cen. 365,048; E&P 89 Est. 383,300
NDM-ABC: (80) 762,565
County/MSA 80 Cen. 764,756; E&P 89 Est. 816,599

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 142,280; E&P 89 Est. 137,619
County/MSA 80 Cen. 230,213; E&P 89 Est. 251,040
NDM-ABC: (80) 230,214

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 8 | $4,865,000,000 |
| Commercial | 10 | $7,184,000,000 |
| Trust Companies | 4 | $40,715,000 |

**6 - PASSENGER AUTOS:** Oahu Island 444,513

**7 - ELECTRIC METERS:** Residence 276,194

**8 - GAS METERS:** Residence 28,933

**9 - PRINCIPAL INDUSTRIES:** Honolulu County-Industry, No. of Wage Earners-Agric. 11,200; Mfg. 22,200; Trans./Commun./Util. 30,700; Whol./Ret. 105,750; Services & Misc. 103,800; Gov't 91,050; Contr. Constr. 17,950; Fin./Ins./R.E. 31,600; Self Emp./Dom. 28,700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

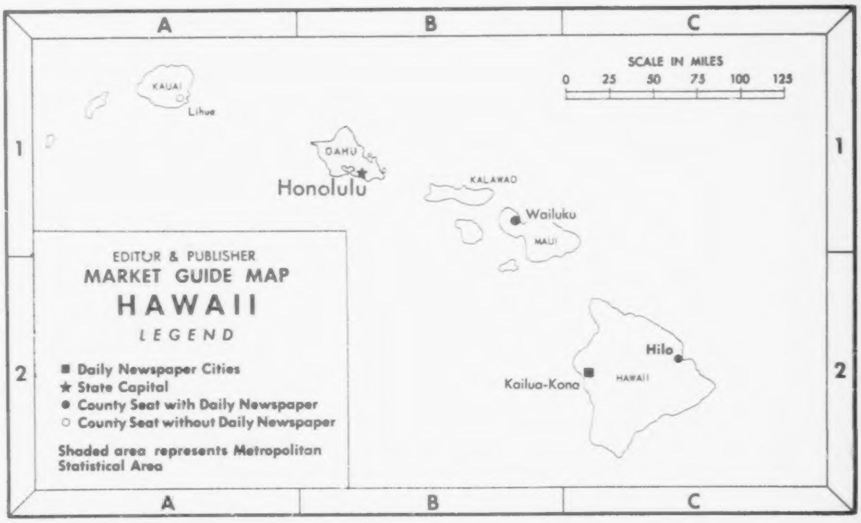
**12 - RETAILING: Principal Downtown Shopping Center**-9 blocks on Fort St. Mall and connecting sts.

**Regional Shopping Centers**-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.

**Neighborhood Shopping Centers**-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Aiea | 8 | Times, Value Drug |
| Aina Haina | 7 | Foodland |
| Aikahi | 12 | Safeway |
| Ala Moana | 1 | Sears, JCPenney, Long's, Woolworth |
| Ewa Beach | 20 | Foodland, Woolworth |
| Hawaii Kai | 11 | Foodland, Ben Franklin |
| Kahala Mall | 5 | Star, JCPenney, Long's, Woolworth |
| Kailua | 12 | Liberty House, Times |
| Kamehameha | 2 | Star, Thrifty Drug |
| Kaneohe | 12 | Times |
| Moanalua | 6 | Foodland, Longs |
| Niu Valley | 9 | Times |
| Pearl City | 9 | Foodland, Holiday Mart |
| Pearlridge | 8 | Liberty House, Star, Sears, JCPenney |



| | | |
|---|---|---|
| **Waipahu** | 11 | Arakawa's, Big Way, Foodland |
| **Wahiawa** | 13 | Big Way |
| **Windward City** | 12 | Foodland |

**Stores Open Evenings**-Major stores every evening and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears 3; Liberty House 7; JCPenney 3; Arakawa's; The Ritz 5.

**Discount Stores**-Gem 4; Gibson; Holiday Mart/ Dai'ei 3; Military PX 5.

**Variety Stores**-Woolworth 6; Comet 4; Ben Franklin 2.

**Chain Drug Stores**-Long's 13; Value; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.

**Chain Supermarkets**-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.

**Independent Food Store Groups**-Food Giant 11; IGA 5.

**Other Chain Stores**-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

**14 - NEWSPAPERS:** ADVERTISER (m) 98,025; STAR-BULLETIN (e) 96,074; STAR-BULLETIN & ADVERTISER (S) 203,752; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Philip King, Adv. Dir., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.

**National Representative**: Gannett National Newspaper Sales.

## KAILUA-KONA

**1 - LOCATION:** Hawaii Island & County, E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

**2 - TRANSPORTATION: Water Transportation**-7 steamship vessels.

**Intercity Bus Lines**-1 to all points on the island.

**Airlines**-Hawaiian; Aloha.

**3 - POPULATION:**
Corp. City 80 Cen. 13,748; E&P 89 Est. 20,298
County 80 Cen. 92,807; E&P 89 Est. 116,150
NDM-ABC: (80) 27,518

**4 - HOUSEHOLDS:**
City 80 Cen. 10,970; E&P 89 Est. 8,982
County 80 Cen. 29,237; E&P 89 Est. 38,283
NDM-ABC: (80) 8,960

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 76,025

**7 - ELECTRIC METERS:** Residential County 37,670

**8 - GAS METERS:** Residential County 10,343

**9 - PRINCIPAL INDUSTRIES:** Tourism; Constr.; Agric.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-Kona Coast Shpg. Ctr.

**Neighborhood Shopping Centers**-N. Kona Shpg. Ctr.; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.

**Principal Shopping Days**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Liberty House; Sears.

**Variety Stores**-Ben Franklin; Pay 'N Save.

**Chain Drug Stores**-Pay 'N Save.

**Chain Supermarkets**-K. Taniguchi; Foodland; Sure Save.

**Other Chain Stores**-Andrades; McInerny.

**14 - NEWSPAPERS:** WEST HAWAII TODAY (m-mon to fri) 10,343 (S) 10,640; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Debbie Ward, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96745; Tel. (808) 329-9311.

**National Representative**: Papert Companies.

## LIHUE

**1 - LOCATION:** Kauai Island & County, E&P Map A-1. County Seat.

**2 - TRANSPORTATION: Inter-Island Airlines**-Services between all islands-Hawaiian Airlines; Aloha; Mid-Pacific.

**Inter-Island Water Transport**-Tug, barge freight services three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge services between all islands.

**3 - POPULATION:**
Corp. City 80 Cen. 4,000; E&P 89 Est. 4,849
County 80 Cen. 39,355; E&P 89 Est. 48,802
NDM-ABC: (80) 39,082

**4 - HOUSEHOLDS:**
City 80 Cen. 1,389; E&P 89 Est. 1,729
County 80 Cen. 12,020; E&P 89 Est. 16,254
NDM-ABC: (80) 12,020

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 36,877

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-N.A. No frost.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kukui Grove(58) | NA | JCPenney, Sears |
| Lihue(24) | NA | Sears, Woolworth |
| Menehune Vlg.(30) | NA | |
| Rice(15) | NA | |
| Eleele(21) | NA | Ben Franklin |
| Princeville(7) | NA | Food Pantry |
| Kapaa(15) | NA | Ben Franklin |
| Mkt. Pl.-Coconut Plantation(75) | NA | Boutiques and shops |

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** THE GARDEN ISLAND (e-mon, wed, thur, fri) 9,015; (S) 9,425; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, P.O. Box 231, Lihue, HI 96766; Tel. (808) 245-3681.

**National Representatives**: Papert Companies, US Suburban Press.

## WAILUKU

**1 - LOCATION:** Maui Island & County, E&P Map B-1. County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

**2 - TRANSPORTATION: Sea Transportation**-Matson.*

**Airlines**-Hawaiian; Aloha; United; American.

**3 - POPULATION:**
Corp. City 80 Cen. 10,674; E&P 89 Est. 13,204
County 80 Cen. 71,589; E&P 89 Est. 98,141
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,753
City & RTZ-ABC: (80) 70,991

**4 - HOUSEHOLDS:**
City 80 Cen. 3,392; E&P 89 Est. 3,258
County 80 Cen. 22,510; E&P 89 Est. 31,491
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 7 | $281,469,000 |
| Savings & Loan | 6 | $200,141,000 |

**6 - PASSENGER AUTOS:** County 87,000

**7 - ELECTRIC METERS:** Residence 27,007

**8 - GAS METERS:** Residence 338

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-65-95.

**11 - TAP WATER:** Mountain rain water, soft.

**12 - RETAILING: Principal Shopping Center**-Kaahumanu Center & Maui Mall, Wailuku/ Kahului Area.

**Neighborhood Shopping Centers**-Lahaina Shopping Center & Lahaina Cannery, Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lahaina(30) | 30 | Ben Franklin, Foodland, Safeway |
| Azeka(20) | 15 | Ben Franklin, Star Mkt., Foodland |
| Pukalani(15) | 15 | Ben Franklin, Foodland |
| Kaahumanu(50) | NA | Foodland, Sears, Liberty House |
| Maui Mall(40) | NA | Woolworth, Longs, Star |

**Principal Shopping Days**-Wed., Thur., Fri. & Sun.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Liberty House (Amfac); Sears; Shirokiya.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Longs; Pay 'N Save.

**Chain Supermarkets**-Foodland; Star; Safeway.

**Other Chain Stores**-Monarch Hardware; Cost-U-Less.

**14 - NEWSPAPERS:** MAUI NEWS (e-mon to fri) 17,401; (S) 18,659; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mae McCarter, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981; 1-800-367-8047, Ext. 460.

**National Representatives**: U.S. Suburban Press; Papert Companies.

WE DELIVER OVER 90% OF HONOLULU'S UPSCALE MARKET!

Hawaii's most important medium has a metro market coverage of nearly 70% — greater than any other major metro newspaper in the country.* And we can deliver over 90% of Honolulu's upscale adults for less than you'd imagine**

In fact, you can reach Hawaii's upscale market with one easy buy. Check us out! Call HNA's National Advertising Department at (808) 525-7658.

| | | Daily | Sunday |
|---|---|---|---|
| Young | Adults 18 + | 68% | 88% |
| Affluent | HHI $50,000 + | 85% | 93% |
| Educated | College Graduates | 84% | 92% |

*SOURCE: Circulation '87/88 **SOURCE: Omnitrak Study

Hawaii Newspaper Agency

Agent for The Honolulu Advertiser and Honolulu Star-Bulletin

Represented by Gannett National Sales

(Circle No. 10 on Market Request Card)

## IDAHO SURVEYS

### METROPOLITAN STATISTICAL AREA

**Boise**-Ada County.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 64 | 94 | 108 |
| 5-14 Years | 153 | 165 | 164 |
| 15-24 Years | 128 | 174 | 153 |
| 25-44 Years | 158 | 259 | 334 |
| 45-64 Years | 143 | 161 | 164 |
| 65 and Over | 67 | 94 | 98 |
| TOTAL | 713 | 947 | 1,021 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 286 | 257 | 530 |
| General Mdse | 280 | 308 | 719 |
| Food | 659 | 1,036 | 1,517 |
| Automobiles | 700 | 800 | 1,710 |
| Gasoline Stations | 223 | 353 | 383 |
| Apparel | 121 | 175 | 278 |
| Furniture | 150 | 164 | 336 |
| Eat-Drink Places | 260 | 364 | 614 |
| Drugs | 106 | 163 | 267 |
| TOTAL SALES | 3,016 | 4,060 | 6,771 |

## BLACKFOOT

**1 - LOCATION:** Bingham County, E&P Map C-5. County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

**2 - TRANSPORTATION: Railroads**-C.P.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound; Aberdeen Stages; Salmon River Stages.
**Air Service**-Local Charter available.

**3 - POPULATION:**
Corp. City 80 Cen. 10,065; E&P 89 Est. 10,972
County 80 Cen. 36,520; E&P 89 Est. 37,359

**4 - HOUSEHOLDS:**
City 80 Cen. 3,266; E&P 89 Est. 3,799
County 80 Cen. 10,772; E&P 89 Est. 16,089

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | $42,000,000 |

**6 - PASSENGER AUTOS:** County 28,790

**7 - ELECTRIC METERS:** Residence 4,622

**8 - GAS METERS:** County 2,451

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Shopping Center**-Riverside Plz. Shpg. Ctr.
**Principal Shopping Days**-Mon., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Estenson's; M.H. King.
**Discount Stores**-Sprouse-Reitz; Yellow Front.
**Drug Stores**-Arnell's 2; Jay's; Payless.
**Chain Supermarkets**-Albertson's; Kesler's IGA; Circle K; Mighty Dan's; Gormans Food & Drug.
**Other Chain Stores**-OK Tire; Les Schwab Tires.

**14 - NEWSPAPERS:** NEWS (m) 5,000; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
**National Representative**: Landon Associates.

## BOISE

**1 - LOCATION:** Ada County (MSA). E&P Map A-4, County Seat. State Capital. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 343 mi. NW of Salt Lake City and 430 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-84.

**2 - TRANSPORTATION: Railroads**-Union Pacific (freight); Amtrak.
**Airlines**-United; America West; Alaska Air; Horizon Air; Delta; United Express; Empire.
**Motor Freight Carriers**-39.
**Intercity Bus Lines**-Greyhound; Trailways; Boise-Winnemucca, Northwestern; Emmett Valley Stages.

**3 - POPULATION:**
Corp. City 80 Cen. 102,451; E&P 89 Est. 104,364
CZ-ABC: (80) 154,738
RTZ-ABC: (80) 207,426
County/MSA 80 Cen. 174,312; E&P 89 Est. 197,502
City & RTZ-ABC: (80) 362,164
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 40,269; E&P 89 Est. 41,032
County/MSA 80 Cen. 63,139; E&P 89 Est. 74,283
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 169,934

**7 - ELECTRIC METERS:** County 79,000

**8 - GAS METERS:** County 42,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wholesale & Retail Trade 22,950 ($245); Services 18,800 ($327); Government 17,900 ($268); Manufacturing 11,150 ($442); Fin., Ins., & R.E. 8,450 ($374); Transportation, Communication, Utilities 6,000 ($438); Construction 5,000 ($423).
**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36. First killing frost, Oct. 15; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Boise Towne Square; City Center; Park Center Mall.
**Neighborhood Shopping Centers**-Five Mile Plaza; Overland Park; Village; T.J. Maxx; Westgate; Cole Village; Plantation; Northgate.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Boise Towne(150) Square | 3 | Bon Marche, Sears, JCPenney, Mervyns |
| Park Ctr. Mall(29) | 3 | Bazaar |
| City Ctr.(120) | NA | Bon Marche, The Mode |
| Five Mile Plz.(26) | 5 | Emporium |
| Overland Park(22) | 5 | C.R Anthony's |
| Village(11) | 5 | K mart, Payless, Ernst |
| TJ Maxx(13) | 3 | T.J. Maxx |
| Westgate(20) | 3 | Bazaar |
| Cole Village(15) | 3 | C.R. Anthony's |
| Plantation(14) | 5 | Pic 'N Save, Ernst |
| Northgate(16) | 6 | Emporium, Payless |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Sat.
**Stores Open Sundays**-Grocery; chain drugs; discount stores; dept. stores; mall specialty shops.

**13 - RETAIL OUTLETS: Department Stores**-Bon Marche; Bazaar; The Mode; JCPenney; Sears; C.R. Anthony; Emporium; Mervyns.
**Variety Stores**-King.
**Discount Stores**-K mart; Fred Meyer; Shopko.
**Chain Drug Stores**-Thrifty 2; Payless 4.
**Chain Supermarkets**-Albertson's 9; M&W 4; Smith's Food King 5; Fred Meyer Foods; Maxx Food.
**Other Chain Stores**-Pay 'n Pak; Hermans Sports; Eagle Electric; Ernst Hardware; Homeclub; Pier One.

**14 - NEWSPAPERS:** IDAHO STATESMAN (m) 55,652; (S) 73,841; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Kari Chadwell, Ret. Sales Mgr. or Leslie Giallombardo, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd.; PO Box 40, Boise, ID 83707; Tel. (208) 377-6200.
**National Representative**: Gannett National Newspaper Sales.

## BURLEY

**1 - LOCATION:** Cassia & Minidoka Counties, E&P Map C-6. on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

**2 - TRANSPORTATION: Railroads**-Cut-offline; U.P.R.R.
**Interstate Bus Lines**-Trailways; Greyhound.
**Airlines**-Air Idaho; Sun Valley Key.
**Motor Freight Carriers**-4

**3 - POPULATION:**
Corp. City 80 Cen. 8,761; E&P 89 Est. 8,949
Counties 80 Cen. 39,071; E&P 89 Est. 40,736
Cassia 80 Cen. 19,435; E&P 89 Est. 19,983
Minidoka 80 Cen. 19,636; E&P 89 Est. 20,753
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,030; E&P 89 Est. 3,142
Counties 80 Cen. 18,609; E&P 89 Est. 15,817
Cassia 80 Cen. 6,119; E&P 89 Est. 7,801
Minidoka 80 Cen. 12,490; E&P 89 Est. 8,016

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Comm. & Savings | 6 | $90,393,000 |
| Savings & Loan | 2 | $6,000,000 |

**6 - PASSENGER AUTOS:** Counties: Cassia 16,399; Minidoka 17,131

**7 - ELECTRIC METERS:** Residence: Cassia 5,846; Minidoka 4,686

**8 - GAS METERS:** Cassia 2,718; Minidoka 2,245

**9 - PRINCIPAL INDUSTRIES:** Food Proc.; Elevators; Recreation-Motel Convention; Agric. 6,850 employed; Av. Wkly. Wage $150; Farm Income $14,600.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
**Nearby Shopping Centers**-Twin Falls (45 mi.); Rupert (7 mi.).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hirsch Stores (Intl. Shoe); Hudson; Sears; M.H. King; Roper's; Sprouse-Reitz; Block's.
**Discount Stores**-Cal-Ranch Farm; Hall Farm, K mart.
**Chain Drug Stores**-Skaggs.
**Chain Supermarkets**-Albertson's; Smith Food King; Johns, Swensen's; Stokes.
**Other Chain Stores**-Coast-to-Coast; Big O Tires; Mode O'Day; Mayfair; Jensen Jewelry; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto.

**14 - NEWSPAPERS:** SOUTH IDAHO PRESS (e-mon to fri) 6,500; (S) 7,000; sworn Oct. 31, 1988.
**Local Contact** for Advertising and Merchandising Data: John Eberline, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
**National Representative**: None.

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### CALDWELL
**See NAMPA**

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## COEUR D'ALENE

**1 - LOCATION:** Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

**2 - TRANSPORTATION: Railroads**-NP; CM; St. Paul; Spokane-International & G.N.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 20,054; E&P 89 Est. 21,657
County 80 Cen. 60,307; E&P 89 Est. 70,754
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,857; E&P 89 Est. 8,803
County 80 Cen. 21,404; E&P 89 Est. 24,132

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | $124,000,000 |
| Savings & Loan | 1 | $38,000,000 |

**6 - PASSENGER AUTOS:** County 65,345

**7 - ELECTRIC METERS:** Residence 7,110

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Midtown | 1 | Sears, Safeway, Pay 'N Save |
| East Sherman | 12 | Spencers, Furn. N.W. |
| Hayden Lake | 6 | Low Cost Drug, Ron's Thrift |
| Sunset Hts. | 2 | |
| Northview Plaza | 1 | Albertson's, Modern Drug, Coast to Coast Hdwe. |
| Coeur d'Alene Mall | NA | Mont. Ward, Kinney, Firestone, Lamonts; Pay N Pak, Rosauer's, Radio Shack |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Pay 'N Save; Sears; Harvey's.
**Variety Stores**-Sprouse-Reitz; Shopko; K mart.
**Chain Supermarkets**-Albertson's; RJ's; Safeway; Ron's; Rosauer's; Super 1.
**Other Chain Stores**-Low Cost Drug; Yellow Front; Pay N Pak.

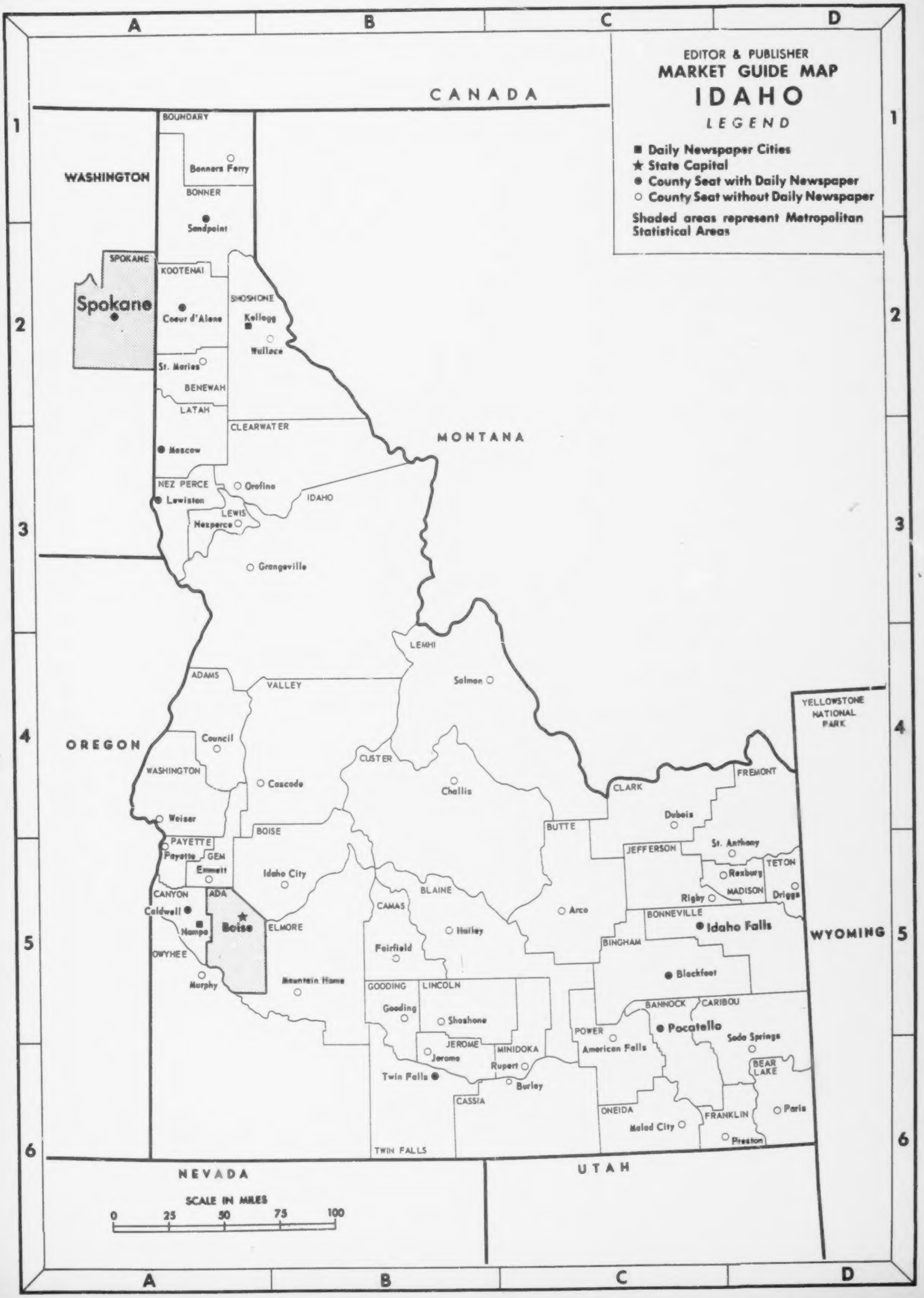
**14 - NEWSPAPERS:** PRESS (e) 13,345; (S) 26,401; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Gene Sturgeon, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
**National Representative**: None.

## IDAHO FALLS

**1 - LOCATION:** Bonneville County, E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes, livestock and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City; on U.S. Hwys. 20, 26, 91, 191, I-15.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
**Airlines**-Delta; Horizon; Sky West; American.

**3 - POPULATION:**
Corp. City 80 Cen. 39,590; E&P 89 Est. 40,111


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
SPOKANE
Spokane
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
Caldwell
Nampa
ADA
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
BUTTE
Arco
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rexburg
TETON
MADISON
Driggs
Rigby
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Burley
Twin Falls
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100

CZ-ABC: (80) 39,734
RTZ-ABC: (80) 84,708
County 80 Cen. 66,050; E&P 89 Est. 70,012
City & RTZ-ABC: (80) 124,447

**4 - HOUSEHOLDS:**

City 80 Cen. 13,916; E&P 89 Est. 14,114
County 80 Cen. 21,307; E&P 89 Est. 253,651
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $432,852,430 |
| Savings & Loan | 4 | $103,604,049 |

**6 - PASSENGER AUTOS:** County 58,885

**7 - ELECTRIC METERS:** Residence 16,291

**8 - GAS METERS:** Residence 12,327

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Nuclear Engineering 10,100; Mining 63; Constr. 1,952; Mfg. 1,740; Trans. and Public Util. 1,079; Whol. 2,404; Ret. 6,068; Fin., Ins. & R.E. 1,792; Service and Misc. 8,915; Gov't 4,471; Agric. & Misc. 2,556.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-55; Summer 48-82; Fall 31-59; Winter 13-30. First killing frost, Sept. 19; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, very hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy. and 3 West of River.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grand Teton(80) Mall | 2 | ZCMI, The Bon, JCPenney |
| Country Club(31) | 2 | Sears, Lamont's, Osco |
| Hall Park(6) | 2 | Safeway, Sprouse-Reitz |
| First Street(10) | 1 | Buttrey |
| Skyline(5) | 2 | Skyline Groc., Ben Franklin, K mart |
| First Woodruff(6) | 2 | Smith Food |
| Westfield Plz.(13) | 2 | Osco, Albertson's, Coast-to-Coast |
| Yellowstone(10) | 2 | Fred Meyer, Albertson's |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Mon. & Fri.; Shpg. Ctrs. Mon. through Fri. until 9; Sun. 12-7.

**13 - RETAIL OUTLETS: Department Stores**-ZCMI; The Bon; JCPenney; Sears; ShopKo; Idaho Dept.; Lamont's; Ferrell's; K-G Stores; Ernst; Fred Meyers; K mart.

**Variety Stores**-Ben Franklin; Sprouse-Reitz; Bonanza; King's.

**Discount Stores**-The Mart; Fred Meyer; K mart; Ernst; Coast-to-Coast.

**Chain Drug Stores**-Osco 2; Rexall 2; Smith's.

**Chain Supermarkets**-Safeway 2; Albertson's 3; IGA 2; Buttrey's; Waremart Mkt.; Saving Center; Smith's Food King.

**Other Chain Stores**-Firestone; Singer Co.; Fabric Land; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Sunset Sport; Mr. Mac's Men; House of Fabric; Samon's; Color Tile; Radio Shack; Bill Meyers; Schubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics; Seiferts; Music Land; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; Jay Jacobs; The Closet; Close Direct; Pykettes; Computerland.

**14 - NEWSPAPERS:** POST-REGISTER (e-mon to fri) 24,605; (S) 25,947; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Wilson, Mktg Dir., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.

**National Representative**: Landon Associates.

## KELLOGG

**1 - LOCATION:** Shoshone County, E&P Map A-2. 75 mi. E of Spokane; on U.S. Hwys. 10, 90.

**2 - TRANSPORTATION: Railroads**-Union Pacific.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 3,417; E&P 89 Est. 2,389
County 80 Cen. 19,264; E&P 89 Est. 13,469

**4 - HOUSEHOLDS:**

City 80 Cen. 1,330; E&P 89 Est. 917
County 80 Cen. 6,870; E&P 89 Est. 4,448

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 12,737

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining & Smelting of Various Metals; Forest Prods.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Very soft.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-Morrows; Patano's; JCPenney.

**Chain Supermarkets**-IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

**14 - NEWSPAPERS:** SHOSHONE COUNTY NEWS-PRESS (eS) 4,655; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Regina Mason, Bus. Mgr., SHOSHONE COUNTY NEWS-PRESS, 401 Main St., Kellogg, ID 83837; Tel. (208) 783-1107.

**National Representative**: None.

## LEWISTON, ID-CLARKSTON, WA

**1 - LOCATION:** Lewiston in Nez Perce County, ID, County Seat. Clarkston in Asotin County, WA, E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific; Camas Prairie.

**Motor Freight Carriers**-10.

**Intercity Passenger Bus Lines**-Greyhound; Northwestern Stages; Clearwater Stages.

**Airlines Serving City**-Horizon; Empire Airways; United Express.

**3 - POPULATION:**

Corp. Cities 80 Cen. 34,889; E&P 89 Est. 35,057
Lewiston, ID 80 Cen. 27,986; E&P 89 Est. 27,920
Clarkston, WA 80 Cen. 6,903; E&P 89 Est. 7,137
Counties 80 Cen. 50,137; E&P 89 Est. 50,678
Nez Perce, ID 80 Cen. 33,288; E&P 89 Est. 33,185
Asotin, WA 80 Cen. 16,849; E&P 89 Est. 17,493

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 13,678; E&P 89 Est. 12,741
Lewiston, ID 80 Cen. 10,769; E&P 89 Est. 9,603
Clarkston, WA 80 Cen. 2,909; E&P 89 Est. 3,138
Counties 80 Cen. 18,960; E&P 89 Est. 17,446
Nez Perce, ID 80 Cen. 12,490; E&P 89 Est. 10,705
Asotin, WA 80 Cen. 6,470; E&P 89 Est. 6,741

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 8 | $347,000,000 |
| Savings & Loan | 4 | $120,000,000 |

**6 - PASSENGER AUTOS:** Nez Perce Co. 32,659; Asotin Co. 8,649

**7 - ELECTRIC METERS:** Residence 21,523

**8 - GAS METERS:** Residence 6,851

**9 - PRINCIPAL INDUSTRIES:** Wood Prods.; Pulp & Paperboard; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elect. Power Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prods. Mfg.; Feed Grinding Plants; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plants; Livestock Sales; Plating Factory; Seed-cleaning Steel Prods., Venetian Blinds Fabrication.

**10 - CLIMATE:** Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

**11 - TAP WATER:** Slightly alkaline, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lewiston(25) | 2 | Lamont's, The Bon, JCPenney, Shopco, Sears |
| Southgate(6) | 4 | Big V Dept. |
| Sunset(8) | 2 | Sears, Radio Shack |
| Town & Country(4) | NA | Food Mkt. |
| Clarkston Ctr.(5) | NA | Albertson's, Low Cost Drug |

**Principal Shopping Days**-7 days.

**Stores Open Evenings**-Most Food & Drug stores.

**13 - RETAIL OUTLETS: Department Stores**-The Bon; Lamont's; JCPenney; Lee Morris; Big V.

**Variety Stores**-Yellow Front; Sprouse-Reitz.

**Discount Stores**-Great Western; K mart; Shopco.

**Chain Drug Stores**-Payless; The Owl 3; Wasem's Rexall; Marketime; Low Cost; Drug Fair.

**Chain Supermarkets**-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Warehouse Foods; Barneys; Food City 3.

**Other Chain Stores**-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection-Letz Paint; Music City.

**14 - NEWSPAPERS:** TRIBUNE (mS) 23,875; sworn Sept. 27, 1988.

**Local Contact** for Advertising and Merchandising Data: William N. Ifft , Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.

**National Representative**: Landon Associates.

## MOSCOW

**1 - LOCATION:** Latah County, E&P Map A-3, County Seat. Business & Agricultural center; Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific (freight only).

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Roadrunner; Campus Link.

**Airlines**-Horizon.

**3 - POPULATION:**

Corp. City 80 Cen. 16,513; E&P 89 Est. 18,594
County 80 Cen. 28,796; E&P 89 Est. 32,143

**4 - HOUSEHOLDS:**

City 80 Cen. 5,686; E&P 89 Est. 6,242
County 80 Cen. 10,256; E&P 89 Est. 9,011

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $189,961,412 |
| Savings & Loan | 1 | $19,686,572 |

**6 - PASSENGER AUTOS:** County 23,535

**7 - ELECTRIC METERS:** Residence 8,259

**8 - GAS METERS:** Residence 2,492

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-County total 8,831 ($215); Constr. 354 ($300); Lumber 759 ($322); Other 110 ($194); Trans., Commun. & Util. 406 ($291); Whol. & Ret. 2,615 ($149); Fin. 215 ($198); Service 1,516 ($161); Gov't 3,356 ($231).

**Principal Industrial Pay Days**-1st, 10th, 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter -15-55. First killing frost, Sept. 26; last killing frost, Apr. 29.

**11 - TAP WATER:** Neutral, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Palouse Empire Mall(64) | 2 | Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'n Save |
| Wheatland Mall | 8 | Safeway, Payless, Sprouse-Reitz |
| Moscow Mall(25) | 1 | Safeway, Sears, Thrifty |
| Korns(4) | 1 | Rosauers, Drug Fair, Checker |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Bon Marche; JCPenney; K mart; Pay 'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

**13 - RETAIL OUTLETS: Department Stores**-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.

**Discount Stores**-Tri-State Distributors; K mart; Ernst Hardware.

**Chain Drug Stores**-Drug Fair; Pay 'N Save; Giant T.

**Chain Supermarkets**-Safeway 2; IGA 2; Rosauer's 3; Warehouse Foods 2.

**Other Chain Stores**-Schucks (auto); Radio Shack; Sunset Sports; Columbia Paint.

**14 - NEWSPAPERS:** IDAHONIAN (e) 8,340; (m) 8,735; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., IDAHONIAN, 409 S. Jackson; P.O. Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.

**National Representative**: Landon Associates.

## NAMPA-CALDWELL

**1 - LOCATION:** Canyon County, E&P Map A-5. 20 mi. W of Boise; 413 mi. from Portland, OR, on I-84. Caldwell; County Seat. 361 mi. from Salt Lake City.

**2 - TRANSPORTATION: Railroads**-UP; Amtrak.

**Intercity Bus Lines**-Greyhound; Pacific Trailways; Boise-Winnemucca.

**3 - POPULATION:**

Corp. Cities 80 Cen. 42,811; E&P 89 Est. 44,069
Nampa 80 Cen. 25,112; E&P 89 Est. 25,667
Caldwell 80 Cen. 17,699; E&P 89 Est. 18,402
County 80 Cen. 83,793; E&P 89 Est. 92,109
CZ-ABC: (80) 59,482
Bal in NDM-ABC: (80) 30,384
Total CZ & Bal. in NDM-ABC: (80) 89,866

**4 - HOUSEHOLDS:**

Cities 80 Cen. 15,407; E&P 89 Est. 16,263
Nampa 80 Cen. 8,987; E&P 89 Est. 9,419
Caldwell 80 Cen. 6,420; E&P 89 Est. 6,844
County 80 Cen. 28,458; E&P 89 Est. 31,949
CZ-ABC: (80) 20,733
Bal. in NDM-ABC: (80) 9,692
Total CZ & Bal. in NDM-ABC: (80) 30,425

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Nampa: | | |
| Commercial | 7 | N.A. |
| Savings & Loan | 5 | N.A. |
| Caldwell: | | |
| Commercial | 4 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 76,784

**7 - ELECTRIC METERS:** Nampa: 16,275; Caldwell: 14,304

**8 - GAS METERS:** Nampa: 7,579; Caldwell: 4,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Util. 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furn. Mfg. 236; Lumber and Timber Prods. 225; Constr. 1,618; Agric. 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Proc. 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Constr. 1,218; Agric. 2,840.

**10 - CLIMATE:** Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

**11 - TAP WATER:** Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Holly(7) | 1 | M&W Mkt. |
| Karcher(70) | 7 | Woolworth, Zale's, Payless, JCPenney, Bon Marche, C.R. Anthony |
| Owyhee(7) | 2 | IGA, Super Center |
| South Vlg.(14) | NA | Smith's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.; Shopping centers every night except Sunday.

**Stores Open Sundays**-Shopping centers, grocers & drugs.

**13 - RETAIL OUTLETS: Department Stores**-Nampa: JCPenney; C.R. Anthony's; Bon Marche (Allied); Ernst; K mart; Fred Meyer; ShopKo.

**Discount Stores**-Schuck's Auto Supply; Yellow Front.

**Variety Stores**-M.H. King; Yellow Front; Woolworth.

**Chain Drug Stores**-Penneywise 2; Osco; Super Thrift.

**Chain Supermarkets**-Albertson's 3; M&W 2; Waremart Mkts.; IGA; Paul's Food Mkt. 2.

**Other Chain Stores**-Firestone 2; Alexander's; Coast-to-Coast; Fashion Crossroads; Fuller Paint; Sherwin-Williams; Goodyear 2; Kinney Shoes; Mary Carter Paints; Commerial Tire; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Les Schwab Tire; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

**14 - NEWSPAPERS:** IDAHO PRESS-TRIBUNE (eS) 17,467; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.

**National Representative**: None.

## POCATELLO

**1 - LOCATION:** Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

**2 - TRANSPORTATION: Railroads**-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.

**Motor Freight Carriers**-14.

**Intercity Passenger Bus Lines**-Greyhound.

**Airlines Serving City**-Sky West; Horizon Air.

**3 - POPULATION:**

Corp. City 80 Cen. 46,340; E&P 89 Est. 46,360

CZ-ABC: (80) 53,392

RTZ-ABC: (80) 71,700

County 80 Cen. 65,552; E&P 89 Est. 67,543

City & RTZ-ABC: (80) 125,092

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 16,840; E&P 89 Est. 17,384

County 80 Cen. 22,489, E&P 89 Est. 23,720

CZ-ABC: (80) 18,937

RTZ-ABC: (80) 21,997

City & RTZ-ABC: (80) 40,934

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $322,935,233 |
| Savings & Loan | 2 | $49,700,127 |

**6 - PASSENGER AUTOS:** County 54,111

**7 - ELECTRIC METERS:** 22,363

**8 - GAS METERS:** Residence 11,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 4,180; Whol. Trade 1,240; Ret. Trade 5,070; Fin., Ins., R.E. 2,120; Constr. 650; Trans., Commun., Util. 2,930; Service 3,940; Gov't Admin. 2,270; Educ. 3,230.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; K mart; Lamont's; ZCMI; The Bon.

**Discount Stores**-Cal-Ranch & Farm.

**Variety Stores**-Bonanza.

**Chain Drug Stores**-Ben Franklin Super Save; Osco; Payless; Fred Meyer; ShopKo.

**Chain Supermarkets**-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Smith's.

**Other Chain Stores**-Firestone; Nate Morgan Jewelers; S&H; Zale's Jewelry; Sunset Sporting Goods; Big O Tires; Ernst; Kinney; Thom McAn; Self Service Furn.

**14 - NEWSPAPERS:** IDAHO STATE JOURNAL (e-mon to fri) 19,407; (S) 20,271; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peter York, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.

**National Representative**: None.

## SANDPOINT

**1 - LOCATION:** Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington Northern; Amtrak.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 4,460; E&P 89 Est. 4,539

County 80 Cen. 24,353; E&P 89 Est. 27,935

**4 - HOUSEHOLDS:**

City 80 Cen. 1,796; E&P 89 Est. 1,908

County 80 Cen. 8,814; E&P 89 Est. 9,600

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 25,677

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 20-32.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Bonner Mall; 5th Ave.; Downtown Sandpoint.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); Sprouse-Reitz; Anthony's; Larsons for Men and Women; Falks.

**Discount Stores**-Yellow Front.

**Other Chain Stores**-Kinney Shoes; Two Swabbies.

**14 - NEWSPAPERS:** BEE (e-mon to fri) 4,643; (S) 26,401; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: James Thompson, Pub., BEE, P.O. Box 159, Sandpoint, ID 83864; Tel. (208) 263-9534.

**National Representative**: None.

## TWIN FALLS

**1 - LOCATION:** Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 125 mi. from Boise; 240 mi. from Salt Lake City, UT. On U.S. Hwy. 1-80 and 93.

**2 - TRANSPORTATION: Railroads**-Union Pacific.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.

**Airlines**-Horizon; Sky West.

**3 - POPULATION:**

Corp. City 80 Cen. 26,209; E&P 89 Est. 26,344

CZ-ABC: (80) 31,184

RTZ-ABC: (80) 101,697

City & RTZ-ABC: (80) 132,881

County 80 Cen. 53,207; E&P 89 Est. 55,410

**4 - HOUSEHOLDS:**

City 80 Cen. 11,386; E&P 89 Est. 10,421

County 80 Cen. 20,528; E&P 89 Est. 19,086

CZ-ABC: (80) 11,386

RTZ-ABC: (80) 34,494

City & RTZ-ABC: (80) 45,880

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 48,487

**7 - ELECTRIC METERS:** Residence 25,158

**8 - GAS METERS:** Residence 10,987

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($292); Box Factory 100 ($258); Plastic Household Utensils 800 ($252); Constr. 1,200 ($287); Ret. Trade 5,000 ($207); Gov't 3,300 ($295); Printers 1,500 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main with adjacent shops & servs. on 2nd Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Blue Lakes(33) | 3 | Woolworth, Osco, Zale's, The Mode |
| Lynwood(50) | 2 | Alexanders, Payless, Safeway, M.H. King |
| Magic Valley Mall(35) | 4 | Bon Marche, Shopko, JCPenney, Zales, Pedersen's |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, K mart, Ernst, Pay Less-Shopko, Bon Marche-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Alexander's; Roper's; Paris; Kathy's.

**Variety Stores**-M.H. King.

**Discount Stores**-K mart; Woolworth; Schuck's.

**Chain Drug Stores**-Osco; Penny-Wise; Pay Less; Smith Drug King.

**Chain Supermarkets**-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.

**Other National Chain Stores**-Firestone; Bennett's (paint & glass); Ernst; ShopKo.

**14 - NEWSPAPERS:** TIMES-NEWS (m) 20,595; (S) 21,531; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931.

**National Representative**: None.

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**WALLACE**
**See KELLOGG**

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# ILLINOIS SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Bloomington-Normal**-McLean County.

**Champaign-Urbana-Rantoul**-Champaign County.

**Davenport-Rock Island-Moline,IA-IL**-Scott County, IA; Henry and Rock Island Counties, IL.

**Decatur**-Macon County.

**Kankakee**-Kankakee County.

**Peoria**-Peoria, Tazewell and Woodford Counties.

**Rockford**-Boone and Winnebago Counties.

**Springfield**-Menard and Sangamon Counties.

**St. Louis, MO-IL**-St. Louis City; Franklin,Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe and St. Claire Counties, IL.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Aurora-Elgin**-Kane and Kendall Counties.

**Chicago**-Cook, DuPage and McHenry Counties.

**Joliet**-Grundy and Will Counties.

**Lake County**-Lake County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Chicago-Gary-Lake County, IL-IN-WI**-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 937 | 851 | 1,024 |
| 5-14 Years | 2,234 | 1,768 | 1,757 |
| 15-24 Years | 1,855 | 2,138 | 1,161 |
| 25-44 Years | 2,653 | 3,147 | 3,898 |
| 45-64 Years | 2,345 | 2,268 | 2,154 |
| 65 and Over | 1,089 | 1,261 | 1,127 |
| TOTAL | 11,113 | 11,433 | 11,730 |

Based on U.S Census

### POPULATION ESTIMATES

(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Aurora | 81 | 14 | 17.8 |
| Chicago | 3,005 | 421 | 14.0 |
| Elgin | 64 | 7 | 10.2 |
| Waukegan | | | |
| N. Chicago | 106 | 15 | 13.7 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,929 | 2,095 | 4,361 |
| General Mdse | 5,129 | 5,899 | 9,764 |
| Food | 7,571 | 10,323 | 15,176 |
| Automobiles | 8,088 | 8,833 | 18,899 |
| Gasoline Stations | 3,041 | 4,591 | 5,061 |
| Apparel | 2,197 | 3,252 | 5,156 |
| Furniture | 1,818 | 2,130 | 4,302 |
| Eat-Drink Places | 3,665 | 5,047 | 8,430 |
| Drugs | 1,364 | 2,111 | 3,437 |
| TOTAL SALES | 39,215 | 50,747 | 82,952 |

## ALTON-EAST ALTON-WOOD RIVER

**1 - LOCATION:** Madison County (In St. Louis, MO-IL MSA). E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

**2 - TRANSPORTATION: Railroads**-CB&O; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Bi-State Transit System.

**3 - POPULATION:**
Corp. Cities 80 Cen. 53,743; E&P 89 Est. 49,956
Alton 80 Cen. 34,171; E&P 89 Est. 31,187
East Alton 80 Cen. 7,123; E&P 89 Est. 6,898
Wood River 80 Cen. 12,446; E&P 89 Est. 11,871
CZ-ABC: (80) 93,762
RTZ-ABC: (80) 105,565
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465
County 80 Cen. 247,577; E&P 89 Est. 245,829
City & RTZ-ABC: (80) 199,327
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 20,762; E&P 89 Est. 20,062
Alton 80 Cen. 12,993; E&P 89 Est. 12,320
East Alton 80 Cen. 2,953; E&P 89 Est. 2,971
Wood River 80 Cen. 4,816; E&P 89 Est. 4,771
County 80 Cen. 89,001; E&P 89 Est. 91,296
MSA 80 Cen. 844,814; E&P 89 Est. 936,477
CZ-ABC: (80) 34,308
RTZ-ABC: (80) 36,985
City & RTZ-ABC: (80) 71,293

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 7 | $1,945,782,286 |
| Commercial | 9 | $466,161,889 |

**6 - PASSENGER AUTOS:** County 147,031

**7 - ELECTRIC METERS:** Residence 37,175

**8 - GAS METERS:** Residence 30,965

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prods. 4,406 ($424); Petroleum Refining 2,548 ($607); Stone, Glass & Clay 902 ($391); Primary Metals 1,960 ($457); Paper Prods. 1,071 ($417); Mfg. 12,296.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Wilshire | 5 | Dollar General, General Grocer |
| Piasa Corners | 2 | Natl. Food, Thrifty Drug, Dollar General |
| Central Park | 1 | Central Hdwe., Tipton, K mart, Kroger, Venture |
| Monticello Plaza | 4 | Kroger |
| Washington Sq. | 1 | Thrifty Drug, SupeRx |
| Bethalto | 8 | Dollar General |
| Jamestown Mall | 9 | Dillards, Sears |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Dept.-nightly; Food-Fri.; Chain Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-Famous-Barr; JCPenney.
**Variety Stores**-McCrory.
**Discount Stores**-Target; Venture; K mart; Dollar General; Wal-Mart.
**Chain Drug Stores**-Thrifty; SupeRx 3; Wedge 3; Walgreens; Revco.
**Chain Supermarkets**-Shop 'N Save 3; Natl. Food; County Fair; Schnuck's 2; General Grocer 2; Aldi's 2; Food World.
**Other Chain Stores**-Auto Supply: B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Springman, J&A Springman, Fischer; Women's Apparel: Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Foxmoor, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanlon & Haegele, Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture; Jewellers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zale's; Meyer-Elliot.

**14 - NEWSPAPERS:** TELEGRAPH (e-mon to fri) 34,290; (S) 35,049; Mar 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jeanne M. Moore, Adv. Dir., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2500.
**National Representative**: Branham/Newspaper Sales.

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### ARLINGTON HEIGHTS
**See CHICAGO**

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## AURORA

**1 - LOCATION:** Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
**Motor Freight Carriers**-23.
**Intercity Bus Lines**-RTA; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 81,293; E&P 89 Est. 89,463
CZ-ABC: (80) 102,832
RTZ-ABC: (80) 230,736
PMSA 80 Cen. 316,676; E&P 89 Est. 347,299
County 80 Cen. 279,091; E&P 89 Est. 308,948
City & RTZ-ABC: (80) 333,568
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 27,668; E&P 89 Est. 31,214
County 80 Cen. 93,729; E&P 89 Est. 119,947
PMSA 80 Cen. 105,771; E&P 89 Est. 118,085
CZ-ABC: (80) 35,173
RTZ-ABC: (80) 74,468
City & RTZ-ABC: (80) 109,641

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Cml. & Savings | 9 | $651,000,000 |
| Savings & Loan | 5 | $715,000,000 |
| Major Credit Unions | 7 | $93,000,000 |

**6 - PASSENGER AUTOS:** County 187,747

**7 - ELECTRIC METERS:** Residence (Aurora District) 61,200

**8 - GAS METERS:** Residence Est. 28,124

**9 - PRINCIPAL INDUSTRIES:** Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Pub.; Primary Metals; Food; Regional Insurance Offices; Distribution Centers; Trans. Stone; Clay; Glass; Lumber & Wood Prods.; Chem. Prods.; Trans. Equip.; Elect. Mach.; Non-Elect. Mach. Mfg. Employ. 38,415.

**10 - CLIMATE:** First killing frost, Sept. 28; last killing frost, Apr. 23.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery). Naper West; Yorkshire Plaza; Tri-Cities Shopping Center; Aurora Commons.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northgate(53) | 2 | Bergner-Weise, Radio Shack, Jewel, Sears Surplus, Ace Hdwe |
| West Aurora Plaza(20) | 2 | Dominicks, Tru Value |
| Ashland Plz.(2) | 2 | Walts Super Mkt., Scott's |
| The Village Mart(16) | 2 | Ben Franklin, Eagle |
| Boulder Hill | 5 | Boulder Hill Food Mkt., Grimms |
| Fox Valley(190) | 5 | Lord & Taylor, Sears, JCPenney, Marshall Field |
| Settler's Landing | 6 | K mart, Pic-Way |
| Naper West | 5 | Venture, Herman's, Service Merchandise, Spiegels Outlet |
| St. Charles Mall(30) | 11 | Jos. Speiss & Co., K mart, Franks, Jewel, Osco |
| Tri-Cities(11) | 10 | Hallmark, Walgreens, Domenick's Food |
| Yorkshire Plz. | 5 | Builders Square, Kids R Us, Fretters |

**Principal Shopping Days**-Thur. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney, Jos. Spiess & Co.; Bergner; Marshall Field; Main Street; Lord & Taylor; Venture.
**Discount Stores**-K mart; Zayre; Venture; Spiegel; Marshall's; T.J. Maxx; Crown Books.
**Chain Drug Stores**-Walgreens; Osco; Perry.
**Variety Stores**-Scott's; Hensley's; Ben Franklin; V&S Variety Store; Ace Hardware; Osco Drug; True Value; Randall Drugs.
**Chain Supermarkets**-Jewel 5; Convenient; Eagle 4; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 3; Frank's Finer Foods.
**Other Chain Stores**-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Brown's Sports; Fratters; Trak Auto.

**14 - NEWSPAPERS:** BEACON-NEWS (e) 39,968; (S) 42,966; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Steven Bielinski, Adv. Dir., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5944.
**National Representative**: Sawyer-Ferguson-Walker.

## BEARDSTOWN

**1 - LOCATION:** Cass County, E&P Map B-3. Industrial and agricultural center; W central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

**2 - TRANSPORTATION: Railroads**-BN.
**Motor Freight Carriers**-9.

**3 - POPULATION:**
Corp. City 80 Cen. 6,338; E&P 89 Est. 5,645
County 80 Cen. 15,148; E&P 89 Est. 14,087

**4 - HOUSEHOLDS:**
City 80 Cen. 2,389; E&P 89 Est. 2,227
County 80 Cen. 5,658; E&P 89 Est. 4,973

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $64,000,000 |
| Savings & Loan | 1 | $25,600,000 |

**6 - PASSENGER AUTOS:** County 7,094

**7 - ELECTRIC METERS:** Residence 2,829

**8 - GAS METERS:** Residence 2,304

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroad 100; Aluminum & Brass 241; Foods/Meat Prods. 850; Feed/Grains/Milling 50; Glove Mfg. 70; Paper Prods. 50; Utilities 150.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

**11 - TAP WATER:** Treated.

**12 - RETAILING: Shopping Center**-Beardstown Plaza, at junction of Hwys. 100 & 67 (Roe Foods, McCrory's).
**Neighborhood Shopping Centers**-E 4th St., Downtown (True Value, Dollar General).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General; Family Dollar.
**Variety Stores**-McCrory's.
**Chain Drug Stores**-Rexall.
**Chain Supermarkets**-IGA; Red Fox; Jack & Jill; Super Valu.
**Other Chain Stores**-True Value Hdwe.

**14 - NEWSPAPERS:** ILLINOIAN-STAR (e) 1,523; sworn Sept. 21, 1988.
**Local Contact** for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
**National Representative**: Landon Associates.

## BELLEVILLE

**1 - LOCATION:** St. Clair County (In St. Louis, MO-IL MSA). E&P Map B-5, County Seat. Agricultural, military, industrial, financial, and medical center.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Seaboard System; Norfolk; Southern; Amtrak.
**Intercity Bus Lines**-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 41,580; E&P 89 Est. 41,004
NDM-ABC: (80) 120,748
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465
County 80 Cen. 264,911; E&P 89 Est. 254,890
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 16,512; E&P 89 Est. 16,614
County 80 Cen. 90,410; E&P 89 Est. 99,509
MSA 80 Cen. 844,814; E&P 89 Est. 936,477
NDM-ABC: (80) 43,640

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $1,300,853,745 |
| Commercial | 5 | $887,236,000 |

**6 - PASSENGER AUTOS:** County 141,148

**7 - ELECTRIC METERS:** Residence 39,801

**8 - GAS METERS:** Residence 31,776

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-College 1,300; County 796; Power Company 325; Hospitals (2) 3,532; Stove 225; Stencil Mfg. 250; Scott AFBase-Retired 10,738; Civilian 4,914; Non Active Duty Reserve Forces 1,391; Military 7,017.
**Principal Industrial Pay Days**-Fri.

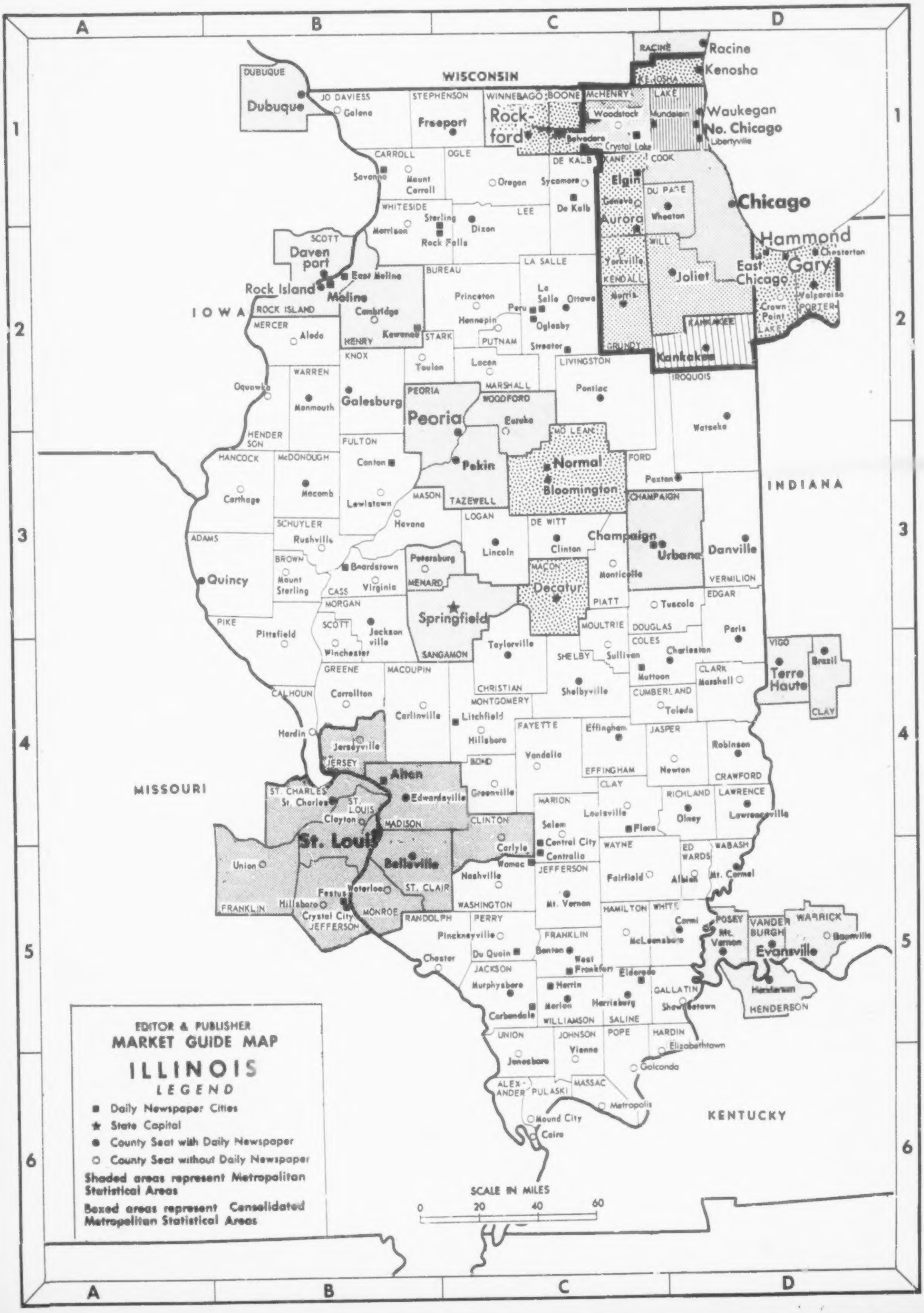
**10 - CLIMATE:** First killing frost, Sept. 28-Nov. 27; last killing frost Mar. 8-May 10.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Twelve blocks on Main St.
**Principal Shopping Days**-Thur.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bellevue Park Plaza(10) | 3 | Glicks, Auto Shack |
| Carlyle Plz.(15) | 4 | Wal-Mart, Natl. Food, Kroger |
| Westfield Plz.(10) | 6 | Venture |
| Marketplace Shopping Ctr.(17) | 6 | Burlington Coat, Childrens Pl., Toys 'R' Us, Pier 1 Imports, Franks Nursery |
| Swansea Plz.(8) | 3 | Schnucks, Grandpa's |
| Plaza St Clair(14) | 6 | Schnucks, Computerland |
| Lake Christine Ctr.(8) | 4 | |
| Winchester Plz.(15) | 4 | |
| Silo Plz.(5) | 6 | Silo |
| Wade Sq. | 2 | Tom Boy |
| St. Clair Sq.(120) | 6 | Sears, JCPenney, Famous-Bar, Dillard's |
| Crossroads(16) | 6 | K mart |
| Venture(6) | 6 | Venture Stores, |
| Southview Plaza(15) | 12 | Tom-Boy, Dollar General |
| Country Club Plaza(12) | 4 | Walgreens, Schnuck's, Radio Shack |


EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Waukegan
No. Chicago
Libertyville
Mundelein
Woodstock
Crystal Lake
Belvedere
Rockford
Freeport
Galena
Dubuque
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Dixon
Sterling
Rock Falls
Morrison
Elgin
Geneva
Aurora
Wheaton
Chicago
Hammond
Chesterton
Gary
East Chicago
Crown Point
Valparaiso
Joliet
Yorkville
Morris
Kankakee
Davenport
Rock Island
Moline
East Moline
Cambridge
Kewanee
Aledo
Princeton
Hennepin
Peru
La Salle
Ottawa
Oglesby
Streator
Toulon
Lacon
Pontiac
Watseka
Oquawka
Monmouth
Galesburg
Peoria
Pekin
Eureka
Normal
Bloomington
Paxton
Carthage
Macomb
Canton
Lewistown
Havana
Rushville
Lincoln
Clinton
Champaign
Urbana
Danville
Quincy
Mount Sterling
Beardstown
Virginia
Petersburg
Monticello
Decatur
Tuscola
Springfield
Pittsfield
Jacksonville
Winchester
Taylorville
Sullivan
Charleston
Mattoon
Paris
Terre Haute
Brazil
Carrollton
Carlinville
Litchfield
Hillsboro
Shelbyville
Marshall
Toledo
Hardin
Jerseyville
Alton
Edwardsville
Vandalia
Effingham
Newton
Robinson
St. Charles
Clayton
St. Louis
Greenville
Louisville
Olney
Lawrenceville
Flora
Salem
Central City
Centralia
Carlyle
Union
Belleville
Wamac
Nashville
Fairfield
Albion
Mt. Carmel
Festus
Waterloo
Hillsboro
Crystal City
Mt. Vernon
Carmi
McLeansboro
Pinckneyville
Chester
Du Quoin
Benton
West Frankfort
Mt. Vernon
Evansville
Boonville
Henderson
Murphysboro
Herrin
Marion
Carbondale
Eldorado
Harrisburg
Shawneetown
Elizabethtown
Golconda
Jonesboro
Vienna
Metropolis
Mound City
Cairo

Arcade Ctr.(16) 6

**Stores Open Evenings**-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Dillards; Famous-Bar; Dollar General; Glicks; Burlington Coat Factory.

**Discount Stores**-K mart; Wal-Mart; Venture; Target; Best; Sam's Wholesale Club; Grandpa's.

**Chain Drug Stores**-Stiehl Walgreens; SupeRx; Medicare-Glaser; Phar-Mor Drugs.

**Chain Supermarkets**-IGA 7; National 3; Tom Boy 2; Shop 'N Save; Schnuck's 5; Super-Valu.

**Other Chain Stores**-Western Auto; Firestone; Goodyear; Tire America; New Era Tire; Sherwin-Williams; Singer; Ben Franklin; Uniroyal Tire; Best Buy; Silo; Zam's; Children's Palace; Toys 'R' Us; Carnival Shoe; Frank's Nursery; TJ Maxx; Pier One Imports; Crossroads Furniture; Kelly Auto Tire; Computerland; Carter Lumber; Central Hardware; 84 Lumber.

**14 - NEWSPAPERS:** NEWS-DEMOCRAT (m) 47,875; (S) 54,788; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marcia Meehan, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62220; Tel. (618) 234-1000.

**National Representative**: Branham/Newspaper Sales.

## BELVIDERE

**1 - LOCATION:** Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern (freight).

**Motor Freight Carriers**-30.

**3 - POPULATION:**

Corp. City 80 Cen. 15,176; E&P 89 Est. 15,410
MSA 80 Cen. 280,377; E&P 89 Est. 284,959
County 80 Cen. 28,660; E&P 89 Est. 29,841

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,494; E&P 89 Est. 5,840
MSA 80 Cen. 93,122; E&P 89 Est. 105,022
County 80 Cen. 9,714; E&P 89 Est. 11,958

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $142,315,247 |
| Savings & Loan | 2 | $83,338,595 |

**6 - PASSENGER AUTOS:** County 17,756

**7 - ELECTRIC METERS:** Residence County 10,767

**8 - GAS METERS:** Residence County 7,473

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 423 ($416); Hdwe. 333 ($170); Engin. 120 ($390); Automotive Assembly 4,138 ($290).

**Principal Industrial Pay Days**-10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Snopping Center**-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belvidere Mall(5) | NA | Ace Hardware, Schultz's Sav-U |
| North State(6) | NA | IGA |
| South Towne(4) | NA | Pacemaker Food |
| Cherry Vale(94) | NA | Marshall Field, Sears, Pranges |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Chain Supermarkets**-Eagle; Schultz Sav-U; Pacemaker; Aldi.

**Other Chain Stores**-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet; Walgreens.

**14 - NEWSPAPERS:** REPUBLICAN (e) 4,878, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.

**National Representative**: Landon Associates.

## BENTON

**1 - LOCATION:** Franklin County, E&P Map C-5. County Seat. 302 mi. S of Chicago. On State Hwys. 14, 34, 37, 57.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; Union Pacific.

**3 - POPULATION:**

Corp. City 80 Cen. 7,778; E&P 89 Est. 7,678
County 80 Cen. 43,320; E&P 89 Est. 42,259

**4 - HOUSEHOLDS:**

City 80 Cen. 3,233; E&P 89 Est. 3,451
County 80 Cen. 16,978; E&P 89 Est. 14,833

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $170,000,000 |
| Savings & Loan | 1 | $13,000,000 |

**6 - PASSENGER AUTOS:** County 22,071

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** Residence 2,300

**9 - PRINCIPAL INDUSTRIES:** Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equip.; Meat Packing; Boats; Air and Acetylene Gas; Tool.

**10 - CLIMATE:** Av. Winter Temp. 35; Av. Summer Temp 77.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Supermarkets, Fri. Most stores are open until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Tessone's.

**Discount Stores**-Wal-Mart.

**Variety Stores**-Town & Country.

**Chain Drug Stores**-Benton; McCollum; Kimmel-Chaplain Phcy.; SupeRx.

**Chain Supermarkets**-Big John's; IGA; Farm Fresh; Hucks.

**Other Chain Stores**-Western Auto; Ace Hardware; Walker's Hub; Sue's II; Pee Wee Shop; Barton & Collins; Akin Jewelry; Wiggs Jewelry; Beatty's Hammond Organs; The Shoe Room; D.D.'s Sportswear; Shirley's Fashions.

**14 - NEWSPAPERS:** NEWS (e) 5,250; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Kay Mandrell, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.

**National Representative**: Landon Associates.

## BLOOMINGTON-NORMAL

**1 - LOCATION:** McLean County (In Bloomington-Normal MSA). E&P Map C-3. County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. 2 Colleges (Illinois State and Illinois Wesleyan) and Insurance Center.

**2 - TRANSPORTATION: Highways**-At the crossroads of two interstate highways (I-74 and I-55), two U.S. highways (Routes 150 and 51) and one state road (Route 9).

**Railroads**Bloomer Line; Santa Fe; CM&W; Norfork & Southern and Conrail; Amtrak.

**Intercity Bus Lines**-Greyhound; Illini Swallow; Peoria Charter; Swallow Shuttle.

**Motor Freight Carriers**-36.

**Airlines**-TW Express; Midwest; American; Midway.

**3 - POPULATION:**

Corp. Cities 80 Cen. 79,861; E&P 89 Est. 88,810
  Bloomington 80 Cen. 44,189; E&P 89 Est. 46,725
  Normal 80 Cen. 35,672; E&P 89 Est. 42,085
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 80 Cen. 119,149; E&P 89 Est. 119,537
City & RTZ-ABC: (80) 231,386

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 27,939; E&P 89 Est. 31,297
  Bloomington 80 Cen. 18,204; E&P 89 Est. 19,601
  Normal 80 Cen. 9,735; E&P 89 Est. 11,696
County/MSA 80 Cen. 41,702; E&P 89 Est. 45,094
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 5 | $625,885,000 |
| Commercial | 11 | $788,652,000 |

**6 - PASSENGER AUTOS:** County 72,571

**7 - ELECTRIC METERS:** Residence 31,270

**8 - GAS METERS:** Residence 24,766

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ins., Fin., R.E. 10,025; Util. & Trans. 2,625; Printing & Pub. 675; Constr. 1,875; Whol. and Ret. Trade 13,200; Professional Servs. 13,375; Gov't 12,975; Mfg. 8,100; Hourly rates-Mfg. $11.58 hr.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-93; Summer 41-93; Fall 16-86; Winter -3-60. First killing frost, Oct. 14; last killing frost, Apr. 5,Average Annual Rainfall-36.72; Average Annual Snowfall-24.

**11 - TAP WATER:** Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

**12 - RETAILING: Principal Shopping Centers**-College Hills Mall; College Hills Plaza; Colonial Plaza; Eastland Commons; Eastland Mall; Empire Plaza; Four Seasons Square; Landmark Plaza; Towanda Plaza; University Park Plaza; Zayre Plaza; Commerce Park; The Parkway; Market Square; Lakewood Plaza.

**Neighborhood Shopping Centers**-Downtown Bloomington; Downtown Normal.

**Principal Shopping Days**-Mon., Fri., Sat. & Sun.

**Stores Open Evenings**-All shopping areas open 7 days except downtown which is open Mon. thru Sat.

**Stores Open Sundays**-Grocery; Drug; Discount; Eastland Mall; College Hills Mall and other shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Montgomery Ward; Bergner's; Kohl's; Petersen Harned Von Maur, Inc.; Toy's 'R' Us; Silo; TJ Maxx.

**Discount Stores**-K mart; K's Merchandise; Target; Walmart; Best Buy.

**Variety Stores**-Woolworth; Discount Den; Family Dollar.

**Chain Drug Stores**-Walgreens; Osco 3; SupeRx; People's 4; Phar-Mor; Walgreens 2.

**Chain Supermarkets**-Jewel 3; Kroger 3; IGA; Cub Foods; Diana Foods; Eagle Foods; Aldi Foods; Schnucks Mkt.

**Other Chain Stores**-Ace Hardware; Alexander; Carpetland USA; Cohen Furn.; Color Tile; Good's Fashion Carpets; Mr. Discount Furn.; Radio Shack; Sherman's.

**14 - NEWSPAPERS:** PANTAGRAPH (m) 51,859; (S) 56,385; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mary E. Keogh, Adv. Dir., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.

**National Representative**: Branham/Newspaper Sales.

## CANTON

**1 - LOCATION:** Fulton County, E&P Map B-3. 32 mi. SW of Peoria. On Rts. 9, 78, 100.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Atchison; Topeka & Santa Fe.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 14,626; E&P 89 Est. 12,610
County 80 Cen. 43,681; E&P 89 Est. 38,036

**4 - HOUSEHOLDS:**

City 80 Cen. 5,745; E&P 89 Est. 5,193
County 80 Cen. 16,274; E&P 89 Est. 13,668

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $150,197,191 |
| Savings & Loan | 2 | $69,000,000 |

**6 - PASSENGER AUTOS:** County 19,910

**7 - ELECTRIC METERS:** Residence 6,100

**8 - GAS METERS:** Residence 5,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing Mfg. 85 ($200); Coal Mines 60 ($250); Mach. Mfg. 50; Service: Community College ($300), Hospital ($500).

**10 - CLIMATE:** Mean Temp. 51. Av. Rainfall 35 in.; Av. Humidity 70.

**11 - TAP WATER:** Alkaline, soft; fluoridated & chlorinated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ludlum Centre | NA | Ludlum |
| Lake Drive | 1 | Kroger, K mart |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's Mercantile.

**Discount Stores**-Farm King; K mart.

**Chain Drug Stores**-Rexall; SupeRx; Medicine Shoppe.

**Chain Supermarkets**-Kroger; IGA; Red Fox.

**14 - NEWSPAPERS:** LEDGER (e) 6,550; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Elaine Patterson, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.

**National Representative**: None.

## CARBONDALE-HERRIN-MARION

**1 - LOCATION:** Carbondale in Jackson County, Herrin & Marion in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; CB&O; Missouri Pacific.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Gulf Transports.

**Airlines**-Britt; Air Illinois.

**3 - POPULATION:**

Corp. Cities 80 Cen. 50,867; E&P 89 Est. 52,844
  Carbondale 80 Cen. 26,287; E&P 89 Est. 27,245
  Herrin 80 Cen. 10,549; E&P 89 Est. 11,249
  Marion 80 Cen. 14,031; E&P 89 Est. 14,350
NDM-ABC: (80) 235,736
Counties 80 Cen. 118,439; E&P 89 Est. 120,6[illegible]
  Jackson 80 Cen. 61,678; E&P 89 Est. 62,9[illegible]
  Williamson 80 Cen. 56,761; E&P 89 Est. 57,927

**4 - HOUSEHOLDS:**

Cities 80 Cen. 13,341; E&P 89 Est. 19,746
  Carbondale 80 Cen. 9,206; E&P 89 Est. 9,196
  Herrin 80 Cen. 4,135; E&P 89 Est. 4,611
  Marion 80 Cen. N.A.; E&P 89 Est. 5,939
Counties 80 Cen. 44,383; E&P 89 Est. 38,250
  Jackson 80 Cen. 22,558; E&P 89 Est. 18,619
  Williamson 80 Cen. 21,825; E&P 89 Est. 19,631
NDM-ABC: (80) 87,641

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $89,176,494 |
| Savings & Loan | 5 | $24,647,299 |

**6 - PASSENGER AUTOS:** Jackson 27,658; Williamson 29,304

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Gloves; Bus. Systems; Dresses; Mach.; Label

Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting Machines & Shipping Room Supplies; Concrete Prods.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic.

**Principal Industrial Pay Days**-15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

**11 - TAP WATER:** Carbondale-Alkaline, soft; Herrin-soft; Murphysboro-hard.

**12 - RETAILING: Principal Shopping Center**-3 blocks on 12 streets.

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(15) | 2 | Jo-Ann Fabrics, Payless Shoes |
| Murdale(30) | NA | Woolworth |
| Southgate(7) | NA | |
| University Mall(34) | 4 | JCPenney, Sears, Walgreens, Elder-Beerman |
| K mart(2) | 4 | K mart, Kroger |

**Stores Open Evenings**-Mon. in Carbondale & Herrin; Fri. in Murphysboro.

**13 - RETAIL OUTLETS: Department Stores**-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-K mart; Wal-Mart 6; Watsons.

**Chain Drug Stores**-Walgreens; Rexall; Revco 2; SupeRx; Hooks 4.

**Chain Supermarkets**-Kroger 8; IGA; Country Fair; Nat'l. Foods.

**14 - NEWSPAPERS:** SOUTHERN ILLINOISAN (m) 29,372; (S) 35,421; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coord., SOUTHERN ILLINOISAN, 710 N. Illinois Ave., Carbondale, IL 62901; Tel. (618) 529-5454.

**National Representative**: Landon Associates.

## CARMI

**1 - LOCATION:** White County. E&P Map D-5. County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. Hwy. 14.

**2 - TRANSPORTATION: Railroads**-Conrail; Seaboard Systems.

**3 - POPULATION:**
Corp. City 80 Cen. 6,264; E&P 89 Est. 6,181
County 80 Cen. 17,951; E&P 89 Est. 17,795

**4 - HOUSEHOLDS:**
City 80 Cen. 2,626; E&P 89 Est. 2,671
County 80 Cen. 7,047; E&P 89 Est. 5,764

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $14,100,000 |
| Commercial | 3 | $167,895,000 |

**6 - PASSENGER AUTOS:** County 8,993

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prods.; Feed Mills; Coal.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General; Hart's.

**Variety Stores**-Harold's Dollar Store.

**Discount Stores**-K mart; Wal-Mart.

**Chain Supermarkets**-Big John.

**14 - NEWSPAPERS:** TIMES (e) 3,265; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Barbara Childress, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.

**National Representative**: Landon Associates.

## CENTRALIA-CENTRAL CITY-WAMAC

**1 - LOCATION:** Marion, Clinton and Washington Counties (In St. Louis, MO-IL MSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50; 10 mi. W of I-57; 7 mi. N of I-64.

**2 - TRANSPORTATION: Railroads**-Illinois Central (pass. & freight); CB&Q (freight); Southern; Burlington-Northern.

**Motor Freight Carriers**-4

**3 - POPULATION:**
Corp. Cities 80 Cen. 18,168; E&P 89 Est. 16,869
Centralia 80 Cen. 15,126; E&P 89 Est. 13,557
Central City 80 Cen. 1,377; E&P 89 Est. 1,544
Wamac 80 Cen. 1,665; E&P 89 Est. 1,768
CZ-ABC: (80) 21,625
RTZ-ABC: (80) 90,659
Counties 80 Cen. 91,612; E&P 89 Est. 91,681
Marion 80 Cen. 43,693; E&P 89 Est. 43,234
Clinton 80 Cen. 32,813; E&P 89 Est. 33,550
Washington 80 Cen. 15,619; E&P 89 Est. 14,897
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465
City & RTZ-ABC: (80) 112,284

**4 - HOUSEHOLDS:**
Cities 80 Cen. 7,246; E&P 89 Est. 7,030
Centralia 80 Cen. 5,974; E&P 89 Est. 5,772
Central City 80 Cen. 624; E&P 89 Est. 551
Wamac 80 Cen. 648; E&P 89 Est. 707
Counties 80 Cen. 32,811; E&P 89 Est. 34,501
Marion 80 Cen. 16,437; E&P 89 Est. 15,662
Clinton 80 Cen. 10,768; E&P 89 Est. 13,435
Washington 80 Cen. 5,606; E&P 89 Est. 5,404
MSA 80 Cen. 844,814; E&P 89 Est. 936,477
CZ-ABC: (80) 8,466
RTZ-ABC: (80) 32,055
City & RTZ-ABC: (80) 40,521

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $292,000,000 |
| Savings & Loan | 2 | $96,000,000 |

**6 - PASSENGER AUTOS:** Counties: Marion 23,499; Clinton 16,655; Washington 8,246

**7 - ELECTRIC METERS:** Residence 9,093

**8 - GAS METERS:** Residence 7,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $330)-R.R. 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350.

**Principal Industrial Pay Days**-13th & 28th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1; last killing frost, Mar. 2.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.

**Neighborhood Shopping Centers**-Central City; Wamac; Lincoln & 2nd Sts.; W. Broadway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairview Park Plaza(45) | 1 | JCPenney, Natl. Food, Woolworth |
| Centralia | 1 | Dollar General, Radio Shack, Golde's, Auto Works |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

**13 - RETAIL OUTLETS: Department Stores**-Sears; Golde's; Dollar General; JCPenney; Woolford & Marsh.

**Variety Stores**-Woolworth.

**Discount Stores**-Dobbs; K mart; SupeRx.

**Chain Supermarkets**-National; Altadonna's; IGA; County Fair; Aldes; Priced Right Foods.

**Other Chain Stores**-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Blankenship Auto Parts; Radio Shack; Fredman; Ace Hardware; Kirlin's; Payless Shoes; Kinney Shoes; Maurice's; The Fly; Linkon's Auto Parts; Fashion Bug.

**14 - NEWSPAPERS:** SENTINEL (e-mon to fri) 16,133; (S) 17,174; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan Nichol, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.

**National Representative**: None.

## CHAMPAIGN-URBANA

**1 - LOCATION:** Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Conrail; Norfolk & Southern; Amtrak; Burlington Northern.

**Motor Freight Carriers**-44

**Intercity Bus Lines**-Greyhound; Great Lakes Coach Serv.; Trailways; Illini Swallow; C-U Mass Transit District.

**Airlines**-Piedmont; American Eagle; Midway; United Express; TWA.

**3 - POPULATION:**
Corp. Cities 80 Cen. 94,111; E&P 89 Est. 99,635
Champaign 80 Cen. 58,133; E&P 89 Est. 61,146
Urbana 80 Cen. 35,978; E&P 89 Est. 38,489
CZ-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,426
County/MSA 80 Cen. 168,392; E&P 89 Est. 178,562
Total NDM-ABC: (80) 250,541

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 33,393; E&P 89 Est. 35,403
Champaign 80 Cen. 21,238; E&P 89 Est. 22,377
Urbana 80 Cen. 12,155; E&P 89 Est. 13,026
CZ-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County/MSA 80 Cen. 58,405; E&P 89 Est. 59,467
Total NDM-ABC: (80) 88,615

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 7 | N.A. |
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 88,697

**7 - ELECTRIC METERS:** Residence 49,261

**8 - GAS METERS:** Residence 39,738

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 8,475; Constr. 2,625; Trade 20,175; Servs. 16,375; Federal Gov't 33,700; Agric. 3,000; Educ. 18,000. Total 102,350.

**Principal Industrial Pay Days**-1st of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

**11 - TAP WATER:** Alkaline, softened; chlorinated and fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Market Place Mall(97) | NA | JCPenney, Bergners, Sears, Kohl's, Venture, Osco |
| Lincoln Sq.(25) | NA | Carson Pirie Scott |
| Sunnycrest(20) | NA | Walgreens, IGA, Jewel, K mart, Osco |
| Country Fair(36) | NA | Zayre, Jewel, Osco |
| K mart Plaza | NA | K mart |

**Principal Shopping Days**-Mon. through Sun.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bergners; Robeson's; Sears; JCPenney; Carson Pirie Scott.

**Variety Stores**-TG&Y.

**Discount Stores**-Zayre; K mart; Target; Venture; K's Merchandise Mart; Big Lots; Cavett-Rexall; Revco; Hook's 5.

**Chain Drug Stores**-Walgreens 2; Osco 4; Cavett.

**Chain Supermarkets**-Jewel 3; IGA 3; Eagles 3; Diana Foods 2.

**Other Chain Stores**-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

**14 - NEWSPAPERS:** NEWS-GAZETTE (e-mon to fri) 44,081; (m-sat) 44,935; (S) 51,825; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sue Trippiedi, Adv. Dir., NEWS-GAZETTE, 15 Main St., Champaign, IL 61820; Tel. (217) 351-5252.

**National Representative**: Branham/Newspaper Sales.

## CHARLESTON

**1 - LOCATION:** Coles County. E&P Map C-4. County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University, Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Conrail.

**Airlines**-Britt.

**Motor Freight Carriers**-4

**3 - POPULATION:**
Corp. City 80 Cen. 19,355; E&P 89 Est. 19,826
CZ-ABC: (80) 19,391
Bal. in NDM-ABC: (80) 23,568
County 80 Cen. 53,170; E&P 89 Est. 52,924
Total NDM-ABC: (80) 42,959

**4 - HOUSEHOLDS:**
City 80 Cen. 5,978; E&P 89 Est. 5,820
County 80 Cen. 18,919; E&P 89 Est. 15,897
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $153,354,867 |
| Savings & Loan | 4 | $209,387,402 |

**6 - PASSENGER AUTOS:** County 25,143

**7 - ELECTRIC METERS:** Residence 3,876

**8 - GAS METERS:** Residence 3,377

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Constr. 162; Printing, Bus. Forms 278; Ceramic Prods. 119; Hdwe. 50.

**Principal Pay Days**-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.

**Neighborhood Shopping Centers**-4th to 7th Sts. on Lincoln St.; S. on State Rd. 130; W. on Rte. 16; Division to University Drive on Lincoln.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Charleston(5) | NA | Jewel |
| Lincoln Vlg. | NA | Dale Bayless, Champs, Ruthie's, Tokens |
| University(8) | NA | Tru-Value |
| Wilb Walker's(4) | NA | Ben Franklin, Family Phcy., Coast-to-Coast |

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's.

**Variety Stores**-Well-Worth; Ben Franklin; Wal-Mart.

**Chain Drug Stores**-Walgreens; Osco.

**Chain Supermarkets**-IGA; Walker's; Jewel.

**Other Chain Stores**-Firestone; Montgomery Ward; Coast-to-Coast.

**14 - NEWSPAPERS:** COLES COUNTY TIMES-COURIER (m) 7,184; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
**National Representative**: Landon Associates.

## CHICAGO

**1 - LOCATION:** Cook County (PMSA). E&P Map D-1. Industrial, wholesale, retail, financial, telecommunications, health care, educational, research, transportation, and agricultural sales center.

**2 - TRANSPORTATION: Railroads**-Intercity Passenger: Amtrak; Commuter: Burlington Northern; Chicago & Northwestern; Chicago South Shore & South Bend; Illinois Central Gulf; Milwaukee Road; Norfolk & Western.
**Motor Freight Carriers**-More than 750 local trucking companies.
**Intercity Bus Lines**-Greyhound, Trailways.
**Airlines**-O'Hare Passenger Airlines: Air Cal; Air Canada; Air France; Alia-Royal Jordan; Alitalia; American; AmerTrans Air; Braniff; British Airways; Continental; Delta; Eastern; El-Al Israel; Emerald Air; Icelandair; Japan Airlines; JAT-Yugoslav; Jet America; KLM-Royal Dutch; Lufthansa; LOT Polish; McClain; Mexicana; Northwest Orient; Pan American; Philippines; Piedmont; Sabena; Scandinavian; Swiss Air; Trans World; United USAir. Cargo Airlines: Airborne Express; Zantop; Emery Air; Evergreen; Federal Express; Flying Tiger; Interstate; SMB; Summit; United Parcel; Tradewinds Air; Trans-Continental; Southern Air; Mountain Air; Jet East. Commuter: Britt Airways; Direct Air; Simmons; Alliance Air; Comair; Great Lakes. Midway Airport Passenger Airlines: America West; Continental; Mid-State; Midway; Northwest Orient; Southwest Air; United.
**Three Waterway Projects**-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

**3 - POPULATION:**
Corp. City 80 Cen. 3,005,072; E&P 89 Est. 2,801,655
County 80 Cen. 5,248,912; E&P 89 Est. 5,212,365
PMSA 80 Cen. 6,059,091; E&P 89 Est. 6,221,681
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80) 4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 641,411
DAILY CALUMET:
NDM-ABC: (80) 129,460

**4 - HOUSEHOLDS:**
City 80 Cen. 1,093,409; E&P 89 Est. 1,049,835
County 80 Cen. 1,878,977; E&P 89 Est. 1,908,632
PMSA 80 Cen. 2,150,209; E&P 89 Est. 2,268,603
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 216,759
DAILY CALUMET:
NDM-ABC: (80) 46,137

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 267 | $65,000,000,000 |
| Commercial | 395 | $70,631,141,000 |

**6 - PASSENGER AUTOS:** County 1,578,982

**7 - ELECTRIC METERS:** Residence 2,676,700

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 548,700 ($437); Elect. Mach. 84,600 ($373); Non-Elect. Mach. 61,000 ($439); Trans. Equip. 20,800 ($594); Primary Metals 28,400 ($542); Fab. Metals. 73,900 ($502); Professional & Scientific Instruments 19,600 ($393); Food 51,200 ($473); Printing & Pub. 71,900 ($458); Chem. 31,900 ($436); Paper 20,800 ($360); Rubber & Plastic 26,000 ($327); Whol. Trade 253,900; Ret. Trade 477,800; Mining & Constr. 114,600; Trans., Commun. & Public Util. 187,300; Fin., Ins., Real Estate 250,600; Servs. 758,500; Hotels & Lodging 316,000.

**10 - CLIMATE:** 1985 Av. Temp.-Jan. 14; Apr. 53; July 71; Oct. 53. 1986 Av. Precipitation-31.7 in.; Av. Snowfall 26.9 in.

**11 - TAP WATER:** Alkaline (Lake Michigan), fluoridated.

**12 - RETAILING: Principal Shopping Centers**-The PMSA has 32 regional malls. The most important of these are Michigan Ave., Woodfield Mall in Schaumburg and the Oakbrook Center. The principal offices of Sears and Montgomery Wards are located here.
**Principal Shopping Days**-Loop and Outlying Stores-Mon., Thur., Sat., Sun. Supermarkets-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Mon. & Thur.

**13 - RETAIL OUTLETS:** Carson Pirie Scott & Co.-16: 3 in Chicago, 15 in suburbs; JCPenney-17: 2 in Chicago, 15 in suburbs; Kohl's-11 in suburbs; Marshall Field's-14: 2 in Chicago, 12 in suburbs; Montgomery Ward & Co.-17: 2 in Chicago, 15 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Bloomingdale's, 1 in Chicago.
**Discount & Variety Stores**-K mart; Venture; Zayre; Service Merchandise; Woolworth; Highland Superstores; Fretter Superstores.
**Chain Supermarkets**-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel Auchan; Omni.
**Cooperative Food Stores**-Centrella; Certified.
**Chain Drug Stores**-DeKoven; Family Drug Center; F&M Distributors; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; Les-On; Osco; Phar-Mor; Walgreens.

**14 - NEWSPAPERS:** DAILY CALUMET (e) 10,737; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James P. Hart, Ret. Adv. Mgr. DAILY CALUMET, 18127 William St., Lansing, IL 60438; Tel. (312) 388-3900.

**National Representative**: U.S. Suburban Press.
DEFENDER (m) 30,125; sworn Sept. 26, 1988.

**Local Contact** for Advertising and Merchandising Data: Willie Wright, Adv. Dir., DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
**National Representative**: Amalgamated Publishers.
HERALD (m) 88,550; (S) 87,400; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W. Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
**National Representative**: U.S. Suburban Press.
SOUTHTOWN ECONOMIST (e) 44,369; (S) 60,224; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James P. Hart., SOUTHTOWN ECONOMIST, 5555 W. 115th St., Worth, IL 60482; Tel. (312) 388-3900.
**National Representative**: U.S. Suburban Press.
SUN-TIMES (m-mon to fri) 554,670; (m-sat) 378,360; (S) 595,311; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Scott Ring, Sr., V.P. Adv., SUN-TIMES, 401 N. Wabash, Rm. 100, Chicago, IL 60611; Tel. (312) 321-3000.
**National Representatives**: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach, San Francisco.
TRIBUNE (m-mon to fri) 740,154; (m-sat) 594,925; (S) 1,137,477; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Holzkamp, V.P., Adv./Mktg., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
**National Representatives**: Offices in New York, Detroit, Hollywood, Fl, Dallas, Los Angeles, San Francisco; Towmar (Mexico); Metropolitan Publishers Representatives.

## CLINTON

**1 - LOCATION:** DeWitt County, E&P Map C-3. County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

**2 - TRANSPORTATION: Railroads**-Illinois Central.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 8,014; E&P 89 Est. 9,427
County 80 Cen. 18,128; E&P 89 Est. 21,409

**4 - HOUSEHOLDS:**
City 80 Cen. 3,193; E&P 89 Est. 3,838
County 80 Cen. 6,841; E&P 89 Est. 7,447

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $57,927,000 |
| Savings & Loan | 2 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 9,590

**7 - ELECTRIC METERS:** Residence 4,110

**8 - GAS METERS:** Residence 3,094

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill. Central R.R. 150; Business Forms 150; Nuclear Power Station 3,000.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, treated, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Hickory Point Mall(85) | 15 | Carson Pirie Scott, JCPenney, Bergner's |
| Eastland Ctr.(54) | 21 | Sears, Bergner's, JCPenney |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.; some Mon.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
**Variety Stores**-Ben Franklin; Gamble's; Wal-Mart.
**Chain Supermarkets**-Eisner, IGA.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 3,800; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Terrie Baker, Gen. Mgr., JOURNAL, Route 54 West; P.O. Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
**National Representative**: Landon Associates.

## CRYSTAL LAKE

**1 - LOCATION:** McHenry County, (In Chicago PMSA). E&P Map C-1. 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

**2 - TRANSPORTATION:** Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connects Crystal Lake with all of Chicago Metropolitan area. Small airport.

**3 - POPULATION:**
Corp. City 80 Cen. 18,590; E&P 89 Est. 20,305
County 80 Cen. 149,280; E&P 89 Est. 169,091
PMSA 80 Cen. 6,062,530; E&P 89 Est. 6,221,681
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,191; E&P 89 Est. 6,998
County 80 Cen. 49,015; E&P 89 Est. 67,810
PMSA 80 Cen. 2,150,209; E&P 89 Est. 2,268,603

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $109,645,012 |
| Savings & Loan | 4 | $3,686,990,720 |

**6 - PASSENGER AUTOS:** County 106,792

**7 - ELECTRIC METERS:** Residence 7,560

**8 - GAS METERS:** Residence 9,472

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Retailing 1,228; Equip. Mfg. 2,240; Printing 468; Farm Equip. & Landscaping 461; Util. 583.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter ~~25-65.~~ First killing frost, Sept. 25; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Hwy. 14, 31, McHenry Ave. and Berkshire Dr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Woodfield Mall | 25 | Sears, Field, JCPenney |
| Spring Hill Mall | 10 | Field, Bergner's, Sears, JCPenney, Joseph Spiess |

**Principal Shopping Days**-Fri., Sat. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Joseph Spiess; JCPenney (catalog).
**Discount Stores**-K mart; Zayre.
**Chain Drug Stores**-Osco; Walgreens.
**Other Chain Stores**-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's; Athletic Shoe Factory; Genl. Nutrition; Payless Shoes; Just Jeans; Brooks; Dominick's; Ace Hardware.

**14 - NEWSPAPERS:** NORTHWEST HERALD (m) 29,868; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Chris Golbeck, Adv. Mgr., NORTHWEST HERALD, P.O. Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040.
**National Representative**: U.S. Suburban Press.

## DANVILLE

**1 - LOCATION:** Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 85 mi. W of Indianapolis, IN.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; CSX.
**Motor Freight Carriers**-44.
**Intercity Bus Lines**-Runaround; Illini Swallow; Greyhound.
**Airlines**-American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 38,985; E&P 89 Est. 34,516
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 66,341
County 80 Cen. 94,982; E&P 89 Est. 89,739
City & RTZ-ABC: (80) 126,272
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,392; E&P 89 Est. 14,085
County 80 Cen. 35,371; E&P 89 Est. 31,660
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 23,651
City & RTZ-ABC: (80) 46,537

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 4 | $496,485,232 |
| Savings & Loans | 4 | $89,000,000 |

**6 - PASSENGER AUTOS:** County 49,478

**7 - ELECTRIC METERS:** Residential & Comm. 32,792

**8 - GAS METERS:** Residential & Comm. 22,456

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Foundry 2,000; Ballasts 522; Railroad Equip. 90; Lift Trucks 1,018; Meat Casings 866; Hardware 300; Candy Mfg. 168.; Clothing 44; Aerosol Prods. 785; Vitamin Mfg. N.A.; Hair Accessories 31; Cereal Mfg. (515); Electronics (308); Grain Proc. (711) (Ann. Payroll $193,000,000; Employing 7,400).
**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.

**Neighborhood Shopping Centers**-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Holiday Sq.(11) | 4 | Eagle Foods, Zayre, People's Drug |
| K mart | 3 | K mart |
| Village Mall(68) | 4 | Target, Elder-Beerman JCPenney |
| Towne Center(12) | 1 | County Mkt., Hooks |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Elder-Beerman.

**Discount Stores**-K mart; Zayre; Target; K's Merchandise Mart, Hills.

**Chain Drug Stores**-Harding 1; Prescription Shop 1; Peoples 2; Hooks 3; Osco 1.

**Chain Drug Stores**-Harding; Prescription Shop; Peoples 2; Hooks 3; Osco.

**Other Chain Stores**-Turk's (furn.); Rhodes-Burford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie Mae; True Value Hdwe. 3; Black's Hdwe.; Ace Hdwe.; Auto Zone.

**14 - NEWSPAPERS:** COMMERCIAL-NEWS (e) 24,769; (S) 27,029; Mar. 29, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carol Nichols, Adv. Dir., COMMERCIAL-NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.

**National Representative**: Gannett National Newspaper Sales.

## DECATUR

**1 - LOCATION:** Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; CSX; Illinois Central.

**Motor Freight Carriers**-41.

**Intercity Bus Lines**-Crown Transit, Continental Trailways.

**Airlines**-Continental Express; Transworld Express; Allegheny Commuter.

**3 - POPULATION:** –

Corp. City 80 Cen. 94,081; E&P 89 Est. 90,059
CZ-ABC: (80) 107,393
RTZ-ABC: (80) 90,303
County/MSA 80 Cen. 131,401; E&P 89 Est. 126,762
City & RTZ-ABC: (80) 197,696

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 35,923; E&P 89 Est. 34,961
CZ-ABC: (80) 40,378
RTZ-ABC: (80) 32,337
County/MSA 80 Cen. 48,294; E&P 89 Est. 47,884
City & RTZ-ABC: (80) 72,715

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $600,000,000 |
| Savings & Loan | 4 | $300,000,000 |

**6 - PASSENGER AUTOS:** County 72,345

**7 - ELECTRIC METERS:** Residence 46,633

**8 - GAS METERS:** Residence 56,220

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Proc. 4,600; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250. Av. Wkly. Wage-$280.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's Carson Pirie Scott and Khols.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brettwood Vlg.(20) | 2 | Kroger |
| Colonial(9) | 2 | Family Drug |
| Decatur Plaza(8) | 5 | Century 21, Eagle |
| Fairview Plz.(25) | 2 | Kroger, Walgreens |
| French Quarter W. (10) | 2 | Inacomp Computer |
| K mart, Mt. Zion Plz.(18) | 5 | Radio Shack, Kroger, Walgreens |
| Northgate Mall(17) | 2 | Venture, Jewel, Osco |
| Pines(7) | 1 | Food For Less, Pines Variety |
| South Shores Ctr.(8) | 1 | Family Drug, True Value, Ben Franklin |
| Southtowne Plz.(8) | 1 | Eagle, Enloe Drugs |
| Spring Creek Plz. (14) | 2 | Eagle, Perkin's, Food For Less |
| Woodmound Plz.(17) | 4 | White Hen |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Dept.-Mon., Fri.; Food until 9 and Midnight.

**13 - RETAIL OUTLETS: Department Stores**-Bergner's; Carson Pirie Scott; JCPenney; Sears; Kohls.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-K mart 2; Venture; Dollar General 2; Farm & Fleet; Hills.

**Chain Drug Stores**-Walgreens 5; Family Drug 3; Enloe 3; Osco 3.

**Chain Supermarkets**-Jewel 3; Kroger 3; Eagle 3; Cub Food.

**Other Chain Stores**-Zale's; Black (hdwe.); Thom McAn; Newman's (women's); Firestone 2; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barker's 2; Kinney; General Tire Co.; Radio Shack 3; Team Electronics; Cloth World; Payless Shoe Store 2; Musicland; Glidden Paint Center; True Value Hardware 2.

**14 - NEWSPAPERS:** HERALD & REVIEW (m) 42,463; (S) 55,319; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael Comeno, Adv. Mgr., HERALD & REVIEW, 601 E. William St., PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.

**National Represeniative**: Branham Newspaper Sales.

## DE KALB

**1 - LOCATION:** De Kalb County. E&P Map C-1. Agricultural, industrial, and education center.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern; Chicago Great Western; CMStP&P.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 33,099; E&P 89 Est. 31,716
CZ-ABC: (80) 42,375
RTZ-ABC: (80) 26,919
County 80 Cen. 74,966; E&P 89 Est. 73,494
City & RTZ-ABC: (80) 69,294

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,617; E&P 89 Est. 9,548
County 80 Cen. 22,429; E&P 89 Est. 22,994
CZ-ABC: (80) 13,134
RTZ-ABC: (80) 9,273
City & RTZ-ABC: (80) 22,407

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $316,812,000 |
| Savings & Loan | 2 | $201,143,000 |

**6 - PASSENGER AUTOS:** County 39,476

**7 - ELECTRIC METERS:** Residence 15,300

**8 - GAS METERS:** Residence 9,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Hourly Wage)-Heavy Equip. 342 ($9.80); Fabricating 375 ($8.60); Agronomy Research 420 ($7.69); Univ. Teaching Faculty 1,652 ($617, 9 months); Univ. Staff 1,722 ($9.40).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67. First killing frost, Oct. 11; last killing frost, Apr. 3.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on two streets. 4 shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| De Kalb(2) | NA | Jewel/Osco |
| De Val(6) | NA | Ace Hdwe. |
| De Kalb Discount (10) | NA | De Kalb Discount |
| Aldi(10) | NA | Aldi |
| Northland(10) | NA | |
| Junction(15) | NA | Illini Sporting Goods |
| Village Commons(4) | NA | VCB |
| Eagles(9) | NA | Perry Drugs, Eagle |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wal-Mart; Henderson's; Sears (catalog); Reliable; Colson's.

**Discount Stores**-K mart.

**Chain Drug Stores**-Lehan 2; Perry Drugs.

**Chain Supermarkets**-Eagle 2; Jewel/Osco; Aldi; Pic'N Save.

**14 - NEWSPAPERS:** CHRONICLE (e-mon to fri) 10,698; (S) 11,486; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., De Kalb, IL 60115; Tel. (815) 756-4841.

**National Representative**: Landon Associates.

## DIXON

**1 - LOCATION:** Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. Hwy. 38 and State Hwys. 2, 26, 52 and Interstate 5.

**2 - TRANSPORTATION: Railroads**-Chicago Northwestern (freight only).

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 15,701; E&P 89 Est. 13,678
CZ-ABC: (80) 15,710
RTZ-ABC: (80) 55,363
County 80 Cen. 36,279; E&P 89 Est. 34,336
City & RTZ-ABC: (80) 71,073

**4 - HOUSEHOLDS:**

City 80 Cen. 5,642; E&P 89 Est. 5,090
County 80 Cen. 12,649; E&P 89 Est. 12,108
CZ-ABC: (80) 5,657
RTZ-ABC: (80) 19,569
City & RTZ-ABC: (80) 25,226

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $160,000,000 |
| Savings & Loan | 2 | $107,000,000 |

**6 - PASSENGER AUTOS:** County 19,402

**7 - ELECTRIC METERS:** Residence 6,594

**8 - GAS METERS:** Residence 4,968

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prods. 175; State Highway Dept. 575; Commercial Prods. 200; Electronics 750; Overhead Garage Doors 385; Public Util. 559; Misc. 300; Wholesalers & Distributors 200.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on First St., 2 blocks on Galena Ave.

**Neighborhood Shopping Centers**-N. Galena Ave., Depot Ave.

**Shopping Centers**-Plaza North.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., Mon. (limited).

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's; Kline's; Pamida.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens.

**Chain Supermarkets**-Eagle; Red Fox; Jack & Jill; IGA

**Other Chain Stores**-True Value; Ace Hdwe.; Sherwin-Williams.

**14 - NEWSPAPERS:** TELEGRAPH (e) 10,124; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.

**National Representative**: None.

## DU QUOIN

**1 - LOCATION:** Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Missouri Pacific; Pinckneyville.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Gulf, Mobile & Ohio.

**Airlines**-Ozark; Air Illinois.

**3 - POPULATION:**

Corp. City 80 Cen. 6,594; E&P 89 Est. 6,220
County 80 Cen. 21,734; E&P 89 Est. 21,843

**4 - HOUSEHOLDS:**

City 80 Cen. 2,692; E&P 89 Est. 2,727
County 80 Cen. 8,137; E&P 89 Est. 7,962

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 11,095

**7 - ELECTRIC METERS:** Residence 4,250

**8 - GAS METERS:** Residence Counties: Du Quoin 2,417; Pinckneyville 1,350

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Timber 200; Constr. 175; Metal Fab. 500; Dairy Prods. 60; Phono Records 210; Aluminum 410.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville: 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.

**Neighborhood Shopping Centers**-Washington Hickory St.; retail outlets on U.S. 51, Pinckneyville. E. Water & S. Main.

**Principal Shopping Days**-Fri., Sat., Wed.

**Stores Open Evenings**-Fri.

**Stores Open Sundays**-Food, Drug, Variety.

**13 - RETAIL OUTLETS: Department Stores**-P.N. Hirsch.

**Discount Stores**-Value; H.L.'s Discount; Wal-Mart.

**Variety Stores**-Economy; Index Notion.

**Chain Drug Stores**-Bianco Rexall; Rexall; Revco; Health Mart.

**Chain Supermarkets**-Kroger 2; Gann & Bender; IGA 2; Food Park.

**Other Chain Stores**-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

**14 - NEWSPAPERS:** CALL (e) 4,757; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Pam Dierks Adv. Dir., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.

**National Representative**: Landon Associates.

## EAST ALTON
See ALTON

## EAST DUBUQUE, IA
See DUBUQUE, IA

## EAST MOLINE
See ROCK ISLAND

## EDWARDSVILLE

**1 - LOCATION:** Madison County (In St. Louis, MO-IL MSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy. 55; State Hwys. 157, 159, 143.

**2 - TRANSPORTATION: Railroads**-Norfork Southern; C&NW (freight); Illinois Terminal.

**Motor Freight Carriers**-1.

**3 - POPULATION:**
Corp. City 80 Cen. 12,480; E&P 89 Est. 13,021
NDM-ABC: (80) 48,329
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465
County 80 Cen. 247,577; E&P 89 Est. 245,829

**4 - HOUSEHOLDS:**
City 80 Cen. 4,992; E&P 89 Est. 5,209
County 80 Cen. 93,675; E&P 89 Est. 91,296
MSA 80 Cen. 844,814; E&P 89 Est. 936,477
NDM-ABC: (80) 17,316

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $200,000,000 |
| Savings & Loan | 2 | $120,000,000 |

**6 - PASSENGER AUTOS:** County 147,031

**7 - ELECTRIC METERS:** Residence 7,404

**8 - GAS METERS:** Residence 6,195

**9 - PRINCIPAL INDUSTRIES:** Southern Illinois University.

**10 - CLIMATE:** First killing frost, Oct. 14; last killing frost, Jan. 31.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on two streets; Montclaire; 500 block Troy Rd.; Ginger Creek Village, Cottonwood Mall.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Glik's; K mart.

**Discount Stores**-Wal-Mart

**Chain Drug Stores**-Schwartz's; Walgreens

**Chain Supermarkets**-National; Shop & Save

**14 - NEWSPAPERS:** INTELLIGENCER (e) 7,294; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John B. Levesque, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.

**National Representative**: Branham/Newspaper Sales.

## EFFINGHAM

**1 - LOCATION:** Effingham County, E&P Map C-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; I-70 & I-57; State Hwys. 32, 33, 37.

**2 - TRANSPORTATION: Railroads**-Conrail; Illinois Central.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound; Continental Trailways; C&H Coach and Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 11,270; E&P 89 Est. 12,426
CZ-ABC: (80) 13,600
RTZ-ABC: (80) 54,027
County 80 Cen. 31,129; E&P 89 Est. 32,053
City & RTZ-ABC: (80) 67,627

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,325; E&P 89 Est. 4,987
County 80 Cen. 10,637; E&P 89 Est. 12,403
CZ-ABC: (80) 5,001
RTZ-ABC: (80) 18,868
City & RTZ-ABC: (80) 23,869

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $111,500,000 |
| Commercial | 4 | $300,000,000 |

**6 - PASSENGER AUTOS:** County 17,355

**7 - ELECTRIC METERS:** Residence 5,663

**8 - GAS METERS:** Residence 4,302

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Air Conditioners 700; Commercial Printing 3,000; Housing Components 220; Furn. Components 300; Paint 200; Computer Software 100.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Village Sq.(40) | 3 | JCPenney, Spurgeons, Jubilee |
| Westgate(8) | 1 | TG&Y, Sav-A-Lot |
| K mart Plz.(3) | 2 | K mart, Wal-Mart |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Spurgeon's; Jansen's; JCPenney.

**Variety Stores**-K mart; Rural King; Dollar General; TG&Y; Wal-Mart.

**Chain Drug Stores**-Rexall; SupeRx.

**Discount Stores**-Medicine Shop.

**Chain Supermarkets**-Kroger; IGA; AG 2; Jubilee.

**14 - NEWSPAPERS:** NEWS (e) 13,174; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151, FAX (217) 342-9315.

**National Representative**: American Newspaper Representatives.

## ELDORADO

**1 - LOCATION:** Saline County. E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

**2 - TRANSPORTATION: Railroads**-CCC&StL; L&N; Conrail.

**3 - POPULATION:**
Corp. City 80 Cen. 5,198; E&P 89 Est. 6,103
County 80 Cen. 27,417; E&P 89 Est. 28,589

**4 - HOUSEHOLDS:**
City 80 Cen. 2,176; E&P 89 Est. 2,533
County 80 Cen. 10,815; E&P 89 Est. 9,792

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $12,387,000 |
| Savings & Loan | NA | $1,213,000 |

**6 - PASSENGER AUTOS:** County 14,088

**7 - ELECTRIC METERS:** Residence 2,100

**8 - GAS METERS:** Residence 2,230

**9 - PRINCIPAL INDUSTRIES:** Coal Mining; Farming; Dairy Prods.; Oil.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

**11 - TAP WATER:** N.A.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-Eldorado; P. N. Hirsch & Co.

**Variety Stores**-Muckley; Ben Franklin; Cousin Fred's.

**14 - NEWSPAPERS:** JOURNAL (e) 1,642; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mike Brothers, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.

**National Representative**: Landon Associates.

## ELGIN

**1 - LOCATION:** Cook & Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western, Elgin; Joliet & Eastern (Outer Belt Line).

**Intercity Bus Lines**-United Motor Coach; Northland Greyhound; Regional Trans. Authority.

**Motor Freight Carriers**-19.

**3 - POPULATION:**
Corp. City. 80 Cen. 63,798; E&P 89 Est. 71,894
CZ-ABC: (80) 69,638
RTZ-ABC: (80) 544,328
Chicago PMSA 80 Cen. 6,062,530; E&P 89 Est. 6,221,681
Aurora-Elgin PMSA 80 Cen. 316,676; E&P 89 Est. 347,299
Counties 80 Cen. 5,528,003; E&P 89 Est. 5,521,313
Cook 80 Cen. 5,248,912; E&P 89 Est. 5,212,365
Kane 80 Cen. 279,091; E&P 89 Est. 308,948
City & RTZ-ABC: (80) 613,966

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,463; E&P 89 Est. 27,105
Counties 80 Cen. 1,972,706; E&P 89 Est. 2,028,579
Cook 80 Cen. 1,878,977; E&P 89 Est. 1,908,632
Kane 80 Cen. 93,729; E&P 89 Est. 119,947
Chicago PMSA 80 Cen. 2,150,209; E&P 89 Est. 2,268,603
Aurora-Elgin PMSA 80 Cen. 105,771; E&P 89 Est. 118,085
CZ-ABC: (80) 25,322
RTZ-ABC: (80) 177,069
City & RTZ-ABC: (80) 202,391

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $282,760,120 |
| Savings & Loan | 3 | $386,548,262 |

**6 - PASSENGER AUTOS:** Kane County 187,747; Cook County 1,578,982

**7 - ELECTRIC METERS:** Residence 23,994

**8 - GAS METERS:** Residence 15,264

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods.; Belting; Tools; Automotive ($267).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Fox River Plz., Rt. 31 & I-90, Venture, Marshalls, Service Merchandise, Builder's Sq.; 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).

**Neighborhood Shopping Centers**-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Big Oak(10) | 1 | H&R Block |
| Fox River Plz. | NA | Venture, Service Mdse. |
| Meadowdale(52) | 5 | A&P, Eagle |
| Springhill(120) | 5 | Sears, Marshall Field, Bergners, JCPenney |
| Town & Country(12) | 1 | Eagle |
| Wing Park Manor (22) | 1 | Ben Franklin, Gromers |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., & Sun.

**Stores Closed**-Mon. morning.

**Stores Open Evenings**-Dept. Mon., Thur. & Fri. Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Bergner's.

**Discount Stores**-K mart; Zayre; Venture; Marshalls.

**Variety Stores**-Ben Franklin 2.

**Chain Drug Stores**-Osco 4; SupeRx; Walgreens; Revco.

**Chain Supermarkets**-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5; Dominick's.

**Other Chain Stores**-Leather (furn.); Pittsburgh Plate Glass; Ace Hdwe.; National Cash Register; Fanny May; V&S Hdwe. 2; Wickes Lumber; Builder's Sq.

**14 - NEWSPAPERS:** COURIER-NEWS (e) 32,927; (S) 33,518; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., P.O. Box 531; Elgin, IL 60121; Tel. (312) 888-7800.

**National Representative**: Sawyer-Ferguson-Walker.

## FLORA

**1 - LOCATION:** Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

**2 - TRANSPORTATION: Railroads**-B&O.

**3 - POPULATION:**
Corp. City 80 Cen. 5,379; E&P 89 Est. 5,047
County 80 Cen. 15,317; E&P 89 Est. 14,678

**4 - HOUSEHOLDS:**
City 80 Cen. 2,141; E&P 89 Est. 2,114
County 80 Cen. 5,800; E&P 89 Est. 5,129

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $35,000,000 |
| Savings & Loan | 1 | $6,000,000 |

**6 - PASSENGER AUTOS:** County 7,535

**7 - ELECTRIC METERS:** Residence 2,559

**8 - GAS METERS:** Residence 1,953

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil 200; Garment Factory 100; Steel Fab. 80; Automotive Parts 300; Electronic Parts 100; Oil Field Servs. 100; Aluminum Cable 65.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., Food-weekdays.
**Stores Open Sundays**-2 food & 5 dept.

**13 - RETAIL OUTLETS: Department Stores**-Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Rich's; Vaughn's; Uebinger's.

**Variety Stores**-Ben Franklin; Dollar General.

**Chain Supermarkets**-IGA Foodliner; Huck's; Big John's; Sav-A-Lot.

**Other Chain Stores**-Sears (catalog); Western Auto; Wal-Mart; Furn. Stores.

**14 - NEWSPAPERS:** CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 3,795; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jack L. Thatcher, Gen. Mgr., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., P.O. Box 519, Flora, IL 62839; Tel. (618) 662-2108.

**National Representative**: Landon Associates.

## FREEPORT

**1 - LOCATION:** Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in IL. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Rtes. 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

**2 - TRANSPORTATION: Railroads**-(freight)-Chicago Central Pacific.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service; Scenic Stage Line; Van Galder.
**Airlines**-Charter.

**3 - POPULATION:**
Corp. City 80 Cen. 26,266; E&P 89 Est. 25,266
CZ-ABC: (80) 26,412
RTZ-ABC: (80) 61,836
County 80 Cen. 49,723; E&P 89 Est. 49,777
City & RTZ-ABC: (80) 88,248

**4 - HOUSEHOLDS:**
City 80 Cen. 10,642; E&P 89 Est. 10,690
County 80 Cen. 18,439, E&P 89 Est. 17,729
CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 32,526

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $206,626,000 |
| Commercial | 3 | [illegible]0,176,000 |

**6 - PASSENGER AUTOS:** County 28,906

**7 - ELECTRIC METERS:** Residence 10,650

**8 - GAS METERS:** 11,267

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. Total: 7,850. Electrical Mach. 4,675; Fab. Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total: 9,150. Ret. Trade 2,175; Fin./Ins./R.E. 2,375; Whol. 400; Mine & Constr. 600; Trans. 375; Commun. & Public Util. 225; Service & Misc. Industries 2,225; Gov't Total: 2,450. Local 2,175; State 125; Federal 150.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Stephenson St., 4 on Main St., and cross sts. between Main and Stephenson in a 5-block area.
**Neighborhood Shopping Areas**-Spring St. from Walnut Ave. to State St.; S. Galena Ave. from Spring St. to Float St.; S. West Ave., between Empire St. and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20, South St., between S. West Ave. and S. Walnut.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| McCory's(4) | 2 | Coast-to-Coast |
| Freeport Lincoln Mall(15) | 2 | Sears, JCPenney, Eagle, Meadow Shpg. Ctr. |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Close**-Mon. morning (Downtown).
**Stores Open Evenings**-Mon., Fri.; Shopping Center & Major Chain, Mon. through Fri.
**Stores Open Sundays**-Drugs, discounts, most foods, chain stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Spurgeon's.
**Discount Stores**-Jupiter; Farm and Fleet; K mart.
**Variety Stores**-TG&Y.
**Chain Drug Stores**-Osco; Revco; Rexall; Walgreens.
**Chain Supermarkets**-Eagle Foods 2; Super Valu; Jewel; Food Bonanza; Jewel/Osco.
**Other Chain Stores**-Fannie May Candy; Brown Shoes; Endicott-Johnson; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Picway Shoes; Patterson Lumber; Lillian's Women's Wear; Paneling Unlimited; Jo Ann Fabric; Kelly Tire; Fashion Bug; Maurice; Curtis Mathis.

**14 - NEWSPAPERS:** JOURNAL-STANDARD (e) 17,172; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Deborah Soriano Kirk, Adv. Dir., JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
**National Representative**: Landon Associates.

## GALESBURG

**1 - LOCATION:** Knox County, E&P Map B-2. County Seat. Railroad, manufacturing and agricultural center. 163 railroad mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; SF.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-Britt.

**3 - POPULATION:**
Corp. City 80 Cen. 35,305; E&P 89 Est. 29,272
CZ-ABC: (80) 36,233
RTZ-ABC: (80) 82,974
County 80 Cen. 61,630; E&P 89 Est. 55,669
City & RTZ-ABC: (80) 119,207
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,555; E&P 89 Est. 11,253
County 80 Cen. 22,837; E&P 89 Est. 18,557
CZ-ABC: (80) 13,874
RTZ-ABC: (80) 29,976
City & RTZ-ABC: (80) 43,850

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $428,000,000 |
| Commercial | 4 | $285,444,000 |

**6 - PASSENGER AUTOS:** County 31,075

**7 - ELECTRIC METERS:** Residence 13,874

**8 - GAS METERS:** Residence 12,910

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Fab. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
**Principal Industrial Pay Days**-Fri., 13th & 28th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

**11 - TAP WATER:** Unlimited, from Mississippi River (aquifer).

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
**Neighborhood Shopping Centers**-N. Henderson St.; Grand Ave.; N. Seminary; Mommouth Blvd. and E. Main.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| North Henderson | 1 | Wal-Mart, Eagle, Jack's, Hyvee |
| Sandburg Mall(69) | 2 | Sears, JCPenney, Bergners, Osco |
| North Seminary | 1 | Giant |
| E. Main St. | NA | Giant, Eagle |
| W. Main St. | NA | Aldi Foods |
| Fremont | NA | Eagle |

**Principal Shopping Days**-Fri., Sat. & Sun.
**Stores Open Evenings**-Fri.; Food-Mon. through Sat.
**Stores Open Sundays**-Discount; Drug & Supermarkets; Sandburg Mall.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Kline's; Sears; Bergner's.
**Variety Stores**-Kresge's; Jack's.
**Discount Stores**-Jack's; K mart; Wal-Mart; Farm King.
**Chain Drug Stores**-Walgreens 2; Osco 2.
**Chain Supermarkets**-Giant 2; Aldi; Eagle 2; Hyvee; Hi-Lo 2; Ron's Super Value; Super Valu.
**Other Chain Stores**-Leath's (furn.); R. Kinney; Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hdwe.; Stiles Ace Hdwe.

**14 - NEWSPAPERS:** REGISTER-MAIL (e) 18,163; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
**National Representative**: Landon Associates.

## HARRISBURG

**1 - LOCATION:** Saline County, E&P Map C-5, 70 mi. WSW of Evansville, IN; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

**2 - TRANSPORTATION: Railroads**-Conrail; Illinois Central.
**Motor Freight Lines**-4.
**Intercity Bus Lines**-Southern Limited; Carbondale-Harrisburg.

**3 - POPULATION:**
Corp. City 80 Cen. 10,410; E&P 89 Est. 10,936
County 80 Cen. 27,417; E&P 89 Est. 28,589

**4 - HOUSEHOLDS:**
City 80 Cen. 3,848; E&P 89 Est. 4,460
County 80 Cen. 10,815; E&P 89 Est. 9,792

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 4 | $196,000,000 |

**6 - PASSENGER AUTOS:** County 14,088

**7 - ELECTRIC METERS:** Residence 5,479

**8 - GAS METERS:** Residence 3,950

**9 - PRINCIPAL INDUSTRIES:** Concrete Prods.; Coal; Metal Fab.
**Principal Pay Days**-Fri., 10th, 20th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
**Neighborhood Shopping Centers**-N. Main St. at R.R.; Granger & McKinley Ave.
**Shopping Centers**-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-P.N. Hirsch.
**Discount Stores**-Wal-Mart; K mart.
**Chain Drug Stores**-Rexall; SupeRx.
**Chain Supermarkets**-Foodland; IGA; Eb's Whse.; Kroger; The Mad Pricer.

**14 - NEWSPAPERS:** REGISTER (e) 6,891; sworn Sept. 26, 1988.
**Local Contact** for Advertising and Merchandising Data: Sonny Dotson, Gen. Adv. Mgr., REGISTER, 35 S. Vine; P.O. Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
**National Representative**: Landon Associates.

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**HERRIN**
**See CARBONDALE**

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## JACKSONVILLE

**1 - LOCATION:** Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Burlington Northern; Chicago, Missouri & Western.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 20,284; E&P 89 Est. 19,617
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 80 Cen. 37,505; E&P 89 Est. 37,195
City & RTZ-ABC: (80) 88,250

**4 - HOUSEHOLDS:**
City 80 Cen. 7,349; E&P 89 Est. 7,236
County 80 Cen. 17,160; E&P 89 Est. 12,124
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $1,173,417,000 |
| Savings & Loan | 3 | $149,315,779 |

**6 - PASSENGER AUTOS:** County 19,569

**7 - ELECTRIC METERS:** 8,740

**8 - GAS METERS:** 7,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Book Bindery 689; Food Proc. 712; Plastics 1,350; Tapes 1,000; 4 State Institutions 1,928; Furn. 150; Chem. 170; Misc. 245.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
**Shopping Centers**-Lincoln Square, 24 Stores: JCPenney, Country Fair, Klines, Walgreen's, Radio Shack, Fashion Bug, JoAnn Fabrics, Maurice's, The Fly.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Gillespie's; Klines; S-Bar-H; Tess; Lukeman's.
**Variety Stores**-Woolworth.
**Discount Stores**-Wal-Mart; Jack's; K mart.
**Chain Drug Stores**-Osco, Walgreen's, Medicare Pharmacy.
**Chain Supermarkets**-Country Fair; Harmon's IGA; Aldi Foods; Eagle.
**Other Chain Stores**-Kinney; Sherwin-Williams; Singer; Crown Shoe Rack; Sears (catalog); Ace Hdwe; Autoworks; Hucks; Radio Shack.

**14 - NEWSPAPERS:** JOURNAL COURIER (m) 14,842; (S) 15,531; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John Power, Pub., JOURNAL COURIER, 235 W. State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
**National Representative**: Thomson Newspapers.

## JOLIET

**1 - LOCATION:** Will County, (In Joliet PMSA). E&P Map D-2, County Seat. Industrial center.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
**Water Transportation**-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

**3 - POPULATION:**
Corp. City 80 Cen. 77,956; E&P 89 Est. 64,167
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 246,407
PMSA 80 Cen. 357,155; E&P 89 Est. 381,190
County 80 Cen. 326,503; E&P 89 Est. 347,678
City & RTZ-ABC: (80) 375,378
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 27,272; E&P 89 Est. 23,498
County 80 Cen. 103,071; E&P 89 Est. 139,774
PMSA 80 Cen. 113,841; E&P 89 Est. 122,249
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 75,590
City & RTZ-ABC: (80) 120,376

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 11 | $455,000,000 |
| Commercial | 25 | $643,000,000 |

**6 - PASSENGER AUTOS:** County 195,156

**7 - ELECTRIC METERS:** Residence County 85,941

**8 - GAS METERS:** Residence County 72,641

**9 - PRINCIPAL INDUSTRIES:** Food; Apparel; Pulp & Paper; Printing & Pub.; Petroleum Prods.; Fab. Metals; Elect. Mach.; Chem.; Wire; Roofing & Road Mach.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26.

First killing frost, Oct. 12; last killing frost, May 3.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55

**Neighborhood Shopping Centers**-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gordon(6) | 3 | Jewel Food, Osco |
| Hillcrest(25) | 5 | Walgreens, Service Mdse., Venture |
| North Ridge(12) | NA | Zayre, Cub Foods |
| Jackson Park(5) | NA | Certified Foods |
| Jefferson Plz.(7) | 2 | Tandy |
| Jefferson Sq.(55) | 5 | Wards, Walgreens, Zale's. |
| Marycrest(25) | 2 | Fayva, Dominicks |
| Westgate(8) | 3 | Westgate Drug |
| West Side(11) | 2 | B&B Foods |
| Louis Joliet Mall(98) | 7 | Sears, JCPenney, Marshall Field, Bergner, K mart, Silo. |
| Sams Ctr.(2) | 4 | Sam's Whol., Wal-Mart. |
| Twin Oaks(15) | NA | Computerland |
| Shorewood Plz.(30) | NA | Coast-to-Coast |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Wiebolt's; Montgomery Ward; Kline Bros., Sears, JCPenney, Service Merchandise; Marshall Field; Bergner-Weise.

**Discount Stores**-Venture; K mart 5; Wal-Mart

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6; Revco; Phar-Mor.

**Chain Supermarkets**-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; E-Z Pickins; Certified; Cub Foods.

**Other Chain Stores**-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros., Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-Way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes; Silo; Hyland, Toys-R-Us, Kids-R-Us, Michaels.

**14 - NEWSPAPERS:** HERALD-NEWS (e) 47,573; (S) 49,523; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.

**National Representative**: Sawyer-Ferguson-Walker.

## KANKAKEE

**1 - LOCATION:** Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Conrail.

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 30,141; E&P 89 Est. 24,971
CZ-ABC: (80) 57,988
RTZ-ABC: (80) 103,244
County/MSA 80 Cen. 103,048; E&P 89 Est. 96,122
City & RTZ-ABC: (80) 161,232

**4 - HOUSEHOLDS:**

City 80 Cen. 10,959; E&P 89 Est. 9,448
County/MSA 80 Cen. 34,930; E&P 89 Est. 35,158
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 6 | $387,185,000 |
| Savings & Loan | 3 | $884,004,305 |

**6 - PASSENGER AUTOS:** County 54,206

**7 - ELECTRIC METERS:** Residence 35,000

**8 - GAS METERS:** Residence 24,750

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Health Care 1,600; Home Appliances 600; Furn. 750; Outdoor Prods. 200; Paints 330; Plastic Floor Prods. 350; Media 500; Food Proc. 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chem. 565; Industrial Batteries 425; Metal Fab. 720; Edible Oils 225; Waxes 140; Plastic Home Prods. 250; Steel Prods. 250; Structural Steel Equip. 180.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.

**Neighborhood Shopping Centers**-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Days Inn, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte. 50 North and North St.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Downtown Mon., Fri.; Shopping Centers every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Carson Pirie Scott.

**Discount Stores**-K mart; K's Merchandise Mart; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens 2; Osco 2; Econo; Hooks.

**Chain Supermarkets**-Kroger 2; Jewel 2; Eagle 2; Food Expo 2; Food Festival.

**Other Chain Stores**-Fannie May Candies; Father & Son; Mae Paints; Fashion Bug; Payless Shoes.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 30,480; (S) 33,679; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sue Outsen, Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel. (815) 937-3300.

**National Representative**: Landon Associates.

## KEWANEE

**1 - LOCATION:** Henry County, (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area, corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 14,508; E&P 89 Est. 10,783
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 80 Cen. 384,347; E&P 89 Est. 376,206
County 80 Cen. 58,124; E&P 89 Est. 54,719
City & RTZ-ABC: (80) 65,406

**4 - HOUSEHOLDS:**

City 80 Cen. 5,637; E&P 89 Est. 4,428
County 80 Cen. 20,527; E&P 89 Est. 20,967
MSA 80 Cen. 138,256; E&P 89 Est. 139,057
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $116,959,000 |
| Savings & Loan | 2 | $185,000,000 |

**6 - PASSENGER AUTOS:** County 29,345

**7 - ELECTRIC METERS:** Residence 5,385

**8 - GAS METERS:** Residence 4,973

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Boilers, Heat Exchangers 225; Farm Implements 125; Leather Goods 60; Steel Door Frames, Alum. Windows 100; Heavy Equip. Trailers 315; Semi-Trailers 400.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main, 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-K mart; JCPenney; Spurgeon's, Wal-Mart.

**Variety Stores**-Osco, SupeRx.

**Chain Supermarkets**-Kroger; Super Valu; Eagle.

**Other Chain Stores**-Goodyear; Farm King; Radio Shack; Super America.

**14 - NEWSPAPERS:** STAR-COURIER (e) 7,613; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jane Maupin, Adv. Mgr., STAR-COURIER, 105 E. Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181, 1-800-777-8270.

**National Representative**: Landon Associates.

## LA SALLE-PERU-OGLESBY-SPRING VALLEY

**1 - LOCATION:** La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. SW of Chicago; 50 mi. NE of Peoria. 50 mi. W of Joliet. On IL deep waterway.

**2 - TRANSPORTATION: Railroads**-B-N; CSX; Peru Rail.

**Motor Freight Carriers**-41.

**Intercity Bus Lines**-Peoria-Rockford. Two interstate highways; regional airport. Illinois River-Port facilities; vessels served: barges, general cargo, bulk carriers.

**3 - POPULATION:**

Corp. Cities 80 Cen. 31,034; E&P 89 Est. 28,798
LaSalle 80 Cen. 10,347; E&P 89 Est. 9,682
Peru 80 Cen. 10,886; E&P 89 Est. 9,975
Oglesby 80 Cen. 3,979; E&P 89 Est. 3,702
Spring Valley 80 Cen. 5,822; E&P 89 Est. 5,439
CZ-ABC: (80) 32,530
RTZ-ABC: (80) 46,580
Counties 80 Cen. 148,253; E&P 89 Est. 139,765
La Salle 80 Cen. 109,139; E&P 89 Est. 103,476
Bureau 80 Cen. 39,114; E&P 89 Est. 36,289
City & RTZ-ABC: (80) 79,110

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 11,920; E&P 89 Est. 11,623
LaSalle 80 Cen. 4,173; E&P 89 Est. 4,095
Peru 80 Cen. 4,113; E&P 89 Est. 3,952
Oglesby 80 Cen. 1,487; E&P 89 Est. 1,451
Spring Valley 80 Cen. 2,147; E&P 89 Est. 2,125
Counties 80 Cen. 54,257; E&P 89 Est. 52,191
La Salle 80 Cen. 40,005; E&P 89 Est. 38,686
Bureau 80 Cen. 14,252; E&P 89 Est. 13,505
CZ-ABC: (80) 12,412
RTZ-ABC: (80) 16,814
City & RTZ-ABC: (80) 29,226

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $315,911,376 |
| Savings & Loan | 6 | $420,230,000 |

**6 - PASSENGER AUTOS:** Counties-La Salle 61,755; Bureau 20,956

**7 - ELECTRIC METERS:** Residence 11,331

**8 - GAS METERS:** Residence 11,687

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Elect. 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800 ($300).

**Principal Industrial Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-96; Summer 43-102; Fall 12-90; Winter -5-59. First killing frost, Oct. 15; last killing frost, May 1.

**11 - TAP WATER:** La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated; Spring Valley-Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shpg. ctrs., with neighborhood shpg. ctrs. adjoining each city.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Rt. 51(LaSalle) | NA | Eagle Foods |
| Marquette (Peru)(6) | NA | Wagner Home Ctr., Denler's Mkt. |
| Park Plz.(Peru)(5) | NA | Eagle Foods |
| Peru Mall(85) | NA | Mont. Ward, JCPenney, Bergners |

**Principal Shopping Days**-Mon., Thur., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bergner; Montgomery Ward.

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens; Osco.

**Chain Supermarkets**-Denler's; Eagle; Gregorich's; Aldi; Food Bonanza; Convenient; Lou's.

**Other Chain Stores**-Kinney Shoe; Sears (catalog); Leslie's Shoe; Maurice's; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Chukkers; Claire's Boutique; Family Tree; Fashion Bug Plus; Marianne's; Lerner; Limited; Motherhood Maternity; Payless Shoe Source; Brown's Sporting Goods; Kay-Bee Toys; Kirlin's Hallmark; Mostly Wicker; Stay 'N' Touch; Things Remembered; Waldenbooks; Love Shop; Wooden Nail.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (e) 19,681; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert F. Vickrey, V.P. Sales/Mktg., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.

**National Representative**: None.

## LAWRENCEVILLE

**1 - LOCATION:** Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, IN. On State Hwy. 1; U.S. Hwy. 50.

**2 - TRANSPORTATION: Railroads**-St. Louis Div. of B&O; Cairo Div. of CCC&StL.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 5,652; E&P 89 Est. 5,643
County 80 Cen. 17,823; E&P 89 Est. 19,619

**4 - HOUSEHOLDS:**

City 80 Cen. 2,307; E&P 89 Est. 2,358
County 80 Cen. 6,754; E&P 89 Est. 6,630

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $50,000,000 |
| Savings & Loan | 2 | $40,000,000 |

**6 - PASSENGER AUTOS:** County 8,972

**7 - ELECTRIC METERS:** Residence 3,033

**8 - GAS METERS:** Residence 2,650

**9 - PRINCIPAL INDUSTRIES:** Electric Refrigerator Components; Petroleum By-Products; Ins.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, chemically softened; fluoridated.

**12 - RETAILING: Shopping Center**-J's Plaza (5 stores-IGA Mkt.).

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Western Auto; Dick Fessel; Store for Men; Yosowitz; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; The Gallery.

**Chain Drug Stores**-Hedde's; Studley's Rexall; Hook's; Wal-Mart.

**Discount Stores**-Dollar General.

**Chain Supermarkets**-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 4,490; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St.; P.O. Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.

**National Representative**. None.

## LIBERTYVILLE-MUNDELEIN-VERNON HILLS

**1 - LOCATION:** Lake County (In Lake County PMSA), E&P Map D-1.

**2 - TRANSPORTATION: Railroads**-Metra; Milwaukee.

**Intercity Bus Line**-Pace.

**3 - POPULATION:**

Corp. Cities 80 Cen. 43,400; E&P 89 Est. 50,150
Libertyville 80 Cen. 16,520; E&P 89 Est. 18,305
Mundelein 80 Cen. 17,053; E&P 89 Est. 19,020
Vernon Hills 80 Cen. 9,827; E&P 89 Est. 12,825
NDM-ABC: (80) 46,305
County 80 Cen. 441,865; E&P 89 Est. 498,065
PMSA 80 Cen. 441,865; E&P 89 Est. 498,065

**4 - HOUSEHOLDS:**

Cities 80 Cen. N.A.; E&P 89 Est. N.A.
Libertyville 80 Cen. N.A.; E&P 89 Est. N.A.
Mundelein 80 Cen. N.A.; E&P 89 Est. N.A.
Vernon Hills 80 Cen. N.A.; E&P 89 Est. N.A.
County 80 Cen. N.A.; E&P 89 Est. 191,988
NDM-ABC (80): 14,746
PMSA 80 Cen. 139,715; E&P 89 Est. 159,419

| **5 - BANKS** | **Number** | **Deposits** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 299,064

**7 - ELECTRIC METERS:** Residential: N.A.

**8 - GAS METERS:** Residential: N.A.

**9 - PRINCIPAL INDUSTRIES:** Medical Supplies; Heavy Vehicle Mfg.; Chemical & Mineral Refining. (No. of Wage Earners-N.A.).

**Principal Industrial Pay Day**-N.A.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Wells-city owned.

**12 - RETAILING: Principal Shopping Center**-Milwaukee Ave., Peterson Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Hawthorne Shpg. Ctr.(200) | 3 | Marshall Fields, Carson's, Sears |
| Rivertree(30) | 3 | Highland, Crawford Women's Wear, Michael's |
| Fashion Sq.(30) | 3 | Kole's, Marshall's |

**13 - RETAIL OUTLETS: Department Stores**-Marshall Fields; Carson's; Sears; Marshall's; Kole's.

**Discount Stores**-K mart; Service Merchandise; Wal-Mart.

**Chain Drug Stores**-Walgreens; Perry Drugs; Phar-Mor.

**Chain Food Supermarkets**-Jewel; Eagle; Dominicks.

**14 - NEWSPAPERS:** SOUTH WEST NEWS-SUN (e-mon to fri) 5,057; (wknd) 5,405; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tim O'Donnell, Adv. Ret. Sales Mgr., SOUTH WEST NEWS-SUN, 100 West Madison St., Waukegan, IL 60085; Tel. (312) 362-2090.

**National Representative**-Sawyer-Ferguson-Walker Co.

## LINCOLN

**1 - LOCATION:** Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On I-55; State Hwys. 10 & 121.

**2 - TRANSPORTATION: Railroads**-G.M.&O.; Illinois Central.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 16,327; E&P 89 Est. 15,718
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 80 Cen. 31,726; E&P 89 Est. 30,841
City & RTZ-ABC: (80) 31,802

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,041; E&P 89 Est. 6,160
County 80 Cen. 12,249; E&P 89 Est. 10,148
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ-ABC: (80) 11,290

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $159,788,000 |
| Savings & Loan | 2 | $1,967,326,000 |

**6 - PASSENGER AUTOS:** County 15,839

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Elect. Controls 600 ($170); Store Fixt. 197 ($175).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16; last killing frost, Apr. 6.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-23 blocks on Broadway; Kickapoo, Pulaski; McLean, Chicago & Sangamon Sts.

**Neighborhood Shopping Centers**-Heritage Plz. (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.

**Principal Shopping Days**-Mon., Tues., Fri., Sat.

**Stores Open Evenings**-Fri.; Shopping Ctrs. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog); Spurgeon's; JCPenney.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart; Wal-Mart.

**Chain Drug Stores**-SupeRx; People's Drug.

**Chain Supermarkets**-Krogers; Alexander's; Eisner; Super Valu; Eagle; Aldi.

**Other Chain Stores**-Goodyear.

**14 - NEWSPAPERS:** COURIER (e) 6,718; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Foster, Gen. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101

**National Representative**. None.

## LITCHFIELD

**1 - LOCATION:** Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of [illegible] IL. Rt. 16.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Norfolk & Western.

**Motor Freight Carriers**-24 (3 Local Terminals).

**Intercity Bus Lines**-Continental Trailways; Deluxe Trailways; Eastern Greyhound.

**Airlines**-None. General Aviation Municipal Field.

**3 - POPULATION:**

Corp. City 80 Cen. 7,204; E&P 89 Est. 7,086
County 80 Cen. 31,648; E&P 89 Est. 31,348

**4 - HOUSEHOLDS:**

City 80 Cen. 2,792; E&P 89 Est. 2,809
County 80 Cen. 11,963; E&P 89 Est. 10,889

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $108,044,000 |
| Savings & Loan | 1 | $12,351,000 |

**6 - PASSENGER AUTOS:** County 16,169

**7 - ELECTRIC METERS:** Residence 2,826; Comm. & Ind. 457

**8 - GAS METERS:** Residence 2,606; Comm. & Ind. 346

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip. 75 ($275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furn. Mfg. 20 ($250); Flower Growing 15 ($300); Pkg. 45 ($200).

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Litchfield Plaza(10) | 1 | Kroger, Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.; Grocery nightly.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General.

**Discount Stores**-Wal-Mart; Fashion Lane.

**Chain Drug Stores**-Medicare Pharmacy; Medicine Shoppe; Health Mart.

**Chain Supermarkets**-Kroger; Capri IGA; National; Aldi Discount.

**Other Chain Stores**-S&L Auto Supply; Western Auto; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

**14 - NEWSPAPERS:** NEWS-HERALD (e-mon to fri) 5,800; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.

**National Representative**. None.

## MACOMB

**1 - LOCATION:** McDonough County, E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67, 136.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 19,863; E&P 89 Est. 19,161
CZ-ABC: (80) 19,863
RTZ-ABC: (80) 42,049
County 80 Cen. 37,076; E&P 89 Est. 34,856
City & RTZ-ABC: (80) 61,912

**4 - HOUSEHOLDS:**

City 80 Cen. 5,848; E&P 89 Est. 5,937
County 80 Cen. 12,429; E&P 89 Est. 10,309
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 16,038
City & RTZ-ABC: (80) 21,980

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $140,339,046 |
| Savings & Loan | 3 | $125,896,303 |

**6 - PASSENGER AUTOS:** County 15,498

**7 - ELECTRIC METERS:** Residence 7,066

**8 - GAS METERS:** Residence 5,392

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Pottery 130; Elect. 253; Bearings 651; Univ. 1,700 (Enrollment 14,300); Hosp. 536.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Maclan Plz.; University Drive Mall (25 stores).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Spurgeon's; Klines; Scripps-Reno; Ring's.

**Discount Stores**-Farm King; Wal-Mart; K mart; McCrory.

**Chain Drug Stores**-Osco.

**Chain Supermarkets**-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 7,967; (S) 8,114; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Kevin Burcham, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.

**National Representative**: Landon Associates.

## MARION

**1 - LOCATION:** Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

**2 - TRANSPORTATION: Railroads**-C&EI; Illinois Central; CB&Q, 2 miles west.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Britt (Williamson County Airport); Ozark Midwest.

**3 - POPULATION:**

Corp. City 80 Cen. 14,031; E&P 89 Est. 14,350
County 80 Cen. 56,761; E&P 89 Est. 57,927

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 5,791; E&P 89 Est. 5,939
County 80 Cen. 21,825; E&P 89 Est. 19,631

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $209,000,000 |
| Savings & Loan | 2 | $84,000,000 |

**6 - PASSENGER AUTOS:** County 29,304

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Elect. Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Offfice General Telephone Co.; Div. Office Illinois Public Service; Stell Fab. Bldg.; Oil Proc.; Soft Drink Bottling.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lincoln Sq. | NA | Merle Norman |
| Marion Plz.(22) | NA | Baskin-Robbins, Payless Shoes, Curtis Mathis |
| Marion Plz.(14) West(14) | NA | Coast-to-Coast, Town 'N Country |
| Westmore Plz. | NA | Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sherman; Wal-Mart.

**Variety Stores**-Ben Franklin; Dollar General.

**Chain Drug Stores**-Parks; Campbell (Rexall); Revco; Medicare-Glaser; Hooks.

**Chain Supermarkets**-Kroger; Food Towne; Smalls; Bays; Aldi; Mack's Super Foods.

**Other Chain Stores**-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Wolohan

Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowes Lumber Yard; Ace Hdwe.; Stevenson's; Donutland.

**14 - NEWSPAPERS:** REPUBLICAN (e) 4,254; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Woody Almon, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
**National Representative**: None.

## MATTOON

**1 - LOCATION:** Coles County, on E&P Map C-4. Agric., oil, industrial, mfg. & R.R. ctr. At junction of Illinois Central & Conrail railroads. 171 mi. S of Chicago; 130 mi. NE of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; Conrail.
**Airlines**-American Express.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Ill. Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 19,055; E&P 89 Est. 17,526
CZ-ABC: (80) 19,293
RTZ-ABC: (80) 36,281
County 80 Cen. 53,170; E&P 89 Est. 52,924
City & RTZ-ABC: (80) 55,574
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,775; E&P 89 Est. 6,797
County 80 Cen. 18,919; E&P 89 Est. 15,897
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $130,712,000 |
| Savings & Loan | 3 | $119,000,000 |

**6 - PASSENGER AUTOS:** County 25,143

**7 - ELECTRIC METERS:** Residence 8,950

**8 - GAS METERS:** Residence 7,975

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 85 ($175); Road Mach. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 1,100 ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on six streets. A shpg. ctr. is located on E. edge of city.
**Nearby Shopping Centers**-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Elder Beerman, JCPenney); Good Neighbor (8 stores-IGA).
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Daily except Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JC Penney; Bergners; Elder Beerman.
**Discount Stores**-Mattoon Warehouse Sales; Big Lots; K mart; Wal-Mart; Double Discount; Rural King.
**Chain Drug Stores**-Medicine Shoppe; Walgreens; Osco.
**Chain Supermarkets**-My Store; Wilb Walker; Jewell; New Horizon Foods.
**Other Chain Stores**-Sherwin-Williams; 1-Hour Martinizing; Neal Tire; General Nutrition; Hillman Jewelers; Kinney Shoes; Kirlin's; So Fro Fabrics; Stuart's; Waldenbooks; Radio Shack; Bresler's Ice Cream; Maurice's; Gehl's True Value; Dollar General; Endicott Johnson; Payless Shoes; Deb Shop.

**14 - NEWSPAPERS:** JOURNAL-GAZETTE (m) 12,039; Sept. 30, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
**National Representative**: Landon Associates.

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**MOLINE**
**See ROCK ISLAND**

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## MONMOUTH

**1 - LOCATION:** Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwys. 34 & 67.

**2 - TRANSPORTATION: Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,706; E&P 89 Est. 9,245
County 80 Cen. 21,927; E&P 89 Est. 20,461
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,974; E&P 89 Est. 3,506
County 80 Cen. 7,887; E&P 89 Est. 6,992

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $140,000,000 |
| Savings & Loan | 2 | $130,000,000 |

**6 - PASSENGER AUTOS:** County 10,467

**7 - ELECTRIC METERS:** Residence 4,500

**8 - GAS METERS:** Residence 4,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-College 157; Trucking 480; Misc. Mfg. 530.
**Principal Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** First killing frost, Oct. 14; last killing frost, Apr. 27.

**11 - TAP WATER:** Alkaline; natural fluoridated.

**12 - RETAILING: Principal Shopping Center**-Main St. and Hwy. 34 East.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's.
**Discount Stores**-Jack's; Farm King; K mart.
**Chain Supermarkets**-Easter's Giant; Eagle's; Save-A-Lot; IGA.
**Other Chain Stores**-People's Do-IT; Bowman Shoes; Radio Shack; Super America (Food Convenience); Les-on Drugs; Casey's.

**14 - NEWSPAPERS:** REVIEW ATLAS (m) 4,318; Publisher's statement Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Scott Champion, Publisher, REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
**National Representative**: Landon Associates.

## MORRIS

**1 - LOCATION:** Grundy County, (In Joliet PMSA). E&P Map C-2, County Seat.

**2 - TRANSPORTATION: Railroads**-CRI&P; E.L.& E.; Rock Island; Santa Fe; I.C.G.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Rockford-Peoria.

**3 - POPULATION:**
Corp. City 80 Cen. 8,833; E&P 89 Est. 9,340
County 80 Cen. 30,652; E&P 89 Est. 33,512
PMSA 80 Cen. 357,155; E&P 89 Est. 381,190

**4 - HOUSEHOLDS:**
City 80 Cen. 3,475; E&P 89 Est. 3,808
County 80 Cen. 10,770; E&P 89 Est. 12,764
PMSA 80 Cen. 113,841; E&P 89 Est. 122,249

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 5 | $673,058,220 |
| Commercial | 7 | $261,873,117 |

**6 - PASSENGER AUTOS:** County 18,189

**7 - ELECTRIC METERS:** Residence 3,315

**8 - GAS METERS:** Residence 2,935

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Aluminum 400 ($200); Petroleum 720 ($200).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's, Baum's, Marben's.
**Variety Stores**-Alco.
**Chain Drug Stores**-Independents 2, Rexall 2.
**Chain Supermarkets**-Nash Finch; Eagle.
**Other Chain Stores**-Bowman Shoes; Sears (catalog); Montgomery Ward; Goodyear; Tractor Supply Co.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 7,455; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221.
**National Representative**: None.

## MOUNT CARMEL

**1 - LOCATION:** Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Hwys. 1, 15, 64.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 8,908; E&P 89 Est. 9,638
County 80 Cen. 13,728; E&P 89 Est. 14,620

**4 - HOUSEHOLDS:**
City 80 Cen. 3,405; E&P 89 Est. 3,830
County 80 Cen. 5,160; E&P 89 Est. 5,210

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $150,000,000 |
| Savings & Loan | 3 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 7,403

**7 - ELECTRIC METERS:** Residence 3,720

**8 - GAS METERS:** Residence 3,049

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; last killing frost, Mar. 6.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Market St.
**Neighborhood Shopping Centers**-N. Market St.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin.
**Discount Stores**-Target.
**Chain Drug Stores**-Denton Rexall, Hooks.
**Chain Supermarkets**-IGA; Red & White; Mt. Carmel Foods.

**14 - NEWSPAPERS:** REPUBLICAN-REGISTER (e-mon to fri) 4,503; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Sally Voight, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St.; Box 550, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
**National Representatives**: American Newspaper Representatives; Illinois Press Association.

## MOUNT VERNON

**1 - LOCATION:** Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Hwy. and I-57, I-64, I-24.

**2 - TRANSPORTATION: Railroads**-CSX; Norfolk & Southern; Missouri Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound.
**Airline**-Allegheny Commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 16,995; E&P 89 Est. 17,559
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 32,485
County 80 Cen. 36,354; E&P 89 Est. 38,965
City & RTZ-ABC: (80) 50,437
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,016; E&P 89 Est. 7,581
County 80 Cen. 13,894; E&P 89 Est. 13,675
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 11,984
City & RTZ-ABC: (80) 19,337

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $309,138,454 |
| Savings & Loan | 3 | $1,792,541,544 |

**6 - PASSENGER AUTOS:** County 19,760

**7 - ELECTRIC METERS:** Residence 19,306

**8 - GAS METERS:** Residence 9,251

**9 - PRINCIPAL INDUSTRIES:** Elect. Apparatus; Neon Sings; Tires; Locomotive; Magazine Printing, Coal; Mining Equipment.

**10 - CLIMATE:** Min. & Max. Temps.-39 & 56.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown Retailers (45 stores); Park Plaza (2 stores); Times Square Mall (32 stores).
**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Mammoth; JCPenney; Sears (catalog).
**Discount Stores**-Dobbs; Under Cost; Special Crafts; Wal-Mart; K mart; Big Lots.
**Chain Variety Stores**-Dollar General; Tractor Supply Co.
**Chain Drug Stores**-SupeRx; Byrd Watson 2.
**Chain Supermarkets**-IGA; Sharps; Small Southern 3; Hucks 4.

**14 - NEWSPAPERS:** REGISTER-NEWS (e) 11,287; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sarah Sledge, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
**National Representative**: Thomson Newspapers.

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**MURPHYSBORO**
**See CARBONDALE**

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**NORMAL**
**See BLOOMINGTON**

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**NORTH CHICAGO**
**See WAUKEGAN**

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**OGLESBY**
**See LA SALLE**

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## OLNEY

**1 - LOCATION:** Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, IN. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

**2 - TRANSPORTATION: Railroads**-B & O (Baltimore to St. Louis); Illinois Central.
**Motor Freight Carriers**-10.

**3 - POPULATION:**
Corp. City 80 Cen. 9,026; E&P 89 Est. 8,999
County 80 Cen. 17,588; E&P 89 Est. 17,725

**4 - HOUSEHOLDS:**
City 80 Cen. 3,724; E&P 89 Est. 3,773
County 80 Cen. 6,721; E&P 89 Est. 6,143

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $51,000,000 |
| Savings & Loan | 1 | $16,000,000 |

**6 - PASSENGER AUTOS:** County 9,197

**7 - ELECTRIC METERS:** County 6,600

**8 - GAS METERS:** County 4,650

**9 - PRINCIPAL INDUSTRIES:** Oil Prods.; Oil Field Supplies; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; Mfg. Bicycle Parts.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Six nights and until 6:00 pm on Sunday in new shopping center.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Chain Drug Stores**-SupeRx.

**Discount Stores**-Pool Bargain Ctr.; Wal-Mart.

**Chain Supermarkets**-IGA; Red & White; Big John's.

**14 - NEWSPAPERS:** MAIL (e) 4,503; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Louis Valbert, Pub./Pres., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.

**National Representative**: Landon Associates.

## OTTAWA

**1 - LOCATION:** LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

**2 - TRANSPORTATION: Railroads**-Burlington (freight); Chessie Line.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Peoria Rockford.

**3 - POPULATION:**

Corp. City 80 Cen. 18,166; E&P 89 Est. 17,060
CZ-ABC: (80) 27,168
Bal. in NDM-ABC: (80) 33,232
CZ & NDM-ABC: (80) 60,400
County 80 Cen. 109,139; E&P 89 Est. 103,476

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,008; E&P 89 Est. 6,902
County 80 Cen. 40,005; E&P 89 Est. 38,686
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,296
CZ & NDM-ABC: (80) 21,427

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $279,923,525.89 |
| Savings & Loan | 2 | $349,701,321.69 |

**6 - PASSENGER AUTOS:** County 61,755

**7 - ELECTRIC METERS:** Residence 8,500

**8 - GAS METERS:** Residence 8,085

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Sand-139 ($1,175) Tools 85 ($418); Pressed Glass 40 ($320); Plastics 356 ($571); Auto Parts 232 ($358); Plate Glass 744 ($470); Belting 155 ($350); Consumer Electronics 49 ($300).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 5-88; Summer 42-102; Fall 16-91; Winter 6-69; First killing frost, Oct. 7; last killing frost, May. 8.

**11 - TAP WATER:** Alkaline, degree water hardness 17 gr.; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 stores).

**Neighborhood Shopping Centers**-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Naplate | 2 | Valesano's |
| South Ottawa | 1 | Handy Foods, South Towne Pharmacy |
| South Towne Mall | 3 | K mart, Spurgeon's, Eagles |
| Columbus St. | 2 | Kroger's, SupeRx, Floor Ceiling, Value City, Wal-Mart |
| Columbus St. & I-80 | 3 | Wolohan, Farm'N Fleet |

**Principal Shopping Days**-Thur., Sat & Mon.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeons.

**Discount Stores**-K mart; Value City; Wal-Mart.

**Chain Drug Stores**-Walgreens; SupeRx; Wal-Mart.

**Chain Supermarkets**-Kroger's; Eagle; C & J Foods.

**Other Chain Stores**-Farm & Fleet; Tractor Supply; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Wolohan; Schwinn Cyclery; Here's Hallmark; Kirlin's Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; Disc Jockey; Turk's Furn; Pickway Shoes; TCBY; Sub Shop; Mr. Donut.

**14 - NEWSPAPERS:** TIMES (e) 12,728, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.

**National Representative**: Landon Associates.

## PARIS

**1 - LOCATION:** Edgar County, E&P Map D-14, County Seat.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Southern Limited; Western Motor Lines.

**3 - POPULATION:**

Corp. City 80 Cen. 9,885; E&P 89 Est. 8,445
County 80 Cen. 21,784; E&P 89 Est. 19,908

**4 - HOUSEHOLDS:**

City 80 Cen. 3,979; E&P 89 Est. 3,582
County 80 Cen. 8,332; E&P 89 Est. 7,004

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $73,800,000 |
| Savings & Loan | 2 | $58,300,000 |

**6 - PASSENGER AUTOS:** County 10,899

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Around town square and blocks on each side.

**Neighborhood Shopping Centers**-N. Main St.; Jefferson Ave.; E Jasper Street.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., Mon.

**Stores Open Sundays**-Some.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General.

**Discount Stores**-K mart; Pools Bargain Center.

**Variety Stores**-Moeller Variety; Cricket Shop.

**Chain Supermarkets**-Kroger; Bridwell's, Paris; Ray's IGA.

**14 - NEWSPAPERS:** BEACON-NEWS (e) 6,600; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: E.H. Jenison, Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St.; P.O. Box 357, Paris, IL 61944; Tel. (217) 465-6424.

**National Representative**: Landon Associates.

## PAXTON

**1 - LOCATION:** Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; I-57.

**2 - TRANSPORTATION: Railroads**-Illinois Central main line: Chicago to New Orleans.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 4,258; E&P 89 Est. 4,131
County 80 Cen. 15,295; E&P 89 Est. 14,689

**4 - HOUSEHOLDS:**

City 80 Cen. 1,626; E&P 89 Est. 1,643
County 80 Cen. 5,739; E&P 89 Est. 5,200

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $47,851,000 |
| Savings & Loan | 2 | $4,900,000 |

**6 - PASSENGER AUTOS:** County 8,497

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Broom Mfg. 150 ($175); TV-Radio Transformers 220 ($150); Telephone Jacks 100 ($225); Cooling Tower Mfg. 175 ($300); Electronic Components N.A.

**10 - CLIMATE:** Min. & Max. Temp.-10-99.

**11 - TAP WATER:** Fluoridated, Hard, Rusty.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Laybourn's; Larson's; Fashion Fair; Georgia's; The Bridal Lane.

**Drug Stores**-Sav-Mor; Hudson Family Drug Ctr.

**Chain Supermarkets**-IGA; Convenient Food Mart.

**Other Chain Stores**-Firestone; Western Auto; Tru Value Hdwe.; Ben Franklin; Andrews Lumber & Hdwe.; Fancies & Fantasies; Simply Pat's; Bette's Flowers & Gifts.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 1,360; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.

**National Representative**: None.

## PEKIN

**1 - LOCATION:** Tazewell County, (In Peoria MSA). E&P Map C-3, County Seat. Industrial and agricultural center.

**2 - TRANSPORTATION: Railroads**-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).

**Intercity Bus Lines**-Illini-Swallow; Peoria-Pekin.

**Motor Freight Carriers**-34.

Two large river terminals, one airport.

**3 - POPULATION:**

Corp. City 80 Cen. 33,967; E&P 89 Est. 34,717
CZ ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 80 Cen. 366,800; E&P 89 Est. 341,986
County 80 Cen. 132,553; E&P 89 Est. 127,241
City & RTZ-ABC: (80) 134,759

**4 - HOUSEHOLDS:**

City 80 Cen. 12,928; E&P 89 Est. 13,488
County 80 Cen. 46,383; E&P 89 Est. 126,132
MSA 80 Cen. 130,767; E&P 89 Est. 47,574
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 4 | $151,149,000 |

**6 - PASSENGER AUTOS:** County 72,590

**7 - ELECTRIC METERS:** 14,286

**8 - GAS METERS:** 12,012

**9 - PRINCIPAL INDUSTRIES:** Corn Prods.; Distilling; Elect.; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Proc.; Iron Foundry; Non-ferrous Metal Proc.; Automotive Parts; Chemicals.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Court St.; 4 Sts. intersecting Court; 3 blocks on Margaret.

**Neighborhood Shopping Centers**-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pekin Mall(58) | 3 | P.M. Bergner, Zale's, Sears |
| Market Sq. Plz. | 1 | County Mkt., SupeRx |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Dept. stores-All; Food-24 hrs.

**13 - RETAIL OUTLETS: Department Stores**-N. Reuling; Bergner's; Sears.

**Discount Store**-K mart; Wal-Mart.

**Chain Drug Stores**-SupeRx 3; Walgreens.

**Chain Supermarkets**-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's; Arnett's.

**Other Chain Stores**-Brown's; Zales; Gordon's; Radio Shack; So Fro; JoAnn Fabrics; Cohen's.

**14 - NEWSPAPERS:** TIMES (e) 15,059; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Eleanor Gibbons, Adv. Dir., TIMES, 20 S. 4th St., PO Box 430, Pekin, IL 61555; Tel. (309) 346-1111.

**National Representative**: Landon Associates.

## PEORIA

**1 - LOCATION:** Peoria County, (MSA) E&P Map C-3. County Seat. Major medical center; industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; C&NW; Illinois Central; Illinois Terminal N&W; Conrail; P&PU; Peoria Terminal; Santa Fe; Chicago Northwestern; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western; Pioneer.

**Motor Freight Carriers**-66.

**Intercity Bus Lines**-Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.

**Airlines**-American Eagle; Continental Express; Midway Connection; Northwest; TWA; Trans World Express; United; Airborne; Emory World; Federal Express; Purolator Courier.

**Barge Lines**-Jubilee Materials; Peoria Barge Terminal; Peoria Harbor & Fleeting Service; C.F. Industries.

**3 - POPULATION:**

Corp. City 80 Cen. 124,160; E&P 89 Est. 102,837
CZ-ABC: (80) 231,642
RTZ-ABC: (80) 233,719
MSA 80 Cen. 366,800; E&P 89 Est. 341,986
County 80 Cen. 200,700; E&P 89 Est. 181,849
City & RTZ-ABC: (80) 465,361

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 46,459; E&P 89 Est. 40,131
County 80 Cen. 73,329; E&P 89 Est. 63,360
MSA 80 Cen. 130,737; E&P 89 Est. 126,132
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 28 | $1,725,678,539 |
| Savings & Loan | 19 | NA |
| Credit Unions | 31 | NA |

**6 - PASSENGER AUTOS:** County 108,275

**7 - ELECTRIC METERS:** Residence 80,697

**8 - GAS METERS:** Residence 64,369

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Equip. Diesel Eng. 23,200 ($690); Primary Metals 2,800 ($621); Printing & Pub. 2,100 ($472); Total Mfg. 35,600 ($604).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area; Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.

**Other Major Retail Areas**-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northwoods(81) | 3 | JCPenney, Mont. Ward |
| Westlake(24) | 3 | |
| Pekin Mall(48) | 7 | JCPenney, Sears, Gold Exchange |
| Sheridan Vlg.(31) | 2 | Kresge's, P.A. Bergner |
| Madison Park(7) | 2 | Bergner's Dept. Store, Kroger's |
| Junction City(18) | 3 | Siegrist |
| Metro Centre(34) | 3 | |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Suburban-every evening & Sunday; Downtown-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bergner's 3; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.

**Discount Stores**-K mart 5; Unclaimed Freight Stores; Venture; T.J. Maxx; Wal-Mart; Dollar General.

**Variety Stores**-Ben Franklin 2; Fogler 2; J & M; L's Sundries.

**Chain Drug Store**-Bogard's 6; Green 2; Walgreens 3; Rexall; SupeRx 10; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4.

**Chain Supermarkets**-Ben Schwartz (IGA) 3; IGA 4; Cardinal 5; Convenient Food Mart 18; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 20; Thompson Food Basket 8; Vogels; Aldi 3; Stop & Save; 7-Eleven 2; Lowells 2.

**Women's Wear**-Brom's Furs & Fashions; Cain's; Casual Corner; C.R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Classics Plus; Fashions Plus Ltd. 2; Pines; Stuart's; House of Larger Sizes; Just Petites; Paul Harris; Varsity Shop; Marianne's; Margo's; Strawberry Patch; Maurices Apparel; Worths; Fashion Bug; Allens Vogue; Susie's Casuals; D. Schaffer's; Benetton; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Fels; Jene's Ltd.; Pappagallo; Scruples; Ups N Downs; Heiler For Her; 16 Plus; Seiferts; The Limited; Bride's Corner; Brooks.

**Men's Wear**-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; Big & Tall Men's Shop 2; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; Beanies Ltd. 2; His Place; Kuppenheimer Direct; Suit Yourself; Beanies Too; Chiavini's; Jeans West; McCanns 2.

**Other Chain Stores**-Sparr Store; Spiegel's; Baker's Shoes 2; Father & Son Shoes; Life Stride; Thom McAn; Toys 'R' Us; Kids 'R Us; Kay Bee; Children's Palace; Dr. Scholl's; Coach House 2; Kinney 2; Kirlin's; Fannie May 3; Zale's 2; Automotive: Firestone 2, Goodrich, Tire America; Goodyear 2, General Tire; Bagels-N-More; Singer Co.; Payless Shoes; Weisser's Neu Optical; Lens Crafters; Pearle Vision; Helzbergs Jewelers; Burlington Coat Factory; Radio Shack 8; JR Music; Computerland; Midas 3; B. Dalton Bookseller; Waldenbooks 2; Lechter's; CPI Photo; Florsheim; Wicks & Sticks.

**14 - NEWSPAPERS:** JOURNAL STAR (all day) 93,433; (sat) 112,229; (S) 115,722; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## PERU
**See LA SALLE**

## PONTIAC

**1 - LOCATION:** Livingston County, E&P Map C-2, County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 90 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; Amtrak.

**Intercity Bus Lines**-Trailways; Greyhound.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 11,227; E&P 89 Est. 11,667
CZ-ABC: (80) 11,227
RTZ-ABC: (80) 32,249
County 80 Cen. 41,381; E&P 89 Est. 42,011
City & RTZ-ABC: (80) 43,476

**4 - HOUSEHOLDS:**

City 80 Cen. 3,610; E&P 89 Est. 3,990
County 80 Cen. 14,077; E&P 89 Est. 14,733
CZ-ABC: (80) 3,610
RTZ-ABC: (80) 11,222
City & RTZ-ABC: (80) 14,832

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $126,786,932 |
| Savings & Loan | 2 | $1,248,532,911 |

**6 - PASSENGER AUTOS:** County 20,541

**7 - ELECTRIC METERS:** Residence 4,309

**8 - GAS METERS:** Residence 4,287

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gloves 98; Printing 650; Steel Prods. 320; State Penitentiary 600; Quarries 100; Diesel Motor Co. 700; Custom Tool & Die 20.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main, Madison, Washington & Mill (around Sq.).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Vermillion Plz.(15) | 2 | Spurgeon's, K-mart, Coast-to-Coast, Dollar General |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Open Evenings**-Food Chains-every night & Sun.; Others-Thur.-9p.m.; Shpg. Ctrs.-Mon. through Sat. until 9 p.m.; Sun. until 6.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Discount Stores**-K mart.

**Chain Supermarkets**-Neimann's; Don's Red Fox.

**Other Chain Stores**-Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack; White Hen Pantry.

**14 - NEWSPAPERS:** LEADER (e) 7,846; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchadising Data: Dan Fetgatton, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.

**National Representative**: Landon Associates.

## QUINCY

**1 - LOCATION:** Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis; 220 mi. from Kansas City; 285 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Norfolk & Western.

**Motor Freight Carriers**-24.

**Airlines**-Britt Airways; TW Express.

**3 - POPULATION:**

Corp. City 80 Cen. 42,552; E&P 89 Est. 38,744
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 137,641
County 80 Cen. 71,714; E&P 89 Est. 68,309
City & RTZ-ABC: (80) 191,037

**4 - HOUSEHOLDS:**

City 80 Cen. 16,718; E&P 89 Est. 15,823
County 80 Cen. 26,423; E&P 89 Est. 23,471
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 51,270
City & RTZ-ABC: (80) 71,539

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $494,481,000 |
| Savings & Loan | 3 | $637,784,000 |

**6 - PASSENGER AUTOS:** County 36,586

**7 - ELECTRIC METERS:** 20,751

**8 - GAS METERS:** 17,582

**9 - PRINCIPAL INDUSTRIES:** Chemicals; Stoves; Limestone Prods.; Food Prods.; Brass Prods.; Castings; Wheels; Truck Bodies; Pumps; Stock Food; Gas Storage Tanks; Electronic Equip. Patterns; Communications Equip.; Elevators; Paper Prods.; Retail Fixtures.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).

**Neighborhood Shopping Centers**-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 17th & Broadway | 1 | Merkel Hdwe. |
| State & 8th | 1 | State St. Store |
| Quincy Mall(56) | 3 | Radio Shack, Sears, Kroger, Bergner's, JCPenney |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; State St. Store; Bergner's.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Jack's; K mart; K's Merchandise Mart.

**Chain Drug Stores**-Walgreens; Osco Drug; Brown's 3; Revco.

**Chain Supermarkets**-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.

**Other Chain Stores**-Naturalizer; Hush Puppies; Athlete's Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Goodyear; Sherwin-Williams; JoAnn Fabrics; Gallenkamp Shoes; Radio Shack; So-Fro Fabrics; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Rex TV & Appliances.

**14 - NEWSPAPERS:** HERALD-WHIG (e-mon to fri) 31,618; (m-sat) 26,742; (S) 26,417; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Wingerter, Nat'l. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St.; P.O. Box 909, Quincy, IL 62306; Tel. (217) 223-5100.

**National Representative**: Branham/Newspaper Sales.

## ROBINSON

**1 - LOCATION:** Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

**2 - TRANSPORTATION: Railroads**-Conrail; Gulf Central.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Detroit Special.

**3 - POPULATION:**

Corp. City 80 Cen. 7,285; E&P 89 Est. 7,327
County 80 Cen. 20,834 E&P 89 Est. 21,125

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,031; E&P 89 Est. 3,285
County 80 Cen. 8,050; E&P 89 Est. 7,639

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $96,383,677 |
| Commercial | 5 | $274,195,269 |

**6 - PASSENGER AUTOS:** County 11,078

**7 - ELECTRIC METERS:** Residence 8,688

**8 - GAS METERS:** Residence 6,073

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Aluminum Doors & Windows 107 ($186).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.

**Neighborhood Shopping Centers**-W. Gate; Outer E. Main, Route 33.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Westgate Tr.(8) | NA | Gallo's Red & White |
| Barn Plaza | NA | |
| IGA | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General; Pamida; Wal-Mart.

**Chain Drug Stores**-Bertram's (Rexall); Hooks.

**Chain Supermarkets**-IGA Food Center; Gallo's Red & White.

**14 - NEWSPAPERS:** NEWS (e) 7,100; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Wally Dean, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.

**National Representative**: None.

## ROCK FALLS
**See STERLING**

## ROCK ISLAND-MOLINE-EAST MOLINE

**1 - LOCATION:** Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 88, 280, & 74.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.; Milwaukee Road; Soo Line.
**Motor Freight Carriers**-60.
**Intercity Bus Lines**-Greyhound; Trailways; Scenic Line.
**Airlines**-United; America West; Midway Airlines; TWA; Northwest; American Eagle; United Express; Air Midwest Commuter.

**3 - POPULATION:**
Corp. Cities 80 Cen. 113,652; E&P 89 Est. , 107,125
Rock Island 80 Cen. 47,036; E&P 89 Est. 43,595
Moline 80 Cen. 45,709; E&P 89 Est. 43,527
East Moline 80 Cen. 20,907; E&P 89 Est. 20,003
CZ-ABC: (80) 155,153
RTZ-ABC: (80) 316,138
City & RTZ-ABC: (80) 471,291
County 80 Cen. 166,007; E&P 89 Est. 159,287
MSA 80 Cen. 384,347; E&P 89 Est. 376,206
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 43,222; E&P 89 Est. 97,960
Rock Island 80 Cen. 17,472; E&P 89 Est. 16,397
Moline 80 Cen. 18,034; E&P 89 Est. 17,388
East Moline 80 Cen. 7,716; E&P 89 Est. 7,475
County 80 Cen. 61,052; E&P 89 Est. 56,700
MSA 80 Cen. 138,256; E&P 89 Est. 139,057
CZ-ABC: (80) 57,685
RTZ-ABC: (80) 111,119
City & RTZ-ABC: (80) 168,804

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 28 | $2,788,331,000 |
| Savings & Loan | 6 | $680,140,000 |

**6 - PASSENGER AUTOS:** County 91,124

**7 - ELECTRIC METERS:** Residence 126,409

**8 - GAS METERS:** Residence 113,285

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 32,725 (Farm Equip., Aluminum Mill); Non-Mfg. 95,050; Public Sector (Gov't) 27,600.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. An. rainfall 31 in.

**11 - TAP WATER:** From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.
**Neighborhood Shopping Centers**-Rock Island-11th St. between 18th Ave. & 42nd Ave. 30th St. between 14th & 18th Aves.; 14th Ave. between 38th & 44th Sts.; 18th Ave. between 17th & 45th Sts.; Rock Valley Plaza, Blackhawk Rd. between 30th & 45th St. Moline-City Line Plaza, 1st St. & 19th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| **Rock Island**: | | |
| 30th St. | 3 | Handy True Value |
| Watchtower Plz. (6) | 3 | Bargain Ctr. |
| K mart | 3 | K mart |
| Rock Valley Plz. | 3 | Back Nine |
| **Moline**: | | |
| Highland | 2 | Aldi, Napa Auto Store. |
| Uptown | 2 | Peoples Drug |
| Orchard Ctr.(6) | 3 | Eagles |
| Kings Plaza(8) | 3 | Sears, Walgreens |
| K mart | 4 | K mart |
| Green Valley | 4 | Simon Music. |
| Venture | 3 | Venture |
| S. Park Mall (115) | 5 | Von Maur, Mont. Ward, Younkers, JCPenney |
| Old Towne | 2 | Walgreens |
| City Line Plz.(8) | 4 | Jewel, Osco |
| **East Moline**: | | |
| Kennedy Plz.(6) | 4 | Jewel, Osco |
| Ridgewood(8) | 5 | Strum Auto |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. through Sat.
**Stores Close**-Mon. morning & Sat. evenings.
**Stores Open Sundays**-Discount, supermarkets, drug, shopping malls.

**13 - RETAIL OUTLETS: Department Stores**-Younkers 3; Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
**Discount Stores**-Venture 2; Target 2; K mart 4; Wal-Mart; Sam's Wholesale.
**Variety Stores**-Ben Franklin 2; Woolworth 2.
**Chain Drug Stores**-People's 14; Walgreens 12; Osco 5; Medicine Shop 3; Revco; Phar-Mor
**Chain Supermarkets**-Eagle 11; Hy-Vee 5; Jewel Food 5; Kwik-Stop 25; Aldi 4; Convenient Foods 11; Food-for-Less; Easter's.
**Independent Buying Groups**-Jack & Jill 3; Super Valu 2.
**Other Chain Stores**-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 4; Thom McAn 2; Kinney 5; Lober's; Richman Bros. 2; Singer Co. 2; Radio Shack 6; Best Buy 2; Supreme TV 3; Zeglin TV & Appl.

**14 - NEWSPAPERS:** ROCK ISLAND ARGUS (e) 14,647; (S) 17,147; Mar. 31, 1989 ABC.
MOLINE DISPATCH (e) 29,760; (S) 36,057; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
**National Representative**: Branham/Newspaper Sales.

## ROCKFORD

**1 - LOCATION:** Winnebago County, E&P Map C-1, (MSA), 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.
**Motor Freight Carriers**-39.
**Intercity Bus Lines**-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.
**Airlines**-Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 139,712; E&P 89 Est. 135,841
NDM-ABC: (80) 496,465
County 80 Cen. 251,717; E&P 89 Est. 255,118
MSA 80 Cen. 280,377; E&P 89 Est. 284,959
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 52,169; E&P 89 Est. 51,598
County 80 Cen. 89,408; E&P 89 Est. 92,552
MSA 80 Cen. 99,122; E&P 89 Est. 105,022
NDM-ABC: (80) 176,681

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 27 | $1,841,351,000 |
| Savings & Loan | 8 | $1,267,465,339 |

**6 - PASSENGER AUTOS:** County 158,569

**7 - ELECTRIC METERS:** Residence 98,770

**8 - GAS METERS:** Residence 81,872

**9 - PRINCIPAL INDUSTRIES:** 700 manufacturing establishments, 13 employ over 1,000 each.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Sept. 20; last killing frost, May 8.

**11 - TAP WATER:** Very hard.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on W. State St. plus feeder streets 1 block each direction.
**Neighborhood Shopping Centers**-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd.; 2nd St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Alpine Vlg.(20) | 6 | Eagle Foods, Revco |
| Cherry Vale(100) | 8 | Marshall Field, H.C. Prange, Sears |
| Colonial Vlg.(32) | 5 | JCPenney, Bergner's |
| Edgebrook(30) | 5 | Pacemaker |
| Highcrest(13) | 5 | Graif's IGA |
| Machesney Pk.(88) | 8 | JCPenney, H.C. Prange, Kohl's |
| Park Plaza(24) | 6 | Union Hall Discount |
| North Towne(59) | 5 | Bergner's |
| Rockford Pl.(20) | 2 | Walgreens |
| Rockton Ave. Centre(14) | 4 | Logli Food |
| Southgate(12) | 5 | K mart, Southgate IGA |
| Belvidere Mall(6) | 12 | A&P |
| Market Place | NA | Venture, Logli |
| Forest Plz. | NA | Kohl's, Marshall's, Builder's Square |
| Mulford Vlg. | NA | TJ. Maxx, K's Mdse. |

**Principal Shopping Days**-Mon., Wed., Fri., Sat., Sun.
**Stores Open Evenings**-Department Stores-Mon.-Fri., Food-Mon.-Sun.

**13 - RETAIL OUTLETS: Department Stores**-Marshall Field & Co.; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's; Marshall's.
**Discount Stores**-K mart; Prange-Way; Union Hall; Venture; Builder's Square; Sutherlands; K's Merchandise; Sam's Wholesale Club.
**Chain Drug Stores**-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's; Phar-more 1.
**Chain Supermarkets**-Eagle 5; Hilander 4; Magna; IGA 13; Logli 4; Pacemaker 4; Aldi Discount Foods 2; Cub Foods 1.

**14 - NEWSPAPERS:** REGISTER STAR (m) 74,080; (S) 88,462; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Twesten, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
**National Representative**: Gannett National Newspaper Sales.

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### ROCKTON, IL
See BELOIT, WI

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## SHELBYVILLE

**1 - LOCATION:** Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

**2 - TRANSPORTATION: Railroad**-Missouri Pacific.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 5,259; E&P 89 Est. 5,214
County 80 Cen. 24,017; E&P 89 Est. 23,543

**4 - HOUSEHOLDS:**
City 80 Cen. 2,044; E&P 89 Est. 2,070
County 80 Cen. 8,707; E&P 89 Est. 8,537

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 12,061

**7 - ELECTRIC METERS:** Residence 2,205

**8 - GAS METERS:** Residence 1,507

**9 - PRINCIPAL INDUSTRIES:** Plastic Cups.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Center**-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
**Principal Shopping Days**-Wed., Fri.

**13 - RETAIL OUTLETS: Department Store**-Dollar General.
**Variety Stores**-Highlands; Ben Franklin.
**Chain Drug Store**-Hook's.
**Chain Supermarkets**-Eisner; IGA.

**14 - NEWSPAPERS:** UNION (e-mon to fri) 4,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
**National Representative**: None.

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### SOUTH BELOIT
See BELOIT, WI

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### SPRING VALLEY
See LA SALLE

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## SPRINGFIELD

**1 - LOCATION:** Sangamon County (MSA), E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 36, I-55; I-72; State Hwys. 4, 29, 54, 97, 124, & 125

**2 - TRANSPORTATION: Railroads**-Illinois Central; CM&W; N&W; Chicago & Northwestern; Amtrak.
**Motor Freight Carriers**-107 intrastate & interstate lines.
**Intercity Bus Lines**-Greyhound
**Airlines**-Continental Express; Midway; Braniff; American Eagle; TWE.

**3 - POPULATION:**
Corp. City 80 Cen. 100,054; E&P 89 Est. 100,223
CZ-ABC: (80) 127,393
RTZ-ABC: (80) 341,906
MSA 80 Cen. 188,028; E&P 89 Est. 192,484
County 80 Cen. 176,089; E&P 89 Est. 180,590
City & RTZ-ABC: (80) 469,299
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 40,960; E&P 89 Est. 40,174
County 80 Cen. 68,022; E&P 89 Est. 61,181
MSA 80 Cen. 72,219; E&P 89 Est. 76,838
CZ-ABC: (80) 51,661
RTZ-ABC: (80) 124,217
City & RTZ-ABC: (80) 175,878

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $1,415,000,000 |
| Savings & Loan | 5 | $425,000,000 |

**6 - PASSENGER AUTOS:** County 109,250

**7 - ELECTRIC METERS:** 56,500

**8 - GAS METERS:** 50,012

**9 - PRINCIPAL INDUSTRIES:** Farm Equip.; Flour & Feed Mills; Boilers (Fab. Metal Prods.); Ins.; Health Care; Finance; Gov't; Tourism. Total Av. Employment 100,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

**11 - TAP WATER:** Neutral, soft. Lake Springfield.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Capital City(23) | 4 | Zayre |
| Fairhill's(20) | 2 | Jewel-Osco |
| K mart Plaza | 3 | K mart |
| Sangamon(7) | 4 | Bergner |
| Town & Country(24) | 3 | Venture, National |

| | | |
|---|---|---|
| White Oaks Mall(115) | 5 | Famous-Barr, Sears, Bergner's, Mont. Ward |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Shopping ctrs. & discount stores-nightly
**Stores Open Sundays**-Supermarkets, shopping ctrs., discount stores.

**13 - RETAIL OUTLETS: Department Stores** Bergner's; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.
**Discount Stores**-K mart 2; Venture; Zayre's.
**Chain Drug Stores**-Walgreens 3; SupeRx; Thrifty 11; Osco 3; Phar-Mor 1.
**Chain Supermarkets**-Jewel 4; Shop 'N Save 3; National Food Stores 3; IGA 2; Red Fox 2; Eagle 3; Cub.
**Other Chain Stores**-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; Thom McAn; Kenney's; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Kay's Jewelry; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

**14 - NEWSPAPERS:** THE STATE JOURNAL-REGISTER (m) 68,336; (S) 76,448; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J.E. Fitzgerald, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, PO Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
**National Representative**: Branham/Newspaper Sales.

## STERLING-ROCK FALLS

**1 - LOCATION:** Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

**2 - TRANSPORTATION: Railroads**-C&NW.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Britt.

**3 - POPULATION:**
Corp. Cities 80 Cen. 26,914; E&P 89 Est. 24,831
Sterling 80 Cen. 16,281; E&P 89 Est. 14,899
Rock Falls 80 Cen. 10,633; E&P 89 Est. 9,932
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 80 Cen. 66,195; E&P 89 Est. 62,795
City & RTZ-ABC: (80) 83,225

**4 - HOUSEHOLDS:**
Cities 80 Cen. 9,895; E&P 89 Est. 32,394
Sterling 80 Cen. 6,128; E&P 89 Est. 5,677
Rock Falls 80 Cen. 3,767; E&P 89 Est. 3,562
County 80 Cen. 23,200; E&P 89 Est. 23,155
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $329,776,930 |
| Savings & Loan | 2 | $141,762,640 |

**6 - PASSENGER AUTOS:** County 35,224

**7 - ELECTRIC METERS:** Residence 10,600

**8 - GAS METERS:** Residence 9,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Builder's Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

**11 - TAP WATER:** Neutral, very hard, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
**Neighborhood Shopping Centers**-Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st Ave. and vicinity.
**Principal Shopping Days**-Downtown-Mon., Fri.; Northland Mall Sat., Sun.
**Stores Open Evenings**-Downtown-Fri.; Northland Mall-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Harlan's; Kline's; Bergner's; JCPenney.
**Discount Stores**-K mart; Farm & Fleet; Osco; Wal-Mart.
**Chain Drug Stores**-Walgreens; Osco.
**Variety Stores**-Woolworth.
**Chain Supermarkets**-Kroger's; Eagle; Super Valu; Aldi.
**Other Chain Stores**-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwe.; D & E (furn. & appliances); True Value.

**14 - NEWSPAPERS:** DAILY GAZETTE (e) 14,589; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Barbara Swan, Adv. Dir., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
**National Representative**: Landon Associates.

## STREATOR

**1 - LOCATION:** LaSalle County, E&P Map C-2. South end, LaSalle County. Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23, I-55, I-80.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Burlington; Amtrak; Conrail.
**Motor Freight Carriers**-19.

**3 - POPULATION:**
Corp. City 80 Cen. 14,791; E&P 89 Est. 13,725
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 80 Cen. 109,183; E&P 89 Est. 103,476
City & RTZ-ABC: (80) 50,030

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,651; E&P 89 Est. 5,509
County 80 Cen. 40,005; E&P 89 Est. 38,686
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $217,000,000 |
| Savings & Loan | 5 | $182,000,000 |

**6 - PASSENGER AUTOS:** County 61,755

**7 - ELECTRIC METERS:** Residence 8,000

**8 - GAS METERS:** Residence 6,974

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($340); Pollution Equip. 200 ($300); Farm Equip. 400 ($268).
**Principal Industrial Pay Days**-Thur. and Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown; Northpoint.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northpoint Ctr. | NA | SupeRx, JCPenney, Spurgeons, Kroger |
| Westgate Plz. | NA | Klines, Streator Food |

**Stores Open Evenings**-Most on Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeons; JC Penney; Klines.
**Variety Store**-Ben Franklin.
**Chain Supermarkets**-Streator Food; Buehler; Meadow-King; Thriftimart; Kroger; Novotneys Bi-Rite; Red Fox.

**14 - NEWSPAPERS:** TIMES-PRESS (e) 9,233; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bur Edwards, Adv. Gen. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 673-3771.
**National Representative**: Landon Associates.

## TAYLORVILLE

**1 - LOCATION:** Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

**2 - TRANSPORTATION: Railroads**-Norfolk and Western; C&IM.

**3 - POPULATION:**
Corp. City 80 Cen. 11,386; E&P 89 Est. 11,416
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 80 Cen. 36,375; E&P 89 Est. 35,423
City & RTZ-ABC: (80) 40,072

**4 - HOUSEHOLDS:**
City 80 Cen. 4,483; E&P 89 Est. 4,617
County 80 Cen. 13,685; E&P 89 Est. 12,449
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $188,595,425 |
| Savings & Loan | 2 | $99,000,000 |

**6 - PASSENGER AUTOS:** County 19,192

**7 - ELECTRIC METERS:** Residence 5,424

**8 - GAS METERS:** Residence 4,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm Equip. 420; Grain & Seed Proc. 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wal-Mart Plaza(5) | 1 | Wal-Mart, Kroger, SupeRx, Sycamore |
| Jewell(9) | 1 | Sherwin-Williams, True Value Hardware |
| Grand Plz.(12) | 1 | Pamida, County Mkt. |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog).
**Discount Stores**-Pamida; Wal-Mart.
**Chain Drug Stores**-Walgreens; Revco; SupeRx; Medicine Shoppe.
**Chain Supermarkets**-Kroger; IGA; Harmons; County Mkt.; Eisners; Aldi.

**14 - NEWSPAPERS:** BREEZE-COURIER (e) 7,490; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Marylee Lasswell, Adv. Dir., BREEZE-COURIER, 212 S. Main St.; PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
**National Representative**: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

## WATSEKA

**1 - LOCATION:** Iroquois County, E&P Map D-2, County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S, also on Iroquois River.

**2 - TRANSPORTATION: Railroads**-TP&W; Missouri Pacific.
**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 5,543; E&P 89 Est. 5,724
County 80 Cen. 32,917; E&P 89 Est. 31,527

**4 - HOUSEHOLDS:**
City 80 Cen. 2,168; E&P 89 Est. 2,343
County 80 Cen. 12,060; E&P 89 Est. 11,556

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $36,000,000 |
| Savings & Loan | 2 | $45,000,000 |

**6 - PASSENGER AUTOS:** County 17,036

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agric. Hdwe.; Business Forms.

**10 - CLIMATE:** Av. Temp.-Winter 24; Summer 76.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Centers**-Value Village; K mart.
**Principal Shopping Days**-Sun., Wed., Fri.
**Stores Open Evening**-Fri.

**13 - RETAIL OUTLETS: Department Store**-JCPenney.
**Discount Stores**-Value Village; K mart.
**Variety Stores**-Ben Franklin; Ralston's.
**Chain Supermarkets**-Scotchman's; 6-12; Quality; E-Z Pickens.
**Other Chain Stores**-Sears (catalog); McCord's; Goodyear; True Value Hdwe.

**14 - NEWSPAPERS:** TIMES-REPUBLIC (e-mon to fri) 3,488; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Colleen D. Knapp, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227
**National Representative**: Nixon Newspapers.

## WAUKEGAN-NORTH CHICAGO

**1 - LOCATION:** Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; Waukegan County Seat. Industrial, research and development, medical supplies, railroad and trucking center. U.S. Naval Training Center; U.S. army base; Waukegan Port Authority operates lake & ocean-going freight facilities & docks, also operates Waukegan Regional Airport.

**2 - TRANSPORTATION: Railroads**-Commuter: Metro; Freight only: Soo Line; Chicago & Northwestern; Wisconsin Central; EJ&E; Wisconsin & Calumet.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Pace Suburban; Greyhound.

**3 - POPULATION:**
Corp. Cities 80 Cen. 106,427; E&P 89 Est. 106,308
Waukegan 80 Cen. 67,653; E&P 89 Est. 70,189
N. Chicago 80 Cen. 38,774; E&P 89 Est. 36,119
CZ-ABC: (80) 81,580
RTZ-ABC: (80) 220,398
PMSA/County 80 Cen. 441,865; E&P 89 Est. 498,065
City & RTZ-ABC: (80) 301,978

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 31,133; E&P 89 Est. 35,191
Waukegan 80 Cen. 24,134; E&P 89 Est. 25,037
N. Chicago 80 Cen. 6,999; E&P 89 Est. 10,154
PMSA/County 80 Cen. 139,715; E&P 89 Est. 191,988
CZ-ABC: (80) 28,929
RTZ-ABC: (80) 66,500
City & RTZ-ABC: (80) 95,429

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 34 | $3,177,001,000 |
| Savings & Loan | 21 | $1,528,653,000 |

**6 - PASSENGER AUTOS:** County 299,064

**7 - ELECTRIC METERS:** Residence 151,106

**8 - GAS METERS:** County Residence 135,537

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 15,700; Medical Services 6,500; Federal Gov't. (Military Civilians) 5,250, Printing/Office Supplies 4,650; Ins. 4,700; Electrical Prods. 4,850; Metal Prods. 4,850; Metal Prods. 4,450; Chemical 3,600; Motor Prods. 3,300; Glass, Bldg., Supplies & Materials 3,100; Plastics Prods. 2,800; Paper Prods. 1,150.
**Principal Industrial Pay Days**-Thurs. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-56; Summer 59-81; Fall 42-62; Winter 17-33. First killing frost, Oct. 10; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Central Business District**-5 blocks on Genesee St.; 2 blocks adjacent on Washington St; 6 blocks on Sheridan Rd.
**Neighborhood Shopping Centers**-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Waukegan Plz.(28) | 4 | Dominick's, Sears, Polk Bros., Woolworth, Walgreens, Globe |
| Lakehurst(129) | NA | JCPenney, Mont. Ward, Carson Pirie Scott & Co., Service Mdse. |
| Lake Plz.(20) | NA | Venture, Trak Auto, Builder's Square |
| Belvidere Mall (27) | 4 | Walgreens, Giant Auto |
| Hawthorn Ctr.(190) | NA | Marshall Field's, Sears, Lord & Taylor, Chas. A. Stevens |
| Hawthorn Hills (37) | NA | Marshalls, Main Street |
| Rivertree Ct. (60) | NA | Highland Appl. PharMor |
| Hawthorn Commons(38) | NA | Dominick's, Walgreen's |
| Towline Sq.(30) | NA | Jewel/Osco, Venture |
| Deerbrook Mall (60) | NA | Venture, Jewel/Osco, Service Mdse. Marshall's, Spiegel |
| Bannockburn Green(47) | NA | Dominick's, Walgreen's |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon. Through Fri.
**Stores Open Sundays**-Shopping centers, discount & chain drug and grocery stores.

**13 - RETAIL OUTLETS: Department Stores**-Globe; Sears; Montgomery Ward, JCPenney; Polk Bros.; Carson Pine Scott & Co.; Lord & Taylor; Marshall Field; Main Street; Service Mdse. 2.
**Variety Stores**-Woolworth; Ben Franklin 2.
**Discount Stores**-Venture 3; Zayre 2; K mart 5; Wal-Mart.
**Chain Drug Stores**-Osco 10; Walgreens 8; Phar-Mor; F&M; Perry Drug 2.
**Chain Supermarkets**-Jewel 12; Dominick's 4; Eagle 4; Cub Foods 2.
**Other Chain Stores**-Ace Hdwe 12; True Valu Hdwe. 6; Color Tile; Radio Shack 6; Trak Auto 3; Builder's Sq.; Handy Andy; Highland Appl.; T.J. Maxx; Marshall's; Frank's Nursery 2; Firestone 4; Goodyear; Autoworks; Sears Paint & Hdwe.; Pacific Stereo; Kinney Shoes 3; Florsheim Shoes 2; Freeter Appliance; Computerland; Musicland; Chas. A. Stevens 2; County Seat; The Gap; The Limited; Video Concepts; Lerner Shops; Giant Auto; Fannie May Candy; United Audio Ctr.; B. Dalton Bookseller 2; Kroch & Bretano Books; Waldenbooks; Hickory Farms 2; Crate & Barrel; Baskin; J. Riggins; Just Pants 2; Richman Bros. 2; Toys 'R Us; Child World.

**14 - NEWSPAPERS:** NEWS-SUN (e-mon to fri) 36,318; (wknd) 40,049; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Paul Seveska, Asst. To Pub., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
**National Representative**: Sawyer-Ferguson-Walker.

## WEST FRANKFORT

**1 - LOCATION:** Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

**2 - TRANSPORTATION: Railroads**-Served by C&E; Illinois Central; OB&Q.
**Motor Freight Carriers**-3
**Intercity Bus Lines**-Greyhound.
**Airlines**-Britt.

**3 - POPULATION:**
Corp. City 80 Cen. 9,437; E&P 89 Est. 8,775
County 80 Cen. 43,320; E&P 89 Est. 42,259

**4 - HOUSEHOLDS:**
City 80 Cen. 3,852; E&P 89 Est. 3,873
County 80 Cen. 16,978; E&P 89 Est. 14,833

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $127,000,000 |

**6 - PASSENGER AUTOS:** County 22,071

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Mfg. 550 ($150-$220).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-W. Frankfort Plaza (8 stores).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Discount Store**-K mart.
**Variety Stores**-Dollar General.
**Chain Drug Store**-SupeRx.
**Chain Supermarkets**-Kroger; Excel; West Frankfort Food Ctr.
**Other Chain Stores**-Fashion Shop; Sears (catalog); Payless Shoes; Fashion Bug; Coast-to-Coast.

**14 - NEWSPAPERS:** AMERICAN (e) 4,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Diann Waithes, Adv. Mgr., AMERICAN, 111-15 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.
**National Representative**. Landon Associates.

## WHEATON

**1 - LOCATION:** Du Page County (In Chicago PMSA). E&P Map D-1. County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.
**Intercity Bus Line**-Pace.
**Motor Freight Carriers**-3.
**Airport**-O'Hare Intl. Airport (Chicago); Du Page County Airport; Midway (Chicago).

**3 - POPULATION:**
Corp. City 80 Cen. 43,043; E&P 89 Est. 52,896
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,479
PMSA 80 Cen. 6,062,530; E&P 89 Est. 6,221,681
County 80 Cen. 664,338; E&P 89 Est. 840,225
City & RTZ-ABC: (80) 189,522
**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 14,379; E&P 89 Est. 18,038
County 80 Cen. 221,795; E&P 89 Est. 321,883
PMSA 80 Cen. 2,150,209; E&P 89 Est. 2,268,603
CZ-ABC: (80) 14,379
RTZ-ABC: (80) 47,630
City & RTZ-ABC: (80) 62,009

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $372,420,000 |
| Savings & Loan | 4 | $235,215,121 |

**6 - PASSENGER AUTOS:** County 510,266

**7 - ELECTRIC METERS:** Residence 19,240

**8 - GAS METERS:** Residence 13,440

**9 - PRINCIPAL INDUSTRIES:** Ins.; Printing & Pub.; Engineering; Plastic Prods.; Windows; Chem.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
**Nearby Shopping Center**-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall; Bloomingdale Court-Danada Sq. West & East.
**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Colson's; Venture; Marshall Field; Carson Pirie Scott & Co.; Main Street; T.J. Maxx.
**Discount Stores**-K mart; Zayre.
**Chain Drug Stores**-Walgreens; Rexall; Osco.
**Chain Supermarkets**-Jewel 4; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3.
**Other Chain Stores**-Goodyear; Firestone; Sears (catalog surplus).

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 8,902; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Richard Lowery, Adv. Mgr., JOURNAL, 362 S. Schmale Rd., PO Box 360, Carol Stream, IL 60188; Tel. (312) 462-5344.
**National Representative**: Sawyer-Ferguson-Walker.

### WOOD RIVER
See ALTON

# INDIANA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Anderson**-Madison County.
**Bloomington**-Monroe County.
**Elkhart-Goshen**-Elkhart County.
**Evansville, IN-KY**-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
**Fort Wayne**-Allen, De Kalb and Whitley Counties.
**Indianapolis**-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
**Kokomo**-Howard and Tipton Counties.
**Lafayette-West Lafayette**-Tippecanoe County.

**Louisville, KY-IN**-Bullitt, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
**Muncie**-Delaware County.
**South Bend-Mishawaka**-St. Joseph County.
**Terre Haute**-Clay and Vigo Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Gary-Hammond**-Lake and Porter Counties.
**Cincinnati, OH-KY-IN**-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Chicago-Gary- Lake County, IL-IN-WI**Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
**Cincinnati-Hamilton, OH-KY-IN**-Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

**POPULATION ESTIMATES**
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 456 | 419 | 502 |
| 5-14 Years | 1,076 | 888 | 863 |
| 15-24 Years | 918 | 1,048 | 860 |
| 25-44 Years | 1,223 | 1,488 | 1,820 |
| 45-64 Years | 1,031 | 1,061 | 1,011 |
| 65 and Over | 492 | 585 | 559 |
| TOTAL | 5,196 | 5,489 | 5,605 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 994 | 1,141 | 2,415 |
| General Mdse | 2,393 | 2,666 | 4,505 |
| Food | 3,665 | 5,176 | 7,770 |
| Automobiles | 4,168 | 4,346 | 9,418 |
| Gasoline Stations | 1,702 | 2,725 | 3,056 |
| Apparel | 737 | 1,059 | 1,720 |
| Furniture | 787 | 864 | 1,791 |
| Eat-Drink Places | 1,520 | 2,2387 | 3,907 |
| Drugs | 640 | 981 | 1,630 |
| TOTAL SALES | 18,266 | 23,724 | 39,519 |

## ANDERSON

**1 - LOCATION:** Madison County (MSA), E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail (freight).
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Greyhound; Trailways; ABC.

**3 - POPULATION:**
Corp. City 80 Cen. 64,695; E&P 89 Est. 58,913
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 79,508
County/MSA 80 Cen. 139,113; E&P 89 Est. 133,801
City & RTZ-ABC: (80) 146,617

**4 - HOUSEHOLDS:**
City 80 Cen. 24,609; E&P 89 Est. 23,364
County/MSA 80 Cen. 49,985; E&P 89 Est. 47,809
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 27,036
City & RTZ-ABC: (80) 52,571

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $566,725,556 |
| Savings & Loan | 2 | $487,912,358 |

**6 - PASSENGER AUTOS:** County 75,543

**7 - ELECTRIC METERS:** Residence 32,960

**8 - GAS METERS:** Residence 28,905

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 13,500 ($606); Corrugated Containers 173 ($399); Meat Pkg. 393 ($389); Periodical Pub. 225 ($387).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Meadowbrook, 38th & Main St., Cross St. & Broadway, E 10th St. & Lennox Sts., 29th & Main Sts., Edgewood Shops, 3639 Nichol Ave., Park Rd. & Nichol Ave., Broadway & Ames-K mart West & K mart North.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mounds Mall(43) | 2 | JCPenney, Sears, Elder-Beerman, Hoyt Wright Co. |
| Holiday Plz.(12) | 2 | Hills, Joan Fabric, Eavey's Supermarket |
| Kohls Plz.(11) | 2 | Video Superstores, Bedroom One |
| Applewood Ctr.(16) | 5 | So-Fro-Fabrics, Fashion Bug |
| Edgewood Plz.(12) | 3 | Odd Lots, Aldi Foods, Hooks |
| Target(8) | 5 | Payless, Target |
| Southdale Plz.(12) | 4 | K mart, Marsh, Guarantee Auto |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mounds Mall, Holiday Plz., Target, Southdale Plz., all K mart Center Kohls Plz., Applewood Ctr. and food stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Elder-Beerman; Kohls.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart 3; Thrift Dollar Store; Odd Lots; Target; Hills.

**Chain Drug Stores**-Hook 6, Peoples 3, Marsh 2.

**Chain Supermarkets**-Marsh Supermarkets 3; Payless 5; Harvest Mkt. 3.

**Other Chain Stores**-Zale's Jewelers; Shane Jewelers; Paul Harris; Bottom Half; Jean Nicole; Brooks Fashions; Kinney Shoes; Connie Shoes; Musicland; So-Fro-Fabric; Jo Ann Fabrics; Fashion Bug; The Carnival; Radio Shack; Lazy-Bones Shoes; Goodyear; H.H. Gregg Appliances; Rex Appliances; Furrows Bldg. Materials; Carter Lumber; Wickes.

**14 - NEWSPAPERS:** HERALD-BULLETIN (m-mon to sat) 33,788; (S) 34,530; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paula Jones, Mktg. Dir., HERALD-BULLETIN, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.

**National Representative**: Landon Associates.

## AUBURN

**1 - LOCATION:** De Kalb County (In Fort Wayne MSA). E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

**2 - TRANSPORTATION: Railroads**-B&O; Conrail; Penn Central; Norfolk Southern.

**3 - POPULATION:**

Corp. City 80 Cen. 8,122; E&P 89 Est. 8,738
MSA 80 Cen. 354,087; E&P 89 Est. 357,869
County 80 Cen. 33,626; E&P 89 Est. 36,001

**4 - HOUSEHOLDS:**

City 80 Cen. 3,025; E&P 89 Est. 3,408
County 80 Cen. 11,437; E&P 89 Est. 14,137
MSA 80 Cen. 124,905; E&P 89 Est. 132,551

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $144,000,000 |
| Savings & Loan | 2 | $134,000,000 |

**6 - PASSENGER AUTOS:** County 20,511.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** Residence 3,041.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305; Welded Assm. 300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

**11 - TAP WATER:** 19 grains hard.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.

**Nearby Shopping Center**-Auburn Plaza (1 mile west); 2nd West Edge Mall (1 mile west).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Blackwell's.

**Variety Stores**-Gower's.

**Chain Supermarkets**-IGA; Super Dollar; Kroger.

**Other Chain Stores**-Heck's; Radio Shack; Murphy's Mart; Sears; Auto Works; Hooks; Revco.

**14 - NEWSPAPERS:** STAR (e) 7,117; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.

**National Representative**: None.

## BEDFORD

**1 - LOCATION:** Lawrence County, E&P Map B-4, County Seat. Limestone center of the world. 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. Hwy. 50; State Hwys. 37, 51, 58, 450.

**2 - TRANSPORTATION: Railroads**-L&N; Chicago, Milwaukee, St. Paul & Pacific.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound. (City Bus)-Transit Bus Authority of Stone City.

**3 - POPULATION:**

Corp. City 80 Cen. 14,410; E&P 89 Est. 14,472
CZ-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 80 Cen. 42,493; E&P 89 Est. 42,856
Total NDM-ABC: (80) 65,202

**4 - HOUSEHOLDS:**

City 80 Cen. 5,874; E&P 89 Est. 6,252
County 80 Cen. 15,525; E&P 89 Est. 15,809
CZ-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,622

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $330,611,545 |
| Credit Union | 1 | $25,185,547 |
| Savings & Loan | 1 | $43,891,921 |

**6 - PASSENGER AUTOS:** County 22,644.

**7 - ELECTRIC METERS:** Residence 15,500.

**8 - GAS METERS:** Residence 8,295.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,273 ($700); Limestone 332 ($470); Textile 165 ($190); Naval Weapons Support Ctr. 4,000 ($475); Electronics 800 ($530); Trans. Equip. 516 ($450); Cement 155 ($525); Fabricated Metals & Mach. Mfg. 835 ($380).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts., I and J Sts.

**Neighborhood Shopping Centers**-Bedford Shpg. Plz. Hwy. 50 at 25th St.; Fifth St. Englewood; Oolitic; Stone City Plz., W. 16th St.; Danner's Shopping Ctr., W. 16th St.; Sycamore Sq., W. 16th St.; Lincoln Plz., Lincoln Ave.

**Nearby Shopping Centers (No. of Stores)**-Mitchell; Paoli; Bedford Plz. (7); Big Lots Shpg. Ctr. (3); Stone City Mall (35); Wal-Mart Ctr. (10).

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Fri., Food-Nightly.

**Stores Open Sunday**-Food, Discount & Variety.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Wal-Mart; Big Lots; George's; K mart.

**Variety Stores**-Big Blue.

**Chain Drug Stores**-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.

**Chain Supermarkets**-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.

**Other Chain Stores**-Maurice's; Payless Shoe Store; The Fly; Diana Shop; Merle Norman; Jo-Ann Fabrics; Sears (catalog); Western Auto; Goodyear; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers; Autoworks; Union Optical.

**14 - NEWSPAPERS:** TIMES-MAIL (e) 15,112; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.

**National Representative**: Branham/Newspaper Sales.

## BICKNELL

**1 - LOCATION:** Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 4,713; E&P 89 Est. 5,274
County 80 Cen. 41,901; E&P 89 Est. 41,692

**4 - HOUSEHOLDS:**

City 80 Cen. 1,880; E&P 89 Est. 2,188
County 80 Cen. 15,481; E&P 89 Est. 14,198

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 20,285.

**7 - ELECTRIC METERS:** Residence 1,797.

**8 - GAS METERS:** Residence 1,439.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.

**Principal Pay Days**-Sat., Wkly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall-42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Second St.; 6 blocks on Hwy. 67.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Chain Stores**-Hooks Drugs; Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furn.; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Conrad's Variety; Mackey's.

**Discount Stores**-Bicknell.

**Chain Supermarkets**-IGA; Mike's Red & White.

**14 - NEWSPAPERS:** KNOX COUNTY NEWS (m) 2,263; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Larry Hiatt, Pub., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.

**National Representative**: None.

## BLOOMFIELD

**1 - LOCATION:** Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail Railroad Company.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 2,705; E&P 89 Est. 2,819
County 80 Cen. 30,426; E&P 89 Est. 30,845

**4 - HOUSEHOLDS:**

City 80 Cen. 1,148; E&P 89 Est. 1,277
County 80 Cen. 11,509; E&P 89 Est. 11,135

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $188,127,000 |
| Savings & Loan | 1 | $61,039,995 |

**6 - PASSENGER AUTOS:** County 15,399.

**7 - ELECTRIC METERS:** Residence & Commercial 6,054.

**8 - GAS METERS:** 1,698.

**9 - PRINCIPAL INDUSTRIES:** Mechanical Lifting Jacks; Ceramic Tiles; Pickup Trucks; Concrete Blocks.

**Principal Pay Days**-Fri., Sat.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on town sq.

**Neighborhood Shopping Centers**-S. Washington St.; Hwy. 231 S.; S. Seminary & Mill Sts.; E. Main St.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog).

**Variety Stores**-Dollar General; Ben Franklin.

**Chain Drug Stores**-Hook's; Pielemeier; Family.

**Chain Supermarkets**-IGA Foodliner; White's Regal.

**Other Chain Stores**-Freelands Apparel; Delite; Jerrell's Jewelry; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Auto Pro; Picnic Basket; Dairy Queen; Pizza Villa; Jeni's Boutique; Pittman's Home Service Ctr.; Discount Carpets East; TJ's Video; Joe Pizza; Hunter's Drive-In; The Landing; Bonham Appliance; Tucker Appliance.

**14 - NEWSPAPERS:** WORLD (e-mon to fri) 3,450; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: William C. Miles, Ed. & Pub., WORLD, 29 W. Main St., P.O. Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.

**National Representative**: None.

## BLOOMINGTON

**1 - LOCATION:** Monroe County (MSA), E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Illinois Central (freight); CSX Seaboard Systems.

**Motor Freight Carriers**-6 terminals, 9 moving & storage.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Britt Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 52,044; E&P 89 Est. 58,878
County/MSA 80 Cen. 98,479; E&P 89 Est. 109,775
Herald-Telephone:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 16,817; E&P 89 Est. 19,633
County/MSA 80 Cen. 33,829; E&P 89 Est. 36,551
Herald-Telephone:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $521,142,738 |
| Savings & Loan | 2 | $126,174,610 |
| Credit Union | 2 | $122,037,687 |

**6 - PASSENGER AUTOS:** County 48,149.

**7 - ELECTRIC METERS:** Residence County 36,571.

**8 - GAS METERS:** Residence (City Zone) 18,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect., Mach., Medical, TV & Appliances 8,316 ($435); Stone Quarries & Mills 429 ($460); Educ. 6,869 ($424).

**Principal Pay Days**-1st, 15th, 30th; Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-66; Summer 63-85; Fall 46-65; Winter 21-38. First killing frost, Oct. 15; last killing frost, Apr. 22.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-70 blocks Central City including Downtown Square, Colstone Square, Dunnkirk Square and Seminary Square; College Mall; Eastland Plaza; Jackson Creek; K mart; Walnut Park; Whitehall Plaza; Whitehall Square.

**Neighborhood Shopping Centers (No. of Stores)**-Cascades (10); Century Village (15); Crosstown (20); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| College Mall(100) | 3 | L.S. Ayres, Lazarus, JCPenney, Sears, Target |
| Eastland Plz.(32) | 3 | Hooks, Jewel, Osco, Service Merchandise |
| Jackson Creek(14) | 3 | Hills, Kroger |
| K mart(6) | 3 | K mart, Lowell's Foods |
| Walnut Park(8) | 4 | Marsh, BTR Trading |
| Whitehall Plz.(21) | 4 | Jewel, Osco, K mart |
| Whitehall Sq.(6) | 4 | Marsh, Big Lots |

**Principal Shopping Days**-Dept. Stores-Sat., Fri., Sun.; Food-Fri., Sat.

**Stores Open Evenings**-Dept., Disc.; Food, Drugs and Shopping Centers every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Schmalz; JCPenney; Sears; Lazarus; L.S. Ayres.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Target; K mart 2; Service Merchandise; Big Lots; Hills Dept. Store.

**Chain Drug Stores**-Hook's 3; People's 2; Osco 2.

**Chain Supermarkets**-Jewel 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 3; 7-Eleven 5; Village Pantry 5.

**Other Chain Stores**-Firestone; Auto Works; Guarantee Auto; Computerland; JoAnn Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes-Out Junction; The Fashion Shop; Foxmoor; Paul Harris; The Limited; Maurice's; Jean Nicole; Sportswear Mart; Sycamore Shop; Worths; Harry Levinson; Sieferts; Mark Henn; Deb Shop; Webster's Men's Wear; Bee Gee Shoes; Butler; Hanover; Kinney; Naturalizer; Open Country; Payless; Shoe Works; Finish Line; Marjax; Carpetland U.S.A.; Hoosier Photo; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Gordon's; Rost; Shane; Zale's; Berman Leather; Kay Bee Toys.

**14 - NEWSPAPERS:** HERALD-TELEPHONE (e) 28,667; HERALD-TIMES (S) 45,034; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., Bloomington, IN 47401; Tel. (812) 332-4401.

**National Representative**: Branham/Newspaper Sales.

## BLUFFTON

**1 - LOCATION:** Wells County, E&P Map C-2. County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.

**Intercity Bus Lines**-Trailways; Indiana Railroad Line.

**Motor Freight Carriers**-3

**3 - POPULATION:**

Corp. City 80 Cen. 8,705; E&P 89 Est. 8,588

County 80 Cen. 25,334; E&P 89 Est. 25,227

**4 - HOUSEHOLDS:**

City 80 Cen. 3,350; E&P 89 Est. 3,473

County 80 Cen. 8,848; E&P 89 Est. 9,786

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $120,000,000 |

**6 - PASSENGER AUTOS:** County 14,985

**7 - ELECTRIC METERS:** Residence 3,720

**8 - GAS METERS:** Residence 2,890

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).

**Principal Industrial Pay Day**-Thur.

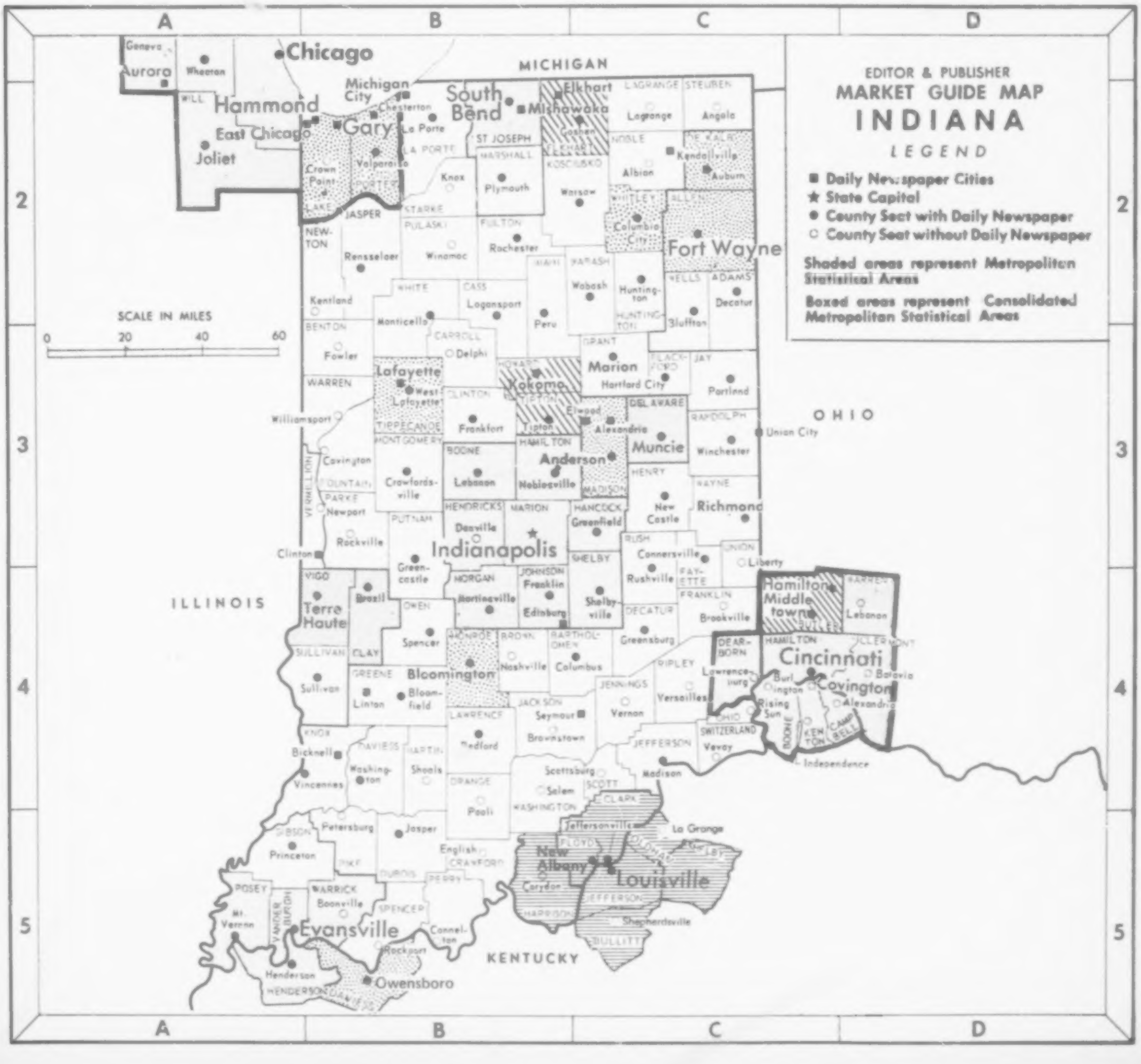
**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.


A
B
C
D
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
MICHIGAN
OHIO
ILLINOIS
KENTUCKY
Chicago
Hammond
East Chicago
Gary
Joliet
Aurora
Michigan City
South Bend
Mishawaka
Elkhart
Fort Wayne
Lafayette
Kokomo
Marion
Muncie
Anderson
Indianapolis
Terre Haute
Bloomington
Richmond
Hamilton
Middletown
Cincinnati
Covington
New Albany
Louisville
Evansville
Owensboro
Bluffton

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-G.C. Murphy; Progress.

**Discount Stores**-K mart.

**Chain Drug Stores**-Hook's.

**Chain Supermarkets**-Heyerley's; Gerber Bros.; Super Valu; Scott's.

**Other Chain Stores**-True Value Hdwe.; Ace Hdwe.

**14 - NEWSPAPERS:** NEWS-BANNER (e) 4,985; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St.; P.O. Box 436, Bluffton, IN 46714; (219) 824-0224.

**National Representative**: None.

## BRAZIL

**1 - LOCATION:** Clay County, E&P Map B-4 (In Terre Haute MSA). County Seat. Western Central part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

**2 - TRANSPORTATION: Motor Freight Carriers**-10.

**Airlines**-Continental Express; TW Express; Allegheny Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 7,852; E&P 89 Est. 7,668
MSA 80 Cen. 137,271; E&P 89 Est. 132,924
County 80 Cen. 24,855; E&P 89 Est. 25,221

**4 - HOUSEHOLDS:**

City 80 Cen. 3,097; E&P 89 Est. 3,270
County 80 Cen. 9,232; E&P 89 Est. 9,327
MSA 80 Cen. 49,510; E&P 89 Est. 49,536

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $47,000,000 |
| Commercial | 3 | $195,288,266 |

**6 - PASSENGER AUTOS:** County 12,827

**7 - ELECTRIC METERS:** Residence 3,440 (Corp. limits)

**8 - GAS METERS:** Residence 3,715

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 350 ($625); Ret. & Clerical 1,250 ($235); Semi-Truck Trailer Mfg. 1,000 ($450); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($300); Farming & Agric. 625 ($350).

**Principal Pay Days**-Fri.; 10th, 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, medium soft.

**12 - RETAILING: Principal Shopping Centers**-Downtown, 2 mi., along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E. edge of Brazil has 15 retail outlets, including restaurants, etc.

**Principal Shopping Days**-Thur.; Fri., Sat.

**Stores Open Evenings**-Dept.-Thur., Fri.; Food-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Pell's Bargain Mart.

**Variety Stores**-G.C. Murphy; Danners 3-D.

**Chain Drug Stores**-Rexall; Hooks; Peoples.

**Chain Supermarkets**-Kroger; Super-Valu; Lowell's Discount.

**Other Chain Stores**-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

**14 - NEWSPAPERS:** TIMES (e) 5,800; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Joe Nixon, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.

**National Representative**: Nixon Newspapers.

## CHESTERTON

**1 - LOCATION:** Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

**2 - TRANSPORTATION: Railroads**-Amtrak; C&O.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 8,531; E&P 89 Est. 8,214
PMSA 80 Cen. 641,735; E&P 89 Est. 567,086
County 80 Cen. 120,822; E&P 89 Est. 122,266

**4 - HOUSEHOLDS:**

City 80 Cen. 3,002; E&P 89 Est. 3,003
County 80 Cen. 39,146; E&P 89 Est. 47,617
PMSA 80 Cen. 214,244; E&P 89 Est. 218,852

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $81,081,000 |
| Savings & Loan | 1 | $85,000,000 |

**6 - PASSENGER AUTOS:** County 73,119

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Steel Fabrication.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Shopping District**-Calumet Rd. & Broadway; Indian Oak Mall, IN 49 Bypass.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin; K mart.

**Chain Drug Stores**-Hook's.

**Chain Supermarkets**-Smedman's; Economart; Costas; Jewel-Osco.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 4,850; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.

**National Representative**: None.

## CLINTON

**1 - LOCATION:** Vermillion County, E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

**2 - TRANSPORTATION: Railroads**-L&N.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 5,267; E&P 89 Est. 5,259
County 80 Cen. 18,254; E&P 89 Est. 19,746

**4 - HOUSEHOLDS:**

City 80 Cen. 2,181; E&P 89 Est. 2,388
County 80 Cen. 6,924; E&P 89 Est. 7,207

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $354,416,000 |

**6 - PASSENGER AUTOS:** County 9,081

**7 - ELECTRIC METERS:** Residence 3,910; County 4,878

**8 - GAS METERS:** County Residence 3,018

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chem. 41 ($280); Plastics 75 (N.A.); Printing ($198).

**Principal Pay Days**-Fri., Sat.; 8th & 23rd.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Rosenblatt; G.C. Murphy.

**Variety Stores**-Horney's.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Bag 'N Save; IGA; Magnabosco's; Columbus Co-op.

**14 - NEWSPAPERS:** CLINTONIAN (e-mon to fri) 5,550; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main; P.O. Box 309, Clinton, IN 47842-0309; Tel. (317) 832-2443.

**National Representative**: None.

## COLUMBIA CITY

**1 - LOCATION:** Whitley County, (In Fort Wayne MSA). E&P Map C-2. County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 5,091; E&P 89 Est. 5,214
County 80 Cen. 26,243; E&P 89 Est. 27,062
MSA 80 Cen. 354,087; E&P 89 Est. 357,869

**4 - HOUSEHOLDS:**

City 80 Cen. 2,065; E&P 89 Est. 2,240
County 80 Cen. 9,065; E&P 89 Est. 10,531
MSA 80 Cen. 124,905; E&P 89 Est. 132,551

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $57,000,000 |

**6 - PASSENGER AUTOS:** County 15,599

**7 - ELECTRIC METERS:** Residence 3,457

**8 - GAS METERS:** Residence 2,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Textile 275; Electronics 100.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27.

**11 - TAP WATER:** Very hard; fluoridated naturally.

**12 - RETAILING: Principal Shopping Centers**-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Columbia Plz.(10) | NA | Sears, Aldi, True Value Hdwe., Dollar General |
| N. Main Plaza | NA | Scott's Discount Foods |
| Columbia Sq. | NA | Kroger, Peoples Drug, Schultz Bros. |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Downtown Fri.; Shopping centers every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General.

**Variety Stores**-Schultz Bros.; Dollar General.

**Chain Drug Stores**-Peoples; Thornburg's; Hooks.

**Chain Supermarkets**-Kroger; Scott's Discount Foods; Aldi.

**Other Chain Stores**-Gamble; Firestone; True Value; Sears (catalog); Guaranteed Auto; Coast-to-Coast; Ace Hdwe.

**14 - NEWSPAPERS:** POST & MAIL (e) 4,786; sworn Sept. 11, 1988.

**Local Contact** for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., POST & MAIL, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.

**National Representative**: Landon Associates.

## COLUMBUS

**1 - LOCATION:** Bartholomew County, E&P Map C-4. County Seat. Industrial, agricultural center, architectural showplace.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Columbus Municipal Transit System.

**3 - POPULATION:**

Corp. City 80 Cen. 30,292; E&P 89 Est. 28,656
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 80 Cen. 65,088; E&P 89 Est. 64,861
City & RTZ-ABC: (80) 121,218

**4 - HOUSEHOLDS:**

City 80 Cen. 11,544; E&P 89 Est. 11,300
County 80 Cen. 22,804; E&P 89 Est. 24,188
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $397,387,378 |
| Savings & Loan | 3 | $214,161,853 |

**6 - PASSENGER AUTOS:** County 38,606

**7 - ELECTRIC METERS:** Residence 14,000

**8 - GAS METERS:** Residence 12,358

**9 - PRINCIPAL INDUSTRIES:** Total employment: 10,875. (Av. Wkly. Wage $300).

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-77; Summer 67-88; Fall 54-78; Winter 32-53. First killing frost, Oct. 13; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Washington St. including Courthouse Center Mall.

**Neighborhood Shopping Centers**-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65; Clifty Crossing U.S. 31 at Taylor Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 25th Street | 3 | TG&Y, Auto Works |
| E. State St. | 1 | Hook's Drugs, Jay C Grocery |
| Eastbrook Plz.(21) | 3 | Hook's |
| Columbus(25) | 3 | JCPenney, Hills, |
| Northern Village | 3 | Target, Franks Nursery |
| Holiday Ctr.(28) | 5 | Holiday Drugs, Steinbergs, Paul Harris |
| Courthouse Ctr.(34) | NA | Sears, Osco |
| West Hill(15) | 2 | Hook's, Jay C Grocery, Coast to Coast Hdwe. |
| ~~Clifty~~ Crossing(5) | NA | Wal-Mart |
| Clover Center | 4 | Osco, Marsh |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Variety Stores**-Danner's; TG&Y.

**Discount Stores**-Target; Hills.

**Chain Drug Stores**-Hook's 3; Taylor's; Osco 2.

**Chain Supermarkets**-Kroger-Savon; Jay C. 3; Marsh 2; IGA 2.

**Other Chain Stores**-Goodyear; Sherwin-Williams; Nationwide Auto; Radio Shack; Auto Works.

**14 - NEWSPAPERS:** THE REPUBLIC (e) 20,838; (S) 22,828; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carolyn Wentz, Adv. Sales Mgr., THE REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 379-5641.

**National Representatives**: Papert Companies; U.S. Suburban Press.

## CONNERSVILLE

**1 - LOCATION:** Fayette County, E&P Map C-3, County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

**2 - TRANSPORTATION: Railroads**-Chessie System; Norfolk Western (frt. only).

**Motor Freight Carriers**-11.

**3 - POPULATION:**

Corp. City 80 Cen. 17,023; E&P 89 Est. 15,626
County 80 Cen. 28,286; E&P 89 Est. 27,875

**4 - HOUSEHOLDS:**

City 80 Cen. 6,322; E&P 89 Est. 6,039
County 80 Cen. 9,960; E&P 89 Est. 10,494

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $151,338,000 |
| Savings & Loan | 2 | $105,532,172 |

**6 - PASSENGER AUTOS:** County 14,296

**7 - ELECTRIC METERS:** Residence 6,500

**8 - GAS METERS:** Residence 5,000

**9 - PRINCIPAL INDUSTRIES:** Fab. Metal 10,400 emp. Av. Wkly. Wage-$345.

**Principal Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Central Ave., connecting sts.
**Neighborhood Shopping Centers**-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.
**Principal Shopping Days**-Sat., Thur., Fri., Mon.
**Stores Open Evenings**-Grandview Ctr., Connersville Plz., 2 Discount Stores & Chain Drug Stores; Val Corp. All downtown Fri. eve.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; 3D; K mart, Dollar General.
**Chain Supermarkets**-Cox; Mace; IGA; Marsh.
**Other Chain Stores**-Guarantee Auto; Sears (catalog); Val Corp.; Sycamore; Fashion Bug; Pic Way Shoes; Radio Shack; Bea's Hallmark; Maurice's.

**14 - NEWSPAPERS:** NEWS-EXAMINER (e) 9,060; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Inez L. Maple, Ret. Adv. Mgr., NEWS-EXAMINER, 406 Central Ave.; P.O. Box 287, Connersville, IN 47331-0287; Tel. (317) 825-0581.
**National Representative**: None.

## CRAWFORDSVILLE

**1 - LOCATION:** Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail; L&N.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Illini-Swallow; American Stages.

**3 - POPULATION:**
Corp. City 80 Cen. 13,325; E&P 89 Est. 12,910
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,358
County 80 Cen. 35,431; E&P 89 Est. 35,806
City & RTZ-ABC: (80) 58,683

**4 - HOUSEHOLDS:**
City 80 Cen. 5,200; E&P 89 Est. 5,319
County 80 Cen. 12,967; E&P 89 Est. 12,624
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $274,018,811 |
| Savings & Loan | 3 | $201,474,874 |

**6 - PASSENGER AUTOS:** County 18,982

**7 - ELECTRIC METERS:** Residence 6,804

**8 - GAS METERS:** Residence 5,042

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel/Metal Mfg. 1,885 ($396); Printing/Paper Prods. 2,595 ($300); Plastics Mfg. 391 ($270); Warehouse/Shipping 208 ($330).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

**11 - TAP WATER:** Alkaline, very hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Washington, 3 on Main, 3 on Market, 3 on Green.
**Neigborhood Shopping Centers**-S. Washington St.; W and E. on U.S. Hwy. 136; Boulevard Mall (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (10 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Blvd. Mall(21) | 2 | JCPenney, Kroger, Big Lot, Radio Shack |
| Countryside Plz.(5) | 2 | 3-D, Kroger, People's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Most to 9; Sun. to 6.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Town & Country Home Center.
**Discount Stores**-Pool's; Target; Big Lots.
**Chain Drug Stores**-Hook's 3; People's.
**Chain Supermarkets**-Kroger 2; Shopwright; Crawford's 2.
**Other Chain Stores**-Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

**14 - NEWSPAPERS:** JOURNAL-REVIEW (e) 10,881; Mar. 31, 1983 ABC.
**Local Contact** for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green; P.O. Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
**National Representative**: Papert Companies.

## DECATUR

**1 - LOCATION:** Adams County, E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Conrail.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 8,649; E&P 89 Est. 8,500
County 80 Cen. 29,621; E&P 89 Est. 31,657

**4 - HOUSEHOLDS:**
City 80 Cen. 3,163; E&P 89 Est. 3,531
County 80 Cen. 9,625; E&P 89 Est. 13,514

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $110,000,000 |
| Commercial | 2 | $140,000,000 |

**6 - PASSENGER AUTOS:** County 16,078

**7 - ELECTRIC METERS:** Residence 4,520

**8 - GAS METERS:** Residence 3,100

**9 - PRINCIPAL INDUSTRIES:** Industry-Motors; Soybean Proc.; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Prods. & Vaults; Tools & Dies; Edible Oil.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

**11 - TAP WATER:** Softened to 9 grains.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Decatur Plz.(11) | NA | Ames, Revco |
| Gerber Ctr.(4) | NA | Hook's Drugs |
| Village Green(4) | NA | Scotts Mkt. |

**Principal Shopping Days**-Wed. & Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Niblick; Dollar General.
**Discount Stores**-K mart.
**Chain Supermarkets**-Gerber's 2; Scott's.
**Chain Drug Stores**-Revco; Hook's; Keltsch Phcy.
**Other Chain Stores**-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

**14 - NEWSPAPERS:** DEMOCRAT (e) 5,951; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Ron Platt, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur, IN 46733; Tel. (219) 724-2121.
**National Representative**: None.

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## EAST CHICAGO

See HAMMOND

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## ELKHART

**1 - LOCATION:** Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In North central part of state, 4 mi. S of Indiana-Michigan state line; 101 mi. E of Chicago. Mfg. center for diversified products such as recreational trans. vehicles, drug prod. & musical instruments. Agric., dairy & fruit area. Metal products, electronic parts.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.
**Motor Freight Carriers**-16 terminals; 39 carriers.
**Intercity Passenger Bus Lines**-Greyhound; United Limo; Cardinal Charters & Tours; Indiana Motor Bus.
**Airlines**-Iowa Airways-Chicago Midway Connection.

**3 - POPULATION:**
Corp. City 80 Cen. 41,305; E&P 89 Est. 40,852
CZ-ABC: (80) 78,973
RTZ-ABC: (80) 86,849
County/MSA 80 Cen. 137,401; E&P 89 Est. 157,387
City & RTZ-ABC: (80) 165,822
**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,964; E&P 89 Est. 16,654
County/MSA 80 Cen. 48,148; E&P 89 Est. 59,422
CZ-ABC: (80) 28,363
RTZ-ABC: (80) 29,679
City & RTZ-ABC: (80) 58,042

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $3,868,422,230 |

**6 - PASSENGER AUTOS:** County 86,443

**7 - ELECTRIC METERS:** Residence: Elkhart 31,042; Goshen 33,558; Total 64,600

**8 - GAS METERS:** Residence (county) 55,754

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prods. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Main St.
**Neighborhood Shopping Centers**-No. of Stores: Nappanee St. 12; Bypass 8; U.S. 33 & St. Rd. #19.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Concord Mall(80) | 3 | Meis of Illiana, Mont. Ward, JCPenney |
| Strip Mall(28) | NA | Coast-to-Coast, Bristol Commons, Plz. West |
| Parkmor Plz(28) | NA | |
| Pierre Moran(52) | 2 | Kroger, Sears, Target, Kline |
| Easy Shopping | 1 | Wilt |
| Scottsdale Mall(110) | NA | L.S. Ayres, Mont. Ward |
| Goshen | 12 | Kline's |
| Nappanee | 19 | Pletcher's |
| Middlebury | 15 | Harding's |
| Bristol | 6 | Harding's |
| Edwardsburg | 8 | Raab's |
| Bacon Hill(8) | 2 | Wilt Food Ctr. |
| K mart | 3 | K mart |
| University Pk. Mall(107) | 14 | Sears, JCPenney, J.L. Hudson |

**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Most shpg. ctrs. every evening until 9 p.m.; Sunday until 6 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Kline's; Elder Beerman; Sears; JCPenney; Montgomery Ward.
**Discount Stores**-K mart; Target; Big Wheel; Wal Mart 2.
**Variety Stores**-Perry 2; McCrory.
**Chain Drug Stores**-Judd's 4; Hook's 3; Osco; Revco; Alick's 3.
**Chain Supermarkets**-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA.
**Other Chain Stores**-Goodrich; Firestone; Goodyear; Pic-Way; GNC; JoAnn Fabrics; Milady Shop; Spencer Gift; Parklane Hosiery; Bresler's; Auto works; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Big R ; Wig Fair; Singer Co.; So Fro; Waldenbooks; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes.

**14 - NEWSPAPERS:** TRUTH (e) 27,700; (S) 30,096; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Schmanske, Mktg./Res. Mgr., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
**National Representative**: Branham/Newspaper Sales.

## ELWOOD

**1 - LOCATION:** Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.

**3 - POPULATION:**
Corp. City 80 Cen. 10,867; E&P 89 Est. 10,201
County/MSA 80 Cen. 139,336; E&P 89 Est. 133,801

**4 - HOUSEHOLDS:**
City 80 Cen. 3,968; E&P 89 Est. 3,883
County/MSA 80 Cen. 49,985; E&P 89 Est. 47,809

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $70,000,000 |
| Savings & Loan | 1 | $31,000,000 |

**6 - PASSENGER AUTOS:** County 75,543

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Jet Engine Blades 750; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165; Plastic Painting 150.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| K mart Plaza | 2 | K mart, Carters, Hooks |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-7 days.

**13 - RETAIL OUTLETS: Discount Stores**-K mart.
**Variety Stores**-Dollar General; Family Dollar.
**Chain Drug Stores**-Hook's 2.
**Chain Supermarkets**-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.
**Other Chain Stores**-Goodyear; Falvey's Men's Store; Wickes Lumber; Burger's Dairy; Nationwise Auto; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut; Pizza King; McDonald's; Spurgeon's.

**14 - NEWSPAPERS:** CALL-LEADER (e) 4,904; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Robert L. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St.; PO Box 85, Elwood, IN 46036; Tel. (317) 552-3355.
**National Representative**: None.

## EVANSVILLE

**1 - LOCATION:** Vanderburgh County. (In Evansville, IN-KY MSA). E&P Map A-5. 176 mi. S of Indianapolis; 174 mi. E of St. Louis; 151 mi. NW of Nashville, 112 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

**2 - TRANSPORTATION: Railroads**-Illinois Central-Gulf; Norfolk Southern; Conrail; Seaboard.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
**River Barge Lines**-5.

**Airlines**-USAir; Britt; ComAir; Piedmont; Midwest; Ozark; Republic; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 130,496; E&P 89 Est. 125,950
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 80 Cen. 276,695; E&P 89 Est. 286,545
County 80 Cen. 167,451; E&P 89 Est. 166,868
City & RTZ-ABC: (80) 501,878

**4 - HOUSEHOLDS:**
City 80 Cen. 51,310; E&P 89 Est. 47,265
County 80 Cen. 64,030; E&P 89 Est. 56,765
MSA 80 Cen. 101,528; E&P 89 Est. 108,683
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $185,336,000 |
| Commercial | 7 | $2,669,565,000 |

**6 - PASSENGER AUTOS:** County 92,528

**7 - ELECTRIC METERS:** 82,675

**8 - GAS METERS:** 56,456

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-(MSA) Furn. & Fixtures 1,300; Fab. Metal Prods. 2,000; Mach. 5,100; Misc. Durable Goods 2,800; Food Prods. 1,800; Textile & Apparel 600; Printing & Pub. 1,900; Rubber & Misc. Plastics 4,100; All Other Nondurable Goods 6,100; Mining 2,200; Constr. 8,500; Trans., Commun. & Util. 6,400; Whol. & Ret. Trade 31,300; Fin., Ins. & R.E. 5,000; Servs. 28,800; Gov't 12,000; Agric. 3,126; Primary Metals 4,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23; last killing frost, Apr. 7.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(No. of Stores)-Eastland Mall (127); Washington Sq. (45); North Park (51).

**Neighborhood Shopping Centers (No. of Stores)**-Covert & Lodge (8); Fairlawn (7); Franklin Ctr. (14); K mart East (6); K mart West (4); Mt. Vernon Ave. (12); Parrett St. (17); Ross Ctr. (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (8); West Gate (4); First Ave. (5).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastland Place(36) | 6 | Children's Palace |
| Lawndale(20) | 6 | Target, Allied Sports |
| North Brook(23) | 6 | Schnuck's |
| Plaza East(15) | 5 | Hills, Great Scot |
| Plaza West(8) | 4 | Hills, Great Scot |
| Town Center(18) | 6 | Kuesters, Allied Sports |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Shpg. Ctrs. Mon.-Sat. until 9 p.m.; Sunday until 6 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Snyder's; Stewart's; JCPenney; Lazarus.

**Discount Stores**-Target; Hills 2; K mart 3; Wal-Mart.

**Chain Drug Stores**-People's 8; SuperRx; Schnuck's 2; Osco 3; Hook's 5.

**Chain Supermarkets**-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaldings 5; Schnucks 2; Royal 2.

**Other Chain Stores**-Shoes: Burt's, Baynham's, Riecken's, Kinney; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc.: Kay Jewelers, Zale's Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

**14 - NEWSPAPERS:** COURIER (m) 62,888; PRESS (e) 36,475; COURIER (S) 115,626; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., P.O. Box 268, Evansville, IN 47702-0268; Tel. (812) 424-7711.

**National Representative**: Sawyer-Ferguson-Walker.

## FORT WAYNE

**1 - LOCATION:** Allen County (In Fort Wayne MSA). E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33, 30; I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail; Norfolk & Western.

**Motor Freight Carriers**-73.

**Air Freight**-Burlington Northern.

**Intercity Bus Lines**-ABC; Greyhound.

**Airlines**-Delta; USAir; American; ComAir; Midway; American Eagle; Jet Stream; United Express; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 172,196; E&P 89 Est. 164,775
NDM-ABC: (80) 264,703
Bal. in RTZ-ABC: (80) 496,896
County 80 Cen. 294,218; E&P 89 Est. 294,806
MSA 80 Cen. 354,087; E&P 89 Est. 357,869
Total NDM & Bal. in RTZ-ABC: (80) 761,599

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 65,961; E&P 89 Est. 66,559
County 80 Cen. 104,403; E&P 89 Est. 109,499
MSA 80 Cen. 124,905; E&P 89 Est. 132,551
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
Total NDM & Bal. in RTZ-ABC: (80) 264,208

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $7,050,143,000 |

**6 - PASSENGER AUTOS:** County 182,111

**7 - ELECTRIC METERS:** Residence City & Suburbs 147,000

**8 - GAS METERS:** Residence & Commercial County 90,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 9,100; Mfg. 52,800; Elect. Mach. 11,800; Trans. & Util. 12,700; Fin. 12,400; Ret. Trade 35,900; Whol. Trade 12,600; Service 39,400; Gov't. 18,400.

**10 - CLIMATE:** Av. yearly Min. & Max. Temp.-20-85. Precipitation 34 annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.

**Neighborhood Shopping Centers**-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Anthony Wayne Village(13) | 3 | Chronister |
| Broadway-Taylor | 1 | Rogers Mkts. |
| Canterbury(25) | 4 | Revco |
| Casselwood(5) | 4 | Lynn's |
| Clinton Corners(14) | NA | Summit Bank, Sports Shop |
| Covington Plz.(55) | 4 | Roger's, Hooks |
| Del Mart Plz.(7) | 6 | White Swan, Hook's |
| Dupont Crossing | 8 | Rogers, Keltch |
| East State | 3 | Hook's |
| Georgetown Sq.(70) | 5 | Rogers Mkts., |
| Glenbrook Commons(8) | 3 | Kids 'R' Us, S&C Famous Brands |
| Glenbrook Sq.(194) | 3 | L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson |
| Hazelwood Plaza | 3 | Nobbson Vlg. |
| Homewood | 3 | Leath Furn. |
| K mart North(14) | 3 | K mart, Radio Shack |
| K mart South | 5 | K mart, JoAnn Fabrics |
| K mart East | 3 | K mart |
| K mart West | 2 | K mart |
| Lincoln Plz.(10) | 5 | Kroger |
| Maplewood Plz.(30) | 5 | Lynn's, Radio Shack |
| New Haven Plz. | 7 | Lynn's |
| North Anthony(41) | 3 | Roger Mkts., True Value Hardware |
| Northcrest(24) | 3 | Value City Furn., Khols |
| Northwood Plz.(23) | 5 | Kroger, Target, Revco |
| Oakbrook & Quimby Vlg. | 2 | Value City |
| Park West(20) | 2 | Scott's |
| Pinevalley Mall | 9 | Scott's |
| Riviera Plz. | 4 | Rogers Mkts., Coast-to-Coast |
| Rogers S. Anthony | 4 | Rogers Mkts. |
| Rudisill(3) | 2 | Hook's |
| Stellnorn Vlg.(5) | NA | Scott's |
| Southgate Plz.(33) | 3 | Kroger, Radio Shack, Walgreens |
| Southtown Mall(105) | 5 | L.S. Ayres, JCPenney, Sears, Service Mdse., Kohls |
| Statewood Plz.(8) | 3 | Scott's |
| Time Corners(21) | 4 | Rogers Mkts., Keltsch |
| Washington Sq.(15) | 4 | Rogers Mkts., Trustworthy |
| Village at Coventry(24) | 7 | Scotts, Walgreens |
| Wayne Plaza | NA | Hook's |
| West State | 2 | Woolworth, Rogers |
| White Swan Plz. | 8 | White Swan Mkt. |

**Principal Shopping Days**-Wed., Fri., Sat.; Drug & Discount stores open Sun.

**Stores Open Evenings**-Dept., Food, Discount & Shopping Centers-every evening.

**13 - RETAIL OUTLETS: Department Stores**-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's 2.

**Variety Stores**-Belmont 6; Woolworth; Barrett; Dollar General 2.

**Chain Drug Stores**-Hook's 14; Revco 5; Walgreens 12; Keltsch 14; Phar-mor; Drug Castle 2.

**Discount Stores**-Target 3; K mart 4; TSC; Tepe; Big R; Value City 2; Service Merchandise; T.J. Maxx; Big Lots 3.

**Chain Supermarkets**-Kroger 4; Rogers Mkts. 11; Lynn's 3; Scott's 12; White Swan 2.

**Other Chain Stores**-Shoes: Buster Brown, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, 9 West, Naturalizer, G.H. Bass, Hush Puppies, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Foot Locker; Clothing: Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, Rodirick, St. John's, The Clothes Horse, J. Riggins, The Gap, Benetton's; Jewelers: Kay, Rost, JB Robinson, Gordon, Armstrong, Phoenix, Fox, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide, Hires Auto Parts; Women's Apparel: Casual Corner, Foxmoor, Jean Nicole, Petite Sophisticates, The Limited, Susie's Casuals, L. Strauss, Paul Harris, Nobbsons, Lerner's, Brook's, Hit or Miss, Gantos, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Maurices, Parklane Hosiery; Yard goods: Northwest Fabrics, Jo-Ann Fabrics, So Fro Fabrics; Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdwe., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Children's Palace, Fretter, Highland; Bldg. Mats.: Furrows, Wickes, Wolohan, Builder's Square, Sutherland, 84 Lumber.

**14 - NEWSPAPERS:** JOURNAL-GAZETTE (m) 61,777; NEWS-SENTINEL (e) 55,675; JOURNAL-GAZETTE (S) 137,023; Apr. 1, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Andrew Candor, Mktg. Serv. Dir., Fort Wayne Newspapers, Inc., Agent, 600 Main St.; P.O. Box 100, Fort Wayne, IN, 46801; Tel. (219) 461-8271.

**National Representative**: Knight-Ridder Newspaper Sales.

## FRANKFORT

**1 - LOCATION:** Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern; Conrail; CSX Trans. (Seaboard).

**Motor Freig[illegible] Carriers**-6.

**3 - POPULATI[illegible]:**
Corp. City 80 Cen. 15,168; E&P 89 Est. 14,728
County 80 Cen. 31,512; E&P 89 Est. 31,124

**4 - HOUSEHOLDS:**
City 80 Cen. 5,691; E&P 89 Est. 5,822
County 80 Cen. 11,325; E&P 89 Est. 11,470

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $250,000,000 |
| Savings & Loan | 3 | $70,000,000 |

**6 - PASSENGER AUTOS:** County 16,633

**7 - ELECTRIC METERS:** Residence 5,300

**8 - GAS METERS:** Residence 6,100

**9 - PRINCIPAL INDUSTRIES:** Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods; Car Seats.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-60. Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Centers**-4 sides of town square and 2 on all streets leading off Square; Frankfort Plaza (12 stores); Clinton County Plaza (10 stores); East Wabash Commercial Strip (30 stores).

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney; Freedman's.

**Discount Stores**-K mart; Wal-Mart.

**Chain Drug Stores**-Hook; Bon Merritt (Rexall); Peoples.

**Chain Supermarkets**-Marsh Foods; Shopwright Mkt; Shulz Mkts.

**Other Chain Stores**-Goodyear; Sherwin-Williams; Family Dollar; Sycamore; Payless Shoe Source; NuVision; Cato; Auto Works; Radio Shack.

**14 - NEWSPAPERS:** TIMES (e) 7,591; swom Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: R.A. Sutton, Adv. Dir., TIMES, 251 Clinton St., PO Box 9, Frankfort, IN 46041; Tel. (317) 659-4622; FAX (317) 654-7031.

**National Representative**: Nixon Newspapers.

## FRANKLIN

**1 - LOCATION:** Johnson County (In Indianapolis MSA). E&P Map B-4. 10 mi. S of Indianapolis. Educ. & retail center.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,563; E&P 89 Est. 11,803
NDM-ABC: (80) 42,421
RTZ-ABC: (80) 34,819
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
County 80 Cen. 77,659; E&P 89 Est. 90,373
Total NDM & RTZ-ABC: (80) 77,240

**4 - HOUSEHOLDS:**
City 80 Cen. 3,808; E&P 89 Est. 3,949
NDM-ABC: (80) 14,277
RTZ-ABC: (80) 11,068
County 80 Cen. 25,345; E&P 89 Est. 34,451

MSA 80 Cen. 418,536; E&P 89 Est. 468,258
Total NDM & RTZ-ABC: (80) 25,345

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 49,634

**7 - ELECTRIC METERS:** Residence 28,000

**8 - GAS METERS:** Residence 26,500

**9 - PRINCIPAL INDUSTRIES:** Auto Parts; Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

**11 - TAP WATER:** Alkaline, med. hard.

**12 - RETAILING: Principal Shopping Centers**-25 blocks on 8 sts.; Greenwood Ctr. (140 units); Northwood Ctr. (23 units).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Wilgro(14) | 8 | People's Drug |
| Greenwood Pk.(140) | 9 | Sears, Blocks, L.S. Ayres, JCPenney, Lazarus |
| Northwood(23) | NA | Ames, Kroger, Hook's Drug |
| County Line | NA | Target, Kroger, Mr. Wagg's |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-All Fri.; Shpg. ctrs. nightly ex. Sat.

**13 - RETAIL OUTLETS: Department Stores**-Lazarus; L.S. Ayres; Sears; JCPenney; Service Mdse.; Montgomery Ward.
**Discount Stores**-Franklin; Ames; Wal-Mart; Greenwood; K mart; Zayre; Value City; Target; Kohl's.
**Chain Drug Stores**-Hook's; People's.
**Chain Supermarkets**-Franklin; Kroger; Knott's; Brown's; Marsh; Greenwood; Preston Safeway; Cub Foods; Mr. D's.
**Other Chain Stores**-Guarantee Auto; Firestone; Radio Shack; Video Concepts; 84 Lumber; Furrow; Lowe's; Goodyear; Toys R Us.

**14 - NEWSPAPERS:** JOURNAL (e) 15,323; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Howard Herron, Gen. Mgr., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
**National Representative**: Papert Companies.

## GARY

**1 - LOCATION:** Lake County. E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94; State Hwys. 51, 53, 55, 65 & 912 end in Gary.

**2 - TRANSPORTATION: Railroads**-Main lines of Conrail; Baltimore & Ohio; Grand Truck Western; Tri-State Coach Lines; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend.
**Motor Freight Carriers**-62.
**Intercity Bus Lines**-Greyhound; National Trailways; Gary Inter-City.
**Airlines**-Served by Chicago Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 151,953; E&P 89 Est. 115,077
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 80 Cen. 520,913; E&P 89 Est. 444,820
PMSA 80 Cen. 641,735; E&P 89 Est. 567,086
Total NDM-ABC: (80) 450,419
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 49,455; E&P 89 Est. 42,456
County 80 Cen. 175,098; E&P 89 Est. 177,685
PMSA 80 Cen. 214,244; E&P 89 Est. 218,852
CZ-ABC: (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 15 | N.A. |
| Savings & Loan | 18 | N.A. |

**6 - PASSENGER AUTOS:** County 257,435

**7 - ELECTRIC METERS:** Residence 64,600

**8 - GAS METERS:** Residence 56,845

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel and related industries 96,000 ($450); Cement Prods. 185 ($375); Men's & Women's Apparel 575 ($350).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

**11 - TAP WATER:** Soft, filtered, fluoridated.

**12 - RETAILING: Principal Shopping Center**-U.S. 30 and Mississippi St.
**Downtown**-B'way. 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks, 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
**Neighborhood Shopping Centers** Midtown: B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park: B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna: 2 on Aetna St., Melton Rd.; Benton to Howard Sts. Dunes Hwy., Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center, Portage, Hobart, Griffith, Black Oak.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Tri-City Plz.(9) | NA | Jewel |
| Turkey Creek(2) | NA | Venture |
| Crossroads(15) | NA | Zayre |
| Village(34) | NA | JCPenney, Kresge, Goldblatts |
| 12/20 Plz.(3) | NA | K mart, Basic, Zayre |
| Southlake(126) | NA | Sears, JCPenney, Carson Pirie, L.S. Ayres |
| Dunes Plz.(4) | NA | Zayre, K mart |
| Broadway(9) | NA | Wiseway |
| Liberty Sq.(12) | NA | Jacobsons |
| 80th Place(10) | NA | Ivy Tree, Video King |
| Century Mall(40) | NA | Mont. Ward, Service Mdse., Burlington Coat Factory |
| Griffith Park(16) | NA | Venture, Service Mdse. |
| Portage Mall(40) | NA | Coast-to-Coast, McCrory's |
| County Seat(36) | NA | K mart |
| Marquette(59) | NA | JCPenney, Sears, C.P. Scott |
| Indian Oak(26) | NA | Hooks |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Shopping Centers Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-In Valparaiso: Lowenstine's, Miller's.
**Leading Variety Stores**-Kresge; Harvey's Mart; McCrory's; Family Dollar.
**Discount Stores**-Zayre; Venture; K mart.
**Chain Drug Stores**-Walgreens 4; Walgreens Agency 19; Scott's 4; Hick's 3; Belles 3; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
**Chain Supermarkets**-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
**Other Chain Stores**-Richman Bros; Danners; Aldies; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Wickes Furniture; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; Builder's Square.

**14 - NEWSPAPERS:** POST-TRIBUNE (m) 73,969; (S) 88,361; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Cindy Dennison, Natl. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3000.
**National Representative**: Knight-Ridder Newspaper Sales.

## GOSHEN

**1 - LOCATION:** Elkhart County, (In Elkhart-Goshen MSA). E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O.
**Motor Freight Carriers**-30 Truck lines; 1 Terminal.
**Intercity Bus Lines**-Middlebury, Indiana Motor Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 19,665; E&P 89 Est. 23,323
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 58,167
County/MSA 80 Cen. 137,401; E&P 89 Est. 157,387
City & RTZ-ABC: (80) 81,587
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,291; E&P 89 Est. 9,121
County/MSA 80 Cen. 48,148; E&P 89 Est. 59,422
CZ-ABC: (80) 8,531
RTZ-ABC: (80) 18,876
City & RTZ-ABC: (80) 27,407

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $1,116,364,242 |
| Savings & Loan | 1 | $295,598,000 |

**6 - PASSENGER AUTOS:** County 86,443

**7 - ELECTRIC METERS:** Residence 7,700

**8 - GAS METERS:** Residence 6,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equip. 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, hard; fluoridated. Filtered & rust removed.

**12 - RETAILING: Principal Shopping Centers**-21 blocks on 6 sts.
**Downtown Shopping Centers**-Chicago Pike Plaza, Peddler's Village, Linway Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Concord Mall(80) | NA | JCPenney, Meis, Mont. Ward |
| Pierre Moran Mall(51) | 12 | Sears, Target, Krogers; Zeisel's |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears; Fisher's Big Wheel.
**Variety Stores**-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
**Chain Drug Stores**-Judd's; Hook's; Osco; Perry.
**Chain Supermarkets**-Kroger; Family Fare.
**Other Chain Stores**-K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

**14 - NEWSPAPERS:** NEWS (e) 15,124; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, P.O. Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
**National Representative**: Landon Associates.

## GREENCASTLE

**1 - LOCATION:** Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40, and I-70.

**2 - TRANSPORTATION: Railroads**-Conrail; Louisville & Nashville.

**3 - POPULATION:**
Corp. City 80 Cen. 8,403; E&P 89 Est. 7,900
County 80 Cen. 29,253; E&P 89 Est. 29,576

**4 - HOUSEHOLDS:**
City 80 Cen. 2,682; E&P 89 Est. 2,665
County 80 Cen. 9,404; E&P 89 Est. 10,065

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $97,681,000 |
| Savings & Loan | 1 | $25,000,000 |

**6 - PASSENGER AUTOS:** County 14,083

**7 - ELECTRIC METERS:** Residence 2,956

**8 - GAS METERS:** Residence 2,650

**9 - PRINCIPAL INDUSTRIES:** Industry-Crushed Stone and Agric. Limestone; Computers; Capacitors; Foundry; Cement.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Prevo's, JCPenney; Troyer's, Schultz Bros.
**Variety Stores**-Murphy's; Pool's.
**Chain Drug Stores**-SupeRx; Hook; People's.
**Chain Supermarkets**-Kroger; Marsh.

**14 - NEWSPAPERS:** BANNER-GRAPHIC (e) 5,916; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Steve Hendershot, Adv. Dir., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
**National Representative**: Landon Associates.

## GREENFIELD

**1 - LOCATION:** Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 11,439; E&P 89 Est. 12,387
CZ-ABC: (80) 11,304
RTZ-ABC: (80) 32,635
County 80 Cen. 44,134; E&P 89 Est. 46,344
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
City & RTZ-ABC: (80) 43,939

**4 - HOUSEHOLDS:**
City 80 Cen. 3,954; E&P 89 Est. 4,481
CZ-ABC: (80) 3,954
RTZ-ABC: (80) 10,518
County 80 Cen. 14,472; E&P 89 Est. 18,783
MSA 80 Cen. 418,536; E&P 89 Est. 468,258
City & RTZ-ABC: (80) 14,472

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $200,000,000 |
| Savings & Loan | 1 | $196,109,505 |

**6 - PASSENGER AUTOS:** County 27,515

**7 - ELECTRIC METERS:** Residence 3,600

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Mach. 170 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 60-98, Fall 40-65; Winter 0-45.

**11 - TAP WATER:** Hard; naturally fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State, 3 Shopping Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Green Meadows(20) | NA | Kroger, Big Lots, Aldi Foods |
| Northgate(15) | NA | Seven Seas Imports, Reasner Drugs, Corner Hardware (Servi Star) |
| McKenzie Plz. | NA | Peoples Drugs |
| Weston Vlg.(12) | NA | Schulz IGA., Hook's, K mart |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Downtown Fri.; Shopping Centers, Mon. through Sat.

**13 - RETAIL OUTLETS: Discount Stores**-K mart; Big Lots; Wal-Mart.
**Chain Drug Stores**-Hook's; Reasner's; Peoples Drugs; Wal-Mart.
**Chain Supermarkets**-Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz IGA; Aldi Foods.
**Other Chain Stores**-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware; Corner Hardware (Servi Star).

**14 - NEWSPAPERS:** DAILY REPORTER (e) 7,125; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael G. Butt, Adv. Dir., DAILY REPORTER, 212 E. Main; PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
**National Representatives**: Papert Companies; U.S. Suburban Press.

## GREENSBURG

**1 - LOCATION:** Decatur County, E&P Map C-4. County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

**2 - TRANSPORTATION: Railroads**-CCC&StL; Conrail.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Southeastern Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 9,254; E&P 89 Est. 9,810
County 80 Cen. 23,782; E&P 89 Est. 24,855
**Demographic Information (partial) available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,336; E&P 89 Est. 3,722
County 80 Cen. 8,069; E&P 89 Est. 9,898

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $274,690,062 |
| Savings & Loan | 2 | $35,736,600 |

**6 - PASSENGER AUTOS:** County 11,981

**7 - ELECTRIC METERS:** Residence County 14,040

**8 - GAS METERS:** Residence County 3,732

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A) (Hydraulic Lifts) American Manufacturing 98; Blasdel Enterprises (infra-red ovens) 16; Bohn Engine and Foundry (pistons, brushings, bearings) 255; Delta Faucet 1,011; Dry Clime (industrial infrared ovens) 25; Federal Mogul BCA (ball-bearings) 492; GECOM Inc. (auto parts) 173; Houck Industries (drawer slides) 60; Indiana Wire (wire particians, fences) 14; James River Corp. (paper & related products) 574; KB Specialty (salad & deli items) 230; Randall-Textron (auto products) 149; Rust Wholesale 87; STI, Inc. (auto parts) 98; Blackstone Corp. (auto parts) 250.

**10 - CLIMATE:** Average Temp.-Jan. 39; July 77.

**11 - TAP WATER:** Softened; fluoridated.

**12 - RETAILING: Nearby Shopping Centers**-Greensburg Plaza, 10 blocks from downtown; Ranch Plz. 7 blocks from downtown; North Bend Plaza, 8 blocks from downtown; Greensburg Crossing 14 blocks from downtown.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Minear's, Inc.; Fashion World; Stewart's Dress Shop.
**Variety Stores**-Dollar General; County Supply; Pleak's Hdwe.; Family Dollar; Moores Hardware.
**Discount Stores**-Wal-Mart; K mart.
**Supermarkets**-Marsh; Ranch; IGA; Diamond Foods; Sav-a-lot; Mr. Ed's.
**Other Chain Stores**-Furn: Taff's, Holthouse, Furniture World.

**14 - NEWSPAPERS:** NEWS (e) 6,509; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Norm Voiles, Adv. Dir., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
**National Representative**: None.

## HAMMOND-EAST CHICAGO

**1 - LOCATION:** Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys. 41, 6, 12, 20; I-94, 80, 90, I-65; W end of Indiana toll road.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
**Motor Freight Carriers**-104.
**Intercity Bus Lines**-Greyhound; Trailways; Tri-State; Cardinal.
**Lake Shipping**-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
**Airlines**-Gary Municipal Airport, 45 minutes drive to Chicago's O'Hare Intl. Airport, 30 minutes to Midway Airport, commercial and private.

**3 - POPULATION:**
Corp. Cities 80 Cen. 133,500; E&P 89 Est. 100,812
Hammond 80 Cen. 93,714; E&P 89 Est. 71,042
E. Chicago 80 Cen. 39,786; E&P 89 Est. 29,770
County 80 Cen. 520,913; E&P 89 Est. 444,820
PMSA 80 Cen. 641,735; E&P 89 Est. 567,086
CZ-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 173,874
Total NDM-ABC: (80) 476,140

**4 - HOUSEHOLDS:**
Cities 80 Cen. 47,967; E&P 89 Est. 41,076
Hammond 80 Cen. 34,280; E&P 89 Est. 29,464
E. Chicago 80 Cen. 13,687; E&P 89 Est. 11,612
County 80 Cen. 175,098; E&P 89 Est. 177,685
PMSA 80 Cen. 214,244; E&P 89 Est. 218,852
CZ-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 54,548
Total NDM-ABC: (80) 162,105

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Hammond | 4 | $1,287,800,000 |
| East Chicago | 3 | $236,800,000 |

**6 - PASSENGER AUTOS:** County 257,435

**7 - ELECTRIC METERS:** County Residence 191,078

**8 - GAS METERS:** County 165,940

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($629); Chemical 1,900 ($630); Constr. 9,300 ($652).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

**11 - TAP WATER:** Alkaline, medium hard, fluoridated; source: Lake Michigan.

**12 - RETAILING: Principal Shopping Centers**-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Downtown Hammond; Hohman Ave.
**Neighborhood Shopping Centers**-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.
**Other City Zone Shopping Areas**-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 6 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 6 blocks on 45th Ave., 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave. Schererville: 2 blocks on U.S. 30; Merrillville: U.S. 30-Southlake Mall, Century Consumer Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Griffith Plaza | 7 | Venture, Service Mdse. |
| Crossroads Plaza | 13 | Zayre |
| River Oaks West | 5 | Venture, Marshall's, Mainstreet |
| River Oaks (Cal. City) | 5 | Sears, Carson Pirie Scott, Marshall Field, JCPenney |
| The Landings | 6 | Handy Andy, Zayre, Toys R Us, Cub Foods, Service Mdse. |
| Woodmar (Ham'd) | 4 | Carson Pirie Scott, Walgreens |
| Wentworth Woods (Cal. City) | 3 | Woolworth, Perry Drugs |
| Columbia (Ham'd) | 2 | Zayre |
| Highland Plz. | 6 | Marshall's, Ultra |
| Calumet (Munster) | 4 | Mont. Ward, Hook Drugs, Sterks |
| S. Lake Mall (Merrillville) | 14 | Sears, Carson's, JCPenney, L.S. Ayres |
| Century Consumer Mall(Merrillville) | 13 | Mont. Ward, Burlington Coat Factory, Service Mdse. |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Sundays**-Discount, drug, some food and dept. stores, major malls.
**Stores Open Evenings**-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; S. Lake: Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.
**Discount Stores**-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's 3; Hook Drugs; Family 2; Scot Lad.
**Chain Supermarkets**-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2; Cub.
**Other Chain Stores**-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes, Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3, Handy Andy 3, Warehouse Club, Builder's Square.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 67,115; (m-sat) 65,535; (S) 74,080; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Lostoski, Nat'l. Adv. Mgr., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 933-3200.
**National Representative**: Branham/Newspaper Sales.

## HARTFORD CITY

**1 - LOCATION:** Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

**2 - TRANSPORTATION: Railroads**-Conrail; N&W (freight).
**Intercity Bus Lines**-Trailways Bus.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. City 80 Cen. 7,622; E&P 89 Est. 7,084
County 80 Cen. 15,544; E&P 89 Est. 15,079

**4 - HOUSEHOLDS:**
City 80 Cen. 2,887; E&P 89 Est. 2,739
County 80 Cen. 5,577; E&P 89 Est. 5,486

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $52,000,000 |
| Savings & Loan | 2 | $16,000,000 |

**6 - PASSENGER AUTOS:** County 8,175

**7 - ELECTRIC METERS:** Residence-County 6,350 (1982)

**8 - GAS METERS:** Residence 2,858

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Public Square and 1 block in each direction.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Marsh(4) | 1 | Marsh, People's |
| N. Walnut St.(2) | 1 | Hook Drugs, Dollar Family |
| McCrory Ctr.(1) | 1 | McCrory |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Val Discount; Nancy's Shoppe; Leo's Men's Wear.
**Chain Drug Stores**-Hook's; People's.
**Chain Supermarkets**-Marsh; Joe's IGA 3.
**Other Chain Stores**-Goodyear; TG&Y Family Ctr.; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.; Henry's Shoes; PU's Sport Hut.

**14 - NEWSPAPERS:** NEWS-TIMES (e) 2,710; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: James V. Carroll, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348-0268; Tel. (317) 348-0110.
**National Representative**: None.

## HUNTINGTON

**1 - LOCATION:** Huntington County, E&P Map C-2, County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 16,202; E&P 89 Est. 15,727
County 80 Cen. 35,531; E&P 89 Est. 35,277

**4 - HOUSEHOLDS:**
City 80 Cen. 5,910; E&P 89 Est. 5,957
County 80 Cen. 12,363; E&P 89 Est. 12,852

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $338,426,000 |

**6 - PASSENGER AUTOS:** County 19,446

**7 - ELECTRIC METERS:** Residence 8,600

**8 - GAS METERS:** Residence 5,128

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 1,447; Publishing 435; Heating & Air Cond. 350; Chem. 125; Fireplaces 558; Automotive 1,124; Av. hourly wage $7.99.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

**11 - TAP WATER:** Neutral, softened; fluoridated.

**12 - RETAILING: Principal Shopping Centers** (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).

**Neighborhood Shopping Centers**-(No. of Stores)-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (8).

**Principal Shopping Days**-Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Dept. & food nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-K mart, Target.

**Variety Stores**-Spurgeon, Dollar General.

**Chain Drug Stores**-Hook's; Walgreens.

**Chain Supermarkets**-Owen's; Bechsteins; Valuland.

**Other Chain Stores**-Burger Dairy; Sears; Guarantee Auto; Coast-to-Coast; Sycamore.

**14 - NEWSPAPERS:** HERALD-PRESS (e-mon to fri; S) 8,780; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Mark Saddler, Adv. Dir., HERALD-PRESS, 7 N. Jefferson, Huntington, IN 46750. Tel. (219) 356-6700.

**National Representative**: None.

## INDIANAPOLIS

**1 - LOCATION:** Marion County (In Indianapolis MSA). E&P Map B-3. State capital. County Seat. Indust., whol., retail, cultural, medical and educ. center. On White River in geographical ctr. of state. 184 mi. from Chicago; 110 mi. from Cincinnati.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail; Norfolk Southern; Indiana Rail Road; CSX.

**Intercity Bus Lines**-Greyhound; Indiana Motor Bus; Trailways.

**Airlines**-American; American Trans Air; Air Canada; USAir; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pan American; Piedmont; TWA; United; American Eagle; Allegheny Commuter; Contineltal Express; Comair; Northwest Airlink; Piedmont Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 700,807; E&P 89 Est. 709,796
County 80 Cen. 763,017; E&P 89 Est. 785,787
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
NDM-ABC: (80) 1,166,575

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 260,167; E&P 89 Est. 248,242
County 80 Cen. 285,092; E&P 89 Est. 274,685
MSA 80 Cen. 418,485; E&P 89 Est. 468,258
NDM-ABC: (80) 418,485

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $9,924,748,000 |
| Savings & Loan | 7 | $2,405,187,000 |

**6 - PASSENGER AUTOS:** County 459,479

**7 - ELECTRIC METERS:** County 356,348

**8 - GAS METERS:** County 220,809

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Earners (Av. Wkly. Wage)-Stone, clay & glass prods. 3,067 ($410); Primary Metals 2,583 ($565); Fab. Metals 9,658 ($355); Non-elect. Mach. 12,700 ($417); Elect. Mach. 8,183 ($342); Trans. Equip. 25,800 ($701); Food Prods. 6,175 ($426); Paper & Allied Prods. 2,800 ($420); Printing & Pub. 10,558 ($414); Chem. 11,158 ($527); Rubber & Plastic Prods. 3,600 ($319); Other Trans., Commun. & Util. 36,375 (N.A.); Whol. trade 39,317 (N.A.); Ret. Trade 114,308 (N.A.); Finance 44,875 (N.A.); Constr. 32,017 (N.A.); Service 136,750 (N.A.); Gov't. 89,592 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp. (30-yr. av.)-Spring 41-62; Summer 63-84; Fall 44-65; Winter 21-37. First killing frost, Oct. 22; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants.

**12 - RETAILING: Principal Shopping Centers**-Downtown-4 blocks on Washington St.; 5 on Market St.; 5 on Ohio St.; 7 on Illinois St.; 7 on Meridian St.; 6 on Pennsylvania St.; 4 on Maryland St.; 3 on Georgia St.; 6 on Delaware St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| **North:** | | |
| Castleton Sq.(118) | 13 | Lazarus, JCPenney, Sears, Kohl's |
| Keystone at the Crossing(54) | 10 | Brooks Bros., Gidding-Jenny, Jacobson's |
| Glendale(103) | 7 | L.S. Ayres, Lazarus |
| **East:** | | |
| Eastgate Consumer (60) | 6 | Burlington Coat Factory, Front Row, F.W. Woolworth |
| Washington Sq.(132) | 10 | Lazarus, L.S. Ayres, Mont. Ward, Serv. Mdse. Sears, JCPenney |
| **South:** | | |
| Southern Plz.(35) | 5 | Kroger, Hook's, Woolworth |
| Greenwood Park Mall(145) | 9 | L.S. Ayres, Sears, Lazarus, Mont. Ward, JCPenney |
| **West:** | | |
| Speedway(60) | 6 | Kohl's, Kroger |
| Lafayette Sq.(101) | 6 | Ayres, Sears, Mont. Ward, JCPenney, Lazarus |

**13 - RETAIL OUTLETS: Department Stores**-L.S. Ayres 5; Lazarus 6; JC Penney 5; Montgomery Ward 3; Sears 5.

**Discount Stores**-Big Lots 7; Dollar General 9; Hill's 4; K Mart 11; Kohl's 5; Service Merchandise 5; Target 10; Value City 3; Zayre 6.

**Variety Stores**-G.C. Murphy 2; Woolworth 3.

**Chain Drug Stores**-Drug Emporium 3; F & M Dist. 2; Hook's 75; Osco 15; People's 42; Phar Mor 2; Toler 4.

**Chain Supermarkets**-Aldi 4; Cub Foods 4; IGA 4; Kroger 34; Marsh 29; Mr. D's 5; O'Malia 9; Preston Safeway 23.

**Convenience Food Stores**-Big Foot; Convenient 6; Crystal Flash 7; Friendly Foods 7; Lindner's 37; Super 7 Food Stores 7; Village Pantry 83.

**Other Chain Stores**-Auto Suppliers: Aamco 10; Auto Works 25, Bandy's 7, Big A Auto Parts 14, Carquest 16, Car-X Muffler & Brake 7, Firestone 10; Goodyear 13, Hiway Parts 7, Midas Muffler 10, NAPA 22, Nationwise 34, Scheid Tire Co. 8, State Auto 3; Bakeries: Dunkin Donuts 6, Roselyn 37, TJ. Cinnamon's 4; Candy: Fannie May 4; Electronics: Fretter Appliances 3, H.H. Gregg 4, Highland 4, Luskins 4, Mister Clark's 5, Radio Shack 30. Furniture Stores: Kittle's 4, Emrich 4, Frazier's 3, Gerdt 2, Richard Bennett 4, Scandinavian Design 3, Value City 3; Hardware: Ace 17, Central 5, Furrow 5, HWI 8, Lowes 3, True Value 12; Ice Cream: Baskin-Robbins 12, Bresler's 4, Dairy Queen 30, Strawberry Hill 3; Jewelers: Goodman 6, Hunt's 2, Kay 4, Osterman 4, Rost 4, Shane Company 4, Smith's Diamond Brokers 2, Zales 3; Men's Apparel: Arnold's 2, Bachrach's 2, Chess King 3, Edrich 3, The Gap 4, Kuppenheimer 2, Redwood & Ross 2, Richman 3, J. Riggings 3, L. Strauss 4, The Style Store for Big & Tall 5; Women's Apparel: Abigail's 2, Arzella 3, The Answer, B.J.'s Stout World 4, Brooks Fashions 4, Casual Corner 6, Catherine's 5, Clothes Out Junction 9, Foxmoor Casuals 3, Hit or Miss 3, Jean Lauder's 2, Jean Nicole 4, Lane Bryant 2, Lerner 6, The Limited 6, Paul Harris 5, Sportime 4, Stuarts 4, Sycamore 12; Shoe Stores: Baker's 3, Buster Brown 2, Florsheim 5, Hanover 4, Kinney 6, Marott's 2, Naturalizer 5, Pay-Less 16, Red Cross 5, Shoe Carnival 3, The Shoe Works 5, Stride Rite 4.

**14 - NEWSPAPERS:** STAR (m) 230,787; NEWS (e) 113,957; STAR (S) 406,099; Mar. 25, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., Indianapolis, IN 46206; Tel. (317) 633-1240.

**National Representatives** Million Market Times Mirror Marketing.

## JASPER

**1 - LOCATION:** Dubois County. E&P Map B-5. County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River. 120 mi. S of Indianapolis, 57 mi. NE of Evansville, 79 mi. W of Louisville on U.S. Hwy. 231.

**2 - TRANSPORTATION: Railroads**-Southern (freight).

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Eastern Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 9,097; E&P 89 Est. 9,660
County 80 Cen. 34,319; E&P 89 Est. 37,393

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,249; E&P 89 Est. 3,617
County 80 Cen. 11,201; E&P 89 Est. 14,967

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $604,710,000 |
| Savings & Loan | 1 | $1,940,794 |
| Savings | 1 | $19,398,868 |

**6 - PASSENGER AUTOS:** County 19,644

**7 - ELECTRIC METERS:** Residence 5,028

**8 - GAS METERS:** Residence 3,640

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food, bakery, dairy stores 359; Printing & Pub. 165; Ret. trade 2,242; Furn. Lumber, Wood Prods. 3,836; Mach. (not electric) 77; Chem. 34; Mining 271; Constr. 964; Agric. 1,179; Rubber 225.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Areas**-Downtown, vicinity of courthouse square.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southgate Center (34) | NA | Big Lots, Hooks, Ashleys Outlet |
| Germantown Ctr. (16) | NA | Wal-Mart, Watsons, Revco |

**Principal Shopping Days**-Seven days a week.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sieberts; Mr. Wardrobe; Watsons; Ashleys Outlet.

**Discount Stores**-Big Lots; K mart; Wal-Mart.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Hook's; Revco.

**Chain Supermarkets**-IGA 2; Red & White.

**Other Chain Stores**-Sears; Sherwin-Williams; Cato's; Hallmark; Guarantee Auto; Gambles; Radio Shack; True Value Hdwe.; Rogers Jewelers; Auto Works; Shoe Show; Sycamore; Fashion Bug/Fashion Bug Plus; Central Tractor Farm & Family Center.

**14 - NEWSPAPERS:** HERALD (e) 13,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St.; P.O. Box 31, Jasper, IN 47546; Tel. (812) 482-2424.

**National Representative**: Papert Companies.

## JEFFERSONVILLE

**1 - LOCATION:** Clark County (In Louisville, KY-IN MSA). E&P Map C-5. County Seat. On Ohio River opp. Louisville, KY.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O.

**Motor Freight Carriers**-10.

**3 - POPULATION:**

Corp. City 80 Cen. 21,220; E&P 89 Est. 21,829
County 80 Cen. 88,805; E&P 89 Est. 91,748
MSA 80 Cen. 955,242; E&P 89 Est. 965,247

**4 - HOUSEHOLDS:**

City 80 Cen. 7,972; E&P 89 Est. 8,448
County 80 Cen. 31,021; E&P 89 Est. 34,726
MSA 80 Cen. 340,989; E&P 89 Est. 360,907

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Saving & Loan | 2 | $134,280,000 |
| Commercial | 3 | $270,416,000 |

**6 - PASSENGER AUTOS:** County 50,403

**7 - ELECTRIC METERS:** Residence County 26,000

**8 - GAS METERS:** Residence County 17,487

**9 - PRINCIPAL INDUSTRIES:** Chem.; Textiles; Ordnance; Foundries; Wood Prods.; U.S. Census Bureau; Jeff Boat Works; Colgate.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Conner's(11) | 3 | General Store |
| Gateway Plz.(6) | 3 | Gateway |
| Grant Plz.(7) | 3 | Winn-Dixie |
| Greentree(42) | 5 | JCPenney, Sears |
| Youngstown(30) | 4 | Bacon's |
| K mart Plz.(9) | 4 | K mart |
| Value City(3) | 4 | Value City |
| Wyckshire(7) | 5 | Schmidt's |
| Eastgate(3) | 3 | K mart, Kroger |

**Stores Open Evenings**-In Shopping Centers.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bacon's; JCPenney; Sears; Ben Snyders.

**Variety Stores**-Woolworth; Thrift Dollar Store.

**Discount Stores**-K mart; Target; Value City; Zayres.

**Chain Drug Stores**-Taylors; Bills Discount; Walgreens; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.

**Chain Supermarkets**-Key Market; Kroger; Gateway; IGA; Winn-Dixie; Convenient; Bob's Quality Foods; Sav-A-Step; Valu Warehouse of Groceries.

**Other Chain Stores**-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; Child World; Service Merchandise; Furrow; Lowes; Wolohan; 84 Lumber; G/Auto; Levy's.

**14 - NEWSPAPERS:** NEWS (e) 17,224; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Marc Leuthart, Adv. Mgr., NEWS, 221 Spring St.; P.O. Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.

**National Representative**: Landon Associates.

## KENDALLVILLE

**1 - LOCATION:** Noble County, E&P Map C-2. Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-8.

**Airlines**- Out of Ft. Wayne; United; Delta; Air Wisconsin; Piedmont; Northwest; American; Allegheny.

**3 - POPULATION:**
Corp. City 80 Cen. 7,299; E&P 89 Est. 7,976
County 80 Cen. 35,517; E&P 89 Est. 39,981

**4 - HOUSEHOLDS:**
City 80 Cen. 2,727; E&P 89 Est. 3,144
County 80 Cen. 12,065; E&P 89 Est. 15,448

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $339,000,000 |
| Savings & Loan | 1 | $27,000,000 |

**6 - PASSENGER AUTOS:** County 20,004

**7 - ELECTRIC METERS:** Residence 2,772

**8 - GAS METERS:** Residence 1,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Elect. Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

**11 - TAP WATER:** Softened, fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St.; 2 on Mitchell; 2 on William.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Foodtown(5) | 1 | Val Discount |
| Publix(10) | 1 | Dollar General, Roger's, Coast-to[illegible]st |
| Kendallville | NA | Ames |
| Fairview Plz. | 2 | Wal Mart |

**Principal Shopping Days**-Mon. through Sun.
**Stores Close**-Jewelry stores Wed. afternoon.
**Stores Open Evenings**-All stores Fri. night; shopping centers 6 nights; chain supermarkets 7 nights.
**Stores Open Sunday**-Chain supermarkets; Shopping Centers; JCPenney; Ames; Val Discount; Belmonts; Dollar General; Wal Mart.

**13 - RETAIL OUTLETS: Department Stores**-Wal Mart; JCPenney; Dollar General; Ames; Val Discount; Belmonts.
**Chain Drug Stores**-Hook's; Fischer's Rexall; Chronister's.
**Chain Supermarkets**-Roger's (Super Valu); Kendallville IGA.
**Other Chain Stores**-Hallmark; Sears (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads Wisman's Appliance & TV; Firestone; B.F. Goodrich.

**14 - NEWSPAPERS:** NEWS-SUN (e) 6,453; sworn Dec. 31, 1988.
**Local Contact** for Advertising and Merchandising Data: Deb Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St.; PO Box 39, Kendallville, IN 46755; Tel. (219) 347-0400.
**National Representative**. None.

## KOKOMO

**1 - LOCATION:** Howard County, (MSA). E&P Map B-3. County Seat. North central Indiana on Indiana Hwys. 31, 35, 22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and miscellaneous manufacturing center.

**2 - TRANSPORTATION: Railroads**-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
**Motor Freight Carriers**-21.
**Interstate Bus Lines**-Trailways; Indiana Motor Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 47,808; E&P 89 Est. 48,660
CZ-ABC: (80) 53,769
RTZ-ABC: (80) 76,480
County 80 Cen. 86,896; E&P 89 Est. 86,725
MSA 80 Cen. 103,715; E&P 89 Est. 102,498
City & RTZ-ABC: (80) 130,249

**4 - HOUSEHOLDS:**
City 80 Cen. 18,240; E&P 89 Est. 19,086
County 80 Cen. 31,050; E&P 89 Est. 31,968
MSA 80 Cen. 37,043; E&P 89 Est. 37,415
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,362
City & RTZ-ABC: (80) 45,706

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $306,002,730 |
| Savings & Loan | 4 | $271,848,123 |

**6 - PASSENGER AUTOS:** County 48,747

**7 - ELECTRIC METERS:** Residence 42,359

**8 - GAS METERS:** Residence 27,771

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Stone, Clay, Glass 250; Primary Metals 5,313; Fab. Metals 587; Mach. (ex. Elect.) 434; Electric Mach. 11,000; Trans. Equip. 3,800; Av. Wkly. Wage-Mfg. $520.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10; last killing frost, May 10.

**11 - TAP WATER:** Acid, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.

**Neighborhood Shopping Centers**-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial(18) | NA | Hook's Drugs |
| Forest Park(18) | NA | Ben Franklin, People's |
| Kokomo Mall(16) | NA | Tire America, JCPenney Meis, Phar-Mor |
| Maplecrest(27) | NA | Ben Franklin, Hill's, Kroger |
| Markland Mall([illegible]8) | NA | Hooke's, Lazarus, Sears, Target |
| Markland Plz.(16) | NA | Radio Shack, Service Merchandise |
| Regency Plz.(11) | NA | |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Dept.-Fri.; Food Chains-every eve., Sun. to 6; Shopping Ctrs.-every eve.

**13 - RETAIL OUTLETS: Department Stores**-Lazarus; Maher's; Sears; JCPenney; Target; Service Mdse.

**Variety Stores**-Ben Franklin 2; Schultz Bros.

**Discount Stores**-K mart 2; Hill's.

**Chain Drug Stores**-Hook's 6; Peoples 3; Rexall 2; Hutto 2.

**Chain Supermarkets**-Kroger 3; Marsh Food Liner 2; Wallman's; County Market.

**Other Chain Stores**-Goodyear; Father & Son Shoes; House of Fabrics; Musicland; Roger's Jewelry; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Wickes; Cashway Lumber; Auto Works; Coast-to-Coast Hdwe.; Ace Hdwe.; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Fabric World; Playback; Fashion Barn.

**14 - NEWSPAPERS:** TRIBUNE (e) 27,198; (S) 28,652; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dale D. Andreasen, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.

**National Representative**: Thomson Newspapers.

## LAFAYETTE-WEST LAFAYETTE

**1 - LOCATION:** Tippecanoe County (In Lafayette MSA). E&P Map B-3. County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Home of Purdue University. Agricultural, industrial, educational, cultural and medical center.

**2 - TRANSPORTATION: Railroads**-Amtrak; Norfolk & Southern; Consolidated Rail Corp.; Seaboard Systems.
**Motor Freight Carriers**-31.
**Intercity Bus Lines**-Greyhound; Trailways; Greater Lafayette Public Trans. Corp.
**Airlines**-Continental Express; Midway Commuter; Piedmont Commuter.

**3 - POPULATION:**
Corp. Cities 80 Cen. 64,258; E&P 89 Est. 64,078
Lafayette 80 Cen. 43,011; E&P 89 Est. 41,816
West Lafayette 80 Cen. 21,247; E&P 89 Est. 22,262
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 80 Cen. 121,702; E&P 89 Est. 128,817
City & RTZ-ABC: (80) 251,490
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 24,328; E&P 89 Est. 24,476
Lafayette 80 Cen. 17,069; E&P 89 Est. 16,784
West Lafayette 80 Cen. 7,259; E&P 89 Est. 7,692
County/MSA 80 Cen. 40,681; E&P 89 Est. 40,713
CZ-ABC: (80) 24,328
RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $1,199,112,820 |
| Commercial | 5 | (incl. above) |

**6 - PASSENGER AUTOS:** County 62,046

**7 - ELECTRIC METERS:** Residence 42,855

**8 - GAS METERS:** Residence 26,893

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Educational Services 17,721; Whol. and Ret. Trade 12,916; Mfg. 12,006; Services 11,369; Fin., Ins., and R.E. 3,101; Fabricated Metals 739; Non-Elect. Mach. 1,676; Elect. Mach. 642; All other Durable Goods 7,911; Food and Kindred Prods. 1,213; Printing and Publishing 490; All other Non-Durable Goods 4,155; Constr. 2,684; Trans., Commun. and Util. 1,968; Gov't 2,768. Av. Wkly. Wage $339.
**Principal Pay Days**-1st & 15th; Wed. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-83; Summer 53-88; Fall 19-75; Winter 15-51. First killing frost, Oct. 30; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Main; 4 blocks on Main at 16th and South; 2 blocks at 16th and Kossuth; 6 blocks on Earl from Union to Main; 4 blocks on Elmwood; 4 blocks on Teal; 3 blocks on U.S. 52 in West Lafayette; 5 blocks at State and Northwestern in West Lafayette.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Three Sons(5) | 2 | G.T. Distributing |
| Jefferson Sq.(15) | 3 | Jewel Foods, Danner's, People's Drug, M.A.B. Paints |
| K mart(5) | 4 | K mart, Pay Less Supermkt., Service Mdse. |
| Lafayette Sq.(20) | 3 | Hills, Marsh Supermarket, Big Lots |
| Market Sq.(38) | 3 | L.S. Ayres, Jewel Foods, Osco, Fannie May, Casual Corner, Smith's Shoes |
| Purdue Service Center(16) | 3 | Nichol Thriftway Market, Osco |
| Tippecanoe Mall(65) | 5 | JCPenney, Firestone, William H. Block, Kohl's, Osco |
| The Vlg. at Sagamore Pkwy.(15) | 3 | Marsh Supermarket, K mart, So-Fro Fabrics, Osco, Jewel Foods |
| Target Plz.(15) | 2 | Target, Cloth World, Gussini Shoes, Book World, El-Bee Shoes |
| Sagamore Park Centre(25) | 3 | Payless, Hook's, Curtis Mathes, Computerland |
| Brown St. Levee(15) | 1 | Hodson's Bay, Smitty's Supermkt. |
| Zayre(7) | 3 | Zayre |
| Lafayette Plz. South(14) | 4 | Payless, Hook's |
| Eastway Plaza | 4 | Videoland |
| K mart Plaza | 3 | K mart, Frank's, Nursery and Crafts, Toys Plus |

**Principal Shopping Days**-Thur. through Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Loeb's; Sears; JCPenney; L.S. Ayres; Block's.
**Leading Variety Stores**-Danner's.
**Chain Drug Stores**-Hook's 5; Arth 4; Haag; Marsh 2; Osco 3; Wells-Yeager-Best 2.
**Chain Supermarkets**-Jewel 3; Marsh Foodliner 2; PayLess 4.
**Discount Stores**-Zayre; K mart 2; Target; Hills; Service Mdse.; Kohl's; Big Lots.
**Other Chain Stores**-Clothing: Stuart's, Paul Harris, Brook's, Sycamore Shop, Hodson's Bay, Maurice's, Foxmoor, Casual Corner, County Seat, Richman Brothers, The Limited, Just Pants, Mr. Penguin, TJ Maxx, Worth's, Ups & Downs, Lerner's; Shoes: Fayva, Butler, Connie, El-Bee, Endicott Johnson-Nobil, Florsheim 3, Kinney, Red Wing, Thom McAn, Gussini, Englin's; Fabrics: So-Fro, Jo Ann, Cloth World; Books: Book World, Waldenbooks; Home and Hardware: Ace 2, Furrows, Wicke's Lumber, True Value, Carpetland, Color Tile, Farm and Fleet, HWI Superstore; Harry Levinson; Jewelry: Zale's, Shane Co.; Auto-related: Unit Parts, Car X, Midas, Firestone, Fleenors, Guarantee Auto, Scheid Tires; Electronics: Computerland, Radio Shack 3, H.H. Gregg, Curtis Mathes, Good Vibes, Hi-Fi Buys, General Micro, Entre Computer Center, CWY, ProAudio; Food: Shoney's, Dog-N-Suds, Mr. Steak, Noble Roman's Pizza 2, RAX 2, Steak 'n' Shake, White Castle, Wendy's 3, Baskin-Robbins 2, Dairy Queen 4, McDonald's 8, Burger King 3, Pizza King 2, Pizza Hut 3, Arby's 3, Village Pantry 14, Taco Bell 3, Bob Evans, Kentucky Fried Chicken 4, Long John Silver's 2, Garcia's Pizza, Domino's Pizza 4, Hardee's 2, Chi-Chi's, Toogie's Cookies, TCBY Yogurt, Karmelkorn Shoppe, Fannie May, I Can't Believe It's Yogurt, Rally's.

**14 - NEWSPAPERS:** JOURNAL & COURIER (m) 36,900; (S) 40,782; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: JoAnne Diller, Mktg. Serv. Dir., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
**National Representative**: Gannett National Newspaper Sales.

## LA PORTE

**1 - LOCATION:** La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from I-80, I-90; 8 mi. from I-94; 55 mi. SE of Chicago; 23 mi. W. of South Bend, IN; On U.S. Hwys. 35; State Hwys. 2, 4, 39.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Southern.

**3 - POPULATION:**
Corp. City 80 Cen. 21,796; E&P 89 Est. 20,724
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 80 Cen. 108,455; E&P 89 Est. 105,942
City & RTZ-ABC: (80) 122,922
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,578; E&P 89 Est. 8,587
County 80 Cen. 37,405; E&P 89 Est. 39,699
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $357,403,815 |
| Savings | 1 | $83,324,000 |
| Savings & Loan | 2 | $118,163,195 |

**6 - PASSENGER AUTOS:** County 58,195

**7 - ELECTRIC METERS:** Residence 10,226

**8 - GAS METERS:** Residence 8,798

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 350; Gray Iron and Semi-Steel Casting 270; Furniture 125; Food Slicing & Packaging Machines 200; Investment Castings 920; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 156; Machine Shops 100; Corrugated Cartons 100; Bread & Chips 165; Ind. Containers 160; Caskets 100.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Lincoln Way plus side streets.
**Neighborhood Shopping Center**-One Stop Shop Center (8 units); Westside, 3 blocks on State Road 2.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Maple Lane Mall | 2 | K mart |
| Marquette Mall(12) | 12 | JCPenney, Sears |
| Dunes Plaza(35) | 12 | K mart |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.; shopping centers, every night.

**13 - RETAIL OUTLETS: Department Stores**-Levine's; JCPenney.
**Discount Stores**-Wonderland; K mart; Dollar General; Family Dollar.
**Variety Stores**-Danner's.
**Chain Drug Stores**-Hook's 3; Walgreen's Medicine Shoppe.
**Chain Supermarkets**-Kroger; Five Star; Al's 2; Aldi.
**Other Chain Stores**-M.A.B.; Radio Shack; Newman's; Pic Way Shoes; Quality Farm & Fleet; Nationwise Auto; Sycamore; 16 Plus; JR's Music Shop; Stuarts; Majerek's Hallmark Reader's World.

**14 - NEWSPAPERS:** HERALD-ARGUS (e) 13,473; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
**National Representative**: Landon Associates.

## LEBANON

**1 - LOCATION:** Boone County, E&P Map B-3. (In Indianapolis MSA). County Seat. 24 mi. NW of Indianapolis. 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

**2 - TRANSPORTATION: Motor Freight Carriers**-1.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,456; E&P 89 Est. 12,222
County 80 Cen. 36,661; E&P 89 Est. 40,222
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151

**4 - HOUSEHOLDS:**
City 80 Cen. 4,760; E&P 89 Est. 5,022
County 80 Cen. 13,493; E&P 89 Est. 15,230
MSA 80 Cen. 418,536; E&P 89 Est. 468,258

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $349,080,682 |
| Savings & Loan | 1 | $70,797,000 |

**6 - PASSENGER AUTOS:** County 22,273

**7 - ELECTRIC METERS:** Residence 6,123

**8 - GAS METERS:** Residence 7,040

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 211 ($265); Industrial Blowers 95 ($240); Business Forms 134 ($250); Plastics 250 ($175).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lebanon Plz.(6) | 2 | K mart, Sargent Paint, Ritas Boutique, Giant TV, Cafe Mozart, Robertsons |
| Northfield(10) | 2 | Hook's, Family Dollar, Michael's Mfg. Outlet, Auto Works, Hallmark Shop, Marott Shoes, Laundromat, Beauty Salon |
| Village North(6) | 3 | Wal Mart, Sycamore Shop, Radio Shack, Fashion Bug, Video Land |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; K mart; Family Dollar; Big Lots; Wal Mart.
**Chain Supermarkets**-Preston Safeway; IGA; Kroger.
**Chain Drug Stores**-Hook's.
**Other Chain Stores**-Ace Hdwe.; Brunt's (men's clothing); Adler's; Richard Bennett Furniture; Kern Bros.; Marott; Sycamore Shop; Fashion Bug; Shoe World.

**14 - NEWSPAPERS:** REPORTER (e) 7,308; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
**National Representative**: U.S. Suburban Press.

## LINTON

**1 - LOCATION:** Greene County, E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ( Monon ); Conrail.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Blue Bird & Wabash Valley.

**3 - POPULATION:**
Corp. City 80 Cen. 6,315; E&P 89 Est. 6,460
County 80 Cen. 30,426; E&P 89 Est. 30,845
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,585; E&P 89 Est. 2,823
County 80 Cen. 11,519; E&P 89 Est. 11,135

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $123,439,000 |

**6 - PASSENGER AUTOS:** County 15,399

**7 - ELECTRIC METERS:** Residence 2,730

**8 - GAS METERS:** Residence 2,445

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hooks; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
**Variety Stores**-G.C. Murphy; Thrift Dollar.
**Chain Supermarkets**-IGA 3; Shurway; Red & White.
**Other Chain Stores**-The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book; Guarantee Auto.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri) 6,700; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, 795 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
**National Representative**: None.

## LOGANSPORT

**1 - LOCATION:** Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for north central part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western.
**Motor Freight Carriers**-7.
**Intercity Passenger Bus**-Indiana Motor Bus.
**Airlines**-Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 17,899; E&P 89 Est. 15,450
CZ-ABC: (80) 19,348
RTZ-ABC: (80) 54,898
County 80 Cen. 40,972; E&P 89 Est. 39,169
City & RTZ-ABC: (80) 74,246
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,036; E&P 89 Est. 6,411
County 80 Cen. 14,715; E&P 89 Est. 14,032
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $363,368,000 |
| Savings & Loan | 2 | $136,052,000 |

**6 - PASSENGER AUTOS:** County 21,554

**7 - ELECTRIC METERS:** Residence 6,493

**8 - GAS METERS:** Residence 6,085

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Controls Mfg. 650 ($300); Meat Proc. 1,250 ($335); Air & Hydraulic Operated Machine Tools 30 ($250); Mech. Springs 275 ($375); Rubber Prods.-Automotive 225 ($300); Aluminum Dye Cast, Heat Treating & Machine Shop 150 ($250); Electric Storage Batteries 225 ($275); Cement Mfg. 100 ($325); Switches & Relays Automotive Elect. Components 650 ($235); Custom Stamping Press & Slide 590 ($300); Friction Prods. Mfg. 220 ($330); Conrail, Norfolk & Western R.R. 180 ($475).
**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 14; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
**Neighborhood Shopping Areas**-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Logansport Mall(38) | 3 | Radio Shack, Woolworth, Sears, JCPenney |
| Eastgate(11) | 2 | Hook's, Aldi |
| Cass Plaza(10) | 3 | K mart, IGA, People's |

**Principal Shopping Days**-Dept. Stores-Mon., Fri.; Food-Thur., Fri., Sat.
**Stores Open Evenings**-Downtown Shopping Area Fri.; All shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.
**Discount Stores**-K mart; Wal-Mart.
**Variety Stores**-Woolworth; Total Discount; Wal-Mart.
**Chain Drug Stores**-Hook's 3; People's.
**Chain Supermarkets**-Marsh 2; Corral; IGA; Valuland.
**Other Chain Stores**-Payless Shoes; Aldi; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Clothes-Out Junction; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop; First Impressions.

**14 - NEWSPAPERS:** PHAROS-TRIBUNE (e-mon to fri) 15,157; (S) 15,634; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Donald Follitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
**National Representative**: Landon Associates.

## MADISON

**1 - LOCATION:** Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 90 mi. SW of Cincinnati; 105 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. Hwys. 421, 56, 62, 71; Kentucky Hwys. 36, 42.

**2 - TRANSPORTATION: Charter Bus Lines**-White Star.
**Motor Freight Carriers**-3.
**Freight Steamship Lines**-Barges (2).

**3 - POPULATION:**
Corp. City 80 Cen. 12,472; E&P 89 Est. 10,767
County 80 Cen. 30,419; E&P 89 Est. 29,349
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,638; E&P 89 Est. 4,227
County 80 Cen. 10,288; E&P 89 Est. 10,552

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $164,592,070 |
| Savings & Loan | 2 | $88,303,375 |

**6 - PASSENGER AUTOS:** County 14,687

**7 - ELECTRIC METERS:** Residence City 4,782; County 9,725

**8 - GAS METERS:** Residence 3,769

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Work Clothes 50; Shoes 360; Metal Heating Equip. 108; Hydraulic Lifts 246; Electric. Motors Fractional 505; Heavy Road Mach. 160; Auto Parts 859; Silicones 326; Electric Generation 384; Diesel Turbo 207; Leather Fabrication 120; Aluminum 367; Chem. 320; Government Proving Ground 468; Plastics 100.

**10 - CLIMATE:** Av. Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Clifty Plz.(13) | 5 | Firestone, Dollar General |
| Madison Plaza(11) | 4 | McCrory's, Sears, People's Drugs |
| Jefferson Court(4) | 5 | Kroger, Hook's |
| Village Square(14) | 4 | Dominos Pizza, Papa Johns Pizza |
| River Pointe(8) | 5 | JC Penneys, Wal Mart, Maurices, Sycamore |

**Principal Shopping Days**-Fri., Sat., and Sun.
**Stores Open Evenings**-Shopping Centers Mon. through Sat. until 9 and Sun. until 6. Downtown weekdays until 5 and Fri. until 8.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Wal-Mart; JCPenney.
**Variety Stores**-McCrory's; Dollar General.
**Discount Stores**-Big Lots; K mart; Wal-Mart.
**Chain Drug Stores**-Hook's 3; Rite Aid; People's.

**Chain Supermarkets**-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.

**Other Chain Stores**-Goodyear; Firestone; Paris Style; Sears; Big Blue; Nationwise; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Adam's Shoes; Pfieffer Jewelry; Maurice's.

**14 - NEWSPAPERS**: COURIER (e) 9,754; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Patrick Lanman, COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.

**National Representative**: Landon Associates.

## MARION

**1 - LOCATION:** Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (136 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

**2 - TRANSPORTATION: Railroads**-C&O; Norfolk & Western; Conrail; Chessie System; Norfolk & Southern; Amtrak.

**Motor Freight Carriers**-30.

**Intercity Bus Lines**-Greyhound; Indiana Motor Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 35,874; E&P 89 Est. 32,653
CZ-ABC: (80) 61,828
RTZ-ABC: (80) 67,898
County 80 Cen. 80,656; E&P 89 Est. 75,982
City & RTZ-ABC: (80) 129,726

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,010; E&P 89 Est. 12,029
County 80 Cen. 27,943; E&P 89 Est. 26,852
CZ-ABC: (80) 21,895
RTZ-ABC: (80) 23,156
City & RTZ-ABC: (80) 45,051

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $517,779,196 |
| Savings & Loan | 2 | $230,618,318 |

**6 - PASSENGER AUTOS:** County 41,900

**7 - ELECTRIC METERS:** Residence 25,328

**8 - GAS METERS:** Residence 18,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-All Mfg. 11,745 (Av. Wkly. Wage-N.A.) Automotive 4,936; Radio & TV 2,300; Glass 600; Wire 650; Paper Prods. 645; Iron Foundry 130; Plastics 899; Misc. 1,615.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept., last killing frost, Apr.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-First through Seventh Sts., Washington and Adams Sts.

**Neighborhood Shopping Centers**-K mart; K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; S. Marion Plaza; Gas City.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Every evening ex. Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Meis.

**Discount Stores**-K mart 2; Hill's.

**Chain Drug Stores**-Hook's 5; Peoples 3; Revco 2; Marsh 2.

**Chain Supermarkets**-Marsh 2; Owen's County Market; Mace's; Ed's Country Market; Hank's 2.

**Other Chain Stores**-Firestone; Goodyear; Guarantee Tire; Big Lots; Autoworks; Computerland; The Computer Store; Schiff Shoes 2; Nettlecreek Furn.; Musicland; Van's Sporting; Furniture City USA; Pic Way Shoes; Fleenor Auto Sales; Hart's Shoes; Mary Carter Paint; Coast-to-Coast; Rex Appliance.

**14 - NEWSPAPERS:** CHRONICLE-TRIBUNE (m) 20,764; (S) 25,340; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard E. Feuille, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.

**National Representative**: Gannett National Newspaper Sales.

## MARTINSVILLE

**1 - LOCATION:** Morgan County, (In Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 39, 44, 67, 252.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.

**Intercity Bus Lines**-Greyhound; Vincennes.

**3 - POPULATION:**
Corp. City 80 Cen. 11,311; E&P 89 Est. 12,060
CZ-ABC: (80) 11,311
RTZ-ABC: (80) 26,113
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
County 80 Cen. 52,119; E&P 89 Est. 56,220
City & RTZ-ABC: (80) 37,424

**4 - HOUSEHOLDS:**
City 80 Cen. 4,082; E&P 89 Est. 4,484
CZ-ABC: (80) 4,082
RTZ-ABC: (80) 8,319
County 80 Cen. 17,160; E&P 89 Est. 22,623
MSA 80 Cen. 418,536; E&P 89 Est. 468,258
City & RTZ-ABC: (80) 12,401

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $29,939,801 |
| Savings & Loan | 1 | $15,580,231 |

**6 - PASSENGER AUTOS:** County 30,334

**7 - ELECTRIC METERS:** Residence 3,299

**8 - GAS METERS:** Residence 2,989

**9 - PRINCIPAL INDUSTRIES:** Wood Prods.; Fisheries and Fish Hatcheries; Automotive Electronics and Sound Equip.; Plastic Injection Molds; Aircraft Components; Formed Packaging; Tool Design.

**10 - CLIMATE:** Min.-22 Jan.; Max.-88 July.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Shopping Centers**-Martinsville Plz. on 37 Bypass; Morton Sq.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Schmalz's; K mart; 3-D.

**Discount Stores**-Dollar General; Danner's 3-D; K mart.

**Chain Drug Stores**-Hook's; Revco; Medicine Shoppe.

**Chain Supermarkets**-Kroger; Schwab's IGA; Marsh.

**14 - NEWSPAPERS:** REPORTER (e) 7,629; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R. Kay Selch, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.

**National Representative**: U.S. Suburban Press.

## MICHIGAN CITY

**1 - LOCATION:** LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Michigan City Municipal Coach Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 36,850; E&P 89 Est. 34,149
County 80 Cen. 108,455; E&P 89 Est. 105,942

**4 - HOUSEHOLDS:**
City 80 Cen. 12,697; E&P 89 Est. 12,387
County 80 Cen. 37,405; E&P 89 Est. 39,699

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 1 | $329,171,118 |
| Savings & Loan | 4 | $163,752,620 |

**6 - PASSENGER AUTOS:** County 58,195

**7 - ELECTRIC METERS:** Residence 26,753

**8 - GAS METERS:** Residence 22,583

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

**11 - TAP WATER:** Hard (133 ppm.)

**12 - RETAILING: Principal Shopping Center**-Lighthouse Place, Factory Outlet Mall (32 stores).

**Neighborhood Shopping Centers**-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park & Shop(7) | 2 | Hook's, Color Tile, King Richards |
| East Side(9) | 1 | Hook's, Ace Hdwe., K&M Foods |
| Marquette Mall(63) | 3 | Sears, JCPenney, Carson, Pirie & Scott |
| Dunes Plaza(35) | NA | K mart, Michaels Furn., JoAnn Fabrics |
| Karwick Plaza | 2 | Al's, Hook's |
| Evergreen Plz.(35) | 3 | Bernacchis, Hook's |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. through Sat. evenings, Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Carson, Pirie & Scott.

**Variety Storas**-Harvey's.

**Discount Stores**-Hwy. 212-Bargain Center; K mart; Big Lots; Aldi; Eagle; Valueland.

**Chain Drug Stores**-Hook's 4; Walgreens; Revco.

**Chain Supermarkets**-Al's Thrift-Market 4; Jewel Tea; Eagle.

**Other Chain Stores**-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

**14 - NEWSPAPERS:** NEWS-DISPATCH (e-mon to fri) 15,781; (m-sat) 17,868; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.

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**MISHAWAKA**
**See SOUTH BEND**

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## MONTICELLO

**1 - LOCATION:** White County, E&P Map B-2, County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

**2 - TRANSPORTATION: Railroads**-L&N; Effner branch of Penna.

**Intercity Bus Lines**-Indiana Motor.

**3 - POPULATION:**
Corp. City 80 Cen. 5,162; E&P 89 Est. 4,725
County 80 Cen. 23,916; E&P 89 Est. 23,392

**4 - HOUSEHOLDS:**
City 80 Cen. 2,007; E&P 89 Est. 1,943
County 80 Cen. 8,798; E&P 89 Est. 8,579

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Community | 2 | $90,000,000 |
| Savings & Loan | 1 | $40,000,000 |

**6 - PASSENGER AUTOS:** County 12,906

**7 - ELECTRIC METERS:** Residence 2,996

**8 - GAS METERS:** Residence 2,468

**9 - PRINCIPAL INDUSTRIES:** Automotive Supplies; Textiles; Paper Prods.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

**10 - CLIMATE:** Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

**11 - TAP WATER:** Hard; fluoridated.

**12 - RETAILING: Shopping Centers**-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

**13 - RETAIL OUTLETS: Department Stores**-Miller's; M-B; Schultz; Family Store.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Don's Rexall; Hook's; Hively's.

**Chain Supermarkets**-Briney's; Sixbey's; Kroger Super Store.

**Other Chain Stores**-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline, Goody's Sports Centers.

**14 - NEWSPAPERS:** HERALD-JOURNAL (e) 5,172; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Don L. Hurd, Adv. Dir., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.

**National Representative**: Papert Companies.

## MUNCIE

**1 - LOCATION:** Delaware County (MSA), E&P Map C-3, County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; C&O (freight); Conrail.

**Motor Freight Carriers**-44.

**Intercity Bus Lines**-ABC Coach; Trailways; Greyhound.

**Airlines**-American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 77,216; E&P 89 Est. 75,890
CZ-ABC: (80) 80,012
Bal. in NDM-ABC: (80) 139,183
County/MSA 80 Cen. 128,247; E&P 89 Est. 121,346
Total NDM-ABC: (80) 219,195

**4 - HOUSEHOLDS:**
City 80 Cen. 27,465; E&P 89 Est. 27,492
County/MSA 80 Cen. 44,670; E&P 89 Est. 40,987
CZ-ABC: (80) 28,268
Bal. in NDM-ABC: (80) 48,748
Total NDM-ABC: (80) 77,016

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $670,161,020 |
| Savings & Loan | 2 | $438,091,958 |

**6 - PASSENGER AUTOS:** County 63,985

**7 - ELECTRIC METERS:** Residence 45,106

**8 - GAS METERS:** Residence 32,964

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 4,099 ($573); Glass Prods. 871 ($567); Electrical 493 (N.A.); Precision Forgings 243 (N.A.); Wire & Cable 322 ($551).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.

**Neighborhood Shopping Centers**-Madison St., 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Ave.; 600 Court, 600 on Tillotson Ave., Bethel & Chadam Lane.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Muncie Mall(60) | 3 | Sears, L.S. Ayres, JCPenney, Ball Stores |
| Village(15) | 2 | |
| Northwest Plz.(23) | 2 | Marsh, People's, Hills |
| Southway Plz.(21) | 3 | Marsh, Hook's |
| Northgate Ctr.(10) | 3 | H&H Rexall |
| S. Walnut St. | 2 | K mart, Eavey's |
| Tillotson | 2 | Marsh, Ross |
| Meadows(12) | 1 | Zayre, Ross |
| Broadway | 3 | K mart |
| Country Vlg.(10) | 5 | Leath's |
| Westside(17) | 3 | |
| Bethel & Chadam Lane(2) | 4 | Target, Marsh |

**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Dept.-Fri.; Food-Nightly; Downtown-Fri.
**Stores Open Sundays**-Food, Drug, Shpg. Ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; L.S. Ayres.
**Variety Stores**-McCrory; Scotts.
**Chain Drug Stores**-Osco 2; Owl; Haney; Spartan West; Marsh 4; People's 5; Deep Discount; Rite Aid.
**Discount Stores**-Hills; Zayre; K mart 2; Target; Off Price World.
**Chain Supermarkets**-A.L. Ross 3; Wise 2; Eavey; Marsh 11.
**Other Chain Stores**-Kinney Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics, Berman's Leather Shop; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Big Lots; Athlete's Foot; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Shoe Works; Rex Appliances; H.H. Gregg Appliance.

**14 - NEWSPAPERS:** STAR (m) 30,000; PRESS (e) 15,167; STAR (S) 36,400; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302. Tel. (317) 747-5700.
**National Representative**: Branham/Newspaper Sales.

## NEW ALBANY

**1 - LOCATION:** Floyd County, E&P Map C-5 (In Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY. On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

**2 - TRANSPORTATION: Railroads**-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Home Transit; Greyhound; Salem Coach.
**Airlines**-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

**3 - POPULATION:**
Corp. City 80 Cen. 37,103; E&P 89 Est. 34,960
MSA 80 Cen. 955,242; E&P 89 Est. 965,247
County 80 Cen. 61,369; E&P 89 Est. 63,122

**4 - HOUSEHOLDS:**
City 80 Cen. 14,042; E&P 89 Est. 14,071
County 80 Cen. 21,459; E&P 89 Est. 24,370
MSA 80 Cen. 340,989; E&P 89 Est. 360,907

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $155,000,000 |
| Savings & Loan | 2 | $138,225,000 |

**6 - PASSENGER AUTOS:** County 36,070

**7 - ELECTRIC METERS:** Residence 14,850

**8 - GAS METERS:** Residence 10,044

**9 - PRINCIPAL INDUSTRIES:** Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Mach.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees; $30,184,000 wages annually.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

**11 - TAP WATER:** Aklaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial Manor(7) | NA | Kroger |
| New Albany Plaza(18) | NA | Winn-Dixie, Kroger, Target |
| Twin Daisy(8) | NA | Furn. Liquidators |
| University Mall | NA | |
| Highlander Point | NA | Otto Drugs, Jay-C Groc. |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon., Fri; Shpg. ctr. every evening & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Fair; JCPenney; Montgomery Ward.
**Discount Stores**-Shop & Save; C.P. Sales; Target; K mart, Value City.
**Chain Drug Stores**-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs.
**Chain Supermarkets**-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
**Other Chain Stores**-Ace Hdwe.; Furniture Liquidators; Cloth World; Goodyear; Firestone; Evans Furn.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 11,104; LEDGER-TRIBUNE (S) 11,104; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Tony Arnold, Adv. Mgr., TRIBUNE, 303 Scribner Dr., New Albany, IN 47150; Tel. (812) 944-6481.
**National Representative**: Thomson Newspapers.

## NEW CASTLE

**1 - LOCATION:** Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; On I-70; State Hwys. 3, 38, 103, 234.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Conrail.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-ABC.

**3 - POPULATION:**
Corp. City 80 Cen. 20,056; E&P 89 Est. 17,394
County 80 Cen. 53,191; E&P 89 Est. 50,085

**4 - HOUSEHOLDS:**
City 80 Cen. 7,251; E&P 89 Est. 6,861
County 80 Cen. 18,796; E&P 89 Est. 18,732

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $160,000,000 |
| Savings & Loan | 2 | $239,000,000 |

**6 - PASSENGER AUTOS:** County 28,525

**7 - ELECTRIC METERS:** Residence 7,639

**8 - GAS METERS:** Residence 7,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300) (1981).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8, last killing frost, May 5.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hill's Plaza | NA | Hill's Dept. Store |
| New Castle(10) | NA | Ames, Big & Small Lots, Hook's |
| Payne Vlg.(5) | NA | Ben Franklin, Hook's, Marsh |
| Trojan Plaza | NA | Kroger, Sav-On |

**Principal Shopping Days**-Fri., Mon.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Hill's.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Val Discount; Dollar Stores; K mart; Ames.
**Chain Drug Stores**-Hook 3.
**Chain Supermarkets**-Marsh Foodliner; Kroger Sav-On.
**Other Chain Stores**-Clothes Out Junction; Goodyear; MAB Paint; Sherwin-Williams; Radio Shack; Auto Works.

**14 - NEWSPAPERS:** COURIER-TIMES (e) 12,000; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: J. Wesley Rowe, Jr., Pub., COURIER-TIMES, P.O. Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
**National Representative**: Nixon Newspapers.

## NOBLESVILLE

**1 - LOCATION:** Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-ABC.

**3 - POPULATION:**
Corp. City 80 Cen. 12,056; E&P 89 Est. 15,459
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
County 80 Cen. 83,005; E&P 89 Est. 109,051

**4 - HOUSEHOLDS:**
City 80 Cen. 4,340; E&P 89 Est. 5,802
County 80 Cen. 27,314; E&P 89 Est. 42,788
MSA 80 Cen. 418,536; E&P 89 Est. 468,258

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $476,000,000 |
| Savings & Loan | 1 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 66,037

**7 - ELECTRIC METERS:** Residence 5,728

**8 - GAS METERS:** Residence 5,228

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).
**Principal Industrial Pay Days**-Mon., Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-Noblesville Square; Wal-Mart Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza | NA | Kenley's, Peoples Drug, Hook's Drug |
| Castleton | 12 | Lazarus, JCPenney, Sears |
| Wal-Mart Plz. | NA | Wal-Mart, Nu-Vision, Auto Works |
| Western Plaza(11) | NA | O'Malia Mkt., Sherwin-Williams, Reasner Drugs |
| Noblesville Sq. | NA | Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.; Food-every evening and Sunday.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-3-D.
**Chain Drug Stores**-Corner; Hooks; Reasner; Peoples.
**Chain Supermarkets**-O'Malia's; Marsh; Stop & Shop.
**Other Chain Stores**-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams; Quality Farm; Wickes Lumber; Carter Lumber.

**14 - NEWSPAPERS:** LEDGER (e) 9,381; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Laurel Ranker, Adv. Ret. Mgr., LEDGER, 957 Logan St.; P.O. Box 378, Noblesville, IN 46060; Tel. (317) 773-1210.
**National Representative**: None.

## PERU

**1 - LOCATION:** Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

**2 - TRANSPORTATION: Railroads**-CSX; Norfolk Southern.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Cardinal; United Limo.
**Airlines**-Indianapolis International-19 Major Airlines with 1,100 Flights Per Day.

**3 - POPULATION:**
Corp. City 80 Cen. 13,764; E&P 89 Est. 12,765
County 80 Cen. 39,677; E&P 89 Est. 38,683

**4 - HOUSEHOLDS:**
City 80 Cen. 5,258; E&P 89 Est. 5,033
County 80 Cen. 13,685; E&P 89 Est. 14,284

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $222,603,244 |
| Savings & Loan | 2 | $101,213,661 |

**6 - PASSENGER AUTOS:** County 20,322

**7 - ELECTRIC METERS:** Residence 10,000

**8 - GAS METERS:** Residence County 8,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. Mfg. 280 ($255) Heating Equip. 150 ($340); Plastics 50 ($210); Metals & Metal Prods. 737 ($255); Paper Prods. 35 ($170); Elect. Mach. & Equip. 700 ($265); Printing 215 ($255); Automotive 320 ($340); Recreational Equipment 155 ($255); Wood Products 15 ($240).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 1. Avg. Temp. 48.9; Avg. High 72.9; Avg Low 21.1; Precip. 34.66 ; Avg. Snowfall 39.2 ; Days Under 32, 53; Days Over 90, 8.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
**Neighboring Shopping Centers**-Main & Grant; Main & Benton.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadway(17) | NA | JCPenney, Hook's |
| Peru(3) | NA | Five Star, Walgreens |
| Sherwood Sq.(5) | NA | Hook's, K mart |
| Eastwood Sq.(4) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Ames.
**Discount Stores**-K mart; Big R.
**Chain Drug Stores**-Hook's 2; Walgreens.
**Chain Supermarkets**-Kroger; Maces; Five Star; Aldi's.
**Other Chain Stores**-Goodrich; Payless Shoes; Sycamore Shops; Radio Shack.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 8,399; (m-sat) 9,073; sworn May 31, 1989.
**Local Contact** for Advertising and Merchandising Data: Steve Leininger, Adv. Mgr., TRIBUNE, 26 W. Third St., PO Box 87, Peru, IN 46970; Tel. (317) 473-6641.
**National Representative**: Nixon Newspapers.

## PLYMOUTH

**1 - LOCATION:** Marshall County. E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

**2 - TRANSPORTATION: Railroads**-(freight only)-Conrail; Norfolk & Western (br.).

**Motor Freight Carriers**-22.
**Intercity Bus Lines**-Greyhound; Indiana Motor Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 7,693; E&P 89 Est. 8,100
County 80 Cen. 39,183; E&P 89 Est. 43,476
**Demographic Information available from Chamber of Commerce.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,940; E&P 89 Est. 3,254
County 80 Cen. 13,640; E&P 89 Est. 16,705

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $206,800,395 |
| Savings & Loan | 2 | $11,581,219 |

**6 - PASSENGER AUTOS:** County 21,996

**7 - ELECTRIC METERS:** Residence 3,570

**8 - GAS METERS:** Residence 2,874

**9 - PRINCIPAL INDUSTRIES:** Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elect. Wiring; Elect. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8; last killing frost, May 6.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
**Shopping Areas**-North on Business #31, 5 stores; East on Jefferson & Kingston, 25 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plymouth Plz.(2) | | G.L. Perry |
| Plymouth Ctr.(7) | 1 | Ames, Kroger |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Bosworth's; Treats; Ames; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.
**Variety Stores**-Harvey's; G.L. Perry.
**Chain Drug Stores**-Peoples; Revco; Hook's.
**Chain Supermarkets**-Super Value; Kroger; Family Fare.
**Other Chain Stores**-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elect.; Kline's Appliance; Radio Shack; Youngs Appliances; Coast-to-Coast; Eckerd; Sears (catalog).

**14 - NEWSPAPERS:** PILOT-NEWS (e) 8,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Judy Tulchinsky, Adv. Mgr., PILOT-NEWS, 217-223 N. Center St.; P.O. Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
**National Representative**: Landon Associates.

## PORTLAND

**1 - LOCATION:** Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy. 27; State Hwys. 26 & 67.

**2 - TRANSPORTATION: Railroads**-Served by Lake Erie & Western branch of Norfolk & Southern.
**Motor Freight Carriers**-6.
**Airlines**-Charter Service at Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 7,074; E&P 89 Est. 6,419
County 80 Cen. 23,121; E&P 89 Est. 20,820

**4 - HOUSEHOLDS:**
City 80 Cen. 2,767; E&P 89 Est. 2,585
County 80 Cen. 8,359; E&P 89 Est. 7,658

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $14,817,000 |
| Commercial | 3 | $133,782,000 |

**6 - PASSENGER AUTOS:** County 12,327

**7 - ELECTRIC METERS:** Residence 4,187

**8 - GAS METERS:** Residence 2,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Wire Assembly 400; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Paint Auto Parts 100; Av. Wkly. Wage (Mfg.)-$206.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

**11 - TAP WATER:** Alkaline, very hard; city has water softening plant.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-G.C. Murphy.
**Discount Stores**-3-D.
**Chain Drug Stores**-Hook's, Peoples.
**Chain Supermarkets**-Marsh; Ludwig; Gene's
**Other Chain Stores**-Western Auto Associate; Sears (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware; Carquest.

**14 - NEWSPAPERS:** COMMERCIAL-REVIEW (e) 6,122; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Jerry Lewis, Ret. Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
**National Representative**: None.

## PRINCETON

**1 - LOCATION:** Gibson County, E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State Hwy. 64.

**2 - TRANSPORTATION: Railroads**-L&N and Southern.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
**Airlines**-Eastern; USAir; Piedmont; Britt (Evansville airport).

**3 - POPULATION:**
Corp. City 80 Cen. 8,976; E&P 89 Est. 9,628
County 80 Cen. 33,175; E&P 89 Est. 33,772

**4 - HOUSEHOLDS:**
City 80 Cen. 3,597; E&P 89 Est. 4,091
County 80 Cen. 12,800; E&P 89 Est. 12,440

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $176,564,692 |
| Savings & Loan | 6 | $32,877,271 |

**6 - PASSENGER AUTOS:** County 17,416

**7 - ELECTRIC METERS:** Residence 4,157

**8 - GAS METERS:** Residence 3,473

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Prods. 145; Oil Refinery N.A.; Fundraising Items 186.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Shopping Center**-3-D Plaza (13 stores).
**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Dollar General; Schultz's; Tulip Tree; Frank's; Eve's; The Clothes Horse.
**Variety Stores**-B&B, 3-D.
**Chain Drug Stores**-Rexall 3; Hooks.
**Chain Supermarkets**-Key Mkt.; Buehlers; IGA; Super Valu.
**Other Chain Stores**-Goodyear; Sherwin-Williams; Firestone

**14 - NEWSPAPERS:** CLARION (m-mon to fri) 6,201; sworn Sept. 24, 1988.
**Local Contact** for Advertising and Merchandising Data: Mark Van Patten, Pub., CLARION, 100 N. Gibson St., Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
**National Representative**: None.

## RENSSELAER

**1 - LOCATION:** Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

**2 - TRANSPORTATION: Railroads**-L&N; Amtrak.
**Bus Lines**-Greyhound; Yellow Freight.

**3 - POPULATION:**
Corp. City 80 Cen. 4,944; E&P 89 Est. 5,047
County 80 Cen. 26,308; E&P 89 Est. 27,515

**4 - HOUSEHOLDS:**
City 80 Cen. 1,893; E&P 89 Est. 1,966
County 80 Cen. 8,288; E&P 89 Est. 10,684

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $122,420,634 |
| Savings & Loan | 1 | $315,000,000 |

**6 - PASSENGER AUTOS:** County 13,140

**7 - ELECTRIC METERS:** Residence 2,061

**8 - GAS METERS:** Residence 1,827

**9 - PRINCIPAL INDUSTRIES:** Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Equip.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, softened to 4 grains of hardness.

**12 - RETAILING: Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Harvey's.
**Variety Stores**-Schultz Bros.
**Chain Drug Stores**-Hook's; Walgreens; Fagan.
**Chain Supermarkets**-Wilco; Wallmann's.

**14 - NEWSPAPERS:** REPUBLICAN (e) 3,196; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Beth A. Bassett, Adv. Mgr., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
**National Representative**: None.

## RICHMOND

**1 - LOCATION:** Wayne County, E&P Map C-3, County Seat. Mfg. center; Agricultural area, 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

**2 - TRANSPORTATION: Railroads**-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
**Motor Freight Carriers**-29, with 9 terminals.
**Intercity Bus Lines**-ABC Coach; Continental Trailways; Greyhound.
**Airlines**-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; ComAir; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport). (Local: Richmond Municipal Airport.)

**3 - POPULATION:**
Corp. City 80 Cen. 41,349; E&P 89 Est. 39,557
CZ-ABC: (80) 49,520
RTZ-ABC: (80) 121,890
County 80 Cen. 76,058; E&P 89 Est. 71,485
City & RTZ-ABC: (80) 171,410
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,682; E&P 89 Est. 15,065
County 80 Cen. 27,430; E&P 89 Est. 25,227
CZ-ABC: (80) 18,403
RTZ-ABC: (80) 42,500
City & RTZ-ABC: (80) 60,903

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $414,366,164 |
| Savings & Loan | 3 | $174,371,880 |

**6 - PASSENGER AUTOS:** County 39,732

**7 - ELECTRIC METERS:** Residence 17,485

**8 - GAS METERS:** Residence 12,067

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. Elect. 2,992 ($272); Trans. Equip. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 block promenade on Main St.
**Neighborhood Shopping Centers**-16th & E Main; NW 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Rd. W; Salisbury Rd. & U.S. 40 W; 2400 National Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| West Side(6) | 2 | Long's, Berman Drugs |
| East End | 1 | Peoples Drugs |
| Ravinia-Plaza | 2 | Famous Footwear |
| Gateway(25) | 3 | Big Lots, Target |
| Richmond Sq.(36) | 3 | Sears, JCPenney |
| Kings Plaza(8) | 4 | Nationwise, JoAnns, Revco, County Mkt. |
| Kroger Plaza | 3 | Kroger Sav-On, Fashion Bug |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Downtown-Mon., Fri.; Sprmkts. nightly; Shopping Centers nightly except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Knollenberg's; JCPenney; Sears; Elder-Beerman.
**Discount Stores**-Target; K mart 2.
**Variety Stores**-Woolworth; L.M. Veach.
**Chain Drug Stores**-Hook's 4; Peoples; Thrift; Phillips; Revco.
**Chain Supermarkets**-Thornburgs Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk; County Market; Eavey's.
**Other Chain Stores**-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC; 84 Lumber; Big Blue.

**14 - NEWSPAPERS:** PALLADIUM-ITEM (e) 20,733; (S) 25,668; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Stan Howard, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel. (317) 962-1575.
**National Representative**: Gannett National Newspaper Sales.

## ROCHESTER

**1 - LOCATION:** Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

**2 - TRANSPORTATION: Railroads**-Norfolk and Southern (freight).
**Intercity Bus Lines**-Indiana Motor.

**3 - POPULATION:**
Corp. City 80 Cen. 5,050; E&P 89 Est. 4,828
County 80 Cen. 19,337; E&P 89 Est. 19,116
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,075; E&P 89 Est. 2,052
County 80 Cen. 7,203; E&P 89 Est. 6,744

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $139,523,068 |
| Savings & Loan | 1 | $75,000,000 |

**6 - PASSENGER AUTOS:** County 10,277

**7 - ELECTRIC METERS:** Residence 2,925

**8 - GAS METERS:** Residence 2,049

**9 - PRINCIPAL INDUSTRIES:** Food; Metal Prods.; Dairy Prods.; Men's Clothing; Bus. Forms; Auto Parts.
**Principal Industrial Pay Days**-Tues., Fri.

**10 - CLIMATE:** First killing frost, Oct. 9; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 9 on 9th St.; 1 on 8th St.; Rochester Plaza Shpg. Ctr. (south edge).
**Stores Close**-Some Sundays.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's; Dollar General.
**Discount Stores**-Big Wheel.
**Chain Drug Stores**-Hook's 1; Walgreens.
**Chain Supermarkets**-Kroger; IGA; Lynn's.
**Other Chain Stores**-Coast-to-Coast; Firestone; Tru-Value.

**14 - NEWSPAPERS:** SENTINEL (e) 4,680; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th St., Rochester, IN 46975; Tel. (219) 223-2111.
**National Representative**: None.

## RUSHVILLE

**1 - LOCATION:** Rush County, E&P Map C-4, County Seat. Manufacturing center 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 3, 44.

**2 - TRANSPORTATION: Railroads**-B&O; Norfolk & Southern; (all freight lines).
**Motor Freight Carriers**-2.
**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,113; E&P 89 Est. 5,573
County 80 Cen. 19,476; E&P 89 Est. 18,204

**4 - HOUSEHOLDS:**
City 80 Cen. 2,232; E&P 89 Est. 2,164
County 80 Cen. 6,641; E&P 89 Est. 7,084

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $75,000,000 |
| Savings & Loan | 1 | $26,000,000 |

**6 - PASSENGER AUTOS:** County 9,336

**7 - ELECTRIC METERS:** Residence 6,464

**8 - GAS METERS:** Residence 2,450

**9 - PRINCIPAL INDUSTRIES:** Auto Foundry; Air Conditioning; School Supplies; Compressors; Machine Shops; Radio Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

**11 - TAP WATER:** Neutral (pH 6.5); 10 grains hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on two streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northwood(5) | NA | Marsh Foods, Hook's, Dollar General |
| Rushville(5) | NA | Kroger, Revco |
| Flat Rock Vlg. Shoppees | NA | Wal-Mart |

**Principal Shopping Days**-Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Dept. Stores-Fri.; Food-Daily & Sunday.

**13 - RETAIL OUTLETS: Department Store**-Minear's.
**Variety Stores**-Dollar General; Big Lots.
**Chain Drug Stores**-Hook's; Revco; Rushville Phcy.
**Chain Supermarkets**-Kroger; Marsh.

**14 - NEWSPAPERS:** REPUBLICAN (e-mon to fri) 3,774; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: James W. Turpin, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
**National Representative**: None.

## SEYMOUR

**1 - LOCATION:** Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O main line (freight); Milwaukee Road (freight).
**Interstate Bus Lines**-Greyhound.
**Motor Freight Carriers**-23.

**3 - POPULATION:**
Corp. City 80 Cen. 15,050; E&P 89 Est. 15,631
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 80 Cen. 36,523; E&P 89 Est. 37,675
City & RTZ-ABC: (80) 39,600

**4 - HOUSEHOLDS:**
City 80 Cen. 5,665; E&P 89 Est. 6,269
County 80 Cen. 12,995; E&P 89 Est. 14,455
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $174,548,000 |
| Savings & Loan | 2 | $516,900,000 |

**6 - PASSENGER AUTOS:** County 19,893

**7 - ELECTRIC METERS:** Residence 5,703

**8 - GAS METERS:** Residence 4,866

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks N. & S. on Chestnut St.; 6 E. & W. on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| E. Tipton(3) | 3 | Taylor Drug, Big Lots |
| Jackson Park(24) | 2 | JCPenney |
| West Towne Plz.(9) | 1 | IGA, Revco |
| Westwind(3) | 3 | |
| Village Ctr.(12) | NA | Wal-Mart, Revco |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Fri.; Center open nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-K mart; Big Lots; Wal-Mart.
**Variety Stores**-Murphy.
**Chain Drug Stores**-Hook's 2; Taylor; Revco 2.
**Chain Supermarkets**-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
**Other Chain Stores**-Goodyear; Paris Style; Montgomery Ward; Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop; Sycamore.

**14 - NEWSPAPERS:** TRIBUNE (e) 9,815; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: George Main, Adv. Dir., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
**National Representative**: Papert Companies.

## SHELBYVILLE

**1 - LOCATION:** Shelby County (In Indianapolis MSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 14,989; E&P 89 Est. 14,699
CZ-ABC: (80) 15,003
RTZ-ABC: (80) 25,534
MSA 80 Cen. 1,166,731; E&P 89 Est. 1,249,151
County 80 Cen. 39,847; E&P 89 Est. 40,338
City & RTZ-ABC: (80) 40,537

**4 - HOUSEHOLDS:**
City 80 Cen. 5,639; E&P 89 Est. 5,858
County 80 Cen. 13,823; E&P 89 Est. 15,680
MSA 80 Cen. 418,536; E&P 89 Est. 468,258
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $274,681,677 |
| Savings & Loan | 2 | $49,565,028 |

**6 - PASSENGER AUTOS:** County 22,098

**7 - ELECTRIC METERS:** Residence 18,872

**8 - GAS METERS:** Residence 5,702

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 600; Alum. Doors-Windows 250; Business Forms 100; Camper Parts 150; Auto Transmissions 180. Av. Wkly. Wage $317.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belair(23) | 3 | JCPenney, Wal-Mart |
| Target(16) | 3 | Kroger, Hook's, Coast-to-Coast |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.; Shopping centers nightly.
**Stores Open Sundays**-Most supermarkets, shopping centers, and downtown.
**Stores Close**-Some Wed. afternoon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-Target; K mart; Wal-Mart.
**Chain Drug Stores**-People's; Hook's 2.
**Chain Supermarkets**-Kroger; Thriftimart; Allied Grocers; Ranch; Thomas; IGA.
**Other Chain Stores**-Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast-to-Coast; Cato.

**14 - NEWSPAPERS:** NEWS (e) 11,176; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
**National Representatives**: Papert Companies; U.S. Suburban Press.

## SOUTH BEND-MISHAWAKA

**1 - LOCATION:** St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educational center NW part of state, 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Rd.

**2 - TRANSPORTATION: Railroads**-Passenger-Amtrak; Chicago South Shore/South Bend Elect. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.
**Motor Freight Carriers**-45.
**Intercity Bus Lines**-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.
**Intracity Bus Line**-Transpo (South Bend Public Transportation Corp.).
**Airlines**-American Eagle; Allegheny; Continential Express; ComAir; Piedmont; Midway Connection; Northwest; Trans World Express; United Express.

**3 - POPULATION:**
Corp. Cities 80 Cen. 151,928; E&P 89 Est. 146,735
South Bend 80 Cen. 109,727; E&P 89 Est. 103,867
Mishawaka 80 Cen. 42,201; E&P 89 Est. 42,868
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County/MSA 80 Cen. 241,248; E&P 89 Est. 243,355
City & RTZ-ABC: (80) 610,555

**4 - HOUSEHOLDS:**
Cities 80 Cen. 64,378; E&P 89 Est. 59,926
South Bend 80 Cen. 48,082; E&P 89 Est. 41,731
Mishawaka 80 Cen. 16,296; E&P 89 Est. 18,195
County/MSA 80 Cen. 86,204; E&P 89 Est. 87,167
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,414

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 138,643

**7 - ELECTRIC METERS:** Residence 79,000

**8 - GAS METERS:** Residence 36,500

**9 - PRINCIPAL INDUSTRIES:** (St. Joseph County)-Industry, No. of Wage Earners; Total Mfg. 23,900; Trans. Equip. 6,200; Non-Elect. Mach. 3,600; Elect. Mach. 1,900; Primary Metals 900; Nondurable Goods 7,800; Non-mfg. 87,200.

**10 - CLIMATE:** Av. Temp.-Summer 71; Winter 31. Normal an. precipitation 36 inches. Normal an. snowfall, 72 inches.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd.; 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| North Vlg.(27) | NA | Walgreens |
| Scottsdale(100) | NA | L.S. Ayres, Target, Mont. Ward |
| University Park(107) | NA | L.S. Ayres, Sears, JCPenney, J.L. Hudson |
| Buyer's Mkt. Pl.(35) | NA | County Mkt. |

**Neighborhood Shopping Centers**-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds.; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives; Broadmoor & Ireland, E. on Ireland Rd. from U.S. Hwy. 31 S. to Scottsdale Mall; Phoenix Plz. N.E. side of Western Ave. & Lombardy Dr. 100 Center Complex, Lincoln Way E. near downtown Mishawaka; Indian Ridge Shpg. Ctr., Grape at Douglas, Mishawaka.
**Store Hours**-South Bend, Downtown daily 10-6, Thurs. 10-9, closed Sun.; Mishawaka, open Fri. eves.; Some Tues. eves.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m., Some open 24 hours daily & varying hrs. Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; L.S. Ayres 2; Montgomery Ward; J.L. Hudson.
**Discount Stores**-Brite Way; K mart 4; Target 3; T.J. Maxx; Big Lots; Wholesale Club; Service Merchandise; Tepe's; Venture 2.
**Variety Stores**-Ben Franklin 2; Perry's Variety Store 3.
**Chain Drug Stores**-Hook's 7; Osco 7; Don's 3; Vita Fair; Darneli's; Merricks; Medicine Shoppe; Walgreens 5.
**Chain Supermarkets**-Kroger 7; Wilts; Martin's 8; Park N' Shop 4; Cira's 2.
**Other Chain Stores**-Clothing: Richman Bros., Redwood & Ross; Women's Apparel: Lerner's, Lane Bryant, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, The Vlg. Scene, 5, 7 & 9 Shop; Shoes: Mary Jane, Maling, Baldwin,

Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn, Foot Locker, Father & Sons, Naturalizer; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens, J.B. Robinson, Zale's; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

**14 - NEWSPAPERS:** TRIBUNE (e) 90,253; (S) 126,514; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard K. Schmidt, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SPENCER

**1 - LOCATION:** Owen County. E&P Map B-4. County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy. 231; State Hwys. 46, 67.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-9.
**Airlines**-Britt at Bloomington; American; Eastern; TWA; United, Delta at Indianapolis.

**3 - POPULATION:**
Corp. City 80 Cen. 2,732; E&P 89 Est. 2,853
County 80 Cen. 15,874; E&P 89 Est. 17,379

**4 - HOUSEHOLDS:**
City 80 Cen. 1,122; E&P 89 Est. 1,222
County 80 Cen. 5,531; E&P 89 Est. 6,557

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 1 | $72,105,000 |
| Savings & Loan | 1 | $18,237,000 |

**6 - PASSENGER AUTOS:** County 8,558

**7 - ELECTRIC METERS:** Residence 1,575

**8 - GAS METERS:** Residence 814

**9 - PRINCIPAL INDUSTRIES:** Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equip.; Chem. Toilets; Surgical Supplies; TV Cable Converter Service; Furn.; Kitchen Cabinets.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-2 block radius of Hillside and Vandalia Avenues. Wal-Mart, Hooks, Pell in that area.
**Principal Shopping Days**-Thur., Fri.
**Stores Open Evenings**-Food nightly, Sun.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Spartan; Hook's.
**Chain Supermarkets**-IGA; Shur-Fine; Super-Valu.
**Other Chain Stores**-Pell's; Winders; Hanlon Bros. Hdwe.; Kentucky Fried Chicken; McDonald's; Dairy Queen; Chicago's Pizza.

**14 - NEWSPAPERS:** WORLD (e-mon to fri) 3,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.

**National Representative**: None.

## SULLIVAN

**1 - LOCATION:** Sullivan County. E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41; State Hwys. 54 & 154.

**2 - TRANSPORTATION: Railroads**-L&N; Indiana.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Wabash Valley; Arrow; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 4,774; E&P 89 Est. 4,774
County 80 Cen. 21,107; E&P 89 Est. 20,503

**4 - HOUSEHOLDS:**
City 80 Cen. 1,985; E&P 89 Est. 1,996
County 80 Cen. 7,948; E&P 89 Est. 7,435

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $38,500,000 |
| Savings & Loan | 1 | $5,000,000 |

**6 - PASSENGER AUTOS:** County 9,921

**7 - ELECTRIC METERS:** Residence 3,022 (city) 7,889 (county)

**8 - GAS METERS:** Residence 1,875 (city), 3,767 (county)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Plastic 290; Coal Mining 300; Elect. Power Generation 250; Pharmaceuticals 200; Agriculture 500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 55-100; Fall 30-80; Winter 0-50. 1st freeze Oct. 10; last freeze Apr. 30.

**11 - TAP WATER:** Neutral, hard, not fluoridated.

**12 - RETAILING:** Shopping Center for County open Fri. to 8 p.m.
**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Tindall's; Vanzo's.
**Discount Stores**-Wal-Mart.
**Variety Stores**-Bonham.
**Chain Drug Stores**-Rexall; Hooks.
**Chain Supermarkets**-Red & White; Shurway; Sav-a-Lot; IGA.
**Other Chain Stores**-Tru Value 2; Sears Catalog Store.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 4,597; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: B.J. White, Ret. Adv. Mgr., TIMES, 115 W. Jackson St., PO Box 130, Sullivan, IN 47882; Tel. (812) 268-6356, FAX (812) 268-3110.

**National Representative**: None.

## TERRE HAUTE

**1 - LOCATION:** Vigo County (MSA). E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail, L&N, CM&StP (freight); Seaboard Soo Line.
**Motor Freight Carriers**-36.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Britt (Continental Express); Allegheny Commuter (USAir).

**3 - POPULATION:**
Corp. City 80 Cen. 61,125; E&P 89 Est. 54,561
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 174,071
County 80 Cen. 112,416; E&P 89 Est. 107,703
MSA 80 Cen. 137,271; E&P 89 Est. 132,924
City & RTZ-ABC: (80) 243,386
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 22,984; E&P 89 Est. 21,853
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 65,136
County 80 Cen. 40,278; E&P 89 Est. 35,504
MSA 80 Cen. 49,510; E&P 89 Est. 49,536
City & RTZ-ABC: (80) 90,195

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Saving | 2 | $106,320,000 |
| Savings & Loan | 5 | $174,900,000 |
| Commercial | 3 | $491,320,000 |

**6 - PASSENGER AUTOS:** County 54,160

**7 - ELECTRIC METERS:** Residence 35,831

**8 - GAS METERS:** Residence 30,002

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 140 ($210); Beverages 428 ($201); Chem. and Allied Prods. and Plastics 1,625 ($260); Metals 1,250 ($320); Truck and Trans. 6,869 ($245); Paper Prods. and Printing 2,030 ($205).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, 240 to 325 ppm.; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Wabash Ave., 2 on 7th St.; 2 on 6th St., 1 on 5th.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| 12 Points | 2 | Super Valu, Hook's |
| Meadows(30) | 2 | Woolworth, Kroger, Osco, Meis |
| Southland(14) | 3 | No Frills, Hook's |
| North Plz. | 3 | Hills, No Frills, Kroger, Meis |
| K mart Plz.(10) | 2 | K mart, No Frills |
| Honey Creek Sq.(90) | 4 | Sears, Roots, G.C. Murphy, Meis, JCPenney |
| S. 3rd St. | 4 | K mart |
| Riverside Plz.(16) | 4 | Hills, Paul Harris |
| Towne S. Plz. | 5 | Service Mdse., Kroger, Cloth World, Radio Shack |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Roots; Meis Bros.; Sears; JCPenney.
**Variety Stores**-Woolworth; G.C. Murphy.
**Chain Drug Stores**-Hook's 5; Osco 2; Peoples 3.
**Discount Stores**-K mart 2; Hills 2; Service Merchandise.
**Chain Supermarkets**-Kroger 4; No Frills 2; Super Valu 2; Great Scot 2.
**Other Chain Stores**-Fannie May (candy); Firestone; Naturalizer Shoes; Brooks; Bottom Half; Nobil's Shoes; JoAnn Fabrics; General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Hallmark Cards; Radio Shack; Cloth World; H.H. Gregg; Starr Jewelry.

**14 - NEWSPAPERS:** TRIBUNE-STAR (m) 34,980; (S) 42,910; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Barbara Trimble, Ret. Adv. Dir., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47808-0149; Tel. (812) 231-4200.

**National Representatives**: Landon Associates, Branham/Newspaper Sales.

## TIPTON

**1 - LOCATION:** Tipton County (In Kokomo MSA). County Seat. E&P Map B-3.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.
**Motor Freight Carriers**-1.
**Intercity Bus Lines**-Indiana R.R.; Hines Coach.

**3 - POPULATION:**
Corp. City 80 Cen. 5,004; E&P 89 Est. 4,413
County 80 Cen. 16,791; E&P 89 Est. 16,107
MSA 80 Cen. 103,516; E&P 89 Est. 102,498

**4 - HOUSEHOLDS:**
City 80 Cen. 1,934; E&P 89 Est. 1,774
County 80 Cen. 5,993; E&P 89 Est. 5,987
MSA 80 Cen. 37,043; E&P 89 Est. 37,415

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $74,986,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 9,461

**7 - ELECTRIC METERS:** Residence 3,295

**8 - GAS METERS:** Residence 1,848

**9 - PRINCIPAL INDUSTRIES:** Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Oct. 13; last killing frost, Apr. 27.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Dept. Stores, Fri.; Food, Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-Val-U Center; Ben Franklin.
**Chain Drug Stores**-Marsh; Hook's.
**Chain Supermarkets**-Marsh Foodliners; Carter's; Wisher's.
**Other Chain Stores**-Adler's Style Shop.

**14 - NEWSPAPERS:** TRIBUNE (e) 3,339; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Susan Phifer, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St.; P.O. Box 248, Tipton, IN 46072; Tel. (317) 675-2115.

**National Representative**: None.

## VALPARAISO

**1 - LOCATION:** Porter County, E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

**2 - TRANSPORTATION: Railroads**-Conrail; CN; Norfolk and Western.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 22,247; E&P 89 Est. 23,267
PMSA 80 Cen. 641,735; E&P 89 Est. 567,086
County 80 Cen. 120,822; E&P 89 Est. 122,266
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,486; E&P 89 Est. 8,135
County 80 Cen. 39,146; E&P 89 Est. 47,617
PMSA 80 Cen. 214,244; E&P 89 Est. 218,852

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $1,000,000,000 |
| Savings & Loan | 3 | $7,000,000,000 |

**6 - PASSENGER AUTOS:** County 73,119

**7 - ELECTRIC METERS:** Residence 10,764; County 43,731

**8 - GAS METERS:** Residence 8,743; County 38,216

**9 - PRINCIPAL INDUSTRIES:** Ball Roller Bearings; Permanent Magnets; Elect. Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prods.; Bearing Screws; Fiberglass Tanks; Can Mfg.; Resin Mfg.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122-store mall 15 mi. W.
**Neighborhood Shopping Centers**-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Highland Dept. Store; Fetla's; Miller's Mart.
**Variety Stores**-Wal Mart; K mart.
**Chain Drug Stores**-Sievers (Rexall); Gil's; Hook 3; Medicine Shoppe; Walgreens 4.
**Chain Supermarkets**-Certified 3; Spartan; Eagle; Scot Lad; Town & Country.
**Other Chain Stores**-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC; Fayva; Paul Harris; Minn Fabrics; Ace Hdwe. 2; Sycamore; Guarantee Auto; The Village Scene; Radio Shack.

**14 - NEWSPAPERS:** VIDETTE-MESSENGER (e) 15,339; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir.,

VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 551, Valparaiso, IN 46384-2350; Tel. (219) 462-5151.
**National Representatives**: Thomson Newspapers; Landon Associates.

## VINCENNES

**1 - LOCATION:** Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. Hwys. 41, 50 & 150; IN Hwys. 61 & 67.

**2 - TRANSPORTATION: Railroads**-B&O, L&N.
**Motor Freight Carriers**-18.
**Intercity Bus Lines**-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

**3 - POPULATION:**
Corp City 80 Cen. 20,857; E&P 89 Est. 21,078
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 80 Cen. 41,838; E&P 89 Est. 41,692
City & RTZ-ABC: (80) 75,423

**4 - HOUSEHOLDS:**
City 80 Cen. 7,768; E&P 89 Est. 8,166
County 80 Cen. 15,481; E&P 89 Est. 14,198
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $214,142,000 |
| Savings & Loan | 2 | $133,750,000 |

**6 - PASSENGER AUTOS:** County 20,285

**7 - ELECTRIC METERS:** Residence 12,814

**8 - GAS METERS:** County 9,615

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 100 ($218); Glass Fab. 275 ($210); Auto Seat Assembly 220 ($240); Steel Fab. 150 ($265); Magnet Wire 249 ($240).

**10 - CLIMATE:** Av. Temp. Winter 34; Summer 79; Rainfall 42 in. annual.

**11 - TAP WATER:** Alkaline, very hard, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz. | NA | K mart, Kroger's |
| Vincennes Plz (16) | NA | JCPenney, Walgreens, Wal-Mart |

**Principal Shopping Days**-Sun., Thur., Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hills.
**Chain Drug Stores**-Walgreens.
**Variety Stores**-Trace.
**Discount Stores**-3D; K mart; Wal-Mart; Big Blue.
**Chain Supermarkets**-Kroger; Harold's; Buehler's; Lowell's; Sav-A-Lot.

**14 - NEWSPAPERS:** SUN-COMMERCIAL (e-mon to fri) 14,219; (S) 15,745; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Veronica A. Kopp, Adv. Mgr., SUN-COMMERCIAL, 702 Main St., PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
**National Representative**: Landon Associates.

## WABASH

**1 - LOCATION:** Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center. On Wabash River, 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 & 13.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern; Conrail.

**3 - POPULATION:**
Corp. City 80 Cen. 12,985; E&P 89 Est. 11,375
County 80 Cen. 36,694; E&P 89 Est. 35,210
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,799; E&P 89 Est. 4,298
County 80 Cen. 12,586; E&P 89 Est. 12,201

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $400,000,000 |
| Savings & Loan | 2 | $52,000,000 |

**6 - PASSENGER AUTOS:** County 18,742

**7 - ELECTRIC METERS:** County 14,427

**8 - GAS METERS:** County 7,785

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 550 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250); Water Meters 600 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
**Principal Shopping Days**-Dept. stores-Thur., Fri., Sat.; Food stores-Thur., Fri., Sat.
**Stores Open Evenings**-Food, Hardware, Drug, Variety and Dept.-every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hirsch; Robin Hood; Spurgeon.
**Discount Stores**-K mart; Dollar General.
**Variety Stores**-Danner's.
**Chain Drug Stores**-Hook's.
**Chain Supermarkets**-Kroger; Marsh.
**Other Chain Stores**-Resneck's; Ream-Steckbeck (paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

**14 - NEWSPAPERS:** PLAIN DEALER (e) 7,400; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Phil Craemer, Adv. Dir., PLAIN DEALER, P.O. Box 379, Wabash, IN 46992; Tel. (219) 563-2131.
**National Representative**: None.

## WARSAW

**1 - LOCATION:** Kosciusko County, E&P Map C-2. County Seat. Agriculture, manufacturing, and center of Northern Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. Hwy. 30, State Hwys. 15, 25.

**2 - TRANSPORTATION: Railroads**-Conrail, Amtrak.
**Motor Freight Carriers**-24.
**Intercity Bus Lines**-Greyhound; Indiana Motor; Cardinal; KABS.
**Airports**-Charter Flights; Warsaw Municipal.

**3 - POPULATION:**
Corp. City 80 Cen. 10,647; E&P 89 Est. 12,505
County 80 Cen. 59,744; E&P 89 Est. 65,302
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,934; E&P 89 Est. 4,769
County 80 Cen. 20,863; E&P 89 Est. 24,287

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $491,143,590 |
| Savings & Loan | 3 | $377,910,000 |

**6 - PASSENGER AUTOS:** County 36,482

**7 - ELECTRIC METERS:** Residence 4,625 (city); 27,830 (county)

**8 - GAS METERS:** Residence 4,312 (city); 16,710 (county)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage) -Mfg. (incl. food and kindred prods.); Furn. & Fixtures; Printing & Pub.; Chem. and Allied Prods.; Rubber & Plastics Prods.; Stone, Clay & Glass Prods.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal and Wood Prods.; Mach.; Trans. Equip.; Orthopedic Instruments & Related Prods.; Trans. & Other Public Util.; Gov't.; Financial and Ins. & Ret. Servs. Mfg. 13,776 ($535); Ret. 4,509 ($208); Finance 708 ($340); Utilities 668 ($693); Food N/A; Gov't. 2,417 ($329); Services 3,494 ($284); All others 1,879 ($210).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-30 blocks on Center, Indiana, Market, Buffalo, Lake and E. Winona Ave.
**Neighborhood Shopping Centers**-E. Center, E. Market, S. Buffalo, E. Winona Ave., W. Winona Ave.; N. Lake St.; Road 30 East & West.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Old 30 West Ctr (4) | 2 | Big Lots, Hooks |
| Lake Vlg (15) | 3 | K mart, Hooks, Dollar General |
| Lakeview (13) | 2 | Curtis Mathes, & W Shoes |
| Lowery (3) | NA | Marsh Supermarket, Thronburgs, Harvey's Mart |
| Marketplace of Warsaw (34) | 2 | Big Wheel, Uhlman's, Tepe's, JCPenney |
| Woodland Plz (14) | | Wal-Mart |

**13 - RETAIL OUTLETS: Variety Stores**-Harvey's; W.R. Thomas.
**Discount Stores**-Wal-Mart; Big Lots; K mart; Big Wheel.
**Chain Drug Stores**-Hook's; Thornburg; Brennan's Rexall; Walgreen's.
**Chain Supermarkets**-Kroger; Marsh; Owen's.
**Other Chain Stores**-Guarantee Auto; Sears; Ream-Steckbeck; Ace; Goodyear; Quality Farm & Fleet; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney; Fashion Bug/Fashion Bug Plus; Auto Works; Maurice's; Payless; Dollar General; Uhlman's; Tepe's; Sycamore; Ankersen's; Curtis Mathes; ElBee Shoes; Shoe Show; Country Cousins.

**14 - NEWSPAPERS:** TIMES-UNION (e) 13,553; sworn Sept. 26, 1988.
**Local Contact** for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg., PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
**National Representative**: None.

## WASHINGTON

**1 - LOCATION:** Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) between Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi. S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

**2 - TRANSPORTATION: Railroads**-Big Four Freight; Conrail (N & S); Chessie System (E & W).
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Blue Bird; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,325; E&P 89 Est. 11,363
CZ-ABC: (80) 11,325
RTZ-ABC: (80) 39,937
County 80 Cen. 27,836; E&P 89 Est. 29,053
City & RTZ-ABC: (80) 51,262
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,552; E&P 89 Est. 4,977
County 80 Cen. 9,878; E&P 89 Est. 11,215
CZ-ABC: (80) 4,552
RTZ-ABC: (80) 13,831
City & RTZ-ABC: (80) 18,383

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $211,140,605 |
| Savings & Loan | 2 | $57,629,000 |

**6 - PASSENGER AUTOS:** County 13,086

**7 - ELECTRIC METERS:** Residence 5,928

**8 - GAS METERS:** Residence 3,924

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 119 ($320); Food Proc. 459 ($210); B&O R.R. 150 ($400); Mining 730 ($500).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.; 4 on Vantrees; 4 on S. St.; East 50 Shopping ctr.; K mart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| East 50 (3) | NA | Williams Rexall |
| Washington Plz (14) | 1 | Big Lot, Buehlers |
| Cherry Tree Plz (12) | 2 | Wal-Mart, Jay C |

**Stores Open Evenings**-Fri.
**Stores Open Sundays**-Drugs, Grocery, Discount.

**13 - RETAIL OUTLETS: Department Stores**-Sears.
**Variety Stores**-Yeager Hardware; Big Lot; Dollar General; Greenwood's; Main Street Pharmacy; True Value.
**Discount Stores**-K mart; Big Lots; Wal-Mart.
**Chain Supermarkets**-IGA; Jay C; Red & White 3; Lucky Dollar; Buehlers Buy Low.
**Other Chain Stores**-Paris Style; MAB Paints; Sherwin Williams; Big Blue Stores; Home Outfitters; Nationwise Tire; CATO; Sycamore.

**14 - NEWSPAPERS:** TIMES-HERALD (e) 10,296; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
**National Representative**: Papert Companies.

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### WEST LAFAYETTE
See LAFAYETTE

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## WINCHESTER, IN-UNION CITY, OH

**1 - LOCATION:** Randolph County, IN and Darke County, OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwys. 277, 32, 28; OH Hwys. 71 and 47; IN and U.S. Hwy. 27.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. Cities 80 Cen. 11,283; E&P 89 Est. 11,518
Winchester, IN 80 Cen. 5,659; E&P 89 Est. 5,357
Union City, OH 80 Cen. 1,716; E&P 89 Est. 2,867
Union City, IN 80 Cen. 3,908; E&P 89 Est. 3,294
Counties 80 Cen. 85,157; E&P 89 Est. 81,796
Randolph, IN 80 Cen. 29,989; E&P 89 Est. 28,263
Darke, OH 80 Cen. 55,168; E&P 89 Est. 53,533

**4 - HOUSEHOLDS:**
Cities 80 Cen. 4,357; E&P 89 Est. 4,635
Winchester, IN 80 Cen. 2,213; E&P 89 Est. 2,176
Union City, OH 80 Cen. 654; E&P 89 Est. 1,154
Union City, IN 80 Cen. 1,490; E&P 89 Est. 1,305
Counties 80 Cen. 29,573; E&P 89 Est. 30,866
Randolph, IN 80 Cen. 10,709; E&P 89 Est. 10,465
Darke, OH 80 Cen. 18,864; E&P 89 Est. 20,401

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $231,000,000 |
| Savings & Loan | 2 | $15,000,000 |

**6 - PASSENGER AUTOS:** Counties: Randolph, IN 15,351; Darke, OH 35,765.

**7 - ELECTRIC METERS:** Residence 8,838

**8 - GAS METERS:** Residence 4,816

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Body Co. 1,000; Furn. 200; Leather 200; Metal Supplies 1,200; Glass 2,128.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

**11 - TAP WATER:** Hard, fluoridated.

**12 - RETAILING: Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri., many daily.

**13 - RETAIL OUTLETS: Discount Stores**-Val Discount; Danner's 3-D.
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Hook's 2; People's.
**Chain Supermarkets**-Marsh; Troutwine's; Aldi Foods.

**14 - NEWSPAPERS:** NEWS-GAZETTE (e) 5,125; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Debbie Fulton, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester, IN 47394; Tel. (317) 584-4501.
**National Representative**: None.

# IOWA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Cedar Rapids**-Linn County.
**Davenport-Rock Island-Moline, IA-IL**-Scott County, IA; Henry and Rock Island Counties, IL.
**Des Moines**-Dallas, Polk and Warren Counties.

**Dubuque**-Dubuque County.
**Iowa City**-Johnson County.
**Omaha, NE-IA**Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
**Sioux City, IA-NE**-Woodbury County, IA; Dakota County, NE.
**Waterloo-Cedar Falls**-Black Hawk and Bremer Counties.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 233 | 222 | 248 |
| 5-14 Years | 574 | 443 | 427 |
| 15-24 Years | 478 | 549 | 434 |
| 25-44 Years | 612 | 752 | 907 |
| 45-64 Years | 579 | 560 | 524 |
| 65 and Over | 349 | 387 | 348 |
| TOTAL | 2,825 | 2,913 | 2,688 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 800 | 784 | 1,583 |
| General Mdse | 1,164 | 1,362 | 2,177 |
| Food | 1,909 | 2,937 | 4,186 |
| Automobiles | 2,231 | 2,336 | 4,822 |
| Gasoline Stations | 954 | 1,378 | 1,464 |
| Apparel | 408 | 606 | 931 |
| Furniture | 450 | 463 | 904 |
| Eat-Drink Places | 806 | 1,109 | 1,793 |
| Drugs | 275 | 388 | 613 |
| TOTAL SALES | 9,833 | 12,646 | 20,019 |

## AMES

**1 - LOCATION:** Story County. E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.
**Intercity Bus Lines**-Greyhound; Jefferson Transportation.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. City 80 Cen. 45,775; E&P 89 Est. 47,245
County 80 Cen. 72,473; E&P 89 Est. 74,616
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,015; E&P 89 Est. 14,690
County 80 Cen. 23,665; E&P 89 Est. 22,663

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $305,495,097 |
| Savings & Loan | 3 | $224,567,537 |

**6 - PASSENGER AUTOS:** County 40,186

**7 - ELECTRIC METERS:** Residence 14,324

**8 - GAS METERS:** Residence 14,081

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Educ. 7,500; Iowa DOT HQ 500; Sports Clothing 120; Grain Equip. 10; Trans. Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chem. 165.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
**Shopping Centers**-K mart Plaza, 4 blocks on Lincoln Way 4 mi. W.; Save U More Center, South Duff, 1 1/2 mi. S.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames Aura(14) | NA | HyVee, K mart |
| Lincoln Plz.(9) | NA | Target, Radio Shack |
| North Grand(60) | 2 | Younker's, JCPenney, Sears, Wal-Mart |
| Campustown | 3 | |
| West Ames | 4 | K mart, HyVee, Drugtown |

**Principal Shopping Days**-Sat., Sun., Thur.
**Stores Open Evenings**-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Younker's; Sears; Target; K mart; Wal-Mart.
**Chain Supermarkets**-Fareway; Randall's; HyVee; Save U More.
**Other Chain Stores**-Goodyear; Firestone; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack.

**14 - NEWSPAPERS:** TRIBUNE (e) 10,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Janette Antisdel, Adv. Dir., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
**National Representatives**: Iowa Newspaper Association; Papert Companies.

## ATLANTIC

**1 - LOCATION:** Cass County, E&P Map B-3. County Seat. Agricultural area of 40 mi. radius. SW part of state; 50 mi. to Omaha; 82 mi. to Des Moines; 418 mi. to Chicago.

**2 - TRANSPORTATION: Railroads**-Iowa Interstate.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Overland Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 7,789; E&P 89 Est. 7,953
County 80 Cen. 16,891; E&P 89 Est. 16,046

**4 - HOUSEHOLDS:**
City 80 Cen. 3,141; E&P 89 Est. 3,392
County 80 Cen. 6,524; E&P 89 Est. 5,978

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $43,850,000 |
| Commercial | 2 | $144,973,000 |

**6 - PASSENGER AUTOS:** County 10,389

**7 - ELECTRIC METERS:** Residence 3,161

**8 - GAS METERS:** Residence 2,859

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg. 240 ($287); Steel Bldg. 146 ($263); Street & Road Constr. 185 ($253); Engine Bearings 420 ($341).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 17-97; Summer 42-92; Fall -10-85; Winter -10-73. First killing frost, Nov. 11; last killing frost, Apr. 12.

**11 - TAP WATER:** Alkaline, med. soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Chestnut St.; 4 blocks on Walnut.
**Neighborhood Shopping Centers**-East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur.; grocery & discount stores nightly.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Spurgeon's.
**Variety Stores**-Ben Franklin; Bonnesen's.
**Discount Stores**-Orschein's; Cappel; Pamida; Alco; K mart.
**Chain Supermarkets**-Hy-Vee; Easter Foods.
**Other Chain Stores**-Earl May Seed & Nursery; Brown's Shoe Fit; Bair's Firestone; McAfee Tire; Singer Co.; Seifert's; Tober's; Sears (catalog); Western Auto; Atlantic Cashway Lumber; JCPenney (catalog).

**14 - NEWSPAPERS:** NEWS-TELEGRAPH (e) 6,600; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Mark D. Griggs, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., AAtlantic, IA 50022; Tel. (712) 243-2624; FAX (712) 243-4988.
**National Representative**: Iowa Newspaper Association.

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**BETTENDORF**
**See DAVENPORT**

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## BOONE

**1 - LOCATION:** Boone County. E&P Map B-2. County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 12,602; E&P 89 Est. 12,617
County 80 Cen. 26,160; E&P 89 Est. 25,623
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,005; E&P 89 Est. 5,239
County 80 Cen. 9,731; E&P 89 Est. 9,191

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $99,750,000 |
| Commercial | 2 | $119,539,000 |

**6 - PASSENGER AUTOS:** County 16,661

**7 - ELECTRIC METERS:** Residence 7,547

**8 - GAS METERS:** Residence 5,640

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** First killing frost, Oct. 4; last killing frost, May 6.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts.; also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Pamida; Wal-Mart.
**Chain Drug Stores**-Snyder.
**Chain Supermarkets**-Fareway; Hy-Vee; Randalls.
**Other Chain Stores**-Big Bear; Sherwin Williams; Orschein's; Coast-To-Coast.

**14 - NEWSPAPERS:** NEWS-REPUBLICAN (e-mon to fri) S) 4,651; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Fenner H. Stevenson, Adv. Mgr., NEWS-REPUBLICAN, 812 Keeler St.; PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
**National Representative**: Iowa Newspaper Association.

## BURLINGTON

**1 - LOCATION:** Des Moines County. E&P Map D-3. County Seat. Agricultural, dairy area, mfg. & wholesale ctr., 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Rock Island; Amtrak.
**Motor Freight Carriers**-16.
**Intercity Bus Lines**-Continental; Trailways.
**Airlines**-Britt; Continental Express.
**Water**-Mississippi River Barge Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 29,529; E&P 89 Est. 25,996
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 80 Cen. 46,236; E&P 89 Est. 43,044
City & RTZ-ABC: (80) 146,026

**4 - HOUSEHOLDS:**
City 80 Cen. 11,325; E&P 89 Est. 10,401
County 80 Cen. 17,350; E&P 89 Est. 16,162
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $265,704,441 |
| Commercial | 4 | $291,354,000 |

**6 - PASSENGER AUTOS:** County 28,472

**7 - ELECTRIC METERS:** Residence 11,020

**8 - GAS METERS:** Residence 11,068

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ordnance 1,469; Elect. 2,000; Food Prods. 350; Heavy Mach. 2,290; Furn. Ret. Trade 3,950; Whol. Trade 1,110.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline; moderately hard av. 10 grains; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
**Neighborhood Shopping Areas**-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9tn Sts., 2 blocks; Roosevelt Rd., 5 blocks.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairway(33) | 3 | Mont. Ward |
| K mart Plaza(8) | 3 | K mart |
| Westland Mall(61) | 6 | JCPenney, Younker's |

**Principal Shopping Days**-Mon., Fri.
**Stores Open Evenings**-Dept.-Mon.-Fri. Food-Every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart; Wal-Mart; Walgreens.
**Discount Stores**-Jack's; K mart; Wal-Mart.
**Chain Drug Stores**-Osco; Peoples Drug Fair; Walgreens.
**Chain Supermarkets**-Eagle; Hy-Vee 2; Nafeh's; Buy For Less; Aldi Food.
**Other Chain Stores**-Karmelcorn; Kinney's; Holmes Shoes; Brown Shoe; Endicott-Johnson; Firestone; Goodyear; Singer Ctr.; Kay Jewelers; County Seat; The Closet; Coast-to-Coast; Payless; Fanny Farmer; Kirlins; Radio Shack; Chumleys Rest; So-Fro Fabrics; The Land of Oz; General Nutrition; Orschelin; Farm King; KB Fruit & Nuts; Video Warehouse; Fishbowl Pet Center; Maurices; Music Den; Disc Jockey; The Limited; Seifert's; Spencer's; Stars & Stripes Video; Kardons; B. Dalton; Stuarts.

**14 - NEWSPAPERS:** HAWK EYE (e-mon to fri) 17,965; (S) 20,013; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main; PO Box 10, Burlington, IA 52601; Tel. (319) 754-8461.
**National Representatives**: Iowa Newspaper Association; Papert Companies.

## CARROLL

**1 - LOCATION:** Carroll County. E&P Map B-2. County Seat. 100 mi. NW of Des Moines; 100 mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 9,705; E&P 89 Est. 10,391
County 80 Cen. 22,934; E&P 89 Est. 23,363

**4 - HOUSEHOLDS:**
City 80 Cen. 3,398; E&P 89 Est. 3,804
County 80 Cen. 7,869; E&P 89 Est. 9,528

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $109,835,440 |
| Savings & Loan | 2 | $118,500,000 |

**6 - PASSENGER AUTOS:** County 13,560

**7 - ELECTRIC METERS:** Residence 3,800

**8 - GAS METERS:** Residence 3,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. Control Mfg. 437; Ham Canning Facility 54; Window Mfg. 158; Soft Drinks 50; Refrigeration 63; Farm Equip. N.A.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall-Downtown.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Discount, Variety, Food-every evening to 9; Others-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Variety Stores**-Sernett's.

**Discount Stores**-Pamida; K mart.

**Chain Supermarkets**-Hy-Vee; Fareway; Food 4 Less.

**Other Chain Stores**-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Sears (catalog); Tradehome Shoe; Brass Buckle; Stevenson's; Maurice's.

**14 - NEWSPAPERS:** TIMES-HERALD (e-mon to fri) 6,599; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.

**National Representative**: Iowa Newspaper Association.

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## CEDAR FALLS
**See WATERLOO**

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## CEDAR RAPIDS-MARION

**1 - LOCATION:** Linn County, (In Cedar Rapids MSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N on U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

**2 - TRANSPORTATION: Railroads**-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.

**Motor Freight Carriers**-24.

**Intercity Bus Lines**-Greyhound; Jefferson Trans.; Iowa Coaches; Trailways; Kincaid; Scenic Hawkeye Stages.

**Airlines**-United; TWA; Iowa Airways; Continental; America West; United Express; Northwest Orient.

**3 - POPULATION:**
Corp. Cities 80 Cen. 129,717; E&P 89 Est. 125,816
Cedar Rapids 80 Cen. 110,243; E&P 89 Est. 106,239
Marion 80 Cen. 19,474; E&P 89 Est. 19,577
CZ-ABC: (80) 169,775
RTZ-ABC: (80) 218,269
County/MSA 80 Cen. 170,112; E&P 89 Est. 168,982
City & RTZ-ABC: (80) 388,044

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 48,525; E&P 89 Est. 47,955
Cedar Rapids 80 Cen. 41,662; E&P 89 Est. 40,923
Marion 80 Cen. 6,863; E&P 89 Est. 7,032
CZ-ABC: (80) 61,770
RTZ-ABC: (80) 78,716
County/MSA 80 Cen. 61,770; E&P 89 Est. 62,852
City & RTZ-ABC: (80) 140,486

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $667,090,400 |
| Commercial | 9 | $803,276,657 |

**6 - PASSENGER AUTOS:** County 115,005

**7 - ELECTRIC METERS:** Residence 48,769

**8 - GAS METERS:** Residence 44,636

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 14,800 (N.A.); Fab. Metal 500 (N.A.); Mach. 13,500 (N.A.); Trans. 4,100 (N.A.); Non-Durable 7,500 (N.A.); Food 5,400 (N.A.); Mfg. 22,300 ($527).

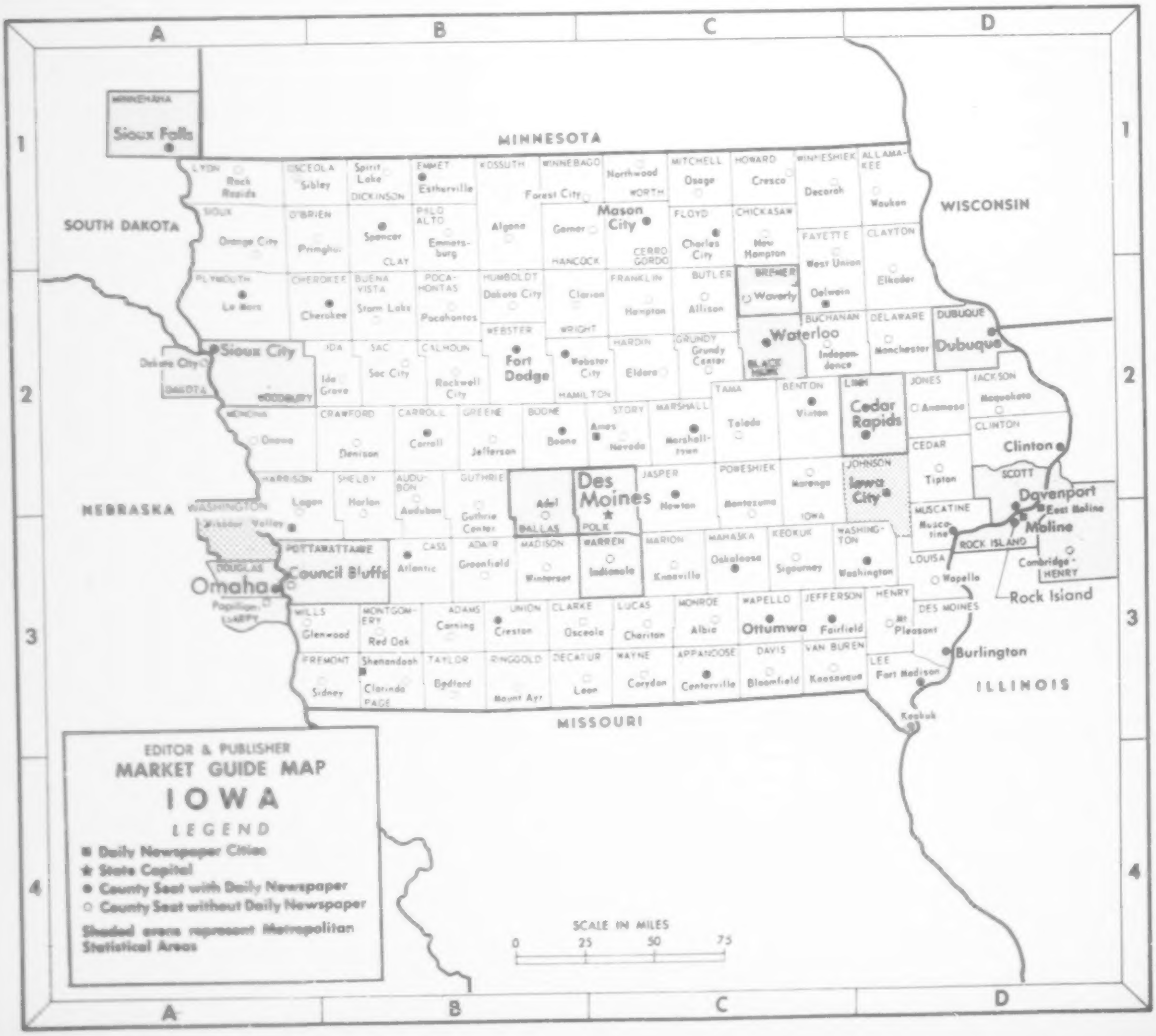
**10 - CLIMATE:** Min. & Max. Temp.-Spring -6-88; Summer 40-94; Fall 2-87; Winter -20-43. First killing frost, Oct. 14; last killing frost, Apr. 22.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Downtown Shopping District**-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts., East.

**Shopping Centers (No. of Stores)**-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.

**Neighborhood Shopping Areas**-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st


A
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D
1
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MINNESOTA
SOUTH DAKOTA
Sioux Falls
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
Sioux City
Mason City
Waterloo
Dubuque
Fort Dodge
Cedar Rapids
Clinton
Des Moines
Iowa City
Davenport
Moline
Rock Island
Omaha
Council Bluffs
Ottumwa
Burlington
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
● Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Town & Country (40) | 2 | True Value Hdwe. |
| Kenwood | 2 | Kenwood House |
| Lindale Mall(108) | 3 | Sears, Younkers, Petersen's |
| Jack's Plaza(10) | 2 | Jack's, Revco |
| Collins Rd. Sq. | 2 | Best Buy |
| 16th Ave.(20) | 1 | |
| Vernon(9) | 2 | Village Market |
| Target(4) | 3 | Target Discount |
| Cedar Hills(11) | 3 | Me Too Mkt. |
| K mart/Cedar Mall | 3 | K mart |
| Westdale(125) | 4 | JCPenney, Younkers, Mont. Ward, Petersen's |
| Park Town Sq. | 2 | Revco |

**Stores Open Evenings**-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

**13 - RETAIL OUTLETS: Department Stores**-Younkers; Armstrong's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen Harned Von Maur.

**Discount Stores**-K mart; Target; Jack's.

**Chain Drug Stores**-Drugtown 4; Paramount 6; Osco 3; Revco 6.

**Chain Supermarkets**-Sun Mart 4; HyVee 7; Econo Foods 2.

**Other Chain Stores**-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Brook's, Braun's Fashions, Casual Corner, The Closet, Foxmoor Casuals, Jean Nicole, The Limited, Maurices, Paul Harris; Paint: Allied Glass, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Northwest Fabrics, So Fro Fabrics.

**14 - NEWSPAPERS:** GAZETTE (m) 70,124; (S) 81,722; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Nancy Wagner, Natl. Sales Mgr., GAZETTE, 500 3rd Ave. S.E., Cedar Rapids, IA 52401; Tel. (319) 398-8211.

**National Representatives** Branham/Newspaper Sales; Iowa Newspaper Association.

## CENTERVILLE

**1 - LOCATION:** Appanoose County. E&P Map C-3. County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 5.

**2 - TRANSPORTATION: Railroads**-ACCR; N&S.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 6,558; E&P 89 Est. 5,497
County 80 Cen. 15,527; E&P 89 Est. 13,384

**4 - HOUSEHOLDS:**

City 80 Cen. 2,708; E&P 89 Est. 2,388
County 80 Cen. 6,011; E&P 89 Est. 4,931

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $115,647,328 |

**6 - PASSENGER AUTOS:** County 8,732.

**7 - ELECTRIC METERS:** Residence 3,384.

**8 - GAS METERS:** Residence 2,441.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Utility 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240); Auto Parts Dist. 225 ($225); Commercial Plastic Mfg. 100 ($240).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Moulton | 15 | Woods Bros. |
| Moravia | 13 | Turner & Son |
| Mystic | 6 | Clark & Son |
| Corydon | 25 | Rexall, HyVee |
| Unionville, MO | 25 | Ace Hdwe., HyVee |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-True Value; Spurgeons; JCPenney; Bostwicks; Fashion Crossroads.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Places; Pamida; Dollar General.

**Chain Drug Stores**-Owl Rexall; Med-Cap; Easter's Phcy.

**Chain Supermarkets**-HyVee; Super Valu; Fareway; Aldi.

**Other Chain Stores**-Coast-to-Coast; Western Auto; Brown Shoe-Fit; Sears (catalog); Orchelyn Farm & Home; Merle Norman.

**14 - NEWSPAPERS:** AD EXPRESS/IOWEGIAN (m-mon to fri) 4,000; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: John C. Arnold, Pub., AD EXPRESS/IOWEGIAN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.

**National Representative** Iowa Newspaper Association.

## CHARLES CITY

**1 - LOCATION:** Floyd County. E&P Map C-1. County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Milwaukee; Iowa Terminal RR.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Jefferson.

**3 - POPULATION:**

Corp. City 80 Cen. 8,778; E&P 89 Est. 8,129
County 80 Cen. 19,564; E&P 89 Est. 18,380

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,401; E&P 89 Est. 3,200
County 80 Cen. 7,084; E&P 89 Est. 6,894

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | N.A. |
| Commercial | 3 | $146,450,000 |

**6 - PASSENGER AUTOS:** County 11,630.

**7 - ELECTRIC METERS:** Residence 3,559.

**8 - GAS METERS:** Residence 3,139.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Prods. 402 ($285); Poultry Proc. 500 ($285); Educ. 500 ($275).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2; last killing frost, Apr. 26.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; [illegible] on Gilbert St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cendar Mall(31) | | HyVee |
| Easter's SuperValu | | Super Mkt. |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Thur.; Food-6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's.

**Discount Stores**-Pamida; K mart.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Kruse; Easter's; Medicap Family Pharmacy.

**Chain Supermarkets**-Easter's SuperValu; Fareway; HyVee.

**Other Chain Stores**-Sears (order store); Brown's Shoe Fit Co.; Stevenson's Trade Home; Coach House; Roberts Villa; E&N Tire Service; Dorfman Auto Supply; Sieg Co.; McGregor Furn.

**14 - NEWSPAPERS:** PRESS (e-mon to fri) 3,321; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Rich Gifford, Adv. Mgr., PRESS, 100 Main St., Charles City, IA 50616; Tel. (515) 228-3211.

**National Representatives** American Newspaper Representatives; Iowa Newspaper Association.

## CHEROKEE

**1 - LOCATION:** Cherokee County. E&P Map B-2. County Seat.

**2 - TRANSPORTATION: Railroads**-Illinois Central.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Iowa Coaches.

**3 - POPULATION:**

Corp. City 80 Cen. 7,004; E&P 89 Est. 6,682
County 80 Cen. 16,184; E&P 89 Est. 15,222

**4 - HOUSEHOLDS:**

City 80 Cen. 2,689; E&P 89 Est. 2,660
County 80 Cen. 5,999; E&P 89 Est. 5,599

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $99,643,000 |
| Savings & Loan | 2 | $106,415,813 |
| Credit Union | 1 | $3,800,000 |

**6 - PASSENGER AUTOS:** County 9,476.

**7 - ELECTRIC METERS:** Residence 2,687.

**8 - GAS METERS:** Residence 2,610.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404); Mental Health Institute 250.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8; last killing frost, May 20.

**11 - TAP WATER:** Neutral; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, discount, furniture, women's clothing).

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Thur.; Food and discount-nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney Catalog Outlet; Hawley Allison; Bomgaar's; Sears Catalog.

**Discount Stores**-Alco; K mart; Drugtown.

**Chain Drug Stores**-Drug Town.

**Chain Supermarkets**-Fareway; HyVee.

**Other Chain Stores**-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co.; Stevenson's; Coast-To-Coast.

**14 - NEWSPAPERS:** TIMES (m) 3,282; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel. (712) 225-5111.

**National Representative** Iowa Newspaper Association.

## CLINTON

**1 - LOCATION:** Clinton County. E&P Map D-2. County Seat. Manufacturing & agricultural ctr. Extreme E point in IA; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo; C&NW; CRI&P; Mississippi River Municipal Barge Terminal.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Clinton Municipal Transit Authority.

**Airlines**-Great Lakes.

**3 - POPULATION:**

Corp. City 80 Cen. 32,828; E&P 89 Est. 29,181
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92,815
County 80 Cen. 56,951; E&P 89 Est. 52,618
City & RTZ-ABC: (80) 125,643

**4 - HOUSEHOLDS:**

City 80 Cen. 12,261; E&P 89 Est. 11,219
County 80 Cen. 20,345; E&P 89 Est. 20,563
CZ-ABC: (80) 12,261
RTZ-ABC: (80) 32,370
City & RTZ-ABC: (80) 44,631

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $126,417,491 |
| Commercial | 4 | $227,261,000 |

**6 - PASSENGER AUTOS:** County 32,297.

**7 - ELECTRIC METERS:** Residence 12,566.

**8 - GAS METERS:** Residence 10,371.

**9 - PRINCIPAL INDUSTRIES:** No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 400 ($320); Clysar Mfg. 350 ($360); R.R. & Car Repair 400 ($320); Ladies Garments 179 ($220); Paper Cartons & Labels 861 ($275); Chem. Prods. 495 ($330); Coupon Clearing 600 ($224); Wire Prods. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.

**Neighborhood Shopping Centers**-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Dept., chain & variety, Mon. & Fri.; food, nightly.

**13 - RETAIL OUTLETS: Department Stores**-Kline's; JCPenney; Sears.

**Discount Stores**-Paul's Discount; Target; K mart.

**Variety Stores**-Woolworth; Main Ave.

**Chain Drug Stores**-Bond-Walgreens; Osco.

**Chain Supermarkets**-Eagle 3; Jewel; Kopp's 3; Aldi; Food Bonanza.

**Other Chain Stores**-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

**14 - NEWSPAPERS:** HERALD (e) 19,528; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.

**National Representative** Papert Companies.

## COUNCIL BLUFFS

**1 - LOCATION:** Pottawattamie County, (In Omaha, NE-IA MSA). E&P Map A-3. County Seat. Railroad center. Miscellaneous light manufacturing, greyhound, race track, food processing. Western edge of Iowa overlooking Missouri River.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago & Northwestern; Union Pacific; Chicago Central & Pacific; Colorado & Eastern; Iowa Interstate Railroad Co.

**Motor Freight Carriers**-75.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-United; Northwest Orient; Eastern; TWA; AAA Commuter; Continental; American; America West; GP Express; Iowa Airways; Delta; Midway.

**3 - POPULATION:**

Corp. City 80 Cen. 56,449; E&P 89 Est. 55,662
CZ-ABC: (80) 56,449
RTZ-ABC: (80) 72,305
County 80 Cen. 86,452; E&P 89 Est. 87,974
MSA 80 Cen. 585,620; E&P 89 Est. 627,370
City & RTZ-ABC: (80) 128,754

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 20,872; E&P 89 Est. 21,097
County 80 Cen. 30,781; E&P 89 Est. 34,925
MSA 80 Cen. 208,746; E&P 89 Est. 234,711
CZ-ABC: (80) 20,872
RTZ-ABC: (80) 24,891
City & RTZ-ABC: (80) 45,763

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $425,526,897 |

| | | |
|---|---|---|
| Savings & Loan | 2 | $223,634,829 |

**6 - PASSENGER AUTOS:** County 59,082

**7 - ELECTRIC METERS:** Residence 20,940

**8 - GAS METERS:** Residence 20,103

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Trans., Commun. & Public Util. 2,000; Mfg. 2,900; Fin., Ins., R.E. .,100; Whol. Trade 1,300; Ret. Trade 6,000; Gov't 4,700; Constr. 900; Service 6,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, moderately soft.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Broadway between 1st & 8th Sts.

**Neighborhood Shopping Centers**-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bluff Plz.(4) | 1 | Bluff's, Super Foods |
| Bluffs Northway(6) | 2 | Richman-Gordman, Hy-Vee, Drug Town |
| Madison Mall(4) | 2 | Drugtown, Hy-Vee |
| Centre Point(57) | NA | Younkers, Sears |
| Sherwood Plz.(10) | 3 | K mart, Payless Shoes |
| Sundel Plaza (14) | 1 | Curtis Mathes |
| Twin City | 3 | |
| Ogden Place(10) | NA | Sherwin-Williams, Nutri System |
| Mall of the Bluffs(100) | 2 | Target, Dillard's, Penney's |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Mon. and Thur.; Mall of the Bluffs and Centre Point Mall every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Richman-Gordman; Sears; Younkers; Dillard's.

**Discount Stores**-K mart; Target.

**Chain Drug Stores**-Walgreens 3; Osco; Drug Town 2.

**Chain Supermarkets**-Super Valu 2; Hy-Vee 2.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney; So-Fro Fabrics; Zale's Jewelry; Norman's Shoe Store; Sutherlands; World Radio; Northwest Fabrics; Earl May Garden Center; Peoples True Value; West Lake Ace Hardware.

**14 - NEWSPAPERS:** NONPAREIL (e-mon to fri) 17,397; (m-sat) 17,205; (S) 19,974; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51503; Tel. (712) 328-1811.

**National Representatives**: Thomson Newspapers; Iowa Newspaper Association.

## CRESTON

**1 - LOCATION:** Union County. E&P Map B-3. County Seat. Farm area in S. central Iowa; livestock. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak Passenger Service.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 8,429; E&P 89 Est. 8,018

County 80 Cen. 13,845; E&P 89 Est. 13,104

**4 - HOUSEHOLDS:**

City 80 Cen. 3,403; E&P 89 Est. 3,391

County 80 Cen. 5,314; E&P 89 Est. 4,827

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $135,303,000 |
| Savings & Loan | 2 | $75,639,000 |

**6 - PASSENGER AUTOS:** County 8,309

**7 - ELECTRIC METERS:** Residence 4,140

**8 - GAS METERS:** Residence 2,940

**9 - PRINCIPAL INDUSTRIES:** R.R. Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Elect. Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.

**Principal Industrial Pay Days**-Fri., Sat., 17th and last day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10; last killing frost, May 2.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.

**Neighborhood Shopping Centers**-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Sheldon.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon.; Shopping Centers every evening exc. Sun.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon Merc.; Sernett's.

**Variety Stores**-Dollar General; Easter's.

**Discount Stores**-Farm & Home Store; K mart; Wal-Mart.

**Chain Supermarkets**-HyVee; Fareway; Super Valu.

**Other Chain Stores**-Goodyear; Sears (catalog); Radio Shack; Pella Window; Tru Value.

**14 - NEWSPAPERS:** NEWS-ADVERTISER (e-mon to fri) 5,780; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Arvid E. Huisman, Pub. or Mark Oliverius, Adv. Dir., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.

**National Representative**: Iowa Newspaper Association.

## DAVENPORT-BETTENDORF

**1 - LOCATION:** Scott County. (In Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small mfg. On E. & W. bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwys. 6, 61, 67; State Hwys. 122, 22 and 74; I-80.

**2 - TRANSPORTATION: Railroads**-(MSA) Davenport; Rock Island; Northwestern; Burlington Northern; Soo Lines; Iowa Interstate.

**Motor Freight Carriers**-38.

**Intercity Bus Lines**-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass Transit; Davenport City Lines.

**Airlines**-American Eagle; Britt; United; United Express; Air Midwest; TWA; Northwest Orient.

**3 - POPULATION:**

Corp. Cities 80 Cen. 130,645; E&P 89 Est. 130,388

Davenport 80 Cen. 103,264; E&P 89 Est. 102,503

Bettendorf 80 Cen. 27,381; E&P 89 Est. 27,885

CZ-ABC: (80) 286,405

Iowa CZ-ABC: (80) 131,252

Ill. CZ-ABC: (80) 155,153

RTZ-ABC: (80) 393,441

County 80 Cen. 160,216; E&P 89 Est. 162,200

MSA 80 Cen. 384,347; E&P 89 Est. 376,206

City & RTZ-ABC: (80) 679,846

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 47,357; E&P 89 Est. 48,010

Davenport 80 Cen. 38,024; E&P 89 Est. 38,352

Bettendorf 80 Cen. 9,333; E&P 89 Est. 9,658

County 80 Cen. 56,677; E&P 89 Est. 62,208

MSA 80 Cen. 138,256; E&P 89 Est. 139,057

CZ-ABC: (80) 105,268

Iowa CZ-ABC: (80) 47,583

Ill. CZ-ABC: (80) 57,685

RTZ-ABC: (80) 139,130

City & RTZ-ABC: (80) 244,398

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 36 | $2,154,893,000 |
| Savings & Loan | 8 | $2,555,582,000 |

**6 - PASSENGER AUTOS:** County 107,838

**7 - ELECTRIC METERS:** Residence 111,085

**8 - GAS METERS:** Residence 161,860

**9 - PRINCIPAL INDUSTRIES:** Type of Industry, No. of Wage Earners-(MSA) Total Mfg. Employment 31,445 (Farm & Constr. Equip., Alum. Milling); Non-Mfg. 84,635; Public Sector 27,150. Av. Wkly. Wage $329.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. An. rainfall 33.7 in.

**11 - TAP WATER:** From Mississippi River. Neutral, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison. N. Brady between 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plz.

**Neighborhood Shopping Centers**-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in N.W. Davenport, Midtown Plz., Paul Revere Sq., Kimberly & Jersey Ridgs., Brady & Locust Vlg. 27 units. Venture shopping area on N. 18th in Bettendorf, Westfair, 9 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| N.W. Davenport | 3 | |
| W. Locust | 5 | |
| Midtown Plz.(15) | 2 | Walgreens |
| Northgate | 4 | Interstate Book Store, Strum |
| Spring Village | 4 | Eagles, Walgreens |
| Northpark(90) | 3 | JCPenney, Younker's, Mont. Ward |
| Cumberland Sq.(40) | 4 | Jewel, Osco |
| East Locust | 3 | Eagles |
| Venture | 3 | Jewel, Osco, Venture |
| Bettendorf Plz.(6) | 2 | K mart |
| Old Town Mall(26) | 3 | Peoples, Playback, Sherwin-Williams |
| Duck Creek Plaza(38) | 5 | Younker's, Petersen, Harned Von Maur |
| Westfair | 4 | |

**Principal Shopping Days**-Dept. Stores-Mon., Fri. and Sat.; Food: Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Dept.-Mon. & Fri.; Supermkts.-Every evening, Mon. through Sun.

**Stores Close**-Mon. morning and Sat. evenings.

**Stores Open Sundays**-Discount, Supermkts., Drug, Shopping Malls.

**13 - RETAIL OUTLETS: Department Stores**-Younker's 3; Petersen Harned Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.

**Discount Stores**-Venture 2; Target 2; K mart 4; Best Buy.

**Variety Stores**-Ben Franklin; Kresge; Woolworth.

**Chain Drug Stores**-Peoples 8; Osco; Main at Locust Phcy.; Medicine Shoppe; Stewart; Walgreens 6.

**Chain Supermarkets**-Eagle 5; Hy Vee 2; Jewel 3; 7-Eleven 14; Convenient; Food for Less; Easter Foods; Casey's.

**Independent Buying Groups**-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.

**Other Chain Stores** Fannie May 4; Firestone 2; Thom McAn; Goodyear; Bakers; Kinney 2; Fashion; Singer Co. 2; Seiferts; Paul Harris 2; Waldenbooks 2; Coach House Gifts; So-Fro Fabrics 2; Glidden; Interstate Bookstore; Richman Bros.; Wallpaper to Go; Radio Shack 4.

**14 - NEWSPAPERS:** QUAD-CITY TIMES (all day) 55,183; (S) 82,855; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carl Davis, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52801; Tel. (319) 383-2200.

**National Representative**: Branham/Newspaper Sales.

## DES MOINES

**1 - LOCATION:** Polk County, (In Des Moines MSA) E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Burlington Northern; Norfolk & Western; Des Moines Union; Iowa; Amtrak; Norfolk Southern; Sante Fe; Union Pacific.

**Motor Freight Carriers**-82.

**Intercity Bus Lines**-Trailways; Greyhound; Greyhound; Jefferson.

**Airlines**-United; TWA; American; America West; Continental; Northwest; Great Lakes; Midway; America West; Continental; Northwest; Midway.

**3 - POPULATION:**

Corp. City 80 Cen. 191,003; E&P 89 Est. 184,041

CZ-ABC: (80) 291,089

RTZ-ABC: (80) 901,486

MSA 80 Cen. 367,924; E&P 89 Est. 383,570

County 80 Cen. 303,258; E&P 89 Est. 316,991

City & RTZ-ABC: (80) 1,192,575

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 75,249; E&P 89 Est. 70,821

County 80 Cen. 114,817; E&P 89 Est. 113,949

MSA 80 Cen. 137,018; E&P 89 Est. 144,967

CZ-ABC: (80) 110,717

RTZ-ABC: (80) 330,120

City & RTZ-ABC: (80) 440,837

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $2,216,680,000 |
| Savings & Loan | 7 | $2,551,000,000 |

**6 - PASSENGER AUTOS:** County 222,361

**7 - ELECTRIC METERS:** 165,586

**8 - GAS METERS:** 106,358

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 25,800 ($496); Trans. 7,800 (NA); Food 4,300 ($407); Printing 6,600 ($608).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-90; Summer 47-101; Fall 20-88; Winter -10-73. First killing Frost, Oct. 3; last killing frost, Apr. 5.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-4th to 9th on Walnut and Locust.

**Neighborhood Shopping Centers**-Apple Valley Shopping Ctr., (73rd & University), Beaverdale (Beaver & Urbandale), Cedar Ridge Shopping Ctr. (7517 Douglas), Franklin Plaza (49th & Franklin Ave.), Harding Hills Shopping Ctr. (3303 Harding Rd.), Highland Park Mall (100 E. Euclid), Indian Hills Shopping Ctr. (100 St. & University), Kaleidoscope at the Hub (555 Walnut), Locust Mall (7th & Locust), Merle Hay Mall (Merle Hay & Douglas), Park Fair (2nd & Euclid), Roosevelt (42nd & Chamberlain), Sherwood Forest (73rd & Hickman), Southridge Mall (S.E. 14th & Army Post Rd.), UpTown (42nd & University), Valley West Mall (I-235 & 35th St. WDM), Value Mall (4100 Merle Hay Rd.); Village Sq. Shopping Ctr. (5800 Merle Hay Rd.), The Wakonda Shopping Ctr. (4200 Fleur Dr.), Windsor Heights (66th & University), Valley Junction (Downtown WDM), Hay Market Mall (4247 Merle Hay Rd.), Eastgate (1550 E. Euclid), Clocktower Square (2900 University, WDM), Governor Square (2700 University, WDM), Jacobson Plaza (2250 Ave. FM Hubbell), Normandy Plaza (Railroad Ave. & Grand Ave., WDM); Old Orchard Plaza (1800 86th St.), Park Fair (2nd & Euclid), Stefon Plaza (200 Army Post Rd.), CrossRoads Shopping Ctr. (1821 22nd St. WDM).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(24) | NA | Younker's |
| Merle Hay Mall(129) | NA | Mont. Ward, Sears, Younker's |
| Park Fair(15) | NA | Sun Park Fair Phcy. |
| Southridge(127) | NA | Mont. Ward, Sears, Younker's |

| | | |
|---|---|---|
| Valley West(119) | NA | Younker's |

**Principal Shopping Days**-Dept. Stores-Fri., Sat., Sun., Food Stores-Thur., Fri., Sat.

**Stores Open Evenings**-Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 10 or later and most of Sun.

**13 - RETAIL OUTLETS: Department Stores**-Younker's 5; Sears 2; JCPenney 2; Montgomery Ward 2; Petersen Harned Von Maur; Richman Gordman 3; Marshall's.

**Discount Stores**-K mart 4; Service Mdse.; Target 3; Half Price 2.

**Variety Stores**-Place's.

**Chain Drug Stores**-Walgreens 6; Drug Mart 5; Medicap Pharmacy 11; Drug Town 4; Union Prescription Center 2; Sun Drug 2; Dot Drug 3.

**Chain Supermarkets**-HyVee 12; Super Valu 8; Dahl's 10; Sav-U-More; Food 4 Less 3; Superamerica 2; Aldi's 3.

**Other Chain Stores**-Kwik Shop 16; Quik Trip 29; Git-N-Go 8; 7-Eleven 11; Casey's 5; Helzberg 3; Plumbs 3; Ginsbergs; Joseph's 2; Zale's 3; Radio Shack 7; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Fanfare 2; Florsheim 2; Kinney 3; Payless Shoes 3; Naturalizers 4; Roosevelt Bootery 3; K-G Mens 3; County Seat 3; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 3; Seiferts 4; Firestone 5; Goodyear 3; Sherwin-Williams 3; Famous Footwear 2; Burlington Coat Factory; T.J. Maxx 2; Peck & Peck 2; Susie's Casuals 3; Benetton 3; Brauns 4; Mark Henri 3; Jean Nicole 2; Hit or Miss 3; Lerner Shops 4; Foxmoor Casuals 3; World Radio 4; Menards 2; Payless Cashway 3; True Value 3; Best Buy 2.

**14 - NEWSPAPERS:** REGISTER (m) 210,744; (S) 355,356; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Henry C. Phillips, Adv. Dir., REGISTER, 715 Locust St.; P.O. Box 957, Des Moines, IA 50304; Tel. (515) 284-8070.

**National Representative**: Gannett National Newspaper Sales.

## DUBUQUE, IA-EAST DUBUQUE, IL

**1 - LOCATION:** Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Illinois Central Gulf; Milwaukee; Chicago Central & Pacific.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Greyhound; Iowa Coaches.

**Airlines**-American Eagle; Iowa Airways; Midway.

**3 - POPULATION:**

Corp. Cities 80 Cen. 64,515; E&P 89 Est. 60,460

Dubuque, IA 80 Cen. 62,321; E&P 89 Est. 58,289

E. Dubuque, IL 80 Cen. 2,194; E&P 89 Est. 2,171

CZ-ABC: (80) 64,568

RTZ-ABC: (80) 148,505

Counties 80 Cen. 117,353; E&P 89 Est. 114,338

Dubuque, IA 80 Cen. 93,752; E&P 89 Est. 90,051

Jo Daviess, IL 80 Cen. 23,601; E&P 89 Est. 24,287

MSA 80 Cen. 93,752; E&P 89 Est. 90,051

City & RTZ-ABC: (80) 213,073

**4 - HOUSEHOLDS:**

Cities 80 Cen. 21,862; E&P 89 Est. 20,598

Dubuque, IA 80 Cen. 21,107; E&P 89 Est. 19,888

E. Dubuque, IL 80 Cen. 755; E&P 89 Est. 709

CZ-ABC: (80) 21,862

RTZ-ABC: (80) 48,364

Counties 80 Cen. 38,349; E&P 89 Est. 45,543

Dubuque, IA 80 Cen. 30,021; E&P 89 Est. 36,522

Jo Daviess, IL 80 Cen. 8,328; E&P 89 Est. 9,021

MSA 80 Cen. 30,021; E&P 89 Est. 30,194

City & RTZ-ABC: (80) 70,226

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $647,416,140 |
| Savings & Loan | 1 | $165,636,264 |
| Credit Union | 2 | $157,306,132 |

**6 - PASSENGER AUTOS:** Counties: Dubuque, IA 53,065; Jo Daviess, IL 12,425.

**7 - ELECTRIC METERS:** Residence 22,772.

**8 - GAS METERS:** Residence 19,661.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Durable Goods 7,100; Fab. Metal 1,000; Non-Durable Goods 4,800. Av. Industrial Wage Per Hour $13.00.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline (pH 8.8), soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20.

**Neighborhood Shopping Areas**-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kriest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza 20(25) | 3 | K mart, Aldi |
| Kennedy(75) | 5 | Armstrong's<br>Younker's, Wooworth<br>JCPenney |
| Warren | 5 | Target, Hy Vee,<br>Arby's |

**Principal Shopping Days**-Dept.-Mon., Fri., Sat.; Food-Fri., Sat.

**Stores Open Evenings**-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

**13 - RETAIL OUTLETS: Department Stores**-Armstrong's; JCPenney; Sears; Younker's; Menards.

**Discount Stores**-K mart; Target.

**Variety Stores**-Woolworth; Theisen.

**Chain Drug Stores**-Hartig-Rexall 4; Walgreens; Revco; Union Prescription.

**Chain Supermarkets**-Eagle Food 3; Oky-Doky 8; Hy Vee; Econo Foods; Aldi.

**Other Chain Stores**-Leath Furniture; Goodyear; Rex Stereos; Firestone; Sherwin-Williams; Shoes: Kinney; Payless; Hot Line; Fan Fare; Women's Apparel: Lerner Shops; Seiferts; Maurice's; Fashion Gal; Fashion Crossroads; Brooks; Deb's; Fashion Bug; Lane Bryant; Men's Apparel: Gildner's; A.J. August; Misc.: Singer Co.; Zale's Jewelry; Musicland; So-Fro Fabrics; Northwest Fabric.

**14 - NEWSPAPERS:** TELEGRAPH-HERALD (e-mon to fri) 34,177; (S) 38,151; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Yunt, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.

**National Representatives**: Papert Companies; Iowa Newspaper Association.

## ESTHERVILLE

**1 - LOCATION:** Emmet County, E&P Map B-1. On W fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

**2 - TRANSPORTATION: Railroads**-Northwestern.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 7,518; E&P 89 Est. 6,351

County 80 Cen. 13,274; E&P 89 Est. 11,362

**4 - HOUSEHOLDS:**

City 80 Cen. 2,854; E&P 89 Est. 2,516

County 80 Cen. 4,844; E&P 89 Est. 4,385

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $130,000,000 |
| Savings & Loan | 2 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 7,530.

**7 - ELECTRIC METERS:** Residence 2,473.

**8 - GAS METERS:** Residence 2,700.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Egg Proc. 170; Produce 110; Livestock Feeds 125.

**Principal Pay Days**-Tues., Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

**11 - TAP WATER:** Alkaline; soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on 4 Sts.

**Neighborhood Shopping Centers**-E. Central Ave., Plaza-7 stores.

**Principal Shopping Days**-Tues., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Damon's; Anthony's; Spurgeon's.

**Variety Stores**-Alco; Pamida.

**Chain Drug Stores**-Hoye Super Rexall 3; Snyder.

**Chain Supermarkets**-HyVee; Fareway, Inc.; Harold's Red Owl.

**Other Chain Stores**-Firestone; Coast-to-Coast; Sears (catalog).

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 2,435; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.

**National Representatives**: American Newspaper Representatives; Iowa Newspaper Association.

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### EVANSDALE
See WATERLOO

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## FAIRFIELD

**1 - LOCATION:** Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34; State Hwy. 1.

**2 - TRANSPORTATION: Railroads**-Burlington.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 9,428; E&P 89 Est. 10,213

County 80 Cen. 16,339; E&P 89 Est. 17,066

**4 - HOUSEHOLDS:**

City 80 Cen. 3,311; E&P 89 Est. 3,681

County 80 Cen. 5,716; E&P 89 Est. 5,781

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $1,039,251,163 |

**6 - PASSENGER AUTOS:** County 10,796.

**7 - ELECTRIC METERS:** Residence 5,119.

**8 - GAS METERS:** Residence 3,925.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equip. 45; Textiles 200; Plastics 220; Mfg. 150. (Av. Wkly. Wage industrial $329; Av. Wkly. Wage all other employment $247).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Central Square.

**Neighborhood Shopping Center**-5 blocks on Hwy. 34 W.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Discount Stores**-Pamida; Wal-Mart.

**Chain Supermarkets**-HyVee; AGI; Easter's; Jack and Jill.

**Other Chain Stores**-Brown Shoe; Western Auto; Coast-to-Coast; TSC; Martha Brown; Seiferts; Orschein; Farm & Home Supply.

**14 - NEWSPAPERS:** LEDGER (e) 5,033; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.

**National Representative**: Iowa Newspaper Association.

## FORT DODGE

**1 - LOCATION:** Webster County, E&P Map B-2, County Seat. Farming, electronics; 385 mi. to Chicago.

**2 - TRANSPORTATION: Railroads**-Illinois Central (freight); Chicago Northwestern (freight).

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Sioux.

**Airlines**-Great Lakes; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 29,423; E&P 89 Est. 26,049

CZ-ABC: (80) 29,423

RTZ-ABC: (80) 99,083

County 80 Cen. 45,874; E&P 89 Est. 40,768

City & RTZ-ABC: (80) 128,506

**4 - HOUSEHOLDS:**

City 80 Cen. 11,120; E&P 89 Est. 10,072

County 80 Cen. 16,886; E&P 89 Est. 14,822

CZ-ABC: (80) 11,120

RTZ-ABC: (80) 36,277

City & RTZ-ABC: (80) 47,397

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $341,397,398 |
| Savings & Loan | 3 | $138,472,329 |

**6 - PASSENGER AUTOS:** County 26,499.

**7 - ELECTRIC METERS:** Residence 13,237.

**8 - GAS METERS:** Residence 12,100.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm Mach. 212; Gypsum 691; Animal Vaccines 319.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Central Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads(70) | NA | Sears, JCPenney,<br>Younker's |
| Wood Plaza(10) | NA | Target |
| K mart(1) | NA | K mart |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.

**Stores Closed**-Downtown-Mon. a.m.

**Stores Open Evenings**-Downtown-Mon., Thur.; Shpg. Ctr. 5 nights; Food every night.

**13 - RETAIL OUTLETS: Department Stores**-Younker's; Sears; JCPenney.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart; Target; Pay Less Cashway; Wal-Mart.

**Chain Drug Stores**-Walgreens; Drug Town.

**Chain Supermarkets**-Fareway; Randalls; HyVee.

**Other Chain Stores**-Shoes: Kinney, Payless, Thom McAn; Auto: Firestone, Goodyear; Jewelry: Zale's, Gordon; Fabrics: So-Fro, Northwest; Hardware: True Value, OK, Plywood; Misc.: Earl May Seed, Coast-to-Coast, Foxmoor, Lerners, Country Cobbler, Hickory Farms, Seifert's, Maurice's, The Closet, Radio Shack, Musicland, Brooks Fashions, Chess King, Coach House, County Seat, Spencer Gifts, Stevensons, Aladdin's Castle, General Nutrition Center, Sherwin-Williams, Nutrition World.

**14 - NEWSPAPERS:** MESSENGER (m) 20,163; (S) 20,950; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carolyn Lunn. Adv. Dir., MESSENGER, 713 Central Ave.; P.O. Box 659. Fort Dodge, IA 50501; Tel. (515) 573-2141.

**National Representatives** Papert Companies; Iowa Newspaper Association.

## FORT MADISON

**1 - LOCATION:** Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwy. 103.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Burlington-Northern.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 13,520; E&P 89 Est. 12,199

CZ-ABC: (80) 13,520

RTZ-ABC: (80) 19,066

County 80 Cen. 43,003; E&P 89 Est. 40,840

City & RTZ-ABC: (80) 32,586

**4 - HOUSEHOLDS:**

City 80 Cen. 5,043; E&P 89 Est. 4,847

CZ-ABC: (80) 5,043

RTZ-ABC: (80) 6,524

County 80 Cen. 15,618; E&P 89 Est. 15,555

City & RTZ-ABC: (80) 11,567

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $107,381,000 |
| Savings & Loan | 2 | $295,367,000 |

**6 - PASSENGER AUTOS:** County 25,100

**7 - ELECTRIC METERS:** Residence 5,654

**8 - GAS METERS:** Residence 4,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Sterile Canned Meat Products 475; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 242; Van Trailers 299; Wheels, Hand Trucks, Automotive Safety Equip. 114; Pens, Pencils, Marking Instruments 691; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Prods. 52; Aluminum Cans 81.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fort Plz.(20) | NA | HyVee |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's; Jack's.

**Variety Stores**-Woolworth; Dollar General.

**Chain Drug Stores**-Your Drug; Rashid Rexall; Lampe Drug.

**Chain Supermarkets**-Greenwald's; Easter Foods; Aldi's; HyVee.

**Other Chain Stores**-Sears (catalog); Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 6,784; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wayne Hemstreet, Pub., DEMOCRAT, 1226 Ave. H; PO Box 160, Ft. Madison, IA 52627; Tel. (319) 372-6421.

**National Representatives** Iowa Newspaper Association; Landon Associates.

## IOWA CITY

**1 - LOCATION:** Johnson County (MSA). E&P Map D-2, County Seat. Medical and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80 and I-380. 25 mi. S of Cedar Rapids on I-380.

**2 - TRANSPORTATION: Railroads**-(freight only) Crandic; Iowa interstate.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Trailways; Jefferson Lines.

**Airlines**-TWA; United; American Eagle; America West; Mesaba; NW Orient; United Express; Braniff Express; (Cedar Rapids Airport 20 mi.).

**3 - POPULATION:**

Corp. City 80 Cen. 50,508; E&P 89 Est. 50,300

CZ-ABC: (80) 59,264

RTZ-ABC: (80) 39,206

County/MSA 80 Cen. 81,717; E&P 89 Est. 86,200

City & RTZ-ABC: (80) 98,470

**4 - HOUSEHOLDS:**

City 80 Cen. 18,594; E&P 89 Est. 19,600

County/MSA 80 Cen. 30,220; E&P 89 Est. 33,700

CZ-ABC: (80) 22,537

RTZ-ABC: (80) 13,483

City & RTZ-ABC: (80) 36,020

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $676,329,000 |
| Savings & Loan | 3 | $43,578,922 |
| Credit Union | 4 | $55,335,400 |

**6 - PASSENGER AUTOS:** County 50,609

**7 - ELECTRIC METERS:** Residence 34,595

**8 - GAS METERS:** Residence 26,714

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Univ. 16,276; Veterans Adm. Medical Ctr. 1,314; Automotive Prod. 1,050; City 726; Data Processing Systems 705; Mercy Hosp. 677; Research Services 618; Manufacturing 447.

**Principal Industrial Pay Days**-1st & 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Clinton, Dubuque, Washington, College, Iowa & Linn Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Old Capitol(61) | NA | Younker's, Osco, JCPenney |
| Sycamore Mall(35) | 3 | Walgreens, Sears, Von Maur. |
| Lantern Park Plaza(8) | 5 | HyVee Foods, People's Drug, Target |
| Towncrest | 4 | People's Drug |
| Wardway Plaza(6) | 3 | Eagle's Mkt., Jack's Discount |
| K mart | 3 | K mart |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-All Shopping Centers; Food, every eve. and Sun.

**Stores open Sundays**-All drug; food; Sycamore Mall; Old Capitol Center; K mart; Target; Peoples.

**13 - RETAIL OUTLETS: Department Stores**-Younker's; JCPenney; Sears; Von Maur.

**Discount Stores**-K mart; Target; Jack's; Paul's.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Osco; People's 3; Walgreens; Drug Town 2.

**Chain Supermarkets**-Randall's Super Valu 2; HyVee 4; Eagle 3; Econo Foods; Aldi's.

**Other Chain Stores**-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; Wardrobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Radio Shack; Kirlin's; Susie Casuals; Record Bar; Benneton; Athletes Foot; Best Buy.

**14 - NEWSPAPERS:** PRESS-CITIZEN (e) 16,068; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Allen B. Weber, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.

**National Representatives** Iowa Newspaper Association; Gannett National Newspaper Sales.

## KEOKUK

**1 - LOCATION:** Lee County, E&P Map D-3, County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across MS to IL.

**2 - TRANSPORTATION: Railroads**-Chicago, Burlington & Quincy; Santa Fe; Burlington Northern.

**Motor Freight Carriers**-20.

**Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 13,536; E&P 89 Est. 11,946

CZ-ABC: (80) 13,536

RTZ-ABC: (80) 47,178

County 80 Cen. 43,003; E&P 89 Est. 40,840

City & RTZ-ABC: (80) 60,714

**4 - HOUSEHOLDS:**

City 80 Cen. 5,224; E&P 89 Est. 4,911

County 80 Cen. 15,618; E&P 89 Est. 15,555

CZ-ABC: (80) 5,224

RTZ-ABC: (80) 17,036

City & RTZ-ABC: (80) 22,260

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $164,853,761 |
| Savings & Loan | 2 | $311,531,693 |

**6 - PASSENGER AUTOS:** County 25,100

**7 - ELECTRIC METERS:** Residence 10,021

**8 - GAS METERS:** Residence 5,104

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prods. 600; Rubber Prods. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.

**Principal Industrial Pay Days**-Fri. & Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Main; Keosippi Mall (32 stores, including Spurgeon's, Woolworth and JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, County Market.

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.; Food nightly; Mall, discounts & grocers half-day Sun.; shopping ctrs. nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Discount Stores**-Big Bear; Jack's; K mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Osco; J&S; Walgreens; Baker's Rexall.

**Chain Supermarkets**-HyVee; County Market; Jack & Jill; Aldi Foods.

**Other Chain Stores**-Sears (catalog); Maurices; Payless Shoes; Endicott & Johnson; Radio Shack; Parts Place; NAPA Auto Parts; McLaughlin True Value; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Kirlin's Candies.

**14 - NEWSPAPERS:** GATE CITY (e-mon to fri) 5,877; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lou Sumner, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.

**National Representative** Iowa Newspaper Association.

## LE MARS

**1 - LOCATION:** Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern; Illinois Central.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Jack Rabbit Lines; Iowa Coaches.

**Airlines**-Local airport; charter service available.

**3 - POPULATION:**

Corp. City 80 Cen. 8,276; E&P 89 Est. 8,095

County 80 Cen. 24,702; E&P 89 Est. 24,209

**4 - HOUSEHOLDS:**

City 80 Cen. 2,961; E&P 89 Est. 3,042

County 80 Cen. 8,425; E&P 89 Est. 9,836

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 1 | $39,185,000 |
| Savings | 1 | $62,643,000 |
| Savings & Loan | 3 | $385,525,000 |

**6 - PASSENGER AUTOS:** County 14,491

**7 - ELECTRIC METERS:** Residence 3,142

**8 - GAS METERS:** Residence 2,638

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Proc. 250 ($300).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

**11 - TAP WATER:** Neutral; medium hardness.

**12 - RETAILING: Principal Shopping Center**-14 blks. on 4 sts.

**Neighborhood Shopping Centers**-3 on Hwy. 75 S.; 2 on Hwy. 75 N.

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Thur.; Supermarkets: Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Variety Stores**-Ben Franklin.

**Chain Supermarkets**-HyVee; Fareway; Jack & Jill.

**Other Chain Stores**-Bomgaars (farm supplies); Fashion Crossroads; Great Plains Supply; Sears; Pamida; Alco.

**14 - NEWSPAPERS:** SENTINEL (e-mon to fri) 5,191; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Harris Mammen, Adv. Dir., SENTINEL, 41 First Ave., N.E., Le Mars, IA 51031; Tel. (712) 546-7031.

**National Representatives**: Iowa Newspaper Association; Papert Companies.

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**MARION**
**See CEDAR RAPIDS**

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## MARSHALLTOWN

**1 - LOCATION:** Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; IA 14.

**2 - TRANSPORTATION: Railroads**-C&NW.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound.

**Airport**-State/Municipal.

**3 - POPULATION:**

Corp. City 80 Cen. 26,938; E&P 89 Est. 26,859

CZ-ABC: (80) 26,938

RTZ-ABC: (80) 64,025

County 80 Cen. 41,539; E&P 89 Est. 40,458

City & RTZ-ABC: (80) 90,963

**4 - HOUSEHOLDS:**

City 80 Cen. 10,244; E&P 89 Est. 10,223

County 80 Cen. 15,410; E&P 89 Est. 14,506

CZ-ABC: (80) 10,244

RTZ-ABC: (80) 23,307

City & RTZ-ABC: (80) 33,551

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & State | 3 | $340,757,208 |
| Savings & Loan | 3 | $183,953,378 |

**6 - PASSENGER AUTOS:** County 26,154

**7 - ELECTRIC METERS:** Residence 12,237

**8 - GAS METERS:** Residence 10,404

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die-Casting 213.

**Principal Industrial Pay Days**-1st & 15th, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thur.

**Shopping Centers**-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Marshalltown(53) | NA | JCPenney, Walgreens, Younker's, Sears, Wal-Mart |
| Meadow Ln.(6) | NA | K mart, HyVee |

**Principal Shopping Days**-Mon., Thur., Sat. & Sun.

**Stores Open Evenings**-Mon., Thur., Sun. afternoon, supermarkets open each evening.

**13 - RETAIL OUTLETS: Department Stores**-Younker's; Fantle's; Spurgeon's; JCPenney.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.

**Discount Stores**-K mart; Wal-Mart.

**Chain Supermarkets**-Fareway; Cliftons; EconoFoods; HyVee.

**Other Chain Stores**-Kinney Shoes; Sears Roebuck; Firestone; Newton's (jewelry); Seiferts; Matt Furn.; Nichols & Green; Musicland; Stuart's; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Kay Bee Toys; Maurice's; McGregor Furn.; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobers; Zale's; As You Like It; Gildner's; So-Fro Fabrics; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; PayLess Shoes; Pearle Vision Center; Jewelry Hut; Sports-A-Foot; Waterbed Boutique; Braun's Women's Fashions.

**14 - NEWSPAPERS:** TIMES-REPUBLICAN (e) 12,649; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Denis Crotty, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.

**National Representatives**: Papert Companies; Iowa Newspaper Association.

## MASON CITY

**1 - LOCATION:** Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago Northwestern; Iowa Terminal R.R.

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.

**Airlines**-Republic.

**3 - POPULATION:**
Corp. City 80 Cen. 30,144; E&P 89 Est. 30,222
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 80 Cen. 48,402; E&P 89 Est. 48,894
City & RTZ-ABC: (80) 129,338

**4 - HOUSEHOLDS:**
City 80 Cen. 11,884; E&P 89 Est. 11,748
County 80 Cen. 18,694; E&P 89 Est. 17,617
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $147,285,545 |
| Savings & Loan | 2 | $115,088,220 |

**6 - PASSENGER AUTOS:** County 31,705

**7 - ELECTRIC METERS:** Residence 12,405

**8 - GAS METERS:** Residence 11,368

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.

**Principal Pay Days**-Fri.; 3rd, 4th, 5th; 15th through 19th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

**11 - TAP WATER:** Very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Federal Ave.; 4 each on 6 side streets.

**Neighborhood Shopping Centers**-1300 to 1500 N. Federal; 1400-1700 S. Federal; Southbridge Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plaza | NA | K mart |
| Sears Mason City(17) | NA | Sears, Target |
| Willowbrook(24) | NA | Spurgeon's, HyVee |
| Regency(20) | NA | Drug Town, HyVee |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-All Mon.; some Thur.; shopping centers every night.

**Stores Open Sundays**-Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

**13 - RETAIL OUTLETS: Department Stores**-Stevenson's; Damon's; Younker's; JCPenney; Sears.

**Discount Stores**-K mart; Target; Wal-Mart; Shopko.

**Chain Drug Stores**-Drug Town; Walgreens; Revco.

**Chain Supermarkets**-Fareway; HyVee; County Market; Cashwise.

**Other Chain Stores**-Shoes: Tradehome, Merit, Payless, Walkers; Auto: Goodyear, J&L, Aroc; Paint: Iowa Paint, Morris, Diamond, Pittsburgh; Clothing: Gildner's; Misc.: McGregor, Fanny Farmer Candy, Earl May, TSC.

**14 - NEWSPAPERS:** GLOBE-GAZETTE (m) 20,038; (S) 21,500; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Beth Clark, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington; PO Box 271, Mason City, IA 50401; Tel. (515) 423-4270.

**National Representatives**: Branham/Newspaper Sales; Iowa Newspaper Association.

## MOUNT PLEASANT

**1 - LOCATION:** Henry County, E&P Map D-3, County Seat. Industrial Whse. Distribution; Agric., Tourism & Shopping Ctr. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak.

**Motor Freight Carriers**-85.

**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 7,322; E&P 89 Est. 7,461
County 80 Cen. 18,880; E&P 89 Est. 19,222

**4 - HOUSEHOLDS:**
City 80 Cen. 2,611; E&P 89 Est. 2,806
County 80 Cen. 6,707; E&P 89 Est. 7,045

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $100,000,000 |
| Savings & Loan | 1 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 11,265

**7 - ELECTRIC METERS:** Residence 3,211

**8 - GAS METERS:** Residence 3,141

**9 - PRINCIPAL INDUSTRIES:** Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.; Rubber Hose; Fireplace Inserts; Plastic Moldings; Envelopes; Hybrid Seeds; Commun. Radios; Award Ribbons.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeons.

**Discount Stores**-Wal-Mart; Pamida.

**Chain Drug Stores**-Drug Town; Medicap.

**Chain Supermarkets**-HyVee; Super-Valu; Fosters; Jack & Jill.

**14 - NEWSPAPERS:** NEWS (e) 4,017; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Larry Marlow, Mktg. Dir., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.

**National Representatives**: Landon Associates; Iowa Newspaper Association.

## MUSCATINE

**1 - LOCATION:** Muscatine County, E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

**2 - TRANSPORTATION: Railroads**-CMStP&P; Illinois Central Gulf; Milwaukee Road.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Hawkeye Express, Trailways.

**Barge Lines**-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

**3 - POPULATION:**
Corp. City 80 Cen. 23,467; E&P 89 Est. 26,104
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 80 Cen. 40,431; E&P 89 Est. 45,798
City & RTZ-ABC: (80) 77,301

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,517; E&P 89 Est. 9,819
County 80 Cen. 14,214; E&P 89 Est. 18,448
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $299,299,000 |
| Savings & Loan | 2 | $64,000,000 |

**6 - PASSENGER AUTOS:** County 25,507

**7 - ELECTRIC METERS:** Residence 8,933

**8 - GAS METERS:** Residence 9,612

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chem. & allied industries 2,500 ($325); Food Proc. 1,000 ($215); Fab. Metal Prods. 1,000 ($325); Heavy Constr.; Util. 200 ($300); Consulting Engin. 300 ($500); Mach. 250 ($240); Button Mfg. 140 ($525); Mining, Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).

**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Av. Temp.-Spring 61; Summer 74; Fall 54; Winter 26. First killing frost, Oct.; last killing frost, late Apr.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.

**Neighborhood Shopping Centers**-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.; 4 mini malls.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon. through Fri. Food every night.

**Stores Open Sundays**-Some food, drug & hdwe.; Muscatine Mall evenings to 9 & Sun. until 5 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wal-Mart; Petersen's; Spurgeons.

**Discount Stores**-Jacks; Wal-Mart.

**Chain Supermarkets**-Sun-Mart 3; HyVee; Aldi; Econo Foods.

**Chain Drug Stores**-Walgreens; Downtown Drug.

**Other Chain Stores**-Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto; Sears (catalog).

**14 - NEWSPAPERS:** JOURNAL (e) 10,600; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Nancy Kleuver, Adv. Dir., JOURNAL, 301 E. 3rd St.; PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.

**National Representatives**: Branham/Newspaper Sales; Iowa Newspaper Association.

## NEWTON

**1 - LOCATION:** Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

**2 - TRANSPORTATION: Railroads**-CRI&P.

**Motor Freight Carriers**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 15,292; E&P 89 Est. 14,702
County 80 Cen. 36,388; E&P 89 Est. 35,848

**4 - HOUSEHOLDS:**
City 80 Cen. 6,143; E&P 89 Est. 6,191
County 80 Cen. 13,564; E&P 89 Est. 13,608

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $100,000,000 |
| Savings & Loan | 2 | $60,000,000 |

**6 - PASSENGER AUTOS:** County 23,521

**7 - ELECTRIC METERS:** Residence 7,300

**8 - GAS METERS:** Residence 4,526

**9 - PRINCIPAL INDUSTRIES:** Washing Machines; Dryers; Heavy Mach.; Advertising; Novelties; Cheese.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

**11 - TAP WATER:** Softened.

**12 - RETAILING: Principal Shopping Center**-Downtown Newton.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Newton Plz.(5) | NA | |
| Newton Ctr.(28) | 2 | Younker's, Peoples Drug, Spurgeon's |

**Principal Shopping Days**-Mon., Fri. & Sat.

**Stores Open Evenings**-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.

**Stores Open Sundays**-Grocery, discount & department.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Powers Rexall; Nollen 3; Drugtown; Peoples.

**Chain Supermarkets**-HyVee; Fareway.

**Other Chain Stores**-Goodyear; Earl May Seed; Firestone; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 7,177; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Dave Stanley, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.

**National Representative**: Iowa Newspaper Association.

## OELWEIN

**1 - LOCATION:** Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 mi. to Minneapolis; 350 mi. to Omaha; 400 mi. to Kansas City.

**2 - TRANSPORTATION: Railroads**-Chicago Northwestern (division point).

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Scenic Hawkeye Stages; Jefferson Blue Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 7,564; E&P 89 Est. 6,986
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 80 Cen. 25,446; E&P 89 Est. 23,348
City & RTZ-ABC: (80) 58,303

**4 - HOUSEHOLDS:**
City 80 Cen. 2,890; E&P 89 Est. 2,796
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 80 Cen. 9,093; E&P 89 Est. 9,194
City & RTZ-ABC: (80) 20,464

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $157,429,182 |

**6 - PASSENGER AUTOS:** County 14,106

**7 - ELECTRIC METERS:** Residence 3,570

**8 - GAS METERS:** Residence 3,083

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 84 ($500); Air Cleaners 101 ($500).

**Principal Industrial Pay Days**-Air Cleaners Thur.; Railroad 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15; last killing frost, May 1.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.

**Neighborhood Shopping Centers**-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairbank | 7 | Cranston Hardware |
| Maynard | 8 | Maynard Co-Op |
| Arlington | 18 | Arlington Co-Op |
| Fayette | 17 | Dahlke IGA |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's; Connor's; Pamida; K mart; Meyer Lincoln.

**Farm Stores**-Big Bear; Farm Fleet.

**Variety Stores**-Ben Franklin.

**Chain Supermarkets**-Fareway; IGA; Super Valu.

**Other Chain Stores**-True Value.

**14 - NEWSPAPERS:** REGISTER (e) 6,213; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Monty Murphy, Adv. Mgr., REGISTER, 25 1st St. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.

**National Representatives**. Iowa Newspaper Association; Thomson Newspapers.

## OSKALOOSA

**1 - LOCATION:** Mahaska County, E&P Map C-3, County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137. 30 mi. S of I-80.

**2 - TRANSPORTATION: Railroads**-Branch line of Chicago & Northwestern.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Burlington Trailways; Kinkaid.

**3 - POPULATION:**

Corp. City 80 Cen. 10,989; E&P 89 Est. 10,752
County 80 Cen. 22,443; E&P 89 Est. 22,328

**4 - HOUSEHOLDS:**

City 80 Cen. 4,294; E&P 89 Est. 4,552
County 80 Cen. 8,447; E&P 89 Est. 8,131

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $171,825,932 |
| Savings & Loan | 2 | $63,076,143 |

**6 - PASSENGER AUTOS:** County 13,442

**7 - ELECTRIC METERS:** Residence County 10,500; City 5,132

**8 - GAS METERS:** Residence County 10,000; City 4,365

**9 - PRINCIPAL INDUSTRIES:** No. of Wage Earners-900.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown District; Atpic Mall, 18 blocks E of downtown district-14. Penn Central Regional Mall, downtown-24.

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Alsop's; JCPenney; Spurgeon's; Sernett's.

**Discount Stores**-Pamida; K mart; Wal-Mart

**Chain Drug Store**-People's 2.

**Chain Supermarkets**-HyVee; Easters Super Valu; Fareway; Econo Foods; Aldi's.

**Chain Food Stores**-McDonalds; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza; Happy Chef; Country Kitchen; Dominos Pizza; Dairy Queen; Breadeaux Pisa; Hardees; Baskin Robbins.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Orschlien; Radio Shack; Sherwin-Williams; McGregor Furn.; World of Fabrics; Sears (catalog); The Closet; Merle Norman; Regis; Tradehome Shoes; Casey's General; Ma & Pa Stores; Medicap Pharmacy; Hammer Medical Supply; Brass Buckle; Holub's Greenhouse & Garden Center; Hawkeye Lumber; C.J.'s Hallmark.

**14 - NEWSPAPERS:** HERALD (e) 5,446; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Evie Vos, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.

**National Representatives**: Iowa Newspaper Association; Papert Companies.

## OTTUMWA

**1 - LOCATION:** Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo Line.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Continental Trailways; Kincade.

**Airlines**-Great Lakes.

**3 - POPULATION:**

Corp. City 80 Cen. 27,381; E&P 89 Est. 23,768
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 95,627
County 80 Cen. 40,201; E&P 89 Est. 36,521
City & RTZ-ABC: (80) 123,008

**4 - HOUSEHOLDS:**

City 80 Cen. 10,914; E&P 89 Est. 9,621
County 80 Cen. 15,436; E&P 89 Est. 13,006
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 35,229
City & RTZ-ABC: (80) 46,143

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | N.A. |
| Commercial | 3 | $281,997,000 |

**6 - PASSENGER AUTOS:** County 23,098

**7 - ELECTRIC METERS:** Residence (City) 10,447

**8 - GAS METERS:** Residence (City) 10,323

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Meats 350; Farm Mach. 1,300; Gen. Constr. 120; Auto Parts 500; Bathroom Fixt. 100; Grain & Livestock Feed Proc. 240.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-Quincy Mall 300,000 sq. ft. Downtown shopping center. 26 blocks in area of Main and Second; Church St., 8 blocks.

**Neighborhood Shopping Areas**-Jefferson & Pennsylvania. Southgate Shopping Center (Hwy. 34). Richmond-Albia Road.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Quincy Mall(1) | NA | JCPenney, Wal-Mart, Herbergers, Maurice's, Seifert's |
| Ottuma Plz (10) | NA | Easter Foods, K mart |
| Northgate | 4 | Target, HyVee |

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Department-Mon., Thur., Fri., Food, supermarkets & discount-every night.

**Stores Open Sundays**-Supermarkets, drug & discount.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog & auto appl.); JCPenney, Big Bear, Herbergers Dept. Store.

**Chain Drug Stores**-Revco; McWilliams.

**Discount Stores**-Target; Pamida; K mart.

**Variety Stores**-Ben Franklin; Wal-Mart.

**Chain Supermarkets**-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.

**Other Chain Stores**-Goodyear; Kaybee; Sherwin-Williams; McGregor Furn.; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's; Payless Shoes.

**14 - NEWSPAPERS:** COURIER (m) 16,568; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tim McGonegle, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.

**National Representatives**: Branham/Newspaper Sales; Iowa Newspaper Association.

## SHENANDOAH

**1 - LOCATION:** Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

**2 - TRANSPORTATION: Railroads**-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.

**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 6,274; E&P 89 Est. 5,980
County 80 Cen. 19,032; E&P 89 Est. 17,707

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,616; E&P 89 Est. 2,489
County 80 Cen. 7,317; E&P 89 Est. 6,087

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Comm. & Savings | 2 | $74,339,000 |
| Savings & Loan | 1 | $19,172,804 |

**6 - PASSENGER AUTOS:** County 10,694

**7 - ELECTRIC METERS:** Residence 2,698

**8 - GAS METERS:** Residence 2,560

**9 - PRINCIPAL INDUSTRIES:** Industry-Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agric. Chem.; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

**10 - CLIMATE:** Min. & Max. Temps.-An. 25-105.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Orchard Corners, Hwy. 59 (8 stores).

**Stores Open Evenings**-Thur.

**Stores Open Sunday**-Discount, Grocery; Woolworth; Spurgeon; Pamida.

**13 - RETAIL OUTLETS: Department Stores**-Gamble's; Spurgeon's.

**Discount Stores**-Farm Supply; Pamida.

**Variety Stores**-Woolworth; Dollar General.

**Chain Supermarkets**-Pak-N-Save; HyVee.

**14 - NEWSPAPERS:** SENTINEL (e-mon to fri) 2,875; sworn Sept. 21, 1988.

**Local Contact** for Advertising and Merchandising Data: Nick Partsch, Pub.; Denny Koenders, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.

**National Representatives**: Papert Companies; Iowa Newspaper Association.

## SIOUX CITY

**1 - LOCATION:** Woodbury County, (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 20 county agricultural areas. 494 mi. from Chicago; 96 mi. from Omaha; 188 mi. from Des Moines; 282 mi. from Minneapolis.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern; Burlington Northern; Chicago Central Pacific; Dakota & Iowa.

**Motor Freight Carriers**-1,293.

**Intercity Bus Lines**-Arrow; Greyhound.

**Airlines**-TWA; Eastern Air Midwest; United; America West; Northwest Airlink.

**River Barge Lines**-3 Sioux City/New Orleans; Huffman Towing Co.; Blaske Marine Co.

**3 - POPULATION:**

Corp. City 80 Cen. 82,003; E&P 89 Est. 79,563
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 172,844
County 80 Cen. 100,419; E&P 89 Est. 98,459
MSA 80 Cen. 117,120; E&P 89 Est. 118,478
City & RTZ-ABC: (80) 270,034

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 30,098; E&P 89 Est. 30,337
County 80 Cen. 36,632; E&P 89 Est. 37,588
MSA 80 Cen. 42,348; E&P 89 Est. 44,193
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 59,467
City & RTZ-ABC: (80) 94,926

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | N.A. |
| Commercial | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 61,681

**7 - ELECTRIC METERS:** 40,405 (Sioux City, S. Sioux City)

**8 - GAS METERS:** 33,870 (Sioux City, S. Sioux City)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,000 (N.A.); Other Mfg. 2,000 (N.A.).

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

**11 - TAP WATER:** Fluoridation, disinfection, removal of iron manganese.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St.; Southern Hills Mall; Marketplace; Mayfair.

**Neighborhood Shopping Areas**-S. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.; Indian Hills Shpg. Ctr.; Transit Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southern Hills (135) | 5 | Target, Sears, Younker's |
| Marketplace(25) | 5 | Shopko, Boulevard Foodstore, Scheels |
| K mart Plaza(1) | 5 | K mart |
| Downtown | NA | JCPenney, Younker's, Bomgaars |
| Peters Park(25) | 4 | |
| Transit Plz.(11) | 3 | Half-Price |

**Principal Shopping Days**-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.

**Stores Open Evenings**-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

**13 - RETAIL OUTLETS: Department Stores**-Younker's 2; Sears; JCPenney.

**Discount Stores**-Shopko; K mart; Half-Price; Target; Wal-Mart 2; Phar-Mor Drug; HyVee 3.

**Chain Drug Stores**-Walgreens 3.

**Chain Supermarkets**-Sunshine Food 4; Fareway 2; IGA 4; Food 4 Less; Econofoods.

**Other Chain Stores**-Barker's Shoe; Firestone; Kinney Shoes; Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; So-Fro Fabrics, Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Pay 'n Pak; Payless Cashways; Earl May; Musicland; B. Dalton Booksellers; Footlocker; GiGi's; Closet; Chess King; Waldenbooks; Thom McAn; World Radio; Scheels; Stevenson's.

**14 - NEWSPAPERS:** JOURNAL (m-mon to fri) 50,451; (m-sat; hols) 49,942; (S) 49,723; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Griffith, Adv. Mgr., JOURNAL, 6th

& Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
**National Representative**: Branham/Newspaper Sales.

## SPENCER

**1 - LOCATION:** Clay County. E&P Map B-1. County Seat. Distributing point of NW Iowa. S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines, 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

**2 - TRANSPORTATION: Railroads**-Milwaukee Road.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,726; E&P 89 Est. 11,713
County 80 Cen. 19,576; E&P 89 Est. 18,489

**4 - HOUSEHOLDS:**
City 80 Cen. 4,550; E&P 89 Est. 4,681
County 80 Cen. 7,377; E&P 89 Est. 7,061

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $230,681,000 |
| Commercial | 3 | $152,512,120 |

**6 - PASSENGER AUTOS:** County 11,901

**7 - ELECTRIC METERS:** Residence 3,540

**8 - GAS METERS:** Residence 3,425

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 325 ($250); Metal Fab. 275 (N.A.); Metal Assembly 125 ($154); Wood Fab. 150 (N.A.); Apparel 135 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

**11 - TAP WATER:** Softness-16 PPM.

**12 - RETAILING: Shopping Center**-7 blocks on Grand Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gateway North(18) | NA | Younker's |
| Southpark Mall(40) | NA | JCPenney |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-All stores Mon.; Shopping Center, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Younker's; Sernett's.
**Discount Stores**-K mart; Shopko.
**Chain Drug Stores**-White.
**Chain Supermarkets**-HyVee; Super Valu; Fareway.
**Other Chain Stores**-Sears; Kinney Shoes; Brown's Shoe Fit; Sieferts.

**14 - NEWSPAPERS:** DAILY REPORTER (m-tues to sat) 3,480; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Michael Christofferson, Pub., DAILY REPORTER, 416 1st Ave. W; P.O. Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
**National Representatives**: American Newspaper Representatives; Iowa Newspaper Association.

## VINTON

**1 - LOCATION:** Benton County. E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids; 34 mi. SE of Waterloo. On U.S. Hwy. 218.

**2 - TRANSPORTATION: Railroads**-CRI&P.
**Intercity Bus Lines**-Jefferson.

**3 - POPULATION:**
Corp. City 80 Cen. 5,040; E&P 89 Est. 4,852
County 80 Cen. 23,677; E&P 89 Est. 22,669

**4 - HOUSEHOLDS:**
City 80 Cen. 1,991; E&P 89 Est. 2,024
County 80 Cen. 8,561; E&P 89 Est. 8,995

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $64,854,000 |

**6 - PASSENGER AUTOS:** County 14,359

**7 - ELECTRIC METERS:** Residence 2,011

**8 - GAS METERS:** Residence 1,673

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 60 ($180).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING:** Stores open Thur. evenings.
**Principal Shopping Days**-Thur., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Theissen.
**Chain Supermarkets**-Fareway; Family Food.
**Other Chain Stores**-Western Auto; Goodyear; True Value.

**14 - NEWSPAPERS:** CEDAR VALLEY TIMES (e-mon to fri) 3,025; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
**National Representative**: American Newspaper Representatives.

## WASHINGTON

**1 - LOCATION:** Washington County. E&P Map D-3. County Seat. In SE part of state, 248 rail mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Soo Lines.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 6,584; E&P 89 Est. 6,359
County 80 Cen. 20,144; E&P 89 Est. 19,856

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,618; E&P 89 Est. 2,641
County 80 Cen. 7,213; E&P 89 Est. 7,672

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 2 | $93,000,000 |
| Savings & Loan | 2 | $35,500,000 |

**6 - PASSENGER AUTOS:** County 12,301

**7 - ELECTRIC METERS:** Residence 3,295

**8 - GAS METERS:** Residence 2,751

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, very hard; naturally fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Square and 8 blocks surrounding; Strip Hwy. 92 E.

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Dept.-Thur.; Food-7 days; Discount-daily.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeons.

**Discount Stores**-Oershlein Distributing; Pamida.

**Chain Supermarkets**-Fareway; HyVee.

**14 - NEWSPAPERS:** EVENING JOURNAL (e) 5,060; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.

**National Representative**: Iowa Newspaper Association.

## WATERLOO-CEDAR FALLS-EVANSDALE

**1 - LOCATION:** Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 57 & 58.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Chicago & North Western; Waterloo.
**Motor Freight Carriers**-18.
**Intercity Bus Lines**-Greyhound; Jefferson; Iowa Coach; Waterloo & Cedar Falls.
**Airlines**-Ozark; American Central; Midstate; Britt.

**3 - POPULATION:**
Corp. Cities 80 Cen. 117,105; E&P 89 Est. 113,487
Waterloo 80 Cen. 75,985; E&P 89 Est. 72,073
Cedar Falls 80 Cen. 36,322; E&P 89 Est. 37,400
Evansdale 80 Cen. 4,798; E&P 89 Est. 4,014
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 231,874
County 80 Cen. 138,221; E&P 89 Est. 128,574
MSA 80 Cen. 163,152; E&P 89 Est. 153,614
City & RTZ-ABC: (80) 350,820

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 41,683; E&P 89 Est. 41,415
Waterloo 80 Cen. 28,349; E&P 89 Est. 27,900
Cedar Falls 80 Cen. 11,712; E&P 89 Est. 12,107
Evansdale 80 Cen. 1,622; E&P 89 Est. 1,408
County 80 Cen. 48,194; E&P 89 Est. 48,155
MSA 80 Cen. 56,659; E&P 89 Est. 54,879
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 81,483
City & RTZ-ABC: (80) 123,718

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $420,131,684 |
| Savings & Loan | 4 | $493,843,529 |

**6 - PASSENGER AUTOS:** County 79,951

**7 - ELECTRIC METERS:** Residence 32,603

**8 - GAS METERS:** Residence 28,565

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
**Neighborhood Shopping Centers**-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Crossroads Center(80) | NA | Sears, JCPenney, Donaldson's |
| College Sq.(64) | 2 | Younker's |
| Kimball(8) | NA | Ben Franklin, S&S Meats |
| Logan Plz.(7) | NA | Revco, Eagle Food |
| Villa(12) | NA | Ben Franklin |

**Principal Shopping Days**-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
**Stores Open Sundays**-Shopping centers, drug, discount and food.
**Stores Open Evenings**-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Donaldson's; Younker's; Petersen Harned Von Maur.
**Discount Stores**-K mart 2; Target; Wal-Mart.
**Variety Stores**-Woolworth 2; Ben Franklin 4.
**Chain Drug Store**-Osco 3; May 2; Walgreens 2.
**Chain Supermarkets**-Super-Valu 6; HyVee 5; Jack & Jill; Food for Less; County Market.
**Other Chain Stores**-Endicott Johnson Shoes; Kinney Shoes 2.

**14 - NEWSPAPERS:** COURIER (e-mon to fri) 49,961; (S) 54,080; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
**National Representatives**: Branham/Newspaper Sales; Iowa Newspaper Association.

## WEBSTER CITY

**1 - LOCATION:** Hamilton County. E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State Hwy. 17; 9 mi. to U.S. Hwy. 69; 12 mi. to I-35.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 8,572; E&P 89 Est. 8,581
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 21,959
County 80 Cen. 17,831; E&P 89 Est. 17,544
City & RTZ-ABC: (80) 31,101

**4 - HOUSEHOLDS:**
City 80 Cen. 3,243; E&P 89 Est. 3,357
County 80 Cen. 6,296; E&P 89 Est. 6,698
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $157,583,000 |
| Savings & Loan | 2 | $90,159,615 |

**6 - PASSENGER AUTOS:** County 11,245

**7 - ELECTRIC METERS:** Residence 3,410

**8 - GAS METERS:** Residence 3,165

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 1,533 ($320); Metal Castings 100 ($175); Packing Plant 125 ($200); Printing ($180).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on 2nd St.; 4 blocks along side streets.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
**Stores Open Sundays**-Discount and Food.

**13 - RETAIL OUTLETS: Department Stores**-Osweilers; Lubbers; Home Appliance.
**Discount Store**-K mart.
**Chain Drug Stores**-Williams; Snyder; Olson Pharmacy.
**Chain Supermarkets**-Fareway; HyVee Foods; Steve's Super Value.
**Other Chain Stores**-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Goodyear; Coast-to-Coast; OK Hardware; Casey's; McDonald's; Hardees.

**14 - NEWSPAPERS:** FREEMAN-JOURNAL (e) 3,974; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
**National Representatives**: Papert Companies; Iowa Newspaper Association.

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# KANSAS SURVEYS

### METOPOLITAN STATISTICAL AREAS

**Kansas City, MO-KS**Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami, Wyandotte Counties, KS.
**Lawrence**-Douglas County.
**Topeka**-Shawnee County.
**Wichita**-Butler and Sedgwick Counties.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 175 | 181 | 218 |
| 5-14 Years | 441 | 344 | 362 |
| 15-24 Years | 406 | 451 | 408 |
| 25-44 Years | 502 | 624 | 819 |
| 45-64 Years | 460 | 457 | 450 |
| 65 and Over | 265 | 306 | 290 |
| TOTAL | 2,249 | 2,363 | 2,548 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 517 | 624 | 1,282 |
| General Mdse | 991 | 1,280 | 2,093 |
| Food | 1,522 | 2,335 | 3,413 |
| Automobiles | 1,839 | 2,186 | 4,602 |
| Gasoline Stations | 661 | 1,069 | 1,160 |
| Apparel | 369 | 533 | 835 |
| Furniture | 365 | 446 | 891 |
| Eat-Drink Places | 596 | 931 | 1,545 |
| Drugs | 192 | 286 | 465 |
| TOTAL SALES | 7,696 | 10,842 | 17,630 |

## ABILENE

**1 - LOCATION:** Dickinson County, E&P Map C-2. County Seat. Milling, screen printing, agriculture, and tourist center. 160 mi. W of Kansas City, MO.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Santa Fe.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,572; E&P 89 Est. 6,526
County 80 Cen. 20,047; E&P 89 Est. 20,080

**4 - HOUSEHOLDS:**
City 80 Cen. 2,654; E&P 89 Est. 2,743
County 80 Cen. 7,716; E&P 89 Est. 7,601

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $96,563,000 |

**6 - PASSENGER AUTOS:** County 11,901

**7 - ELECTRIC METERS:** Residence 2,800

**8 - GAS METERS:** Residence 2,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Milling 100; Machine Shop 200; Tourism.
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on 4 sts.
**Neighborhood Shopping Centers**-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Hamburg's; Add-A-Touch of Furn.; Shockey and Landes Furn. & Hdwe.; Kansas Home Furnishings; Steinhauser's; Banke's; Fashionmaker; Rogers.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Alco.
**Chain Supermarkets**-Zey's; IGA; Boogaarts.
**Other Chain Stores**-Sears; True-Value; Gambles; Mode 'O Day.

**14 - NEWSPAPERS:** REFLECTOR-CHRONICLE (e) 4,823; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Janelle Gantenbein, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
**National Representative**: Kansas Press Service.

## ARKANSAS CITY

**1 - LOCATION:** Cowley County, E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Intercity Bus Lines**-Trailways.
**Motor Freight Carriers**-16.

**3 - POPULATION:**
Corp. City 80 Cen. 13,201; E&P 89 Est. 12,915
County 80 Cen. 37,068; E&P 89 Est. 37,772

**4 - HOUSEHOLDS:**
City 80 Cen. 5,346; E&P 89 Est. 5,520
County 80 Cen. 13,897; E&P 89 Est. 13,837

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $150,000,000 |
| Savings & Loan | 2 | $132,000,000 |

**6 - PASSENGER AUTOS:** County 20,916

**7 - ELECTRIC METERS:** City 5,942

**8 - GAS METERS:** Residence 6,085

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); R.R. 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg. 152 ($200).
**Principal Industrial Pay Days**-Fri., 1st, 15th.

**10 - CLIMATE:** Av. Annual Temp. 58; Jan. 33; July 80; Av. an. precipitation 33 in.; snow 9 in.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Summit St.; 2 on 6 cross streets.
**Neighborhood Shopping Centers**-The Plaza, 2 mi. N. on Summit St.; TG&Y Family Ctr.
**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears; C.R. Anthony's; Litwin's.
**Variety Stores**-Bargain Time.
**Discount Stores**-K mart; Wal-Mart.
**Chain Drug Stores**-Graves; Taylor's.
**Chain Supermarkets**-Homeland; Dillon; Food Fair; Boogaarts.
**Other Chain Stores**-Mode O'Day; Cato.

**14 - NEWSPAPERS:** TRAVELER (e) 6,300; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
**National Representative**: Papert Companies.

## ATCHISON

**1 - LOCATION:** Atchison County, E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9, 45.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri/Union Pacific; Burlington-Northern.
**Motor Freight Carriers**-13.
**Freight Steamship Lines**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 11,407; E&P 89 Est. 9,879
County 80 Cen. 18,419; E&P 89 Est. 16,995

**4 - HOUSEHOLDS:**
City 80 Cen. 3,901; E&P 89 Est. 3,452
County 80 Cen. 6,225; E&P 89 Est. 6,390

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $117,085,000 |
| Savings & Loan | 2 | $125,404,245 |

**6 - PASSENGER AUTOS:** County 9,883

**7 - ELECTRIC METERS:** Residence 4,700

**8 - GAS METERS:** Residence 4,608

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
**Shopping Center**-Atchison Mall (43 stores-Sears; Litwin's Dept.; Coast-to-Coast; Domann Drug).
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears.
**Variety Stores**-Wal-Mart.
**Discount Stores**-Pamida.
**Chain Supermarkets**-Safeway; Arensberg Foods 2; Price Chopper.
**Other Chain Stores**-Litwin's; Firestone; Goodrich.

**14 - NEWSPAPERS:** GLOBE (e-mon to fri) 6,000; (S) 6,340; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Randi Smith, Adv. Mgr., GLOBE, 1015-25 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
**National Representative**: Thomson Newspapers.

## AUGUSTA

**1 - LOCATION:** Butler County, E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Santa Fe.
**Intercity Bus Lines**-Continental; Greyhound; KMO.

**3 - POPULATION:**
Corp. City 80 Cen. 6,968; E&P 89 Est. 7,201
County 80 Cen. 45,243; E&P 89 Est. 47,984
MSA 80 Cen. 443,549; E&P 89 Est. 482,225

**4 - HOUSEHOLDS:**
City 80 Cen. 2,603; E&P 89 Est. 2,818
County 80 Cen. 16,087; E&P 89 Est. 19,695
MSA 80 Cen. 164,778; E&P 89 Est. 186,794

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $77,000,000 |

**6 - PASSENGER AUTOS**: County 30,322

**7 - ELECTRIC METERS:** Residence 3,455

**8 - GAS METERS:** Residence 2,813

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 300; Aircraft Inst. 95; Plastics Mfg. 32; Petroleum Prods. 35.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Shopping Center**-Augusta Plaza (12 stores, IGA).
**Principal Shopping Days**-Mon., Wed., Fri., Sat.
**Stores Open Evenings**-All on Thur.

**13 - RETAIL OUTLETS: Chain Drug Stores**-Healthmart.
**Chain Supermarkets**-IGA; Dillon's.
**Other Chain Stores**-Mode O'Day; The Style Shop; Wal-Mart; Family Dollar Store.

**14 - NEWSPAPERS:** GAZETTE (e-mon to fri) 3,089; sworn Oct. 4, 1988.
**Local Contact** for Advertising and Merchandising Data: Dave Burr, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
**National Representative**: None.

## BELOIT

**1 - LOCATION:** Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

**2 - TRANSPORTATION: Railroads**-Union Pacific and Missouri Pacific branches.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 4,367; E&P 89 Est. 4,364
County 80 Cen. 8,138; E&P 89 Est. 7,641

**4 - HOUSEHOLDS:**
City 80 Cen. 1,691; E&P 89 Est. 1,725
County 80 Cen. 3,148; E&P 89 Est. 2,717

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $60,085,000 |
| Savings & Loan | 3 | $211,500,000 |

**6 - PASSENGER AUTOS:** County 4,592

**7 - ELECTRIC METERS:** Residence 1,961

**8 - GAS METERS:** Residence 1,775

**9 - PRINCIPAL INDUSTRIES:** Agric.; Livestock Feed Mills & Yards; Concrete Prods.; Farm Implement Mfg.; Photography Development.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 50-110; Winter-10-75.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Mill Street Emporium.
**Variety Stores**-Beloit 5 & 10; McCrory's.
**Chain Drug Stores**-S&S; Rexall.
**Chain Supermarkets**-Boogaarts; Beloit IGA; Torr's Hy-Clas.
**Other Chain Stores**-Sears (catalog); Zachary Ace Hardware; Ackerman's True Value; Coast-to-Coast.

**14 - NEWSPAPERS:** CALL (e-mon to fri) 2,775; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Anne A. Hilt, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
**National Representative**: Landon Associates.

## CHANUTE

**1 - LOCATION:** Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

**2 - TRANSPORTATION: Railroads**-AT&SF; MKT (freight only).
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 10,506; E&P 89 Est. 11,564

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(Circle No. 11 on Market Request Card)

County 80 Cen. 18,933; E&P 89 Est. 20,195

**4 - HOUSEHOLDS:**
City 80 Cen. 4,183; E&P 89 Est. 4,732
County 80 Cen. 7,241; E&P 89 Est. 7,708

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $126,300,000 |
| Savings & Loan | 1 | $52,400,000 |

**6 - PASSENGER AUTOS:** County 10,096

**7 - ELECTRIC METERS:** Residence 6,200

**8 - GAS METERS:** Residence 4,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Servs. 650.
**Principal Industrial Pay Days**-Every other week.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, Apr. 2.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
**Neighborhood Shopping Centers**-14th and Santa Fe; and on West Cherry.
**Principal Shopping Days**-Tues., Thur., Fri.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Litwins.
**Discount Stores**-Wal-Mart; Revco Drug.
**Chain Supermarkets**-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
**Other Chain Stores**-Sears (catalog); Sherwin-Williams; Coast-to-Coast.

**14 - NEWSPAPERS:** TRIBUNE (e) 5,088; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
**National Representative**: Papert Companies.

## CLAY CENTER

**1 - LOCATION:** Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 4,948; E&P 89 Est. 4,552
County 80 Cen. 9,801; E&P 89 Est. 8,982

**4 - HOUSEHOLDS:**
City 80 Cen. 2,111; E&P 89 Est. 1,991
County 80 Cen. 3,830; E&P 89 Est. 3,302

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $103,065,228 |
| Savings & Loan | 1 | $354,835,782 |

**6 - PASSENGER AUTOS:** County 5,559

**7 - ELECTRIC METERS:** Residence 2,124

**8 - GAS METERS:** Residence 2,175

**9 - PRINCIPAL INDUSTRIES:** Farming; Farm Equip.; Feed Mfg.; House Bldg.; (Av. Wkly. Wage): Skilled-$452; Semi-skilled-$406; Unskilled-$351. Total Employment: 5,080.
**Principal Pay Days**-1st, 15th, Sat.

**10 - CLIMATE:** First killing frost, Oct. 15; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-30 blocks on 4th, 5th, 6th; Grant; Lincoln; Court; Dexter.
**Neighborhood Shopping Centers**-West Crawford; Clay Ctr. Plz.
**Stores Open Evenings**-Thur.
**Principal Shopping Days**-Tues., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Browne's; JCPenney; Mayo's.
**Variety Stores**-Banner; Gibson's; McCrory's.
**Chain Supermarkets**-Thriftway; Boogaart's; Clay Ctr. IGA.
**Other Chain Stores**-Plainsman Supply.

**14 - NEWSPAPERS:** DISPATCH (e) 3,358; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
**National Representative**: Landon Associates.

## COFFEYVILLE

**1 - LOCATION:** Montgomery County, E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

**2 - TRANSPORTATION: Railroads**-MK&T; MP; AT&SF.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

**3 - POPULATION:**
Corp. City 80 Cen. 15,185; E&P 89 Est. 14,512
CZ-ABC: (80) 17,252
RTZ-ABC: (80) 30,743
County 80 Cen. 42,409; E&P 89 Est. 41,097
City & RTZ-ABC: (80) 47,995
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,981; E&P 89 Est. 6,007
County 80 Cen. 16,388; E&P 89 Est. 15,634
CZ-ABC: (80) 6,738
RTZ-ABC: (80) 11,618
City & RTZ-ABC: (80) 18,356

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $186,284,572 |
| Savings & Loan | 1 | $138,027,801 |

**6 - PASSENGER AUTOS:** County 22,519

**7 - ELECTRIC METERS:** Residence 8,376

**8 - GAS METERS:** Residence 6,463

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Power Transmissions 600; Pattern Shops & Foundries 655; Refinery 425; Waste Incineration 305; Oil Field Equip. 200; Recreational Vehicles & Furnishings 51; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 60; Flour Mills 69.

**10 - CLIMATE:** First killing frost, Nov. 1; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, semi-hard.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).
**Neighborhood Shopping Centers**-7 on 11th St. Mall; 16 on East 8th Shop Area; 6 on Centerville.
**Principal Shopping Days**-Sat., Thur., Fri., Mon.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Grocery, Variety and Discount.

**13 - RETAIL OUTLETS: Department Stores**-H.W. Read's; JCPenney; Westco.
**Discount Stores**-Wal-Mart; McCrory; Gibson.
**Chain Drug Stores**-Rexall; Revco.
**Chain Supermarkets**-Nu Way; Safeway; Elmore's IGA.
**Other Chain Stores**-Otasco; Litwin's; Singer Co.; Bailly Farm; Sears; Coast-to-Coast.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 6,596; (S) 7,636; Sept. 30, 1988 ABC.
**Local Contact** for Advertising and Merchandising Data: Kathy Mullins, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
**National Representative**: Gannett National Newspaper Sales.

## COLBY

**1 - LOCATION:** Thomas County, County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Kyle.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 5,544; E&P 89 Est. 5,884
County 80 Cen. 8,456; E&P 89 Est. 8,823

**4 - HOUSEHOLDS:**
City 80 Cen. 2,034; E&P 89 Est. 2,246
County 80 Cen. 3,072; E&P 89 Est. 3,428

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $2,175,000,000 |
| Commercial | 2 | $120,000,000, |

**6 - PASSENGER AUTOS:** County 5,057

**7 - ELECTRIC METERS:** Residence 2,085

**8 - GAS METERS:** Residence 2,237

**9 - PRINCIPAL INDUSTRIES:** Farm Mach.; Grain Elevator (distribution); Oil Field Supplies, Sigco Sunflower Plant.
**Principal Pay Days**-Fri., Mon.

**10 - CLIMATE:** Average annual temperature-51; Jan.-28; July-77.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

**13 - RETAIL OUTLETS: Department Stores**-Conrad's; Caldwells; Legends; Clothes Garden; Nook & Cranny; Stuff & Boots; His Shop.
**Discount Stores**-Gibsons; Wal-Mart.
**Chain Drug Stores**-Rexall; Health Mart.
**Chain Supermarkets**-IGA; AG; Boogaart's.
**Other Chain Stores**-Goodyear; Someplace Special (Florist); Anthony's; Fashion Crossroads; Shoe Closet; Hershbergers Music; B&L Furniture; Julie & Dolph Interiors; Donelan's Jewelry; Horlacher's Jewelry; Gamble's; Western Auto; Loves; Butterfields; Stop 'N Shop; Radio Shack; Sears; Big A; Napa, Car Quest; Tru-Value.

**14 - NEWSPAPERS:** FREE PRESS (m-tues to sat) 3,111; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th; PO Box 806, Colby, KS 67701; Tel. (913) 462-3963.
**National Representative**: None.

## COLUMBUS

**1 - LOCATION:** Cherokee County, E&P Map D-3, County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

**2 - TRANSPORTATION: Railroads**-Burlington Northern, MKT.
**Motor Freight Carriers**-1.

**3 - POPULATION:**
Corp. City 80 Cen. 3,426; E&P 89 Est. 3,391
County 80 Cen. 22,338; E&P 89 Est. 22,095

**4 - HOUSEHOLDS:**
City 80 Cen. 1,435; E&P 89 Est. 1,461
County 80 Cen. 8,550; E&P 89 Est. 8,408

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $92,506,383 |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 11,947

**7 - ELECTRIC METERS:** Residence 1,450

**8 - GAS METERS:** Residence & Comm. 1,550

**9 - PRINCIPAL INDUSTRIES:** Bldg. Constr.; Recreation Vehicles; Chem.; Auto Parts Mfg.; Form Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-Central sq. & adjoining streets.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Dollar General; Evans Health Mart; Penn Square Clothiers; True Value; Ace Hdwe.
**Chain Supermarkets**-Town & Country; IGA.
**Other Chain Stores**-Sears (catalog); Westco Furniture.

**14 - NEWSPAPERS:** ADVOCATE (e-mon to fri) 2,679; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jay Lacy, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
**National Representative**: Kansas Press Service.

## CONCORDIA

**1 - LOCATION:** Cloud County, E&P Map C-1, County Seat. Agricultural, wholesale & retail health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State Hwys. 9, 28.

**2 - TRANSPORTATION: Railroads**-AT&StF; Union Pacific.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways

**3 - POPULATION:**
Corp. City 80 Cen. 6,847; E&P 89 Est. 6,303
County 80 Cen. 12,489; E&P 89 Est. 11,397
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,624; E&P 89 Est. 2,511
County 80 Cen. 4,758; E&P 89 Est. 3,998

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $80,000,000 |
| Savings & Loan | 3 | $224,000,000 |

**6 - PASSENGER AUTOS:** County 6,811

**7 - ELECTRIC METERS:** Residence 3,409

**8 - GAS METERS:** Residence 3,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 192; Feed N.A.; Concrete Prods. 9; Brick 60; Metal 200; Hospital 200; Playground Equip. 27.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Alco Plaza | NA | Alco, Boogaart's |
| Concordia Plz.(4) | NA | TG&Y, Meller's |

**Principal Shopping Days**-Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dreiling's; Bon Marche.
**Variety Stores**-Alco; TG&Y.
**Chain Drug Stores**-Rexall; Walgreens.
**Chain Supermarkets**-Boogaart's 2; Affiliated Foods.
**Other Chain Stores**-True Value; Fashion Crossroads; Goodyear; Loves Country Store; E-Z Shop; Ace Hardware; Sears; Browns Shoes; Radio Shack; Sherwin-Williams; Hardee's.

**14 - NEWSPAPERS:** BLADE-EMPIRE (e-mon to fri) 3,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
**National Representative**: Kansas Press Association.

## COUNCIL GROVE

**1 - LOCATION:** Morris County, E&P Map C-2, County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 177 (57).

**2 - TRANSPORTATION: Railroads**-Union Pacific.

**3 - POPULATION:**
Corp. City 80 Cen. 2,476; E&P 89 Est. 2,404
County 80 Cen. 6,412; E&P 89 Est. 6,091

**4 - HOUSEHOLDS:**
City 80 Cen. 1,008; E&P 89 Est. 1,002
County 80 Cen. 2,560; E&P 89 Est. 2,227

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $43,344,000 |

**6 - PASSENGER AUTOS:** County 3,800

**7 - ELECTRIC METERS:** Residence 840

**8 - GAS METERS:** Residence 796

**9 - PRINCIPAL INDUSTRIES:** R.R.; Milling; Dairying; Sporting Goods; Concrete Prods.; Plastic Items; Sheetmetal Prods.; Automotive Cleaning & Rebuilding Prods., High Temperature Insulation Prods.; R.R. Track Construction & Reconditioning.

**10 - CLIMATE:** Average Annual Temp.-52; Jan.-28; July-97.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Duckwall's.

**Chain Supermarkets**-IGA; Thriftway; Super Saver.

**Other Chain Stores**-True Value; Rexall; Sears (catalog); Otasco; Auto Dealers: Chevrolet, Chrysler, Ford.

**14 - NEWSPAPERS:** REPUBLICAN (e-mon to fri) 2,800; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Main St., Council Grove, KS 66846; Tel. (316) 767-5123.

**National Representative**: Kansas Press Service.

## DODGE CITY

**1 - LOCATION:** Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, MO and same E of Denver, CO.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound, Continental; Bickel; Green Diamond.

**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 18,001; E&P 89 Est. 25,606
County 80 Cen. 24,366; E&P 89 Est. 30,769

**4 - HOUSEHOLDS:**
City 80 Cen. 6,590; E&P 89 Est. 9,842
County 80 Cen. 8,776; E&P 89 Est. 12,108

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $165,401,232 |
| Savings & Loan | 4 | $457,345,282 |
| Fed. Credit Union | 1 | $16,000,000 |

**6 - PASSENGER AUTOS:** County 15,153

**7 - ELECTRIC METERS:** Residence 6,282

**8 - GAS METERS:** Residence 6,194

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Mach. 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

**11 - TAP WATER:** Hard; not fluoridated; chlorinated.

**12 - RETAILING: Principal Shopping Center**-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northridge(4) | 1 | Long's Dept. |
| Village Sq.(42) | 1 | McCrory's, JCPenney, Kline's |
| Comanche Plz. | 1 | Revco, Otasco, IGA, Hardees |
| High Plains | 1 | Wal-Mart |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Kline's; JCPenney; Anthonys.

**Discount Stores**-Gibson's; Alco; McCrory's; Revco; Wal-Mart.

**Variety Stores**-McCrory's.

**Chain Drug Stores**-Prescription Center.

**Chain Supermarkets**-Dillons 2; Safeway; Pay Day; IGA 2.

**Other Chain Stores**-Sears; Firestone; Goodyear.

**14 - NEWSPAPERS:** GLOBE (e) 8,959; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second, Dodge City, KS 67801; Tel. (316) 225-4151.

**National Representative**: Papert Companies.

## EL DORADO

**1 - LOCATION:** Butler County, E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri Pacific.

**Motor Freight Carriers**-15; interstate carriers 15.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 10,510; E&P 89 Est. 9,257
MSA 80 Cen. 443,549; E&P 89 Est. 482,225
County 80 Cen. 45,243; E&P 89 Est. 47,984

**4 - HOUSEHOLDS:**
City 80 Cen. 4,261; E&P 89 Est. 3,932
County 80 Cen. 16,087; E&P 89 Est. 19,695
MSA 80 Cen. 164,778; E&P 89 Est. 186,794

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $160,670,693 |
| Savings & Loan | 3 | $749,212,061 |

**6 - PASSENGER AUTOS:** County 30,322

**7 - ELECTRIC METERS:** Residence 8,942

**8 - GAS METERS:** Residence 4,761

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225); Pioneer Balloon 200 ($295).

**Principal Pay Days**-1st, 10th, 15th, 25th.

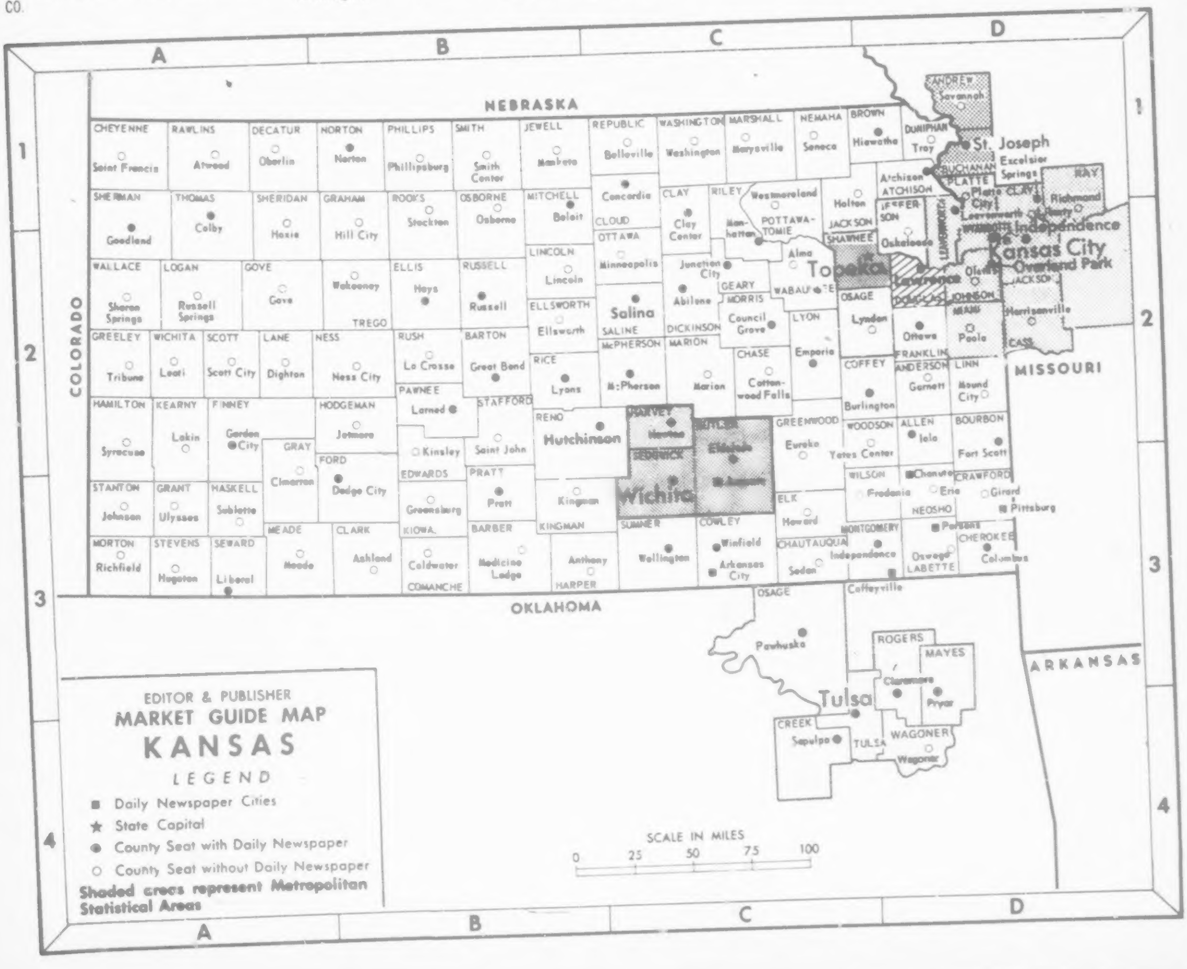
**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 60-109, Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

**11 - TAP WATER:** Alkaline, moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on 6 streets.

**Neighborhood Shopping Centers**-600 N. Main; 2300-2600 W. Central.

**Principal Shopping Days**-Wed., Thur., Sat.



**Stores Open Evenings**-Dept.-Thur.; Food-nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Litwins; Farm n' Home

**Discount Stores**-Bargain Time; Wal-Mart

**Variety Stores**-Family Center

**Chain Drug Stores**-Graves; Revco

**Chain Supermarkets**-Thriftway; Safeway; Dillon's; Boogaart's.

**Other Chain Stores**-Sears (catalog); Bostwicks.

**14 - NEWSPAPERS:** TIMES (e) 4,402; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Walton, Adv. Dir., TIMES, 114 N Vine, El Dorado, KS 67042; Tel. (316) 321-1120.

**National Representative**: None

## EMPORIA

**1 - LOCATION:** Lyon County, E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers. 50 mi. SW of Topeka; 100 mi. SW of Kansas City.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Amtrak.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 25,287; E&P 89 Est. 24,776
CZ-ABC: (80) 25,287
Bal. in NDM-ABC: (80) 34,529
County 80 Cen. 35,202; E&P 89 Est. 34,762
Total NDM-ABC: (80) 59,816

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,524; E&P 89 Est. 9,668
County 80 Cen. 13,009; E&P 89 Est. 12,390
CZ-ABC: (80) 9,524
Bal. in NDM-ABC: (80) 13,236
Total NDM-ABC: (80) 22,760

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $221,677,166 |
| Savings & Loan | 3 | $2,370,545,998 |

**6 - PASSENGER AUTOS:** County 18,417

**7 - ELECTRIC METERS:** Residence & Bus. 11,807

**8 - GAS METERS:** Residence & Bus. 9,334

**9 - PRINCIPAL INDUSTRIES:** Mfg.; Food Proc.; Hospitals; Banking; Meat Packing; Educ., Trans., Agric.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-30 blocks on Sixth Ave. and Hwy. 50; 13 on Commercial St.; 2 on Merchant St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.

**Shopping Centers**-Flint Hills Mall, 23 stores; Emporia West Plaza, 14 stores.

**Principal Shopping Day**-Fri.

**Stores Open Evenings**-Wed.; Flint Hills-nightly & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Newman's; JCPenney.

**Variety Stores**-Wal-Mart; K mart; McCrory's; Bluestem farm & Ranch.

**Drug Stores**-Berg & Frost; Graves; Prescription Center; Hill's Apothecary; Revco; Wal-Mart; Dillon's.

**Chain Supermarkets**-Reeble's 2; Dillon's 2; Price Chopper; Food For Less.

**14 - NEWSPAPERS:** GAZETTE (e) 10,660; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R. Bruce Knaak, Natl. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4800.

**National Representative**: Landon Associates.

## FORT SCOTT

**1 - LOCATION:** Bourbon County, E&P Map D-3. County Seat. Agricultural center & small manufacturing center. SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Missouri Kansas-Texas.

**Motor Freight Carriers**-9

**Intercity Bus Lines**-Trailways

**3 - POPULATION:**
Corp. City 80 Cen. 8,893; E&P 89 Est. 9,340
CZ-ABC: (80) 8,893
RTZ-ABC: (80) 15,247
City & RTZ-ABC: (80) 24,140
County 80 Cen. 16,019; E&P 88 Est. 18,283

**4 - HOUSEHOLDS:**
City 80 Cen. 3,794; E&P 89 Est. 4,123
CZ-ABC: (80) 3,794
RTZ-ABC: (80) 5,770
County 80 Cen. 6,388; E&P 89 Est. 6,532
City & RTZ-ABC: (80) 9,564

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $134,066,779 |
| Savings & Loan | 2 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 8,636

**7 - ELECTRIC METERS:** Residence 3,774

**8 - GAS METERS:** Residence 3,832

**9 - PRINCIPAL INDUSTRIES:** Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on five sts.

**Shopping Center**-Wal-Mart (Discount); Price Chopper.

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Thur.

**Stores Open Sundays**-Groceries, Drugs & Discount.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Litwin's.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-K mart; 7-Eleven; Price Chopper; Consumers; Whitesides 2; Hall's Food Markets 2.

**Other Chain Stores**-Sherwin-Williams; Otasco; Ace Hdwe.; True Value Hdwe.; Pro Hdwe.; Ace Hdwe.; Big Sugar Lumber; Baxter Tire & Automotive.

**14 - NEWSPAPERS:** TRIBUNE (e) 5,009; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ann Emerson, Prom. Dir., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.

**National Representative**: Papert Companies.

## GARDEN CITY

**1 - LOCATION:** Finney County, E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156, 83.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Amtrak; Garden City Western.

**Motor Freight Carriers**-1

**Intercity Bus Lines**-Continental.

**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 18,256; E&P 89 Est. 25,709
CZ-ABC: (80) 18,256
RTZ-ABC: (80) 40,587
County 80 Cen. 29,937; E&P 89 Est. 33,947
City & RTZ-ABC: (80) 58,843

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,305; E&P 89 Est. 9,132
County 80 Cen. 8,104; E&P 89 Est. 14,487
CZ-ABC: (80) 6,305
RTZ-ABC: (80) 14,122
City & RTZ-ABC: (80) 20,427

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $249,853,379 |
| Savings | NA | (incl. above) |

**6 - PASSENGER AUTOS:** County 17,643

**7 - ELECTRIC METERS:** Residence 8,000

**8 - GAS METERS:** Residence 9,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 675; Beef Packing 370; Irrigation 210; Agricultural Mach. 150; Cattle Feeding 200; Plastic Pipe 70.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Anthony; JCPenney; Sears.

**Discount Stores**-Gibson's.

**Variety Stores**-Alco; Woolworth; K mart; Wal-Mart.

**Chain Drug Stores**-Prescription Center.

**Chain Supermarkets**-Dillon's 2; Wall's IGA; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.

**Other Chain Stores**-Mode O'Day; Dairy Queen; Coast-to-Coast; Firestone; Baillys Big R.

**14 - NEWSPAPERS:** TELEGRAM (e) 11,280; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kent O'Toole, Adv. Dir., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.

**National Representatives**: Kansas Press Service

## GOODLAND

**1 - LOCATION:** Sherman County, E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State Hwy. 27; I-70.

**2 - TRANSPORTATION: Railroad**-Kyle.

**Intercity Bus Lines**-Greyhound; Continental.

**Airlines**-Air Midwest.

**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 5,708; E&P 89 Est. 5,660
County 80 Cen. 7,707; E&P 89 Est. 7,426

**4 - HOUSEHOLDS:**
City 80 Cen. 2,157; E&P 89 Est. 2,081
County 80 Cen. 2,861; E&P 89 Est. 2,703

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $72,544,000 |
| Savings & Loan | 1 | $22,000,000 |

**6 - PASSENGER AUTOS:** County 4,300

**7 - ELECTRIC METERS:** Residence 3,000

**8 - GAS METERS:** Residence 2,230

**9 - PRINCIPAL INDUSTRIES:** Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Constr.; 4 Livestock Feedlots; Sunflower Processing.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Days**-Wed., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Schneider's; Goodland Clothing; Elliott's; Collage; Gamble's; Atens; Mr. Jims.

**Discount Stores**-Alco; Gibson's.

**Chain Supermarkets**-Safeway; Boogaart's; IGA.

**Other Chain Stores**-Sears; Fitz Gibbons Hdwe.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's; J&L Drug.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 3,143; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Rich Paulsen, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.

**National Representative**: Kansas Press Association.

## GREAT BEND

**1 - LOCATION:** Barton County, E&P Map B-2, County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State hwy. 96.

**2 - TRANSPORTATION: Railroads**-Atchison; Topeka; Santa Fe.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Tri-State.

**Airlines**-Eastern; Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 16,608; E&P 89 Est. 17,804
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 80 Cen. 31,344; E&P 89 Est. 33,269
City & RTZ-ABC: (80) 55,164

**4 - HOUSEHOLDS:**
City 80 Cen. 6,379; E&P 89 Est. 7,084
County 80 Cen. 11,797; E&P 89 Est. 12,990
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $325,609,000 |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 19,549

**7 - ELECTRIC METERS:** Residence City 6,330

**8 - GAS METERS:** Residence 8,795

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,080; Great Bend Mfg. 100; Fuller Brush 460.

**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** First killing frost, Oct. 15; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Great Bend(3) | 2 | IGA |
| Westgate(10) | 4 | Water's True Value |
| Village Mall(8) | 4 | Food 4 Less, Revco |
| Mini Mall(7) | NA | West Ltd. |

**Neighborhood Shopping Centers**-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Reisbigs; Sears.

**Discount Stores**-Wells Furniture Whse.; K mart; Wal-Mart; Bargain Time.

**Chain Drug Stores**-Revco.

**Chain Supermarkets**-Dillon's 2; Great Bend IGA; Food-For-Less.

**Other Chain Stores**-McCoy's Shoes; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; True Value Hdwe.; B.F. Goodrich; Home Lumber; Western Auto.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 10,193; (S) 10,477; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Debbie Piland, Adv. Mgr., TRIBUNE, 2012 Forest St., P.O. Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.

**National Representative**: Papert Companies.

## HAYS

**1 - LOCATION:** Ellis County, E&P Map B-2, County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

**2 - TRANSPORTATION: Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 16,301; E&P 89 Est. 17,897
County 80 Cen. 26,193; E&P 89 Est. 28,724

**4 - HOUSEHOLDS:**

City 80 Cen. 6,225; E&P 89 Est. 6,995
County 80 Cen. 9,200; E&P 89 Est. 10,524

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $195,463,237 |
| Savings & Loan | 4 | $611,326,512 |

**6 - PASSENGER AUTOS:** County 15,908

**7 - ELECTRIC METERS:** Residence 12,824

**8 - GAS METERS:** Residence 8,442

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Trade Constr., Gov't, Mining, 6,000; University payroll over $18,000,000.

**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15; last killing frost, Apr. 29.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-18 blocks on Main and adjoining streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Country Club Plz | NA | The Kiddie Shop |
| Hillcrest | NA | Dillon's |
| The Mall(32) | NA | Klines Dept., K mart, JCPenney, Midwest Drug |
| Alco Plaza(2) | NA | Alco Discount, Food Bonanza |

**Principal Shopping Days**-Thur.
**Stores Open Evenings**-Downtown-Thur.; Shopping Centers-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Wiesner's; Klines; JCPenney.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Alco; K mart; Wal-Mart.
**Chain Supermarkets**-Dillon's; Food Bonanza; Mini Mkts.
**Other Chain Stores**-Sears (catalog); Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Men's Wear; Goodyear.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 13,980; (S) 14,972; Sworn Mar. 31, 1989.
**Local Contact** for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, 507 Main St., Hays, KS 67601; Tel. (913) 628-1081.
**National Representative**: Kansas Press Services.

## HIAWATHA

**1 - LOCATION:** Brown County, E&P Map D-1, County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys 36, 73, 159.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Freight Carriers**-6.
**Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 3,702; E&P 89 Est. 3,851
County 80 Cen. 11,984; E&P 89 Est. 10,955

**4 - HOUSEHOLDS:**
City 80 Cen. 1,517; E&P 89 Est. 1,629
County 80 Cen. 4,612; E&P 89 Est. 4,057

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $55,000,000 |
| Savings & Loan | 1 | $11,000,000 |

**6 - PASSENGER AUTOS:** County 6,679

**7 - ELECTRIC METERS:** Residence 1,901

**8 - GAS METERS:** Residence 1,555

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Prods. 35 ($180); Tool and Die 21 ($180).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Between 1st and 10th St. on Oregon St. (47 stores) and 16 blocks on 1st St. (18 stores). Wal-Mart one mile west on Oregon St.
**Principal Shopping Days**-Wed., Sat., Sun.
**Stores Open Evenings**-Discount until 9 pm; Grocery until 9 pm.

**13 - RETAIL OUTLETS: Department Stores**-Family Fashions.
**Discount Stores**-Wal-Mart.
**Chain Supermarkets**-Lindys Thriftway, Casey's Gen. Store; Dave's IGA; H&H Super Market.
**Other Chain Stores**-Coast-to-Coast. Sonic; Sears (catalog); Hiawatha Farm and Home; Dairy Queen; Adventureland Video; Radio Shack; Hallmark Cards.

**14 - NEWSPAPERS:** DAILY WORLD (e-mon to fri) 2,720; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Barry Stokes, Ed./Pub., DAILY WORLD, 607 Utah St.; PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
**National Representative**: Kansas Press Association.

## HUTCHINSON

**1 - LOCATION:** Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific; Amtrak; Santa Fe.
**Motor Freight Carriers**-28.
**Intercity Bus Lines**-Continental Trailways, Hutchinson Shuttle Service.
**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 40,284; E&P 89 Est. 40,491
County 80 Cen. 65,106; E&P 89 Est. 65,766
CZ-ABC: (80) 48,528
RTZ-ABC: (80) 142,609
City & RTZ-ABC: (80) 191,137
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,514; E&P 89 Est. 16,393
County 80 Cen. 24,448; E&P 89 Est. 24,800
CZ-ABC: (80) 18,604
RTZ-ABC: (80) 53,892
City & RTZ-ABC: (80) 72,496

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $403,662,594 |
| Savings & Loan | 2 | $358,786,641 |

**6 - PASSENGER AUTOS:** County 38,367

**7 - ELECTRIC METERS:** Residence 28,198

**8 - GAS METERS:** Residence 19,975

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,808 ($378); Mining 224 ($409); Contract Constr. 971 ($315); Trans., Electric, Gas, etc. 1,144 ($520).
**Principal Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
**Neighborhood Shopping Centers**-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Hutchinson Mall | 2 | Dillards, JCPenney, Wal-Mart, Newmans, Service Mdse. |
| Alco Plz.(3) | NA | Alco |
| Larkland(11) | NA | Interstate Elect. |
| Northgate(12) | NA | Dillon's |
| Sears Plz.(4) | NA | Sears |

**Principal Shopping Days**-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Peques; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Biles & Long (men's).
**Discount Stores**-Gibson's; Alco 2; Osco; K mart.
**Variety Stores**-Ben Franklin 2.
**Chain Drug Stores**-Coberly; Fraese; Self-Service; Medicine Shoppe; Dillon.
**Chain Supermarkets**-Dillon's 4; Safeway; Risley's IGA; Warehouse Mkt.
**Other Chain Stores**-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Maurice's Fashions (women's).

**14 - NEWSPAPERS:** NEWS (m) 40,257; (S) 42,931; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Thompson, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
**National Representative**: Landon Associates.

## INDEPENDENCE

**1 - LOCATION:** Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri Pacific.
**Motor Freight Lines**-11.
**Intercity Bus Lines**-Greyhound; Continental.
**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 10,598; E&P 89 Est. 10,502
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 80 Cen. 42,409; E&P 89 Est. 41,097
City & RTZ-ABC: (80) 41,120

**4 - HOUSEHOLDS:**
City 80 Cen. 4,323; E&P 89 Est. 4,412
County 80 Cen. 16,388; E&P 89 Est. 15,634
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $115,326,000 |
| Savings & Loan | 1 | $86,154,359 |

**6 - PASSENGER AUTOS:** County 22,519

**7 - ELECTRIC METERS:** Residence 4,407

**8 - GAS METERS:** Residence 4,127

**9 - PRINCIPAL INDUSTRIES:** Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Motor Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson, 2 blocks, 5 stores plus medical ctr. K mart 20 blocks west on Hwy. 160.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Calvert; JCPenney; Litwin's; Westco Home Ctr.
**Discount Stores**-Gibson's; K mart; Alco.
**Chain Drug Stores**-Defever-Osborn Rexall.
**Chain Supermarkets**-Safeway; Nu-Ways.
**Other Chain Stores**-Firestone; Okla. Tire.

**14 - NEWSPAPERS:** REPORTER (e-mon to fri) 6,780; (S) 7,661; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael L. Kadel, Adv. Mgr., REPORTER, 320 N. 6th St.; P.O. Box 869, Independence, KS 67301; Tel. (316) 331-3550.
**National Representative**: Papert Companies.

## IOLA

**1 - LOCATION:** Allen County, E&P Map D-2, County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri Pacific.
**Motor Freight Carriers**-3.
**Intercity Bus Line**-Jefferson.

**3 - POPULATION:**
Corp. City 80 Cen. 6,938; E&P 89 Est. 7,306
County 80 Cen. 15,647; E&P 89 Est. 16,231

**4 - HOUSEHOLDS:**
City 80 Cen. 2,716; E&P 89 Est. 3,037
County 80 Cen. 5,997; E&P 89 Est. 6,251

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $61,925,215 |
| Savings & Loan | 2 | $124,432,000 |

**6 - PASSENGER AUTOS:** County 8,233

**7 - ELECTRIC METERS:** Residence 3,951

**8 - GAS METERS:** Residence 2,858

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Clothing 240; Rubber 303; Mfg. 540; Printing & Pub. 190; Boat Mfg. 101.
**Principal Pay Days**-Fri., 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 60-110; Fall 40-75; Winter -10-65. First killing frost, Nov. 1; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Public Square & 3 Shopping Centers north edge of city.
**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Litwin's; McGinty-Whitworth-; Dollar General; Saturdays; Town & Country Western; Fashion Crossroads; Emily's.
**Variety Stores**-Agri Farm & Home; Wal-Mart.
**Chain Drug Stores**-Iola Pharmacy.
**Chain Supermarkets**-Farm Fresh; IGA; Greave's Market.
**Other Chain Stores**-Western Auto; Comstock Lumber & Home Center; Coast-To-Coast.
Coast.

**14 - NEWSPAPERS:** REGISTER (e) 4,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
**National Representative**: Kansas Press Service.

## JUNCTION CITY

**1 - LOCATION:** Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Overland & Southwest Greyhound; Continental Motor Trails.
**Airlines**-Braniff; Eastern.

**3 - POPULATION:**
Corp. City 80 Cen. 19,305; E&P 89 Est. 19,884
CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 80 Cen. 29,657; E&P 89 Est. 30,884
City & RTZ-ABC: (80) 56,964
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,328; E&P 89 Est. 7,168
County 80 Cen. 10,075; E&P 89 Est. 11,288
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (80) 16,651

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $168,222,397 |
| Savings & Loan | 1 | $65,255,302 |

**6 - PASSENGER AUTOS:** County 21,561

**7 - ELECTRIC METERS:** Residence 10,630

**8 - GAS METERS:** Residence 9,530

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 22,616 ($280); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).
**Principal Pay Days**-Fri.; Military: 1st & 15th; Gov't: ist and 15th; Industrial: Wkly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
**Neighborhood Shopping Centers**-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
**Principal Shopping Days**-Sat., Thur.
**Stores Open Evenings**-Thur., Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Longs; Montgomery Ward.
**Discount Stores**-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
**Variety Stores**-Woolworth.
**Chain Supermarkets**-Dillon's; Falley's; Food for Less.
**Other Chain Stores**-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto.

**14 - NEWSPAPERS:** UNION (e-mon to fri) 8,531; (S) 9,292; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 222 W. Sixth St., Junction City, KS 66441; Tel. (913) 762-5000.
**National Representatives**: Landon Associates.

## KANSAS CITY

**1 - LOCATION:** Wyandotte County (In Kansas City, MO-KS MSA), E&P Map D-2. County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

**2 - TRANSPORTATION: Railroads**-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
**Motor Freight Carriers**-204 Common Carriers.
**Intercity Bus Lines**-Greyhound; Trailways; ATA.
**Airlines**-TWA; Delta; United; Continental; Ozark; Central; Midwest; Northwest Orient.

**3 - POPULATION:**
Corp. City 80 Cen. 161,087; E&P 89 Est. 156,492
County 80 Cen. 172,089; E&P 89 Est. 172,874
MSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 59,655; E&P 89 Est. 62,923
County 80 Cen. 63,392; E&P 89 Est. 69,184
MSA 80 Cen. 536,800; E&P 89 Est. 593,971

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 20 | $1,790,679,499 |
| Savings & Loan | 5 | $4,245,977,000 |

**6 - PASSENGER AUTOS:** County 91,191

**7 - ELECTRIC METERS:** Residence 63,700

**8 - GAS METERS:** Residence 49,632

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 3,400; Glass, Clay, Stone 4,200; GM Assembly 4,250; Equipment Mfg. 15,750; Chem. 5,400; Steel Fab. 1,650.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Indian Springs 95 stores.
**Neighborhood Shopping Centers**-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave., 3 on 8th to 10th on Southwest Blvd.; 1 on S. 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.
**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Dillard's; Montgomery Ward; JCPenney; Sears.
**Discount Stores**-Venture; K mart; McCrory's.
**Variety Stores**-Wal-Mart.
**Chain Drug Stores**-De Goler's 2; ECO Discount 2; Treasury; Osco; Revco 3; Dot.
**Chain Supermarkets**-Milgram's 6; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; United Super 3; C. Balls 2; Price Chopper 2; Aldi's; Foodland.
**Other Chain Stores**-Auto: Western Auto, Dollar General, Firestone; Furniture: ABC, Economy; Paints: Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson, Steve's, Kinney, Butlers, Payless Shoe Source; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

**14 - NEWSPAPERS:** KANSAN (e-mon to fri; S) 14,941; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jim White, Adv. Dir., KANSAN, 901 N. Eighth St., Kansas City, KS 66101; Tel. (913) 371-4300.
**National Representative**: Papert Companies.

## LARNED

**1 - LOCATION:** Pawnee County, E&P Map B-2, County Seat. On State Hwy. K-19; U.S. Hwys. 56 & 156.

**2 - TRANSPORTATION: Railroads**-AT&SF.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Trans-State.
**Airlines**-Air Midwest (at Great Bend, 20 mi.).

**3 - POPULATION:**
Corp. City 80 Cen. 4,811; E&P 89 Est. 4,722
County 80 Cen. 8,006; E&P 89 Est. 7,231

**4 - HOUSEHOLDS:**
City 80 Cen. 2,005; E&P 89 Est. 1,861
County 80 Cen. 3,066; E&P 89 Est. 2,469

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $107,000,000 |
| Savings & Loan | 1 | $12,000,000 |

**6 - PASSENGER AUTOS:** County 4,743

**7 - ELECTRIC METERS:** Residence 1,986

**8 - GAS METERS:** Residence 1,775

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 104 ($250); Combine Canvasses & Parts; Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Av. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Broadway; 2 on Main.
**Principal Shopping Days**-Tues., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-A.A. Doerr; Montgomery Ward.
**Discount Stores**-Alco.
**Chain Supermarkets**-Dillon's; Mammel; Uncle Bill's AG; D's; Jack & Jill.

**14 - NEWSPAPERS:** TILLER & TOILER (e-mon to fri) 3,000; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Valene Immenschuh, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
**National Representative**: None.

## LAWRENCE

**1 - LOCATION:** Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

**2 - TRANSPORTATION: Railroads**-AT & SF; Union Pacific; Amtrak.
**Motor Freight Carriers**-17.
**Intercity Bus Lines**-Greyhound; Continental Trailways; KG.

**3 - POPULATION:**
Corp. City 80 Cen. 52,738; E&P 89 Est. 57,223
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 80 Cen. 67,914; E&P 89 Est. 74,198
City & RTZ-ABC: (80) 95,835

**4 - HOUSEHOLDS:**
City 80 Cen. 18,773; E&P 89 Est. 19,308
County/MSA 80 Cen. 23,817; E&P 89 Est. 23,654
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $284,700,000 |
| Savings & Loan | 6 | $352,405,000 |

**6 - PASSENGER AUTOS:** County 41,741

**7 - ELECTRIC METERS:** Residence 26,354

**8 - GAS METERS:** Residence 21,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 307; Food Prods. 17; Univ. of KS. 4,175; Fertilizers 211; Chem. 205; Dehydrating 85; Organ Factory 30; Greeting Cards Ribbon 1,048; Serving Student Loans 375; Environmental Engineering 500; Distributing 370; Electronics 450; Printing 440; Plastics 500; Movie Film 25; Pharmacy-Research 60; Haskell Indian Junior College 175; Brakes/Gaskets 225; Electricity 204; Paper Prods. 230; Petroleum Wire Cable 100; Pet Food 165; Telemarketing 145.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Massachusetts St.; 5 blocks on 2 parallel streets.
**Neighborhood Shopping Centers**-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa, Sixth & Kasold; 23rd & Ousdahl; 15th & Kasold.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Riverfront Factory Outlet | NA | |
| Dillon Plz.(10) | 1 | Dillon's |
| Hillcrest(20) | 3 | Alvins |
| The Malls(23) | 3 | Westlake Hardware |
| Westridge(9) | 4 | |
| SW Plaza(15) | 4 | Food Barn |
| Holiday Plz.(28) | 5 | Kief's Discount Records & Stereo Supply |
| Orchard's Corner(18) | 3 | Heintz Lightning |
| Dickinson Plz.(12) | 4 | Theatres |
| Park Plz. Ctr.(8) | 4 | Ed Marlin's Furn., Roach Hardware |
| Southern Hills(16) | 4 | Right Price |

**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Downtown Thur.; Supermarkets, Sac's, Wal-Mart, K mart, JCPenney, McDuff's.

**13 - RETAIL OUTLETS: Department Stores**-Weaver's; JCPenney; Sears (catalog).
**Discount Stores**-Sac's; K mart; Wal-Mart.
**Variety Stores**-Woolworth; Ben Franklin.
**Chain Drug Stores**-Raney's 3; Gibson Pharmacy; Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy; Dillon Pharmacy.
**Chain Supermarkets**-Food Barn; Alvin's; Dillon's 3; Food-4-Less; Aldi; Checker's.
**Other Chain Stores**-Singer Co.; Goodrich; Sherwin-Williams; McCrory; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; So-Fro Fabrics; Whelan Lumber Co.; Gregg Tires (Goodyear); Ed Marlings; Town Crier; Saffeea; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Kopp's Interiors; Scott's Ladies Wear; Maurice's Ladies Wear; Carousel; Computerland; Western Auto; Auto Works; Westlakes Hardware; McDuff's; Roach True Value Hardware 2.

**14 - NEWSPAPERS:** JOURNAL-WORLD (e) 19,436; (S) 19,965; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gene A. Armstrong, Adv. Dir., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
**National Representative**: Landon Associates.

## LEAVENWORTH

**1 - LOCATION:** Leavenworth County, (In Kansas City PMSA). E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme E part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 33,656; E&P 89 Est. 40,208
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 29,562
County 80 Cen. 54,948; E&P 89 Est. 60,631
PMSA 80 Cen. 1,435,071; E&P 89 Est. 1,524,435
City & RTZ-ABC: (80) 63,218

**4 - HOUSEHOLDS:**
City 80 Cen. 10,480; E&P 89 Est. 13,670
County 80 Cen. 17,030; E&P 89 Est. 23,855
PMSA 80 Cen. 184,920; E&P 89 Est. 580,006
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 9,482
City & RTZ-ABC: (80) 19,962

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $250,043,000 |
| Savings & Loan | 2 | $159,600,000 |

**6 - PASSENGER AUTOS:** County 32,842

**7 - ELECTRIC METERS:** Residence 15,703

**8 - GAS METERS:** Residence 11,667

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 160 ($420); Greeting Cards 750 ($400); Fed. Prison 420 ($440); State Prison 545 (N.A.); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,100 ($440).
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown: 30 blocks on 3 parallel sts.: Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Leavenworth Plz. | NA | JCPenney, Sears |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores Open Sundays**-Leavenworth Plz.; Food, Some Drug & Discount.
**Stores Open Evenings**-Leavenworth Plz.; Food; All Drug & Discount.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bohm's.
**Variety Stores**-Woolworth.
**Discount Stores**-Wal-Mart; K mart.
**Chain Drug Stores**-Treasury Drugs.
**Chain Supermarkets**-Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's; Aldi.

**Other Chain Stores**-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Radio Shack 2; Payless Shoes.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 9,190; (S) 9,913; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J.H. Johnston, iii, Gen. Mgr., TIMES, 416-22 Seneca; P.O. Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.
**National Representative**: Thomson Newspapers.

## LIBERAL

**1 - LOCATION:** Seward County, E&P Map A-3, County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Continental; Mid-Continent Coaches.
**Airlines**-Braniff Express.

**3 - POPULATION:**
Corp. City 80 Cen. 14,911; E&P 89 Est. 18,299
County 80 Cen. 17,059; E&P 89 Est. 20,912
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,407; E&P 89 Est. 6,895
County 80 Cen. 6,125; E&P 89 Est. 8,529

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $310,185,566 |
| Savings & Loan | 2 | $198,426,600 |

**6 - PASSENGER AUTOS:** County 11,087

**7 - ELECTRIC METERS:** Residence 7,802

**8 - GAS METERS:** Residence 6,885

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol. Grocers 152; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Southgate(26) | NA | Gibson's, IGA, K mart |
| Plaza(13) | NA | Boogaart's |
| New Liberal Plaza(10) | NA | Wal-Mart, JCPenney |

**Principal Shopping Days**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Wood's.
**Discount Stores**-Gibson's; K mart; Wal-Mart.
**Chain Drug Stores**-Gibson's; H&R; Wal-Mart.
**Chain Supermarkets**-Homeland; Super Store; Jack & Jill; Boogaarts; Food Bonanza.
**Other Chain Stores**-Sweetbriar's; Casual Shop; Anna Trahern; Kelley's; Western Shop; Kiddie Korner; Brown's Shoe; Olliver's Shoes; Payless Shoes; Sears; Firestone; Uniroyal; Goodyear; Maurice's; Bras Buckle; Hallmark.

**14 - NEWSPAPERS:** SOUTHWEST DAILY TIMES (e-mon to fri; S) 10,000; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
**National Representative**: Papert Companies.

## LYONS

**1 - LOCATION:** Rice County, E&P Map B-2, County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

**2 - TRANSPORTATION: Railroads**-AT&SF; MP.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 4,152; E&P 89 Est. 3,749
County 80 Cen. 11,865; E&P 89 Est. 10,780

**4 - HOUSEHOLDS:**
City 80 Cen. 1,679; E&P 89 Est. 1,545
County 80 Cen. 4,525; E&P 89 Est. 3,817

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $44,000,000 |
| Savings & Loan | 1 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 6,724

**7 - ELECTRIC METERS:** Residence 1,995

**8 - GAS METERS:** Residence 1,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 300 ($300); Airplane Parts 40 ($400); Concrete 10 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost, Oct. 15; last killing frost, Apr. 25.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING: Principal Shopping Days**-Thur., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Alco.
**Chain Supermarkets**-AF Super; IGA.
**Other Chain Stores**-Gamble's; Ace Hardware.

**14 - NEWSPAPERS:** NEWS (e) 2,840; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial; PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
**National Representative**: Kansas Press Service.

## MANHATTAN

**1 - LOCATION:** Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 113; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Feight Carriers**-12.
**Intercity Bus Lines**-Greyhound; Continental.
**Airlines**-Capitol Air Service; Midwest Air.

**3 - POPULATION:**
Corp. City 80 Cen. 32,644; E&P 89 Est. 39,515
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 80 Cen. 78,467; E&P 89 Est. 91,423
Riley 80 Cen. 63,612; E&P 89 Est. 74,970
Pottawatomie 80 Cen. 14,855; E&P 89 Est. 16,453
City & RTZ-ABC: (80) 79,402
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 12,821; E&P 89 Est. 14,360
Counties 80 Cen. 24,670; E&P 89 Est. 28,282
Riley 80 Cen. 19,269; E&P 89 Est. 21,776
Pottawatomie 80 Cen. 5,401; E&P 89 Est. 6,506
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $335,000,000 |
| Savings & Loan | 4 | $310,000,000 |

**6 - PASSENGER AUTOS:** Riley County 25,369; Pottawatomie County 10,587

**7 - ELECTRIC METERS:** Residence 16,219

**8 - GAS METERS:** Residence 10,961

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Trans. 325; Whol. & Ret. 14,100; Trade 4,350; Fin., Ins. & R.E. 1,025; Servs. 2,925; Gov't (incl. schools) 7,750; All Other 1,300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-77; Summer 63 2; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets and 400,000 square-foot Town Center Mall.
**Neighborhood Shopping Centers**-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plz. (Anderson Ave.).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Aggieville | NA | Ballards, Woody's |
| Blue Hills | 3 | Blue Hills Mkt. |
| Village Plz | 5 | Alco, Safeway, Revco |
| West Loop | 5 | Dillon's, Water's |
| Wal-Mart | 1 | Wal-Mart, Dillon's, K mart, Food 4 Less |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney, Dillards.

**13 - RETAIL OUTLETS: Department Stores**-Sears, JCPenney, Browne's; Dillards.
**Discount Stores**-Alco; K mart; Wal-Mart.
**Chain Drug Stores**-Barry's; Revco.
**Chain Supermarkets**-Safeway 2; Dillon 2; Dutch Maid 2; Food 4 Less.
**Other Chain Stores**-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes, McCall's Shoes; Seiferts; Waters Hardware.

**14 - NEWSPAPERS:** MERCURY (e-mon to fri) 12,852; (S) 13,896; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James Findley, Natl. Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
**National Representative**: Landon Associates.

## McPHERSON

**1 - LOCATION:** McPherson County, E&P Map C-2. County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35

**2 - TRANSPORTATION: Railroads**-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 11,753; E&P 89 Est. 12,582
County 80 Cen. 26,894; E&P 89 Est. 28,813

**4 - HOUSEHOLDS:**
City 80 Cen. 4,491; E&P 89 Est. 4,826
County 80 Cen. 9,807; E&P 89 Est. 10,128

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $200,000,000 |
| Savings & Loan | 3 | $375,000,000 |

**6 - PASSENGER AUTOS:** County 16,250

**7 - ELECTRIC METERS:** Residence 4,656

**8 - GAS METERS:** Residence 4,798

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding 110; Plastics 2,050; Concrete Prods. 25; Misc. Mfg. 285; Sterling Drug 600.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22.

**11 - TAP WATER:** Neutral; hard.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Main and 12th just off Main.
**Neighborhood Shopping Center**-5 blocks North Main, 3 blocks on South Main; Plaza Shpg. Ctr.; Wal-Mart Shpg. Ctr. (22 blocks off Main); Dillions Shpg. Ctr. (1300 N. Main, 5 stores.)
**Principal Shopping Days**-Sat., Sun.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears.
**Discount Stores**-K mart; Wal-Mart.
**Chain Drug Stores**-Dillon's; Wal-Mart.
**Chain Supermarkets**-J.S. Dillon; Buy for Less.
**Other Chain Stores**-Firestone; Radio Shack; Sherwin-Williams; Becker Tire; Payless Shoes; Brown's Shoes.

**14 - NEWSPAPERS:** SENTINEL (e) 5,903; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Dir., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
**National Representative**: None.

## NEWTON

**1 - LOCATION:** Harvey County, E&P Map C-2 (In Wichita MSA). County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 & 196.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Missouri Pacific.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-Municipal airport-charter service.

**3 - POPULATION:**
Corp. City 80 Cen. 16,332; E&P 89 Est. 16,505
County 80 Cen. 30,641; E&P 89 Est. 31,237
MSA 80 Cen. 443,549; E&P 89 Est. 482,225
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,233; E&P 89 Est. 6,539
County 80 Cen. 10,947; E&P 89 Est. 11,546
MSA 80 Cen. 164,778; E&P 89 Est. 186,794

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $125,394,000 |
| Savings & Loan | 2 | $363,198,272 |

**6 - PASSENGER AUTOS:** County 19,235

**7 - ELECTRIC METERS:** Residence 7,644

**8 - GAS METERS:** Residence 6,722

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 705 ($200); Milling 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
**Prinipal Industrial Pay Days**-R.R., 1st & 15th; Mfg., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
**Neighborhood Shopping Centers**-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy. 50).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Dillon Plaza | 1 | Dillon's |
| Alco Plaza | 2 | Alco |
| Meridian | 1 | K mart |

**Principal Shopping Days**-Thur., Sat., 1st & 15th.
**Stores Open Evenings**-Dept. Thur.; Food nightly; Shpg. ctrs. and food stores open Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Cunningham's; McCall's Shoes; Guys 'n Gals.
**Variety Stores**-Davis Paint; Dillon's.
**Discount Stores**-Alco (Duckwall's); K mart.
**Chain Supermarkets**-Dillon's 2; Super Food Barn.
**Other Chain Stores**-Goodrich; Firestone; Sears (catalog); Sherwin-Williams; Bailly's; Sears; Ace Hardware; Triple A Builders; JCPenney (catalog).

**14 - NEWSPAPERS:** KANSAN (e) 7,476; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
**National Representative**: Kansas Press Service; Papert Companies.

## NORTON

**1 - LOCATION:** Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Kyle.
**Motor Freight Carriers**-3.
**Intercity Passenger Bus Lines**-Interstate.

**3 - POPULATION:**
Corp. City 80 Cen. 3,400; E&P 89 Est. 3,284
County 80 Cen. 6,676; E&P 89 Est. 6,414
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,412; E&P 89 Est. 1,387
County 80 Cen. 2,589; E&P 89 Est. 2,208

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $48,000,000 |
| Savings & Loan | 2 | $24,000,000 |

**6 - PASSENGER AUTOS:** County 3,897

**7 - ELECTRIC METERS:** Residence 1,814

**8 - GAS METERS:** Residence 1,821

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Printing N.A.; Contracting 100 ($150); Truck Trans. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Mach. Mfg. ($200).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30.

**11 - TAP WATER:** Soft from Bureau of Rec. Lake.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Browne; Lu Jon's; Hall's.
**Variety Stores**-A.L. Duckwall.
**Chain Drug Stores**-Rexall; Stapleton.
**Chain Supermarkets**-Kelling Bestyet; Shop & Save; Sure Fine.
**Other Chain Stores**-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; Coast-to-Coast; Napa; Radio Shack.

**14 - NEWSPAPERS:** TELEGRAM (e) 3,700; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
**National Representative**: Landon Associates.

## OLATHE

**1 - LOCATION:** Johnson County, E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. U.S. Hwys. 50, 56, 169, 69; State Hwys. 7, 58, 150; I-35.

**2 - TRANSPORTATION: Railroads**-AT&SF; Burlington Northern; Union Pacific.
**Motor Freight Carriers**-9.

**3 - POPULATION:**
Corp. City 80 Cen. 37,258; E&P 89 Est. 61,260
CZ-ABC: (80) 37,258
Bal. in NDM-ABC: (80) 16,275
MSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662
County 80 Cen. 271,908; E&P 89 Est. 346,666
Total NDM-ABC: (80) 53,533

**4 - HOUSEHOLDS:**
City 80 Cen. 12,021; E&P 89 Est. 20,590
County 80 Cen. 96,927; E&P 89 Est. 138,131
MSA 80 Cen. 529,800; E&P 89 Est. 593,971
CZ-ABC: (80) 12,021
Bal. in NDM-ABC: (80) 5,397
Total NDM-ABC: (80) 17,418

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 6 | $57,000,000 |
| Commercial | 4 | $362,000,000 |

**6 - PASSENGER AUTOS:** County 248,193

**7 - ELECTRIC METERS:** Residence 17,000

**8 - GAS METERS:** Residence 19,092

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Boots 58; Batteries 460; Wood Prods. 100; Farm Mach. 100; Aircraft Radio 1,250; Misc. Light Industry 500; Petroleum 200; School District 1,450; Johnson County Gov't 1,000; FAA 550; Hospital 550; Chemical 160. Av. Wkly. Wage-$350.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15.

**11 - TAP WATER:** 10-17 grains, hardness; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks around Square; 5 off Square.
**Neighborhood Shopping Centers**-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K-7; 1 on Old KC Road; 20 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I; 10 blocks on 151st St.; 10 blocks on K-7.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Supermarkets every night and Sun.; Others-Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Wal-Mart.
**Discount Stores**-Sac's; K mart.
**Chain Drug Stores**-Osco; Revco; Drug Emporium; Treasury Drug.
**Chain Supermarkets**-Thriftway; Dillon's 2; Food Barn; Savemart; Food For Less; Price Chopper.
**Other Chain Stores**-Western Auto; Firestone; Sears; Goodyear; Sutherland's; Radio Shack; Ace Hardware; World Bazaar; Ben Franklin.

**14 - NEWSPAPERS:** OLATHE DAILY NEWS (m-tues to sat) 9,264; (S) 10,802; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Hurd, Pub., NEWS, 514 S. Kansas; PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
**National Representative**: None.

## OTTAWA

**1 - LOCATION:** Franklin County, E&P Map D-2, County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

**2 - TRANSPORTATION: Railroads**-Sante Fe; Missouri Pacific.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Continental; Greyhound.
**Airlines**-Ottawa Flying (30 min. to Kansas City Intl.).

**3 - POPULATION:**
Corp. City 80 Cen. 11,016; E&P 89 Est. 10,509
County 80 Cen. 21,834; E&P 89 Est. 21,952
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,259; E&P 89 Est. 4,231
County 80 Cen. 8,051; E&P 89 Est. 8,548

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $102,250,000 |
| Savings & Loan | 2 | $2,025,817,163 |

**6 - PASSENGER AUTOS:** County 13,427

**7 - ELECTRIC METERS:** Residence 5,235

**8 - GAS METERS:** Residence 4,500

**9 - PRINCIPAL INDUSTRIES:** Steel Prods.; Nursery Stock; Clothes; Plastic Frames for Work Glasses; Hwy. Signs; Mobile Homes; Sign Erection Cranes; Dog Food; Plastic Prods.; Electronics; Misc. Mfg.; Agric.; Avionics; Yard Tractors.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45. First killing frost, Oct. 27; last killing frost, May 10.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Main St.
**Neighborhood Shopping Centers**-4 blocks on S. Main St.; 3 blocks on N. Main St.
**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Wed.

**13 - RETAIL OUTLETS: Department Stores**-Litwin's; Sears; Montgomery Ward; JCPenney; Town & Country.
**Variety Stores**-Woolworth.
**Discount Stores**-Wal-Mart; Alco.
**Chain Drug Stores**-Alegre's Health Mart.
**Chain Supermarkets**-Safeway; Pence IGA 2; Waymire's; Aldi.
**Other Chain Stores**-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

**14 - NEWSPAPERS:** HERALD (e) 6,108; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4700.
**National Representative**: Papert Companies.

## PARSONS

**1 - LOCATION:** Labette County, E&P Map D-3. In SE Kansas. 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

**2 - TRANSPORTATION: Railroads**-Union Pacific, Frisco.
**Motor Freight Carriers**-12.
**Intercity Passenger Bus Lines**-Viking.
**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 12,898; E&P 89 Est. 12,343
CZ-ABC: (80) 12,898
RTZ-ABC: (80) 29,526
County 80 Cen. 25,700; E&P 89 Est. 25,144
City & RTZ-ABC: (80) 42,424

**4 - HOUSEHOLDS:**
City 80 Cen. 4,995; E&P 89 Est. 4,973
County 80 Cen. 9,702; E&P 89 Est. 9,502
CZ-ABC: (80) 4,995
RTZ-ABC: (80) 11,087
City & RTZ-ABC: (80) 16,082

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $127,398,000 |
| Savings & Loan | 2 | $200,270,294 |

**6 - PASSENGER AUTOS:** County 13,600

**7 - ELECTRIC METERS:** Residence 9,369 (RTZ)

**8 - GAS METERS:** Residence 9,281 (RTZ)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,250 ($336); State Hospital & Training Ctr. 606 ($251); Tec Tank 166 ($287).
**Principal Pay Days**-R.R. and State, 1st.

**10 - CLIMATE:** First killing frost, Oct. 26; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Center**-5 blocks of Parsons Plz.; Wal-Mart Ctr.; Belmont Sq.
**Principal Shopping Days**-Wed., Thur., Sat.
**Stores Open Evenings**-Thur., Shopping Ctrs. every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Litwins.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Revco; Wal-Mart.
**Chain Supermarkets**-Rooster's Thriftway; Homeland; Consumers Discount; Greaves NuWay AG.
**Other Chain Stores**-Sears (catalog); Sherwin-Williams; Westco.

**14 - NEWSPAPERS:** SUN (e) 7,451; sworn Sept. 26, 1988.
**Local Contact** for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
**National Representative**: Papert Companies.

## PITTSBURG

**1 - LOCATION:** Crawford County, E&P Map D-3, 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

**2 - TRANSPORTATION: Railroads**-K.C. Southern; SF; Missouri Pacific; Burlington-Northern.
**Motor Freight Carriers**-6.
**Bus Lines**-Continental Trailways.
**Airlines**-Commercial-25 miles.

**3 - POPULATION:**
Corp. City 80 Cen. 18,770; E&P 89 Est. 17,764
County 80 Cen. 37,950; E&P 89 Est. 37,318

**4 - HOUSEHOLDS:**
City 80 Cen. 7,737; E&P 89 Est. 7,426
County 80 Cen. 15,212; E&P 89 Est. 13,314

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $192,000,000 |
| Savings & Loan | 2 | $243,000,000 |
| Credit Union | 1 | $22,400,000 |

**6 - PASSENGER AUTOS:** County 20,385

**7 - ELECTRIC METERS:** Residence 13,566

**8 - GAS METERS:** Residence 9,512

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Pub. & Printing 408; Durable Goods 1,133; Nondurable Goods 439; Ret. Sales 420; Public Adm. 228; Educ. 650; Health Servs. 400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. Av. Annual Temp-59; Av. Annual Rainfall-42 in.; First killing frost, Oct. 10; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-25 stores; Wal-Mart Discount Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| The Mall(25) | 2 | JCPenney, Newman's, Brass Buckle |

**Principal Shopping Days**-Downtown Thur.; Shopping Centers every night except Sun.
**Stores Open Sunday**-Supermarkets, Drug, Discounts, Mall.

**13 - RETAIL OUTLETS: Department Stores**-Ramsay's; JCPenney; Sears (catalog).
**Variety Stores**-Woolworth.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Crowell 2; Vista; Dillon's; Wal-Mart.
**Chain Supermarkets**-Consumer's; Dillons; IGA; Aldi's; Ramey's.
**Other Chain Stores**-Sherwin-Williams; True Value Home Ctr.; Norman Cosmetics; Baskin-Robbins; Lumberjack; Carpet & More; Quiktrip; Sutherland Lumber; Bailly's of Kansas; Convenient Foods; 7-Eleven; Bob's Shoes; Ace Hdwe.; Radio Shack; Popingo Video; Fashion Crossroads; Dairy Queen; Hardee's; McDonald's; Taco Bell; Long John Silver's; Western Sizzlin; Domino's; Bonanza; Pizza Hut; Kentucky Fried Chicken; Sonic; Wendy's; Mr. Quick.

**14 - NEWSPAPERS:** SUN (mS) 11,990; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Harold Landon, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
**National Representative**: Papert Companies.

## PRATT

**1 - LOCATION:** Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

**2 - TRANSPORTATION: Railroads**-Main line Cotton Belt (Sante Fe Spur).
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 6,885; E&P 89 Est. 7,713
County 80 Cen. 10,307; E&P 89 Est. 11,591

**4 - HOUSEHOLDS:**
City 80 Cen. 2,824; E&P 89 Est. 3,222
County 80 Cen. 4,078; E&P 89 Est. 4,260

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $80,654,000 |
| Savings & Loan | 2 | $11,278,263 |

**6 - PASSENGER AUTOS:** County 6,384

**7 - ELECTRIC METERS:** Residence 2,665

**8 - GAS METERS:** Residence 2,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Petroleum Prods. & Equip. 85; Cotton Belt Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. N.A.; Area Hospital 66; State Headquarters, Forestry, Fish & Game 75.

**Principal Industrial Pay Days**-1st. 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-75. First killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Center**-11 blocks on 3 streets.

**Neighborhood Shopping Centers**-N. Main; E. First and W. First.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| East End | 1 | Wal-Mart |

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney

**Discount Stores**-Wal-Mart; Alco.

**Chain Supermarkets**-Dillon's; Homeland.

**Other Chain Stores**-Western Auto; Big A Auto Parts; Sears (catalog).

**14 - NEWSPAPERS:** TRIBUNE (e) 4,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Ninnescah; PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.

**National Representative**: Landon Associates.

## RUSSELL

**1 - LOCATION:** Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

**2 - TRANSPORTATION: Railroads**-UP.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 5,427; E&P 89 Est. 5,298
County 80 Cen. 8,895; E&P 89 Est. 8,274

**4 - HOUSEHOLDS:**
City 80 Cen. 2,228; E&P 89 Est. 2,213
County 80 Cen. 3,612; E&P 89 Est. 2,999

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $100,000,000 |
| Savings & Loan | 2 | $38,000,000 |

**6 - PASSENGER AUTOS:** County 5,569

**7 - ELECTRIC METERS:** Residence 2,919

**8 - GAS METERS:** Residence 2,435

**9 - PRINCIPAL INDUSTRIES:** Oil Prods.; Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.

**Variety Stores**-TG&Y.

**Chain Supermarkets**-IGA 2; Boogaart's.

**Other Chain Stores**-Coast-to-Coast.

**14 - NEWSPAPERS:** NEWS (e) 3,900; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 N. Maple St., Russell, KS 67665; Tel. (913) 483-2116.

**National Representative**: Landon Associates.

## SALINA

**1 - LOCATION:** Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

**2 - TRANSPORTATION: Railroads**-Union Pacific/Missouri Pacific; Santa Fe.

**Motor Freight Carriers**-34.

**Airlines**-Braniff Express.

**Bus Lines**-Greyhound-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 41,843; E&P 89 Est. 44,483
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 80 Cen. 48,856; E&P 89 Est. 50,793
City & RTZ-ABC: (80) 154,610

**4 - HOUSEHOLDS:**
City 80 Cen. 16,216; E&P 89 Est. 17,295
County 80 Cen. 18,613; E&P 89 Est. 19,041
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $364,284,090 |
| Savings & Loan | 4 | $4,117,889,668 |

**6 - PASSENGER AUTOS:** County 32,217

**7 - ELECTRIC METERS:** Residence 20,693

**8 - GAS METERS:** Residence 17,862

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Constr. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 300; Fluorescent Lamps 800; Food Proc. 2,100; Battery Mfg. 500; Agricultural Equip. 200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Elmore Ctr.(15) | NA | Ashtons, Elmore's |
| Kraft Manor(20) | NA | Electronics, Popingo Video, Headley's, Fashion Shop |
| Mid-State Mall(21) | NA | Wal-Mart, Zales, Food 4 Less |
| Sears Ctr.(7) | NA | Sears |
| Southview(2) | NA | Alco |
| Sunset Plz.(14) | NA | Rexall, Dillon's, |
| Southgate(3) | NA | Rexall, Dillon's |
| Galaxy Ctr.(17) | NA | Fashion Company, Nutri-System |
| Central Mall(32) | NA | JCPenney, Dillard's, Beall-Ladyman |
| Park West | NA | K mart |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Thur.-Downtown, Kraft Manor; Mon., Sat.-Mid-State Mall, Sunset Plz.

**13 - RETAIL OUTLETS: Department Stores**-Kline's; Sears; JCPenney; Long's; Dillard's; Beall-Ladyman

**Discount Stores**-Gibson's; Alco; K mart; Wal-Mart.

**Chain Drug Stores**-Rexall.

**Chain Supermarkets**-Dillon's 3; Food-4-Less 2; Ashton's 2; Skaggs-Alpha Beta.

**Other Chain Stores**-Firestone; Zale's; Goodyear; Western Auto; Tractor Supply; Payless Cashways.

**14 - NEWSPAPERS:** JOURNAL (m) 29,174; (S) 32,233; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jane Glenn, Ret. Adv. Mgr.; Chris Hopkins, Class. Adv. Mgr., JOURNAL, 333 4th St.; PO Box 779, Salina, KS 67401; Tel. (913) 823-6363.

**National Representative**: Branham/Newspaper Sales.

## TOPEKA

**1 - LOCATION:** Shawnee County (In Topeka MSA). E&P Map D-2, State Capital, County Seat. U.S. Hwys. junction 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.

**Motor Freight Carriers**-26.

**Intercity Bus Lines**-Continental; Greyhound.

**Airlines**-Air Midwest.

**3 - POPULATION:**
Corp. City 80 Cen. 115,266; E&P 89 Est. 110,927
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 80 Cen. 155,187; E&P 89 Est. 156,986
City & RTZ-ABC: (80) 550,536

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 46,256; E&P 89 Est. 44,723
County/MSA 80 Cen. 58,832; E&P 89 Est. 57,236
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $1,121,980,000 |
| Savings & Loan | 7 | $1,900,842,000 |

**6 - PASSENGER AUTOS:** County 102,714

**7 - ELECTRIC METERS:** 60,000

**8 - GAS METERS:** Residence 50,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't 20,800; Servs. 18,800; Mfg. 9,200; Fin. 5,900; Contract Constr. 3,600; Whol. & Ret. 18,700; Mining 100; Trans & Pub. Util. 6,800.

**Principal Industrial Pay Days**-1st, 15th, 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68. First killing frost, Oct. 20; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on 3 sts.

**Neighborhood Shopping Centers**-20 neighborhood centers spread throughout city.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Barrington Vlg.(10) | 7 | Swenson's |
| Brookwood(27) | 6 | Dillons |
| Campus North(14) | 5 | |
| Eastboro(18) | 3 | Falleys |
| Fairlawn Plz. | 6 | Venture, Ben Franklin, Dibbles. |
| Gage Ctr.(48) | 4 | |
| Gage Vlg.(30) | 4 | Rosie's Show Off |
| Highland Crest(40) | 4 | K mart, IGA Westlake Hdwe. |
| Highland Vlg.(25) | 6 | IGA |
| Hillsdale(20) | 6 | Midwestern Music |
| Holliday Sq.(29) | 4 | IGA |
| Huntoon & Wannamaker | 5 | K mart |
| Indian Hills | 5 | Food Barn, Westlake Hdwe. |
| Market Pl.(8) | 5 | IGA |
| North Plz.(4) | 5 | Suttons |
| N. Topeka Bus. District | 5 | Safeway |
| Northland(11) | 8 | Falleys, Timberland Energy |
| Seabrook(4) | 4 | Falleys |
| South City Plz.(12) | 2 | Western Auto |
| Southwest Ctr. | 5 | S.W. Bowl, Sherwin-Williams |
| University Vlg.(6) | 4 | |
| Villa West | 8 | IGA |
| Washburn View(13) | 3 | Roachs, Harry's |
| Westboro | 3 | Porterfields |
| West Ridge Mall(100) | NA | Dillards, Penneys, Jones Store |
| West Ridge Plz.(17) | NA | Target, Cloth World, Toys 'R' US |
| White Lakes(63) | 3 | Sears, Woolworth, Walgreens |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Department Stores-Mon. & Thur. Supermarkets-Every evening.

**Stores Open Sundays**-Grocery, Supermarkets, Discount Houses, Dept. Stores.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Dillard's; Richman-Gordman; The Jones Store.

**Discount Stores**-Osco; K mart 3; Venture; Target.

**Variety Stores**-Woolworth 2.

**Chain Drug Stores**-Walgreens 5; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.

**Chain Supermarkets**-IGA 11; Falley's 4; Safeway 2; Dillon's 4; Tilton's 2; Thriftway 3; Super Saver 2; Food For Less 4; EZ Shops 6; Kwik Shops 13; 7-Eleven 3; Town & Country 4.

**Other Chain Stores**-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Topps & Trowsers; Zale's

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(Circle No. 12 on Market Request Card)

Jewelry; The Gap; Foxmoor; Fashion Conspiracy; Extension I; World Radio.

**14 - NEWSPAPERS:** CAPITAL-JOURNAL (m) 67,680; (S) 77,516; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William Osborne, III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka KS 66607; Tel. (913) 295-1111.

**National Representative**: Cresmer, Woodward, Omara & Ormsbee.

## WELLINGTON

**1 - LOCATION:** Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

**2 - TRANSPORTATION: Railroads**-Oklahoma; Kansas; Texas; Sante Fe.

**Intercity Bus Lines**-Continental Trailways.

**Motor Freight Carriers**-13.

**3 - POPULATION:**

Corp. City 80 Cen. 8,212; E&P 89 Est. 8,228

County 80 Cen. 25,003; E&P 89 Est. 25,706

**4 - HOUSEHOLDS:**

City 80 Cen. 3,332; E&P 89 Est. 3,460

County 80 Cen. 9,413; E&P 89 Est. 9,918

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $103,000,000 |
| Savings & Loan | 1 | $35,000,000 |

**6 - PASSENGER AUTOS:** County 15,121

**7 - ELECTRIC METERS:** Residence 4,700

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Railroad; Aircraft Parts; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

**10 - CLIMATE:** Av. Temp.-Spring 60; Summer 81; Fall 57; Winter 21. Annual Precip.-32 in.

**11 - TAP WATER:** Slightly acid, fluoridated; Hardness 162 ppm.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Dillon's; IGA.

**Other Chain Stores**-Oklahoma Tire & Supply; B.F. Goodrich; Revco; Pizza Hut; Big Cheese Pizza.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 4,319; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Newland, Adv. Mgr., NEWS, 113 W. Harvey; P.O. Box 368, Wellington, KS 67152; Tel. (316) 326-3326.

**National Representative**: Landon Associates; Kansas Press Services.

## WICHITA

**1 - LOCATION:** Sedgwick County, E&P Map C-3 (MSA), County Seat. 161 mi. SE of the geographical center of the continental U.S.; 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke.; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

**2 - TRANSPORTATION: Railroads**-(Freight service only) Atcheson, Topeka and Santa Fe; Burlington-Northern; Kansas, Texas and Oklahoma.

**Motor Freight Carriers**-63 regular, 68 special commodity servs.

**Intercity Bus Lines**-Trailways/Greyhound.

**Airlines**-TWA; American; America West; Continental; Air Midwest; United; Delta; Eastern; Northwest.

**3 - POPULATION:**

Corp. City 80 Cen. 279,272; E&P 89 Est. 299,079

County 80 Cen. 367,665; E&P 89 Est. 403,004

MSA 80 Cen. 443,549; E&P 89 Est. 482,225

NDM-ABC: (80) 574,381

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 110,306; E&P 89 Est. 121,305

County 80 Cen. 137,744; E&P 89 Est. 156,174

MSA 80 Cen. 164,778; E&P 89 Est. 186,794

NDM-ABC: (80) 215,886

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | $2,836,896,000 |
| Savings & Loan | 6 | $1,873,887,000 |

**6 - PASSENGER AUTOS:** County 249,772

**7 - ELECTRIC METERS:** Residence 167,326

**8 - GAS METERS:** Residence 119,916

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 246,061; Manufacturing 61,400; Services 56,800.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26, last killing frost, Apr. 7.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Downtown Shopping Area**-8 blocks on Douglas Ave.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Amidon Plz.(5) | 4 | Food Barn |
| Brittany Ctr.(32) | 6 | Food Barn, Revco |
| Carriage Park(19) | 4 | Boeing, J.P. Weigand |
| Cedar Cove Plz.(12) | 6 | ABC Baby Furn. |
| Central Hgts.(19) | NA | Toys Plus, Hancock Fabrics |
| Cherry Creek(26) | 6 | Priced Rite Foods |
| Crossroads(21) | 6 | Food 4 Less, Revco |
| Eastgate(27) | 5 | Dillon, T.J. Maxx, Osco Drugs, Burlington Coat |
| Indian Hills(12) | 3 | Cummings Pharmacy |
| Ken-Mar(20) | 4 | Woolworth |
| Lincoln Hgts.(10) | 3 | Gessler Drugs |
| Maple Ridge(16) | 5 | Vernon's School of Cosmetology |
| Marina Lakes(28) | NA | Dot Drugs, Furr's, Food-4-Less |
| Mini Mall(12) | 3 | Jerry Leonard, Sound Whse. |
| Normandie(28) | 4 | Gessler's Drugs, Food Barn |
| Northwest Ctr.(43) | 8 | Skaggs Alpha Beta |
| Oxford Sq.(17) | 6 | Tempo Fashions, Spangles |
| Parklane(53) | 4 | Cloth World, Rent-A-Center |
| Pawnee Plaza(21) | 2 | Wal-Mart, Furr's |
| Plaza del Sol(17) | 4 | Chi Chi's, Computerland |
| Plaza West(20) | 3 | IGA, Whitlock |
| Prairie Vlg.(18) | 5 | Dillon |
| Seneca Sq.(27) | 4 | Skagg's Alpha Beta, Dot Drug |
| Sweetbriar(36) | 4 | Osco, Alco |
| Tallgrass Ctr.(17) | 7 | Skaggs Alpha Beta |
| The Market Pl. (12) | 4 | Safeway, Revco |
| Towne East Square(124) | 5 | Dillard's, Sears, JCPenney |
| Towne West Square(118) | 3 | Dillard's, Mont. Ward, JCPenney |
| Twin Lakes(57) | 4 | Sears |
| Village Fashion Centre(5) | NA | Richman-Gordman, Lens Crafters |
| Village Market Place(6) | 2 | GFood-4-Less |
| Westlink(28) | 6 | Dillons, Gessler Drugs |
| Westway(18) | 4 | Food Barn |
| Wichita Mall(40) | 3 | Osco, Mont. Ward |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Shopping Ctrs. every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward 2; Sears 2; JCPenney 2; Dillard's 2.

**Discount Stores**-K mart 4; TG&Y Family Ctrs. 5; Target 2; T.J. Maxx; Wal-Mart 3.

**Variety Stores**-Woolworth 2.

**Chain Drug Stores** Hart 2; Osco 5; Gessler's 4; Cummings 5; Revco 7; Dot Discount 2.

**Chain Supermarkets**-Dillons 15; Food Barn 9; IGA 2; Skaggs Alpha Beta 4; Aidi 2.

**Convenience Stores**-Quick Trip 41; Town & Country 24; Kwik Shops 12; Johnson's 5; 7-Eleven 6.

**Other Chain Stores**-Baker's Shoes 2; Bernina Sewing Ctrs.; Casual Corner 2; Cloth World 3; Cricket Alley 3; Gallery Shoes 3; Garnett Auto Supply 7; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 2; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; National Video 6; Otasco 5; Payless Shoe Source 9; Royal Optical 3; Russell Stover 2; Radio Shack 10; Silo 2; Whitlock Auto Supply 3; Service Mdse. 2; World Bazaar 2; Zale's; Woman's World 2.

**14 - NEWSPAPERS:** THE WICHITA EAGLE (m) 120,070; (S) 196,168; Mar. 31, 1989 ABC.

**Note**: Effective Sept. 3, 1989, The Wichita Eagle Beacon changed it's name to the Wichita Eagle.

**Local Contact** for Advertising and Merchandising Data: Mike Venable, Natl. Adv. Mgr., THE WICHITA EAGLE, 825 E. Douglas Ave., PO Box 820, Wichita, KS 67201; Tel. (316) 268-6000; Telecopier (316) 268-6234.

**National Representative**: Knight-Ridder Newspaper Sales.

## WINFIELD

**1 - LOCATION:** Cowley County, E&P Map C-3, County Seat. Educ., medical ctr. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State Hwy. 15.

**2 - TRANSPORTATION: Railroads**-AT&SF; Frisco.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 10,736; E&P 89 Est. 10,198

CZ-ABC: (80) 11,877

RTZ-ABC: (80) 24,206

County 80 Cen. 37,068; E&P 89 Est. 37,772

City & RTZ-ABC: (80) 36,083

**4 - HOUSEHOLDS:**

City 80 Cen. 4,172; E&P 89 Est. 4,182

County 80 Cen. 13,897; E&P 89 Est. 13,837

CZ-ABC: (80) 4,172

RTZ-ABC: (80) 8,592

City & RTZ-ABC: (80) 12,764

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $84,347,000 |
| Savings & Loan | 3 | $85,000,000 |

**6 - PASSENGER AUTOS:** County 20,916

**7 - ELECTRIC METERS:** Residence 5,708

**8 - GAS METERS:** Residence 4,521

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Lake water, fairly soft.

**12 - RETAILING: Principal Shopping Center**-7 blocks on 2 sts.

**Shopping Centers**-Wal-Mart; Winfield Plz.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Thur.; Shopping Centers 7 days.

**13 - RETAIL OUTLETS: Department Stores**-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.

**Discount Stores**-TG&Y; Wal-Mart.

**Chain Drug Stores**-Rexall; Graves.

**Chain Supermarkets**-Dillons; Boogaarts; Wheeler's IGA.

**Other Chain Stores**-Oklahoma Tire; Western Auto.

**14 - NEWSPAPERS:** COURIER (e) 5,900; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.

**National Representative**: Landon Associates.

# KENTUCKY SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Clarksville-Hopkinsville, TN-KY**-Montgomery County, TN; Christian County, KY.

**Evansville, IN-KY**-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.

**Huntington-Ashland, WY-KY-OH**-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties,KY; Lawrence County, OH.

**Lexington-Fayette**-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.

**Louisville,KY-IN**-Bullit, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.

**Owensboro**-Daviess County.

### PRIMARY METROPOLITAN STATISTICAL AREA

**Cincinnati, OH-KY-IN**-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Cincinnati-Hamilton, OH-KY-IN CMSA**:Includes Cincinnati, OH-KY-IN PMSA Hamilton Middletown, OH PMSA.

**POPULATION ESTIMATES**

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 271 | 283 | 341 |
| 5-14 Years | 651 | 591 | 584 |
| 15-24 Years | 585 | 701 | 603 |
| 25-44 Years | 732 | 991 | 1,225 |
| 45-64 Years | 645 | 686 | 664 |
| 65 and Over | 336 | 410 | 399 |
| TOTAL | 3,220 | 3,662 | 3,816 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1989 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 656 | 729 | 1,498 |
| General Mdse | 1,192 | 1,743 | 2,850 |
| Food | 2,490 | 3,521 | 5,113 |
| Automobiles | 2,292 | 2,434 | 5,114 |
| Gasoline Stations | 1,021 | 1,553 | 1,684 |
| Apparel | 438 | 619 | 972 |
| Furniture | 456 | 494 | 987 |
| Eat-Drink Places | 772 | 1,222 | 2,020 |
| Drugs | 354 | 534 | 857 |
| TOTAL SALES | 10,492 | 14,572 | 23,540 |

## ASHLAND

**1 - LOCATION:** Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52, State Hwys. 168, 5.

**2 - TRANSPORTATION: Railroads**-CSX System; Norfolk & Southern; Barge Lines.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Com Air; Tri-State Aviation.

**3 - POPULATION:**

Corp. City 80 Cen. 27,064; E&P 89 Est. 24,048

CZ-ABC: (80) 65,500

RTZ-ABC: (80) 138,056

MSA 80 Cen. 336,724; E&P 89 Est. 334,708

County 80 Cen. 55,436; E&P 89 Est. 53,686

City & RTZ-ABC: (80) 203,556

**4 - HOUSEHOLDS:**
City 80 Cen. 10,620; E&P 89 Est. 10,073
County 80 Cen. 19,960; E&P 89 Est. 19,045
MSA 80 Cen. 119,007; E&P 89 Est. 122,696
CZ-ABC: (80) 23,424
RTZ-ABC: (80) 45,373
City & RTZ-ABC: (80) 68,797

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $484,492,217 |
| Savings & Loan | 4 | $187,399,300 |

**6 - PASSENGER AUTOS:** County 26,957

**7 - ELECTRIC METERS:** Residence 19,753

**8 - GAS METERS:** Residence 11,380

**9 - PRINCIPAL INDUSTRIES:** Steel Sheets, Cals & Bars; Mine Equip.; Chems.; Brick & Firebrick; Air Prods.; Activated Carbon; Nickel Prods.; Leather; Garments; Oil Refining; Railroading; R.R. Car Repair; Coke Mfg.; Show Case and Store Fixt.

**Principal Industrial Pay Days**-Fri.; 1st, 5th, 15th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.

**Neighborhood Shopping Centers**-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Greenup Mall(16) | 4 | Ames, K mart, Krogers |
| Ashland Plz.(10) | 4 | Hill's |
| Midtown Mall(12) | 1 | Krogers, Hauts |
| Oakview | 2 | Thrift Drug |
| Town Ctr. Mall(84) | 4 | JCPenney, Hess's, Wal-Mart |
| Ashland Mall(70) | 6 | K mart, Sears, Stone & Thomas, Phar-Mor |
| Hamer Village(21) | 5 | Southwest Stores |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Downtown Mon., Thur.; Food every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Star Store; K mart.

**Variety Stores**-McCrory's; Ames.

**Discount Stores**-Hill's; Hart's; Value City.

**Chain Drug Stores**-Revco 2; Thrift 2; SupeRx; Begley; Rite Aid 3.

**Chain Supermarkets**-Kroger 2; Co-ops; Gateway 2; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 2.

**Other Chain Stores**-Goodrich; Firestone; Pic-Way Shoes; Endicott-Johnson; Fashion Bug; JoAnn Fabrics; Pic-N-Pay; Shoe World; Big Lots; Nationwide; Auto Works; Sherwin-Williams; Wolohan; 84 Lumber; Piecegoods; Radio Shack; Family Dollar; Dollar General.

**14 - NEWSPAPERS**: INDEPENDENT (e) 23,422; (S) 25,981; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.

**National Representative**: Branham/Newspaper Sales.

## BOWLING GREEN

**1 - LOCATION:** Warren County, E&P Map C-3, County Seat. Agricultural section. University town; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Natl. Park. On U.S. Hwys. 31W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

**2 - TRANSPORTATION: Railroads**-Louisville & Nashville: freight & piggyback service.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 40,450; E&P 89 Est. 44,373
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 80 Cen. 72,036; E&P 89 Est. 84,556
City & RTZ-ABC: (80) 195,204

**4 - HOUSEHOLDS:**
City 80 Cen. 14,313; E&P 89 Est. 16,712
County 80 Cen. 24,833; E&P 89 Est. 28,120
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $454,018,137 |
| Savings & Loan | 2 | $246,529,927 |

**6 - PASSENGER AUTOS:** County 38,734

**7 - ELECTRIC METERS:** Residence 16,390

**8 - GAS METERS:** Residence 14,771

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Garments 883; Auto Parts 1,125; Laundry Equip. 307; Controls 600; Auto Assembly 1,426; Bakery 285; Portable Heaters 350; Heavy Equip. Parts 155; Lead Wheel Weights 65; Directors Chairs 120; Bonded Rubber 142; Polyethylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 100; Tobacco Redrying 97; Portable Air Compressors 45; Plastic Bottles 100; Mattresses 50; Shock Control System 140.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20; last killing frost, Mar. 26.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Parts of State, College and Main Sts. & Public Sq.; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Rds.; Fairview Ave., Broadway.

**Neighborhood Shopping Centers**-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, 31 W. North, Fairview Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fairview Plz.(19) | NA | Houchers, K mart, SupeRx, Hallmark |
| Western Gtwy.(15) | NA | Rose's, Houchen's, Taylor Drug |
| Bowling Green Ctr.(11) | NA | Kroger, Big Lots Dollar General, Heilig Myers Furn. |
| Kings Plaza(15) | NA | Revco, Hancocks, His Factory Outlet |
| Northgate Ctr. | NA | Houchens |
| Greenwood | NA | C&H Rauch, JCPenney, Caster-Knott, Osco, Wal-Mart, Hess's, Sears |
| Brite Center | NA | Winn-Dixie |
| Scottsville Sq. | NA | Goody's Kroger, Singer, SupeRx |
| Greenwood Sq. | NA | Carnival, K mart, Houchens Sports Ctr., Kidsport Hayes Shoes |

**Principal Shopping Days**-Mon., Fri. through Sun.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Caster-Knott; Rose's; K mart; Hess's; Wal-Mart.

**Discount Stores**-Big Lots, Dollar General; His Factory Disc; Family Dollar.

**Chain Drug Stores**-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Revco; Nation's Medicines.

**Chain Supermarkets**-Kroger's; Houchins 7; Minit Mkts. 2; Jr. Foods. Winn-Dixie; D&F, Garrett's.

**Other Chain Stores**-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Radio Shack; Western Auto; Adams Shoes; Payless; Golden Farley; Behr's; Connie Shoes; B. Dalton Bookseller; Naturalizer; Hallmark; Merle Norman; Casual Corner; Dairy Queen; Chick-fil-A; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Baskin Robbins; Piecegoods; Kay's Jewelry; C&H Rausch; Chop Sticks; Bresslers; Zondervan's; Lovemotes; Auto Zone; Computerland; JoAnn Fabrics; Smokestop; Winners; Nutri-System; Regis Hair Salon; Petland; Royal Optical; Video Squares; Record Bar; Audio Center; Clothes Works; Claire's Boutique; The Pierced Ear; Long John Silvers; Wendys; Peanut Shack; Pic' A Pair; The Junction; Goody's; Chief Auto; Arby's; Payless Shoes; Toys 'R' Us.

**14 - NEWSPAPERS:** DAILY NEWS (e-mon to fri)-22,161; (S) 25,138; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Julie Myers, Natl. Adv. Mgr., DAILY NEWS, 813 College St., PO Box 90012, Bowling Green, KY 42102-9012; Tel. (502) 781-1700.

**National Representative**: Branham/Newspaper Sales.

## CORBIN

**1 - LOCATION:** Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N; Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W. State Hwys. 6, 90, 26, 312, I-75.

**2 - TRANSPORTATION: Railroads**-Louisville & Nashville.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Tennessee Air.

**3 - POPULATION:**
Corp. City 80 Cen. 8,075; E&P 89 Est. 8,344
Counties 80 Cen. 63,686; E&P 89 Est. 67,095
Whitley 80 Cen. 33,421; E&P 89 Est. 36,784
Knox 80 Cen. 30,255; E&P 89 Est. 30,311

**4 - HOUSEHOLDS:**
City 80 Cen. 3,211; E&P 89 Est. 3,490
Counties 80 Cen. 21,283; E&P 89 Est. 25,524
Whitley 80 Cen. 11,338; E&P 89 Est. 13,492
Knox 80 Cen. 9,945; E&P 89 Est. 12,032

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $179,373,672 |

**6 - PASSENGER AUTOS:** Knox 10,019; Whitley 15,712

**7 - ELECTRIC METERS:** Residence 3,192

**8 - GAS METERS:** Residence 5,009

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Elect. Prods. 325 ($189); Woven Wire Prods. 279 ($210); Greeting Cards 1,157 ($201); Cash Registers N.A. ($223).

**Principal Industrial Pay Days**-Sat., 14th & 29th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.

**Neighborhood Shopping Centers**-In East, North and West Corbin.

**Principal Shopping Days**-Sat., Mon., Fri., and Railroad pay days, twice monthly.

**Stores Open Sundays**-Drug; Grocers; Department; Discount Stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Simpson; Daniel's; Heavy Equipment: Whayne Supply.

**Variety Stores**-Dollar Stores; Southern Dollar Stores.

**Discount Stores**-K mart; Lowe's; Rose's; Wal-Mart.

**Chain Drug Stores**-Rexall; Rite Aid 2.

**Chain Supermarkets**-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Winn-Dixie; Food Fair.

**14 - NEWSPAPERS:** TIMES-TRIBUNE (e) 8,184; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Charles F. DeVane, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.

**National Representative**: Thomson Newspapers.

## COVINGTON

**1 - LOCATION:** Kenton County, E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71. Manufacturing & agricultural center.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio; Louisville & Nashville; Southern.

**Airlines**-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.

**Bus Lines**-Greyhound; Trailways; Transit Authority of Northern Kentucky.

**3 - POPULATION:**
Corp. City 80 Cen. 49,563; E&P 89 Est. 45,861
County 80 Cen. 137,256; E&P 89 Est. 143,574
PMSA 80 Cen. 1,401,665; E&P 89 Est. 1,464,122
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 18,505; E&P 89 Est. 18,352
County 80 Cen. 48,062; E&P 89 Est. 52,471
PMSA 80 Cen. 498,649; E&P 89 Est. 542,875

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 40 | N.A. |
| Savings & Loan | 35 | N.A. |

**6 - PASSENGER AUTOS:** County 74,905

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Kenton County: Covington 15 blocks; Erlanger & Elsmere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Crestview Hill Mall | NA | McAlpins |
| Edgewood(8) | 9 | K mart, SupeRx |
| Expressway(11) | 7 | Kroger |
| Florence Mall | 12 | JCPenney, Sears, Lazarus, Hess, SupeRx |
| Latonia(10) | 4 | Value City, Walgreens |
| Newport(42) | 1 | JCPenney, Kroger, Walgreens |
| Newport Mall(9) | 1 | Thriftway Mkt., Becker Drugs |
| Zayre | 5 | Zayre, Walgreens, McHales |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; McAlpins; Covington & Newport; Lazarus; Hess; Sears.

**Discount Stores**-Van Leunens; K mart; Zayre; Value City; Hills.

**Variety Stores**-Kresge; Woolworth.

**Chain Drug Stores**-SupeRx; Walgreens; Becker; Sav-All.

**Chain Supermarkets**-Kroger 8; Thriftway 3; IGA 7; Stop-N-Go 9; Remke's 3; King Kwik 8; U-Tote-M Foods 7.

**Other Chain Stores**-Goodrich; Goodyear; Firestone; Western Auto; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Mobil

Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

**14 - NEWSPAPERS:** KENTUCKY POST (e) 46,334; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.

**National Representative**: Gannett National Newspaper Sales.

## DANVILLE

**1 - LOCATION:** Boyle County. E&P Map D-2. County Seat. 36 mi. SSW of Lexington.

**2 - TRANSPORTATION: Railroads**-Southern; L&N.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,942; E&P 89 Est. 13,086
CZ-ABC: (80) 12,942
RTZ-ABC: (80) 66,718
County 80 Cen. 25,054; E&P 89 Est. 25,556
City & RTZ-ABC: (80) 79,660

**4 - HOUSEHOLDS:**

City 80 Cen. 4,750; E&P 89 Est. 5,006
County 80 Cen. 8,816; E&P 89 Est. 8,532
CZ-ABC: (80) 4,750
RTZ-ABC: (80) 23,441
City & RTZ-ABC: (80) 28,191

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $165,369,000 |
| Savings & Loan | 2 | $70,209,607 |

**6 - PASSENGER AUTOS:** County 13,257

**7 - ELECTRIC METERS:** Residence 8,984

**8 - GAS METERS:** Residence County 7,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage of all mfg. employees $391). Textile 596; Glass 681; Shoe 215; Furn. 72; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36.

**Principal Industrial Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Downtown Shopping Center**-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N. 3rd; 1 on S. 3rd.

**Neighborhood Shopping Centers**-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Greenleaf | 2 | IGA, Greenleaf Furniture |
| Danville Manor | 2 | Rose's, Winn-Dixie, Watson's, Begley's |
| Danville Sq. | 2 | Wal-Mart, Radio Shack |
| Ridgefield | 3 | Kroger, K mart, Taylor Drug |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Downtown Fri.; Danville Manor, Danville Sq. & Ridgefield every weekday night and Sun.

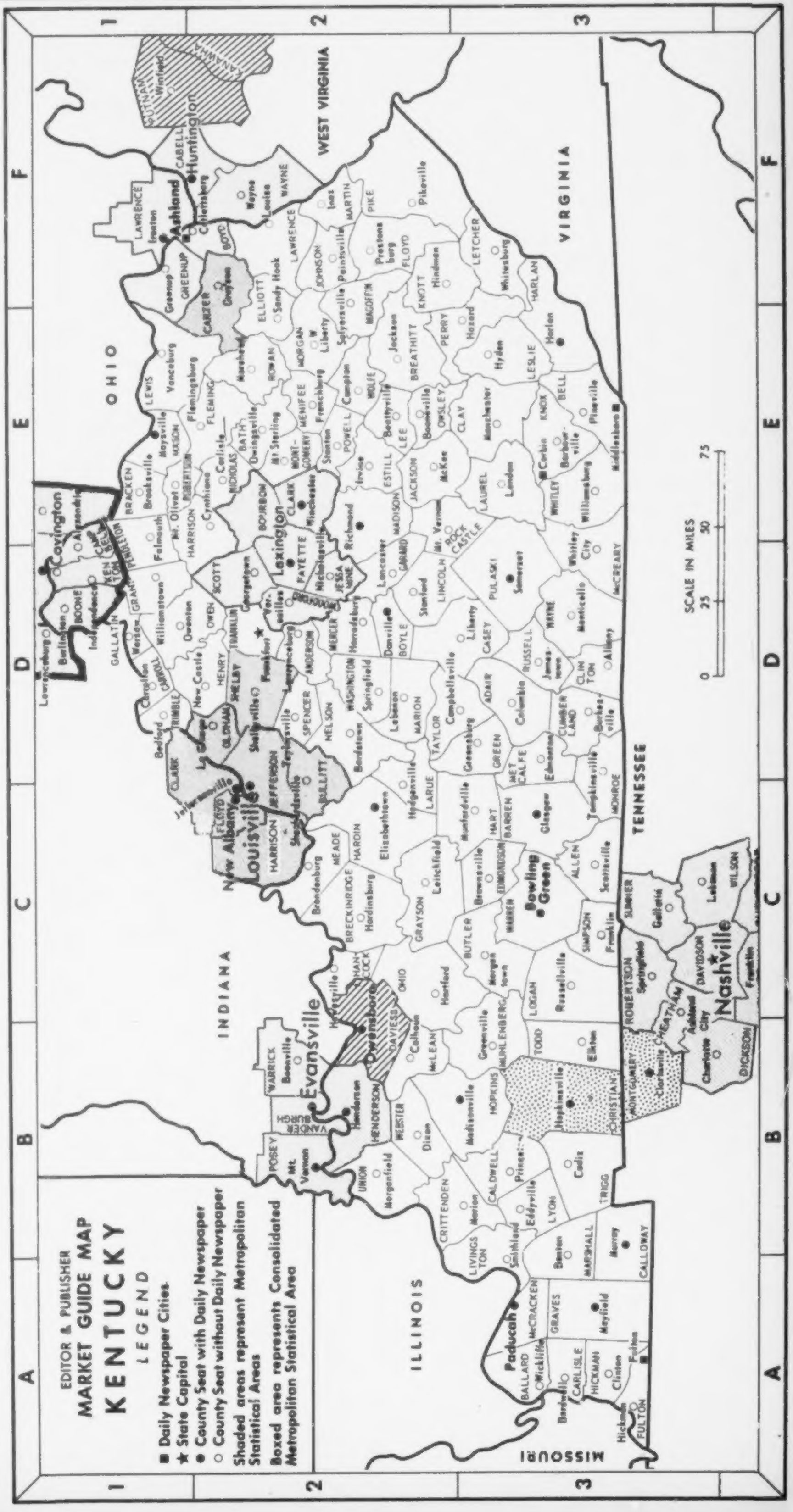
**13 - RETAIL OUTLETS: Department Stores**-Hub-Frankels; Louisville; Rose's; Wal-Mart; K mart; Watson's.

**Chain Supermarkets**-Kroger; Save-a-Lot; IGA; Winn-Dixie; Foodtown.

**Other Chain Stores**-Goodyear; Sherwin-Williams; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears (catalog); JCPenney (catalog).

**14 - NEWSPAPERS:** ADVOCATE-MESSENGER (e-mon to fri) 11,856; KENTUCKY-ADVOCATE (S) 12,800; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVO-


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
A
B
C
D
E
F
1
2
3
Louisville
Lexington
Frankfort
Covington
Ashland
Huntington
Evansville
Owensboro
Paducah
Bowling Green
Nashville
Danville
Hopkinsville
Clarksville

CATE-MESSENGER, 330 South Fourth St., Danville, KY 40422; Tel. (606) 236-2551.

**National Representative**: Papert Companies.

## ELIZABETHTOWN

**1 - LOCATION:** Hardin County, E&P Map C-2, County Seat. Military (Fort Knox), indust., agric. and tourist area; in central Kentucky at crossroads, I-65 (N & S), and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

**2 - TRANSPORTATION: Railroads**-Illinois Central; Louisville & Nashville.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-All major lines at Louisville (40 mi.).

**3 - POPULATION:**

Corp. City 80 Cen. 15,380; E&P 89 Est. 16,848

NDM-ABC: (80) 98,737

County 80 Cen. 89,505; E&P 89 Est. 94,211

**4 - HOUSEHOLDS:**

City 80 Cen. 5,788; E&P 89 Est. 6,433

County 80 Cen. 24,610; E&P 89 Est. 29,734

NDM-ABC: (80) 28,098

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $100,000,000 |
| Commercial | 7 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 43,203

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** 4,588 (City)

**9 - PRINCIPAL INDUSTRIES:** Rubber Belts; Elect. Cable; Magnets; Sealants; Ice Cream; Clothing; Business Forms; Printers Ink; Car Brakes.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70 First killing frost, Nov. 7; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Nearby Shopping Centers**-(No. of Stores)-Helmwood Plz. (23); Elizabethtown Plz. (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53); Governors Manor (16).

**Principal Shopping Days**-Thur., Fri., Sat.

**Best Food Days**-Mon., Thur.

**Stores Open Evenings/Sundays**-Discount and most Supermarkets open until 9 p.m. (Major discounters & Supermkts. open until 6 p.m. Sun.). Major Shpg. Ctrs. until 9 every evening. Some Supermkts. 24 hrs.

**13 - RETAIL OUTLETS: Department Stores**-The People's Store 2; Sears; JCPenney; Snyder's; Dawahares.

**Discount Stores**-Rose; K mart; Heck's; Wal-Mart; Big Lots.

**Variety Stores**-TG&Y; Murphy's Mart; Sears Surplus Store; Family Dollar; Dollar General.

**Chain Drug Stores**-Taylor; SupeRx; Begley's; Walgreens.

**Chain Supermarkets**-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4; Piggly Wiggly; Junior Food Stores 6; Minit Mart 3.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware.

**14 - NEWSPAPERS:** NEWS-ENTERPRISE (e-mon to fri) 15,759; (S) 16,927; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.

**National Representative**: Landon Associates.

## FRANKFORT

**1 - LOCATION:** Franklin County, E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects part of city. On U.S. Hwys. 60, 421, 127 & I-64.

**2 - TRANSPORTATION: Railroads**-L&N; F&C.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Eastern; TWA; Delta; United; USAir; Com Air; all at Bluegrass Field, Lexington (17 miles from Frankfort).

**3 - POPULATION:**

Corp. City 80 Cen. 25,973; E&P 89 Est. 26,664

County 80 Cen. 41,861; E&P 89 Est. 43,493

**Demographic Information Available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,392; E&P 89 Est. 10,501

County 80 Cen. 15,681; E&P 89 Est. 14,436

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $492,000,000 |
| Savings & Loan | 2 | $139,000,000 |

**6 - PASSENGER AUTOS:** County 24,472

**7 - ELECTRIC METERS:** Residence 16,510

**8 - GAS METERS:** Residence 10,764

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't 10,200 ($247); Underwear 900 ($200); Auto Mach., Gauges, Brakes, Appliances, Wheels (Auto) 1,100 ($315).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Franklin Sq.(15) | 3 | Kroger, JCPenney, Taylor Drug, Wal-Mart |
| Century Plaza(9) | 3 | Biglots |
| Eastwood(18) | 3 | Sears, Gateway, Rite Aid Drug, Family Dollar |
| Frankfort Plaza(8) | 1 | Radio Shack, Yagel Hdwe. |
| PicPac Shpg.(6) Ctr. | 3 | Pic 'N Pac Supermarket |
| K mart Plz.(3) | 3 | Winn-Dixie, K mart, Rite Aid |
| Brighton Park Mall(15) | 4 | Taylor Drug, Kroger, Shoe Carnival |
| Ridgeview(1) | 3 | Dollar General |
| Mare Manor (2) | 3 | Winn-Dixie, Revco |

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney.

**Variety Stores**-Wal-Mart.

**Discount Stores**-K mart.

**Chain Drug Stores**-Walgreens; Rexall; Taylor 2; Rite Aid; Revco.

**Chain Supermarkets**-Kroger 2; Winn-Dixie 2; Gateway; Jordans; Pic 'N Pac.

**Other Chain Stores**-Singer; Goodyear; Sherwin-Williams; LeRoy's; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big; Big O Tires.

**14 - NEWSPAPERS:** STATE JOURNAL (e-mon to fri) 10,425; (S) 12,466; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.

**National Representative**: Branham/Newspaper Sales.

## FULTON, KY-SOUTH FULTON, TN

**1 - LOCATION:** Fulton County (KY) and Obion County (TN). E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94, 307 and Purchase Pkwy.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Gulf Amtrak.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**

Corp. Cities 80 Cen. 5,872; E&P 89 Est. 5,411
  Fulton, KY 80 Cen. 3,137; E&P 89 Est. 2,857
  S. Fulton, TN 80 Cen. 2,735; E&P 89 Est. 2,554
Counties 80 Cen. 41,533; E&P 89 Est. 42,022
  Fulton, KY 80 Cen. 8,947; E&P 89 Est. 7,809
  Obion, TN 80 Cen. 32,588; E&P 89 Est. 34,213

**4 - HOUSEHOLDS:**

Cities 80 Cen. 2,401; E&P 89 Est. 2,276
  Fulton, KY 80 Cen. 1,308; E&P 89 Est. 1,202
  S. Fulton, TN 80 Cen. 1,093; E&P 89 Est. 1,074
Counties 80 Cen. 15,463; E&P 89 Est. 15,312
  Fulton, KY 80 Cen. 3,384; E&P 89 Est. 2,732
  Obion, TN 80 Cen. 12,079; E&P 89 Est. 12,580

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $108,000,000 |
| Savings & Loan | 1 | $34,000,000 |

**6 - PASSENGER AUTOS:** Counties: Fulton, KY 3,613; Obion, TN 23,946

**7 - ELECTRIC METERS:** Residence Fulton, KY 1,775; S. Fulton, TN 1,305

**8 - GAS METERS:** Residence Fulton, KY 1,090; S. Fulton, TN 963

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Pkg. 350; R.R. 250; Printing 150; Misc. 175; Auto Window Manufacturing 200.

**10 - CLIMATE:** Min. & Max Temp.-N.A.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Carr Plaza(3) | 3 | Big John, Wal-Mart, SupeRx |
| S. Fulton(11) | 1 | Otasco |
| Southern Vlg.(8) | 1 | Southside Drugs |

**13 - RETAIL OUTLETS: Department Stores**-Leader Store; Kasnow.

**Discount Stores**-Wal-Mart; Dollar General.

**Chain Drug Stores**-City; Southside; Evan's Rexall; SupeRx.

**Chain Supermarkets**-Big John; Pic 'N Pac.

**Other Chain Stores**-Noffel's; Family Shoes; Goodyear; Roper Television; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Wade Television; Otasco.

**14 - NEWSPAPERS:** LEADER (e-mon to fri) 2,978; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: William Mitchell, Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121.

**National Representative**: Papert Companies.

## GLASGOW

**1 - LOCATION:** Barren County. E&P Map C-3. County Seat. Agricultural & manufacturing area. S central portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90 & 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

**2 - TRANSPORTATION: Railroads**-L&N

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 12,958; E&P 89 Est. 13,868

County 80 Cen. 34,050; E&P 89 Est. 34,026

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,864; E&P 89 Est. 5,442

County 80 Cen. 12,267; E&P 89 Est. 12,076

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $170,612,000 |
| Savings | 5 | $155,612,000 |
| Savings & Loan | 3 | $63,828,550 |

**6 - PASSENGER AUTOS:** County 16,465

**7 - ELECTRIC METERS:** Residence 4,632

**8 - GAS METERS:** Residence 3,661

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Bldg. Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late Mar.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Happy Valley(65) | 2 | Houchen's |
| Park Ave.(12) | 1 | S&H Stamps, Houchen's |
| Central | 3 | K mart, Houchen's, Watsons |
| Grinstead's(7) | 2 | Begley Drug, Cato |
| Glasgow Sq.(6) | 2 | Wal-Mart |
| South Gate | 1 | Houchens |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Fri., downtown; nightly at shpg. ctrs.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.

**Variety Stores**-Newberry's; Dollar General; Family Dollar.

**Discount Stores**-Wal-Mart; K mart.

**Chain Drug Stores**-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.

**Chain Supermarkets**-Houchen's 4; IGA; Jr. Foods; Mint Mart.

**14 - NEWSPAPERS:** TIMES (e-mon to fri; S) 9,649; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.

**National Representative**: Papert Companies.

## HARLAN

**1 - LOCATION:** Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On State Hwys. 72, 38; U.S. Hwys. 119, 421.

**2 - TRANSPORTATION: Railroads**-CSX.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 3,024; E&P 89 Est. 2,711

CZ-ABC: (80) 4,234

RTZ-ABC: (80) 37,655

County 80 Cen. 41,690; E&P 89 Est. 41,848

City & RTZ-ABC: (80) 41,889

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 1,191; E&P 89 Est. 1,142

CZ-ABC: (80) 1,607

RTZ-ABC: (80) 12,242

County 80 Cen. 13,849; E&P 89 Est. 17,115

City & RTZ-ABC: (80) 13,849

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 15,253

**7 - ELECTRIC METERS:** Residence 1,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.

**Shopping Centers**-3 mi. S. of town on U.S. 421; Shopping Center 4 miles S. on U.S. 421, Kroger, K mart.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mack's Family Center(7) | 2 | Mack's, Ben Franklin |
| Village Ctr. | 3 | Radio Shack, K mart, Kroger, Belk's, Magic Mart |

| | | |
|---|---|---|
| Woodland Plz.(15) | 1 | A&P, Sears, TG&Y |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's, K mart.

**Discount Stores**-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.

**Variety Stores**-TG&Y; Newberry; Majic Mart.

**Chain Drug Stores**-Lee (Rexall); Creech (Walgreens); SupeRx.

**Chain Supermarkets**-A&P; Mack's; Cas Walker's; Kroger.

**Other Chain Stores**-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; McComb Supply Co.; Lee Furniture; Cato's.

**14 - NEWSPAPERS:** ENTERPRISE (e-tues to sat) 6,569; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Elaine Nelson, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510.

**National Representative**: Landon Associates.

## HENDERSON

**1 - LOCATION:** Henderson County (In Evansville IN-KY MSA). E&P Map B-2, County Seat. 300 mi. from Chicago; 140 mi. from Louisville; 160 mi. from St. Louis.

**2 - TRANSPORTATION: Railroads**-L&N and IC.

**Intercity Bus Lines**-Greyhound; Evansville and Ohio Valley.

**Airlines**-Eastern; American; Piedmont; USAir; Evansville. Loc. Airport for pvt. planes.

**3 - POPULATION:**

Corp. City 80 Cen. 24,834; E&P 89 Est. 26,968
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 80 Cen. 276,695; E&P 89 Est. 265,545
County 80 Cen. 41,009; E&P 89 Est. 45,833
City & RTZ-ABC: (80) 59,738

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,453; E&P 89 Est. 10,881
County 80 Cen. 14,688; E&P 89 Est. 16,607
MSA 80 Cen. 101,528; E&P 89 Est. 108,683
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $210,000,000 |
| Savings & Loan | 3 | $290,000,000 |

**6 - PASSENGER AUTOS:** County 20,906

**7 - ELECTRIC METERS:** Residence 9,950

**8 - GAS METERS:** Residence 7,643

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Furn. Mfg. 317; Needles 30; Plastics 900; Aluminum Rendering 1,276 ($185); Axle Assembly 312 ($165) Steel Prods. (wheel rims) 970 ($165); Av. wkly. wage for all mfg.-$428.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shpg. Ctr.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Fri.; Food, Supermarkets-Daily.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin.

**Discount Stores**-Big G; K mart; Wal-Mart; Big Lots; Hick's Dollar.

**Chain Drug Stores**-People's; Revco; Begley.

**Chain Supermarkets**-Sureway 3; Keith's Key Market.

**Other Chain Stores**-Goodyear, Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Big G (home improvement); Young's Family Ctr. (clothing).

**14 - NEWSPAPERS:** THE GLEANER (m-tues to sat) 10,470; (S) 13,284; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Leslie Hall, Mktg. Mgr., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.

**National Representative**: Branham/Newspaper Sales.

## HOPKINSVILLE

**1 - LOCATION:** Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41, 41A; State Hwys. 80, 91, 107, 109.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Louisville & Nashville.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Bowling Green-Hopkinsville.

**3 - POPULATION:**

Corp. City 80 Cen. 27,318; E&P 89 Est. 24,564
NDM-ABC: (80) 46,990
Bal. in. RTZ-ABC: (80) 52,372
County 80 Cen. 66,634; E&P 89 Est. 63,426
MSA 80 Cen. 150,208; E&P 89 Est. 153,821
Total NDM-ABC & Bal. in. RTZ-ABC: (80) 99,362

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,955; E&P 89 Est. 8,866
County 80 Cen. 19,646; E&P 89 Est. 20,118
MSA 80 Cen. 46,844; E&P 89 Est. 48,622
NDM-ABC: (80) 16,261
Bal. in. RTZ-ABC: (80) 15,119
Total NDM-ABC & BAl. in. RTZ-ABC: (80) 31,880

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $396,253,880 |
| Savings & Loan | 2 | $209,457,530 |

**6 - PASSENGER AUTOS:** County 23,323

**7 - ELECTRIC METERS:** Residence 24,061

**8 - GAS METERS:** Residence 10,449

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lighting 400; Clothing 1,600; Milling 72; Springs 170; Wire 480; Plastic 158; Rivets 110; Bowling Balls 249; Furn.-Hardware 115; Synthetic Graphite 59; Non-Woven Textiles 130; Metal Extrusion 44; Auto Fascias 500; Paper Prods. 106; Hydraulics 111; Printing & Publishing 750; Carbonated Beverages 103; Speciality Machinery 115; Stone, Paving & Concrete 150; Tobacco Processing 234; Independent Radiators 85; Heat Exchanges 50.

**10 - CLIMATE:** Av. Temp.-Winter 32-40; Summer 74-79.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**Nearby Shopping Areas**-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.

**Stores Open Evenings**-Mon. through Sat. 9-9; Sun. 1-6.

**13 - RETAIL OUTLETS: Department Stores**-Peeble's; JCPenney; Cayce Yost; Dollar Store.

**Discount Stores**-Wal-Mart; K mart.

**Variety Stores**-Woolworth; Kress; Dollar Store 2.

**Chain Drug Stores**-Walgreens; Thrif-T 2; Rite Aid 2; Wood's Rexall; Revco; Medicine Shoppe; Begley; Sav-More.

**Chain Supermarkets**-Kroger; IGA 3; Houchen's; Drury Bros.; Minit-Mkts. 7; Piggly Wiggly; Sav-A-Lot; Marshall's; Winn-Dixie; Giles.

**Other Chain Stores**-Auto: Firestone; Furniture: Herb Hays, Edna's, Boulevard, Furniture Outlet, Bill Beliles; Women's Wear: Maurice's, Arnolds, Stuart's, Buck's, Brooks, That's All, Social Butterfly, Cato's, Lot's to Love, Occasions, Men's Wear: Wade's, DB & Co., Golden-Farley, Suit City; Shoes: Burnett, Nobil, Butler's, Pic-Way; Other: Sears (catalog), Singer, Jo Ann Fabrics; Radio Shack, Sherwin-Williams, S & J Paints, Arbor Books, Carr's Books, Tiffany's.

**14 - NEWSPAPERS:** KENTUCKY NEW ERA (e) 14,602; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Henderson, Bus. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.

**National Representatives**: Branham/Newspaper Sales; Landon Associates.

## LEXINGTON

**1 - LOCATION:** Fayette County, E&P Map D-2. (In Lexington-Fayette MSA). Merged City/County Government. Second largest city in KY. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Pkwy.

**2 - TRANSPORTATION: Railroads**-CSX; Norfolk Sothern; TTI Systems. Trans Kentucky.

**Motor Freight Carriers**-56

**Intercity Bus Lines**-Greyhound/Trailways.

**Airlines**-Delta; Piedmont; USAir; ComAir; American Eagle; Eastern Metro; TWA; Air Wisconsin/United Express.

**3 - POPULATION:**

Corp. City/County 80 Cen. 204,165; E&P 89 Est 213,767
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 344,027
MSA 80 Cen. 318,490; E&P 89 Est. 338,185
City & RTZ-ABC: (80) 548,192

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City/County 80 Cen. 75,440; E&P 89 Est. 66,765
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 118,161
MSA 80 Cen. 113,924; E&P 89 Est. 122,997
City & RTZ-ABC: (80) 193,601

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $2,331,730,000 |
| Savings & Loan | 6 | $355,920,000 |

**6 - PASSENGER AUTOS:** County 123,184

**7 - ELECTRIC METERS:** Residence 86,198

**8 - GAS METERS:** Residence 56,367

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Services and Mining 42,900; Mfg. 31,700; Constr. 11,500; Commun., Util. 4,100; Agric. 8,300; Gov't 44,000; Retail 34,200; Fin., Ins, Real Estate 9,200; Transportation 4,200; Wholesale 8,100.

**Principal Industrial Pay Days**-Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-79, Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, medium; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St., 1 on Walnut St.; 1 on Esplanade.

**Neighborhood Shopping Centers**-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Rd.; 1 block on Harrodsburg Rd. Lafayette Centers; 5 blocks on Winchester Rd.; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Rd. at old city limits; 3 blocks on Zandale; 1 block on Versailles Rd.; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Rd. 5 blocks on Eastland, New Circle Rd. & Winchester Rd.; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| N. Broadway | 2 | Rite Aid, Winn-Dixie |
| Landsdowne(30) | 3 | Foodtown, Rite Aid |
| Southland(125) | 3 | Welgo, Foodtown, Rite Aid |
| Chevy Chase(40) | 1 | Kroger |
| Meadowthorpe(40) | 2 | |
| Idle Hour | 3 | Winn-Dixie |
| Eastland(62) | 2 | Woolworth, Kroger, Rite Aid |
| Lakeview Plz.(15) | 3 | K mart, Kroger |
| Zandale(21) | 4 | Walgreens |
| Gainesway(8) | 4 | |
| Gardenside(32) | 4 | Kroger |
| Imperial(12) | 3 | Rite Aid |
| Hi-Acres(7) | 4 | |
| Turfland(44) | 3 | Mont. Ward, McAlpin's, JCPenney |
| Romany Rd.(12) | 2 | Randall's |
| Lexington(53) | 2 | McAlpin's, County Mkt. |
| Fayette(78) | 4 | Lazarus, Sears, Hess's |
| Crossroads | 4 | Randall's |
| N. Park(26) | 3 | Hills, Kroger, |
| S. Park(25) | 4 | Hills, Toys 'R Us |
| Woodhill(30) | 4 | Service Mdse., Steinmart |
| Park Hills(20) | 6 | Foodtown, Rite Aid |
| Chinoe Vlg.(15) | 4 | Winn-Dixie |
| Stonewall Ctr.(15) | 4 | Foodtown, Rite Aid |
| Regency Ctr.(15) | 3 | Childrens Palace, Kroger |
| Tates Creek(25) Ctr. | 5 | Kroger, Rite Aid |
| Man O'War Pl.(8) | 3 | Megamarket |
| French Quarter Sq.(8) | 2 | |
| Meadowthorpe(4) Plz. | 2 | Winn-Dixie |
| Lexington(15) Green | 4 | Joseph-Beth Booksellers |
| Festival Mkt.(30) | NA | |
| Victorian Sq.(20) | NA | Talbot's, Laura Ashley |
| Civic Center | NA | |
| Fayette Pl.(10) | 5 | Marshall's |

**Principal Shopping Days**-Dept. Stores: Mon. & Sat.; Food: Wed., Fri. & Sat.

**Stores Open Evenings**-Civic Ctr. Shops: every night ex. Sat. & Sun.; Victorian Sq: Thur., Fri. All other centers open every night except Sun., Food Stores open every night.

**13 - RETAIL OUTLETS: Department Stores**-Wolf Wile's; Hess's; Montgomery Ward; Sears; Welgo; Lazarus; McAlpin's 2; JCPenney.

**Discount Stores**-K mart 3; Target; Service Merchandise 2; Hill's 2.

**Variety Stores**-Woolworth 2; Ben Franklin; Big Lots.

**Chain Drug Stores**-Walgreens 3; Rite Aid 15; Taylor Drugs 4.

**Chain Supermarkets**-Kroger 7; Winn-Dixie 5; Mini-Marts 5; Convenient 22; Randall's 5; Foodtown 6; PDQ 2; Pic Pac; Megamarket; Super America 13.

**Other Chain Stores**-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Porter Paint Service; Sherwin-Williams; Firestone; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3; Limited; Pier 1 Imports; Benetton; Talbot; Laura Ashley.

**14 - NEWSPAPERS:** HERALD-LEADER (m) 113,465; (S) 154,637; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.

**National Representative**: Knight-Ridder Newspaper Sales.

## LOUISVILLE

**1 - LOCATION:** Jefferson County, (In Louisville KY-IN MSA). E&P Map C-2 and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr., and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W 42, 62, 69, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

**2 - TRANSPORTATION: Railroads**-Seaboard System; Southern; B&O; C&O; Illinois Central; Conrail.

**Freight Carriers**-Ohio River Freight (Tonnage 195,618,402); Port of Louisville (Tonnage 9,869,409).

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Air Toronto; TWA; Piedmont; Delta; United; USAir; Northwest; American, Jet Stream; American Eagle; ComAir.

**3 - POPULATION:**

Corp. City 80 Cen. 298,451; E&P 89 Est. 266,944
CZ-ABC: (80) 781,065
RTZ-ABC: (80) 587,278
County 80 Cen. 682,041; E&P 89 Est. 672,696
MSA 80 Cen. 955,242; E&P 89 Est. 965,247
City & RTZ-ABC: (80) 1,368,343

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 117,178; E&P 89 Est. 110,311
County 80 Cen. 250,478; E&P 89 Est. 233,323
MSA 80 Cen. 340,989; E&P 89 Est. 360,907
CZ-ABC: (80) 285,758
RTZ-ABC: (80) 190,986
City & RTZ-ABC: (80) 476,744

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Banks | 9 | $9,238,071,618 |
| Savings & Loan | 3 | $1,951,020,319 |

**6 - PASSENGER AUTOS:** County 365,830

**7 - ELECTRIC METERS:** 314,338

**8 - GAS METERS:** 239,303

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food Prods. 9,800; Fab. Metal Prods. 8,500; Mach. Elect. & Non-Elect. 20,700; Tobacco Prods. 4,500; Chem. Prods. 7,500; Constr. 21,600; Trans., Commun. & Util. 28,500; Trans. Equip. 7,500; Whole. & Ret. Trade 112,100; Printing & Pub. 7,900; Lumber & Wood Prods 4,000.

**Principal Industrial Pay Days**-Tues., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main; Shelbyville Rd., betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson Expwy. & Page's Lane.

**Neighborhood Shopping Areas**-Beechmont; Bonnycastle; Churchill Downs; Crescent Hill; Dixie Hwy.; Fairgrounds; Highlands; St. Matthews; Shelby St.; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Pkwy.; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Algonquin Manor | NA | Winn-Dixie, |
| Auburndale(9) | NA | Kroger, SupeRx |
| Bacon's Shively(14) | 8 | Bacon's, Winn-Dixie |
| Bashford Manor(70) | 7 | Bacon's, Target, Value Whse. of Groceries, Hess's |
| Bittersweet(17) | NA | Winn-Dixie, U.S. Dollar |
| Bluegrass Manor(5) | 8 | Lowes |
| Bon Air Manor(21) | NA | Melton Mkt., Drug Emporium |
| Breckinridge(21) | NA | Winn-Dixie |
| Brownsboro Rd.(39) | NA | Winn-Dixie |
| Camelot(21) | NA | Winn-Dixie |
| Chenoweth Plz.(17) | NA | |
| Charleston | NA | Goodyear |
| Cliftboro(4) | NA | Kroger, SupeRx |
| Crestwood Station | NA | Winn-Dixie, Begley's, Wal-Mart |
| Dahlem(13) | NA | |
| Dixie Manor(51) | 8 | Winn-Dixie, Walgreens, Service Mdse. |
| DuPont Vlg.(80) | NA | Levy Lumber |
| Eastland(16) | NA | Pic-Pac |
| Forum Center | NA | G. Hing Jenny, Herman's |
| Galleria(60) | NA | Bacon's, Byck's, SupeRx |
| Gardiner Lane(19) | 5 | Kroger, Woolworth, Pic Pac, Taylor Drugs |
| Gateway Plaza(15) | NA | Gateway/Key Mkt. |
| Glengarry(8) | NA | IGA, Dollar General |
| Grantline Plz.(17) | NA | K mart, Winn-Dixie |
| Green Tree Mall(75) | 5 | JCPenney, Sears, Hess's |
| Hikes Point Plz.(15) | 7 | Woolworth, T.J. Maxx |
| Holiday Manor(40) | 7 | Kroger, SupeRx |
| Hurstbourne(36) | NA | Valu, Walgreens |
| Indian Trail(42) | 8 | Winn-Dixie, Kroger, Zayre |
| Iroquois Manor(42) | 6 | Kresge, Walgreens, Valu Whse. of Groceries, Winn-Dixie |
| J-Town Center(35) | 14 | Gateway/Key Mkt., Winn-Dixie, Target |
| Jeffersontown Vlg. (18) | NA | Kroger, K mart |
| Jefferson Mall(99) | 12 | JCPenney, Sears, Lazarus, Hess's, Walgreens |
| K mart Plaza(16) | 5 | K mart, Buy Low |
| Knob View(11) | NA | Kroger |
| LaGrange Sq.(10) | NA | Gateway/Key Mkt. |
| Louisville's First(7) | NA | Kroger, Walgreens |
| Lynnview(29) | NA | IGA |
| The Mall(72) | 8 | Dawahares, JCPenney, Bacon's |
| Maryville(21) | NA | Dollar General |
| McMahan Ctr.(16) | NA | Pic Pac, Radio Shack |
| McMahan Plz.(39) | NA | Kroger |
| Medical Plaza(15) | NA | |
| Mid-City Mall(26) | 3 | Zayre, Winn-Dixie |
| Middletown Plz.(18) | NA | Gateway/Key Mkt., Dollar General |
| New Albany Plz.(18) | NA | Winn-Dixie, Taylor Drugs |
| Okolona(12) | NA | IGA |
| Outerloop(12) | NA | |
| Outlets Ltd. | NA | Linens 'N Things, Handmacher, Famous Footwear |
| Oxmoor Ctr.(126) | 8 | Sears, Lazarus, Hess's |
| Plainview Ctr.(45) | NA | Kroger, Taylor Drugs |
| Poplar Level(29) | NA | |
| Poplar Plaza(9) | NA | Buy Low Foods |
| Preston Center(7) | NA | Dollar General |
| Preston Park | NA | Target |
| Prospect Point(21) | NA | Winn-Dixie |
| Raceland Mall(34) | 9 | |
| Rockford Plaza(10) | NA | Gateway/Key Mkt. |
| Rolling Hills(21) | NA | Kroger, Hancock Fabric |
| St. Denis(5) | NA | Winn-Dixie |
| St. Matthews Triangle(13) | NA | Woolworth |
| Shaker Heights | NA | Gateway/Key Mkt. |
| Shawnee(5) | NA | Winn-Dixie, Taylor's |
| Shelbyville Rd.(25) | 7 | Evans Furniture, |
| Silver Hts.(20) | NA | Gateway/Key Mkt., Walgreens |
| Southland Terr.(31) | 8 | JCPenney, Kroger, Walgreens, Woolworth |
| Southwick | NA | |
| Stonefield Sq.(22) | NA | Winn-Dixie |
| Tradewinds(7) | NA | Kroger |
| Tradewinds W.(17) | NA | Kroger |
| Festival at Jefferson Court | NA | Service Mdse. |
| Tymberwood | NA | SupeRx, T.J. Maxx, Kroger |
| Value City(4) | 3 | Walgreens, Winn-Dixie |
| Watts(8) | NA | |
| Westchester(8) | NA | Winn-Dixie |
| Westland Mall(45) | 10 | Target |
| Valley Station(23) | NA | Winn-Dixie, Sears |
| Village Sq.(8) | NA | Kroger |
| Village West(22) | NA | Gateway/Key Mkt. |
| Westport(45) | NA | K mart |
| Youngtown Ctr.(28) | 2 | Bacon's, Austin's, Woolworth |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Department Mon.-Sat.; Downtown Mon.

**13 - RETAIL OUTLETS: Department Stores**-Outlets Ltd. Mall 35; Bacon's 6; JCPenney 4; Sears 4; Lazarus 2; Hess's 5.

**Discount Stores**-Target 7; K mart 11; Value City 3; Zayre 5; Wal-Mart 8.

**Variety Stores**-Woolworth 4; Kresge; McCrory; Dollar General 14; Thrift 9.

**Catalog Showroom Stores**-Service Merchandise 3.

**Chain Drug Stores**-Taylor 35; Walgreens 24; SupeRx 13; Wish's 2; Cox's 5; Jones Apothecary 8; Louisville Apothecary 2; Mill Discount 4; Drug Emporium 3.

**Chain Supermarkets**-Kroger 28; Melton's Food Marts 8; Winn-Dixie 33; Pic Pac 10; Convenient 131.

**Voluntary Chain Supermarkets**-IGA 6; Majik 24; Valu Warehouse of Groceries 6; Buy Low Foods 4; Rite Stop 2.

**Other Chain Stores**-Men's Apparel and Furnishings: Loevenhart's, Richman Bros. 2, Schupp & Snyder, Fashion Post 2, Martin's, Rodes 2, Strauss 4; Shoes: Payless 11, Knotts 3, Lady Slipper 3, Pix Sample 3, Florsheim 3, Thom McAn 2, Kinney 3; Women's Apparel: Fashion Bug 4, Casual Corner 3, Laura Ashley, Women's World 2, Foxmoor 2, Modern Ms. 2, Brooks 4, Embry's 3, Gitting Jenney Lerner 4, Lane Bryant 2, Fashion Shop 7, Hytken's, Byck's 4, She, Donlevys, T.J. Maxx; Paint: Sherwin-Williams 6, Devoe 9, DeHart 4, Porter 13, Jefferson Wallcovering; Auto Supplies: Consolidated Tire 8, Goodyear 9, B.F. Goodrich 11, Michel Tires 5, Firestone 11 Midas Muffler 7, Big O Tires 14, Nationwise 12, Gil Mueller 4, Autozone 4, Toohey's 5; Home Furnishing: Hubbuch in Kentucky, Auto Workers 6, Carriage House, Crossroads 3, Evans 4, Furn. Liquidators 3, Furn. Showrooms, Heleringer's, Kinnaird & Francke 3, Rhodes-Burford 2, Smith 6; Candy: Russell Stover 2, Rebecca Ruth 2; Other: Radio Shack 2, Circuit City 3; Toys: Toys 'R' Us 3, Children's Palace 2, Kay Bee 2; Home Improvement: Levy's 4, Wickes 2, Lowe's 3, H&S Hardware 3, Furrows 4, 84 Lumber 4.

**14 - NEWSPAPERS:** COURIER-JOURNAL (all day) 235,414; (S) 326,767; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James D. Marchal, Adv. V.P., COURIER-JOURNAL, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4708.

**National Representative**: Gannett National Newspaper Sales.

## MADISONVILLE

**1 - LOCATION:** Hopkins County, E&P Map B-2, County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Pkwy. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 100 mi. N of Nashville; 150 mi. SW of Louisville.

**2 - TRANSPORTATION: Railroads**-P&L; Seaboard/L & N.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Kentucky.

**3 - POPULATION:**

Corp. City 80 Cen. 16,979; E&P 89 Est. 17,483
CZ-ABC: (80) 16,979
RTZ-ABC: (80) 33,898
County 80 Cen. 46,058; E&P 89 Est. 46,113
City & RTZ-ABC: (80) 50,877

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,498; E&P 89 Est. 6,964
County 80 Cen. 16,552; E&P 89 Est. 16,433
CZ-ABC: (80) 6,498
RTZ-ABC: (80) 11,881
City RTZ-ABC: (80) 18,379

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $312,531,209 |
| Savings & Loan | 2 | $85,241,263 |

**6 - PASSENGER AUTOS:** County 22,079

**7 - ELECTRIC METERS:** Residence 7,060

**8 - GAS METERS:** Residence County 10,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agric. 1,150; Aircraft Engines 800; Canning; Air Conditioning 1,100; Paper Filters 80.

**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on 2 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Madison Square(26) | 1 | Winn-Dixie, Revco, K mart, Watsons |
| Madisonville(5) | 2 | SupeRx, Wal-Mart |
| Brairwood(11) | NA | Kroger, SupeRx |
| Parkway(43) | 1 | Roses, JCPenney, Harvey's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., Shopping Center-every night.

**Stores Open Sundays**-Supermarkets, drug, shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-Peebles; Baker & Hickman; JCPenney; Young's; Watson's; T.B.A. Service Store.

**Chain Drug Stores**-Robard's Walgreens; SupeRx; Revco.

**Discount Stores**-Wal-Mart; Revco; K mart; Roses.

**Chain Supermarkets**-Kroger; Foodtown; Sureway 2; IGA 2; Pantry 19; Winn-Dixie.

**Other Chain Stores**-Goodyear; Singer Co.; Baynhams (shoes); Dollar General; W.H. Arnold; The Vogue; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters; Furniture: Jordan's, McGary Bros., Legate.

**14 - NEWSPAPERS:** MESSENGER (e) 10,780; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main; PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.

**National Representative**- None.

## MAYFIELD

**1 - LOCATION:** Graves County, E&P Map A-3, 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

**2 - TRANSPORTATION: Railroads**-Illinois Central.

**Motor Freight Carriers**-5.

**Passenger Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,705; E&P 89 Est. 8,921
County 80 Cen. 34,054; E&P 89 Est. 32,992

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,425; E&P 89 Est. 3,961
County 80 Cen. 12,775; E&P 89 Est. 11,343

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $108,443,265 |
| Savings & Loan | 2 | $121,730,098 |

**6 - PASSENGER AUTOS:** County 16,513

**7 - ELECTRIC METERS:** Residence 4,839

**8 - GAS METERS:** Residence 5,352

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.

**Principal Industrial Pay Days**-Clothing Manufacturers-Wed. Others-Fri.

**10 - CLIMATE:** First killing frost, Oct. 22; last killing frost, Apr. 7.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks around court house sq. and 4 W. on Broadway; 1 S. on 8th St.; At South End 4 S. on Paris Hwy.; Mayfield Plaza, South Mayfield; East Shpg. Ctr., E. Broadway.

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson; K mart; General Dollar; Wholesale Store.

**Discount Stores**-Gibson; Young Blood.

**Chain Drug Stores**-Wilson Rexall; SuperRx.

**Chain Supermarkets**-Smith's 2; Watson's; Rogers; Burgess; Piggly Wiggly 2; Smith's No Frills.

**Other Chain Stores**-Michelson's; P&H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Mayfield Tire Center; Myers Lumber Co.; Dunn Furn.; Creative Interiors; Wendy's; Captain D's; McDonalds; Hardees; Kentucky Fried Chicken.

**14 - NEWSPAPERS:** MESSENGER (e) 7,328; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.

**National Representative**: Papert Companies.

## MAYSVILLE

**1 - LOCATION:** Mason County. E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52; 60 mi. NW of Lexington.

**2 - TRANSPORTATION: Railroads**-TTI.; Chesapeake & Ohio; Amtrak.

**Motor Freight Carriers**-7.

**3 - POPULATION:**

Corp. City 80 Cen. 7,983; E&P 89 Est. 8,167

County 80 Cen. 17,715; E&P 89 Est. 16,862

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,120; E&P 89 Est. 3,368

County 80 Cen. 6,360; E&P 89 Est. 6,240

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $170,000,000 |
| Savings & Loan | 1 | $46,000,000 |

**6 - PASSENGER AUTOS:** County 8,406

**7 - ELECTRIC METERS:** Residence County 6,150

**8 - GAS METERS:** Residence 3,451

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (250); Pulleys, Power Trans. 1,100 ($400); Bicycle, Auto Parts 290 ($325); Milk Condenser, Canning 100 (450); Limestone Mining 200 ($600); Power Plants 800 ($600); Hospital 230 ($350); Garment 440 (300); Auto Parts 260 ($300); Paper Handling 90 ($325).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gateway Plaza | 3 | K mart, Revco Super Valu |
| Bluegrass Center(12) | 2 | Kroger, Sears, Ames |
| Forest Ave. | 1 | Clyde's Super Valu, Rite Aide |
| Maysville Downtown(100) | | JCPenney, Sundry Store |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Klines; JCPenney.

**Variety Stores**-Dollar General.

**Discount Stores**-Heck's; K mart; Ames.

**Chain Drug Stores**-Rite Aid; Sundry; Revco.

**Chain Supermarkets**-Kroger; Clyde's Super Valu 5; IGA.

**14 - NEWSPAPERS:** LEDGER-INDEPENDENT (m) 7,672; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Patty Moore, Adv. Mgr., LEDGER-INDEPENDENT, 41-43 W. Second St.; PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.

**National Representative**: Landon Associates.

## MIDDLESBORO

**1 - LOCATION:** Bell County. E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

**2 - TRANSPORTATION: Railroads**-Southern (freight); Seaboard.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 12,251; E&P 89 Est. 12,229

CZ-ABC: (80) 12,251

RTZ-ABC: (80) 73,800

County 80 Cen. 34,252; E&P 89 Est. 33,841

City & RTZ-ABC: (80) 86,051

**4 - HOUSEHOLDS:**

City 80 Cen. 4,452; E&P 89 Est. 4,598

County 80 Cen. 11,407; E&P 89 Est. 13,003

CZ-ABC: (80) 4,452

RTZ-ABC: (80) 24,487

City & RTZ-ABC: (80) 28,939

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $380,000,000 |
| Savings & Loan | 3 | $222,000,000 |

**6 - PASSENGER AUTOS:** County 11,505

**7 - ELECTRIC METERS:** Residence 6,252

**8 - GAS METERS:** Residence 2,634

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 150 ($225); Mining 1,500 ($450); Garments 200; Food 200 ($225); Elastic 150 ($175); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 130 ($325).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-25 E- mile section N. of downtown and 4 block section of Cumberland Ave., downtown.

**Neighborhood Shopping Centers**-Cumberland Sq.; Vlg. Sq.; Manor; Middlesboro Mall.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.

**Variety Stores**-Dollar General; Hallmark.

**Chain Drug Stores**-Lee's (Rexall); SuperRx; Kroger; K mart.

**Chain Supermarkets**-Kroger; A&P; Battles; Piggly Wiggly; Schneider's Food Basket.

**Other Chain Stores**-Heily & Myers (furn.); Pic 'N Pay Shoes; Cato's; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Rauch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes; B&H Shoes; Toys-R-Us; Kinneys Shoes; Bally's Videos.

**14 - NEWSPAPERS:** DAILY NEWS (e) 7,610; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Sawyer, Pub., DAILY NEWS, 120 N. 11th St.; PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.

**National Representative**: Landon Associates.

## MURRAY

**1 - LOCATION:** Calloway County. E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Pkwy. (toll road). Southern gateway to land between the Lakes Federal recreation area.

**2 - TRANSPORTATION: Railroads**-Louisville & Nashville.

**Intercity Bus Lines**-Brooks Bus Lines; Greyhound.

**Motor Freight Carriers**-Paschall Overnight.

**3 - POPULATION:**

Corp. City 80 Cen. 14,248; E&P 89 Est. 13,451

County 80 Cen. 30,106; E&P 89 Est. 29,287

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,873; E&P 89 Est. 4,887

County 80 Cen. 10,766; E&P 89 Est. 8,649

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Banks | 3 | $276,255,713 |
| Savings & Loan | 2 | $734,766,100 |

**6 - PASSENGER AUTOS:** County 13,979

**7 - ELECTRIC METERS:** Residence 5,610; County 8,481

**8 - GAS METERS:** Propane 2,425; Natural Gas 3,193

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles; Popcorn Proc.; Tobacco; Adhesives; Oil Filters; Educ. Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.); Food Prods. 120 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

**11 - TAP WATER:** Alkaline, very soft, abundant.

**12 - RETAILING: Principal Shopping Areas**-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Belair(13) | NA | Storey's Food Sears |
| Central(8) | NA | Wal-Mart, Kroger |
| Dixieland(20) | NA | |
| Northside(6) | NA | Adams IGA, Murray Home & Auto |
| Southside(8) | NA | Auto Shack, Adams IGA |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open**-Fri. evenings and Sun. Shopping Centers every evening.

**13 - RETAIL OUTLETS: Department Stores**-Brights; Behrs; JCPenney.

**Discount Stores**-K mart; Wal-Mart; Jo-An's Varieties.

**Variety Stores**-Murray Home & Auto Supply; Bold Liquidators.

**Chain Drug Stores**-Revco; Wal-Mart; Payless.

**Chain Supermarkets**-Kroger; Piggly Wiggly; Jim Adams; IGA.

**Other Supermarkets**-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.

**Other Chain Stores**-Payless; Michelson's Jewelry; Pick n' Pay Shoes; Movie World Home TV & Appliance; Holland Medical, Corn-Austin; Video Mart; Dennison Hunt; Boones Laundry; Singer Sewing Center; Big B Cleaners; Coast-to-Coast; Radio Shack.

**14 - NEWSPAPERS:** LEDGER & TIMES (e) 7,622; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave.; PO Box 1040, Murray, KY 42071; Tel. (502) 753-1916.

**National Representative**: Papert Companies.

## OWENSBORO

**1 - LOCATION:** Daviess County. E&P Map B-2, (In Owensboro MSA). County Seat. 4 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Pkwys.

**2 - TRANSPORTATION: Railroads**-L&N.

**Motor Freight Carriers**-37.

**Intercity Bus Lines**-Greyhound; Beck Bus (charter); United Coach; Audubon Trails Coach Lines; IV Coaches (charter).

**Airlines**-American Eagle; Northwest Airlink.

**Water**-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid-America Terminals of Kentucky; Owensboro River Rail Terminal.

**3 - POPULATION:**

Corp. City 80 Cen. 54,450; E&P 89 Est. 55,640

CZ-ABC: (80) 55,411

RTZ-ABC: (80) 189,817

County/MSA 80 Cen. 86,061; E&P 89 Est. 87,970

City & RTZ-ABC: (80) 245,228

**4 - HOUSEHOLDS:**

City 80 Cen. 20,118; E&P 89 Est. 21,383

County/MSA 80 Cen. 30,208; E&P 89 Est. 31,480

CZ-ABC: (80) 20,557

RTZ-ABC: (80) 65,879

City & RTZ-ABC: (80) 86,436

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $1,837,628,565 |
| Commercial | 3 | $669,387,840 |

**6 - PASSENGER AUTOS:** County 45,378

**7 - ELECTRIC METERS:** Residence 21,163

**8 - GAS METERS:** (City total) 25,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Health Servs. 1,742; MPD Tubes and Components 300; Chewing & Smoking Tobacco and Snuff 550; Meat Packing 475; Elect. Motors and Generators 455; Office Chairs/Furn. 335; Battery Separators, Latex Cellulosic Fibers 310; Coal 286; Fin. Servs. 250; Food Proc. 200; Natural Gas 573; Telephone Servs. 267; Distilleries 259; Services 1,025.

**Principal Industrial Pay Days**-Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 17; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Downtown Shopping**-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Audubon Plaza(6) | 2 | Kroger, Peoples Drug, K mart |
| Commerce Plaza(4) | 2 | Kroger, SupeRx |
| Gabe's(9) | 1 | Foodland, Peoples Drug |
| Lincoln Mall(11) | 2 | Food land |
| Shawnee Park(7) | 3 | Foodland, Taylor Drug, Dollar General |
| Sherwood Plaza(2) | 3 | Wetzel's Mkt., Big Lots, Auto Zone |
| S. Frederica(10) | 2 | Foodland |
| Towne Sq. Mall(60) | 3 | Sears, JCPenney, Bacon's, Andersons |
| Towne Sq. North | NA | Service Merchandise, Wal-Mart |
| Village West(10) | 2 | Wetzel's Mkt., Kuesters, Dollar General |
| Villa Point(3) | 3 | Foodland, Hook's |
| Wesleyan Park(40) | 2 | Kroger, SupeRx, K mart, Lazarus, Allied Sporting Goods |

| | | |
|---|---|---|
| Wyndall's(9) | 2 | Wyndall's Mkt., Dollar General |

**Neighborhood Shopping Centers**-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores); 1 block on Daviess at 18th.

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Shopping Centers open 6 nights a week and Sun. afternoons.

**13 - RETAIL OUTLETS: Department Stores**-Anderson's; Sears; JCPenney; Bacon's; Lazarus.

**Variety Stores**-Dollar General.

**Discount Stores**-Wal-Mart; K mart; Service Merchandise.

**Chain Drug Stores**-Peoples 2; Hook's 2; Taylor's; SupeRx 2; Osco.

**Chain Supermarkets**-Kroger 3; Foodland 9; Wetzel's 3; Convenient 5; Stop'n Go 6; Sav-a-lot; Pantry 10.

**Other Chain Stores**-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Lowe's; Central Tractor; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Kinney Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts; Athletic Attic; Barkers; Baskin Robbins; Connie Shoes; Excursions; Gordon's; Grandy's; Mastercuts; Mothercare; M.S. Ltd.; Maxine's Boutique; Pearle Vision; Rogers; Ruby Tuesdays; Thornbury Toys; Airenco; Fashion Bug Plus; Horner-Rausch; The Shoe Carnival; Sycamore Shop; Great American Cookie Co; County Seat; Kay Bee Toys; Payless Shoes.

**14 - NEWSPAPERS:** MESSENGER-INQUIRER (m) 32,080; (S) 34,187; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kelly E. Mirt, Adv. Dir., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.

**National Representative**: Fapert Companies.

## PADUCAH

**1 - LOCATION:** McCracken County. E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24, State Hwys. 284, 358.

**2 - TRANSPORTATION: Railroads**-Gulf; CB&Q; Paducah and Illinois; L&N.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Allegheny Commuter; American Eagle; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 29,315; E&P 89 Est. 27,138
CZ-ABC: (80) 48,700
RTZ-ABC: (80) 194,411
County 80 Cen. 21,217; E&P 89 Est. 60,789
City & RTZ-ABC: (80) 243,111

**4 - HOUSEHOLDS:**

City 80 Cen. 12,050; E&P 89 Est. 11,986
County 80 Cen. 23,459; E&P 89 Est. 20,719
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $480,000,000 |
| Savings & Loan | 2 | $185,000,000 |

**6 - PASSENGER AUTOS:** County 34,467.

**7 - ELECTRIC METERS:** Residence 17,195.

**8 - GAS METERS:** Residence 18,158.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Mach. 120; Milk Prods. 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Mfg. 149; Plastic Prods. 153.

**10 - CLIMATE:** First killing frost, Oct. 24; last killing frost, Apr. 7.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-30 blocks on 6 sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cardinal Point(8) | NA | Rexall |
| Hannan Plaza(3) | NA | Kroger, SupeRx |
| Paducah Mall(28) | NA | K mart, Radio Shack |
| Paducah Square(5) | NA | Wal-Mart |
| Kentucky Oaks Mall(60) | 6 | Sears, Wal-Mart, JCPenney, Hess, Service Mdse. |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears, JCPenney, Meis, Hess.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-SupeRx, Pay Less 8, Rite Aid, Phar-Mor.

**Discount Centers**-K mart, Wal-Mart, Service Merchandise, Dollar General.

**Chain Supermarkets**-Kroger, Piggly-Wiggly, Bigg's, Gore's, Myrick's, Valu Mart, Super Value.

**Other Chain Stores**-Goodyear, Pittsburgh Paint Glass, Sherwin-Williams, Singer Co., Lowe, S&H Green Stamps, Silo.

**14 - NEWSPAPERS:** PADUCAH SUN (e-mon to fri) 31,687; (S) 34,482, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN/408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.

**National Representative**: Branham Newspaper Sales.

## RICHMOND

**1 - LOCATION:** Madison County. E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

**2 - TRANSPORTATION: Railroads**-L & N (freight).

**Motor Freight Carriers** 12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 21,705; E&P 89 Est. 22,101
County 80 Cen. 53,557; E&P 89 Est. 55,000

**4 - HOUSEHOLDS:**

City 80 Cen. 6,359; E&P 89 Est. 6,574
County 80 Cen. 16,809; E&P 89 Est. 16,838

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $238,302,997 |
| Savings & Loan | 1 | $81,570,362 |

**6 - PASSENGER AUTOS:** County 23,851.

**7 - ELECTRIC METERS:** Residence 19,100.

**8 - GAS METERS:** Residence 6,650.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry Equip. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main, First, Second and Third Sts.

**Neighborhood Shopping Centers**-Big Hill Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| University(20) | 1 | Begley, Winn-Dixie, Rose's |
| Shopper's Village(15) | 1 | Wal-Mart, IGA, Pic-N-Pay |
| Waco | 10 | A&B Market |
| Kirksville | 10 | Click's Groc. |
| Berea | 12 | Purkeys, IGA, Heck's, TG&Y |
| Richmond Plaza(6) | 2 | Super-Valu, Begley, K mart, S&T Hdwe. |
| College Park | 2 | Convenient, Singer |

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Rose's.

**Discount Stores**-Furniture City, Heck's, K mart, Wal-Mart, TG&Y.

**Chain Drug Stores**-Begley 2, SupeRx, Medicine Shoppe.

**Chain Supermarkets**-Kroger, Super Valu, IGA, Gateway, Winn-Dixie.

**Other Chain Stores**-Firestone, Goodyear, Sears (catalog), Leroy's, Montgomery Ward, C&H Rauch, Radio Shack, Napa, Pic'N Pay, Convenient, Minit Mart, Singer.

**14 - NEWSPAPERS:** REGISTER (e) 8,323; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mike Park, Adv. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.

**National Representative**: Thomson Newspapers.

## SOMERSET

**1 - LOCATION:** Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area. S central portion of state. On Lake Cumberland. 75 mi. S of Lexington. On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80. 26 mi. to I-75.

**2 - TRANSPORTATION: Railroads**-Southern.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-10.

**3 - POPULATION:**

Corp. City 80 Cen. 10,649; E&P 89 Est. 10,545
County 80 Cen. 45,871; E&P 89 Est. 49,271

**4 - HOUSEHOLDS:**

City 80 Cen. 3,943; E&P 89 Est. 4,144
County 80 Cen. 16,126; E&P 89 Est. 17,819

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $282,309,851 |
| Savings & Loan | 2 | $267,714,982 |

**6 - PASSENGER AUTOS:** County 25,020.

**7 - ELECTRIC METERS:** County Residence 26,311.

**8 - GAS METERS:** Residence 2,753.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixt. 235 ($325); Furn. 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prods. 96 ($265); Air Conditioners 800 ($340).

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Av. Min. & Max. Temp.-28 + 88.

**11 - TAP WATER:** Soft, lake water.

**12 - RETAILING: Principal Shopping Centers**-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cumberland Square(4) | NA | K mart, Kroger, SupeRx |
| Somerset Mall(50) | NA | JCPenney, Belk |
| Somerset Plz.(12) | NA | Wal-Mart, Watson's |
| Tradewind(27) | NA | Rose's, Winn-Dixie |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

**13 - RETAIL OUTLETS: Department Stores**-Rose's; Watson's; JCPenney; Belk-Simpson.

**Discount Stores**-Paul's Discount; Wal-Mart; Midway Discount; K mart.

**Variety Stores**-Rose's; Dollar General.

**Chain Drug Stores**-SupeRx; Begley 3; Revco.

**Chain Supermarkets**-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart.

**Other Chain Stores**-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes; Nationwise; Lowe's; Big Lot's.

**14 - NEWSPAPERS:** COMMONWEALTH-JOURNAL (e-mon to fri) 6,794; (S) 7,095; sworn Mar. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: David Trimble, Adv. Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.

**National Representative**: Landon Associates.

## WINCHESTER

**1 - LOCATION:** Clark County. (In Lexington-Fayette MSA). E&P Map E-2. County Seat. Agricultural center. 8 mi. N of Kentucky River. On U.S. Hwy. 60, I-64, I-75.

**2 - TRANSPORTATION: Railroads**-C&O, L&N.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 15,216; E&P 89 Est. 15,498
County 80 Cen. 28,294; E&P 89 Est. 29,241
MSA 80 Cen. 318,490; E&P 89 Est. 338,185

**4 - HOUSEHOLDS:**

City 80 Cen. 5,704; E&P 89 Est. 6,122
County 80 Cen. 9,893; E&P 89 Est. 10,986
MSA 80 Cen. 113,924; E&P 89 Est. 122,997

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $244,240,000 |
| Savings & Loan | 2 | $73,847,341 |

**6 - PASSENGER AUTOS:** County 15,069.

**7 - ELECTRIC METERS:** Residence 9,200.

**8 - GAS METERS:** Residence 5,900.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 388; Mfg. 4,144; Ins., R.E. 306; Textiles 500; Fertilizers 100; Trans., Commun. & Public Util. 1,127; Whol., Ret. Trade 2,114; Servs. 1,963; Gov't 1,753; Tobacco 1,500.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** First killing frost, Oct. 11; last killing frost, Apr. 6.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on four streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Boonesboro Plz.(2) | NA | IGA, Day Drugs |
| Meadowbrook(1) | NA | U-Save |
| Winchester Plaza(16) | NA | Winn-Dixie, Rose's, Watson's, Begley's |
| Shopper's Village(12) | 3 | Wal-Mart, Foodtown, |
| Town & Country | 3 | K mart, Kroger |

**13 - RETAIL OUTLETS: Department Stores**-Vic Bloomfield & Son; Belk-Simpson; Watson's.

**Variety Stores**-Newberry; Dollar General; Rose's; Wal-Mart; K mart; Family Dollar.

**Chain Drug Stores**-SupeRx; Revco; Rite-Aid.

**Chain Supermarkets**-Kroger; Pic-Pac; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart; Jr. Food Mkt.; Super America.

**Other Chain Stores**-Goodyear; Movie Warehouse; Leroy's Jewelers; C&H Rauch; Video Lib.

**14 - NEWSPAPERS:** SUN (e) 7,010; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Sharon Tuminski, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.

**National Representative**: Landon Associates.

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# LOUISIANA SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Alexandria**-Rapides Parish.

**Baton Rouge**-Ascension, East Baton Rouge,

Livingston and West Baton Rouge Parishes.
**Houma-Thibodaux**-Lafourche and Terrebonne Parishes.
**Lafayette**-Lafayette and St. Martin Parishes.
**Lake Charles**-Calcasieu Parish.
**Monroe**-Ouachita Parish.
**New Orleans**-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
**Shreveport**-Bossier and Caddo Parishes.

**POPULATION ESTIMATES**
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 349 | 361 | 462 |
| 5-14 Years | 809 | 717 | 767 |
| 15-24 Years | 677 | 846 | 770 |
| 25-44 Years | 827 | 1,131 | 1,519 |
| 45-64 Years | 677 | 846 | 755 |
| 65 and Over | 305 | 404 | 392 |
| TOTAL | 3,644 | 4,204 | 4,664 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 663 | 1,147 | 2,152 |
| General Mdse | 1,669 | 2,314 | 3,478 |
| Food | 3,079 | 4,919 | 6,526 |
| Automobiles | 2,707 | 3,706 | 7,168 |
| Gasoline Stations | 858 | 1,538 | 1,523 |
| Apparel | 675 | 1,128 | 1,619 |
| Furniture | 553 | 895 | 1,625 |
| Eat-Drink Places | 997 | 1,797 | 2,688 |
| Drugs | 405 | 730 | 1,074 |
| TOTAL SALES | 12,417 | 19,986 | 29,561 |

## ABBEVILLE

**1 - LOCATION:** Vermilion Parish, E&P Map B-4, Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-SAIA; Southern Pacific.

**3 - POPULATION:**
Corp. City 80 Cen. 12,391; E&P 89 Est. 13,451
Parish 80 Cen. 48,662; E&P 89 Est. 53,045

**4 - HOUSEHOLDS:**
City 80 Cen. 4,415; E&P 89 Est. 4,971
Parish 80 Cen. 16,170; E&P 89 Est. 19,152

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 7 | $259,564,000 |

**6 - PASSENGER AUTOS:** Parish 23,241

**7 - ELECTRIC METERS:** 4,814

**8 - GAS METERS:** 4,705

**9 - PRINCIPAL INDUSTRIES:** Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
**Principal Industrial Pay Days**-1st & 15th Monthly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; last killing frost, Mar.

**11 - TAP WATER:** Soft (City).

**12 - RETAILING: Principal Shopping Centers**-Abbeville By-Pass & Lyman St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.; Charity Street.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Abbeville(2) | NA | Winn-Dixie, Family Dollar, K&B Drugs |
| Lafitte(6) | NA | Eckerd, Allied, Sears, Lafitte Supermarket, Curtis Mathis |
| Lastarmco(4) | NA | Movie Mart |
| Oaklawn | NA | Wal-Mart, K&B |
| Tiffany Plaza | NA | Delchamps, Otasco, Anthony's, Beall-Ladymon |
| Westgate(4) | NA | National, Burger Chef |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Shopping Ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Allied; Beall-Ladymon; Anthonys; Dollar General; Wal-Mart; Otasco.
**Discount Stores**-Family Dollar.
**Chain Drug Stores**-Eckerd, K&B; Thrift-T-Way; Cashway; Revco.
**Chain Supermarkets**-Winn-Dixie; National; IGA; AG; Delchamps.
**Other Chain Stores**-Green Light; Sears; 7-Eleven; Stop & Shop; Vermilion Auto Parts.

**14 - NEWSPAPERS:** MERIDIONAL (m-tues to fri;S) 4,971; Sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Mike Hebert, Adv. Mgr., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
**National Representative**: None.

## ALEXANDRIA-PINEVILLE

**1 - LOCATION:** Rapides Parish, (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28; Interstate 49.

**2 - TRANSPORTATION: Railroads**-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Continental Trailways; Harlan.
**Airlines**-American Eagle; Northwest Airlink; ASA, Delta Connection; Continental Express.

**3 - POPULATION:**
Corp. Cities 80 Cen. 63,599; E&P 89 Est. 69,629
Alexandria 80 Cen. 51,565; E&P 89 Est. 55,914
Pineville 80 Cen. 12,034; E&P 89 Est. 13,715
CZ-ABC: (80) 69,140
RTZ-ABC: (80) 232,270
Parish/MSA 80 Cen. 135,757; E&P 89 Est. 141,842
City & RTZ-ABC: (80) 301,410

**4 - HOUSEHOLDS:**
Cities 80 Cen. 29,559; E&P 89 Est. 25,229
Alexandria 80 Cen. 18,291; E&P 89 Est. 20,160
Pineville 80 Cen. 4,376; E&P 89 Est. 5,069
Parish/MSA 80 Cen. 44,759; E&P 89 Est. 48,171
CZ-ABC: (80) 24,452
RTZ-ABC: (80) 73,961
City & RTZ-ABC: (80) 98,413

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $754,339,000 |
| Savings & Loan | 4 | $435,684,839 |

**6 - PASSENGER AUTOS:** Parish 65,576

**7 - ELECTRIC METERS:** Residence & Bus. 39,562

**8 - GAS METERS:** Residence & Bus. 27,573

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Bakery Prods. 450; Bottlers 175; Concrete Prods. 190; Lumber and Creosote Prods. 1,150; Furn. and Fixt. 300; Meat and Poultry Prods. 600; Steel and Metal Prod [illegible], Wood Prods.-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Pub. and Allied 300.
**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1; last killing frost, Mar. 1.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-25 blocks on Main, Third and Fourth St.; Garden District Center.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Alexandria(60) | NA | JCPenney, Sears, Wellan's, Dillards, Mervyn's |
| MacArthur Vlg.(29) | NA | Eckerd, Kroger |
| Southgate Mall(3) | NA | Wal-Mart, Winn-Dixie, Montgomery Ward |
| Southside(11) | NA | Food Mart |
| Westgate(17) | NA | A&P, K mart |
| Edgewood Plaza | NA | Piggly Wiggly, Ben Franklin, Pearson Drug |
| Pineville Plaza | NA | Kroger, Wackers, Eckerd |
| Ingrams | NA | Nichols, Ingram Supermkt. |
| Kings Country | NA | Wal-Mart, Delchamp's, K&B |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Every night.

**13 - RETAIL OUTLETS: Department Stores**-Wellan's; Weiss & Goldring; Sears; JCPenney; Green's; Montgomery Ward; Gus Kaplan; Beall's; Dillard's.
**Discount Stores**-Wal-Mart; K mart; Target; Mervyn's; Service Merchadise.
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Red Cross; Pearson's 8; K&B 2; Eckerd 3.
**Chain Supermarkets**-A&P 3; Kroger 2; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly; Delchamp's 2; Super One.
**Other Chain Stores**-Auto: Firestone, Goodyear, Goodrich; Sewing: Singer Co; Shoes: Edison Brothers, Hardy, Kinney, Gallenkamp; Jewelers: Gem, Gordon, Sweeney; Women's Apparel: Lerner's; Music: Radio Shack, Newsom, Musicland; Building Materials: Lowe's; Nutrition: General Nutrition Centers.

**14 - NEWSPAPERS:** TOWN TALK (m) 41,104; (S) 42,385; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Heirtzler, Natl. Adv. Mgr., TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
**National Representative**: Branham/Newspaper Sales.

## BASTROP

**1 - LOCATION:** Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwys. 2 & 139.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Arkansas; Louisiana and Missouri.
**Motor Freight Carriers**-Red Ball; Steve Thompson; Great Western; Vernen Sawyer.
**Airlines**-Delta; Republic; Royal (Airport, 23 mi. at edge of Monroe, LA).

**3 - POPULATION:**
Corp. City 80 Cen. 15,527; E&P 89 Est. 16,373
Parish 80 Cen. 34,870; E&P 89 Est. 37,141

**4 - HOUSEHOLDS:**
City 80 Cen. 5,454; E&P 89 Est. 5,980
Parish 80 Cen. 11,611; E&P 89 Est. 13,162

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $175,000,000 |
| Savings & Loan | 1 | $38,000,000 |

**6 - PASSENGER AUTOS:** Parish 19,818

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,200 ($293); Chem.; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Garment-700 ($148).
**Principal Industrial Pay Days**-Thur.; 1st & 15th.

**10 - CLIMATE:** Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

**11 - TAP WATER:** Natural, soft.

**12 - RETAILING: Principal Shopping District**-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Magnolia(13) | NA | Big Star |
| Washington Sq.(10) | NA | Safeway, K&B, Otasco |

**Neighborhood Shopping Centers**-7 blocks W. of Center on W. Madison; 8 N. of center on N. Washington; 10 E. of center on E. Madison; 18 N. & E. at Cherry; Ridge & McCreight; 18 S. on S. Washington; 25 W. on Hwy. 165.
**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Seligman's.
**Discount Stores**-Fred's; Wal-Mart; K&B.
**Chain Supermarkets**-Delchamps Super; Dixie Dandy.
**Other Chain Stores**-Western Auto; Bastrop Tire (Goodrich); Goodyear.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 5,453; sworn Mar. 31, 1989.
**Local Contact** for Advertising and Merchandising Data: Cy Wood, Pub., ENTERPRISE, PO Box 31. Bastrop, LA 71220; Tel. (318) 281-4421.
**National Representative**: None.

## BATON ROUGE

**1 - LOCATION:** East Baton Rouge Parish (MSA). E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
**Motor Freight Carriers**-43.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-Delta; Continental; Northwest; American; Emerald Air.

**3 - POPULATION:**
Corp. City 80 Cen. 219,419; E&P 89 Est. 249,940
NDM-ABC: (80) 366,191
RTZ-ABC: (80) 317,840
Parish 80 Cen. 368,356; E&P 89 Est. 414,603
MSA 80 Cen. 497,689; E&P 89 Est. 582,940
NDM & RTZ-ABC: (80) 684,031

**4 - HOUSEHOLDS:**
City 80 Cen. 78,595; E&P 89 Est. 92,368
NDM-ABC: (80) 124,346
RTZ-ABC: (80) 97,437
Parish 80 Cen. 124,337; E&P 89 Est. 138,509
MSA 80 Cen. 164,040; E&P 89 Est. 201,206
NDM & RTZ-ABC: (80) 221,783

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 17 | $8,556,050,000 |
| Savings & Loan | 9 | N.A. |

**6 - PASSENGER AUTOS:** Parish 241,661

**7 - ELECTRIC METERS:** Residence 176,142

**8 - GAS METERS:** Residence 85,122

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. & Petroleum 10,300 ($693); Mfg. 18,700 ($523); Constr. 20,200; Trans., Commun., Util. 10,500; Trade 51,900; Gov't 55,700.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15; last killing frost, Mar. 1.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Downtown Shopping Center**-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.
**Neighborhood Shopping Area**-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plank Rd. from 2,500 to 4,000; Government St.

from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cortana Mall | 6 | Sears, Dillards, Penney's |
| Bon Marche Mall(103) | 5 | Dillards, Mont. Ward |
| Hammond-Aire(65) | NA | Marshalls, Steinmart, Home Depot, Michael's, Albertson's |
| Delmont Vlg.(19) | NA | Dillards, JCPenney |
| Broadmoor(20) | 5 | National |
| University(15) | 3 | Super Fresh |
| Choctaw(13) | 3 | Super Fresh, McCrory |
| Twin Cedars | 3 | Winn-Dixie |
| Laurel Lea(18) | 6 | Laurel Lea Mkt. |
| Tynes | 5 | B.R. Furn. |
| Acadian Plaza | 3 | Rexall, National |
| Foster | 4 | National |
| Mid-City | 4 | 7-Eleven |
| Goodwood | 4 | Sleep Shop |
| Greenway | 8 | McCrory |
| Plank Road Mall(4) | 6 | Super Fresh |
| Rebel | 4 | |
| Southdowns(15) | 5 | Duby Furn. |
| Central(16) | NA | McCrory |
| Claitors | NA | McCrory |
| Cloverleaf(19) | NA | |
| Coles Plaza | NA | Coles Florist |
| Colonial | NA | Natl. Food |
| Esplanade | NA | Todd Garland |
| Drusilla(7) | NA | Drusilla Seafood, Hancock's, Winn-Dixie |
| Florida Plz.(10) | NA | Red Wing Shoes |
| Broadwood | NA | New Generation |
| Highland South | NA | McCrory |
| Interstate | NA | Bargain Time, Winn-Dixie |
| Jefferson Plaza | NA | Super Fresh |
| Merrydale | NA | Super Fresh |
| Monterrey Vlg.(9) | NA | Super Fresh |
| Northpark | NA | Eckerd |
| Ogden Park | NA | |
| Perkins Road | NA | Natl. Food |
| Prescott | NA | McCrory |
| Rebel(4) | NA | |
| Quick and Handy | NA | Stop & Go |
| Scenic | NA | Natl. Food |
| Seneca(10) | NA | Phil-A-Sak |
| Sherwood Forest (11) | NA | Delchamps |
| Sherwood Plz. | NA | K&B |
| Sherwood South(11) | NA | Super Fresh, Eckerd |
| Stanford Ave. | NA | Lil General |
| Village Green(6) | NA | Winn-Dixie |
| Village Sq.(83) | NA | K&B, Super Fresh Service Mdse. |
| Westmoreland(15) | NA | Super Fresh, K&B, Dillards |

**13 - RETAIL OUTLETS: Department Stores**-Maison Blanche 2; Sears; Montgomery Ward; JCPenney; Dillards 4; Mervyn's.

**Discount Stores**-Service Mdse.; K mart 6; Wal-Mart 3; Sam's.

**Variety Stores**-Woolworth; McCrory; Dollar General; Family Dollar; Bargain Time.

**Chain Drug Stores**-Rexall 9; K&B 12; Eckerd 13; Griffon's 3; Kare 5; Medicine Shoppe 2.

**Chain Supermarkets**-Super Fresh (A&P) 16; Winn-Dixie 14; National Food 6; Delchamps 5; Circle K 56; Community 2; Cracker Barrel 15; Phil-A-Sak 14; Stop & Go 10; Albertsons 3; Acadiene; Schwegmanns; Assoc. Grocers 56; Blue Ribbon 4.

**Other Chain Stores**-Shoes: Thom McAn, Shoe Town; Baker; Women's Apparel: Lerner; Jewelry: Gordon's, Ryders, Zale's.

**14 - NEWSPAPERS:** ADVOCATE (m) 77,259; STATE TIMES (e) 28,004; ADVOCATE (S) 132,152; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Nola, Nat'l. Adv. Mgr., STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70802; Tel. (504) 383-1111.

**National Representative**: Branham/Newspaper Sales.

## BOGALUSA

**1 - LOCATION:** Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-4.

**Waterway**-Pearl River Canal to Gulf of Mexico.

**3 - POPULATION:**

Corp. City 80 Cen. 16,976; E&P 89 Est. 16,648

Parish 80 Cen. 44,360; E&P 89 Est. 46,754

**4 - HOUSEHOLDS:**

City 80 Cen. 6,331; E&P 89 Est. 6,502

Parish 80 Cen. 15,399; E&P 89 Est. 16,198

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $306,000,000 |

**6 - PASSENGER AUTOS:** Parish 22,188

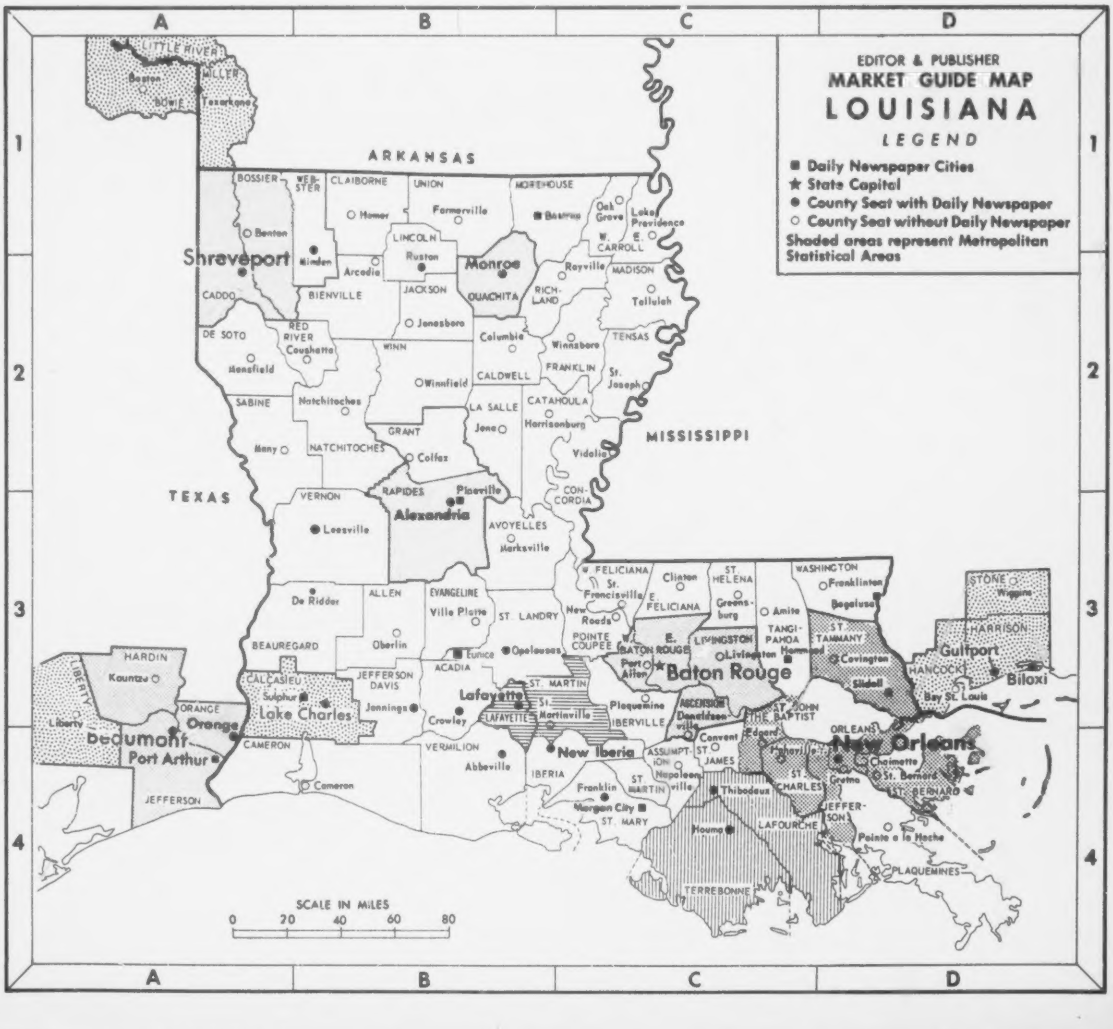
**7 - ELECTRIC METERS:** Residence 8,426

**8 - GAS METERS:** Residence 8,518

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agric. (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Foundry; Whol. Nursery; Freshwater Catfish Raising; Elect. Assembly Plant; Garment Factory; Pump-Valve Mfg.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.


EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
ARKANSAS
TEXAS
MISSISSIPPI
Shreveport
Monroe
Alexandria
Lake Charles
Lafayette
Baton Rouge
New Orleans
New Iberia
Houma
Bogalusa
Gulfport
Biloxi
Beaumont
Port Arthur
Orange
Texarkana
SCALE IN MILES
0
20
40
60
80

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pine Tree Plz.(12) | 1 | Winn-Dixie, Sears, Eckerd, Radio Shack |
| Pleasant Hill | 2 | Bogalusa Home Super, White Auto |
| Northgate(12) | 1 | Piggly Wiggly, TG&Y, Bill's Dollar Store |
| Shopyard Sq.(9) | 1 | A&P, Katz & Besthoff, Payless Shoes |
| Eastgate | 20 | Winn-Dixie, McCrory's, Goodyear |
| Riverside | 22 | National Mkt., Sears, TG&Y |

**13 - RETAIL OUTLETS: Department Stores**-Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.

**Discount Stores**-Ashley's; Fred's; Dollar General.

**Variety Stores**-TG&Y; Bill's Dollar; Wal-Mart.

**Chain Drug Stores**-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.

**Chain Supermarkets**-A&P; National Tea; Winn-Dixie; Piggly Wiggly; Bogalusa Home Super 3; Delchamps.

**Other Chain Stores**-Sears (catalog); Western Auto; Goodyear; Goodrich; Montgomery Ward; Dixie Auto-Lec; Townsend Music; Radio Shack.

**14 - NEWSPAPERS:** NEWS (eS) 7,260; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: J.J. Kennon, Adv. Dir., NEWS, 525 Ave. V; PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.

**National Representative**: None.

## CROWLEY

**1 - LOCATION:** Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, TX. Baton Rouge 98 mi.; Alexandria, 80 mi. N Of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Texas International; La Gros Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 16,036; E&P 89 Est. 15,994

Parish 80 Cen. 56,698; E&P 89 Est. 60,321

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,411; E&P 89 Est. 5,689

Parish 80 Cen. 18,117; E&P 89 Est. 22,833

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $145,702,000 |
| Commercial | 3 | $53,000,000 |

**6 - PASSENGER AUTOS:** Parish 31,677

**7 - ELECTRIC METERS:** Residence 5,750

**8 - GAS METERS:** Residence 4,857

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Ret. 1,669; Personal Servs. 981; Gov't 881; Trans. & Util. 550; Oil Prods. & Refining 515; Agric. 3,050; Garment Mfg. 420.

**10 - CLIMATE:** Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| A&P(6) | NA | A&P, Ben Franklin |
| Gateway | NA | |
| Northpark(9) | NA | Winn-Dixie |
| Wager's(4) | NA | Wager's Phcy., Sears |

**Principal Shopping Days**-Mon., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog).

**Variety Stores**-Ben Franklin.

**Discount Stores**-Howard's; Wal-Mart; Murphy Mart.

**Chain Drug Stores**-Eckerd 2.

**Chain Supermarkets**-National Food; A&P; Winn-Dixie; Shop Rite 2.

**Other Chain Stores**-Goodyear; Western Auto.

**14 - NEWSPAPERS:** POST-SIGNAL (e-tues to fri) 5,899; (S) 7,182; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.

**National Representative**: None.

## DE RIDDER

**1 - LOCATION:** Beauregard Parish, E&P Map A-3, County Seat. Western part of the state, 45 mi. N. of Lake Charles. On U.S. Hwys. 171 & 190.

**2 - TRANSPORTATION: Railroad**-Kansas City Southern; Santa Fe.

**Motor Freight Carriers**-3.

**Inter City Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 11,057; E&P 89 Est. 13,386

County 80 Cen. 29,771; E&P 89 Est. 36,011

**4 - HOUSEHOLDS:**

City 80 Cen. NA; E&P 89 Est. 4,616

County 80 Cen. N.A.; E&P 89 Est. 12,932

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 17,217

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Boise Cascade (Paper Prods.) 1,000; Westvaco Chemical 350; Ampacete (Chem.) 300. Av. Wkly. Wage N.A.

**Principal Industrial Pay Days**- 1st & 15th.

**10 - CLIMATE:** Av. Temp.-Summer 85; Winter 60.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Neighborhood Shopping Center**-Park Terrace on Hwy. 171 & Park Rd. on E. 1st.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Terrace(14) | NA | Beall's, Champion Jewelery |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; JCPenney.

**Variety Stores**-K mart; Wal-Mart.

**Chain Drug Stores**-Thriftway; Ideal; Irvin.

**Chain Food Supermarkets**-Brookshire Bros.; Price-Lo.

**Other Chain Stores**-Payless Shoes; Allied Dept. Stores; Family Dollar; Dollar General.

**14 - NEWSPAPERS:** BEAUREGARD DAILY NEWS (m-tues to fri; S) 8,743; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: George Jinks, Gen. Mgr., BEAUREGARD DAILY NEWS, 903 W. 1st.; PO Box 698, De Ridder, LA 70634; Tel. (318) 462-0616.

**National Representative**-None.

## EUNICE

**1 - LOCATION:** St. Landry Parish, E&P Map B-3. In South central part of state.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Motor Freight Carriers**-Several.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,489; E&P 89 Est. 13,446

County 80 Cen. 84,128; E&P 89 Est. 89,203

**4 - HOUSEHOLDS:**

City 80 Cen. 4,254; E&P 89 Est. 4,790

County 80 Cen. 26,823; E&P 89 Est. 33,866

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $270,000,000 |

**6 - PASSENGER AUTOS:** County 38,688

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Gas; Farming.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Av. Annual Temp.-80.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza Acadienne(9) | NA | Delchamps, Howard Bros. |
| Westgate | NA | Winn-Dixie |

**13 - RETAIL OUTLETS: Department Stores**-Beall-Ladymon.

**Discount Stores**-Dollar General; Wal-Mart; Howard Bros.

**Variety Stores**-K mart; TG&Y.

**Chain Drug Stores**-Eckerd.

**Chain Supermarkets**-A&P; Winn-Dixie; Delchamps.

**14 - NEWSPAPERS:** NEWS (m-tues to fri; S) 6,000, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Gary Miller, Adv. Dir., NEWS, 251 N. Second St.; PO Box 989, Eunice, LA 70535; Tel. (318) 457-3061.

**National Representative**: Papert Companies.

## FRANKLIN

**1 - LOCATION:** St. Mary Parish, E&P Map C-4, County Seat. S part of state.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 9,584; E&P 89 Est. 9,010

Parish 80 Cen. 64,486; E&P 89 Est. 60,882

**4 - HOUSEHOLDS:**

City 80 Cen. 3,062; E&P 89 Est. 2,933

Parish 80 Cen. 20,096; E&P 89 Est. 23,148

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $260,000,000 |
| Savings & Loan | 2 | $330,000,000 |

**6 - PASSENGER AUTOS:** Parish 27,702

**7 - ELECTRIC METERS:** Residence 3,290

**8 - GAS METERS:** Residence 3,762

**9 - PRINCIPAL INDUSTRIES:** Sugar Mfg.; Carbon Black Mfg.; Steel Fab.; Salt Mining; Gas & Oil Proc.; Elect. Power Plant; Water Trans.

**10 - CLIMATE:** Av. Min.-Max.-Summer 60-100; Winter 25-70; Av. Rainfall 66 in. an.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Center**-Blakesley-Main St. St Brown Castille.

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Louis Wormser's; Marx Silverman; A. Friedman; Allied; Hill-Behan; Sears (catalog); Acme; Montgomery Ward; Murphy Mart.

**Variety Stores**-Wal-Mart.

**Chain Drug Stores**-Eckerd; Cashway.

**Chain Supermarkets**-A&P; National; Gus's Big Star; IGA; Ledet's.

**Other Chain Stores**-White Bros.; Western Auto; Auto-Lec.

**14 - NEWSPAPERS:** BANNER TRIBUNE (e-mon to fri) 3,100; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Allan Von Werder, Pub., BANNER-TRIBUNE, 111 Wilson St.; P.O. Box 566, Franklin, LA 70538; Tel. (318) 828-3707.

**National Representative**: None.

## HAMMOND

**1 - LOCATION:** Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; I-12 and I-55.

**2 - TRANSPORTATION: Railroads**-Illinois Central.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Southern Greyhound; Elderidge's.

**3 - POPULATION:**

Corp. City 80 Cen. 15,043; E&P 89 Est. 16,944

NDM-ABC: (80) 83,156

Parish 80 Cen. 81,042; E&P 89 Est. 92,085

**4 - HOUSEHOLDS:**

City 80 Cen. 4,507; E&P 89 Est. 5,259

Parish 80 Cen. 25,963; E&P 89 Est. 32,352

NDM-ABC. (80) 26,674

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $490,323,254 |
| Savings & Loan | 4 | $92,106,792 |

**6 - PASSENGER AUTOS:** Parish 43,906

**7 - ELECTRIC METERS:** Residence 4,587

**8 - GAS METERS:** Residence 3,537

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 2,394; Ret. & Whol. Trade 5,318; Gov't 2,440; Agricultural 2,969; Constr. 651; Trans. 440; Mining 74; Fin., Ins. & Real Estate 475; Servs. & Misc. 952.

**10 - CLIMATE:** Ozone Belt-Av. low temp. 51; Av. high 82. First killing frost, Nov. 21; last killing frost, Mar. 6.

**11 - TAP WATER:** Alkaline, very soft; 99.8 pure; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Center**-1100 W. Thomas to 1900 W. Thomas St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ponchatoula(15) | 6 | Bargain Time, Winn-Dixie |
| Channel(20) | 1 | Sunflower |
| Hammond Sq. Mall(73) | 1 | Sears, JCPenney, Dillard's |
| Town & Country Plaza(31) | NA | Winn-Dixie, Bargain Time |
| West Gate(3) | 1 | Family Dollar, Fred's |
| Seville Plaza | NA | Wal-Mart, Albertson's |
| Westside | NA | K mart, K&B Drugs, Delchamps |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-All major dept. stores.

**Principal Industrial Pay Days**-1st & 15th.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Rosenblum's; Sears, Dillards.

**Discount Stores**-Direct Factory; K mart; Wal-Mart; Bargain Time.

**Variety Stores**-Fred's.

**Chain Drug Stores**-Rexall; Walgreens; Eckerd; K&B.

**Chain Supermarkets**-A&P; Winn-Dixie; Handi-Pak 2; Sunflower; Delchamps; Albertsons; Schwegmann; Associated Grocers.

**Other Chain Stores**-Auto Accessories: Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); United Dollar; Smart & Thrifty; Otasco; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's; Auto Zone; Radio Shack; Shoe Town; Payless Shoe Source; Kinney Shoes; The Limited.

**14 - NEWSPAPERS:** STAR (e-mon to fri) 12,516; (S) 13,177; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Liz Black, Adv. Mgr., STAR, 725 Morrison Blvd.; PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.

**National Representative**: Papert Companies.

## HOUMA

**1 - LOCATION:** Terrebonne Parish, (In Houma-Thibodaux MSA), E&P Map C-4, Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Intercity Bus Line**-Greyhound.

**Motor Freight Carriers**-7.

**3 - POPULATION:**

Corp. City 80 Cen. 32,602; E&P 89 Est. 33,132
Parish 80 Cen. 94,860; E&P 89 Est. 101,774
NDM-ABC: (80) 94,393
MSA 80 Cen. 177,835; E&P 89 Est. 189,025

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,013; E&P 89 Est. 11,288
Parish 80 Cen. 29,285; E&P 89 Est. 38,772
NDM-ABC: (80) 29,285
MSA 80 Cen. 54,676; E&P 89 Est. 60,760

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $800,606,108 |
| Savings & Loan | 4 | $169,092,976 |

**6 - PASSENGER AUTOS:** Parish 45,528

**7 - ELECTRIC METERS:** Residence 35,088

**8 - GAS METERS:** Residence 21,432

**9 - PRINCIPAL INDUSTRIES:** Sugar Mfg.; Gas & Oil Proc.; Agric.; Seafood. Average employment 34,500; Av. Wkly. Wage-$295.

**10 - CLIMATE:** Av. Temp. 69. Av. Rainfall 5.16 in.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Downtown, 8 blocks on E. Main, 6 blocks off Main.

**Neighborhood Shopping Centers**-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Sundberry(4) | NA | Natl. Foods, Dollar General |
| Colonial Acres(17) | NA | Hancock, |
| Lynn Park(9) | NA | Winn-Dixie, West Bros., Bealls, K&B, McCrory |
| Tunnel Blvd.(5) | NA | Winn-Dixie |
| Grand Ciallou | NA | A&P, Family Dollar |
| Southland(45) | 3 | Sears, Woolworth, Hoimes, JCPenney, Zale's, L. Krower |
| Concord Plaza | 3 | Winn-Dixie, Bealls, K&B |
| Southland Plaza | 3 | Delchamps, Revco |
| Caillou Plaza | 4 | Delchamps, Revco |

**Principal Shopping Days**-Mon., Wed., Sat.

**Stores Open Evenings**-Southland Mall, Lynn Park, Concord Plaza.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Holmes; Goodyear; Beall's.

**Discount Stores**-Dollar General; Wilson's; Handy City; Hill Behan; K mart; Zayre; Family Dollar; West Lumber; McCrory.

**Variety Stores**-Woolworth; Leonard Krower.

**Chain Drug Stores**-K&B 3; Eckerd 2; Kare Pharmacy 2; Revco 3.

**Chain Supermarkets**-A&P 2; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.

**Other Chain Stores**-Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zale's; Service Merchandise.

**14 - NEWSPAPERS:** COURIER AND TERREBONNE PRESS (e-mon to fri) 19,866; (S) 22,029; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gerald P. Lancon, Adv. Dir., COURIER AND TERREBONNE PRESS, P.O. Box 2717, Houma, LA 70361; Tel. (504) 879-1557.

**National Representative**: Papert Companies.

## JENNINGS

**1 - LOCATION:** Jefferson Davis Parish. E&P Map B-3, Parish Seat. Agriculture, wholesale and oil center. SW portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Teche Greyhound; Trailways.

**Airlines**-TTA (Lake Charles Terminal).

**3 - POPULATION:**

Corp. City 80 Cen. 12,401; E&P 89 Est. 12,977
Parish 80 Cen. 32,275; E&P 89 Est. 34,425

**4 - HOUSEHOLDS:**

City 80 Cen. 4,148; E&P 89 Est. 4,429
Parish 80 Cen. 10,392; E&P 89 Est. 12,508

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $97,006,934 |
| Savings & Loan | 1 | $30,133,192 |

**6 - PASSENGER AUTOS:** Parish 13,456

**7 - ELECTRIC METERS:** Residence 5,000

**8 - GAS METERS:** Residence 3,840

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, soft; flouridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 5 on N. Broadway.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Piggly Wiggly(4) | NA | Piggly Wiggly |
| Zigler(5) | NA | Sears, Super Foods |
| Jennings(5) | NA | Dollar General, Winn-Dixie, Eckerd, Bargain Time, Allied |
| Jennings Vlg.(4) | NA | A&P, K&B, Shoe Towne |

**Principal Shopping Days**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**Silverman's; Granger's; Rachelle's.

**Variety Stores**-TG&Y; Wal-Mart; Allied; Dollar General; Bargain Time.

**Chain Drug Stores**-Phoenix Rexall; Eckerd; K&B; Thrifty Way.

**Chain Supermarkets**-A&P; Piggly Wiggly; Daleys; Winn-Dixie; Cash & Carry.

**Other Chain Stores**-Sears (catalog); Penney's (catalog).

**14 - NEWSPAPERS:** DAILY NEWS (e) 5,479; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Marc A. Richard, Pub., News 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.

**National Representative**: None.

## LAFAYETTE

**1 - LOCATION:** Lafayette Parish, (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-49, I-10; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

**2 - TRANSPORTATION: Railroads**-So. Pacific; Amtrak.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound; Lafayette; Trailways.

**Airlines**-Royale; Continental; Metro; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 81,961; E&P 89 Est. 88,199
CZ-ABC: (80) 109,465
RTZ-ABC: (80) 140,663
Parish 80 Cen. 151,030; E&P 89 Est. 176,754
MSA 80 Cen. 191,574; E&P 89 Est. 224,091
City & RTZ-ABC: (80) 250,128

**4 - HOUSEHOLDS:**

City 80 Cen. 28,479; E&P 89 Est. 31,402
Parish 80 Cen. 50,497; E&P 89 Est. 60,414
MSA 80 Cen. 62,503; E&P 89 Est. 78,373
CZ-ABC: (80) 37,439
RTZ-ABC: (80) 45,331
City & RTZ-ABC: (80) 82,770

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $545,793,590 |
| Commercial | 9 | $1,568,872,000 |

**6 - PASSENGER AUTOS:** Parish 95,050

**7 - ELECTRIC METERS:** Residence (City) 39,201

**8 - GAS METERS:** Residence (City) 26,699

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil 5,350; Cordage 250; Corrugated Boxes 250; Heat Treating 50; Bakery Prods. 448; Meat Packing 182.

**Principal Pay Days**-Fri., Sat., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14; last killing frost, Mar. 3.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Acadian Vlg.(7) | NA | Winn-Dixie, Old America Store, Eckerd |
| Acadiana Mall(83) | NA | Sears, Goudchaux, D.H. Holmes |
| Four Corners | NA | National Foods |
| Fiesta Vlg.(11) | NA | Bed & Bath |
| Univ. Sq. | NA | Beall's, Piggly Wiggly, Radio Shack |
| Grande Marche(14) | NA | Wal-Mart, Piggly Wiggly |
| La Promenade(26) | NA | |
| Northgate(34) | NA | JCPenney, TG&Y, Mont. Ward |
| Oil Center(20) | NA | The Fair, Bealls, Piggly Wiggly, A&P |
| South College(15) | NA | Landry's Young Fashions |
| Winn Wood(12) | NA | Hancock, Conn's |
| Woodland Vlg.(9) | NA | Elle's, Rattan Arts |
| Boulevard(20) | NA | Kroger |
| Ambassador Row | NA | Delchamps, Toys 'R Us, Marshalls |

**Principal Shopping Days**-Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; The Fair; Beall's; Ester Wolf; Goudchaux; Selber Bros.; D.H. Holmes.

**Variety Stores**-Woolworth; Murphy's; Michael's; TG&Y; Old America Store; Katz & Bestoff.

**Discount Stores**-Wal-Mart; Kroger's Family Center; K mart; Howard's; Target.

**Chain Drug Stores**-Eckerd 6; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff 5; Albertson; Wal-Mart 2; Thrifty Way 3.

**Chain Supermarkets**-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IGA 14; Kroger 2; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps 3; The Superstore; Piggly Wiggly 3.

**14 - NEWSPAPERS:** ADVERTISER (m) 30,141; (S) 37,908; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.

**National Representatives**: Thomson Newspapers; Papert Companies.

## LAKE CHARLES

**1 - LOCATION:** Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165; State Hwys. 14, 27; I-10, 210.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific Systems; Kansas City Southern.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Greyhound; Trailways.

**Freight Steamship Lines**-81 Call at Port.

**Airlines**-Royale; Metro Transit Aviation of Lake Charles; American Eagle; Continental Express.

**3 - POPULATION:**

Corp. City 80 Cen. 75,226; E&P 89 Est. 68,593
CZ-ABC: (80) 116,650
RTZ-ABC: (80) 176,410
Parish/MSA 80 Cen. 168,130; E&P 89 Est. 172,903
City & RTZ-ABC: (80) 293,060

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 26,463; E&P 89 Est. 25,316
Parish/MSA 80 Cen. 56,339; E&P 89 Est. 61,377
CZ-ABC: (80) 40,331
RTZ-ABC: (80) 57,199
City & RTZ-ABC: (80) 97,530

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $742,905,541 |
| Commercial | 6 | $1,092,538,877 |

**6 - PASSENGER AUTOS:** Parish 100,833

**7 - ELECTRIC METERS:** Residence 26,883

**8 - GAS METERS:** Residence 23,012

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining 2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Gov't. 11,200.

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Mean Annual Av. Temp. of last 10 years, 68.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Mall, Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Central City | NA | |
| Downtown Mall(68) | NA | Sears |
| East Town(6) | NA | |
| G.T. Northgate | NA | |
| Gulfway(5) | NA | Kroger |
| K mart Plz. | NA | K mart, Beall's |
| Mid City | NA | Pak-A-Sak Mkt. |
| Oak Park(6) | NA | Market Basket |
| Park Plz.(9) | NA | |
| Prien Lake(46) | NA | JCPenney, Mont. Ward |
| Second Ave. | NA | |
| Southgate(21) | NA | The Fair |
| Ryan St. Hwy. 14(13) | NA | Kroger, Sel-Mart |

**Principal Shopping Days**-Tues., Thur., Sat.

**Stores Open Evenings**-Thur. until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; The Fair 2; JCPenney; Beall-Ladymon, Inc.; White House; Montgomery Ward.

**Discount Stores**-Sel-Mart; Men's Discount Shop; Shoe Town; K mart; Wal-Mart; Ambers.

**Variety Stores**-Perry's 2; Woolworth; Cost Plus; McCrory's 2.

**Chain Drug Stores**-Walgreens 2; Eckerd 3; K&B; Revco.

**Chain Supermarkets**-Safeway; Market Basket 4; Kroger 3; Theriot's 11; Abe's 3; Delchamp's 3.

**Other Chain Stores**-Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

**14 - NEWSPAPERS:** AMERICAN PRESS (m) 38,337; (S) 43,240; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Suzanne Beck, Adv. Dir., AMERICAN PRESS, 327 Broad St.; PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.

**National Representative**: None.

## LEESVILLE

**1 - LOCATION:** Vernon Parish, E&P Map A-3. County Seat. Leesville is called the Gateway to the Toldeo Bend Reservoir (a lake between the LA and TX borders with many fishing camps and marinas).

**2 - TRANSPORTATION: Railroads**-KCS.

**3 - POPULATION:**
Corp. City 80 Cen. 9,054; E&P 89 Est. 12,470
County 80 Cen. 53,815; E&P 89 Est. 63,783

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 4,558
County 80 Cen. 14,000; E&P 89 Est. 20,811

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loans | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 32,438

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Timber; Dairy; Cattle; Poultry; Egg Farming. Total No. of Wage Earners 20,000.
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost, Dec.; last killing frost, Mar.

**12 - RETAILING: Principal Shopping Center**-Berry Town, Leesville Sq. and Lee Hills Shpg. Ctr.
**Neighborhood Shopping Centers**-Nichols; Wal-Mart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Plz.(20) | 15 | Wal-Mart |
| K mart | 15 | K mart |

**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Weekends.

**13 - RETAIL OUTLETS: Department Stores**-Beall-Ladymon; Wal-Mart; Nichols.
**Discount Stores**-Wal-Mart; Nichols.
**Variety Stores**-Wal-Mart; Family Dollar.
**Chain Supermarkets**-Piggly-Wiggly; James Red & White; Stanley's Super D; Price-Lo.
**Other Chain Stores**-Lowe's.

**14 - NEWSPAPERS:** LEESVILLE DAILY LEADER (m-tues to fri; S) 13,800; sworn Jan. 31, 1988.
**Local Contact** for Advertising and Merchandising Data: Cindy Petersen, Adv. Dir., LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 239-3444.
**National Representative**: Papert Companies.

## MINDEN

**1 - LOCATION:** Webster Parish, E&P Map B-1, County Seat. 30 mi. E of Shreveport.

**2 - TRANSPORTATION: Railroads**-LA & AR.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 15,084; E&P 89 Est. 16,066
Parish 80 Cen. 43,676; E&P 89 Est. 46,872
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,523; E&P 89 Est. 6,079
Parish 80 Cen. 15,692; E&P 89 Est. 15,168

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $267,000,000 |
| Bldg. | 2 | $25,000,000 |

**6 - PASSENGER AUTOS:** Parish 24,042

**7 - ELECTRIC METERS:** Residence Est. 15,830

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper; Logging Equip.; Fishing Tackle; Portable Comm. Bldgs.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-6 blocks downtown on Main and Broadway; 30 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Homer Road(22) | 1 | Shuler Dixie Dandy, Piggly Wiggly |
| Park City(12) | 1 | Safeway, Beall's, Eckerd |

**13 - RETAIL OUTLETS: Department Stores**-Beall's; TG&Y; Sears.
**Discount Stores**-Wal-Mart; Dollar General; Cato; Family Dollar.
**Chain Drug Stores**-Eckerd; City Rexall; K&B; Wal-Mart.
**Chain Supermarkets**-Dixie Dandy; Piggly Wiggly; Safeway.
**Other Chain Stores**-Goodyear; Hers Unique; Pay Less Shoes; Shoe Town; Western Auto; Kenwin Ladies; Auto Zone; Radio Shack; Toledo Tackle; Sherwin Williams.

**14 - NEWSPAPERS:** PRESS-HERALD (e-tues to fri; S) 4,705; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 203 Gleason St., Minden, LA 71055; Tel. (318) 377-1866.
**National Representative**: Papert Companies.

## MONROE

**1 - LOCATION:** Ouachita Parish, (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast LA on Ouachita River; 74 mi. W of Vicksburg, MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Gulf; A&LM; Missouri Pacific; Union Pacific.
**Motor Freight Carriers**-18.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-Delta; Republic Express; Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 57,597; E&P 89 Est. 56,121
CZ-ABC: (80) 78,604
RTZ-ABC: (80) 272,777
Parish/MSA 80 Cen. 139,744; E&P 89 Est. 148,730
City & RTZ-ABC: (80) 351,381

**4 - HOUSEHOLDS:**
City 80 Cen. 19,639; E&P 89 Est. 19,916
Parish/MSA 80 Cen. 47,322; E&P 89 Est. 49,306
CZ-ABC: (80) 27,716
RTZ-ABC: (80) 90,058
City & RTZ-ABC: (80) 117,774

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $1,322,000,000 |
| Savings & Loan | 4 | $432,000,000 |

**6 - PASSENGER AUTOS:** Parish 73,273

**7 - ELECTRIC METERS:** Monroe and W. Monroe 28,671

**8 - GAS METERS:** Monroe and W. Monroe 28,382

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 7,900; Servs. 7,900; Whol. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & R.E. 3,500; Trans., Commun. & Util. 2,550; Mining 425; Gov't 9,875.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2; last killing frost, Feb. 5.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Downtown Shopping Center**-5 blocks on DeSiard.
**Neighborhood Shopping Centers**-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe, 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St., 1; Cypress St., W. Monroe, 10; McMillian Mall, 3; North; 18th St., 6; Oliver Rd., 3; N. 7th St.; W. Monroe, 4; Thomas Rd., 2.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(18) | NA | Safeway, K&B, Fair |
| Northgate(12) | NA | Ackel Jewelers |
| Murray Pl. 18th St.(8) | NA | Quick Print, Goldring Jewelers |
| Sunshine Heights (7) | NA | K mart, Eckerd, Radio Shack |
| 18th St.(4) | NA | A&P, Eckerd |
| Twin City Mall(33) | NA | Mont. Ward, Field's, Radio Shack |
| Louisville(7) | NA | County Mkt., Service Mdse. |
| Mid-City Plz.(4) | NA | Sears, Beall's |
| Lakeshore Plz.(8) | NA | A&P, Revco, Radio Shack |
| Pecanland Mall | NA | Dillard's, JCPenney, Mervyn's |
| Southside Plum St.(2) | NA | Safeway, West's |
| Southgate(3) | NA | Family Dollar |
| Highland(2) | NA | Otasco |
| Glenwood Mall(25) | NA | K&B, A&P, Beall-Ladymon |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; JCPenney; The Fair; Selber's; Wellan's; Dillard's, McRae's; Mervyn's; Beall-Ladymon.
**Discount Stores**-Howard Bros 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.
**Chain Drug Stores**-K&B 3, Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco.
**Chain Supermarkets**-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; County Mkt.; Big Star 3; Budget Saver.
**Other Chain Stores**-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Singer; Color Tile; Otasco 3; Pittsburgh Plate Glass, Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; O.G. Wilson; Record Bar; Pier 1; General Nutrition Ctr.; Footlocker; Chess King; B. Dalton Bookseller; The Ltd.; Miller's Outpost; Kay-Bee Toys; Radio Shack 2; Waldenbooks; Hallmark; Helen's Artscrafts.

**14 - NEWSPAPERS:** NEWS-STAR-WORLD (m) 37,724; (S) 46,504; Mar. 27, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jimmy Skeen, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St.; P.O. Box 1502, Monroe, LA 71201; Tel. (318) 362-0214.
**National Representative**: Gannett National Newspaper Sales.

## MORGAN CITY

**1 - LOCATION:** St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge. On U.S. 90.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Perry's Flying Service; Hammond Air.

**3 - POPULATION:**
Corp. City 80 Cen. 16,114; E&P 89 Est. 13,321
Parish 80 Cen. 64,486; E&P 89 Est. 60,882

**4 - HOUSEHOLDS:**
City 80 Cen. 5,353; E&P 89 Est. 4,508
Parish 80 Cen. 20,096; E&P 89 Est. 23,148

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $426,000,000 |
| Savings & Loan | 3 | $515,000,000 |

**6 - PASSENGER AUTOS:** Parish 27,702

**7 - ELECTRIC METERS:** Residence 5,396

**8 - GAS METERS:** Residence 5,176

**9 - PRINCIPAL INDUSTRIES:** Industry (No. of Plants)-Chem. 6; Food 17; Publishing & Printing 4; Lumber Prods. 4; Furn.; Metal Working 2; Mach. 12; Trans. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fab. Yards 6. Av. Wkly. Wage $400 (all industries compete with offshore oil and base pay is constant).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Guarisco-Evans (14) | NA | Sears, Family Dollar |
| Colonial Plz.(8) | NA | TG&Y, Anthony's |
| Business Prof.(5) | NA | |
| Eastgate(8) | 1 | Winn-Dixie, Beall's |
| Inglewood Mall | 1 | |

**Other Shopping Centers**-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Vlg., Patterson; St. Mary Plz. Shpg. Ctr., Bayou Vista; National Shopping Center, Morgan City.
**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Wal-Mart; TG&Y 2; C.R. Anthony.
**Chain Supermarkets**-National; Winn-Dixie 2; Delchamps.
**Chain Drug Stores**-Eckerd; K&B 2.
**Other Chain Stores**-JCPenney (catalog); Sears (catalog); Singer Co.; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Cato; Firestone; Sherwin-Williams; Bargain Time; Super 10.

**14 - NEWSPAPERS:** REVIEW (e-mon to fri) 6,000, sworn Sept 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Doyle Shirley, Ed./Pub., REVIEW, 1014 Front St.; PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370.
**National Representative**: None.

## NEW IBERIA

**1 - LOCATION:** Iberia Parish (Gov't Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 142 mi. from New Orleans; 87 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182; Interstate 10.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific; Amtrak.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound; LaPorte.
**Airlines**-Continental; American; Delta.

**3 - POPULATION:**
Corp. City 80 Cen. 32,766; E&P 89 Est. 33,783
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 80 Cen. 63,869; E&P 89 Est. 66,544
City & RTZ-ABC: (80) 96,831
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,685; E&P 89 Est. 11,319
CZ-ABC: (80) 10,685
RTZ-ABC: (80) 19,053
Parish 80 Cen. 19,915; E&P 89 Est. 25,647
City & RTZ-ABC: (80) 29,738

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 5 | $395,000,000 |
| Savings & Loan | NA | $1,361,281,880 |

**6 - PASSENGER AUTOS:** Parish 37,434

**7 - ELECTRIC METERS:** City Residence 11,600; Parish 18,000

**8 - GAS METERS:** City Residence 11,121; Parish 16,866

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 690 ($320); Food Processors 525; Sauce Plants 425; Supply House (Oil) 721 ($215); Salt Mines 754 ($275); Port of New Iberia 1,925 ($275); Aircraft/Charter Repair 395; Fabrication 250; Textiles (Fruit of the Loom) 1,200. Total laborers 25,625.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

**11 - TAP WATER:** Slightly alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.; 6 blocks on S. Lewis St; 5 blocks on Adm. Doyle Dr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Jeanerette | 10 | Robie Star, Winn-Dixie |
| Shoptown | 1 | National, Hancock's, Western Auto, Broussard's |

| | | |
|---|---|---|
| Torrido(4) | 1 | Sears, Conn's, Sherwin-Williams |
| Iberia Mall(9) | 1 | Old America, Merle Norman |
| K mart | 2 | K mart |
| Canal Villere | 1 | |
| Natl.(7) | 1 | Beall's, Weiner's |
| Town & Country | 1 | A&P, Katz & Bestoff |
| Iberia Plz.(8) | 2 | Wal-Mart, Delchamps |

**Principal Shopping Days**-Fri., Sat., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Abdalla's; Weiner's; Gulotta's; Lewald's; Kenwin; Home Furniture; Anthony's; Cato (Ladies Wear); West; Beall's; Wormser.

**Discount Stores**-Handy Dan (Ace Hdwe.); Allied Tire; West; K mart; Wal-Mart; Allied Dept. Store; Paul's Wholesale Jewelry.

**Variety Stores**-Old America; Dollar Store.

**Chain Drug Stores**-Rexall; Eckerd 4; Kare's; Thrifty Way; Medicine Shoppes; K&B; Wal-Mart; K mart.

**Chain Supermarkets**-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; IGA; Delchamps; Piggly Wiggly; Bi-Lo.

**14 - NEWSPAPERS:** DAILY IBERIAN (e) 14,576; (S) 15,923; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Karen Scroggs, Adv. Mgr., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561; Tel. (318) 365-6773.

**National Representative**: Papert Companies.

## NEW ORLEANS

**1 - LOCATION:** Orleans Parish (In New Orleans MSA). E&P Map D-4, Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi.; On U.S. Hwys. 61, 51, 91, 11, 90; State Hwys. 1, 2, 30, 31, 33; I-10.

**2 - TRANSPORTATION: Railroads**-Amtrak; Kansas City Southern; Louisiana & Arkansas Railway Co.; Southern; Santa Fe; Southern Pacific; Union Pacific.

**Intercity Bus Lines**-Trailways; Greyhound.

**Motor Freight Carriers**-95.

**Airlines**-Emerald; American; Aviateca; Midway; Continental; Delta; Eastern; General Aviation; LACSA; Transworld; Northwest; Piedmont; Pan American; Sahsa-Honduras; Southwest; United; USAir.

**Steamship Lines**-61 regularly scheduled lines. Approx. 19 common carrier barge lines; numerous others on charter.

**3 - POPULATION:**

Corp. City 80 Cen. 557,515; E&P 89 Est. 510,592
Parish 80 Cen. 557,184; E&P 89 Est. 510,344
NDM-ABC: (80) 1,282,717
MSA 80 Cen. 1,260,613; E&P 89 Est. 1,370,303

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 206,435; E&P 89 Est. 161,414
Parish 80 Cen. 206,435; E&P 89 Est. 161,318
MSA 80 Cen. 439,079; E&P 89 Est. 506,828
NDM-ABC: (80) 446,948

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | NA | NA |
| Savings & Loan | NA | NA |

**6 - PASSENGER AUTOS:** Parish 235,580

**7 - ELECTRIC METERS:** Residence 195,591

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 500 (N.A.); Durable Goods 22,700 ($383); Stone, Clay & Glass Prods. 1,300 ($435); Fab. Metal 2,100 ($345); Mach. 2,700 (N.A.); Trans. Equip. 14,100 (N.A.); Ship & Boat Bldg. 10,500 ($381); Other Durable Goods 2,000 (N.A.); Nondurable Goods 20,900 ($479); Food Prods. 6,000 ($319); Apparel & Textile Prods. 1,800 ($210); Paper Prods. 700 ($445); Printing & Pub. 3,700 ($390); Chemical Prods. 4,900 ($714); Petroleum Prods. 3,400 (N.A.); Other Nondurable Goods 400 (N.A.); Non-Agr. 520,500 (N.A.).

**10 - CLIMATE:** Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-12 blocks adjacent to Canal Street.

**Neighborhood Shopping Centers**-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Airline Park | 8 | Woolworth, Winn-Dixie |
| Airline Village | 4 | Lionel Playworld |
| Bogue Falaya Plaza(40) | 40 | West, Beall's, National/Canal Villere |
| Belie Promenade | 13 | D.H. Holmes, JCPenney |
| Carrollton | 1 | JCPenney |
| Clearview | 8 | Sears, Maison Blanche |
| Donna Villa | 7 | TG&Y, Winn-Dixie |
| The Esplanade | 15 | Dillards, Mervyn's, Macy's |
| Elmwood | 10 | K mart, Levitz, Home Depot, Marshall's, Solo Stores |
| East Lake | 8 | Solo, Marshall's |
| Gentilly-Elysian Fields | 3 | A&P, Maison Blanche, True Value |
| Gentilly Woods Mall | 4 | Zayre's, Walgreens, National/Canal Villere |
| M.A. Green | 10 | TG&Y, Western Auto |
| Harrison Ave. | 5 | Winn-Dixie, K&B |
| Kenilworth Mall | 6 | A&P, K&B |
| Kenner Plz. | 12 | |
| Lakeside | 7 | Dillards, JCPenney |
| North Side Plz. | 45 | Beall's, Eckerd, Winn-Dixie |
| North Shore | 25 | Dillards, JCPenney, Sears, Mervyn's |
| Oakwood | 2 | Sears, Dillards, Mervyn's |
| Canal Place | NA | Gucci, Brooks Bros., Kreeger's, Saks 5th Ave. |
| Plaza Lake Forest | 8 | Maison Blanche, Dillards, Sears, Mervyn's |
| Plaza La Place | 26 | K mart, K&B, Delchamps |
| Plaza "190" | 45 | Roses, K&B |
| Ponchartrain Plz. | 30 | K mart |
| Riverlands Ctr. | 26 | K mart, TG&Y, Eckerd, Beall's, Winn-Dixie |
| St. Charles Plz. | 20 | K mart, K&B, Delchamps |
| St. Tammany Sq. | 40 | K mart, K&B, Delchamps |
| South Clairborne | 1 | Kent's, TG&Y |
| Uptown Sq. | 5 | Dillards |
| Village Aurora | 4 | Walgreens |
| New Orleans Center | NA | Lord & Taylor Macy's |
| Westside | 2 | Maison Blanche, Marshall's |

**Principal Shopping Days**-Thur., Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Maison Blanche; Dillards; Sears; Krauss; JCPenney; Beails; Howards; J.A. West; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens; Mervyn's; Macy's; Lord & Taylor.

**Variety Stores**-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge; Wal-Mart.

**Discount Stores**-K mart; Kent's; Service Merchandise; Wal-Mart.

**Chain Drug Stores**-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.

**Chain Supermarkets**-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9; Real Super Store 2.

**Other Chain Stores**-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Baker's; Butler's; T.J. Maxx; Stein Mart.

**14 - NEWSPAPERS:** TIMES-PICAYUNE (all day-mon to fri) 281,851; (m-sat) 266,024; THE TIMES-PICAYUNE (S) 338,978; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel. (504) 826-3300; (800) 626-3987.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## OPELOUSAS

**1 - LOCATION:** St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small manufacturing center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwy. 190; State Hwys. 5, 7, 22, 40, 45, 219; I-49.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Southern Pacific; Texas & Pacific.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Continental Trailways; Greyhound; Opelousas.

**Airlines**-Charter Service; Texas International.

**3 - POPULATION:**

Corp. City 80 Cen. 18,903; E&P 89 Est. 18,781
Parish 80 Cen. 84,305; E&P 89 Est. 89,203
NDM-ABC: (80) 113,843

**4 - HOUSEHOLDS:**

City 80 Cen. 6,438; E&P 89 Est. 6,684
Parish 80 Cen. 26,823; E&P 89 Est. 33,866
NDM-ABC: (80) 36,580

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| City | 3 | $182,900 |
| Parish | 9 | $258,800 |

**6 - PASSENGER AUTOS:** Parish 38,688

**7 - ELECTRIC METERS:** Residence 6,800

**8 - GAS METERS:** Residence 6,987

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($200); Lumber & Wood Prods. 300 ($200); Drug Mfg. 200 ($200); Chem. (Fertilizer) 100 ($200); Natural Gas Refinery 125 ($240); Pipe Fittings & Valves 300 ($240); Oil 800 ($300).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Jan. 2; last killing frost, Mar. 31.

**11 - TAP WATER:** Alkaline; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.

**Neighborhood Shopping Centers**-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Indian Hill(7) | NA | Dixieland IGA |
| St. Landry | NA | Wal-Mart, K&B, Delchamps |
| Vista Vlg.(20) | NA | Winn-Dixie, McCrory's, Anthony's |

**Principal Shopping Days**-Department Stores: Fri., Sat.; Food: Sat., Mon., Wed.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog); Anthony's; Allied; W.F. Beall-Ladymon.

**Variety Stores**-Vee's; McCrory's.

**Discount Stores**-Dollar General; Wal-Mart.

**Chain Drug Stores**-Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.

**Chain Supermarkets**-A&P; Winn-Dixie; Delchamps; Piggly Wiggly.

**Other Chain Stores**-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco.

**14 - NEWSPAPERS:** WORLD (e-mon to fri) 12,960; (S) 14,312; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South; P.O. Box 1179, Opelousas, LA 70570; Tel. (318) 942-4971.

**National Representative**: Papert Companies.

### PINEVILLE

**See ALEXANDRIA**

## RUSTON

**1 - LOCATION:** Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20, U.S. 80, 167.

**2 - TRANSPORTATION: Railroads**-Illinois Central. **Motor Freight Carriers**-4. **Intercity Bus Lines**-Continental Trailways; Salter.

**3 - POPULATION:**

Corp. City 80 Cen. 20,585; E&P 89 Est. 23,204
Parish 80 Cen. 39,873; E&P 89 Est. 44,609

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,557; E&P 89 Est. 7,522
Parish 80 Cen. 12,280; E&P 89 Est. 12,168

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 12 | $115,477,663 |
| Commercial | 5 | $335,000,000 |

**6 - PASSENGER AUTOS:** Parish 20,453

**7 - ELECTRIC METERS:** Residence 6,717

**8 - GAS METERS:** Residence 6,238

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prods. 240; Gas & Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prods. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Ins. 300.

**10 - CLIMATE:** First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Very soft.

**12 - RETAILING: Principal Shopping Centers**-2 blocks along W. Calif. Ave.; Vlg. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Village Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries; Safeway; Auto Zone; Shoetown; Wal-Mart; K mart; Lewis; Beall's.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lewis; Beall's.

**Discount Stores**-Wal-Mart; K mart; Family Dollar.

**Chain Drug Stores**-Rexall; K&B; Eckerd.

**Chain Supermarkets**-Safeway 2; Jiffy Mart; Handee Mart; 7-Eleven; County Market; E-Z Mart.

**Other Chain Stores**-Rose Oil; Sears (catalog); Goodyear; Goodrich; Ollinger Co.; Wickes Lumber; Sherwin-Williams; Radio Shack; Cato's.

**14 - NEWSPAPERS:** LEADER (e-mon to fri; S) 7,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Rick Hohlt, Adv. Mgr., LEADER, 208 W. Park Ave.; PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.

**National Representative**: None.

## SHREVEPORT

**1 - LOCATION:** Caddo Parish (In Shreveport MSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Southern Pacific; Mid-South; Kansas City Southern.

**Airlines**-American; Delta; Northwest; Continental; Emerald.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 205,820; E&P 89 Est. 228,100
CZ-ABC: (80) 305,397
RTZ-ABC: (80) 571,341
MSA 80 Cen. 333,912; E&P 89 Est. 373,443
Parish 80 Cen. 252,889; E&P 89 Est. 274,371
City & RTZ-ABC: (80) 876,738

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 74,649; E&P 89 Est. 79,637
Parish 80 Cen. 90,694; E&P 89 Est. 90,926
MSA 80 Cen. 117,391; E&P 89 Est. 137,234
CZ-ABC: (80) 107,920
RTZ-ABC: (80) 196,700
City & RTZ-ABC: (80) 304,620

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | $400,000,000 |
| Commercial | 12 | $2,897,977,000 |

**6 - PASSENGER AUTOS:** Parish 157,694

**7 - ELECTRIC METERS:** Residence 128,000

**8 - GAS METERS:** Residence 115,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric.; Oil; Gas; Lumber; Rct. Trade; Mfg.; Food Prods. 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prods., Mach. 27,000 ($350); Other 4,500 ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

**11 - TAP WATER:** Slightly alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.

**Neighborhood Shopping Centers**-(Shreveport & Bossier)-Centenary, 5 on E. Kings Hwy.; Bossier City's main dist., 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Portico Shopping Ctr. Hwy. 18 Best Kouvis; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. & Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Freestate Unit 1, North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy. & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave. at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline 8 Hwy. 80; Outlets Mall, I-20 at Industrial loop.

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears 3; JCPenney 2; Hearne; Beall's 6; Dillard 3; Montgomery Ward.

**Variety Stores**-Woolworth; McCrory; TG&Y 2.

**Discount Stores**-Service Mdse.; K mart 3; Wal-Mart 3.

**Chain Drug Stores**-Lewis; Walgreens 2; Barksdale; Chuck Snyder's 3; Rexall; Plaza; Tri-State; Medic 14; Mitchell's; Eckerd 10; Albertsons-Southco 2; K&B 7; Drug World 2; Drug Emporium; Revco.

**Chain Supermarkets**-Kroger 8; Brookshire 11; Piggly Wiggly 2; 7-Eleven 50; Albertson's-Southco 2; County Market; Price-Lo 2.

**Other Chain Stores**-Goldrings; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Casual Corner; Western Auto 2; Firestone; Goodrich; Goodyear; Otasco; Florsheim; Singer; Necchi; Zale's Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; S&H Green Stamps; Kinney Shoes; Naturalizer Shoes.

**14 - NEWSPAPERS:** TIMES (m) 76,988; JOURNAL (e) 19,118; TIMES (S) 104,926; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Benoit Lynn, Gen. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130-0222; Tel. (318) 459-3364.

**National Representative**: Gannett National Newspaper Sales.

## SLIDELL

**1 - LOCATION:** St. Tammany Parish, (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

**2 - TRANSPORTATION: Railroads**-SOU; GM&O; Amtrak.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 26,718; E&P 89 Est. 38,415
Parish 80 Cen. 112,506; E&P 89 Est. 170,110
MSA 80 Cen. 1,260,613; E&P 89 Est. 1,370,303

**4 - HOUSEHOLDS:**

City 80 Cen. 8,295; E&P 89 Est. 12,257
Parish 80 Cen. 35,576; E&P 89 Est. 62,368
MSA 80 Cen. 439,079; E&P 89 Est. 506,828

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial & Savings & Loan | 12 | N.A. |

**6 - PASSENGER AUTOS:** Parish 95,488

**7 - ELECTRIC METERS:** City 8,573

**8 - GAS METERS:** 5,675

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northshore Sq.(70) | 5 | JCPenney, D.H. Holmes, Mervyn's, Sears |
| Northside Plz.(11) | 2 | Winn Dixie, Beall's, Campo's, Eckerds |
| Plaza 190(6) | 2 | A&P, Beards, K&B |
| Wal-Mart(20) | 3 | Delchamps, Wal-Mart, Walgreens, Shoe Town |
| K mart(6) | 3 | K mart |
| County Club Plz.(6) | NA | Delchamps, Revco |
| Brown's Vlg. Sq.(4) | 4 | Delchamps, Eckerds |
| Tammany Mall(10) | 2 | D.H. Holmes/Last Resort, Firestone |
| Lauren Plz.(6) | 2 | Delchamps, Eckerd |

**13 - RETAIL OUTLETS: Department Stores**-Sears; D.H. Holmes; Last Resort; Beards; JCPenney; Mervyn's.

**Discount Stores**-K mart; Wal-Mart; Walgreens.

**Chain Supermarkets**-A&P; Schwegmanns; Winn-Dixie; National; Delchamps; County Mkt.; IGA.

**14 - NEWSPAPERS:** SENTRY-NEWS (m-tues to sat) 7,000; (S) 27,650; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Charles LaFerrara, Adv. Mgr., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South; P.O. Box 910, Slidell, LA 70459; Tel. (504) 643-4918.

**National Representative**: U.S. Suburban Press.

## SULPHUR

**1 - LOCATION:** Calcasieu Parish, (In Lake Charles MSA). E&P Map B-3.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Airlines**-West Calcasieu Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 19,709; E&P 89 Est. 21,375
Parish/MSA 80 Cen. 168,130; E&P 89 Est. 172,903

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. 7,653
Parish/MSA 80 Cen. 56,339; E&P 89 Est. 61,377

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 100,833

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Citgo 1,552 (reg., f.t); Citcon; Conoco 677 (reg.) 200 (contract); PPG 1605 N.A.; Olin Chemicals N.A.; W.R. Grace N.A.; Firestone 320; Himont 558 N.A.; Occidental Petroleum 133; Jupiter N.A.; Gulf States Utilities Nelson Sta. N.A.

**10 - CLIMATE:** Min. & Max. Temp. N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kenwood(8) | NA | K&B, TG&Y |
| Maplewood Plz. | NA | Delchamps |
| Parish Vlg.(8) | NA | Market Basket |
| Town & Country(3) | NA | Market Basket |
| Westpoint(18) | NA | Dollar General |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.

**Chain Drug Stores**-Revco; Eckerd; K&B.

**Chain Supermarkets**-Delchamps; Brookshire Bros.; Kroger; Market Basket.

**14 - NEWSPAPERS:** SOUTHWEST DAILY NEWS (m-tues to fri; S) 9,097; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Ophelia Hayes, Adv. Dir., SOUTHWEST DAILY NEWS, PO Box 1999, Sulphur, LA 70664; Tel. (318) 527-7075.

**National Representative**: Papert Companies.

## THIBODAUX

**1 - LOCATION:** Lafourche Parish, (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Texas and Pacific.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Teche-Greyhound Lines.

**3 - POPULATION:**

Corp. City 80 Cen. 15,810; E&P 89 Est. 16,308
NDM-ABC: (80) 50,065
Parish 80 Cen. 82,975; E&P 89 Est. 87,251
MSA 80 Cen. 177,835; E&P 89 Est. 189,052

**4 - HOUSEHOLDS:**

City 80 Cen. 5,119; E&P 89 Est. 5,399
NDM-ABC: (80) 15,491
Parish 80 Cen. 25,391; E&P 89 Est. 33,179
MSA 80 Cen. 54,676; E&P 89 Est. 60,760

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $698,258,634 |
| Savings & Loan | 4 | $216,640,381 |

**6 - PASSENGER AUTOS:** Parish 43,035

**7 - ELECTRIC METERS:** Residence 5,800

**8 - GAS METERS:** Residence 4,832

**9 - PRINCIPAL INDUSTRIES:** Industry-Steel Fab.; Agric. Mach.; Univ. Educ.; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugar Cane; Shipbuilding.

**10 - CLIMATE:** Annual mean temp. 68. Highest av. temp. June-96; lowest av. temp. Dec.-27.

**11 - TAP WATER:** Alkaline; hard.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).

**Neighborhood Shopping Centers**-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.

**Nearby Shopping Centers**-Southland Mall-Holmes; Kirschmann's; Sears; Woolworth; JCPenney; Katz & Besthoff; Winn-Dixie; Eckerd.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Jake's; Sears (catalog); JCPenney (catalog).

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-National Dollar.

**Chain Drug Stores**-D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.

**Chain Supermarkets**-Rouses; L&N Food Stores; Winn-Dixie 2; IGA; Delchamps; Super Foods.

**Other Chain Stores**-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Lowes Lumber; Radio Shack; West Lumber; Auto Shack.

**14 - NEWSPAPERS:** COMET (e-mon to fri) 12,204; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lisa Ferrell, Adv. Dir., COMET, 705 W 5th St.; P.O. Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.

**National Representative**. None.

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# MAINE
# SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Bangor**-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag,Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.

**Lewiston-Auburn**-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.

**Portland**-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton Hollis and Old Orchard Beach towns in York County.

**Portsmouth-Dover-Rochester, NH-ME**-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

### POPULATION ESTIMATES
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 85 | 79 | 103 |
| 5-14 Years | 201 | 178 | 187 |
| 15-24 Years | 170 | 206 | 185 |
| 25-44 Years | 219 | 302 | 394 |
| 45-64 Years | 205 | 219 | 229 |
| 65 and Over | 114 | 141 | 143 |
| TOTAL | 994 | 1,125 | 1,240 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 248 | 304 | 714 |
| General Mdse | 393 | 462 | 861 |
| Food | 872 | 1,275 | 2,123 |
| Automobiles | 724 | 914 | 2,200 |
| Gasoline Stations | 244 | 387 | 481 |
| Apparel | 132 | 210 | 377 |
| Furniture | 116 | 133 | 304 |
| Eat-Drink Places | 261 | 411 | 784 |
| Drugs | 103 | 161 | 296 |
| TOTAL SALES | 3,616 | 5,332 | 9,864 |

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### Auburn
**See LEWISTON**

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## AUGUSTA

**1 - LOCATION:** Kennebec County. E&P Map B-4, Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 11, 17, 104, 105, 200, 201, 202; Maine Tpke., I-95.

**2 - TRANSPORTATION: Railroads**-Maine Central.
**Intercity Bus Lines**-New England Transit.
**Motor Freight Carriers**-10.
**Airlines**-Bar Harbor; Eastern Express.

**3 - POPULATION:**
Corp. City 80 Cen. 21,819; E&P 89 Est. 21,010
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 80 Cen. 110,159; E&P 89 Est. 116,295
City & RTZ-ABC: (80) 248,495

**4 - HOUSEHOLDS:**
City 80 Cen. 8,405; E&P 89 Est. 8,627
County 80 Cen. 38,579; E&P 89 Est. 42,964
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $122,576,000 |
| Commercial | 5 | $211,576,000 |

**6 - PASSENGER AUTOS:** County 77,449

**7 - ELECTRIC METERS:** Residence 53,528

**8 - GAS METERS:** Residence 27,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

**10 - CLIMATE:** Av. Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Water St., 1,800 ft. both sides.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Augusta Plz.(15) | NA | K mart |
| Capitol(13) | NA | Service Mdse., Shaw's |
| Turnpike Mall(12) | NA | Sears, Zayre's, Shop 'N Save |

**Neighborhood Shopping Centers**-Cony St., State St., Western Ave., Bangor St.
**Principal Shopping Days**-Wed., Thur., Fri.
**Principal Shopping Night**-Thur., Shpg. Ctrs. open every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.
**Variety Stores**-McLellan's.
**Discount Stores**-Zayre; K mart; Service Merchandise.
**Chain Drug Stores**-LaVerdiere's 2; CVS; Brooks Super Drug; Welby's.
**Chain Supermarkets**-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Bernards; Maine Pride.
**Other Chain Stores**-Firestone Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

**14 - NEWSPAPERS:** KENNEBEC JOURNAL (m) 19,317: Apr. 1, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mark Sullivan, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
**National Representative**: Landon Associates.

## BANGOR

**1 - LOCATION:** Penobscot County (Bangor NECMA). E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 3 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

**2 - TRANSPORTATION: Railroads**-Maine Central; Bangor & Aroostook.
**Motor Freight Carriers**-29.
**Intercity Bus Lines**-Cyr, Citibus; Greyhound.
**Airlines**-Delta; Continental Express; United; Valley; Air Atlantic.

**3 - POPULATION:**
Corp. City 80 Cen. 31,643; E&P 89 Est. 31,532
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
Co./NECMA 80 Cen. 137,083; E&P 89 Est. 146,044
City & RTZ-ABC: (80) 429,141
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 11,772; E&P 89 Est. 12,448
Co./NECMA 80 Cen. 45,974; E&P 89 Est. 51,549
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $462,836,000 |
| Trust Co. | 1 | $22,507,000 |
| Fed. Credit Unions | 7 | $30,742,000 |

**6 - PASSENGER AUTOS:** County 93,361

**7 - ELECTRIC METERS:** Residence 24,966

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Prods. 1,042; Paper & Allied Prods. 1,361; Mach./Elect. & Non-elect. 974; Food Proc. 332; Printing & Publishing 504; Textiles 168; Other Misc. Mfg. 1,059; Total Mfg. 5,440; Gov't 11,250; Servs. 11,960; Ret. & Whol. 12,920; Trans. & Public Util. 3,090; Fin. & Ins. 1,830; Contracting & Constr. 2,240; Total Non-mfg. 43,400; Total Non-Farm Labor Force 48,790. (Greater Bangor Area).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central; Broad; Bangor Mall; Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart; Shaw's Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bangor Mall(80) | 5 | Sears, Porteous, JCPenney, Doug's |
| Broadway(13) | 3 | Zayre, TJ. Maxx, Doug's Shop 'N Save |
| Westgate Mall(9) | 2 | Mars, Westgate IGA |
| Airport Mall(28) | 3 | Rich's |
| Maine Sq. Plz.(10) | 5 | Ski Rack, Bass Shoe, Goldsmith's, Radio Shack, Mr. Paperback |
| Shaw's Plz. | 5 | Trina's, Shaw's |
| K mart | 5 | K mart |
| Outer Broadway | 4 | Trustworthy Hdwe., Varney's |
| North Brewer(3) | 3 | Marden's, IGA, LaVerdiere's |
| Brewer Mall(18) | 4 | Doug's, O'Brien's Hdwe, Penobscot Appliances |
| Twin City Plz.(17) | 4 | Wellby's |
| Stillwater Ave. Plz. | 6 | |
| University Mall(6) | 10 | Ames |
| Ellsworth(11) | 23 | Zayre, O'Brien's Hdwe., Wellby's |
| Ellsworth Mill Mall | 9 | Brown's Aubochron Hdwe. |
| Maine Coast Mall(21) | 23 | Bass Shoe, Ames Doug's |
| Belfast(3) | 35 | JCPenney, IGA |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Close**-Principal Stores, Sun. & major holidays.
**Stores Open Evenings**-Shpg. Ctrs. evenings until 9.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Porteous; JCPenney.
**Chain Drug Stores**-Brooks; Miller; Ohmart & Hinkley 3; La Verdiere's 4; Wellby 6; CVS 2.
**Discount Stores**-K mart; Rich's; Zayre; Mars.
**Outlets**-Bass Shoe 2; Dexter Shoe; Hathaway Shirt; Quoddy Shoes; Ship 'n Shore; Eastland Shoes; Kidsport.
**Chain Supermarkets**-IGA Foodliner 2; Shop 'N Save (Doug's) 7; Shaw's; Yankee Grocer 2.
**Other Chain Stores**-Thom McAn; Fayva; Standard Shoe; Kinney; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale's Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; TJ. Maxx; Marianne's; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; GNC; Colortile Nutri-System; Service Mdse.; Sherwin-Williams; Trustworthy 2; Steego Auto Parts; CAP Auto; Goodyear; Waterfest; Water beds.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 79,448; (wknd) 96,147; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 990-8000.
**National Representative**: Sawyer-Ferguson-Walker.

## BIDDEFORD-SACO

**1 - LOCATION:** York County. E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

**2 - TRANSPORTATION: Railroads**-B & M.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Biddeford & Saco; Brunswick Trans.; Greyhound.

**3 - POPULATION:**
Corp. Cities 80 Cen. 32,559; E&P 89 Est. 34,137
Biddeford 80 Cen. 19,638; E&P 89 Est. 19,402
Saco 80 Cen. 12,921; E&P 89 Est. 14,735
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
County 80 Cen. 140,250; E&P 89 Est. 169,590
City & RTZ-ABC: (80) 48,089

**4 - HOUSEHOLDS:**
Cities 80 Cen. 13,140; E&P 89 Est. 12,845
Biddeford 80 Cen. 7,950; E&P 89 Est. 7,369
Saco 80 Cen. 5,190; E&P 89 Est. 5,476
County 80 Cen. 66,833; E&P 89 Est. 63,901
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 4 | $1,000,000,000 |
| Commercial | 4 | (incl. above) |

**6 - PASSENGER AUTOS:** County 116,389

**7 - ELECTRIC METERS:** Residence: Biddeford and Saco 17,759

**8 - GAS METERS:** Bottled gas used.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Total Manufacturing 5,388; Av. Wkly. Wage-$350.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Shop 'n' Save(11) | 1 | Shop 'n' Save |
| Saco Valley(17) | 1 | Zayre, Shaw |
| 5 Points(11) | 2 | Rich's |
| Maine Mall(130) | 15 | Jordan M., Sears, Filenes |

**Principal Shopping Days**-Downtown-Sat.; Shopping Ctrs.-6 nights.

**13 - RETAIL OUTLETS: Department Stores**-R.H. Reny; Youlands.
**Variety Stores**-Bookland 2.
**Chain Drug Stores**-Laverdiere 2; Brooks 2; Wellby 2.
**Discount Stores**-Zayre; Rich's; Stuarts.
**Chain Supermarkets**-Shop 'N Save 2; Shaw's.
**Other Chain Stores**-Dexter; Goodyear; Sherwin-Williams; Diamond Natl.; The Men's Shop; Radio Shack; Bass Shoe; Fayva; Devoe Paint.

**14 - NEWSPAPERS:** JOURNAL-TRIBUNE (e) 14,626; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data. Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, P.O. Box 627, Biddeford, ME 04005; Tel. (207) 282-1535.
**National Representative**: Landon Associates.

## BRUNSWICK

**1 - LOCATION:** Cumberland County, (In Portland NECMA). E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1; I-95.

**2 - TRANSPORTATION: Railroads**-Maine Central (freight).
**Intercity Bus Lines**-Coastal Trans.
**Motor Freight Carriers**-12.
**Airlines**-Delta; Continental; United; USAir; Val ley; Bar Harbor.

**3 - POPULATION:**
Corp. City 80 Cen. 17,366; E&P 89 Est. 19,140
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
Co./NECMA 80 Cen. 216,171; E&P 89 Est. 241,704
City & RTZ-ABC: (80) 56,023

**4 - HOUSEHOLDS:**
City 80 Cen. 5,843; E&P 89 Est. 5,724
Co./NECMA 80 Cen. 78,704; E&P 89 Est. 92,953
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $136,000,000 |
| Savings & Loan | 2 | $105,000,000 |
| Savings | 6 | $193,000,000 |
| Credit Unions | 6 | $48,000,000 |

**6 - PASSENGER AUTOS:** County 166,100

**7 - ELECTRIC METERS:** Residence 6,850

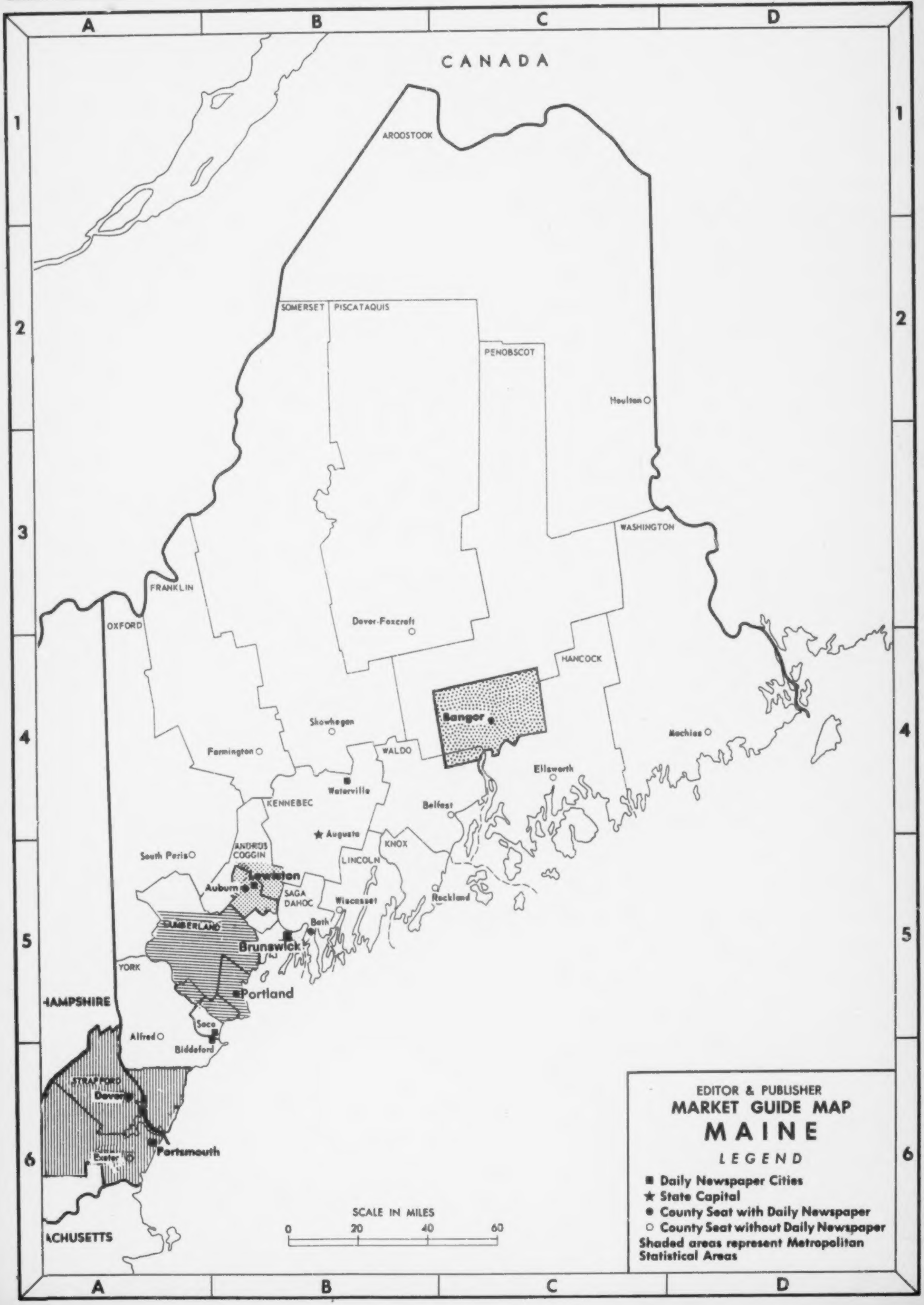
**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Shipbuilding; Papermaking; Artist Brushes; Wiring Devices; Fishing; Sports Clothing and Equipment; Military Installations (naval).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Cook's Corner, 17 stores (Sears, Porteous); Bath Rd.-Zayre; Topsham Fair Mall (Bradless,


A
B
C
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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
KNOX
ANDROS COGGIN
South Paris
LINCOLN
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
Bath
CUMBERLAND
Brunswick
YORK
Portland
HAMPSHIRE
Alfred
Saco
Biddeford
STRAFFORD
Dover
Portsmouth
Exeter
ACHUSETTS
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Shop 'N Save); L L Bean and 100 retailers and discount stores in Freeport.

**Principal Shopping Days**-Mon., Thurs., Fri., & Sat.

**Stores Open Evenings**-Mon. through Sat. 9 a.m. to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Senter's; Sears; Grand City; Bradlees; Zayre; Ames; Porteous.

**Chain Drug Stores**-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.

**Variety Stores**-Grand City; Newberry.

**Discount Stores**-Ames.

**Chain Supermarkets**-Shaws; Shop 'N Save 2.

**Other Chain Stores**-G.M. Pollack & Sons; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; VIP Auto Center; Lamey-Wellahan; So-Fro Fabrics; Radio Shack; Fayva; Bookland; Poore Simons; Perkin's Hallmark; Fashion Bug; Grossman's.

**14 - NEWSPAPERS:** TIMES RECORD (e-mon to fri) 14,392; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marie Almy, Adv. Dir., TIMES RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.

**National Representative**: Landon Associates.

## LEWISTON-AUBURN

**1 - LOCATION:** Androscoggin County, (NECMA). E&P Map B-5, County Seat. Industrial, wholesale and agricultural center. SW inland ME; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

**2 - TRANSPORTATION: Railroads**-Maine Central.

**Motor Freight Carriers**-24.

**Intercity Bus Lines**-Greyhound; Hudson.

**Airlines**-Bar Harbor.

**3 - POPULATION:**

Corp. Cities 80 Cen. 63,609; E&P 89 Est. 60,685
  Lewiston 80 Cen. 40,481; E&P 89 Est. 38,702
  Auburn 80 Cen. 23,128; E&P 89 Est. 21,983
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
Co./NECMA 80 Cen. 99,813; E&P 89 Est. 103,245
City & RTZ-ABC: (80) 263,138

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 23,451; E&P 89 Est. 24,220
  Lewiston 80 Cen. 14,960; E&P 89 Est. 15,483
  Auburn 80 Cen. 8,491; E&P 89 Est. 8,737
Co./NECMA 80 Cen. 35,233; E&P 89 Est. 38,383
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 6 | $165,514,614 |
| Commercial | 4 | $73,099,000 |

**6 - PASSENGER AUTOS:** County 64,975

**7 - ELECTRIC METERS:** Residence 40,082

**8 - GAS METERS:** Residence 4,288

**9 - PRINCIPAL INDUSTRIES:** Industry, No of Wage Earners-Shoe Mfg. 3,000; Textiles 1,600; Electronics 1,500; Graphic Arts 1,000; Bakery Prods. 1,200; Paper Boxes 250; Carbonated Beverages 200; Metal Stamping 750; Plastics 1,500; Printing 1,500; Milk Proc. 150; Hospitals 2,000; Insurance 1,000; Plastic & Plastic Molding 2,000; Metal Fabrication 2,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

**11 - TAP WATER:** Slightly acid, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**:

**Lewiston**-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's; Mini Mall; Mean St.

**Auburn**-Main; N Main, Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.

**Principal Shopping Days**-Dept.-Mon., Fri., Sat. Food-Wed., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. through Sat.; Food-Thur., Fri.; some Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Bradlees; JCPenney; Porteous, Mitchell & Braun; Ward Bros.; Zayre's; K mart.

**Variety Stores**-Kresge; Mac's; Laverdieres 2.

**Discount Stores**-K mart; Bradlees; Zayre; Marden's; Service Mdse.

**Chain Drug Stores**-CVS 2; Clark's 2; Lovell; Welby.

**Chain Supermarkets**-Shop-N-Save 3; Shaw's 2.

**Other Chain Stores**-Dodge (men's clothing); Lamey-Wellehan (shoes) 2; Evergreen, Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin-Robbins; So-Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's clothing); Carlyle Jewelry; Chess King (men's clothing); Earring Tree; Fields Hosiery; Foxmoor (women's clothing); The Gap (m/w clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothing); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's clothing); Pearl Vision; G.M. Pollack (jewelry); Spencer Gifts; Weathervane (women's clothing); Zale's Jewelry; Carriage House 3; Benoits (m/w clothing); Brass Rail (men's clothing); Anderson-Little (m/w); DeOrsey's (home entertainment); Poore Simon's (m/w clothing); Deb (women's clothing); Wild Tops; Upstage; Strumboli's; The Dog House; JoAnn's Nut House; Gifts from the Heart (jewelry).

**14 - NEWSPAPERS:** SUN (m) 36,137; JOURNAL (e) 10,152; SUN-JOURNAL (S) 42,999; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data. Gerald P. Michaud, Mktg. Dir., SUN-JOURNAL, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.

**National Representative**: Landon Associates.

## PORTLAND

**1 - LOCATION:** Cumberland County, (NECMA). E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 25, 100 and 302, I-295 & I-95.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Maine Central.

**Motor Freight Carriers**-(Interstate) 20.

**Freight Steamship Lines**-7.

**Intercity Bus Lines**-Vermont Transit.

**Airlines**-Delta; United; USAir; Continental; Continental Express; Air Atlantic; Northwest; Valley.

**3 - POPULATION:**

Corp. City 80 Cen. 61,572; E&P 89 Est. 59,483
CZ-ABC: (80) 113,951
RTZ-ABC. (80) 270,372
Co./NECMA 80 Cen. 216,171; E&P 89 Est. 241,704
City & RTZ-ABC: (80) 384,323

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 25,419; E&P 89 Est. 26,351
Co./NECMA 80 Cen. 78,704; E&P 89 Est. 92,953
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 4 | $3,269,114,000 |
| Savings & Loan | 1 | $460,745,000 |
| Credit Union | 20 | $160,003,000 |
| Commercial | 6 | $5,477,028,000 |

**6 - PASSENGER AUTOS:** County 166,100

**7 - ELECTRIC METERS:** Residence 85,000

**8 - GAS METERS:** Residence 6,966

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach. 4,800; Food Prods. 2,500; Paper 2,600; Leather Prods. 1,400; Lumber & Wood Prods. 800.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Between Longfellow and Monument Squares; Maine Mall.

**Neighborhood Shopping Areas**-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lunt's Plz.(5) | NA | Shop 'N Save |
| Maine Mall(120) | 5 | Sears, JCPenney, Jordan Marsh, Filenes Porteous |
| North Gate(11) | 2 | Shaw's Mkt. |
| Northport(6) | 2 | |
| Pine Tree(19) | 4 | Zayre, Shaw's, Child World |
| West Gate(9) | 3 | Shaw's Mkt. |
| Mill Creek | 4 | Shaw's Mkt. |
| Falmouth | 8 | Shaw's Mkt., Riches, K mart |
| Westbrook(6) | 4 | Bradlee's, Shop 'N Save |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. & Thur.; Supermarkets-nightly.

**13 - RETAIL OUTLETS: Department Stores**-Benoit's; Sears; Owen Moore, Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.; JCPenney; Filene's.

**Variety Stores**-Woolworth; Newberrys.

**Discount Stores**-Zayre; Bradlee's; Romanow's; K mart; Child World; Marshalls; Toys 'R Us; TJ. Maxx; Service Mdse; Rich's; Filenes Basement.

**Chain Drug Stores**-Welby's 3; LaVerdiere's 3; Lovell's; CVS 5.

**Chain Supermarkets**-Shop 'N Save 7; Shaw's 7; IGA 2.

**Other Chain Stores**-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Lerner's; Baker Shoes; Stowell's Jewelry; Foxmoor Casuals; Hanover Shoes; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

**14 - NEWSPAPERS:** PRESS HERALD (m) 58,924; EXPRESS (e) 24,681; TELEGRAM (S) 138,018; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 780-9000.

**National Representative**: Landon Associates.

## SACO
### See BIDDEFORD

## WATERVILLE

**1 - LOCATION:** Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N of Augusta; 56 mi. E of Bangor.

**2 - TRANSPORTATION: Railroads**-Maine Central (freight).

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-New England Transit.

**Airlines**-Eastern Express.

**3 - POPULATION:**

Corp. City 80 Cen. 17,779; E&P 89 Est. 16,971
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,899
County 80 Cen. 110,159; E&P 89 Est. 116,295
City & RTZ-ABC: (80) 114,750

**4 - HOUSEHOLDS:**

City 80 Cen. 6,201; E&P 89 Est. 6,310
County 80 Cen. 38,579; E&P 89 Est. 42,964
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | N.A. |
| Savings & Loan | 2 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 77,449

**7 - ELECTRIC METERS:** Residence 14,250

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pulp & Paper 1,325; Molded Wood Fibre Prods. 800; Woolen Fabric Mfg. 250; Shirt Makers 1,000; Medical Ctr. 1,100; Two colleges 585.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Main St.; Silver St.; College Ave.; Kennedy Memorial Dr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Elm Plz.(14) | NA | Shop 'N Save, K mart, JCPenney |
| Concourse(17) | NA | Zayre, Shop 'N Save |
| JFK Mall(14) | NA | A&P, Blake Hdwe., Rich's |

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Fri., Shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Butler's; Levine's; Ward Bros.

**Discount Stores**-K mart; Zayre; Rich's; JCPenney; Marden's.

**Chain Drug Stores**-LaVerdiere's 5; CVS 2.

**Chain Supermarkets**-Shop 'N Save; A&P; IGA; Price Kutter; Shaw's.

**Other Chain Stores**-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; Sherwin-Williams.

**14 - NEWSPAPERS:** SENTINEL (m) 26,557; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Uecker, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.

**National Representative**: Landon Associates.

# MARYLAND SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Baltimore**-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.

**Cumberland, MD-WV**-Allegany County, MD; Mineral County, WV.

**Hagerstown**-Washington County.

**Washington, DC-MD-VA**-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

### PRIMARY METROPOLITAN STATISTICAL AREA

**Wilmington, DE-NJ-MD**-New Castle County, DE; Cecil County, MD; Salem County, NJ.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Phildelphia-Wilmington-Trenton, PA-NJ-DE-MD**-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Milville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 345 | 272 | 374 |
| 5-14 Years | 815 | 649 | 687 |
| 15-24 Years | 682 | 797 | 702 |
| 25-44 Years | 997 | 1,252 | 1,628 |
| 45-64 Years | 787 | 850 | 866 |
| 65 and Over | 298 | 396 | 397 |
| TOTAL | 3,924 | 4,216 | 4,654 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 531 | 777 | 1,839 |
| General Mdse | 2,037 | 2,452 | 4,617 |
| Food | 3,198 | 4,624 | 7,727 |
| Automobiles | 2,825 | 3,743 | 9,077 |
| Gasoline Stations | 1,210 | 2,000 | 2,495 |
| Apparel | 687 | 1,115 | 1.988 |
| Furniture | 628 | 929 | 2,122 |
| Eat-Drink Places | 1,257 | 1,917 | 3,641 |
| Drugs | 516 | 737 | 1,356 |
| TOTAL SALES | 14,377 | 20,983 | 38,901 |

## ANNAPOLIS

**1 - LOCATION:** Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

**2 - TRANSPORTATION: Railroads**-Chessie System; ConRail.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Baltimore & Annapolis; Trailways; Greyhound.

**Airlines**-Delta; Eastern; American; TWA; Texas Intl.; USAir; United; British Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 31,740; E&P 89 Est. 34,800
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 80 Cen. 372,220; E&P 89 Est. 443,422
MSA 80 Cen. 2,203,011; E&P 89 Est. 2,385,827
City & RTZ-ABC: (80) 103,187

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,430; E&P 89 Est. 14,108
County 80 Cen. 121,028; E&P 89 Est. 164,075
MSA 80 Cen. 765,830; E&P 89 Est. 866,555
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | N.A. | $522,200,000 |
| Savings & Loan | N.A. | $386,700,000 |

**6 - PASSENGER AUTOS:** County 246,555

**7 - ELECTRIC METERS:** County Res. 126,880

**8 - GAS METERS:** County Res. 49,399

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; USNA (including Middies) 6,000; U.S. Naval Station; U.S. Naval Security over 10,000; U.S. Dept. of Motor Vehicles over 1,000; U.S. Coast Guard; MD State Gov't; Synthetic Fibers 227; Undersea Warfare Equip. 950; Communications Research & Development 600; Copper Refining 163.

**Principal Industrial Pay Days**-Gov't 15th & 30th; Wkly. Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.

**Neighborhood Shopping Centers**-4 blocks on West St.; Stores in Eastport, W. Annapolis, Hillsmere.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Annapolis(85) | NA | Hecht, Mont. Ward, JCPenney |
| Colonial Parole(10) | NA | Kaleidoscope Fabric, Garfinkle |
| Eastport(12) | NA | Safeway, Drug Fair |
| Forest Plz (16) | NA | Hechinger's, Giant Food |
| Parole(30) | NA | Sears, K mart<br>Woodward & Lothrop<br>W. Blair, Magruder's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur., Fri.

**Stores Open Sundays**-Discount.

**13 - RETAIL OUTLETS: Department Stores**-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkel's; JCPenney; Caldor.

**Discount Stores**-Murphy Mart; K mart.

**Variety Stores**-G.C. Murphy.

**Chain Drug Stores**-Kitchin's; Rite Aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.

**Chain Supermarkets**-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shopper's; Graul's.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Penn Jersey.

**14 - NEWSPAPERS:** CAPITAL (e) 42,849; (S) 43,536; Apr. 2, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 2000 Capital Dr.; P.O. Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.

**National Representative**: Landon Associates; U.S. Suburban Press.

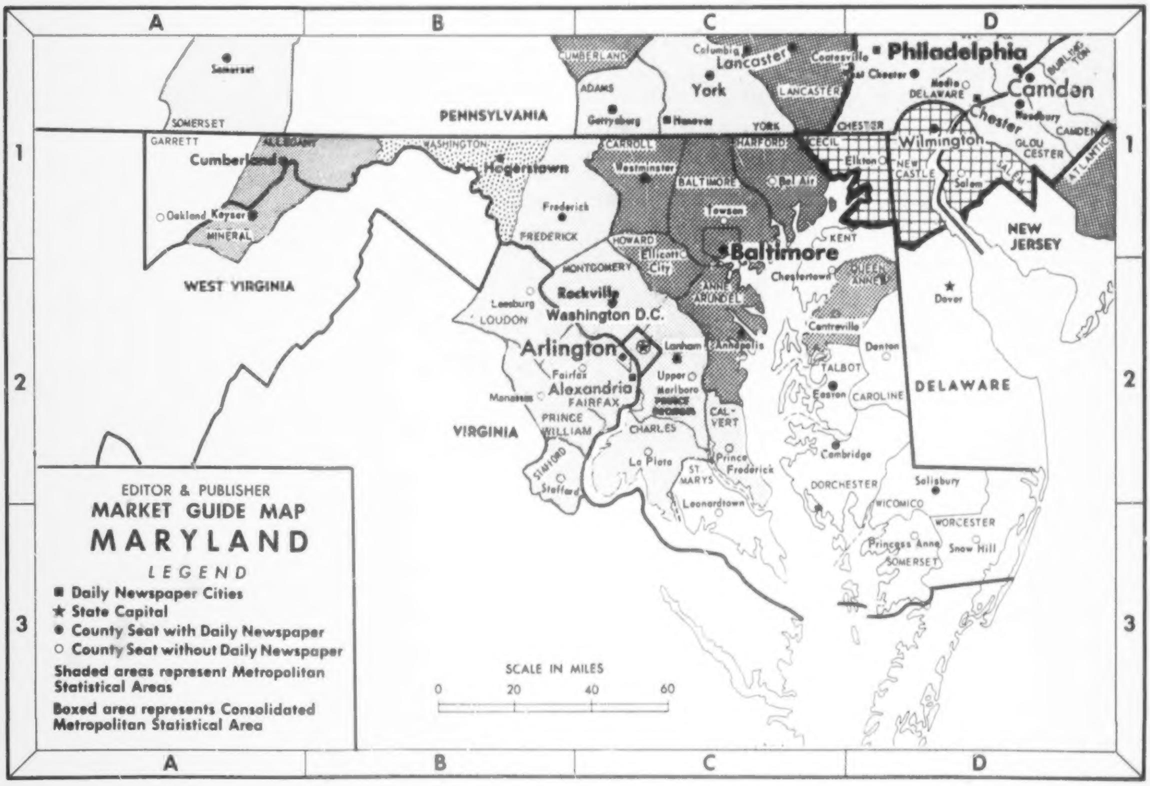
## BALTIMORE

**1 - LOCATION:** Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's eleventh city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest port on the Atlantic Coast, and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York, 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, High-Tech industries, financial and insurance community. Nationally ranked as a certified test market.

**2 - TRANSPORTATION: Railroads**-Amtrak; CSX; Canton (freight); Conrail (freight); Norfolk Southern (freight); Metro System (8 mi. line).

**Motor Freight Carriers**-160 (Interstate).

**Freight Steamship Lines**-87 (Scheduled liner services).


A
B
C
D
1
2
3
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
20
40
60
PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
NEW JERSEY
DELAWARE
Somerset
SOMERSET
GARRETT
ALLEGANY
Cumberland
Oakland
Keyser
MINERAL
WASHINGTON
Hagerstown
Frederick
FREDERICK
CUMBERLAND
ADAMS
Gettysburg
Hanover
Columbia
Lancaster
York
YORK
LANCASTER
Coatesville
Philadelphia
West Chester
Media
DELAWARE
Camden
BURLINGTON
Chester
Woodbury
CAMDEN
CHESTER
Wilmington
GLOUCESTER
NEW CASTLE
Salem
SALEM
ATLANTIC
CECIL
Elkton
CARROLL
Westminster
BALTIMORE
HARFORD
Bel Air
Towson
Baltimore
HOWARD
Ellicott City
KENT
Chestertown
QUEEN ANNE'S
Centreville
MONTGOMERY
Rockville
Washington D.C.
Leesburg
LOUDON
Arlington
Lanham
Upper Marlboro
PRINCE GEORGE'S
ANNE ARUNDEL
Annapolis
Fairfax
Alexandria
FAIRFAX
Manassas
PRINCE WILLIAM
STAFFORD
Stafford
CHARLES
La Plata
CALVERT
Prince Frederick
ST MARYS
Leonardtown
TALBOT
Easton
Denton
CAROLINE
Dover
Cambridge
DORCHESTER
Salisbury
WICOMICO
WORCESTER
Princess Anne
Snow Hill
SOMERSET

**Intercity Bus Lines**-MTA (with bus lines); Greyhound/Trailways; Baltimore Motor Coach; Clyde's Charter; Baltimore & Annapolis; Rohrbaugh; ColumBus; Annapolis.

**Airlines**-American; Delta, Eastern; TWA; United; USAir; Piedmont; Air America; Iceland Air; Allegheny; American Eagle; Braniff; BWIA; Continental; Northwest; Cumberland; Mexicana; Pan Am; Henson Aviation; America West. Also serviced by 48 Air Freight Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 657,529; E&P 89 Est. 717,843
County 80 Cen. 784,113; E&P 89 Est. 727,995
MSA 80 Cen. 2,203,011; E&P 89 Est. 2,385,827
NDM-ABC: (80) 2,173,989

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 237,371; E&P 89 Est. 247,231
County 80 Cen. 281,414; E&P 89 Est. 260,240
MSA 80 Cen. 765,830; E&P 89 Est. 866,555
NDM-ABC: (80) 756,980

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 41 | N.A. |
| Savings & Loan | 115 | N.A. |

**6 - PASSENGER AUTOS:** 438,634

**7 - ELECTRIC METERS:** Residence 884,751

**8 - GAS METERS:** Residence 482,699

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 52,000; Mfg.-Durable Goods 82,000; Mfg.-Non-Durable Goods 61,000; Trans., Commun. & Utilities 58,000; Whol. Trade 58,000; Retail Trade 174,000; Finance, Ins., Real Estate 63,000; Service Industries 229,000; Gov't 199,000.

**Principal Pay Days**-Thur., Fri.; 1st, 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.

**Shopping Centers**-Village of Cross Keys, Mondawmin Mall, Reisterstown Road Plaza, The Gallery at Harborplace, Mt. Clare Junction.

**Principal MSA Shopping Areas and Shopping Centers-**

**Anne Arundel County**: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.

Shopping Centers-Annapolis Mall, Glen Burnie Mall, Governor Plaza, Harundale Mall; Jumper's Mall; Laurel Centre, Parole Plz., Marley Station, Crofton Centre.

**Baltimore County**: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh, Owings Mills.

Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., Perring Plz., North Plz. Mall, Reisterstown, Security Sq. Mall; Towsontowne Center, Westview Mall; White Marsh Mall.

**Carroll County**: Major Shopping Areas-Westminster, Eldersburg, Hampstead.

**Shopping Centers**-Carrolltowne Towne Center, Crossroad Square, Westminster, Cranberry Mall.

**Harford County**: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.

Shopping Centers-Campus Hills, Edgewood, Harford Mall, Tollgate Mall.

**Howard County**: Major Shopping Areas-Ellicott City, Columbia.

Shopping Centers-Chatham Mall, Columbia Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Annapolis Mall | 15 | Garfinckel's, Hecht, Mont. Ward, JCPenney |
| Carrolltowne | 17 | K mart, Jamesway |
| Chatham Mall | 12 | K mart, Caldor, Giant |
| Columbia Mall | 15 | Hecht's, Sears, Woodward & Lothrop |
| Cranberry Mall | 30 | Caldor, Leggett |
| Crofton Ctr. | NA | K mart |
| Eastpoint Mall | 6 | Hutzler's, JCPenney, Ames |
| Towson Market Pl. | 7 | Mont. Ward, Marshalls, Toys R Us |
| Glen Burnie Mall | 9 | Epstein's, Mont. Ward, Toys R Us JCPenney |
| Glen Burnie Ctr. | 8 | Sears, Giant |
| Golden Ring Mall | 9 | Mont. Ward, Hecht's, Caldor |
| Harford Mall | 30 | Mont. Ward, Hechts |
| Harundale Mall | 8 | Hutzler's |
| Hunt Valley | 15 | Macy's, Sears |
| Jumper's Mall | 9 | K mart |
| Kenilworth Bazaar | 8 | |
| Laurel Centre | 25 | Hecht's, JCPenney, Mont. Ward |
| Marley Station | NA | Macy's, Hecht's |
| Northwood | 4 | |
| Owings Mills | 15 | Anchor's, Saks, Macy's, Hecht's |
| Parole Pl. | 8 | K mart, Sears, Woodward & Lothrup |
| Reisterstown Rd. | 8 | Zayre |
| Security Sq. Mall | 8 | Hutzler's, Sears, JCPenney, Hecht's |
| Towsontowne Ctr. | 8 | Hutzler's, Hecht's |
| Westview Mall | 6 | Caldor |
| White Marsh | 15 | Macy's, Hutzler's, Sears, Woodward & Lothrop |

**Stores Open Evenings**-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

**Stores Open Sundays**-Most.

**13 - RETAIL OUTLETS: Department Stores**-Macy's 4; Hecht's 8; Hutzler's 6; JCPenney 4; Montgomery Ward 8; Sears 7; Woodward & Lothrop 3; Caldor; Bradlees 5; Marshall's 4; Saks.

**Chain Discount Stores**-Aid 28; Ames 4; Epstein's 10; K mart 11; Zayre 3; Jamesway 4.

**Variety Stores**-Ben Franklin 6; G.C. Murphy 10; S.S. Kresge 5; Woolworth 14; T.J. Maxx 3.

**Chain Drug Stores**-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite Aid 95; People's 13.

**Chain Supermarkets**-A&P/Superfresh 27; Food-A-Rama 27; Giant 37; Mars 9; Safeway 16; 7-Eleven 84; Valu Food 10; Kash 'N Carry 5; Farm Fresh 7; Santoni's 6; B. Green/Big B 9.

**Other Chain Stores**-Auto Supplies: Firestone/Ezrine 25, Goodyear 12, Hi-Gear 4, Kimmel 12, Merchant's Tire 18, Midas Muffler 13, Mr. Tire 11, Papa 10, Pep Boys 7, Penn-Jersey 6, RPS 3, Western Auto 10; Furniture: Garon's Ethan Allen 4, Levenson & Klein 3, Scan 3, IKEA, Shaivitz 7, Shiller's, This End Up 7, Thomasville Galleries 3, Towne & Country 2, Unclaimed Freight Co. 7; Appliances: Circuit City 2, Ash Himelfarb, G.E.-Hotpoint 4, Luskin's 13; Jewelry: Edward Arthur 4, Bailey, Banks & Biddle 3, Oscar Caplan & Sons 3, S & N Katz-Castelberg's 11, Kay Jewelers 4, Shaw's Keepsake Jewelers 5, Stieff-D.P. Paul 5, J. Brown 2; Shoes: Florsheim 7, Foot Locker 4, Gussini 9, Barrett 6, Fayva 13, Naturalizer 8, Hahn 7, Hanover 11, Hess 15, Shoe World, Thom McAn 15; Health Clubs: Spa Lady 13, Holiday Spas 5; Misc. Clothing Stores: Ander's 4, Cushner's 2, Finkelstein's 4, Hamburger's, Jos A. Bank 2, Kuppenheimer 3, Lane Bryant 10, Linda Lynn 5, Pat Arnold's Talls, Princess Shops 27, Briggs 4, Websters 7.

**14 - NEWSPAPERS:** SUN (m-mon to fri) 231,990; (e-mon to fri) 170,252; (m-sat) 370,485; (S) 485,269; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Diana Zinda, Adv. Dir., SUN, Calvert & Centre Sts., Baltimore, MD 21278; Tel. (301) 332-6000.

**National Representative**: Million Market Times Mirror Marketing.

## CAMBRIDGE

**1 - LOCATION:** Dorchester County. E&P Map C-2, County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay: U.S. Hwy. 50; State Hwy. 16.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-3.

**Waterways**-Cambridge Port Authority for deep-water import-export traffic.

**3 - POPULATION:**
Corp. City 80 Cen. 11,703; E&P 89 Est. 11,869
County 80 Cen. 30,584; E&P 89 Est. 31,445
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

**4 - HOUSEHOLDS:**
City 80 Cen. 4,446; E&P 89 Est. 4,801
County 80 Cen. 11,329; E&P 89 Est. 10,799
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Saving & Loan | 3 | $88,000,000 |
| Commercial | 5 | $189,000,000 |

**6 - PASSENGER AUTOS:** County 15,586

**7 - ELECTRIC METERS:** Residence 10,750

**8 - GAS METERS:** Residence, 1,581

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($260); Wire Cloth 325 ($260); Shirts 600 ($195); Food Proc. 1,200 ($220); Printing 350 ($300); Total Co. Av. Wkly. Wage ($250).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Downtown-4 blocks on one st.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cambridge(20) | 1 | Ames, Drug Fair |
| Shoal Creek(10) | 1 | Sears, Acme, Revco |
| Dorchester Sq. | NA | Jamesway, Food City |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Fri. to 8 p.m.; Shopping Ctrs.-every night to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-L'eggett's; Sears.

**Variety Stores**-McCrory; Woolworth.

**Chain Drug Stores**-Rite Aid; Revco; Thrift Drug

**Discount Stores**-Ames.

**Chain Supermarkets**-Quick Shops 5; Acme; 7-Eleven; Meatland.

**Other Chain Stores**-Revco; Mor-Value; Fashion Bug; Accurate Optical.

**14 - NEWSPAPERS:** BANNER (e-mon to fri) 7,100; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bernadette Van Pelt, Adv. Mgr., BANNER, 1000 Goodwill Rd.; PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.

**National Representative**: Landon Associates.

## CUMBERLAND

**1 - LOCATION:** Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1, County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40, 48; Horseshoe Trail U.S. 220.

**2 - TRANSPORTATION: Railroads**-Chessie; Amtrak.

**Motor Freight Carriers**-29.

**Intercity Bus Lines**-Greyhound; Allegany County Transit Authority.

**3 - POPULATION:**
Corp. City 80 Cen. 25,933; E&P 89 Est. 22,432
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,782
County 80 Cen. 80,669; E&P 89 Est. 75,793
MSA 80 Cen. 107,980; E&P 89 Est. 103,939
City & RTZ-ABC: (80) 168,078

**4 - HOUSEHOLDS:**
City 80 Cen. 10,669; E&P 89 Est. 9,692
County 80 Cen. 29,669; E&P 89 Est. 24,960
MSA 80 Cen. 39,107; E&P 89 Est. 38,223
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $5,373,413,212 |
| Savings & Loan | 1 | $434,182,910 |
| Credit Unions | 2 | $47,813,961 |

**6 - PASSENGER AUTOS:** County 39,546

**7 - ELECTRIC METERS:** Residence 31,120

**8 - GAS METERS:** Residence 27,570

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tire Plant 450; PPG Industries 70; R.R. 1,700; Pulp & Paper 2,100; Ballistics Laboratory 835.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

**11 - TAP WATER:** Acid, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Country Club(70) | 9 | JCPenney, K mart, Bon-Ton, Sears, McCrory's |
| Cumberland(70) | NA | Gee Bee, Burtons, Dollar General |
| La Vale Plz.(26) | 9 | Martin's, People's Drug |
| Braddock Sq.(20) | 9 | Thrift Drug, Zayre |
| White Oaks(7) | 2 | Acme, Thrift Drug |
| Hills Plz.(5) | 3 | Hills, A&P |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Bon-Ton; JCPenney.

**Variety Stores**-Murphy; McCrory.

**Discount Stores**-Hills; Gee Bee; K mart; Zayre.

**Chain Drug Stores**-People's; Thrift 3; Revco 2; Drug Fair 2; Rite Aid 2.

**Chain Supermarkets**-A&P 4; Acme 1; Martin's; County Mkt.; Shop 'N Save.

**Other Chain Stores**-Shoes: Nobil, Hanover, Kinney, Super, Thom McAn; Lerner's; Pearle Vision Ctr.; Camelot Music; Waldenbooks; Hickory Farms; Radio Shack; Chess King; Jewelers: Zale's, Kay, Gordon, Royal; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

**14 - NEWSPAPERS:** TIMES-NEWS (m-mon-sat) 29,850; SUNDAY TIMES-NEWS (S) 35,160; March 31, 1989.

**Local Contact** for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., TIMES-NEWS, 19 Baltimore St., PO Box 1662, Cumberland, MD 21502; Tel. (301) 722-4600.

**National Representative**: Thomson Newspapers; Landon Associates for Central Penn Group.

## EASTON

**1 - LOCATION:** Talbot County, E&P Map C-2, County Seat. On Tred Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

**2 - TRANSPORTATION: Railroads**-Baltimore & Eastern; Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Carolina Trailways.

**Airlines**-American; Eastern; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 7,536; E&P 89 Est. 8,194
CZ-ABC: (80) 7,536
RTZ-ABC: (80) 41,211
County 80 Cen. 25,656; E&P 89 Est. 27,588

City & RTZ-ABC: (80) 48,747

**4 - HOUSEHOLDS:**
City 80 Cen. 3,125; E&P 89 Est. 3,459
County 80 Cen. 9,934; E&P 89 Est. 8,931
CZ-ABC: (80) 3,125
RTZ-ABC: (80) 15,028
City & RTZ-ABC: (80) 18,153

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 17,306

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furn.; Farming (tomatoes, corn, wheat); Nurseries; Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1; last killing frost, Apr. 22.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Glebe Road | NA | A&P, Sears, Drug Fair |
| Talbottown | NA | JCPenney, Hess |
| Tred Avon Sq. | NA | Acme, Peebles |

**Principal Shopping Days**-Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Peebles.
**Chain Drug Stores**-Drug Fair.
**Chain Supermarkets**-A&P; Acme; Safeway.

**14 - NEWSPAPERS:** STAR-DEMOCRAT (m-mon to fri) 12,555; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Andrea Mock, Adv. Dir., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
**National Representative**: Landon Associates.

## FREDERICK

**1 - LOCATION:** Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1. County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, DC; 45 mi. W of Baltimore.

**2 - TRANSPORTATION: Railroads**-Chessie System; B&O; WM; Maryland Midland.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound.
**Air Charter**-Fred. Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 28,086; E&P 89 Est. 29,132
CZ-ABC: (80) 28,086
RTZ-ABC: (80) 264,854
County 80 Cen. 115,418; E&P 89 Est. 129,720
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045
City & RTZ-ABC: (80) 292,940

**4 - HOUSEHOLDS:**
City 80 Cen. 10,417; E&P 89 Est. 11,484
County 80 Cen. 37,269; E&P 89 Est. 49,074
MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822
CZ-ABC: (80) 10,647
RTZ-ABC: (80) 87,654
City & RTZ-ABC: (80) 98,301

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 19 | $34,176,403,275 |
| Savings & Loan | 8 | $2,100,156,500 |
| Multi-Branch | 9 | N.A. |

**6 - PASSENGER AUTOS:** County 84,641

**7 - ELECTRIC METERS:** 69,000

**8 - GAS METERS:** 6,375

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($510); Ins. 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Prods. 180 ($218); Commun. 303 ($170).
**Principal Pay Days**-1st & 15th; wkly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18; last killing frost, Apr. 20.

**11 - TAP WATER:** Nearly neutral; very soft.

**12 - RETAILING: Principal Shopping Areas**-Downtown. 8 blocks on 2 streets, 127 stores; Westridge Sq. Ctr.; Waverley Ctr.; Hillcrest Plz.; College Park Plz.; Fairview Ctr.; Eastgate; Willowtree Plz.; Westpointe Plz., Weis Festival of Frederick; 40 West Ctr.; Golden Mile Marketplace; McCain Ctr.; Hillcrest Corner; Rockledge Plz.; Amber Meadows; Rose Hill Shopping Ctr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Francis Scott Key Mall(95) | 2 | Woolworth, Hess, Sears, Gee Bee's |
| Frederick Shoppers World(4) | 2 | Carmack-Jay's, Service Mdse., Revco |
| County Sq.(7) | 1 | K mart |
| Frederick Ctr.(32) | 2 | People's, Ames, Woolworth |
| Frederick Towne Mall(77) | 3 | JCPenney, McCrory, Mont. Ward, Bon Ton/Eyerly's |
| Patrick(4) | | |
| Prospect | | People's Drug, Safeway |

**Stores Open Evenings**-Downtown-Fri.; Malls-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Routzahn's; JCPenney; Bon Ton/Eyerly's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Ames; Pier 1.
**Variety Stores**-McCrory; Woolworth.
**Discount Stores**-Gee Bee's; K mart.
**Chain Drug Stores**-People's Service 4; Revco; Rite Aid.
**Chain Supermarkets**-Martins; Farm Fresh; Apple Valley; Safeway; Weis Mkt. 3; Giant; Carmack-Jay's 2; Shopper's Food Warehouse.
**Other Chain Stores**-Sherwin-Williams; Thom McAn; Kinney; Melart; High's Dairy Prods.; 7-Eleven; Pants Corral; Radio Shack.

**14 - NEWSPAPERS:** POST (m) 24,556; NEWS (e) 14,927; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Edward F. Mull, Mktg. Dir. 438 West Patrick St. PO Box 578 Frederick, MD 21701; Tel. (301) 662-2753; or Ed Gaydos, Adv. Dir., 200 East Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## HAGERSTOWN

**1 - LOCATION:** Washington County (MSA). E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, PA; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
**Intercity Bus Lines**-Greyhound.
**Airlines**-Henson, US Air Express.

**3 - POPULATION:**
Corp. City 80 Cen. 34,132; E&P 89 Est. 31,572
CZ-ABC: (80) 72,638
RTZ-ABC: (80) 137,029
County/MSA 80 Cen. 113,353; E&P 89 Est. 113,234
City & RTZ-ABC: (80) 209,667
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,965; E&P 89 Est. 13,775
CZ-ABC: (80) 26,957
RTZ-ABC: (80) 47,357
County/MSA 80 Cen. 39,957; E&P 89 Est. 40,484
City & RTZ-ABC: (80) 74,314

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial (Major) | 5 | $762,566,000 |
| Commercial (Small) | 2 | $43,000,000 |
| Savings & Loan | 5 | $336,282,000 |

**6 - PASSENGER AUTOS:** County 62,161

**7 - ELECTRIC METERS:** County 51,679

**8 - GAS METERS:** County 9,253

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 10,557; Trans., Commun. & Util. (excl. railroads) 2,842; Contract Constr. 2,763; Whol. Trades 2,559; Ret. Trades 9,101; Fin., Ins. & R.E. 1,319; Services & Other (incl. State & local gov't) 14,586; Federal Gov't 1,520.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11; last killing frost, May 4.

**11 - TAP WATER:** Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping District**-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Long Meadow(28) | 2 | Sears |
| K mart Plz.(3) | 1 | K mart |
| S. Hagerstown(26) | 2 | Nichols & Super Fresh |
| Valley Mall(90) | 2 | JCPenney, Bon Ton, Mont. Ward |
| Valley Plz. Retail Ctr.(10) | 1 | Color Tile, Pizza Hut |
| Zayre Center(11) | 1 | Zayre, Martin's Food |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Downtown-Mon., Fri.; Shopping center-Mon. through Sun. Food and drug stores open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bon Ton; Montgomery Ward; JCPenney; Routzahn's 2; Sears.
**Variety Stores**-McCrory 2; Kresge's.
**Discount Stores**-K mart; Zayre; Nichols.
**Chain Drug Stores**-People's 4; Fantiles, Revco 3, Rite Aid.
**Chain Supermarkets**-Martin's 3; 7-Eleven 6; High's Dairy 7; Weis 2; County Mkt.; Super Fresh; Food Lion; Sheetz Convenience 7.
**Other Chain Stores**-Women's Clothing: Brooks; Shoes: Kinney, Hanover, Super Shoes, Payless, Pic N Pay; Auto Supplies: Goodyear, Firestone; Furniture & Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 2; Miscellaneous: Lowe's Lumber & Appliances, Radio Shack, Lumber Yard, Channel Home Ctr., Moore's.

**14 - NEWSPAPERS:** HERALD (m-mon to fri) 21,331; MAIL (e-mon to fri) 21,230; (m-sat) 39,331; (S) 40,967; Mar. 31, 1989 ABC.
**Local Contact** for Market Information: Kimberly Combs, Mkt. Res. Coord., HERALD-MAIL, 100 Summit Ave.; PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
**National Representative**: Landon Associates.

## LANHAM

**1 - LOCATION:** Prince George's County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban WA.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie.
**Motor Freight Carriers**-41 in MSA.
**Intercity Bus Lines**-Continental Trailways; Greyhound.
**Airlines**-Major airlines at Washington, DC.

**3 - POPULATION:**
Corp. City 80 Cen. 33,531; E&P 89 Est. N.A.
County 80 Cen. 665,516; E&P 89 Est. 674,391
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045
NDM-ABC: (80) 665,071

**4 - HOUSEHOLDS:**
City 80 Cen. 11,169; E&P 89 Est. N.A.
County 80 Cen. 224,789; E&P 89 Est. 249,755
MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822
NDM-ABC: (80) 224,789

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Comm. (MSA) | 63 | $13,000,000,000 |
| Sav. & Loan (MSA) | 53 | $9,000,000,000 |

**6 - PASSENGER AUTOS:** County 378,731

**7 - ELECTRIC METERS:** Residence 873,200 (MSA)

**8 - GAS METERS:** Residence 565,320 (MSA)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol. & Ret. Trade 55,000; Services 30,000; State & Local Gov't 49,000; Federal Gov't 25,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, medium soft.

**12 - RETAILING: Principal Shopping Center**-Prince George's Plz.
**Neighborhood Shopping Centers**-Carrolton Mall; BelAir; Beltway Plz.; Capital Plz.; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plz.; Laurel Ctr.; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Most.

**13 - RETAIL OUTLETS: Department Stores**-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
**Discount Stores**-K mart; Zayre.
**Chain Drug Stores**-People's; Drug Fair; Dart; Revco.
**Chain Supermarkets**-Giant; Safeway; A&P.

**14 - NEWSPAPERS:** PRINCE GEORGE'S JOURNAL (m-mon to fri) 37,823; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, 9410 Annapolis Rd., Lanham, MD 20706; Tel. (301) 459-3131.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ROCKVILLE

**1 - LOCATION:** Montgomery County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban Washington.

**2 - TRANSPORTATION: Railroads**-Chessie.
**Motor Freight Carriers**-41 in MSA.
**Intercity Bus Lines**-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
**Airlines**-Major airlines at Washington, DC.

**3 - POPULATION:**
Corp. City 80 Cen. 43,811; E&P 89 Est. 50,545
NDM-ABC: (80) 579,053
County 80 Cen. 579,585; E&P 89 Est. 710,386
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045

**4 - HOUSEHOLDS:**
City 80 Cen. 14,885; E&P 89 Est. 17,256
NDM-ABC: (80) 207,195
County 80 Cen. 207,195; E&P 89 Est. 252,963
MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Comm. (MSA) | 63 | $13,000,000,000 |
| Sav. & Loan (MSA) | 53 | $9,000,000,000 |

**6 - PASSENGER AUTOS:** County 458,375

**7 - ELECTRIC METERS:** Residence (MSA) 873,200

**8 - GAS METERS:** Residence (MSA) 565,320

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Gov't 44,000; State & Local Gov't 12,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, medium soft.

**12 - RETAILING: Principal Shopping Center**-White Flint Mall.
**Neighborhood Shopping Centers**-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Most.

**13 - RETAIL OUTLETS: Department Stores**-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
**Discount Stores**-K mart.
**Chain Drug Stores**-People's; Drug Fair; Dart.
**Chain Supermarkets**-Giant.

**14 - NEWSPAPERS:** MONTGOMERY JOURNAL (m-mon to fri) 42,016; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, No. 2 Research Court, Rockville, MD 20850; Tel. (301) 670-1400.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SALISBURY

**1 - LOCATION:** Wicomico County, E&P Map D-2, County Seat. Agric. and poultry area; medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Piedmont; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 16,429; E&P 89 Est. 17,454
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 113,540
County 80 Cen. 64,808; E&P 89 Est. 72,610
City & RTZ-ABC: (80) 145,909

**4 - HOUSEHOLDS:**
City 80 Cen. 6,543; E&P 89 Est. 7,251
County 80 Cen. 22,876; E&P 89 Est. 24,723
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 40,828
City & RTZ-ABC: (80) 52,470

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $410,925,000 |
| Savings & Loan | 5 | $201,608,000 |

**6 - PASSENGER AUTOS:** County 37,614

**7 - ELECTRIC METERS:** Residence District 21,625

**8 - GAS METERS:** Residence 4,416

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Federal Gov't 209 ($440); State Gov't 1,967 ($199); Local Gov't 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non-durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Ret. 5,208 ($165); Fin., Ins. & R.E. ($228); Servs. & other 5,728 ($215).
**Principal Pay Days**-Wed., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd., 3 on Rt. 50, 55 acres Civic & Glen Aves., 3 blks. Shoppers World.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Ames Plz.(5) | 3 | Ames Dept., A&P |
| Clairmont(6) | 1 | Drug Fair |
| Downtown Plz.(40) | NA | Hess, JCPenney |
| Salisbury Mall(75) | 2 | Sears, Hecht, Hutzler's, Warehouse Food Mkt. |
| Waverly(16) | 1 | Super Giant Discount |
| Twilley(20) | 2 | Acme |
| Shopper's World(10) | 3 | K mart, Super Fresh |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart nightly.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Hecht; Sears; Peebles.
**Discount Stores**-Super Giant; Moore's; Nichols; Ames; Lowe's; K mart; Service Mdse.
**Variety Stores**-Woolworth; McCrory.
**Chain Drug Stores**-Rite Aid 2; Eckerd; Drug Fair; Thrift.
**Chain Supermarkets**-Safeway; Acme; Super Fresh 2; Giant Super; Warehouse Food Mkt.
**Other Chain Stores**-Firestone; Goodrich; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys; Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furn.

**14 - NEWSPAPERS:** TIMES (e) 24,903; (S) 28,313; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St.; P.O. Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
**National Representative**: Thomson Newspapers.

## WESTMINSTER

**1 - LOCATION:** Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College, Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, DC On MD Routes 140, 30, 26, 97, 27.

**2 - TRANSPORTATION: Railroads**-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).
**Motor Freight Carriers**-16.
**Airlines**-Charter only.

**3 - POPULATION:**
Corp. City 80 Cen. 8,808; E&P 89 Est. 9,845
NDM-ABC: (80) 96,356
County 80 Cen. 97,263; E&P 89 Est. 117,557
MSA 80 Cen. 2,203,011; E&P 89 Est. 2,385,827

**4 - HOUSEHOLDS:**
City 80 Cen. 3,323; E&P 89 Est. 3,900
NDM-ABC: (80) 30,631
County 80 Cen. 30,631; E&P 89 Est. 44,928
MSA 80 Cen. 765,830; E&P 89 Est. 866,555

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 10 | N.A. |
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 69,594

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.
**Principal Industry Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Av. Year 53.6; Snow Fall 27.8. First killing frost, Oct. 18; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Cranberry Mall (96 stores), Westminster Ctr., U.S. Rte. 140 & Englar Rd. (29 stores).
**Neighborhood Shopping Centers**-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| North Hanover Mall(25) | | Sears, Bon-ton, K mart, Kinney's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Leggetts, Hub, JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Leggetts.
**Discount Stores**-K mart; Woolworth; Ames; Caldor.
**Chain Drug Stores**-Drug Fair; Rite Aid; Sentry.
**Chain Supermarkets**-Super Fresh; Martins Food; Weiss Markets; Safeway.
**Other Chain Stores**-Goodyear; RPS; Princess Shop; Fashion Bug.

**14 - NEWSPAPERS:** CARROLL COUNTY TIMES (m) 20,892; (S) 20,574; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., P.O. Box 346, Westminster, MD 21157; Tel. (301) 848-4400.
**National Representatives**: Landon Associates; U.S. Suburban Press.

# MASSACHUSETTS SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Fitchburg-Leominster**-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.
**New Bedford**-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Matttapoisett and Rochester towns in Plymouth County.
**Pittsfield**-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
**Springfield**-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
**Worcester**-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Boston**-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham,Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County; Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.
**Brockton**-Brockton city; Abington, Bridgewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
**Fall River, MA-RI**-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.
**Lawrence-Haverhill, MA-NH**-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover Boxford, Georgetown Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
**Lowell, MA-NH**-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlesex County, MA; Pelham town in Hillsborough County, NH.
**Pawtucket-Woonsocket-Attleboro, RI-MA**-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Central Falls , Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA.
**Salem-Gloucester**-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Boston-Lawrence-Salem, MA-NH**-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhil, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; ans Salem-Gloucester, MA PMSA.
**Providence-Pawtucket-Fall River, RI-MA**-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

**POPULATION ESTIMATES**
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 470 | 337 | 448 |
| 5-14 Years | 1,099 | 836 | 972 |
| 15-24 Years | 1,099 | 836 | 849 |
| 25-44 Years | 1,295 | 1,563 | 1,937 |
| 45-64 Years | 1,212 | 1,173 | 1,164 |
| 65 and Over | 633 | 727 | 664 |
| TOTAL | 5,689 | 5,737 | 5,974 |

Based on U.S. Census

**POPULATION ESTIMATES**
(Thousands)

| **City** | **Total Pop.** | **Spanish Origin** | **Percent** |
|---|---|---|---|
| Lawrence | 63 | 10 | 16.3 |

**RETAIL SALES ESTIMATES**
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 776 | 1,149 | 2,766 |
| General Mdse | 2,361 | 2,987 | 5,737 |
| Food | 4,210 | 5,875 | 10,059 |
| Automobiles | 2,887 | 4,582 | 11,288 |
| Gasoline Stations | 1,290 | 2,319 | 2,946 |
| Apparel | 1,061 | 1,771 | 3,260 |
| Furniture | 729 | 1,129 | 2,634 |
| Eat-Drink Places | 1,828 | 3,059 | 5,943 |
| Drugs | 579 | 944 | 1,783 |
| TOTAL SALES | 18,474 | 28,816 | 54,578 |

## ATHOL

**1 - LOCATION:** Worcester County, (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

**2 - TRANSPORTATION: Railroads**-B&M.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Englander Coach.

**3 - POPULATION:**
Corp. City 80 Cen. 10,634; E&P 89 Est. 10,759

Co./NECMA 80 Cen. 646,810; E&P 89 Est. 662,057

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,894; E&P 89 Est. 4,215

Co./NECMA 80 Cen. 225,323; E&P 89 Est. 238,198

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $45,000,000 |
| Savings & Loan | 2 | $77,200,000 |
| Commercial | 2 | $40,000,000 |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 4,556

**8 - GAS METERS:** None

**9 - PRINCIPAL INDUSTRIES:** Tools; Instruments; Toys; Plastics; Textile Mach.; Wood & Metal Furn.

**Principal Industrial Pay Days**-Thur.

**10 - CLIMATE:** First killing frost, Oct. 3; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.; 2 on Exchange St.

**Neighborhood Shopping Centers**-Upper Main St.; Lord Pond Plaza; Main & Freedom Sts., Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.

**Principal Shopping Days**-Dept. Stores-Thur., Fri., Sat.; Food-Thur. & Fri.

**Stores Close**-Wed.

**Stores Open Evenings**-Dept.-Thur.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Knapp's True Value; Moskovitz's.

**Discount Stores**-Stuarts Dept. Store; Brooks Health & Beauty Aids; Rose's.

**Chain Supermarkets**-Victory.

**Other Chain Stores**-W.E.* Aubuchon; Sears Roebuck; Agway; Sherwin-Williams Paint.

**14 - NEWSPAPERS:** NEWS (e) 5,776; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (508) 249-3535.

**National Representative**: None.

## ATTLEBORO

**1 - LOCATION:** Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map D-2. 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy. 1; State Hwys. 123, 118, 152; I-95-295-495.

**2 - TRANSPORTATION: Railroads**-Amtrak.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Gatra.
**Airlines**-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Green State, RI (30 mi.); Logan Intl. (40 mi.).

**3 - POPULATION:**
Corp. City 80 Cen. 34,196; E&P 89 Est. 34,314
CZ-ABC: (80) 34,196
RTZ-ABC: (80) 67,243
Co/NECMA 80 Cen. 476,039; E&P 89 Est. 487,424
City & RTZ-ABC: (80) 101,439

**4 - HOUSEHOLDS:**
City 80 Cen. 11,898; E&P 89 Est. 12,562
Co/NECMA 80 Cen. 166,938; E&P 89 Est. 175,151
CZ-ABC: (80) 11,898
RTZ-ABC: (80) 22,269
City & RTZ-ABC: (80) 34,167

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $194,370,000 |
| Savings & Loan | 2 | $85,146,194 |
| Commercial | 3 | $158,631,217 |

**6 - PASSENGER AUTOS:** County 293,713

**7 - ELECTRIC METERS:** Residence 16,860

**8 - GAS METERS:** Residence 9,181

**9 - PRINCIPAL INDUSTRIES:** Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fab. Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Prods.; Wage Earners 25,136; Av. Wkly. Wage $200-$225.
**Principal Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.; Emerald Sq. Mall (150 stores) Rte. 1 & I-295.
**Neighborhood Shopping Centers**-Attleboro Falls, South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; S. Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., N. Attleboro.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pleasant St. | 1 | Sears, IGA |
| N. Attleboro | 4 | JCPenney, G Fox, Sears |
| Swansea Mall(85) | 17 | Caldor's, Apex, Sears |
| Tri-Boro Plz.(14) | 3 | K mart, Almac's |
| Fox Field Plz. | 14 | Foxboro Furn. |
| Fernandes Plz. | 3 | Mars Bargainland, Fernandes Mkt. |
| Foxboro Plz.(15) | | Bradlees, Almac's, Fayva, Radio Shack |
| Walpole Mall(43) | 20 | Bradlees, Almy's |
| Taunton Mall(15) | 15 | Bradlees, Cherry, Rite Aid |
| Washington Plz.(7) | 5 | Radio Shack, Zayre, Thom McAn, Star Mkt. |
| Lincoln Mall(65) | 15 | Cherry Anderson Little |
| Route 6 | 17 | Heartland Food |
| Route 44 | 8 | Valueland |

**Principal Shopping Days**-Dept. stores-Tues. through Fri.; Food stores-Mon., Thur. & Fri.
**Stores Open Evenings**-Wed., Thur.

**13 - RETAIL OUTLETS: Department Stores**-London's; Gob Shop; Kidstown; Floyd's.
**Discount Stores**-Mars; Ann & Hope; Zayre; K mart; Caldor's; ADAP's (automotive).
**Chain Drug Stores**-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid; Dunnington's (Norton).
**Chain Supermarkets**-Almac 5; Stop 'N Shop; Superplace 3; Super Service 2; Star Mkt.; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
**Other Chain Stores**-General Mills; Benny's; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

**14 - NEWSPAPERS:** SUN CHRONICLE (e) 24,547; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN CHRONICLE, 34 S. Main St.; PO Box 600, Attleboro, MA 02703; Tel. (508) 222-7000.
**National Representative**: Branham/Newspaper Sales.

## BEVERLY

**1 - LOCATION:** Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Residential and industrial ctr. located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

**2 - TRANSPORTATION: Railroads**-Boston and Maine.
**Intercity Bus Lines**-Michaud.
**Motor Freight Carriers**-42.
**Airlines**-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 37,655; E&P 89 Est. 37,771
CZ-ABC: (80) 37,655
RTZ-ABC: (80) 27,439
NECMA 80 Cen. 3,665; E&P 89 Est. 3,773,915
County 80 Cen. 634,728; E&P 89 Est. 664,884
City & RTZ-ABC: (80) 65,094

**4 - HOUSEHOLDS:**
City 80 Cen. 13,578; E&P 89 Est. 14,385
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 13,578
RTZ-ABC: (80) 9,336
City & RTZ-ABC: (80) 22,914

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $260,297,000 |
| National | 1 | $78,000,000 |
| Co-op | 1 | $64,982,189 |
| Bay Bank | 1 | $3,431,471,000 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 14,027

**8 - GAS METERS:** Residence 7,246

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Shoe Mach. 1,300; Electronics 720; Metal Hydrides 250; Industrial Mach. 518; Fishing 470. Av. Wkly. Wage $200.
**Principal Industrial Paydays**-Thur., Fri.

**10 - CLIMATE:** Av. Temp. Summer 71; Winter 34. An. rainfall 42 inches.

**11 - TAP WATER:** Very soft.

**12 - RETAILING: Principal Shopping Centers**-North Beverly Plz., 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Dawson's Shopping Ctr., North Beverly and Beverly Farms.

**Nearby Shopping Centers**

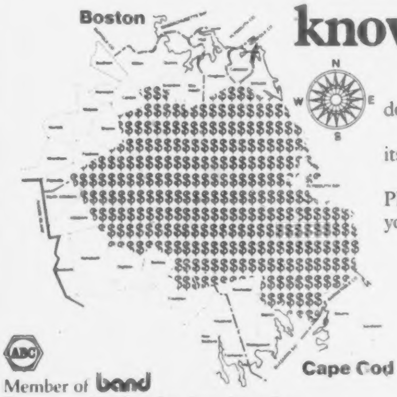
| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| North Shore | 5 | Jordan Marsh |
| N. Beverly | 1 | Zayre |
| Endicott Plz.(22) | 4 | K mart |
| Liberty Tree(108) | 4 | Ann & Hope, Lechmere |
| Beverly Plz. | NA | Star, Zayre |
| Cabot St.(6) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-All shopping ctrs. & plzs.; Thur. for Bell Market, most downtown stores; Fri. all.

**13 - RETAIL OUTLETS: Department Stores**-Filene's; Jordan Marsh; Sears.
**Discount Stores**-Zayre; Ann & Hope.
**Chain Drug Stores**-Eaton's; General Sales; Brook's; CVS; Osco; Walgreens.
**Chain Supermarkets**-Star Market; Star; Purity-Supreme 2; Shaw's; DeMoulas.

**14 - NEWSPAPERS:** TIMES (e) 9,198; Apr. 1, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES,

This is what Metro South looks like to knowledgeable media buyers.



Metro South completes the Boston market picture for media buyers who see dollar signs in the over 150,000 readers of The Enterprise.

To effectively achieve Metro South exposure you'll need The Enterprise as 2/3 of its readers, over 100,000, do not read either The Globe or The Herald.

The Enterprise, which covers the thirty communities in the Metro South area of Plymouth, Bristol, and Norfolk counties, has the penetration you need to complete your Boston media buy.

The Enterprise, the newspaper you need to complete the Boston market picture.

The Enterprise
60 Main Street, P.O. Box 1450, Brockton, MA 02403
(508) 586-6200 or toll free 1-800-462-5569
FAX (508) 586-7903

ABC
Member of band
Represented by Landon Associates, Inc.
Source: First Market Research Corporation

(Circle No. 13 on Market Request Card)

Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.

**National Representative** U.S. Suburban Press.

## BOSTON

**1 - LOCATION:** Suffolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. State Capital, County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

**2 - TRANSPORTATION: Railroads**-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.

**Motor Freight Carriers**-More than 500 lines.

**Intercity Bus Lines**-Boston; Brush Hill; Camper Tours; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.

**Airlines**-Aerlingus; Air Canada; Air France; Alitalia; American; Braniff; British Airways; BWIA International; Catskill Airways; Continental; Continental Express; Delta; Eastern; El Al; Emery Worldwide (freight); Federal Express (freight); First Air; Flying Tiger (freight); Hub Express; Icelandair; Long Island Airlines; Lufthansa; Midway; Midwest Express; Northwest; Pan Am; Piedmont; Provincetown-Boston; Sabena; Swissair; T. Air Portugal; Trans-World; United; USAir.

**Shipping**-Port of Boston handles 25,944,000 tons of cargo.

**Steamship Lines and Agents**-Approximately 25-30 major steamship lines serving Boston, New York and Halifax.

**3 - POPULATION:**

Corp. City 80 Cen. 562,994; E&P 89 Est. 559,705
CZ-ABC: (80) 1,951,381
RTZ-ABC: (80) 1,848,455
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 649,814; E&P 89 Est. 644,978
City & RTZ-ABC: (80) 3,799,836

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 218,457; E&P 89 Est. 179,994
County 80 Cen. 251,929; E&P 89 Est. 204,787
NECMA 80 Cen. 998,915; E&P 89 Est. 1,383,546
CZ-ABC: (80) 723,168
RTZ-ABC: (80) 616,097
City & RTZ-ABC: (80) 1,339,265

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 16 | $18,344,439,000 |
| Savings & Loans | 12 | $4,045,794,000 |
| Trust Companies | 5 | $46,418,000 |
| Credit Union | 743 | $558,000,000 |
| Cooperatives | 15 | $872,588,000 |

**6 - PASSENGER AUTOS:** County 312,660

**7 - ELECTRIC METERS:** Greater Boston 610,000

**8 - GAS METERS:** County (Residence) 163,157

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-All Mfg. 608,000; Constr. 124,500; Trans., Util. & Commun. 126,800; Whol. & Ret. Trade 710,800; Fin., Ins. & R.E. 213,200; Servs. 859,200; Gov't 393,800; Mining 2,300.

**10 - CLIMATE:** Min & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

**11 - TAP WATER:** Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

**12 - RETAILING: Central shopping district** has over 2.746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's; Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks; Parklane Hosiery; Osco Drug; CVS.

Quincy Market & Faneuil Hall Marketplace: A major tourist attraction on the Boston waterfront with 165 stores & restaurants.

LaFayette Place: One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.

Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Loews Theater Complex; Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor; Saks 5th Ave.; Wallachs; Bally Shoe; Star Market; Newbury St: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Shreve, Crump & Low.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| **In Burlington:** | | |
| Burlington Mall (100) | NA | Jordan Marsh, Sears, Filene's, Lord & Taylor |
| **In Chestnut Hill:** | | |
| Mall at Chestnut Hill(67) | NA | Filenes, Bloomingdale's |
| **In Dedham:** | | |
| Dedham Mall(50) | NA | Sears, Bradlees, Woolworth |
| **In Medford:** | | |
| Fellsway Plaza(21) | NA | Woolworth, Zayre |
| Meadow Glen Mall(60) | NA | Bradlees, Marshall's |
| **In Hanover:** | | |
| Hanover Mall(100) | NA | Sears, Zayre, Jordan Marsh, Almy's |
| **In Danvers:** | | |
| Liberty Tree(118) | NA | Ann & Hope, Lechmere |
| **In Cambridge:** | | |
| Harvard Sq.(300) | NA | Harvard Coop., Crate & Barrel |
| **In Natick:** | | |
| Natick Mall(56) | NA | Filene's, Sears, Woolworth |

Ka-Ching!
Ka-Ching!

For your information, Lowell registers 17th among all metro areas in the country in disposable income per household.

**That's the sound of $44,829* in disposable income being spent per household in Northern Middlesex County.**

That's enough jingle to keep your sales humming right along.

Call our Ad Director at (508)458-7100 for your media kit today.

THE SUN
Above all, there's The Sun.

**The Sun, Lowell, Massachusetts.** With daily and Sunday circulation.
Nationally represented by Landon Associates. *Source: Editor & Publisher 1987 Market Guide

(Circle No. 14 on Market Request Card)

"The last time I looked at a Globe was in high school geography class."

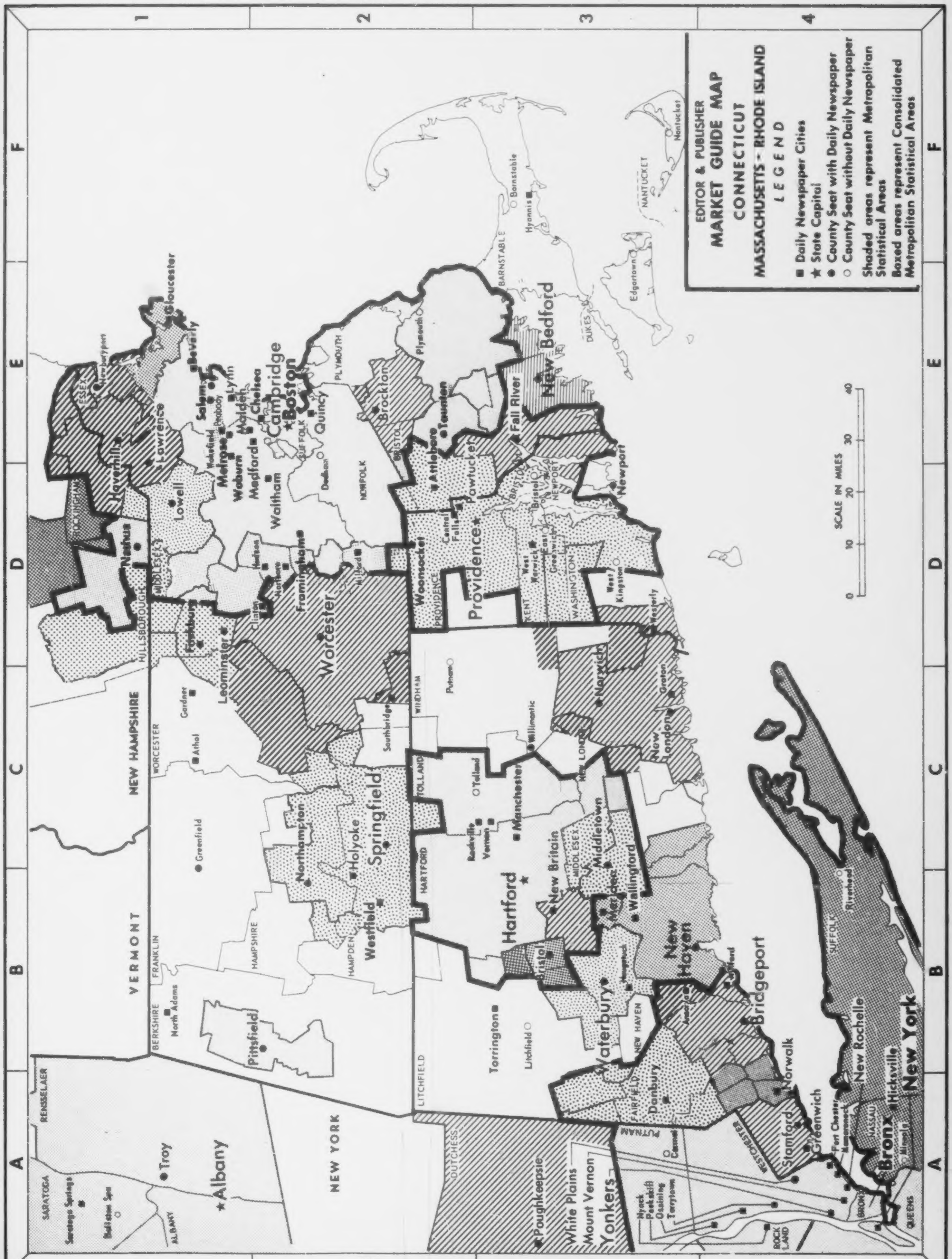
| | Daily | Sunday |
|---|---|---|
| Telegram & Gazette/<br>Sunday Telegram | 127,974<br>(51% of HH) | 123,956<br>(50% of HH) |
| Boston Globe/Sunday Globe | 13,290<br>(5% of HH) | 24,596<br>(10% of HH) |

Souces: Latest ABC Audit Reports as of October 18, 1989.

In the Worcester portion of the Boston ADI, most people don't read The Boston Globe. They read the Telegram & Gazette. To reach this important market, call 508-793-9252.
Total Circulation: 134,059 Daily, 130,073 Sunday

Worcester
TELEGRAM & GAZETTE

(Circle No. 15 on Market Request Card)


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
Boston
Cambridge
Quincy
Lowell
Lawrence
Haverhill
Gloucester
Beverly
Salem
Lynn
Malden
Chelsea
Melrose
Woburn
Medford
Waltham
Brockton
Taunton
Attleboro
Fall River
New Bedford
Plymouth
Barnstable
Hyannis
Edgartown
Nantucket
Worcester
Framingham
Fitchburg
Leominster
Gardner
Athol
Southbridge
Springfield
Holyoke
Northampton
Westfield
Greenfield
Pittsfield
North Adams
Nashua
Providence
Pawtucket
Woonsocket
Newport
Westerly
West Kingston
West Warwick
Hartford
New Britain
Manchester
Middletown
Wallingford
Meriden
Bristol
Waterbury
New Haven
Bridgeport
Norwalk
Stamford
Greenwich
Danbury
Torrington
Litchfield
Willimantic
Putnam
Norwich
New London
Groton
Albany
Troy
Saratoga Springs
Ballston Spa
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New Rochelle
New York
Bronx
Hicksville
Mineola
Riverhead
Port Chester
Nyack
Peekskill
Ossining
Tarrytown
Carmel
ESSEX
MIDDLESEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
WORCESTER
FRANKLIN
HAMPSHIRE
HAMPDEN
BERKSHIRE
HILLSBOROUGH
PROVIDENCE
KENT
WASHINGTON
NEWPORT
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD
LITCHFIELD
DUTCHESS
PUTNAM
WESTCHESTER
ROCKLAND
NASSAU
QUEENS
BRONX
RENSSELAER
SARATOGA
ALBANY

| | | |
|---|---|---|
| **In Saugus:** | | |
| New England(27) | NA | Woolworth, Sears |
| **In Revere** | | |
| Northgate(31) | NA | Zayre |
| **In Peabody:** | | |
| Northshore(102) | NA | Jordan Marsh, Sears, Almys, Filenes |
| **In Stoneham:** | | |
| Redstone(28) | NA | Caldor, Woolworth |
| **In Framingham:** | | |
| Shopper's World (56) | NA | Jordan Marsh, Bradlees |
| **In Braintree:** | | |
| South Shore Plaza(130) | NA | Sears, Jordan Marsh, Lord & Taylor, Filenes |
| **In Brockton:** | | |
| Westgate Mall(60) | NA | Jordan Marsh, Bradlees, Woolworth |
| **In Walpole:** | | |
| Walpole Mall(38) | NA | Bradlees |
| **In Watertown:** | | |
| Arsenal Mktpl.(106) | NA | Ann & Hope, Marshall's |
| Watertown Mall(38) | NA | Bradlees |
| **In Somerville:** | | |
| Assembly Sq. Mall(62) | NA | Jordan Marsh, K mart |

**13 - RETAIL OUTLETS: Department Stores**-Bloomingdale's; Filene's 8; Jordan Marsh 10; Sears 13; Lord & Taylor 3; Neiman-Marcus; Harvard Coop 3.

**Discount Stores**-Ann & Hope 2; Bradlees 23; Caldor 14; Lechmere 5; Marshall's 18; Zayre 27; K mart 12.

**Men's Clothing**-Brooks Brothers; Joseph Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's.

**Women's Clothing**-Ann Taylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roberts Furs; Anne Star; Charles Summer; The Taibots; Jaeger; Yolanda; Loehmann's; Hoffman's; Cherry Webb & Touraine; Saks 5th Ave.

**Family Clothing**-Anderson-Little; Kennedy's; Simon & Sons; You & You; The Gap; Wrangler Ranch; Syms.

**Chain Drug Stores**-CVS; Brooks; Archer Kent; Osco; Walgreens; Rix; Thayer.

**Chain Supermarkets**-Stop & Shop 66; Demoulas 27; Purity Supreme 22; Star Mkt. 31; Shaw's 18; Angelos 19.

**Furniture**-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; La-Z-Boy 3; Workbench 2.

**Variety Stores**-Woolworth; Paperama.

**Shoes**-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

**14 - NEWSPAPERS:** THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 177,504; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Betsy Tegtmeyer, Nat'l Adv. Mgr., , THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.

**National Representative**: Sawyer-Ferguson-Walker.

GLOBE (m-mon to fri) 509,573; (m-sat) 460,199; (S) 787,385; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.

**National Representative**: Million Market/Times Mirror Marketing.

BOSTON HERALD (m-mon to fri) 360,046; (m-sat) 276,375; (S) 251,851; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John J. Breed, VP. Adv., BOSTON HERALD, One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.

**National Representatives**: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

## BROCKTON

**1 - LOCATION:** Plymouth County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Interstate Bus Lines**-Mass. Bay Trans. Authority; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.

**Airlines**-At Logan Airport, Boston; All major American, Canadian & European lines.

**3 - POPULATION:**

Corp. City 80 Cen. 95,172; E&P 89 Est. 97,504
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 407,078; E&P 89 Est. 447,879
City & RTZ-ABC: (80) 417,747

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 35,955; E&P 89 Est. 34,655
County 80 Cen. 132,580; E&P 89 Est. 182,805
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $210,000,000 |
| Savings & Loan | 3 | $113,031,600 |
| Commercial | 3 | $50,608,370 |

**6 - PASSENGER AUTOS:** County 250,991

**7 - ELECTRIC METERS:** Residence 29,283

**8 - GAS METERS:** Residence 14,265

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Leather Prods. 3,500 ($152); Clothing 1,692 ($156); Mfg. 15,200-Metro Area ($162).

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Center**-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza; Points West Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brockton East Plaza(20) | NA | Caldor, Bradlees, Shaw's, Channel Lumber |
| East-Way(10) | NA | Ashmont |
| K mart Plaza(6) | NA | K mart |
| Park Plaza(9) | NA | T.J. Maxx, Service Merchandise |
| South(12) | NA | Ames, Shaw's |
| Tedeschi's | NA | |
| Westgate(99) | NA | Kennedy's, Jordan Marsh, Bradlees, Child World, Marshalls |
| West(15) | NA | Sears, Shaw's |
| Points West(10) | NA | Zayre |
| Taymore Plz.(7) | NA | NA |
| Stonehill Plz.(5) | NA | NA |

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Dept.-Wed., Fri.; Food & Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Jordan Marsh.

**Variety Stores**-Woolworth.

**Discount Stores**-Bradlees 2; Zayre; K mart; Stuarts; Caldor; Ames.

**Chain Drug Stores**-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3; Osco; Easton.

**Chain Supermarkets**-Shaw's 3; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.

**Other Chain Stores**-Atherton's Furn.; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber; Marshalls.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 55,888; (m-sat) 55,072; (S) 64,943; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St.; PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.

**National Representative**: Landon Associates.

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## CAPE COD
See HYANNIS

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## CHELSEA

**1 - LOCATION:** Suffolk County, E&P Map E-2 (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Boston & Albany.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-M.B.T.A. Service Bus.

**Airlines**-Logan Int'l. Airport (Boston).

**3 - POPULATION:**

Corp. City 80 Cen. 25,431; E&P 89 Est. 24,672
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 649,814; E&P 89 Est. 644,978

**4 - HOUSEHOLDS:**

City 80 Cen. 9,715; E&P 89 Est. 7,811
County 80 Cen. 251,929; E&P 89 Est. 204,787
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $115,060,435 |
| Savings & Loan | 5 | $178,007,903 |
| Credit Unions | 10 | $24,515,461 |

**6 - PASSENGER AUTOS:** County 312,660

**7 - ELECTRIC METERS:** Residence 11,996

**8 - GAS METERS:** Residence 8,719

**9 - PRINCIPAL INDUSTRIES:** Paper Prods.; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Proc.; Whol. Produce Mkts. Ctr.; Rubber Prods.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Broadway.

**Neighborhood Shopping Centers**-Prattville; Carv Sq. Mill Hill, Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mystic Mall(45) | NA | DeMoulas, K mart, Osco |
| Parkway Plz (21) - | NA | Bradlees, Radio Shack |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Leading Department and Variety Stores**-Bradlees; Rix; BD's.

**Discount Stores**-Bradlees; K mart.

**Chain Drug Stores**-Rexall 4; E&M.

**Chain Supermarkets**-Stop 'N Shop; IGA; Blackstone; DeMoulas.

**Other Chain Stores**-Thom McAn; Radio Shack.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 4,500; sworn Sept. 30, 1989.

**Local Contact** for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 18 Fourth St.; P.O. Box 292, Chelsea, MA 02150; Tel. (617) 884-2416.

**National Representative**: None.

## CLINTON

**1 - LOCATION:** Worcester County. (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

**2 - TRANSPORTATION: Railroads**-Amtrak; Boston & Maine.

**Intercity Bus Lines**-Worcester; Regional Transit Authority.

**3 - POPULATION:**

Corp. City 80 Cen. 12,771; E&P 89 Est. 12,403
Co/NECMA 80 Cen. 646,810; E&P 89 Est. 662,057

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,662; E&P 89 Est. 4,668
Co/NECMA 80 Cen. 225,323; E&P 89 Est. 238,198

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $1,759,000,000 |
| Co-op | 1 | $34,000,000 |
| Savings | 1 | $97,642,000 |
| Credit Union | 1 | $85,500,000 |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 4,700

**8 - GAS METERS:** Residence 2,410

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 500; Cereal 200; Furn. 120; Plastics 2,000; Wire Insulations 800; Hwy. Signs 60.

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Apr. 30.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodruff Plaza. ,

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Searstown(40) | 12 | Sears |
| Lincoln Plaza(28) | 10 | Zayre |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur. until 9:00 pm.

**13 - RETAIL OUTLETS: Variety Stores**-Lincoln Drug.

**Chain Drug Stores**-MD Drug; Brooks.

**14 - NEWSPAPERS:** ITEM (e) 4,397; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Jeannie Cafarelli, Adv. Dir., ITEM, 156 Church St., Clinton, MA 01510; Tel. (508) 368-0176.

**National Representative**: Landon Associates.

## DEDHAM

**1 - LOCATION:** Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-27.

**Intercity Bus Lines**-Trailways; Greyhound.

**Airlines**-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

**3 - POPULATION:**

Corp. City 80 Cen. 25,298; E&P 89 Est. 24,579
NDM-ABC: (80) 68,221
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 606,337; E&P 89 Est. 643,848

**Demographic Information available from Newspaper. See pargraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,276; E&P 89 Est. 8,306
NDM-ABC: (80) 22,866
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
County 80 Cen. 207,823; E&P 89 Est. 250,782

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial (Local) | 6 | N.A. |
| Savings | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 373,940

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distrib. & Warehousing; Food Proc.; Electronics.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Dedham Mall(48) | 9 | Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us |
| Dedham Plaza(33) | 10 | Woolworth, Zayre, Cherry, Webb Touraine, Consumers Marketing |
| Lechmere Sales | 10 | Lechmere Sales |
| Walpole Mall(43) | 16 | Bradlees, Almy's, Stop & Shop |

**Principal Shopping Days**-Wed. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Lechmere; Kline's.
**Variety Stores**-Woolworth.
**Discount Stores**-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement; Consumers Marketing.
**Chain Supermarkets**-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand.

**14 - NEWSPAPERS:** TRANSCRIPT (e-mon to fri) 10,444; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Catherine Nelson, Adv. Dir., TRANSCRIPT, 420 Washington St.; PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## FALL RIVER

**1 - LOCATION:** Bristol County, (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-25.
**Intercity Bus Lines**-Bonanza.
**Airlines**-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

**3 - POPULATION:**
Corp. City 80 Cen. 92,574; E&P 89 Est. 89,038
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
Co./NECMA 80 Cen. 476,039; E&P 89 Est. 487,424
City & RTZ-ABC: (80) 172,668

**4 - HOUSEHOLDS:**
City 80 Cen. 34,895; E&P 89 Est. 35,314
Co./NECMA 80 Cen. 166,938; E&P 89 Est. 187,557
CZ-ABC: (80) 44,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 6 | $726,052,435 |
| Savings & Loan | 1 | $50,121,889 |
| Commercial | 4 | $785,241,717 |

**6 - PASSENGER AUTOS:** County 293,713

**7 - ELECTRIC METERS:** Residence 54,434

**8 - GAS METERS:** Residence 40,718

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($325); Garment 8,775 ($215); Gen. Mfg. 5,740 ($330).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct.; last killing frost, early Apr.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; S. End-South Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fall River(12) | NA | Value Land |
| Harbour Mall(31) | NA | Bradlees, K mart |
| Indian Spring Plaza(13) | NA | Grand Central Mkt. |
| N. Dartmouth Mall(72) | 10 | Sears, Zayre, JCPenney |
| Somerset Plaza(13) | NA | Bradlees, Stop & Shop |
| Swansea Mall(90) | NA | Sears, Caldor, Apex |
| K mart(14) | NA | K mart, Almac's |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Cherry & Webb 3, Sears 2; Caldor; Apex.
**Discount Stores**-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whol. 2; K mart 2; Ann & Hope; Stuart's.
**Variety Stores**-Woolworth; McCrory.
**Chain Drug Stores**-Brooks; CVS 4; Rite Aid 3.
**Chain Supermarkets**-Stop & Shop 2; Food Mart 3; Valueland; Almac's 3; Shaw's.
**Other Chain Stores**-Thom McAn; Liss Dept.; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

**14 - NEWSPAPERS:** HERALD NEWS (e) 36,994; (S) 36,964; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gerald Reis, Adv. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
**National Representative**: Landon Associates.

## FITCHBURG

**1 - LOCATION:** Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College; 45 mi. NW of Boston.

**2 - TRANSPORTATION: Railroads**-B&M; Conrail.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Englander; Johnson; Trailways; Short Line; Vermont Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 39,580; E&P 89 Est. 38,440
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 103,454
Co/NECMA 80 Cen. 646,810; E&P 89 Est. 662,057
City & RTZ-ABC: (80) 177,542
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,323; E&P 89 Est. 14,682
Co/NECMA 80 Cen. 225,323; E&P 89 Est. 238,198
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 35,589
City & RTZ-ABC: (80) 62,435

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $264,597,000 |
| Savings & Loan | 1 | $42,159,000 |
| Co-operative | 1 | $59,211,000 |
| Commercial | 3 | N.A. |
| Credit Unions | 3 | $119,644,000 |

**3 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 15,065

**8 - GAS METERS:** Residence 10,322

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Mach. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Shopping District**-12 blocks on Main St. and several side sts. for one block from Main, 80 stores.
**Neighborhood Shopping District**-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| John Fitch Plz.(18) | 1 | Heartland, Child World |
| Central Plz.(13) | 1 | DeMoula's, Stuart's |
| Parkhill Plz.(7) | 2 | Victory Mkt. |
| Searstown(30) | 4 | Sears, DeMoulas, Bradlees |
| N. Main St. | 3 | Farmers Whse., Marshall's |
| Twin City Plz. | 1 | K mart, Victory Mkt. |
| Wallace Plz (6) | NA | DeMoulas, Rich's |

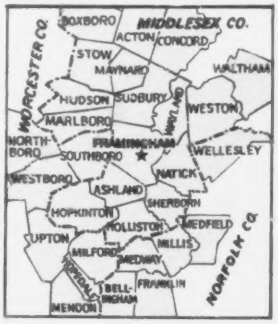
**Principal Shopping Days**-Fri. & Sat.; Food Thur. & Fri.
**Stores Open Evenings**-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears.
**Variety Stores**-Woolworth.
**Discount Stores**-Marshall's; Stuart's; K mart; Bradlees.
**Chain Drug Stores**-Barone's 6; Freedom Drug 2; CVS 2.
**Chain Supermarkets**-Victory 6; DeMoulas 3.
**Other Chain Stores**-Firestone; Thom McAn 2; Fanny Farmer Candies; Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Piece Good Shops; Capitol Prime Value; Duffy's.

**14 - NEWSPAPERS:** FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE (e) 20,381; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Janet Banville, Adv. Dir., FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE, 808 Main St., PO Box 507, Fitchburg, MA 01420; Tel. (617) 343-6911.
**National Representative**: Thomson Newspapers.

## FRAMINGHAM

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worchester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 MA Turnpike.



**Middlesex News**

**(e) 40,374**
**(S) 48,351 ABC 3/31/89**

(Circle No. 16 on Market Request Card)

**2 - TRANSPORTATION: Railroads**-Amtrak.
**Intercity Bus Lines**-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

**3 - POPULATION:**
Corp. City 80 Cen. 65,113; E&P 89 Est. 62,171
NDM-ABC: (80) 190,531
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326
**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,943; E&P 89 Est. 23,521
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
NDM-ABC: (80) 65,692

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $172,817,000 |
| Savings | 4 | $285,732,000 |
| Co-operative | 2 | $76,635,000 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** Residence 32,794

**8 - GAS METERS:** Residence 16,440

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

**11 - TAP WATER:** Neutral, soft and hard (2 sources).

**12 - RETAILING: Principal Shopping Center**-4 miles on Rt. 9 (400 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial(10) | NA | Cumberland Farms |
| Deerskin Plz.(11) | NA | Unfinished Furn., Tony Roma's |
| Framingham Mall(28) | NA | Lechmere, Filene's |
| Nobscott(13) | NA | Wonder Mkt. |
| Pinefield(14) | NA | Purity Mkt. |
| Shopper's World(53) | NA | Jordan Marsh, Bradlee's |
| Sherwood Plz.(26) | NA | Zayre, Heartland |
| Mini Mall(9) | NA | Medi Shack, Papa Ginos |
| Natick Mall(38) | NA | Sears, Star Mkt., Filene's, Anderson Little |
| Temple Plz.(8) | NA | Stop & Shop, Medi-Mart, Aries |
| Cloverleaf Mktpl.(16) | NA | Burlington, Service Mdse., Paperama |
| Natick(12) | NA | Rix, Stop & Shop |

**Principal Shopping Days**-Mon., Thur. & Fri.
**Stores Open Evenings**-Shpg. Ctrs. every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
**Discount Stores**-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
**Chain Supermarkets**-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
**Other Chain Stores**-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

**14 - NEWSPAPERS:** MIDDLESEX NEWS (e) 40,374; (S) 48,351; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peg Fitzpatrick, Adv. Dir., MIDDLESEX NEWS, 33 New York Ave.; PO Box 800, Framingham, MA 01701-9157; Tel. (617) 626-3800.

**National Representatives**: Landon Associates; U.S. Suburban Pres.

## GARDNER

**1 - LOCATION:** Worcester County, (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-2. Residential ctr. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

**2 - TRANSPORTATION: Railroads**-Boston and Maine; Transit Service to Boston.

**Motor Freight Carriers**-30.

**Intercity Bus Lines**-New England Trailways; Englander Coach; Wilson Bus; Vermont Transit; Mart.

**3 - POPULATION:**

Corp. City 80 Cen. 17,900; E&P 89 Est. 17,324
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
Co/NECMA 80 Cen. 646,810; E&P 89 Est. 662,057
City & RTZ-ABC: (80) 42,955

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,038; E&P 89 Est. 7,189
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
Co/NECMA 80 Cen. 225,323; E&P 89 Est. 238,198
City & RTZ-ABC: (80) 15,238

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 1 | $190,119,124 |
| Co-Operative | 2 | $113,942,313 |
| Savings & Loan | 2 | $15,270,277 |
| Commercial | 2 | $560,467,000 |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 8,830

**8 - GAS METERS:** Residence 1,216

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Prods. 314; Misc. Mfg. 528.

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 5 on Parker St.; 2 on Pleasant St.; 3 on S. Main St.; 2 on Central.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gardner Plz.(6) | NA | Brook's, JCPenney, The Fair, Donelans |
| Timpany Plz.(9) | NA | Rich's, Radio Shack, Stop & Shop, Brooks, Thom McAn, Hunts |
| Pearson Triangle (2) | NA | Big D |
| Pearson Blvd.(3) | NA | Grossman, R. Smith |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Close**-Some Wed. afternoons summer-downtown.

**Stores Open Evenings**-Downtown-Thur. until 9; Ctrs. daily until 9 or 10; Food daily until 9 or 10.

**13 - RETAIL OUTLETS: Department Stores**-Goodnow; Rose's; J.A. LeBlanc; La Chance; Rome Sales.

**Discount Stores**-Rich; The Fair.

**Chain Drug Stores**-Rexall 2; Brooks 2.

**Chain Supermarkets**-Donelans; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 5; Xtra Mart.

**Other Chain Stores**-Aubuchon; Grossman's.

**14 - NEWSPAPERS:** NEWS (e) 8,870; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: C. Gordon Bell, Pub., NEWS, 309 Central St., Gardner, MA 01440; Tel. (508) 632-8000.

**National Representative**: Landon Associates.

## GLOUCESTER

**1 - LOCATION:** Essex County (Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 133, 127, & 128; 30 mi. NE of Boston.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Communicty Bus Line.

**3 - POPULATION:**

Corp. City 80 Cen. 27,768; E&P 89 Est. 28,156
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 80 Cen. 634,728; E&P 89 Est. 664,884
City & RZT-ABC: (80) 42,535
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915

**4 - HOUSEHOLDS:**

City 80 Cen. 10,517; E&P 89 Est. 11,263
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 1 | $80,153,000 |
| Cooperative | 1 | $38,200,000 |
| Commercial | 2 | $95,188,000 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 12,055

**8 - GAS METERS:** Residence 5,884

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.

**Principal Industrial Pay Days**-Fri. & Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

**11 - TAP WATER:** Acid, soft; not fluoridated.

**Principal Shopping Centers**-12 blocks on Main St.

**Neighborhood Shopping Centers**-East Main St.; Washington St.; Bass Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northshore | 18 | Jordan Marsh, Stop & Shop |
| Beverly Plz. | 12 | Zayre, Star Mkt. |
| Liberty Tree Mall(108) | 15 | Ann & Hope, Lechmere |
| K mart | 15 | K mart, DeMoulas |
| A&P Plz.(7) | NA | DeMoulas |
| Gloucester(6) | NA | Stop & Shop, Ames |

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Goldman's; Empire.

**Discount Stores**-Ames.

**Chain Drug Stores**-Birch; Connor's 2, Brook's, CVS; Osco.

**Chain Supermarkets**-A&P; Stop & Shop; IGA; Cape Ann.

**14 - NEWSPAPERS:** TIMES (e) 11,862; Mar. 25, 1989 ABC.

Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.

**National Representative**: U.S. Suburban Press.

## GREENFIELD

**1 - LOCATION:** Franklin County, E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Terminus of Route 91, on Hwys. 2, 5 & 10.

**2 - TRANSPORTATION: Railroads**-B&M.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Vermont Transit; Englander; Greenfield-Worcester; Boston.

**3 - POPULATION:**

Corp. City 80 Cen. 18,436; E&P 89 Est. 18,571
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 34,312
County 80 Cen. 64,467; E&P 89 Est. 66,315
City & RTZ-ABC: (80) 64,317

**4 - HOUSEHOLDS:**

City 80 Cen. 7,214; E&P 89 Est. 7,087
County 80 Cen. 24,228; E&P 89 Est. 24,704
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 12,613
City & RTZ-ABC: (80) 24,228

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 4 | $202,200,000 |
| Savings & Loan | 1 | $31,213,605 |
| Commercial | 4 | $89,300,000 |

**6 - PASSENGER AUTOS:** County 38,955

**7 - ELECTRIC METERS:** Residence 8,830; County 24,200

**8 - GAS METERS:** Residence 3,140

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Ins. 650.

**Principal Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cherry Rum Plaza(3) | 1 | CVS, Stop & Shop, Tempo Fashions |
| Greenfield Plz.(9) | 1 | Rite Aid, Food Mart |
| Ames Plaza(8) | 1 | Big Y, Ames |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Wilson's, Sears; JCPenney.

**Variety Stores**-McClellan.

**Chain Drug Stores**-Rite Aid; Brooks; CVS.

**Discount Stores**-Railroad Salvage; Ames.

**Chain Supermarkets**-IGA; Stop & Shop; Food Mart, Carroll's; Big Y.

**Other Chain Stores**-Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

**14 - NEWSPAPERS:** RECORDER (e) 15,617; Mar. 25, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rich Fahey, Ret. Adv. Mgr., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.

**National Representative**: Landon Associates.

## HAVERHILL

**1 - LOCATION:** Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-17.

**Water**-7 ft., 15 mi. river channel to Atlantic at Newburyport.

**Intercity Bus Lines**-Mass.; Michaud; Trailways of New England; Appleyard Bus Line; Bos. Com.

**Airports**-North Andover and Haverhill (Charter Service).

**3 - POPULATION:**

Corp. City 80 Cen. 46,865; E&P 89 Est. 50,606
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 634,728; E&P 89 Est. 664,884

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 17,261; E&P 89 Est. 19,686
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $252,168,481 |
| Commercial | 4 | $629,002,518 |
| Cooperative | 1 | $12,600,000 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 31,696

**8 - GAS METERS:** Residence 12,609

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoes 8,200; Paper Prods. 468; Electric 5,000; Computers 180; Others 4,750 ($22,250,000 yearly wages).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

**Neighborhood Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Haverhill Plz.(21) | 2 | CVS, Thom McAn, Grossman's, Bldg. 19 |
| Westgate Ctr.(14) | 2 | DeMoulas Mkt., K mart |
| Methuen Mall(100) | 12 | Sears, Howlands, Anderson-Little, Filene's, Jordan Marsh |
| Rockingham Mall(24) | NA | Bradlees, Stop & Shop |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. evenings.

**13 - RETAIL OUTLETS: Department Stores**-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.

**Discount Stores**-Zayre; King's; K mart; Caldor; Bradlees; Building 19.

**Chain Drug Stores**-CVS; Freedom Drug.

**Chain Supermarkets**-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.

**Other Chain Stores**-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Mdse.; Grossman's (building supply).

**14 - NEWSPAPERS:** GAZETTE (e) 16,608; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Ryan, Adv. Mgr., GAZETTE, 447 W. Lowell Ave.; P.O. Box 991, Haverhill, MA 01830-2499; Tel. (508) 374-0321.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## HOLYOKE

**1 - LOCATION:** Hampden County (In Springfield NECMA), E&P Map B-6. Industrial center; on U.S. Hwys. 5, 202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpke., Exit 4.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Conrail.

**Motor Freight Carriers**-50.

**Intercity Bus Lines**-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.

**Airlines**-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

**3 - POPULATION:**

Corp. City 80 Cen. 44,678; E&P 89 Est. 42,933

NDM-ABC: (80) 149,625
County 80 Cen. 443,030; E&P 89 Est. 443,552
NECMA 80 Cen. 582,218; E&P 89 Est. 588,464

**4 - HOUSEHOLDS:**
City 80 Cen. 16,615; E&P 89 Est. 16,919
County 80 Cen. 158,027; E&P 89 Est. 168,590
NECMA 80 Cen. 182,849; E&P 89 Est. 208,505
NDM-ABC: (80) 54,084

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 17 | N.A. |

**6 - PASSENGER AUTOS:** County 266,937

**7 - ELECTRIC METERS:** 18,420

**8 - GAS METERS:** Residence 24,299

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prods. 1,140; Apparel 917; Furn. 243; Paper Prods. 3,998; Printing & Pub. 3,450; Chem. 250; Rubber Prods. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elect.) 1,853; Elect. Mach. 171; Util. 328; Misc. 3,217.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp. Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fairview Plz.(7) | 4 | Tessiers Lumber, Food Mart |
| Main Gate | 4 | Big-Y |
| Ames(11) | 4 | Ames |
| S. Hadley | 2 | Food Mart |
| Big Y | 4 | Big Y |
| Fairfield Mall | 4 | Caldor, Bradlees |
| Hampden Plz. | NA | Shop Rite |
| Holyoke Plz. | NA | McDonald's |
| Holyoke Mall(21) | NA | Sears, JCPenney, Steiger's, G. Fox, Service Mdse. |
| Lincoln Plaza(4) | NA | Stop & Shop |
| Mountain Farms | 10 | Mall Cinemas |
| South St.(12) | NA | Food Mart, Zale's |
| K mart Plaza | NA | K mart, Ames, Shop Rite |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., some Fri.

**13 - RETAIL OUTLETS: Department Stores**-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.
**Discount Stores**-K mart; Caldor; Bradlees; McCrory's; Ames.
**Chain Drug Stores**-CVS; Rite Aid; Brooks
**Chain Supermarkets**-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
**Other Chain Stores**-Thom McAn; Fanny Farmer; Sherwin-Williams; Grossman's; Fayva Shoes; Hit or Miss; CVS; Rite Aid; Cumberland Farms; 7-Eleven; Dairy Mart; Brooks Drug; Rockys Home Center; Kay Jewelers; Filenes Basement.

**14 - NEWSPAPERS:** TRANSCRIPT-TELEGRAM (e) 22,137; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dianne Ryan, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
**National Representative**: Landon Associates.

## HYANNIS-CAPE COD

**1 - LOCATION:** Barnstable County, E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Bonanza; Plymouth & Brockton.
**Passenger Steamship Lines**-2.
**Airlines**-Business Express; Continental Airlines; Nantucket Air; Edgartown Air; Tri Air.

**3 - POPULATION:**
Hyannis 80 Cen. 10,662; E&P 89 Est. 13,853
NDM-ABC: (80) 147,925
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 149,080; E&P 89 Est. 183,424
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Hyannis 80 Cen. N.A.; E&P 89 Est. 4,472
County 80 Cen. 58,556; E&P 89 Est. 62,892
NDM-ABC: (80) 58,556

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | N.A. |
| Savings | 7 | N.A. |
| Savings & Loan | 4 | N.A. |
| Co-operative | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 122,720

**7 - ELECTRIC METERS:** Residence 92,000

**8 - GAS METERS:** Residence 30,000

**9 - PRINCIPAL INDUSTRIES:** Bldg.; Fishing; Candies; Cement Prods.; Novelties; Boats; Cranberries; Electronics; Plastic Pkg.; Tourism & Resort; Marine Research.
**Principal Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers. Capetown Plz.; South Wind Plz.
**Neighborhood Shopping Centers**-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Wareham(12) | 30 | A&P, Angelo's/ Purity Supreme |
| Falmouth Mall(26) | 20 | Bradlees, Angelo's/ Purity Supreme, A&P |
| South Yarmouth | 5 | Bradlees, Angelo's/ Purity Supreme |
| Buzzards Bay | 15 | A&P |
| Dennisport | 10 | Bradlees, Angelo's/ Purity Supreme |
| Harwichport | 13 | Buttner's, A&P, Angelo's/ Purity Supreme |
| Chatham | 20 | Chatham Furn., A&P |
| Orleans | 20 | Mid-Cape Center, A&P, Stop & Shop |
| Provincetown | 50 | |
| Cape Cod Mall (80) | NA | Sears, Woolworth, Marshalls, Filene's, Jordan Marsh |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Dept. Stores-Mon., Thur., Sun. Food-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Filene's; Sears; Jordan Marsh.
**Variety Stores**-Woolworth.
**Discount Stores**-K mart; Bradlees 4; T.J. Maxx; Marshall's.
**Chain Drug Stores**-Brooks 5; CVS 5; Dunnington 5; Osco; Thayer Pharmacies 3.
**Chain Supermarkets**-A&P 10; Stop & Shop 3; Angelo's/Purity Supreme 10; Star Mkt.
**Other Chain Stores**-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

**14 - NEWSPAPERS:** CAPE COD TIMES (m) 40,548; (S) 48,039; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gloria P. Bowman, Adv. Dir., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
**National Representative**: Branham/Newspaper Sales.

## LAWRENCE

**1 - LOCATION:** Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 8, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495; 27 mi. NW of Boston.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.
**Motor Freight Carriers**-69.
**Intercity Bus Lines**-Trailways; Greyhound; Hudson; Michaud; Trombly.

**3 - POPULATION:**
Corp. City 80 Cen. 63,175; E&P 89 Est. 61,177
NDM-ABC: (80) 186,169
RTZ-ABC: (80) 105,153
PMSA 80 Cen. 3,655,193; E&P 89 Est. 3,773,915
County 80 Cen. 634,728; E&P 89 Est. 664,884
Total NDM & RTZ-ABC: (80) 291,322
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,798; E&P 89 Est. 24,340
County 80 Cen. 228,432; E&P 89 Est. 252,542
PMSA 80 Cen. 118,912; E&P 89 Est. 1,383,546
NDM-ABC: (80) 64,957
RTZ-ABC: (80) 34,764
Total NDM & RTZ-ABC: (80) 99,721

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 7 | $1,278,468,712 |
| Commercial | 9 | $27,547,105,886 |
| Cooperative | 2 | $576,638,630 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 62,000

**8 - GAS METERS:** Residence 30,766

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 11,500; Mfg. 56,000; Trans. 6,500; Whol./Ret. Trade 33,500; Fin. 5,300; Service 31,200; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chem. & Allied 1,660; Plastic & Rubber 3,256; Non-Durable Goods 14,600; Leather 2,500; Fabricated Metal 1,161; Mach. 4,808; Elect. Mach. 11,635; Durable Goods 41 400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Essex St.; 6 blocks on Broadway.
**Neighborhood Shopping Centers**-Main St. in Andover, Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, NH; Rt. 114 in Lawrence; Rt. 213 Methuen.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Essex Plaza(4) | 1 | DeMoulas, Stuart's |
| Merrimack Plz.(3) | 5 | DeMoulas, Osco, Rich's |
| N. Andover Mall(7) | 4 | DeMoulas, Bradlees, T.J. Maxx |
| Rockingham Mall(24) | 10 | Channel Home Ctrs., Cherry Webb & Touraine, Bradlees, Herman's, T J Maxx |
| Salem Plaza(11) | 9 | DeMoulas, Zayre, Service Merchandise |
| Shawsheen Plz.(8) | 1 | DeMoulas, New England Stores |
| K mart(2) | 10 | K mart, Market Basket |
| Methuen Mall(100) | 5 | Sears, Jordan Marsh, Filene's Basement |
| Caldor | 5 | Caldor, Market Basket, Osco |
| Rt. 114 Mall | 3 | Zayre, Osco, Shaw's |
| Zayre | 2 | Zayre, Barcelos Mkt. |
| Village Mall | 5 | New England Home Center |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Tues., Fri.; Food 6 nights.
**MA-NH Shopping Centers**-Open every evening and Sun. 1 to 5.

**13 - RETAIL OUTLETS: Department Stores**-Caldor; Sears; Bradlees; Jordan Marsh; Filene's Basement.
**Variety Stores**-Woolworth.
**Discount Stores**-Stuart's; Marshall's; Zayre 3; K mart; T.J. Maxx; Filene's Basement.
**Chain Drug Stores**-Osco 3; Adams; Nahill 2; CVS 8; Birch 2; Rite Aid 2.
**Chain Supermarkets**-Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2; Shaw's.
**Other Chain Stores**-ADAP 2; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Lerner's; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Tello's; Waldenbooks; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius; This End Up.

**14 - NEWSPAPERS:** EAGLE-TRIBUNE (e) 56,534; (S) 61,055; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 685-1000, ext. 154.
**National Representative**: Landon Associates.

## LOWELL

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-1. County Seat. 28 mi. N of confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Conrail.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Massachusetts Bay Trans. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Trans. Authority.

**3 - POPULATION:**
Corp. City 80 Cen. 92,418; E&P 89 Est. 90,887
CZ-ABC: (80) 225,320
RTZ-ABC: (80) 141,431
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326
City & RTZ-ABC: (80) 366,751

**4 - HOUSEHOLDS:**
City 80 Cen. 32,691; E&P 89 Est. 33,278
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 71,934
RTZ-ABC: (80) 44,158
City & RTZ-ABC: (80) 116,092

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $588,900,000 |
| Savings & Loan | 1 | $179,000,000 |
| Savings | 6 | $371,500,000 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't 3,903; Agric. 32; Contract Constr. 1,044; Mfg. 15,406; Commun., Util., Trans. 1,307; Whol. Trade 7,012; Fin., Ins., R.E. 1,389; Servs. 8,189.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

**11 - TAP WATER:** Neutral; low in minerals; very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plz. (8 stores); Sunrise (9 stores); Sears (4 stores).

**Nearby Shopping Centers**-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.

**Enclosed Malls**-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Thur.; Food-every night except Sat. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Cherry & Webb; Caldor; Sears 2; TJ. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshalls 4.

**Discount Stores**-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite Aid; CVS 5.

**Chain Supermarkets**-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.

**Other Chain Stores**-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's, Candyland, Fanny Farmer.

**14 - NEWSPAPERS:** SUN (e-mon to fri) 56,409; (sat-m) 55,160; (S) 55,704 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kendall Wallace, Gen. Mgr., SUN, 15 Kearney Sq., PO Box 1477; Lowell, MA 01852; Tel. (617) 458-7100.

**National Representative**: Landon Associates.

## LYNN

**1 - LOCATION:** Essex County (In Boston-Lawrence-Salem-Lowell -Brockton NECMA). E&P Map E-1, 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

**2 - TRANSPORTATION: Railroads**-MBTA Rail.

**Intercity Bus Lines**-Mass. Bay Transit Authority.

**Airlines**-7 mi. to Logan Intl. Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 78,471; E&P 89 Est. 78,851
CZ-ABC: (80) 121,001
RTZ-ABC: (80) 267,909
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 634,728; E&P 89 Est. 664,884
City & RTZ-ABC: (80) 388,910

**4 - HOUSEHOLDS:**
City 80 Cen. 30,421; E&P 89 Est. 32,286
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 45,097
RTZ-ABC: (80) 97,362
City & RTZ-ABC: (80) 142,459

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | N.A |
| Co-op | 2 | N.A. |
| Savings | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Turbines; Jet Engines; Research; Shoes and Allied Prods.; Electronics; Plastics; Bakery Prods.; Lobster Whol.; Metal Prods.; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Market St.; Munroe St.; Lynnway; Boston St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Vinnin Sq.(30) | 3 | Star Mkt., Bradlees |
| Vinnin Sq. Annex | 3 | Stop & Shop |
| Lynngate Plz.(10) | 1 | Stop & Shup |
| N.E. Shpg. | 4 | Sears, Service Mdse., Filene's |
| Broadway | 1 | Stop & Shop |
| Danvers Plaza(15) | 7 | Highland, Rich's, Purity Supreme |
| Liberty Tree Mall (Danvers)(108) | 7 | Ann & Hope, K mart, Lechmere Sales, Marshalls |
| Northshore (Peabody)(87) | 7 | Jordan Marsh, Sears, Filene's |
| Northgate(30) | 5 | Purity Supreme, Zayre, Fretter's |
| Hawthorne(20) | | Caldor, Heartland |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Some Thur., most Fri. Discount Stores-Every night and Sundays

**13 - RETAIL OUTLETS: Department Stores**-Sears 2; Filene's 3; Jordan Marsh.

**Variety Stores**-Woolworth; New England Stores 3.

**Discount Stores**-Caldor 2; Zayre 3; Rich's 2; Bradlees, Jerry's; Randy's; K mart 2.

**Major Size Specialty Stores**-Marshalls 2; T.J. Maxx 2; Rooks; Empire; Hoffmans; Jerry's; Cherry, Webb & Touraine 2; Fretters.

**Chain Drug Stores**-Eaton; CVS; Walgreens; Osco 2; Rite Aid 2.

**Chain Supermarkets**-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland; Shaw's.

**Other Chain Stores**-Clothing: Jordan Marsh, Filene's 3, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerner's, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Meineke, Speedy Muffler; Furniture: Bradford, Furniture Freight, Lexington Furn., Levitz, C.F. Tomkins, Titus.

**14 - NEWSPAPERS:** ITEM (e-mon to fri) 28,125; (e-sat) 24,991; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kevin Kelly, Adv. Dir., ITEM, 38 Exchange St.; PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## MALDEN

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. On Malden River. 5 mi. from Boston.

**2 - TRANSPORTATION: Railroads**-MBTA; Boston & Maine.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Mass. Bay Trans. Authority; Hudson.

**Airlines**-All major lines (Boston).

**3 - POPULATION:**
Corp. City 80 Cen. 53,386; E&P 89 Est. 52,982
NDM-ABC: (80) 53,386
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 20,746; E&P 89 Est. 21,311
NDM-ABC: (80) 20,746
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $480,000,000 |
| Commercial | 6 | $600,000,000 |
| Other | 2 | $440,000,000 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** Residence 15,400

**8 - GAS METERS:** Residence 15,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($280); Trans., Commun. & Util. 1,187 ($320); Whol. & Ret. Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. An. payroll $400,000,000 (town).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.; Highland Ave.

**Other Shopping Centers**-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Stuart's; Caldor.

**Discount Stores**-Sparks; FFDC.

**Variety Stores**-FFC.

**Chain Drug Stores**-CVS, Pharmacity.

**Chain Supermarkets**-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.

**Other Chain Stores**-Hanlon's Shoes; Tru-Value Hardware.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 5,596; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gregory Krollman, Adv. Mgr., NEWS, 277 Commerical St., Malden, MA 02148; Tel. (617) 321-8000.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## MARLBOROUGH

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, I-290.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Hughes; Boston & Worcester.

**3 - POPULATION:**
Corp. City 80 Cen. 30,617; E&P 89 Est. 32,604
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326
NEMCA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915

**4 - HOUSEHOLDS:**
City 80 Cen. 10,925; E&P 89 Est. 12,042
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 1 | $100,000,000 |
| Commercial | 3 | $250,000,000 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** * Computers; Paper Prods.; Sporting Goods; Boxes; Stamped Metal Prods.; Metal Plate Prods.; Scale Models; Chem.; Tool & Die; Research; Electronics; Plastics; Containers.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Post Road(15) | 1 | Big Discount, Rich's |
| Village Plz.(17) | NA | Yankee Gift House |
| Indian Head(8) | 2 | Stop & Shop, Zayre Marshall's |

**Principal Shopping Days**-Thur., Fri., & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Golden's; Concannon's.

**Discount Stores**-Rich's; Marshall's; Zayre.

**Chain Drug Stores**-Rexall; CVS; Adams; Walgreens; Brooks.

**Chain Supermarkets**-Stop & Shop; IGA; Big D; Star Mkt.

**Other Chain Stores**-Town Paint; Consumer Auto Parts; Radio Shack; Fayva Shoe; Friendly's; Somerville Lumber.

**14 - NEWSPAPERS:** ENTERPRISE/HUDSON DAILY SUN (e) 4,430; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Christine Gentuso, Adv. Mgr., ENTERPRISE/HUSDON DAILY SUN, 250 Maple St., Marlborough, MA 01752; Tel. (508) 485-5200.

**National Representative**: None.

## MEDFORD

**1 - LOCATION**: Middlesex County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

**2 - TRANSPORTATION: Railroads**-MBTA; Boston & Maine.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Mass. Bay Trans. Authority; Hudson.

**3 - POPULATION:**
Corp. City 80 Cen. 58,076; E&P 89 Est. 56,203
NDM-ABC: (80) 58,076
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 20,206; E&P 89 Est. 20,240
NDM-ABC: (80) 20,206
Countv 80 Cen. 4/6,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $264,282,141 |
| Commercial | 7 | $510,000,000 |

**6 - PASSENGER AUTOS**: County 843,032

**7 - ELECTRIC METERS:** 19,000

**8 - GAS METERS:** Residence 15,000

**9 - PRINCIPAL INDUSTRIES:** Agric. & Mining; Constr.; Mfg.; Trans., Commun. & Util.; Whol. & Ret.; Fin., Ins. & R.E.; Services.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.

**Neighborhood Shopping Centers**-Steven's Sq.; Harvard Sq.; West Medford Sq.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fellsway Plz.(22) | 1 | Zayre, Stop & Shop |
| Food Masters/ Turnstyle(3) | 1 | |
| Meadow Glenn(50) | 1 | Bradlees, Marshall's |
| Medford(17) | 1 | Woolworth |

| | | |
|---|---|---|
| Mystic Mall(20) | 1 | K mart, Market Basket |
| Wellington Circle(4) | 1 | First National, Child World |
| Town Line Plz. | 1 | Star |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Marshall's.

**Discount Stores**-Zayre; Osco; Bradlees; B.J.'s.
**Variety Stores**-Child World; N.E. Stores.

**Chain Drug Stores**-Liggett-Rexall 2; CVS; Craddock 2; Archer-Kent; Pharmacity.

**Chain Supermarkets**-Stop & Shop 2; Johnnie's; Heartland.

**Other Chain Stores**-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

**14 - NEWSPAPERS:** MERCURY (e-mon to fri) 4,350; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir. or Jim Mitchell, Adv. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.

**National Representatives**: U.S. Suburban Press; Landon Associates.

## MELROSE

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). 7 mi. from Boston. Off U.S. Hwy. 1.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Mass. Bay Transportation Authority.
**Airlines**-All at Boston Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 30,055; E&P 89 Est. 29,146
NDM-ABC: (80) 30,055
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326

**4 - HOUSEHOLDS:**
City 80 Cen. 10,649; E&P 89 Est. 10,689
NDM-ABC: (80) 10,649
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** Residence 12,000 (Est.)

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** 414 firms; 4,988 employees; An. Payroll $104,000,000. Mfg.; Chem.; Transistors; Radios; Food Prods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

**11 - TAP WATER:** Acid, soft.

**12 - RETAILING: Principal Shopping Centers**-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Chain Drug Stores**-CVS; Big 2; Brooks.

**Chain Food Stores**-Gallahue's; Cerretani's 4.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 1,329; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Norm Morrison, Mktg. Dir., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## MILFORD

**1 - LOCATION:** Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
**Airlines**-Hopedale Airways.

**3 - POPULATION:**
Corp. City 80 Cen. 23,390; E&P 89 Est. 25,820
NDM-ABC: (80) 82,161
Co./NECMA 80 Cen. 646,810; E&P 89 Est. 662,057

**4 - HOUSEHOLDS:**
City 80 Cen. 8,216; E&P 89 Est. 9,197
Co./NECMA 80 Cen. 225,323; E&P 89 Est. 238,198
NDM-ABC: (80) 26,498

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $301,172,049 |
| Commercial | 3 | $473,000,000 |
| Savings & Loan | 1 | $160,701,162 |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 9,874

**8 - GAS METERS:** Residence 3,750

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Glass 600; Mfg. Scientific Inst. 1,600; Hospital Care 952; Computer Companies 700.

**10 - CLIMATE:** Av. Temp.-Winter 35; Summer 75.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Milford Plaza(12) | 1 | Sears |
| Shoppers World(53) | 16 | Bradlees, Jordan Marsh |
| Franklin Mall | NA | Stop & Shop, Super Store |
| Natick Mall(38) | 16 | Filene's, Sears |
| Milford Sq. Plz. | NA | CVS |
| Quarry Sq. Plz. | NA | Zayre, Stop & Shop, T.J. Maxx |
| Auburn Mall(57) | 17 | Outlet, Sears |
| Worcester Galleria | 18 | |
| Walnut Hill Mall | 12 | |
| Hill Plz. | NA | Brook's |
| Papelian Shpg. Ctr. | NA | Shaw's |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Mon. through Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet; Marshall's.
**Chain Drug Stores**-Brooks Discount; Lincoln Pharmacy; Thayer Pharmacy; CVS.
**Chain Supermarkets**-Stop & Shop; Super Store; Almacs; Big D; Star Market; Shaw's; Decosta; Victory Supermarket.

**14 - NEWSPAPERS**: NEWS (e) 12,524; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Thomas C. Sawyer, Pub., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
**National Representative**: Landon Associates.

## NEW BEDFORD

**1 - LOCATION:** Bristol County, (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. Situated on Buzzards Bay. 56 mi. S of Boston. On I-95 and Mass. 140.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-23.
**Intercity Bus Lines**-Whaling City Transit; Southeastern Regional Transit Authority; Medeiros; American Eagle; Bonanza; Reliable.
**Freight Steamship Lines**-9.
**Airlines**-Continental Express; Express Air.

**3 - POPULATION:**
Corp. City 80 Cen. 98,478; E&P 89 Est. 95,314
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
Co/NECMA Cen. 476,039; E&P 89 Est. 487,424
City & RTZ-ABC: (80) 221,254
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 37,388; E&P 89 Est. 38,076
Co/NECMA 80 Cen. 166,938; E&P 89 Est. 175,151
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 18 | $1,590,562,000 |
| Savings & Loan | 1 | $47,139,750 |
| Commercial | 12 | $920,568,900 |

**6 - PASSENGER AUTOS:** County 293,713

**7 - ELECTRIC METERS:** Res. & Comm. 70,727

**8 - GAS METERS:** Res. & Comm. 44,713

**9 - PRINCIPAL INDUSTRIES:** Total Wage Earners 156,330; Apparel 8,500; Rubber Chem. & Plastics 8,200; Metals & Mach. 7,000; Food Prods. 2,000; Constr. 4,487; Gov't 12,500; Trans. & Pub. Util. 2,400; Financial & R.E. 6,321; Services 8,900; Fishing 3,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
**Neighborhood Shopping Centers**-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| N. Dartmouth Mall(72) | 5 | Sears, Zayre, Pier One, JCPenney, Peerless |
| A&P Food Plz. | NA | |
| King's Hwy. | 4 | Shaw's, Ashmont, Stuarts |
| Berdon Plaza(8) | 3 | Radio Shack |
| Anne & Hope(3) | NA | Hartland, Child World |
| Howland Pl.(2) | NA | |
| Rio Plaza(2) | 3 | Food Mart |
| K mart | 4 | K mart, Almac's |
| Shaw's | 3 | K mart |
| Smith Mill | 3 | Bed & Bath, AT&T |
| Sunshine Plaza(3) | 3 | Food Mart, Building 19, National Catalog |
| Vanity Fair(7) | 5 | Kay Windsor |
| Wareham Plz.(12) | 15 | Ames |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.; Some Fri.; Shopping centers and Supermarkets-every night.

**13 - RETAIL OUTLETS: Department Stores**-Cherry-Webb & Touraine 2; Sears; Peerless; JCPenney.
**Discount Stores**-Cove Discount; Mars Bargainland 2; Zayre; K mart 2; Ann & Hope; Ashmont; Building 19; Stuarts; Bed & Bath.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Brooks 5; Rite Aid 3; Osco; CVS 3; Archer Kent.
**Chain Supermarkets**-A&P 2; Super Stop & Shop; Angelo's; Shaw's 3; Fernandes 2, Almac's 2; Food Mart 2; Super Place.
**Other Chain Stores**-Singer Co.; Benny's; National Hard Goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Peerless Clothing; Sawyer's; Agway; Builders Sq.; Silversteins; Pier One.

**14 - NEWSPAPERS:** STANDARD TIMES (e-mon to fri) 45,468; (m-sat) 45,424; (S) 49,955; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rita Thieme, Adv. Dir., STANDARD TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (508) 997-7411.
**National Representative**: Branham/Newspaper Sales.

## NEWBURYPORT

**1 - LOCATION:** Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound; Boston & Maine Trans. Co., Interstate.

**3 - POPULATION:**
Corp. City 80 Cen. 15,900; E&P 89 Est. 17,086
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 80 Cen. 634,728; E&P 89 Est. 664,884
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
City & RTZ-ABC: (80) 86,839
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,892; E&P 89 Est. 6,687
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $52,582,000 |
| Savings | 3 | $42,303,422 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 5,222

**8 - GAS METERS:** Residence 3,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Apparel 323; Furn. 131; Plastics 136; Leather Prods. 1,058; Leather Mfg. 153; Elect. Mach. 1,472; Trans. incl. Marine 622; Silversmiths 351; Gov't and R.R. 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Central Shopping District**-Downtown area has 100 shops.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads(11) | NA | Mars |
| Port Plz.(16) | NA | K mart, Shaw's |

**Stores Open Evenings**-Fri.
**Principal Shopping Days**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-H.W. Pray.
**Discount Stores**-K mart.
**Chain Drug Stores**-Brooks.
**Chain Supermarkets**-Shaw's.

**14 - NEWSPAPERS:** NEWS (e) 12,447; Mar. 25, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rachel Carignan, Adv. Mgr., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
**National Representative**: U.S. Suburban Press.

## NORTH ADAMS

**1 - LOCATION:** Berkshire County (In Pittsfield NECMA). E&P Map B-1. In NW corner of state. Industrial and shpg. ctr. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

**2 - TRANSPORTATION: Railroads**-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
**Motor Freight Carriers**-25.
**Intercity Bus Lines**-Bonanza; Vermont Transit; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 18,063; E&P 89 Est. 17,049
CZ-ABC: (80) 35,532

RTZ-ABC: (80) 13,217
Co./NECMA 80 Cen. 145,087; E&P 89 Est. 140,670
City & RTZ-ABC: (80) 48,749

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,638; E&P 89 Est. 6,715
Co./NECMA 80 Cen. 52,400; E&P 89 Est. 52,294
CZ-ABC: (80) 12,726
RTZ-ABC: (80) 4,682
City & RTZ-ABC: (80) 17,408

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $151,244,539 |
| Commercial | 3 | $240,143,590 |

**6 - PASSENGER AUTOS:** County 77,655

**7 - ELECTRIC METERS:** Residence 18,150

**8 - GAS METERS:** Residence 7,479

**9 - PRINCIPAL INDUSTRIES:** Elect.; Textile; Paper; Mach.; Chem.; Employees: 6,580. Non-Agric. 14,850; Non-Mfg.
**Principal Industrial Pay Days**-Wed., Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St., 4 on Summer St.; Williamstown, 1 on Spring St., Water St.; Colonial Shpg. Ctr. on State Rd. between N. Adams and Williamstown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| North Adams Plz.(3) | NA | Price Chopper |
| Artery Arcade(4) | NA | Big Y Supermkt. |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Thur.; Food-6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Robert's Co.; Shea's.
**Discount Stores**-Zayre; K mart.
**Variety Stores**-Newberry; Woolworth.
**Chain Supermarkets**-Big Y; Price Chopper; Grand Union; Heritage Supermarket.
**Other Chain Stores**-Goodyear; Sears; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson.

**14 - NEWSPAPERS:** TRANSCRIPT (e) 10,285; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: P. Michael Horansky, Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
**National Representative**: Landon Associates.

## NORTHAMPTON

**1 - LOCATION:** Hampshire County (In Springfield NECMA). E&P Map B-2. County Seat. Pioneer Valley Education Center. In NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. On Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

**2 - TRANSPORTATION: Railroads**-B&M (freight).
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Peter Pan; Vermont Transit; Greyhound; Trailways; US Express.

**3 - POPULATION:**
Corp. City 80 Cen. 29,286; E&P 89 Est. 28,469
NDM-ABC: (80) 99,357
NECMA Cen. 582,218; E&P 89 Est. 588,464
County 80 Cen. 139,188; E&P 89 Est. 144,912

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,227; E&P 89 Est. 10,492
County 80 Cen. 44,253; E&P 89 Est. 47,340
NECMA 80 Cen. 182,849; E&P 89 Est. 208,505
NDM-ABC: (80) 30,860

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings | 9 | N.A. |

**6 - PASSENGER AUTOS:** County 74,950

**7 - ELECTRIC METERS:** Residence 11,208

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Packaging 138 ($369); Printing & Publishing 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-24 blocks on 10 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kingsgate(7) | 1 | Bradlees, Stop & Shop |
| Amherst Campus Plz. | 5 | Stop & Shop |
| Amherst Shoppers Park(15) | 7 | Price Chopper |
| Hampshire Mall (95) | 5 | K mart, JCPenney, Steigers |
| Pot Pourri(6) | 1 | |
| Hamp Plz. | 2 | Caldor, Food Mart, Big Y |
| Hill & Dale(11) | 1 | Price Chopper |

**Principal Shopping Days**-Thur. & Sat.
**Stores Open Evenings**-Department Stores-Thur.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Steigers, JCPenneys
**Discount Stores**-K mart; Serv-U; Bradlees; Caldor; Ames.
**Chain Drug Stores**-CVS; Brooks.
**Chain Supermarkets**-Big Y; Stop & Shop 2; Food Mart, Price Chopper 2.
**Other Chain Stores**-Sears; Sherwin-Williams; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon; Radio Shack 2; Flower Time; Railroad Salvage; Kay Bee Toy; Dunkin Donuts.

**14 - NEWSPAPERS:** HAMPSHIRE GAZETTE (e) 20,702; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Don Nunes, Adv. Dir., HAMPSHIRE GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
**National Representative**: Landon Associates.

## PEABODY

**1 - LOCATION:** Essex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Residential and industrial center. Located in northeastern part of state on N side of MA Bay. 18 mi. from Boston on U.S. Hwys. 128, 114, 127, 97, & 62.

**2 - TRANSPORTATION: Motor Freight Carriers**-42.
**Intercity Bus Lines**-Michaud.
**Airlines**-Served by Logan Int'l. Airport (Boston).

**3 - POPULATION:**
Corp. City 80 Cen. 45,976; E&P 89 Est. 45,034
CZ-ABC: (80) 45,976
RTZ-ABC: (80) 11,267
County 80 Cen. 634,728; E&P 89 Est. 664,884
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
City & RTZ-ABC: (80) 57,243

**4 - HOUSEHOLDS:**
City 80 Cen. 15,804; E&P 89 Est. 16,350
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 15,804
RTZ-ABC: (80) 3,525
City & RTZ-ABC: (80) 19,329

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** 20,658

**8 - GAS METERS:** 7,706

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Shoe & Leather 1,955; Chem. 263; Fab. Metals 584; Paper Prods. 220; Electronics 820; Apparel 300.
**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-North Shore; Peabody Place.
**Neighborhood Shopping Centers**-Lowell St. 2 blocks; Main St. 6 blocks; W Peabody-Main Hwy., Rte. 1.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| North Shore(103) | 1 | Jordan Marsh, Sears, Filenes, Shaw's |
| Peabody Pl.(15) | 2 | Purity Supreme, T.J. Maxx |
| Syms Plaza(8) | 4 | Syms |
| Liberty Tree Mall (105) | 3 | Ann & Hope, Lechmere, Marshalls |
| Endicott Plz.(20) | 3 | K mart, DeMoulas |
| Danvers Plz.(15) | 4 | Rich's, Purity Supreme |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-All shopping ctrs. & plzs.; Most downtown-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Jordan Marsh; Filenes; Sears.
**Discount Stores**-Zayre; Ann & Hope; Lechmere; Levitz; Syms; Marshalls; Filenes Basement.
**Chain Drug Stores**-Walgreens; Medi Mart; Brooks; CVS; Thayer.
**Chain Supermarkets**-DeMoula's; Star; Purity Supreme; Farm Stand; Shaw's.
**Other Chain Stores**-Paperama.

**14 - NEWSPAPERS:** PEABODY TIMES (e) 3,338; Mar. 25, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Times Park, Dunham Rd., Beverly, MA 01915; Tel. (508) 922-1234.
**National Representative**: Landon Associates.

## PITTSFIELD

**1 - LOCATION**: Berkshire County (NECMA). E&P Map B-2. County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

**3 - POPULATION:**
Corp. City 80 Cen. 51,974; E&P 89 Est. 48,299
NDM-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
Co./NECMA 80 Cen. 145,087; E&P 89 Est. 140,670
Total NDM & RTZ-ABC: (80) 105,324

**4 - HOUSEHOLDS:**
City 80 Cen. 19,436; E&P 89 Est. 19,358
Co./NECMA 80 Cen. 52,400; E&P 89 Est. 52,294
NDM-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
Total NDM & RTZ-ABC: (80) 38,130

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $291,600,000 |
| Savings & Loan | 2 | $325,700,000 |
| Commercial | 3 | $377,800,000 |

**6 - PASSENGER AUTOS:** County 77,655

**7 - ELECTRIC METERS:** Residence 62,138

**8 - GAS METERS:** Residence 22,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Firms (An. Payroll), No. of Wage Earners: Agric. & Mining 2 ($252,500) 50; Constr. 197 ($5,850,000) 1,10 Mfg. 91 ($94,500,000) 15,000; Trans., Commun. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and R.E. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Prods. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Printing & Pub. 12 ($3,200,000) 300; Elect. N.A. ($207,000,000).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Main & Central A-Z(8) | | |
| Allendale(23) | 2 | T.J. Maxx, Toy Works |
| Berkshire Commons(20) | | |
| Berkshire Mall(75) | 4 | JCPenney, Sears, Steigers, Service Mdse., Hills |
| Ames Plz.(10) | 4 | Price Chopper, Ames |
| Lenox House Country Shops(20) | 6 | |
| Bradlees(7) | 2 | Bradlees |
| Stop & Shop Plz.(6) | NA | Stop & Shop |
| Pittsfield Plz.(15) | 1 | Halperin's Furn. |
| K mart Plz.(9) | 2 | K mart, Price Chopper |

**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Thur.; shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Steigers.
**Variety Stores**-Newberry.
**Discount Stores**-Zayre; Bradlees; K mart; Ames; Hills.
**Chain Drug Stores**-Flynn Rexall; Brook's; CVS 2; Rite Aid.
**Chain Supermarkets**-A&P; Big Y 3; Stop & Shop; Price Chopper 4.
**Other Chain Stores**-Thom McAn; Firestone; Champion Factory Outlet; Hit or Miss; Parade of Shoes; Kids Port; Kay Bee Toys; The Limited.

**14 - NEWSPAPERS:** BERKSHIRE EAGLE (m) 33,275; (S) 33,612; Mar. 31. 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
**National Representative**: Landon Associates.

## QUINCY

**1 - LOCATION:** Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 95, 128 and Southeast Expwy.

**2 - TRANSPORTATION: Railroads**-Conrail (freight); Amtrak; MBTA T .
**Motor Freight Carriers**-86.
**Intercity Bus Lines**-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
**Airlines**-Major airlines at Boston's Logan Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 84,743; E&P 89 Est. 82,764
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997

NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 606,337; E&P 89 Est. 643,848
City & RTZ-ABC: (80) 332,678

**4 - HOUSEHOLDS:**
City 80 Cen. 33,492; E&P 89 Est. 34,175
County 80 Cen. 207,823; E&P 89 Est. 250,782
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,485
City & RTZ-ABC: (80) 113,890

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 14 | $1,748,776,064 |
| Savings & Loan | 5 | $150,081,756 |
| Commercial | 9 | $2,715,646,445 |
| Co-op Banks | 9 | $512,971,744 |
| Credit Unions | 9 | $150,000,000 |

**6 - PASSENGER AUTOS:** County 373,940

**7 - ELECTRIC METERS:** Residence (City) 34,000

**8 - GAS METERS:** Residence (City) 24,225

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 2,431; Mfg. 8,003; Commun. 1,796; Util., Sanitary 778; Whol. Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 2,456; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Admin. 2,079.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

**11 - TAP WATER:** Acid, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.

**Neighborhood Shopping Areas**-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx. 1 mile.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| South Shore (Braintree) | 4 | Sears, Filene's, Lord & Taylor, Jordan Marsh |
| Hanover Mall (Rte.53)(78) | 12 | Childworld, Zayre, Sears, Jordan Marsh, Filene's |
| Hingham Plaza (Rte.53)(16) | 8 | Hoffman's, Bradlees, Building 19, Osco |
| Dedham Plaza (Rte.1)(48) | 14 | Zayre, Walgreens, Tweeter, Inc. |
| Quintree(13) (Braintree) | 3 | Zayre, Side One |
| President's Plz.(7) | 3 | Radio Shack, Bradlees |
| Queen Ann's Plz. (Norwell)(11) | 9 | Brooks Drug, Caldor, Star Market |
| Granite St.(22) | 1 | Osco, Star, Grossman's |
| Cushing Plz.(22) (Cohasset) | 9 | Casual Male |
| Harborlight Mall (Weymouth)(28) | 7 | Purity Supreme, CVS, Stuarts |
| Cobb's Corner (Canton)(24) | 10 | Marshalls, Shaw's, Hoffman's, Caldor |
| Dedham Mall (Rte.1)(48) | 11 | Sears, Super Stop & Shop, Woolworth, Bradlees |
| Weymouth(Rte 53 at Rte 18)(10) | 8 | Channel Home Centers, Caldor |
| North River Plz. (Pembroke)(18) | 21 | Caldor, Super Stop & Shop, Shoe Town |
| Kingsbury Plaza | 23 | Angelo's, Bradlees |
| Marshfield Plz.(14) | 19 | Angelo's, Marshall's, CVS |
| Pleasant Shops (Weymouth) | 7 | CVS, Marshall's, Purity Supreme |

**Other Shopping Centers**-(No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (25).

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food & Almost all others-Thur. & Fri.; some Mon.; Malls-some every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears 3; Jordan Marsh 3, Filene's, Lord & Taylor.

**Variety Stores**-Woolworth 4.

**Discount Stores**-Zayre 4; Bradlees 6; Osco; Paperama 4; Caldor 4; Stuart's.

**Chain Supermarkets**-Angelo's 9; Stop & Shop 11; Star Mkt. 2; Purity Supreme 4; Shaw Market 8; Roxie's.

**Chain Drug Stores**-Osco 6; CVS 19; Rite Aid 2; Brooks 9; Walgreens 8; Rix/Dunnington 4.

**Other Chain Stores**-Building Supplies & Contractors: Sherwin-Williams, Somerville Lumber, Channel Home Centers, Color Tile, Grossman's, Tile City; Clothing Stores: Lerner's, TJ Maxx, Anderson's Little, Cummings, Milton's, Dress Barn; Automotive: Goodyear, Firestone, Merchants Tire, Sullivan Tire; Shoe Stores: Shoe Town, Stride-Rite, Foot Locker, Taymor, Fayva, Thom McAn, Child Teen, Hanlon Shoes, Crown; Furn. & Appliances: Cabot House, Levitz, Ethan Allen, Paine's, Fretters, Lechmere, Suburban TV Manufacturers Marketplace, Siesta Sleep 6, Shop; Jewelry: Rogers, Harts, Stone's, Karten's, Kay's, Lander's, Hills; Fabrics: Ryder's, Sewfisticated Fabrics, Piece Goods.

**14 - NEWSPAPERS:** PATRIOT LEDGER (e-mon to fri) 87,123; (m-sat) 96,997; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George F. White, Adv. Dir., PATRIOT LEDGER, 400 Crown Colony Dr., Quincy, MA 02169; Tel. (617) 786-7000.

**National Representative**: Landon Associates.

## SALEM

**1 - LOCATION:** Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). County Seat. E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Mass. Bay Transit Authority; Michaud.

**3 - POPULATION:**
Corp. City 80 Cen. 38,220; E&P 89 Est. 39,951
CZ-ABC: (80) 128,478
RTZ-ABC: (80) 117,968
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915
County 80 Cen. 634,728; E&P 89 Est. 664,884
City & RTZ-ABC: (80) 246,446

**4 - HOUSEHOLDS:**
City 80 Cen. 15,065; E&P 89 Est. 15,383
County 80 Cen. 228,432; E&P 89 Est. 252,542
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 7 | $730,200,000 |
| Savings & Loan | 6 | $90,000,000 |
| Commercial | 12 | $461,552,339 |

**6 - PASSENGER AUTOS:** County 396,944

**7 - ELECTRIC METERS:** Residence 34,377

**8 - GAS METERS:** Residence 22,259

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Mach. 5,521; Paper, Printing, Publishing 139; Chem. 1,038; Plastics 357. Av. Wkly. Wage $400.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northshore(54) | 3 | Jordan Marsh, Sears, Filene's, Brooks Rug, Herman's, Toys 'R' Us |
| Beverly Plz.(21) | 3 | Zayre, Woolworth, Star |
| Danvers Plaza(12) | 4 | Rich's, Purity Supreme, Highland Superstore |
| Highland Plaza | 2 | Rich's |
| Vinnin Plaza | 2 | Marshall's, Loehmann's, Rooks Star, CWT |
| Vinnin Sq.(30) | 2 | New England Stores, Stop & Shop |
| Liberty Tree Mall(115) | 4 | Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's |
| Russel Plaza(10) | 5 | Syms |
| Swampscott Mall (17) | 2 | Bradlees, Fayva, Walgreens |
| Hawthorne Mall(20) | 2 | Caldor, Heartland |
| Endicott Plaza(13) | 5 | CVS, K mart, Osco, DeMoulas, |
| Peabody Pl. | 4 | TJ Maxx, Purity Supreme |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. & Food-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Empire 2; Jordan Marsh; Filene's; Sears.

**Discount Stores**-Richs 2; Zayre; Jerry's; Lechemere, Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.

**Chain Drug Stores**-Eaton 7; Brooks 5; CVS 9; Osco; Walgreens 4; Rite Aid 2.

**Chain Supermarkets**-Stop & Shop 2; Star Market 2; Purity Supreme 4; DeMoulas; Heartland; Crosby's Market 3; Shaw's.

**Other Chain Stores**-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Touraine; Kay Jewelers; Goodyear; Firestone; Brigham's; Kennedy's; Newberry; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e) 31,133; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (508) 744-0600.

**National Representative**: Landon Associates.

## SOUTHBRIDGE

**1 - LOCATION:** Worcester County, (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-2. State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 550,000.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**Intercity Bus Lines**-Peter Pan.

**Airlines**-Southbridge Airport; Charter/Air Taxi.

**3 - POPULATION:**
Corp. City 80 Cen. 16,665; E&P 89 Est. 16,844
Co/NECMA 80 Cen. 646,810; E&P 89 Est. 662,057

**4 - HOUSEHOLDS:**
City 80 Cen. 6,225; E&P 89 Est. 6,505
Co/NECMA 80 Cen. 225,323; E&P 89 Est. 238,198

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings | 3 | NA |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence & Ind. 7,436

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 1,927 Tools 341; Cutlery 605.

**Principal Industrial Pay Days**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-45; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost, Oct. 10; last killing frost, May 1.

**11 - TAP WATER:** Soft

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Big Bunny(9) | 1 | Big Bunny Mkt. |
| Southbridge Plz.(11) | 2 | Park & Shop, The Fair |
| Sturbridge Plz.(5) | 2 | Ames, JCPenney, Shaw's |

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Discount Stores**-Ames; The Fair.

**Chain Supermarkets**-Shaw's; Park'N Shop.

**Chain Drug Stores**-Rite Aid; CVS; Brooks.

**Other Chain Stores**-JCPenney; Cantwell Hardware; Aubuchon Hdwe.; Book Corner; Radio Shack; Friendly Ice Cream; Consumer Auto Parts; Yankee Spirits.

**14 - NEWSPAPERS:** NEWS (e) 7,027; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (508) 764-4325.

**National Representative**: Landon Associates.

## SPRINGFIELD

**1 - LOCATION:** Hampden County (NECMA), E&P Map C-2. County Seat. 136 mi. N of New York; 89 mi. W of Boston. State Hwys. 5, 20, 21, 33, 57, 83, 90, 91, 116, 202, 291, 391.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.

**Motor Freight Carriers**-173.

**Intercity Bus Lines**-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vermont Transit.

**Airlines**-American; Bar Harbour; Delta; Eastern; Continental; Northwest; Pan Am; Pilgrim; Piedmont; TWA; United; USAir; Republic; Holiday.

**3 - POPULATION:**
Corp. City 80 Cen. 152,319; E&P 89 Est. 149,233
CZ-ABC: (80) 361,363
RTZ-ABC: (80) 288,881
County 80 Cen. 443,030; E&P 89 Est. 443,552
NECMA 80 Cen. 582,218; E&P 89 Est. 588,464
City & RTZ-ABC: (80) 650,244

**4 - HOUSEHOLDS:**
City 80 Cen. 55,329; E&P 89 Est. 57,442
County 80 Cen. 158,027; E&P 89 Est. 168,590
NECMA 80 Cen. 182,849; E&P 89 Est. 208,505
CZ-ABC: (80) 128,779
RTZ-ABC: (80) 95,108
City & RTZ-ABC: (80) 223,887

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 27 | $4,129,206,000 |
| Co-operative | 9 | $363,119,000 |
| Commercial | 10 | $2,698,233,000 |
| Federal Farm Loan | 1 | $1,218,111,000 |
| Total Banks | 47 | $8,408,669,000 |

**6 - PASSENGER AUTOS:** County 266,937

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prods. 2,614; Textile Mill Prods. 2,459; Apparel 2,373; Lumber & Wood Prods. 704; Furn. & Fixtures 167; Paper & Allied Prods. 9,116; Printing & Pub. 7,111; Chem. & Allied Prods. 3,089; Rubber Prods. 5,246; Leather & Leather Prods. 1,750; Stone, Clay & Glass Prods. 873; Primary Metal Industries 2,299; Fab. Metal Prods. 11,183; Mach.(ex. electrical) 13,248;

Elect. Mach. 3,279; Trans. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

**11 - TAP WATER:** Acid, very soft; minimum fluoride.

**12 - RETAILING: Downtown Shopping Area**-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.

**Neighborhood Shopping Areas**-(the X in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

**Regional Enclosed Malls**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Baystate West(53) | NA | Steiger, A.O. White |
| Eastfield Mall(73) | 6 | Caldor, Sears, JCPenny, Steiger |
| Enfield Sq.(57) | 8 | G. Fox, Steiger, JCPenney |
| Fairfield Mall(60) | 6 | Motomart, Caldor, Bradlees, |
| Hampshire Mall(40) | 24 | Steiger, JCPenney, K mart |
| Springdale Mall(20) | 6 | Lechmere, Bradlees, Stop & Shop |
| Holyoke Mall(142) | 8 | Steiger, JCPenney, Sears, G. Fox |

**Major Strip Centers**

| | | |
|---|---|---|
| Agawam(49) | 3 | Ames, Food Mart |
| Boston Rd.(3) | 6 | K mart, Marshall's |
| Century(21) | 1 | Childworld, T.J. Maxx |
| Longmeadow Shops | 6 | Steiger |
| Ludlow(6) | 10 | Big Y |
| Springfield Plz.(37) | 3 | Steiger, K mart, Stop & Shop |
| Stateline Plz.(20) | 8 | Ames, Levitz |
| Riverdale Shpg. Ctr. | 3 | Stop & Shop, Food Mart, Bradlees |
| K mart Shpg. Ctr. | 8 | K mart, Shop-Rite |
| Westfield Shops(16) | 8 | Steiger, JCPenney, K mart, Food Mart, Edwards, Ames |

**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Steiger; Sears; G. Fox; JCPenney.

**Discount Stores**-Bradlees; Caldor; Lechmere; Marshall's; K mart; Ames.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Ryan; Brooks; CVS; Maxi-Drug; Walgreens.

**Chain Shoe Stores**-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.

**Chain Supermarkets**-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.

**Chain Convenience Stores**-Jane Alden; Dairy Mart; Lil Peach; Open Pantry; Cumberland Farms; 7-Eleven.

**Other Chain Stores**-B.F. Goodrich; Firestone; Anderson Little; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; Stowell's Singer; Waldenbooks; Child World; Toys-R-Us; Pier 1 Imports; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Cohoes; Loehmann's.

**14 - NEWSPAPERS:** UNION-NEWS(all day) 112,229; REPUBLICAN (S) 158,062; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION-NEWS & REPUBLICAN, 1860 Main St., Springfield, MA 01102; Tel. (413) 788-1108.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## TAUNTON

**1 - LOCATION:** Bristol County, (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-2. County Seat. On Taunton River, 34 mi. S of Boston.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-25.

**Intercity Bus Lines**-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

**3 - POPULATION:**

Corp. City 80 Cen. 45,001; E&P 89 Est. 44,917

CZ-ABC: (80) 45,001

RTZ-ABC: (80) 66,821

Co./NECMA 80 Cen. 476,039; E&P 89 Est. 487,424

City & RTZ-ABC: (80) 111,822

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,795; E&P 89 Est. 16,589

Co./NECMA 80 Cen. 166,938; E&P 89 Est. 187,577

CZ-ABC: (80) 15,795

RTZ-ABC: (80) 20,954

City & RTZ-ABC: (80) 36,749

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 3 | $126,000,000 |
| Cooperative | 2 | $105,000,000 |
| Commercial | 4 | $259,000,000 |
| Fed. Sav. & Loan | 1 | $73,000,000 |

**6 - PASSENGER AUTOS:** County 293,713

**7 - ELECTRIC METERS:** Residence 16,936

**8 - GAS METERS:** Residence 9,242

(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Whol. & Ret. 3,050; Servs. 1,885; Constr. 404; Fin., Ins., R.E. 471; Trans. & Util. 220; Av. Wkly. Wage N.A.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

**11 - TAP WATER:** Acid, soft; not fluoridated.

**12 - RETAILING: Downtown Shopping Centers**-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.

**Neighborhood Shopping Centers**-Whittenton, North; Weir Village, South; E Taunton, East.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Raynham(6) | 3 | Shaw's |
| Rte. 44 Plaza | 2 | Shaw's |
| Trucchi's Plz.(12) | 1 | Trucchi's Mkt. |
| Taunton Mall(15) | 1 | Bradlees |
| Cape Rd. Plz. | 3 | K mart, Food Mart |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.; Food-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bradlees; K mart; Caldor.

**Variety Stores**-Woolworth; Lechmere; Marshall's; Manufacturers Marketplace.

**Chain Supermarkets**-Shaw's 2; Trucchi's 2; Food Mart; Cumberland Farms.

**Chain Drug Stores**-Brook's; Rite Aid; CVS.

**Other Chain Stores**-Goodyear; Benny's Auto supplies, Sears (catalog); Montgomery Ward; Goodrich; Firestone; Radio Shack; Cherry, Webb & Touraine; Pobers (Empire Clothing); JCPenney (catalog); Anderson-Little; True Value Hdwe.

**14 - NEWSPAPERS:** GAZETTE (e) 13,722; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peter S. McClellan, Adv. Mgr., GAZETTE, 5 Cohannet St., P.O. Box 111, Taunton, MA 02780; Tel. (617) 822-7121.

**National Representative**: Thomson Newspapers.

## WAKEFIELD

**1 - LOCATION:** Middlesex County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

**2 - TRANSPORTATION: Railroads**-B&M.

**3 - POPULATION:**

Corp. City 80 Cen. 24,895; E&P 89 Est. 23,936

County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326

NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915

**4 - HOUSEHOLDS:**

City 80 Cen. 8,650; E&P 89 Est. 8,484

County 80 Cen. 476,201; E&P 89 Est. 512,286

NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $43,310,039 |
| Savings | 2 | $477,433,142 |
| Co-Op | 1 | $13,821,276 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** Residence 8,627

**8 - GAS METERS:** Residence 4,472

**9 - PRINCIPAL INDUSTRIES:** Type of Mfg.-Apparel; Lumber & Wood Prods., Furn. & Fixt.; Printing & Pub.; Chem.; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Elect. Goods; Rattan Furn.; Shoes; Valves; Fibre Prods. and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Elect. Equip. and Apparatus; Furn. Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Burlington Mall(64) | 8 | Filene's, Radio Shack, Jordan Marsh |
| New England(34) | 5 | Sears, Woolworth |
| Northshore(87) | 12 | Filene's, Sears, Jordan Marsh |
| Redstone(27) | 2 | Almy's, Caldor, Star Mkt. |
| Saugus | 4 | T.J. Maxx |
| Saugus Plaza(17) | 4 | Osco, Zayre |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Kline's.

**14 - NEWSPAPERS:** ITEM (e-mon to fri) 7,150; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Judy Brown, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.

**National Representative**: None.

## WALTHAM

**1 - LOCATION:** Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

**2 - TRANSPORTATION: Railroads**-Amtrak; Local Transit Service: MBTA.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-MBTA; Boston & Worcester; Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 58,200; E&P 89 Est. 57,582

CZ-ABC: (80) 58,200

RTZ-ABC: (80) 191,852

NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,773,915

County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326

City & RTZ-ABC: (80) 250,052

**4 - HOUSEHOLDS:**

City 80 Cen. 20,594; E&P 89 Est. 21,090

County 80 Cen. 476,201; E&P 89 Est. 512,286

NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

CZ-ABC: (80) 20,594

RTZ-ABC: (80) 66,730

City & RTZ-ABC: (80) 87,324

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings | 7 | N.A. |
| Co-operative | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 26,274; Whol. & Ret. 9,320; Contract Constr. 1,141; Trans. & Commun. 1,302; Servs.: Research & Development 15,694; Gov't 6,354; Fin., Ins. & R.E. 1,696; 200 Industrial Establishments in City.

**Principal Industrial Pay Days**-Thur., Fri.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Moody St.; 13 on Main St.; Lexington St.; River St.

**Neighborhood Shopping Centers**-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arsenal Marketplace | 4 | Ann & Hope, Marshall's |
| Auburndale(8) | 2 | Star, Garb Drug |
| Chestnut Hill | 6 | Star, Stop & Shop, Bloomingdale's, Filene's |
| Newton Corner | 4 | Hi-Lo |
| Newton Centre | 5 | 106 specialty shops |
| Newtonville | 3 | Star, Purity-Supreme |
| Newton Norantum | 4 | |
| Newton Highlands | 5 | Purity-Supreme, Siesta Sleep Shop |
| Newton Lower Falls | 5 | Grossman's |
| Newton Upper Falls | 6 | Marshall's |
| River St. Plz. | 2 | Zayre, Osco, Anderson-Little |
| Wal-Lex(18) | 2 | Stop & Shop |
| Waltham Plz.(10) | 2 | Star Mkt., Osco |
| Watertown Mall(44) | 4 | Bradlees, Anderson-Little |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Grover Cronin; Bloomingdale's; Filene's.

**Variety Stores**-Woolworth.

**Discount Stores**-Zayre; Marshall's; Bradlees; Ann & Hope.

**Chain Drug Stores**-Osco; CVS; Garb; Hubbard; Heartland.

**Chain Supermarkets**-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.

**Other Chain Stores**-Singer Sewing; Cummings (women's fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (women's fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (e-mon to fri) 11,099; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Catherine Nelson, Adv. Mgr., NEWS-TRIBUNE, 18 Pine St.; P.O. Box 69, Waltham, MA 02254; Tel. (617) 893-1670.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## WESTFIELD

**1 - LOCATION:** Hampden County, (In Springfield NECMA). E&P Map B-2. 10 mi. W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Intercity Bus Lines**-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.

**Airlines**-American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.

**Local Airport**-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

**3 - POPULATION:**
Corp. City 80 Cen. 36,465; E&P 89 Est. 39,915
County 80 Cen. 443,030; E&P 89 Est. 443,552
NECMA 80 Cen. 582,218; E&P 89 Est. 588,464

**4 - HOUSEHOLDS:**
City 80 Cen. 12,404; E&P 89 Est. 14,388
County 80 Cen. 158,027; E&P 89 Est. 168,590
NECMA 80 Cen. 202,280; E&P 89 Est. 208,505

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $800,000,000 |
| Cooperative | 1 | $33,000,000 |
| Savings & Loan | 1 | $635,000,000 |
| Savings | 3 | $754,053,724 |

**6 - PASSENGER AUTOS:** County 266,987

**7 - ELECTRIC METERS:** Residence Est. 10,000

**8 - GAS METERS:** Residence Est. 8,000

**9 - PRINCIPAL INDUSTRIES:** Bicycles; School Furn.; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Whol. & Ret. Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

**11 - TAP WATER:** Combination of two sources. Very soft and very hard (well water). Not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Westgate Plaza(15) | NA | First National, Ames |
| Big Y(6) | NA | Big Y Foods |
| Little River Plz.(6) | NA | Shop Rite, Genovese |
| Westfield Shops (16) | NA | Steiger's, Food Mart, JCPenney |
| K mart Plz.(6) | NA | K mart |
| Holycke Mall | 10 | G. Fox, JCPenney, Sears, Steiger's |

**13 - RETAIL OUTLETS: Department Stores**-Ames.

**Variety Stores**-K mart; Caldor; Newberry.

**Chain Drug Stores**-Rite Aid; Brooks; Genovese.

**Chain Food Stores**-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.

**Other Chain Stores**-Thom McAn; Sherwin-Williams; JCPenney; Singer.

**14 - NEWSPAPERS:** NEWS (e) 5,200; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: E. Carol Mazza, Pub., NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.

**National Representative**: Landon Associates.

## WOBURN

**1 - LOCATION:** Middlesex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). 10 mi. NW of Boston; State Hwys. 3, 38, 128; Interstate Hwy. 93.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Intercity Bus Lines**-MBTA.

**3 - POPULATION:**
Corp. City 80 Cen. 36,626; E&P 89 Est. 35,969
County 80 Cen. 1,367,236; E&P 89 Est. 1,372,326
NECMA 80 Cen. 3,665,193; E&P 89 Est. 3,772,915

**4 - HOUSEHOLDS:**
City 80 Cen. 12,393; E&P 89 Est. 12,598
County 80 Cen. 476,201; E&P 89 Est. 512,286
NECMA 80 Cen. 1,296,965; E&P 89 Est. 1,383,546

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 8 | $180,000,000 |
| Commercial | 10 | $431,000,000 |

**6 - PASSENGER AUTOS:** County 843,032

**7 - ELECTRIC METERS:** 18,326

**8 - GAS METERS:** Residence 5,240

**9 - PRINCIPAL INDUSTRIES:** Mfg., Gelatin.

**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

**11 - TAP WATER:** Acid, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.

**Neighborhood Shopping Centers**-Central Sq.; S. End; E. Woburn; N. Woburn.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grant City Plz.(12) | NA | Zayre |
| Economy(70) | NA | Almy's, Lee Ward's |
| N. Woburn Plz.(6) | 2 | Zayre, Purity Mkt. |
| Woburn Plz.(19) | 2 | Star Mkt., Toys 'R Us |
| Burlington Vlg. Mall(28) | 4 | Caldor, De Moulas, Loehman's |
| Burlington Mall (64) | 5 | Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh |
| Crossroads Plz. (27) | 3 | Heartland, Ethan Allen, Value Mdse., Service Mdse. |
| Redstone Plz.(27) | NA | Woolworth, Almy's, Star Mkt., Caldor |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Gorin's; Lechemere.

**Discount Stores**-Zayre, Bradlees; Toys 'R Us.

**Variety Stores**-Gorin's.

**Chain Drug Stores**-CVS; Osco; Big L.

**Chain Supermarkets**-Purity; Star; De Moulas.

**14 - NEWSPAPERS:** TIMES CHRONICLE (e-mon to fri) 14,129; June 30 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: Thomas R. Kirk, Adv. Mgr., TIMES CHRONICLE, 1 Arrow Dr., Woburn, MA 01801; Tel. (617) 933-3700.

**National Representatives**. American Newspaper Representatives; U.S. Suburban Press.

## WORCESTER

**1 - LOCATION:** Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale, Medical and educational center. Located central Massachusetts. 38 mi. W of Boston; 25 mi. S of Fitchburg; 53 mi. E of Springfield. On U.S. Hwys. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 70, 122, 122A, 140, 146.

**2 - TRANSPORTATION: Railroads**-Conrail; Boston & Maine; Providence & Worcester; Amtrak.

**Motor Freight Carriers**-111.

**Intercity Bus Lines**-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines; Marathon Lines.

**Airlines**-Euro-American Airfreight; Piedmont; Continental; Northwest; Eastern Express; Parker Helicopter Service.

**3 - POPULATION:**
Corp. City 80 Cen. 161,799; E&P 89 Est. 157,393
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
Co./NECMA 80 Cen. 646,810; E&P 89 Est. 662,057

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 58,720; E&P 89 Est. 60,288
Co./NECMA 80 Cen. 225,323; E&P 89 Est. 250,338
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 28 | $3,374,595,000 |
| Commercial | 13 | $2,944,534,000 |

**6 - PASSENGER AUTOS:** County 404,680

**7 - ELECTRIC METERS:** Residence 59,304

**8 - GAS METERS:** Residence 34,845

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. (except Electrical) 10,064 ($601); Fab. Metals 6,730 ($513); Primary Metals 5,281 ($406); Textile Prods. 2,742 ($391); Leather Prods. 775 ($297); Mfg. 45,723 ($503); Constr. 10,369 ($490); Trans. & Util. 8,384 ($499); Whol. & Ret. Trade 47,439 ($285); Fin., Ins. & R.E. 13,625 ($431); Servs. 45,734 ($343).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Central Business District (Census Tract 7317) (76 blks. in 285 acres).

**Neighborhood Shopping Centers** 16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co.; 6 at Lincoln & Burncoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Worcester Ctr(100) | NA | Jordan Marsh, Filene's |
| Country Club Plz. (13) | 2 | Caldor, Food World |
| Gold Star(5) | 2 | Food Village |
| Grafton Hill Plz.(15) | 2 | Stuart's, Goretti's, Zayre |
| Lincoln Plz.(36) | 2 | Zayre, Big Discount |
| Mill St. Plz.(4) | 2 | Stop & Shop |
| The Fair(10) | 4 | The Fair, Big Discount |
| Webster Sq. Plz.(21) | 2 | Zayre, Food World |
| Auburn Mall(64) | 4 | Sears, Caldor |
| Auburn Plz.(9) | 6 | T.J. Maxx, Park 'N Shop |
| Drury Sq. Plz.(3) | 4 | Service Merchandise |
| Country Plz.(8) | 6 | Stuart's |
| Holden Plz.(6) | 6 | Food Fair |
| White City(38) | 2 | Bradlees, Food World |
| Fairlawn(10) | 3 | Wonder Food Whse. |
| Meadowbrook(8) | 5 | IGA |
| W. Boylston(12) | 6 | The Fair |
| Westmeadow Plz. (28) | 9 | Bradlees, Stop & Shop |
| Julio's(34) | 10 | Caldor, Julio's |
| Iandoli's Westboro (4) | 10 | Iandoli's |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Gen. Mdse.-every evening; Food-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Filene's; Sears; Jordan Marsh.

**Discount Stores**-Bradlees; Spag's; Zayre 3; The Mart; The Fair 2; Caldor 2; Stuarts 2; Lechmere.

**Chain Drug Stores**-Apple 3; Beacon 2; CVS 15; Rix; Monahan 5; Walgreens; Rite Aid; Archer Kent 2; Douglas.

**Chain Supermarkets**-Stop & Shop; Iandoli's 7; Big Discount 7.

**Other Chain Stores**-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2, Goodyear 3; Shoes: Thom McAn 8, Regal, Morse 2, Hanover, Fayva 4; Other: Fanny Farmer 2; Toys-R-Us, Herman's.

**14 - NEWSPAPERS:** TELEGRAM (m-mon to fri) 58,388; GAZETTE (e-mon to fri) 71,542; THE SATURDAY PAPER (sat) 115,070; TELEGRAM (S) 131,175; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM & GAZETTE, 20 Franklin St., Box 15012; Worcester, MA 01615-0012; Tel. (508) 793-9100.

**National Representative**: Sawyer-Ferguson-Walker Co.

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# MICHIGAN SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Battle Creek**-Calhoun County.
**Benton Harbor**-Berrien County.
**Flint**-Genesse County.
**Grand Rapids**-Kent and Ottawa Counties.
**Jackson**-Jackson County.
**Kalmamazoo**-Kalamazoo County.
**Lansing-East Lansing**-Clinton, Eaton and Ingham Counties.
**Muskegon**-Muskegon County.
**Saginaw-Bay City-Midland**-Bay, Midland and Saginaw Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Ann Arbor**-Washtenaw County.
**Detroit**-Lapeer, Livingston, Macom, Montoe, Oakland, St. Clair and Wayne Countiers.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Detroit-Ann Arbor**-Includes Ann Arbor PMSA and Detroit PMSA.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 15 Years | 805 | 685 | 827 |
| 5-14 Years | 1,906 | 1,526 | 1,465 |
| 15-24 Years | 1,577 | 1,793 | 1,447 |
| 25-44 Years | 2,087 | 2,544 | 3,043 |
| 45-64 Years | 1,757 | 1,795 | 1,689 |
| 65 and Over | 750 | 912 | 871 |
| TOTAL | 8,882 | 9,255 | 9,339 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977** | **1982** | **1989** |
|---|---|---|---|
| | **Census** | **Census** | **Est.** |
| Bldg. Mat./Hdwr | 1,683 | 1,756 | 3,879 |
| General Mdse | 4,381 | 4,928 | 8,667 |
| Food | 6,608 | 8,350 | 13,082 |
| Automobiles | 7,433 | 7,432 | 16,868 |
| Gasoline Stations | 2,591 | 3,981 | 4,650 |
| Apparel | 1,642 | 2,222 | 3,761 |
| Furniture | 1,491 | 1,631 | 3,513 |
| Eat-Drink Places | 2,696 | 3,755 | 6,683 |
| Drugs | 1,050 | 1,494 | 2,472 |
| TOTAL SALES | 31,677 | 39,216 | 68,252 |

## ADRIAN

**1 - LOCATION:** Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 89 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U.S. Hwy. 223; State Hwys. 34, 52.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-North Star.

**Airlines**-Betz; Morenci; Adrian Mnpl.; Tecuseh.

**3 - POPULATION:**

Corp. City 80 Cen. 21,186; E&P 89 Est. 21,495
CZ-ABC: (80) 21,276
RTZ-ABC: (80) 68,672
County 80 Cen. 89,834; E&P 89 Est. 89,925
City & RTZ-ABC: (80) 89,948

**4 - HOUSEHOLDS:**

City 80 Cen. 8,676; E&P 89 Est. 7,682
County 80 Cen. 30,044; E&P 89 Est. 33,256
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 7 | $291,321,764 |
| Savings & Loan | 2 | $202,182,219 |

**6 - PASSENGER AUTOS:** County 52,567

**7 - ELECTRIC METERS:** Residence 30,240

**8 - GAS METERS:** Residence 9,768

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Prods. 167 ($178); Laboratory Equip. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Mach. Prods. 622 ($250); Plastic Parts Prods. 904 ($230); Chem. 330 ($210).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-69; Summer 60-90; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 3 on Maumee St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Adrian Mall(35) | 3 | Sears, JCPenney, Woolworth, Nu Vision, Eder Beerman |
| Adrian Plaza(7) | 5 | County Market |
| Southland Plz.(7) | NA | Big & Small Lots, Hills |
| Westgate(1) | NA | K mart |

**Principal Shopping Days**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Klines; Sears; Elder Beerman.

**Discount Stores**-K mart; Meijer's; Thrifty Acres; Hills; Fisher Big Wheel.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Hooks; Arbor; Rite Aid Phcy.

**Chain Supermarkets**-Meijer's Thrifty Acres; County Market; Bush Valuland; Kennedy Foodland.

**Other Chain Stores**-Firestone; Ace Hardware; Uhlmans; Fashion Bug; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; LeRoy Jewelers; Fanny Farmer Candies; Gordon Jewelers; Payless; American Greetings; Pick Way; Quality Farm & Fleet; TG&Y; Valuland; Hallmark; True Value Hdwe.; Long John Silvers; Kinney Shoes; Waldenbooks; Ponderosa; Pizza Hut; Little Caesars; Parklane Hosiery; Arbys; Taco Bell; Burger King; McDonald's; Wendy; TCBY.

**14 - NEWSPAPERS:** TELEGRAM (e) 16,784; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michelle Micklewright, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.

**National Representative**: Thomson Newspapers.

## ALBION

**1 - LOCATION:** Calhoun County, (In Battle Creek MSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Republic at Jackson.

**3 - POPULATION:**

Corp. City 80 Cen. 11,059; E&P 89 Est. 9,386
County/MSA 80 Cen. 141,102; E&P 89 Est. 131,726

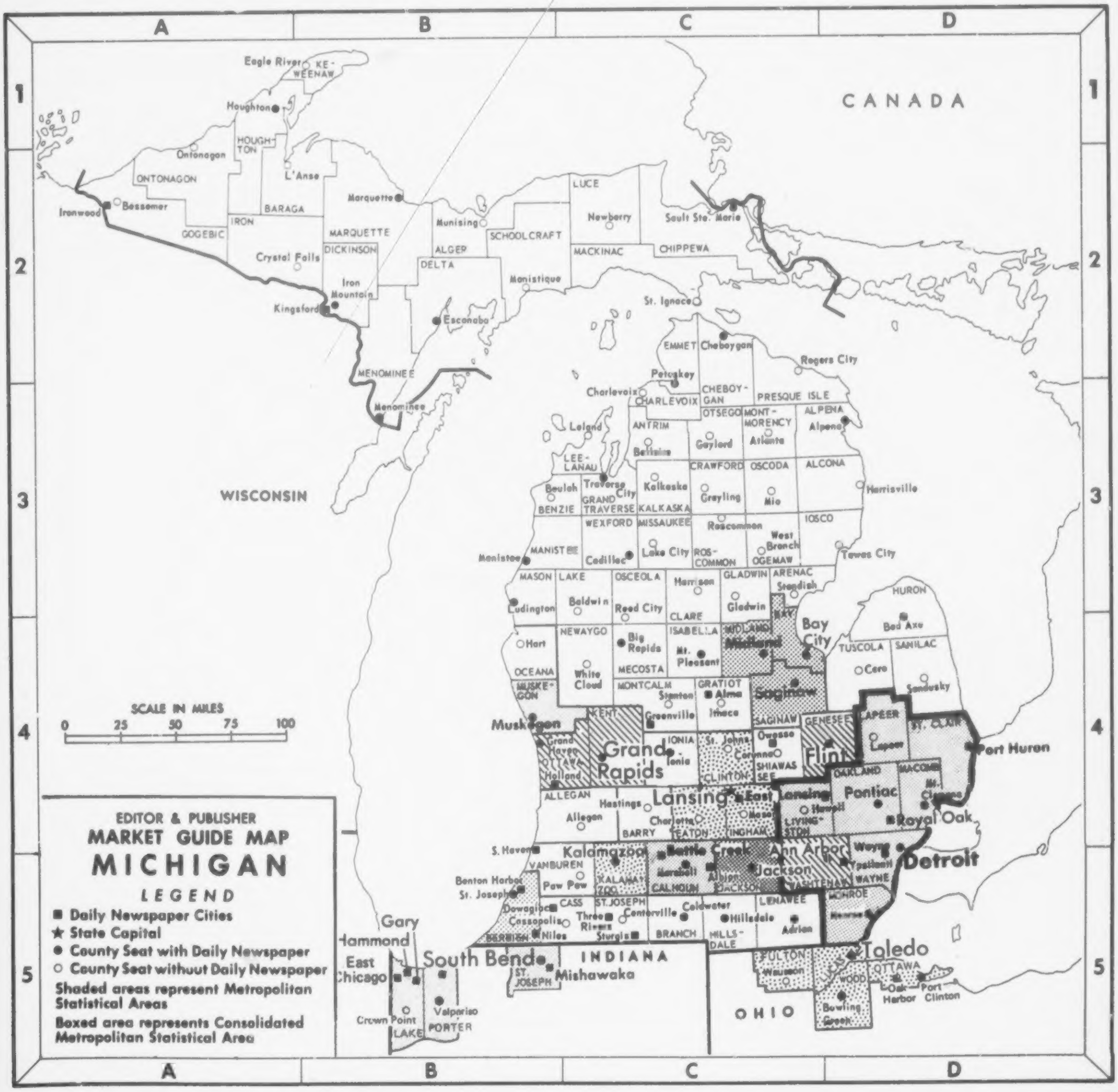
**4 - HOUSEHOLDS:**

City 80 Cen. 3,999; E&P 89 Est. 3,138
County/MSA 80 Cen. 51,123; E&P 89 Est. 44,887

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $34,652,760 |
| Savings & Loan | 2 | $15,573,295 |

**6 - PASSENGER AUTOS:** County 81,907

**7 - ELECTRIC METERS:** Residence 2,060


A
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1
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CANADA
WISCONSIN
INDIANA
OHIO
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
Eagle River
KEWEENAW
Houghton
HOUGHTON
Ontonagon
ONTONAGON
L'Anse
BARAGA
Ironwood
Bessemer
GOGEBIC
IRON
Crystal Falls
Marquette
MARQUETTE
DICKINSON
Iron Mountain
Kingsford
Munising
ALGER
DELTA
Escanaba
SCHOOLCRAFT
Manistique
LUCE
Newberry
MACKINAC
CHIPPEWA
Sault Ste. Marie
St. Ignace
MENOMINEE
Menominee
EMMET
Cheboygan
Rogers City
Petoskey
Charlevoix
CHARLEVOIX
CHEBOYGAN
PRESQUE ISLE
Leland
ANTRIM
Bellaire
OTSEGO
MONTMORENCY
Gaylord
Atlanta
ALPENA
Alpena
LEELANAU
Beulah
BENZIE
Traverse City
GRAND TRAVERSE
Kalkaska
KALKASKA
CRAWFORD
Grayling
OSCODA
Mio
ALCONA
Harrisville
WEXFORD
MISSAUKEE
Roscommon
West Branch
IOSCO
Manistee
MANISTEE
Cadillac
Lake City
ROSCOMMON
OGEMAW
Tawas City
MASON
LAKE
OSCEOLA
Harrison
GLADWIN
ARENAC
Standish
HURON
Bad Axe
Ludington
Baldwin
Reed City
CLARE
Gladwin
BAY
Bay City
NEWAYGO
Big Rapids
ISABELLA
MIDLAND
Midland
TUSCOLA
SANILAC
Hart
Mt. Pleasant
Caro
OCEANA
White Cloud
MECOSTA
MUSKEGON
MONTCALM
Stanton
GRATIOT
Alma
Ithaca
Saginaw
Sandusky
Muskegon
KENT
Greenville
SAGINAW
GENESEE
LAPEER
Lapeer
ST. CLAIR
Port Huron
Grand Haven
OTTAWA
Holland
Grand Rapids
IONIA
Ionia
St. Johns
Owosso
Corunna
Flint
CLINTON
SHIAWASSEE
OAKLAND
MACOMB
Mt. Clemens
Pontiac
ALLEGAN
Allegan
Hastings
Lansing
East Lansing
Howell
LIVINGSTON
Royal Oak
Charlotte
EATON
INGHAM
BARRY
S. Haven
Kalamazoo
Battle Creek
Ann Arbor
Wayne
Ypsilanti
Detroit
VANBUREN
Paw Paw
KALAMAZOO
Marshall
Albion
Jackson
JACKSON
WASHTENAW
WAYNE
Benton Harbor
St. Joseph
CALHOUN
MONROE
Monroe
Dowagiac
Cassopolis
CASS
Three Rivers
ST. JOSEPH
Centreville
Coldwater
Hillsdale
LENAWEE
Adrian
BERRIEN
Niles
Sturgis
BRANCH
HILLSDALE
Toledo
Gary
Hammond
East Chicago
South Bend
Mishawaka
ST. JOSEPH
FULTON
Wauseon
WOOD
OTTAWA
Oak Harbor
Port Clinton
Bowling Green
Crown Point
LAKE
Valparaiso
PORTER

**8 - GAS METERS:** Residence 3,392

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners-Foundries 500; Wire Prods. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Superior St. & 1 W. on 5 cross sts.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz.(3) | 1 | K mart |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Thur., Shopping Ctr. and Food nightly.

**13 - RETAIL OUTLETS: Chain Drug Stores**-American Drug Discount; Perry's.

**Chain Supermarkets**-Felpausch; Foodland.

**Other Chain Stores**-Western Auto; Nu Vision.

**14 - NEWSPAPERS:** RECORDER (m-mon to fri) 2,795; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Paul Bedient, Gen. Mgr., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.

**National Representative**: Michigan Newspapers.

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**ALMA**
**See MOUNT PLEASANT**

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## ALPENA

**1 - LOCATION:** Alpena County, E&P Map D-3. County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

**2 - TRANSPORTATION: Railroads**-Detroit and Mackinac.

**Motor Freight Carriers**-Jones Transfer; Yellow Freight.

**Intercity Bus Lines**-Rainbow; Greyhound.

**Airlines**-Simmons.

**3 - POPULATION:**

Corp. City 80 Cen. 12,214; E&P 89 Est. 10,547
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 80 Cen. 32,311; E&P 89 Est. 30,793
City & RTZ-ABC: (80) 55,642

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,574; E&P 89 Est. 4,036
County 80 Cen. 11,151; E&P 89 Est. 11,044
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Full Service | 2 | $200,000,000 |
| Savings & Loan | 2 | $65,000,000 |

**6 - PASSENGER AUTOS:** County 18,085

**7 - ELECTRIC METERS:** Residence 12,060

**8 - GAS METERS:** Residence 9,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($540); Machines 450 ($440); Auto Trim 100 ($200); Paper 300 ($300); Hardboard 550 ($400); Foundry 100 ($275).

**10 - CLIMATE:** Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alpena(12) | | Spartan Foods, McCrory's, Perry |
| Mall(28) | 1 | K mart, JCPenney |
| Thunder Bay(12) | 1 | Super Foods IGA, Revco |
| Ripley Sq.(4) | 1 | A&P, Fisher Big Wheel |
| Giantway(3) | 2 | Midway Fam., Rite Aid |

**Principal Shopping Days**-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Vaughn; Kotwicki's.

**Discount Stores**-Big Wheel; Midway Family Ctr.; K mart.

**Variety Stores**-McCrory's; Ben Franklin; Disco.

**Chain Drug Stores**-Spen's Walgreens; Perry; Revco; Rite Aid.

**Chain Supermarkets**-A&P; Midway 2; Super Foods IGA; Perch's IGA; Lakeshore Spartan.

**Other Chain Stores**-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Sears (catalog); Gately's; Western Auto; Radio Shack; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys; Gambles; Holiday Station; Circus World; Waldenbooks; Shifrin Jewelers.

**14 - NEWSPAPERS:** NEWS (e) 12,612; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.

**National Representative**: None.

## ANN ARBOR

**1 - LOCATION:** Washtenaw County, (PMSA), E&P Map D-5. County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Brooks; Shortway; AATA.

**Airlines**-14 major airlines at Detroit Met. Airport (23 mi.).

**3 - POPULATION:**

Corp. City 80 Cen. 107,966; E&P 89 Est. 109,803
CZ-ABC: (80) 124,056
RTZ-ABC: (80) 234,677
Co./PMSA 80 Cen. 265,117; E&P 89 Est. 279,357
CZ & RTZ-ABC: (80) 358,733

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 39,976; E&P 89 Est. 41,260
Co./PMSA 80 Cen. 92,937; E&P 89 Est. 100,239
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $809,870,000 |
| Savings & Loan | 4 | NA |
| Commercial | 7 | $1,508,439,000 |

**6 - PASSENGER AUTOS:** County 166,647

**7 - ELECTRIC METERS:** County 37,142

**8 - GAS METERS:** County 73,250

**9 - PRINCIPAL INDUSTRIES:** Appliance & Automotive; Bearings, Balls; Research & Dev. Space Trans.; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct. 24; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St., 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.

**Neighborhood Shopping Centers**-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E. Ann Arbor.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arborland(30) | NA | Service Mdse., Marshall's, Burlington Coat, Toys 'R Us |
| Westgate(14) | NA | True Value Hdwe., Kroger, Perry Drugs |
| Maple Village(34) | NA | K mart |
| Briarwood(120) | NA | Sears, Hudsons, Lord & Taylor, JCPenney |
| Georgetown Mall(24) | NA | Perry Drugs, Kroger |
| Lamp Post(7) | NA | |
| Plymouth Green(9) | NA | Kroger, SupeRx |
| Plymouth Mall(24) | NA | Perry Drugs, Showerman's |
| Carpenter/ Packard(14) | NA | Farmer Jack, Best Products |

**Stores Open Evenings**-Dept. Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor; Mervyns.

**Discount Stores**-K mart; Meijer's; Best Products; Service Mdse.

**Chain Drug Stores**-Richardson's 3; Food & Drug Mart; Perry 7; Arbor.

**Chain Supermarkets**-Kroger 5; Farmer Jack 2; Meijer's 2.

**Other Chain Stores**-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Bakers; Marshall's; Burlington Coat.

**14 - NEWSPAPERS:** NEWS (e) 48,041; (S) 59,112; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joe Grech, Adv. Dir., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## BAD AXE

**1 - LOCATION:** Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

**2 - TRANSPORTATION: Railroads**-Huron & Eastern Railway.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 3,184; E&P 89 Est. 3,300
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 80 Cen. 36,379; E&P 89 Est. 37,688
City & RTZ-ABC: (80) 42,594

**4 - HOUSEHOLDS:**

City 80 Cen. 1,185; E&P 89 Est. 1,301
County 80 Cen. 12,764; E&P 89 Est. 13,852
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $165,900,000 |
| Savings & Loan | 1 | $130,345,155 |

**6 - PASSENGER AUTOS:** County 21,668

**7 - ELECTRIC METERS:** Residence County 19,134

**8 - GAS METERS:** Residence County 9,650

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-56; Summer 66-85; Fall 48-56; Winter 24-31.

**11 - TAP WATER:** Hard (22 gr. per gal.); Iron (0.2 parts per million).

**12 - RETAILING: Principal Shopping Center**-Downtown Bad Axe on Huron Ave. (open until 9 pm on Fri.).

**Neighborhood Shopping Centers**-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N on M-53 (9 stores).

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; JCPenney (catalog).

**Discount Stores**-Mill End Store; Norman's Discount Clothing; K mart.

**Variety Stores**-D&C.

**Chain Drug Stores**-Perry; K mart.

**Chain Supermarkets**-Farmer Jack; Spartan; IGA.

**14 - NEWSPAPERS:** HURON TRIBUNE (e-mon to fri) 8,740; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Helen J. Kopack, Adv. Dir., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.

**National Representative**: Branham/Newspaper Sales.

## BATTLE CREEK

**1 - LOCATION:** Calhoun County (MSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail (freight); Grand Trunk (freight).

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-Greyhound, Indian Trails.

**3 - POPULATION:**

Corp. City 80 Cen. 56,339; E&P 89 Est. 51,495
CZ-ABC: (80) 92,311
RTZ-ABC: (80) 164,626
County/MSA 80 Cen. 141,102; E&P 89 Est. 131,726
City & RTZ-ABC: (80) 256,937

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,124; E&P 89 Est. 20,897
County/MSA 80 Cen. 51,123; E&P 89 Est. 53,811
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 81,907

**7 - ELECTRIC METERS:** Residence 89,500

**8 - GAS METERS:** Residence 29,172

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 6,600; Mach. (non-elect.) 2,500; Metal 2,400; Paper 1,100; Av. Wkly. Wage N.A.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter 3-51. First killing frost, Oct. 13; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Michigan Ave., Lakeview Square Mall.

**Neighborhood Shopping Centers**-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Columbia Plz.(24) | 3 | Woolworth, Rite Aid, Felpausch, Big Lots |
| Lakeview | 3 | |
| Lakeview Sq.(82) | | Sears, JCPenney, Hudson's |
| Urbandale Pl.(14) | 3 | Felpausch, Rite Aid |
| Meijer's Thrifty Acres | 4 | Meijer's |
| Minges Creek Plz. | NA | K mart |
| Capital Sq. | NA | Rite Aid, Aco Hdwe. |

**Principal Shopping Days**-Wed., Fri., Sat., Mon.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; J.L. Hudson; Robinson's.

**Discount Stores**-Meijer's Thrifty Acres; K mart 2; Big Wheel.

**Variety Stores**-Woolworth; Ben Franklin; G.L. Perry.

**Chain Drug Stores**-Rite Aid 3; Walgreens; Osco; Perry; CVS.

**Chain Supermarkets**-Meijer; Felpausch 4; Park 2; Jewel Foods.

**Other Chain Stores**-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Goodyear; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

**14 - NEWSPAPERS:** ENQUIRER (e-mon to fri) 29,842; (m-sat) 30,026; (S) 37,666; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George Lawson, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.

**National Representative**. Gannett National Newspaper Sales.

## BAY CITY

**1 - LOCATION:** Bay County (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Indian Trails.

**Airlines**-United; Northwest; Freedom; Simmons.

**3 - POPULATION:**

Corp. City 80 Cen. 41,593; E&P 89 Est. 35,630
CZ-ABC: (80) 78,776
Bal. In Bay Co.-ABC: (80) 41,105
Total Bay Co.-ABC: (80) 119,881
Bal. in NDM-ABC: (80) 96,527
Total NDM-ABC: (80) 216,408
County 80 Cen. 119,416; E&P 89 Est. 114,101
MSA 80 Cen. 421,039; E&P 89 Est. 401,901

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,545; E&P 89 Est. 13,901
County 80 Cen. 41,348; E&P 89 Est. 42,250
CZ-ABC: (80) 28,453
Bal. in Bay Co.-ABC: (80) 12,895
Total Bay Co.-ABC: (80) 41,348
Bal. in NDM-ABC: (80) 34,073
Total NDM-ABC: (80) 75,421
MSA 80 Cen. 141,962; E&P 89 Est. 142,921

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 68,074

**7 - ELECTRIC METERS:** Residence 28,706

**8 - GAS METERS:** Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Washington; 4 on Ctr.; 3 on N. Water; Hampton Sq. Mall on Ctr. Ave. Road, 2 miles E. Bay City.

**Neighborhood Shopping Centers**-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.

**Principal Shopping Days**-Fri., Sat., Mon., Wed.

**Stores Open Evenings**-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings; Sun.

**13 - RETAIL OUTLETS: Department Stores**-W.R. Knepp; JCPenney; Sears; Wiechmann's; Mill End.

**Discount Stores**-K mart; Tepes; Unclaimed Freight Store; Meijer's Thrifty Acres.

**Chain Drug Stores**-Rite Aid; Perry Drugs; SupeRx.

**Chain Supermarkets**-Kroger; A&P; Ray's Food Fair 5; IGA 3, Meijers.

**Other Chain Stores**-Paint: Sherwin-Williams; Shoes: Sibley, Pic Way, Thom McAn, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone, Goodyear.

**14 - NEWSPAPERS:** TIMES (e) 39,119; (S) 48,752; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Marketing Data: Eugene Elridge, Nat'l. Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48708; Tel. (517) 895-8551

**National Representative** Newhouse Newspapers/Metro Suburbia.

## BENTON HARBOR-ST. JOSEPH

**1 - LOCATION:** Berrien County, (MSA Benton Harbor), E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 63; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio; Conrail, Amtrak.

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Indiana Motor, Greyhound, Indian Trails; Dial-A-Ride; Berrien County Public Transit.

**Airlines**-Iowa Airways.

**Lake Shipping**-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone, chloride and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

**3 - POPULATION:**

Corp. Cities 80 Cen. 24,329; E&P 89 Est. 18,074
Benton Harbor 80 Cen. 14,707; E&P 89 Est. 10,980
St. Joseph 80 Cen. 9,622; E&P 89 Est. 7,094
NDM-ABC: (80) 209,441
County/MSA 80 Cen. 171,276; E&P 89 Est. 156,473

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 8,893; E&P 89 Est. 6,857
Benton Harbor 80 Cen. 4,597; E&P 89 Est. 3,566
St. Joseph 80 Cen. 4,296; E&P 89 Est. 3,291
County/MSA 80 Cen. 60,276; E&P 89 Est. 64,180
NDM-ABC: (80) 72,846

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 98,298

**7 - ELECTRIC METERS:** Residence 68,041

**8 - GAS METERS:** Total 34,310

**9 - PRINCIPAL INDUSTRIES:** 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Mach.; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Goods.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg.; Printing Prod.; Hydraulic Pumps; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Trans. Equip. & Production; Wineries; Food Proc.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping District**-14 blocks on 8 streets.

**Neighborhood Shopping Centers**-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore, Central St. Joseph Business District.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mid-America's | NA | Woolworth's |
| Manufacturer's Ctr.(20) | 2 | Rite Aid |
| Benton Sq.(4) | 4 | MC Sports |
| Southtown(14) | 2 | Hilltop Foods |
| Fairplain(2) | 4 | Jewel Foods |
| Village Sq.(10) | 7 | Lakeshore Tru-Valu |
| Scottdale(5) | 4 | Ace Hardware |
| Orchard Mall(66) | 1 | JCPenney, Sears |
| Pipestone(2) | 4 | K mart, Meijer's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**Stores Open Sundays**-Larger Shpg. Ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Meijer's.

**Variety Stores**-Woolworth; Murphy's.

**Discount Stores**-Tru-Valu; K mart; Bargain Center; The Hilltop; Odd Lots.

**Chain Drug Stores**-Rite Aid; Osco; Revco; Walgreens; Hooks.

**Chain Supermarkets**-Jewel; Plumb's; Hilltop; Hardings; Meijer's; D&W Foods.

**Other Chain Stores**-Sherwin-Williams; Endicott-Johnson; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Seiferts; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros.; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card America; Hanover Shoes; General Nutrition; B. Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; Action Auto; Discount Tires; Color Tile; Carter Lumber; 84 Lumber.

**14 - NEWSPAPERS:** HERALD-PALLADIUM (e) 35,124; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R.D. Farrell, Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400

**National Representative** Landon Associates.

## BIG RAPIDS

**1 - LOCATION:** Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State University; Mfg., recreation and agric. ctr.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Short Way; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 14,361; E&P 89 Est. 15,811
County 80 Cen. 36,961; E&P 89 Est. 39,214

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,264; E&P 89 Est. 3,676
County 80 Cen. 11,134; E&P 89 Est. 12,087

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $30,427,900 |
| Commercial | 3 | $127,164,080 |

**6 - PASSENGER AUTOS:** County 16,816

**7 - ELECTRIC METERS:** Residence 12,038

**8 - GAS METERS:** Residence 2,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Footwear 374; Automotive Mfg. 250; Knife Co. 150; Fasteners 125; Automotive Wheel Covers 100; Univ. Faculty 561; Univ. Serv. Staff 674.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

**11 - TAP WATER:** Medium alkalinity, medium hardness.

**12 - RETAILING: Principal Shopping Center**-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Big Rapids(14) | NA | K mart, Revco, Carter's, IGA |
| Southland(8) | NA | Boorsma's |
| K mart Plz. | 4 | Carters, IGA, K mart Revco |
| Southland Plz. | 2 | Southland Rx, Favorite Foods |
| Sattler Sq. | 3 | Ames |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-All Fri. evenings. Open evenings except Sunday-JCPenney, Emporium, K mart, Giant.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Klines.

**Variety Store**-D&C Store.

**Discount Stores**-Giant Way; K mart; Little Red Shoe House.

**Chain Supermarkets**-Giant; Carter's; IGA; Your Favorite Foods.

**Chain Drug Stores**-Revco.

**Other Chain Stores**-Western Auto; Sears; Maurice's; Payless Shoe Source; Radio Shack; Auto Works; Sam's Brothers.

**14 - NEWSPAPERS:** PIONEER (m) 5,214; June 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Linda A. Stevens, Adv. Dir., or Jeffrey Collison, Circ. Dir., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831; FAX (616) 796-1152.

**National Representative**. None.

## CADILLAC

**1 - LOCATION:** Wexford County, E&P Map C-7, County seat. Shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

**2 - TRANSPORTATION: Motor Freight Carriers**-14.

**3 - POPULATION:**

Corp. City 80 Cen. 10,199; E&P 89 Est. 10,271
County 80 Cen. 25,188; E&P 89 Est. 29,084

**4 - HOUSEHOLDS:**

City 80 Cen. 3,822; E&P 89 Est. 4,006
County 80 Cen. 8,983; E&P 89 Est. 10,266

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $440,937,000 |
| Savings & Loan | 2 | $12,884,000 |

**6 - PASSENGER AUTOS:** County 15,284

**7 - ELECTRIC METERS:** County 12,725

**8 - GAS METERS:** Residence 4,700

**9 - PRINCIPAL INDUSTRIES:** Malleable & Aluminum Castings; Machine Prods.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prods.; Tools & Dies; Material Handling Devices; Rubber Prods.; Fiberglass Boats; Horns. 3,352 employees.

**Principal Industrial Pay Days**-Staggered.

**10 - CLIMATE:** Av. Winter 18; Summer 69.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Mitchell St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cadillac Sq.(7) | 1 | Carter's |
| Cadillac Shopping Ctr.(8) | NA | Penney's<br>Fashion Bug, Maurices |
| K mart Plz.(4) | NA | K mart |
| Oleson(3) | 1 | Oleson Foods |
| Giant Plz.(2) | 1 | Giant |

**Principal Shopping Days**-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Food & Drug; Others-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Clark's; Milliken.

**Variety Stores**-Green; Ben Franklin.

**Discount Stores**-Giant; K mart.

**Chain Drug Stores**-Revco; Perry.

**Chain Supermarkets**-Giant; Oleson, Eberhard; Carter's.

**Other Chain Stores**-Van Drie Furn.; Wickes Lumber; Ace Hardware; Sherwin-Williams.

**14 - NEWSPAPERS:** NEWS (m) 9,444; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: James O. Young, Adv. Mktg. Mgr., NEWS, 130 N. Mitchell; PO Box 640; Cadillac, MI 49601-0640; Tel. (616) 775-6565.

**National Representative**: Landon Associates.

## CHEBOYGAN

**1 - LOCATION:** Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City, 80 mi. NW of Alpena. On U.S. Hwys. 23, 27, State Hwys. 33, 68.

**2 - TRANSPORTATION: Railroads**-Conrail; Detroit & Mackinaw.

**Intercity Bus Lines**-Greyhound

**Motor Freight Carriers**-3

**Airlines**-Simmons; Private Charter

**3 - POPULATION:**

Corp. City 80 Cen. 5,106; E&P 89 Est. 4,317
County 80 Cen. 20,706; E&P 89 Est. 21,176

**4 - HOUSEHOLDS:**

City 80 Cen. 1,803; E&P 89 Est. 1,564
County 80 Cen. 7,277; E&P 89 Est. 7,614

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 3 | $114,000,000 |

**6 - PASSENGER AUTOS:** County 12,667

**7 - ELECTRIC METERS:** Residence 1,877

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main and 4 blocks on State; 40 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| B&C Family Ctr. | 1 | Clothing, Food, Mdse. |
| Cheboygan Mall(6) | NA | K mart, Revco, Carter's |
| Lincoln Bridge Plz.(6) | NA | Gamble's, Sears |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri., some Sat., Mon.

**Stores Open Sundays**-Some larger stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; B&C Family Center (food & general mdse.); Gittlemans; Vieus; Fashion Nook; Sports Wear Shop; Stork's Landing.

**Variety Stores**-River Town Cargo.

**Discount Stores**-K mart.

**Other Chain Stores**-Radio Shack; Little Red Shoe House.

**14 - NEWSPAPERS:** TRIBUNE (e) 4,434; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Roy Trahan, Adv. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.

**National Representative**: Landon Associates.

## COLDWATER

**1 - LOCATION:** Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek, 45 mi. W of Jackson. On U.S. Hwy. 12, I-69.

**2 - TRANSPORTATION: Railroads**-H.C.R.C.

**Intercity Bus Lines**-Short.

**3 - POPULATION:**

Corp. City 80 Cen. 9,461; E&P 89 Est. 9,108
County 80 Cen. 40,112; E&P 89 Est. 39,366

**4 - HOUSEHOLDS:**

City 80 Cen. 4,843; E&P 89 Est. 3,574
County 80 Cen. 14,014; E&P 89 Est. 13,901

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $332,000,000 |

**6 - PASSENGER AUTOS:** County 22,135

**7 - ELECTRIC METERS:** Residence 2,803

**8 - GAS METERS:** Residence 1,050

**9 - PRINCIPAL INDUSTRIES:** Store Fixtures; Furn.; Pressed Metals; Molybdenum Proc.; Aluminum Extrusion; Wood Veneer Prods.; Plastics; Foundry; Auto Tubing; State Prison.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Centers**-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Fisher Big Wheel); East End; Glover Drugs; Red Shoe House.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's; Sears.

**Discount Stores**-Fisher Big Wheel; K mart.

**Chain Supermarkets**-A&P; Kroger; Felpaush.

**14 - NEWSPAPERS:** REPORTER (e) 7,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Pamela Bagwell, Gen. Mgr., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.

**National Representative**: Landon Associates.

## DETROIT

**1 - LOCATION:** Wayne County (PMSA), E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River, 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75, U.S. Hwys. 10, 12, 16, 24, 25, 112, Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago, 164 mi. W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland. Detroit Metro Airport is 17 mi. from city.

**2 - TRANSPORTATION: Railroads**-Grand Trunk Western; Canadian National; Conrail; Delray Connecting; Santa Fe; Southern Pacific; Northfolk & Western; Amtrak; Union Pacific.

**Motor Freight Carriers**-200.

**Intercity Bus Lines**-De Luxe Motor Stages; Detroit & Canada Tunnel Corp.; Greyhound; Trailways; Phoenix Lines; SMART.

**Airlines**-At Metropolitan Wayne County Airport: Simmons; American; British Airways; Delta; Braniff; Eastern; Midway; Northwest; Pan Am; Piedmont; Southwest; Sabena; Continental; Trans World; USAir; United.

**3 - POPULATION:**

Corp. City 80 Cen. 1,203,339; E&P 89 Est. 992,100
CZ-ABC: (80) 1,437,286
RTZ-ABC: (80) 3,329,866
County 80 Cen. 2,337,240; E&P 89 Est. 2,049,928
PMSA 80 Cen. 4,488,024; E&P 89 Est. 4,353,561
City & RTZ-ABC: (80) 4,767,152

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 433,488; E&P 89 Est. 382,084
County 80 Cen. 824,169; E&P 89 Est. 807,300
PMSA 80 Cen. 1,552,140; E&P 89 Est. 1,588,067
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,134,455
City & RTZ-ABC: (80) 1,655,672

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 23 | $60,000,000,000 |
| Savings & Loan | 17 | N.A. |

**6 - PASSENGER AUTOS:** County 1,236,968

**7 - ELECTRIC METERS:** County 1,391,197

**8 - GAS METERS:** County 643,405

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 466,300 ($651); Durables 379,500 ($685); Lumber & Wood Prods. 3,500 ($334); Furn. & Fixt. 3,400 ($432); Metals 83,000 (N.A.); Primary Metals 23,400 ($648); Fab. Metals 59,700 ($589); Non-electrical Mach. 64,700 ($702); Elect. Mach. 11,600 ($394); Trans. Equip. 196,400 ($781); Motor Vehicles & Equip. 189,300 ($788); Other Trans. & Equip. 7,200 ($556); Other Durables 7,000 (N.A.); Nondurables 86,700 ($505); Food & Kindred Prods. 12,300 ($419); Textiles 14,100 ($761); Paper & Allied Prods. 4,300 ($477); Printing & Pub. 20,400 ($445); Chem. & Petroleum 12,000 ($574); Other Nondurables 23,000 (N.A.); Non-manufacturing 1,190,100 (N.A.); Constr. 57,000 ($699); Trans., Commun., & Util. 86,000 (N.A.); Whol. Trade 107,300 ($545); Ret. Trade 343,900 (N.A.); Fin., R.E. & Ins. 109,300 (N.A.); Servs. 486,600 (N.A.); Mining 800 (N.A.); Gov't 253,400 (N.A.); Federal 32,300 (N.A.); State 32,000 (N.A.); Local 188,900 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Neighborhood Shopping Districts in PMSA**

**Community Centers**-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoehherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac (Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green 8 Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne Cty.); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty.); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty.); Madison Center, John R & 12 Mile Rd., Madison Heights (Oakland Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.).

**Regional Centers**-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb Cty.); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Michigan's Miracle Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Ctr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

**Super Regional**-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: (PMA) Department Stores**-Crowley 10; Lord & Taylor 3; Hudsons 9; Target 8; Kohl's 8; Mervyn's 8; Montgomery Ward 7; JCPenney 13; Sears 9.

**Variety Stores**-Woolworth 6; McCrory's 18.

**Discount Stores**-Forest City 8; K mart 48; Meijer's Thrifty Acres 6; Service Mdse. 7; A.J. Foland 6.

**Chain Drug Stores**-Revco 50; Arbor 30; Perry 98.

**Chain Supermarkets**-Farmer Jack 85; Kroger 60; A&P 23; Great Scot 32; Spartan 32; Hollywood 6; Danny's 10; Foodland 12.

**Other Chain Stores**-Women's Apparel: Bonwit Teller 1, Sizes Unlimited 17, TJ. Maxx 14, Loehmann's 1, Gantos 10, Saks 2, Jacobsons 4, Winkelmans 39, Alberts 6, Lerner's 11, Marianne 41, Today 1, Marshall's 9; Men's Apparel: Capper & Capper 1, Jos. A. Bank 3, John Kent 3, Max Greens' 2, Kosins 3, Kuppenheimer 8, Osmuns' 6, Richmond Brothers 3, Shifman's 2, Sims 5, Todds 2, United Shirt 16, Appliance Stores: Fretters 10, Highland 14, Good Housekeeping 1, ABC Warehouse 7; Shoes: Famous Footwear 8, Shoetown 13, Bakers 13, Father & Son 10, Famous Brand 3, Flagg Bros. 1, Haig 2, Kinney 36, Sibleys 27, Thom McAn 13, Hack 1, Knapp 6, Phillips 5, Pic-Way 36, Sherman 6, Payless 48; Furniture: Tri State 7, Art Van 10, Gardner-White 5, Dobb's 3, Towne & County 4, New York Carpet World 13, Beckwith Evans 9.

**14 - NEWSPAPERS:** FREE PRESS (m-mon to fri) 676,025; (m-sat) 618,266; (S) 820,655; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Munch, Display Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-8840.

**National Representatives**: Knight-Ridder Newspaper Sales; Metropolitan Publishers Representatives.

THE DETROIT NEWS (all day-mon to fri) 676,025; (m-sat) 618,266; (S) 820,655; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George J. Kiefer, Adv. Mgr. Natl., DETROIT NEWS, 615 W. Lafayette Blvd., Detroit, MI 48226; Tel. (313) 222-2490.

**National Representative**: Million Market Times Mirror Marketing.

## DOWAGIAC

**1 - LOCATION:** Cass County. E&P Map B-5. Shipping center for manufacturing, agricultural & hog production area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Indian Trails.

**3 - POPULATION:**
Corp. City 80 Cen. 6,307; E&P 89 Est. 5,776
County 80 Cen. 49,600; E&P 89 Est. 50,195
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,276; E&P 89 Est. 2,195
County 80 Cen. 17,236; E&P 89 Est. 18,750

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $43,533,376 |
| Savings & Loan | 1 | $56,535,000 |

**6 - PASSENGER AUTOS:** County 26,588.

**7 - ELECTRIC METERS:** Residence 2,521.

**8 - GAS METERS:** Residence 4,384.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Refrigeration Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prods. 151 ($225).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

**11 - TAP WATER:** Neutral, fluoridated; de-ironized.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
**Nearby Shopping Center**-M-51 South (Hale's Hdwe., Fisher's Big Wheel); Wonderland; Donker's.
**Principal Shopping Days**-Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Paul's.
**Variety Stores**-Woolworth; Big Wheel.
**Discount Stores**-Wonderland; Big Wheel.
**Chain Drug Stores**-CVS Discount; Hook's.
**Chain Supermarkets**-Village Market 4; Harding's.
**Other Chain Stores**-Gamble's; Firestone; Hale's True Value Hdwe.; Uniroyal Grames & Martin; NuVision Optical; Sears (catalog).

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 2,991; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
**National Representatives**: Michigan Newspapers; American Newspaper Representatives.

## ESCANABA

**1 - LOCATION:** Delta County. E&P Map B-2. County Seat. Retail, wholesale, industrial, education and residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy. M-35. Iron Ore shipping port.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Simmons.

**3 - POPULATION:**
Corp. City 80 Cen. 14,355; E&P 89 Est. 13,141
CZ-ABC: (80) 19,536
RTZ-ABC: (80) 30,610
County 80 Cen. 38,862; E&P 89 Est. 38,911
City & RTZ-ABC: (80) 50,146
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,467; E&P 89 Est. 5,364
County 80 Cen. 13,568; E&P 89 Est. 14,439
CZ-ABC: (80) 7,113
RTZ-ABC: (80) 10,236
City & RTZ-ABC: (80) 17,349

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $144,525,000 |

**6 - PASSENGER AUTOS:** County 21,231.

**7 - ELECTRIC METERS:** Residence 8,553.

**8 - GAS METERS:** Residence 2,946.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Mach. 11,050; Rail Process 252.
**Principal Pay Days**-Fri., every other Tues.; 14 & 29.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-11 blocks on Ludington St., Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
**Neighborhood Shopping Center**-Stephenson Ave.
**Principal Shopping Days**-Dept. stores: Mon., Fri., Sat.; Food: Thur., Fri., Sat.
**Stores Open Evenings**-Fri.; some every night.

**13 - RETAIL OUTLETS: Department Stores**-F&G; Leader; Fair; Montgomery Ward; JCPenney.
**Discount Stores**-K mart; Shopko.
**Variety Stores**-Merricks; Woolworth.
**Chain Supermarkets**-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
**Other Chain Stores**-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

**14 - NEWSPAPERS:** PRESS (e) 10,848; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Thomas Dufour, Adv. Mgr., PRESS, 600-2 Ludington St., Escanaba, MI 49829; Tel. (906) 786-2021.
**National Representatives**: Landon Associates; Thomson Newspapers.

## FLINT

**1 - LOCATION:** Genesee County (MSA). E&P Map D-4. County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit; 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio; Grand Trunk; Amtrak.
**Motor Freight Carriers**-35.
**Intercity Bus Lines**-Greyhound; Michigan Trailways; Indian Trails; Flint MTA; Ridgeway Coach Lines.
**Airlines**-Midstate; Allegheny; Piedmont; Simmons; Air Wisconsin.

**3 - POPULATION:**
Corp. City 80 Cen. 159,611; E&P 89 Est. 137,734
CZ-ABC: (80) 305,933
RTZ-ABC: (80) 339,733
MSA/County 80 Cen. 449,989; E&P 89 Est. 435,557
City & RTZ-ABC: (80) 645,666
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 57,653; E&P 89 Est. 51,396
MSA/County 80 Cen. 154,642; E&P 89 Est. 160,857
CZ-ABC: (80) 107,989
RTZ-ABC: (80) 106,148
City & RTZ-ABC: (80) 214,137

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Banks | 11 | N.A. |
| Savings & Loan | 4 | N.A. |
| Credit Unions | 17 | N.A. |

**6 - PASSENGER AUTOS:** County 264,818.

**7 - ELECTRIC METERS:** County 176,150.

**8 - GAS METERS:** County 143,019.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$638.24) Total Mfg. 56,900; Total Non-Mfg. 87,700; Total Gov't. 24,500; Labor Force 203,600; Total No. of Wage Earners and Salary Jobs 174,400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown, 21 blocks, 7 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Oak Brook Sq. | 6 | T.J. Maxx, Kids 'R Us, MC Sports |
| Mid-America Plz. | 5 | Sears Outlet |
| Courtland Ctr. | 3 | The Fair, JCPenney, Crowley's |
| Genesee Valley | 6 | Sears, J.L. Hudson, JCPenney |
| Northwest | 5 | The Fair, Hamady |
| North Flint | 3 | Landmark Foods |
| South Flint | 4 | Value City, Hamady |
| Grand Mall | 10 | |

**Retail Outlets**-K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's Thrifty Acres: Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
**Neighborhood Shopping Areas**-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.
**Principal Shopping Days**-Sun., Sat. & Mon.
**Stores Open Evenings**-Downtown, Mon. & Fri.; Centers, week nights.
**Stores Open Sundays**-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

**13 - RETAIL OUTLETS: Department Stores**-J.L. Hudson; Sears 2; The Fair 2; JCPenney 2; Crowley's.
**Variety Stores**-Ben Franklin 6.
**Discount Stores**-Super City 2; Meijer's 3; K mart 8; Best Products.
**Chain Drug Stores**-Corrigall 2; Rite Aid 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 16; Union Prescription 5.
**Chain Supermarkets**-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
**Other Chain Stores**-Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodrich; MC Sports; Glenn Roy; Art Van; Highland Appliances; Ace Hdwe.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens; ABC Warehouse.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 107,130; (m-sat) 109,041; (S) 123,937; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 766-6100.
**National Representative**: Newhouse Newspapers/Metro Suburbia.

## GRAND HAVEN

**1 - LOCATION:** Ottawa County (In Grand Rapids MSA). E&P Map B-4. County Seat. E Shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound; North Star.
**Airlines**-Air Wisconsin; Simmons; Midstate; (8 mi. to Muskegon Airport).

**3 - POPULATION:**
Corp. City 80 Cen. 11,763; E&P 89 Est. 11,669
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 80 Cen. 603,747; E&P 89 Est. 672,690
County 80 Cen. 157,995; E&P 89 Est. 183,172
City & RTZ-ABC: (80) 37,583
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,765; E&P 89 Est. 4,598
County 80 Cen. 50,444; E&P 89 Est. 70,437
MSA 80 Cen. 206,047; E&P 89 Est. 236,486
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 4 | $500,000,000 |

**6 - PASSENGER AUTOS:** County 107,004.

**7 - ELECTRIC METERS:** Residence 8,031.

**8 - GAS METERS:** Residence 6,348.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($282); Metal Working 3,400 ($309); Leather & Plastics 610 ($226); Electronics 250 ($228).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Washington St.
**Neighborhood Shopping Centers**-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
**Principal Shopping Days**-Mon., Thurs.
**Stores Open Evenings**-Downtown Shopping Center, Mon., Thur.; K mart, Meijer, every evening.

**13 - RETAIL OUTLETS: Department Stores**-Steketee's.
**Variety Stores**-K mart; Meijer's Thrifty Acres.
**Chain Supermarkets**-D&W; Meijer Mkt.; H. Casemier 2; Leppinks.

**14 - NEWSPAPERS:** TRIBUNE (e) 10,384; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Matt Danielson, Adv. Dir., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel. (616) 842-7180.
**National Representative**: Branham/Newspaper Sales.

## GRAND RAPIDS

**1 - LOCATION:** Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 44, 50, 21, 37; Interstate Hwys. 96, 196, 296.

**2 - TRANSPORTATION: Railroads**-C&O; Grand Trunk Western; Conrail.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Greyhound; North Star.
**Airlines**-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

**3 - POPULATION:**
Corp. City 80 Cen. 181,843; E&P 89 Est. 171,481
CZ-ABC: (80) 387,964
RTZ-ABC: (80) 379,997
MSA 80 Cen. 603,747; E&P 89 Est. 672,690
County 80 Cen. 445,752; E&P 89 Est. 489,518
City & RTZ-ABC: (80) 767,961
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 68,433; E&P 89 Est. 64,555
County 80 Cen. 155,598; E&P 89 Est. 172,079
MSA 80 Cen. 206,047; E&P 89 Est. 236,486
CZ-ABC: (80) 136,748
RTZ-ABC: (80) 124,341
City & RTZ-ABC: (80) 261,089

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 23 | $2,362,258,000 |

| | | |
|---|---|---|
| Savings & Loan | 4 | $604,330,000 |

**6 - PASSENGER AUTOS:** County 310,636

**7 - ELECTRIC METERS:** Residence 157,795

**8 - GAS METERS:** Residence 111,375

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prods. 1,800 ($150); Furn. & Fixts. 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prods. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($150); Printing & Pub. 3,200 ($180); Chem. 3,000 ($180); Fab. Metal Prods. 14,600 ($196).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown Monroe Mall & E. Fulton, projecting on all cross-streets.

**Neighborhood Shopping Centers**-Division & Fulton extending 3 miles S. to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson between Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park. 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Breton Vlg.(55) | 3 | D&W |
| Eastbrook(69) | 7 | Steketee's |
| Gaslight(50) | 3 | Jacobson's |
| Grand Vlg. Mall | 7 | |
| N. Kent(60) | 7 | K mart, Mont. Ward |
| Rogers(51) | 4 | Mont. Ward |
| Wyoming Vlg.(17) | 4 | Herp's |
| Woodland(97) | 7 | Sears, J.L. Hudson, JCPenney |

**13 - RETAIL OUTLETS: Department Stores**-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.

**Discount Stores**-K mart 5; Thrifty Acres 5.

**Variety Stores**-S. S. Kresge.

**Chain Drug Stores**-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy.; CVS; Remes 5.

**Chain Supermarkets**-Eberhard 7; Meijer 8; Shop Rite 7; D&W 10; Family 2; Daanes 3.

**Other Chain Stores**-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros., Nobil 2; Miscellaneous: Singer Co. 3; Goodyear 2; Firestone 3, General 2; Fanny Farmer 2; S&H Green Stamps; Top Value.

**14 - NEWSPAPERS:** PRESS (e) 142,027; (S) 186,073; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kevin Dykema, Adv. Mgr. Display, PRESS, 155 Michigan St. N.W., Grand Rapids, MI 49503; Tel. (616) 459-1400.

**National Representative**: Newhouse Newspapers/Metro Suburbia.

## GREENVILLE

**1 - LOCATION:** Montcalm County, E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

**2 - TRANSPORTATION: Railroads**-Pere Marquette Div. of C&O; Grant Trunk Western.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 8,019; E&P 89 Est. 8,520
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 80 Cen. 47,678; E&P 89 Est. 53 775
City & RTZ-ABC: (80) 53,425

**4 - HOUSEHOLDS:**

City 80 Cen. 3,098; E&P 89 Est. 3,379
County 80 Cen. 16,543; E&P 89 Est. 19,612
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $71,000,000 |

**6 - PASSENGER AUTOS:** County 28,033

**7 - ELECTRIC METERS:** Residence 2,669

**8 - GAS METERS:** Residence 2,473

**9 - PRINCIPAL INDUSTRIES:** Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Proc.; Plastics.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Oct. 10; last killing frost, May 24.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belding(15) | 6 | Rite Aid, Leppink's |
| Stanton | 15 | Jorgenson, Leppink's |
| Sheridan | 10 | IGA |
| Edmore | 20 | Viking, IGA |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Variety Stores**-McLellan.

**Chain Drug Stores**-Meijer's; Lipperts; Rite Aid.

**Discount Stores**-Meijer Thrifty Acres; Fisher Big Wheel.

**Chain Supermarkets**-Meijers; Jorgensons.

**Other Chain Stores**-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

**14 - NEWSPAPERS:** DAILY NEWS (e) 8,312; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N. Lafayette, Greenville, MI 48838; Tel. (616) 754-9301.

**National Representative**: American Newspaper Representatives.

## HILLSDALE

**1 - LOCATION:** Hillsdale County, E&P Map C-5, County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

**2 - TRANSPORTATION: Railroads**-Hillsdale County.

**Intercity Bus Lines**-Dial-A-Ride.

**Motor Freight Carriers**-14.

**3 - POPULATION:**

Corp. City 80 Cen. 7,432; E&P 89 Est. 7,038
County 80 Cen. 42,093; E&P 89 Est. 43,431

**4 - HOUSEHOLDS:**

City 80 Cen. 3,396; E&P 89 Est. 2,729
County 80 Cen. 14,383; E&P 89 Est. 15,807

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $68,409,000 |
| Commercial | 6 | $227,663,514 |

**6 - PASSENGER AUTOS:** County 23,250

**7 - ELECTRIC METERS:** Residence 4,503

**8 - GAS METERS:** County 4,858; City 3,334

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tool, Die 710; Plastics 470; Plumbing 125; Food Prods. 305.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Howell St. and Broad St.; Ames Plz.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames Plz. | 1 | Ames, Kroger, Perry Drugs |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-2 Mkts. & 2 Supermkts., Ames Plz. and Downtown Shops.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Ames; Touse; Gelzer's.

**Variety Stores**-Consumer's Discount Ctr.; Ames; Big Wheel.

**Chain Drug Stores**-Perry Drugs; Nash.

**Chain Supermarkets**-Kroger; Mkt. House (Spartan).

**Other Chain Stores**-Radio Shack; Sears Catalog Outlet; The Peak; McCall Home Ctr. (Ace Hdwe.); 7-Eleven; Little Red Shoe House; Nash Hallmark; TSC Store.

**14 - NEWSPAPERS:** NEWS (e) 8,441; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Kim Benedict, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351; FAX (517) 437-3963.

**National Representative**: Branham/Newspaper Sales.

## HOLLAND

**1 - LOCATION:** Allegan & Ottawa Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

**2 - TRANSPORTATION: Railroads**-C&O; Amtrak.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Taxibus Service; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 26,281; E&P 89 Est. 26,056
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 80 Cen. 603,747; E&P 89 Est. 672,690
Counties 80 Cen. 239,844; E&P 89 Est. 271,643
  Allegan 80 Cen. 81,849; E&P 89 Est. 88,471
  Ottawa 80 Cen. 157,995; E&P 89 Est. 183,172
NDM & RTZ-ABC: (80) 95,417

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,110; E&P 89 Est. 9,417
Counties 80 Cen. 77,681; E&P 89 Est. 104,302
  Allegan 80 Cen. 27,232; E&P 89 Est. 33,865
  Ottawa 80 Cen. 50,449; E&P 89 Est. 70,437
MSA 80 Cen. 206,047; E&P 89 Est. 236,486
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 6 | $408,856,658 |
| Savings & Loan | 2 | $197,110,890 |

**6 - PASSENGER AUTOS:** Counties: Allegan 47,037; Ottawa 107,004

**7 - ELECTRIC METERS:** Residence 12,165

**8 - GAS METERS:** Residence 9,105

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Furn. & Wood Prods. 3,892; Metal & Mach. 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Av. Wkly. Wage $335).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr. 25.

**11 - TAP WATER:** Lake Michigan Water 8.0 g.p.g. hardness.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on 8th St.; 6 blocks on River Ave.

**Neighborhood Shopping Centers**-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village; Weststore Mall 60 Stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ceder Vlg | 4 | K mart, Family Fare |
| Van Raalte Sq.(16) | 5 | Family Fare, Perry Drug |
| Ottawa Vlg.(8) | 6 | Family Fare |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. & Fri. to 9.

**Stores Open Sundays**-Drug & groceries.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Steketees; Pranges; Sears.

**Discount Stores**-Meijer; K mart; Teerman's; Hills; Target; Witmark.

**Chain Drug Stores**-OB; Meijer; Perry.

**Chain Supermarkets**-Town & Country; Meijer; Family Fare.

**Other Chain Stores**-Goodrich; Goodyear; Sears.

**14 - NEWSPAPERS:** HOLLAND SENTINEL (e) 18,771; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael K. Floch, Adv. Mgr., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.

**National Representative**: Branham/Newspaper Sales.

## HOUGHTON

**1 - LOCATION:** Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdqtrs.; Michigan Technological University; Suomi College.

**2 - TRANSPORTATION: Railroads**-Central Wisconsin.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Greyhound;Houghton Transit.

**Airlines**-Northwest; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 7,512; E&P 89 Est. 7,636
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 80 Cen. 37,761; E&P 89 Est. 37,635
City & RTZ-ABC: (80) 57,424

**4 - HOUSEHOLDS:**

City 80 Cen. 1,748; E&P 89 Est. 1,875
County 80 Cen. 12,975; E&P 89 Est. 11,930
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $126,638,000 |
| Savings & Loan | 1 | $205,000,000 |
| Credit Union | 2 | $4,897,000 |

**6 - PASSENGER AUTOS:** County 16,532

**7 - ELECTRIC METERS:** Residence 7,510

**8 - GAS METERS:** Residence 12,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Educational 3,800; Industrial Mfg. 250; Food & Beverages 272; Lumbering 158.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.

**Shopping Centers**-Hancock; Calumet; Copper Country Mall.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Grocery; Pamida; Mall.

**Stores Open Sunday**-Grocery; Pamida; Mall.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Gartners; Spurgeon's.
**Variety Stores**-Woolworth; K mart; Pamida.
**Chain Drug Stores**-Snyder; Medicine Shop.
**Chain Supermarkets**-Northland 12; IGA 4; Red Owl; Super Valu 3.
**Other Chain Stores**-Sears (catalog); Coast-to-Coast; Holiday; True Valu; Ace; Erickson.

**14 - NEWSPAPERS:** MINING GAZETTE (e) 11,952; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Don Morin, Ret. Adv. Mgr., MINING GAZETTE, 206 Shelden Ave., P.O. Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
**National Representatives**: Landon Associates; Thomson Newspapers.

## IONIA

**1 - LOCATION:** Ionia County, E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

**2 - TRANSPORTATION: Railroads**-Grand Trunk; C&O.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-North Star.

**3 - POPULATION:**
Corp. City 80 Cen. 5,920; E&P 89 Est. 5,514
County 80 Cen. 51,904; E&P 89 Est. 53,802
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,151; E&P 89 Est. 2,141
County 80 Cen. 16,230; E&P 89 Est. 19,750

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $185,000,000 |
| Savings & Loan | 1 | $120,000,000 |

**6 - PASSENGER AUTOS:** County 28,495

**7 - ELECTRIC METERS:** Residence 2,720

**8 - GAS METERS:** Residence 2,728

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| K mart Plaza(6) | | K mart, Eberhards |
| Meijer's Thrifty Acres(5) | 2 | Meijer's |
| Bosley Ctr.(3) | | Bosley Drug |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-K mart; Meijer's Thrifty Acres.
**Chain Supermarkets**-Meijer's; Fred's; Eberhards Foods.
**Chain Drug Store**-Revco.
**Other Chain Stores**-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

**14 - NEWSPAPERS:** SENTINEL-STANDARD (m) 4,202; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Howard A. Kaiser, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
**National Representative**: None.

## IRON MOUNTAIN-KINGSFORD

**1 - LOCATION:** Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

**2 - TRANSPORTATION: Railroads**-C&NW (freight), Escanaba & Lake Superior.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound; Wisconsin-Michigan.
**Airlines**-Simmons.

**3 - POPULATION:**
Corp. Cities 80 Cen. 13,631; E&P 89 Est. 14,056
Iron Mountain 80 Cen. 8,341; E&P 89 Est. 8,244
Kingsford 80 Cen. 5,290; E&P 89 Est. 5,812
CZ-ABC: (80) 13,631
RTZ-ABC: (80) 35,774
County 80 Cen. 25,255; E&P 89 Est 27,766
City & RTZ-ABC: (80) 49,405
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 5,358; E&P 89 Est. 5,566
Iron Mountain 80 Cen. 3,371; E&P 89 Est. 3,363
Kingsford 80 Cen. 1,987; E&P 89 Est. 2,203
County 80 Cen. 9,536; E&P 89 Est. 9,402
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 13,292
City & RTZ-ABC: (80) 18,650

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $217,399,000 |
| Savings & Loan | 1 | $84,551,000 |
| Credit Unions | 3 | $21,507,000 |

**6 - PASSENGER AUTOS:** County 14,838

**7 - ELECTRIC METERS:** Residence 10,114

**8 - GAS METERS:** Residence 4,800 (County), Bottled Gas Customers; Natural Gas Available.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 660 ($300); Mach. 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Prods. 210 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on B ; 2 on A ; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
**Shopping Centers**-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
**Neighborhood Shopping Centers**-2 blocks Carpenter at I ; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-S.S. Kresge; K mart; ShopKo.
**Chain Drug Stores**-The Drug Store.
**Chain Supermarkets**-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods; Econo-Foods.
**Other Chain Stores**-Selins; Western Auto; Coast-to-Coast; Sears (catalog); Montgomery Ward.

**14 - NEWSPAPERS:** NEWS (e) 10,750; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert J. Johnson, Pub., NEWS, 215 E. Ludington; P.O. Box 460, Iron Mountain, MI 49801; Tel. (906) 774-2772.
**National Representatives**: Landon Associates; Thomson Newspapers.

## IRONWOOD

**1 - LOCATION:** Gogebic County, E&P Map A-2. Mining; agric.; forest industry and vacation ctr. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

**2 - TRANSPORTATION: Railroads**-Soo Line.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound; Zephyr; Michigan-Wisconsin Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 7,741; E&P 89 Est. 7,411
CZ-ABC: (80) 12,342
RTZ-ABC: (80) 40,814
County 80 Cen. 19,538; E&P 89 Est. 20,199
City & RTZ-ABC: (80) 53,156

**4 - HOUSEHOLDS:**
City 80 Cen. 4,042; E&P 89 Est. 2,959
County 80 Cen. 7,578; E&P 89 Est. 6,560
CZ-ABC: (80) 5,003
RTZ-ABC: (80) 15,150
City & RTZ-ABC: (80) 20,153

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $98,841,693 |
| Savings & Loan | 2 | $24,462,849 |

**6 - PASSENGER AUTOS:** County 8,944

**7 - ELECTRIC METERS:** Residence 3,898

**8 - GAS METERS:** Residence 4,672

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter -30-40. First killing frost, Sept. 28; last killing frost, June 13.

**11 - TAP WATER:** Acid, soft.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
**Neighborhood Shopping Centers**-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat. Food-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Vertin's; JCPenney; S&L; Sears.
**Discount Stores**-Pamida; Copp's; K mart.
**Variety Stores**-McClellan; Ben Franklin.
**Chain Supermarkets**-Red Owl; IGA; Super Valu.

**14 - NEWSPAPERS:** GLOBE (e) 8,016; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
**National Representative**: Landon Associates.

## JACKSON

**1 - LOCATION:** Jackson County (In Jackson MSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

**2 - TRANSPORTATION: Railroads**-Grand Trunk Western (freight); Amtrak; Conrail (freight).
**Motor Freight Carriers**-25.
**Intercity Bus Lines**-Greyhound; Short Way.
**Airlines**-American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 39,739; E&P 89 Est. 30,392
CZ-ABC: (80) 79,703
County/MSA 80 Cen. 151,299; E&P 89 Est. 143,040
Bal. in Jackson Co.-ABC: (80) 71,792
Bal. in NDM-ABC: (80) 147,456
Total NDM-ABC: (80) 227,159
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,005; E&P 89 Est. 12,092
County/MSA 80 Cen. 50,974; E&P 89 Est. 49,540
CZ-ABC: (80) 29,401
Bal. in Jackson Co.-ABC: (80) 21,573
Bal. in NDM-ABC: (80) 46,546
Total NDM-ABC: (80) 75,947

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 5 | $973,802,000 |
| Savings & Loan | 1 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 86,372

**7 - ELECTRIC METERS:** Residence 50,281

**8 - GAS METERS:** Residence 26,787

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Trans. Equip. 2,100; Mach. (Non-Elect.) 2,600; Fabricated Metal Prods. 3,400; Prime Metals 700; Transportation, Communications and Utilities 4,200.
**Principal Pay Days**-Fri., Thur., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, softened, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown, Michigan Ave. at Jackson St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Center Plz.(6) | NA | Denny's Shop Rite |
| Eastgate(5) | NA | Polly's |
| Paka Plz.(36) | NA | Sears, Woolworth, Rite Aid |
| Westwood Mall(60) | NA | JCPenney, Mont. Ward |

**Principal Shopping Days**-Sat., Mon., Thur., Fri.
**Stores Open Evenings**-Dept. Mon., Fri.
Shopping Centers 6 evenings; Sun. 12 to 5.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; JCPenney; Jacobsons.
**Discount Stores**-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres 2.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Rite Aid; Weatherwax's 4; Walgreens; Perry; Osco.
**Chain Supermarkets**-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres 2; Jewel Food.
**Other Chain Stores**-Furniture: Vermeulen's; Tri-State Furnitrue; Auto Supplies: Action Auto, Goodyear, Firestone; Shoes: Shoeland, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

**14 - NEWSPAPERS:** CITIZEN PATRIOT (e) 37,076; (S) 42,203; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J.C. Gerdes, Adv. Dir., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
**National Representative**: Newhouse Newspapers Metro Suburbia.

## KALAMAZOO

**1 - LOCATION:** Kalamazoo County (MSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

**2 - TRANSPORTATION: Railroads**-Conrail; Grand Trunk; Amtrak.
**Motor Freight Carriers**-22.
**Intercity Bus Lines**-Greyhound; Indian Trails; Indiana Motor; Short-Way.
**Airlines**-Northwest; Piedmont; Air Wisconsin; American Eagle; United.

**3 - POPULATION:**
Corp. City 80 Cen. 79,722; E&P 89 Est. 76,875
CZ-ABC: (80) 151,939
RTZ-ABC: (80) 179,630
County/MSA 80 Cen. 212,581; E&P 89 Est. 219,204
City & RTZ-ABC: (80) 331,569

**4 - HOUSEHOLDS:**
City 80 Cen. 28,375; E&P 89 Est. 28,545
County/MSA 80 Cen. 75,405; E&P 89 Est. 72,363
CZ-ABC: (80) 55,037
RTZ-ABC: (80) 61,633
City & RTZ-ABC: (80) 116,670

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 9 | $1,279,846,000 |
| Savings & Loan | 3 | $629,546,000 |

**6 - PASSENGER AUTOS:** County 135,340

**7 - ELECTRIC METERS:** Residence 131,298

**8 - GAS METERS:** Residence 64,271

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper & Allied Prods. 4,700; Chem. & Allied Prods. 7,200; Metal 5,500; Constr. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31.

First killing frost, Oct. 9; last killing frost, May 16.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Michigan Ave.; 6 on Burdick St.

**Neighborhood Shopping Centers**-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield, Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; W. Main Mall; Crossroads Mall; E. Towne Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Airport Plz.(3) | 4 | Zayre |
| Bloomfield Plaza(22) | NA | Stop-N-Go Foods |
| Cork-Lane(9) | 2 | Rite Aid, Libin's Men's Store |
| Eastwood Plz.(11) | NA | Rite Aid |
| Kalamazoo Ctr. Fashion Mall(30) | NA | Hallmark Cards, The Greenery |
| Kalamazoo Mall(55) | NA | Jacobson's, Walgreens, |
| Maple Hill Mall(70) | NA | Mont. Ward, Gilmore's, Meijer's |
| Southland Mall(30) | NA | Highland Appliance, T.J. Maxx |
| Westmain Mall(55) | NA | Zayre |
| Crossroads Mall | NA | JCPenney, Sears, Hudson's |

**Principal Shopping Days**-Sat., Sun., Wed., & Fri.

**Stores Open Evenings**-Wed.; some also on Fri.; some department stores 6 nights weekly; all malls every evening.

**13 - RETAIL OUTLETS: Department Stores**-Gilmore Bros. 3; Sears; JCPenney; Jacobson's; Wards; Steketees; Hudson's; Hills.

**Variety Stores**-G.L. Perry.

**Discount Stores**-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3; T.J. Maxx.

**Chain Drug Stores**-Walgreens; Perry 3; Rite Aid.

**Chain Supermarkets**-IGA 2; Spartan 8; Harding's 38; Meijer's 3; Jewel Food 3; Family Foods 4; Viking Foods.

**Other Chain Stores**-Fox's; Nobil; L.G. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; Quality Farm & Fleet 2; Toys 'R' Us; Radio Shack 6; Frank's Nursery 2.

**14 - NEWSPAPERS:** GAZETTE (e) 62,045; (S) 78,436; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James Pulliam, Dis. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49007; Tel. (616) 345-3511.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## KINGSFORD

**See IRON MOUNTAIN**

## LANSING

**1 - LOCATION:** Ingham County (In Lansing-East Lansing MSA). 559 sq. miles. E&P Map C-4. State capital, university center, mfg.; in central MI; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496; State Hwys. M-43, M-99 & M-143.

**2 - TRANSPORTATION: Railroads**-C&O; Grand Trunk Western; Conrail.

**Motor Freight Carriers**-26.

**Suburban Bus Lines**-Greyhound; Short Way; Indian Trails; North Star.

**Airlines**-Northwest; Piedmont; American Eagle; ComAir; United Express; Continental; Midway.

**3 - POPULATION:**

Corp. City 80 Cen. 130,414; E&P 89 Est. 130,264
CZ-ABC: (80) 263,601
RTZ-ABC: (80) 175,695
MSA 80 Cen. 416,667; E&P 89 Est. 439,694
County 80 Cen. 272,437; E&P 89 Est. 281,592
City & RTZ-ABC: (80) 439,296

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 52,058; E&P 89 Est. 51,491
County 80 Cen. 95,179; E&P 89 Est. 91,167
MSA 80 Cen. 143,071; E&P 89 Est. 151,591
CZ-ABC: (80) 92,838
RTZ-ABC: (80) 55,570
City & RTZ-ABC: (80) 148,408

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 15 | $4,142,552,081 |
| Savings & Loan | 6 | $910,222,000 |
| Credit Unions | 22 | NA |

**6 - PASSENGER AUTOS:** County 173,019

**7 - ELECTRIC METERS:** Residence 185,038

**8 - GAS METERS:** Residence 121,440

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Service Ind. 159,500; Whol./Ret. Trade 38,800; Mfg. 38,000; Education 14,800; Govt. 23,700; Health 6,500.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8; last killing frost, May 7. Rainfall 30-66 inches.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown Lansing 7 blocks; Michigan 15; S. Cedar 20; W. Saginaw 8; E. Grand River 6; Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cedar Park Ctr. | 10 | Kroger, Rite Aid |
| Haslett Village Sq. | 14 | Goff |
| Country Meadows | 3 | |
| Frandor(89) | 1 | Sears, Kroger, Bollert's Hardware |
| Brookfield | 7 | Country Mkt., Rite Aid |
| Edgemont Park(12) | 3 | Schmidt |
| Colonial Village(15) | 2 | Rite Aid, Schmidt |
| Lansing Mall(105) | 6 | Mont. Ward, JCPenney, Hudson's, Mervyn's |
| Meridian Mall(115) | 6 | JCPenney, Hudson's, Mervyn's |
| W. Saginaw(8) | 3 | Stabler's, Shop-Rite |
| Logan Center Sq.(25) | 2 | Kroger, SupeRx, Witmark, Sears Surplus |
| Waverly Plz.(11) | 2 | Kroger |
| Delta Ctr.(20) | | T.J. Maxx, Serv. Mdse., A.L. Price |
| Central Park Pl. | NA | Season's, Liebermann's, Kositchek's |
| Jolly-Cedar Plz. | NA | Bollert's Hdwe. |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Most nightly.

**13 - RETAIL OUTLETS: Department Stores**-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.

**Discount Stores**-Meijer's Thrifty Acres 4; K mart 3; Mervyn's 2.

**Variety Stores**-Woolworth 2; D&C Stores 3.

**Chain Drug Stores**-Rite Aid 3; SupeRx 2; Revco 2; Thrifty Acres 4; Arbor Drug; A.L. Price 2; Perry Drug.

**Chain Supermarkets**-Goff 3; Kroger 5; Schmidt 6; Food City 1; Shop-Rite 11; Meijer's Thrifty Acres 4; Min-A-Mart 22; Quality Dairy 27; Thriftway 4.

**Other Chain Stores**-Ladies' Wear: Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris, Schottenstein's Value City, T.J. Maxx; Men's Wear: Edward's, Leather Loft, Wilson's Suede, Silvermans, His Place, J. Riggings, Redwood & Ross, Kuppenheimer's; Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Thom McAn, Kinney, Barker, Shoeland, Butler, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Fanny Farmer, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Mrs. Fields Cookies, Popcorn Planet, Sbarro; Jewelry: Claire's Boutique, Corey's Jewelry Box, Shifrin-Willins, Fox's, J.B. Robinson, Linn & Owen, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive; Pier 1 2; Target 3; Burlington Coat Factory; Value City; Serv. Mdse.; Highland Fretter; ABC Warehouse; Sam's Wholesale Club.

**14 - NEWSPAPERS:** STATE JOURNAL (m) 68,379; (S) 87,307; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: J. Michael Price, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.

**National Representative**: Gannett National Newspaper Sales.

## LUDINGTON

**1 - LOCATION:** Mason County, E&P Map B-3. County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

**2 - TRANSPORTATION: Railroads**-C&O.

**Ferries**-Michigan-Wisconsin Transportation Co.

**Motor Freight Carriers**-3.

**Passenger & Freight Steamship Lines**-1.

**City Bus**-Dart.

**3 - POPULATION:**

Corp. City 80 Cen. 8,937; E&P 89 Est. 8,138
CZ-ABC: (80) 8,937
RTZ-ABC: (80) 31,753
County 80 Cen. 26,477; E&P 89 Est. 26,566
City & RTZ-ABC: (80) 40,690

**4 - HOUSEHOLDS:**

City 80 Cen. 3,576; E&P 89 Est. 3,489
County 80 Cen. 9,693; E&P 89 Est. 9,208
CZ-ABC: (80) 3,576
RTZ-ABC: (80) 11,417
City & RTZ-ABC: (80) 14,993

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $75,000,000 |
| Savings & Loan | 2 | $40,927,254 |

**6 - PASSENGER AUTOS:** County 14,526

**7 - ELECTRIC METERS:** Residence 7,384

**8 - GAS METERS:** Residence 3,027; Commercial 492

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-R.R. & Car Ferries 250; Chem. 250; Vibrator Mach. 350; Light Industry Plants.

**Principal Industrial Pay Days**-Thur., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8; last killing frost, May 10.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown Ludington, 30-35 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Giant Plz.(6) | 1 | Giantway |
| Eastgate Plz.(6) | 1 | Bonser's Eastgate |
| K mart(7) | 1 | K mart |
| Scottville | 7 | Del Foods |

**Principal Shopping Days**-Tues., Wed., Thur., Fri.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Ben Franklin 2.

**Discount Stores**-Giant Way, K mart.

**Chain Drug Stores**-Rexall; Revco.

**Chain Supermarkets**-Bonser's; Giantway; Eberhards; Del; Prevo's.

**Other Chain Stores**-Sears (catalog); Goodyear; Payless Shoes; Little Red Shoe Store; Mariellen's; Hallmark; Radio Shack; Thompson's Toggery.

**14 - NEWSPAPERS:** NEWS (e) 7,520; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jane Begeman, Adv. Mgr., DAILY NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.

**National Representative**: Branham/Newspaper Sales.

## MANISTEE

**1 - LOCATION:** Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway between Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110. 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

**2 - TRANSPORTATION: Railroads**-C&O.

**Motor Freight Carriers**-2.

**Airlines**-Great Lakes Airlines

**3 - POPULATION:**

Corp. City 80 Cen. 7,566; E&P 89 Est. 6,822
County 80 Cen. 22,994; E&P 89 Est. 22,482

**4 - HOUSEHOLDS:**

City 80 Cen. 3,036; E&P 89 Est. 2,906
County 80 Cen. 8,490; E&P 89 Est. 7,826

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 1 | $9,803,000 |
| Savings | 1 | $15,934,000 |
| Savings & Loan | 1 | $600,000 |

**6 - PASSENGER AUTOS:** County 13,104

**7 - ELECTRIC METERS:** Residence 3,609

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chem. 300 ($200).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14; last killing frost, May 12.

**11 - TAP WATER:** Neutral hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St., 3 on First St.; 4 on Washington St.

**Shopping Centers**-K mart; Shoppers Square; Cypress Plaza.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-K mart; Ben Franklin.

**Chain Drug Stores**-Revco; Rite Aid.

**Variety Stores**-Butler Bros.

**Chain Supermarkets**-Spartan; Plumb's; Big E; Oleson's Farm Market.

**Other Chain Stores**-Sears (catalog); Radio Shack Millikens.

**14 - NEWSPAPERS:** NEWS-ADVOCATE (e) 6,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Dennis Marsh, Pub., Ron Steinberg, Adv. Dir., NEWS-ADVOCATE, 75 Maple St., Mainstee, MI 49660; Tel. (616) 723-3593.

**National Representative**: None.

## MARQUETTE

**1 - LOCATION:** Marquette County, E&P Map B-2. County Seat. Industrial, medical, educational, residential center. On the S shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State Hwys. 28 & 94.

**2 - TRANSPORTATION: Railroads**-Winsconsin Central; Lake Superior & Ishpeming.

**Intercity Bus Lines**-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.

**Airlines**-Simmons/American Eagle; Republic Express; Northwest Airlink/Mesaba Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 23,288; E&P 89 Est. 23,472
CZ-ABC: (80) 23,288
RTZ-ABC: (80) 52,822
County 80 Cen. 73,875; E&P 89 Est. 72,106
City & RTZ-ABC: (80) 76,110

**4 - HOUSEHOLDS:**
City 80 Cen. 7,555; E&P 89 Est. 7,766
County 80 Cen. 24,514; E&P 89 Est. 23,787
CZ-ABC: (80) 7,555
RTZ-ABC: (80) 17,673
City & RTZ-ABC: (80) 25,228

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $1,252,000,000 |
| Credit Unions | 3 | $29,100,000 |

**6 - PASSENGER AUTOS:** County 35,642

**7 - ELECTRIC METERS:** Residence 7,401

**8 - GAS METERS:** Residence 5,033

**9 - PRINCIPAL INDUSTRIES:** Iron Ore Mining; Medical; Iron Ore Proc.; Wood Prods.; Lumber; Northern Michigan Univ.; Dairy Prods.; Baked Goods; Military; Olympic Training Center.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Front St.; 3 on Washington St.; Third St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Marquette Mall(41) | 2 | Woolworth, Super Valu |
| Westwood Plaza(13) | 4 | Pranges, K mart |

**Principal Shopping Days**-Tues., Fri.
**Stores Open Evenings**-Shopping centers every evening to 9 and Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Getz; Prange's; American; Northland.
**Variety Stores**-Woolworth, Ben Franklin; Merrick's.
**Discount Stores**-Shopko; K mart; Pamida.
**Chain Supermarkets**-Red Owl 2; IGA 7; Super Valu; Northland Foods 5; Super One; Econo Foods.

**14 - NEWSPAPERS:** MINING JOURNAL (e) 18,386; (S) 18,364. Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
**National Representatives**: Landon Associates; Thomson Newspapers.

## MARSHALL

**1 - LOCATION:** Calhoun County (In Battle Creek MSA). E&P Map C-5. County Seat. 11 mi. W of Albion. Intersection of U.S. Hwys. I-94 & I-69.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Greyhound; Shortway.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 7,201; E&P 89 Est. 6,997
County/MSA 80 Cen. 141,102; E&P 89 Est. 131,726

**4 - HOUSEHOLDS:**
City 80 Cen. 2,707; E&P 89 Est. 2,815
County/MSA 80 Cen. 51,123; E&P 89 Est. 53,811

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $1,272,016,149 |
| Savings & Loan | 2 | $108,880,000 |

**6 - PASSENGER AUTOS:** County 81,907

**7 - ELECTRIC METERS:** Residence 2,900

**8 - GAS METERS:** Residence 2,575

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing Prods. 185; Pre-fab Homes 64; Material Handling Equip. 34; Packaging.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct., last killing frost, Apr.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Michigan Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Marshall Plz.(7) | NA | K mart |
| Redfield Plz.(12) | NA | Redfield Appl., Felpaush Mkt. |

**Principal Shopping Days**-Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Chain Drug Stores**-Rexall.
**Chain Supermarkets**-Felpausch.
**Other Chain Stores**-K mart.

**14 - NEWSPAPERS:** CHRONICLE (m) 2,729; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Williard Pack, Adv. Dir., CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.
**National Representative**: None.

## MENOMINEE

**1 - LOCATION:** Menominee County. E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
**Motor Freight Carriers**-4.
**Intericity Bus Lines**-Greyhound.
**Airlines**-Simmons.

**3 - POPULATION:**
Corp. City 80 Cen. 10,099; E&P 89 Est. 9,671
CZ-ABC: (80) 10,099
RTZ-ABC: (80) 33,846
County 80 Cen. 26,160; E&P 89 Est. 26,808
City & RTZ-ABC: (80) 43,945
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,272; E&P 89 Est. 4,068
County 80 Cen. 9,283; E&P 89 Est. 9,903
CZ-ABC: (80) 3,945
RTZ-ABC: (80) 12,052
City & RTZ-ABC: (80) 15,997

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $52,900,000 |
| Savings & Loan | 1 | $3,768,000 |

**6 - PASSENGER AUTOS:** County 13,642

**7 - ELECTRIC METERS:** Residence 6,582

**8 - GAS METERS:** Residence 3,781

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper Prods. 1,230; Lumber Prods. 790; Chem. 565; Furn. 760; Fans, Saws, Elect. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prods. & Constr. 260; Non-Elect. Goods 285; Printing 100.
**Principal Industrial Pay Days**-Wed., Thur., Fri., 1st & 15th; 10th & 25th.

**10 - CLIMATE:** First killing frost, Sept. 26; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10th Ave., M&M Plz.
**Neighborhood Shopping Centers**-10th St., 13th St.
**Shopping Centers**-M&M Plz., K mart, (enclosed Mall-McCrory, Super Valu, Snyder Drug). Pine Tree Mall, U.S. 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-All on Fri.; Super Mkts. and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Lauermans; JCPenney; Sears.
**Discount Stores**-Holiday; K mart.
**Variety Stores**-McCrory.
**Chain Drug Stores**-Cross; Lundgren's 2; Rexall 2; Osco; Snyder.
**Chain Supermarkets**-IGA 8; Super Valu; Red Owl.

**14 - NEWSPAPERS:** HERALD-LEADER (e) 4,362; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., HERALD-LEADER, 1809 Dunlop Ave., Marinette, WI 54143; Tel. (715) 735-6611.
**National Representative**: Landon Associates.

## MIDLAND

**1 - LOCATION:** Midland County. (In Saginaw-Bay City-Midland MSA), E&P Map C-4. County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

**2 - TRANSPORTATION: Railroads**-Grand Trunk; C&O (freight only).
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Mercury, Valley Coach.
**Airlines**-United; Northwest; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 37,250; E&P 89 Est. 36,812
CZ-ABC: (80) 39,658
RTZ-ABC: (80) 75,789
County 80 Cen. 73,723; E&P 89 Est. 72,340
MSA 80 Cen. 421,039; E&P 89 Est. 401,901
City & RTZ-ABC: (80) 115,447
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,737; E&P 89 Est. 13,399
County 80 Cen. 24,498; E&P 89 Est. 27,048
MSA 80 Cen. 141,962; E&P 89 Est. 142,921
CZ-ABC: (80) 13,835
RTZ-ABC: (80) 24,509
City & RTZ-ABC: (80) 38,344

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $520,000,000 |
| Savings & Loan | 2 | $130,000,000 |

**6 - PASSENGER AUTOS:** County 48,267

**7 - ELECTRIC METERS:** Residence 13,822

**8 - GAS METERS:** Residence 11,986

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 4,400, Salaried 6,000; Silicones 634 hourly and 5,500 full time; Pkg. 110.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** First killing frost, Oct. 7; last killing frost, May 2.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St. and 1 each side of Main.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ashman Circle | 1 | Knopics Hdwe. |
| Circle Mall(16) | 1 | Kroger, SupeRx |
| Eastlawn(13) | 1 | Giant Foods |
| Stadium Plaza | 2 | Giant Foods |
| Giantway Plz. | 2 | Giant Foods |
| Midland Plz.(16) | 1 | K mart, A&P |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney.
**Discount Stores**-Clinton Discount; K mart.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-SupeRx; Community 2; Perry; Rite Aid.
**Chain Supermarkets**-A&P; Giant Super 3; Kroger.
**Other Chain Stores**-Firestone; Goodyear; Singer Co.; Nobils Shoes; Jo-Ann Fabrics; Sherwin-Williams; Kid's Port; So Fro Fabrics.

**14 - NEWSPAPERS:** DAILY NEWS (e) 16,923; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jenny Anderson, Adv. Dir., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
**National Representatives**: Branham/Newspaper Sales, U.S. Suburban Press.

## MONROE

**1 - LOCATION:** Monroe County (In Detroit PMSA). E&P Map D-5. County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expwy. I-75.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Short Way, Lake Erie Transportation.

**3 - POPULATION:**
Corp. City 80 Cen. 23,531; E&P 89 Est. 21,604
CZ-ABC: (80) 30,786
RTZ-ABC: (80) 107,133
PMSA 80 Cen. 4,481,602; E&P 89 Est. 4,353,561
County 80 Cen. 134,801; E&P 89 Est. 134,181
City & RTZ-ABC: (80) 137,919

**4 - HOUSEHOLDS:**
City 80 Cen. 8,057; E&P 89 Est. 7,719
County 80 Cen. 43,110; E&P 89 Est. 53,003
PMSA 80 Cen. 1,551,942; E&P 89 Est. 1,588,067
CZ-ABC: (80) 10,756
RTZ-ABC: (80) 33,510
City & RTZ-ABC: (80) 44,266

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $919,720,000 |
| Savings & Loan | 1 | $411,346,000 |

**6 - PASSENGER AUTOS:** County 80,523

**7 - ELECTRIC METERS:** Residence City 8,110

**8 - GAS METERS:** Residence City 14,618

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $240)-Automotive & Related 2,580; Glass & Pottery 752; Paper, Plastics & Allied Prods. 2,273; Primary Metal & Scrap 937; Fab. Metal Prods. 459; Trans. 1,200; Mach., Non-Elect. 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furn. 516.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal shopping Centers**-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
**Neighborhood Shopping Centers**-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Frenchtown Sq. Mall(80) | 3 | Sears, Penneys, Elder-Beerman, Hills |
| Manufacturers Market Pl.(44) | 6 | Westpoint Pepperell |
| Monroe(25) | 3 | Arbor Drug, Woolworth |
| Foodtown(6) | 2 | Foodtown, Radio Shack |
| N. Monroe(2) | 2 | K mart |
| Monroe Mall(11) | 3 | Kash 'n Karry, Perry Drug |
| S. Monroe(9) | 4 | Kroger, Perry Drug |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Downtown Fri.; Shopping Centers 7 days-7 nights.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Kline's; Elder-Beerman; Hills; Sears.
**Variety Stores**-Woolworth.
**Discount Stores**-K mart; Meijers.
**Chain Drug Stores**-Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.
**Chain Supermarket**-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan 3; Danny's Fine Foods 2; Kash 'n Karry.
**Other Chain Stores**-Carter Lumber; Wickes Lumber; Firestone; Hadley-Arden; ACO Hardware; ACE Hardware 2; Radio Shack 2; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Pic Way Shoes; Jo-Ann Fabrics; Milkin Jewelers; M.A. Mans Lumber; Waldenbooks; Kay

Bee Toys; Athelete's Foot; Footlocker; Lerner's; Fashion Bug.

**14 - NEWSPAPERS:** NEWS (eS) 27,349; Mar. 31, 1989 ABC.
**Note:** Effective April 9, 1989. The News (e) began a (S) edition.
**Local Contact** for Advertising and Marketing Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., PO Box 1176, Monroe, MI 48161; Tel. (313) 242-1100.
**National Representative**: None.

## MOUNT CLEMENS

**1 - LOCATION:** Macomb County (In Detroit PMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwys. 94, 696; State Hwys. M-3, M-29, M-53, M-59, M-97, M-102.

**2 - TRANSPORTATION: Railroads**-Grand Trunk; Green Bay; Western.
**Bus Lines**-Greyhound; Tower Bus; Southeast Michigan Transportation Association.

**3 - POPULATION:**
Corp. City 80 Cen.18,806; E&P 89 Est. 16,798
NDM-ABC: (80) 273,047
PMSA 80 Cen. 4,487,421; E&P 89 Est. 4,353,561
County 80 Cen. 694,600; E&P 89 Est. 715,405
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,052; E&P 89 Est. 6,325
County 80 Cen. 229,820; E&P 89 Est. 268,382
PMSA 80 Cen. 1,551,942; E&P 89 Est. 1,588,067
NDM-ABC: (80) 91,760

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 19 | N.A. |
| Savings | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 489,997

**7 - ELECTRIC METERS:** County 240,000

**8 - GAS METERS:** County 177,000

**9 - PRINCIPAL INDUSTRIES:** Pottery; Greenhouses; Metal Prods.; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs; Mfg.; Automotive Related Fab. Metals; Mach.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Roseville Plz.(50) | NA | Service Mdse., Marshalls, Chatham |
| Shores(19) | NA | Designer Depot, Great Scott, A.C.O. |
| Eastland(125) | NA | Hudsons, JCPenney |
| Universal Mall(97) | NA | Mont. Ward, Crowley's |
| Oakland Mall(130) | NA | JCPenney, Hudsons, Sears |
| Regional(32) | NA | Perry, Woolworth, Mont. Ward, Chatham |
| Lakeside(130) | NA | J.L. Hudson, Sears, JCPenney, Crowley's, Lord & Taylor |
| Macomb(78) | NA | Sears, Crowley's |
| Clinton Vly.(10) | NA | Marshalls, Service Mdse. |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Fri., every night in shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-Crowley's; JCPenney; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor; Marshalls.
**Discount Stores**-K mart.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Perry; Revco; SuperRx; Arbor.
**Chain Supermarkets**-A&P; Chatham; Farmer Jack; Great Scott; Kroger.

**14 - NEWSPAPERS:** MACOMB DAILY (e) 51,638; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jerry W. Ballenger, Dir. of Sales/Mktg., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## MOUNT PLEASANT-ALMA

**1 - LOCATION:** Mount Pleasant in Isabella County, Alma in Gratiot County. E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

**2 - TRANSPORTATION: Railroads**-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Mercury; Michigan Trailways.
**Airline**-Charter only

**3 - POPULATION:**
Corp. Cities 80 Cen. 33,398; E&P 89 Est. 35,194
Mount Pleasant 80 Cen. 23,746; E&P 89 Est. 26,069
Alma 80 Cen. 9,652; E&P 89 Est. 9,125
Counties 80 Cen. 94,504; E&P 89 Est. 99,683
Isabella 80 Cen. 54,072; E&P 89 Est. 60,604
Gratiot 80 Cen. 40,432; E&P 89 Est. 39,079
NDM-ABC: (80) 69,487
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 9,235; E&P 89 Est. 10,062
Mount Pleasant 80 Cen. 6,145; E&P 89 Est. 7,033
Alma 80 Cen. 3,090; E&P 89 Est. 3,029
Counties 80 Cen. 29,363; E&P 89 Est. 34,348
Isabella 80 Cen. 16,044; E&P 89 Est. 20,325
Gratiot 80 Cen. 13,319; E&P 89 Est. 14,023
NDM-ABC: (80) 21,187

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $700,000,000 |
| Savings & Loan | 2 | N.A. |
| Credit Unions | 4 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Isabella 24,404; Gratiot 21,679

**7 - ELECTRIC METERS:** Residence Mt. Pleasant 4,734; Alma 3,820

**8 - GAS METERS:** Residence Mt. Pleasant 5,007; Alma N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil & Gas Explor., Prods. & Rel. Servs. 7,000; Restaurant Equip. 700; Wood Harvesting Equip. 350; Central Michigan Univ. 2,000; Plastics 150; Automotive Parts 1,200; Tool & Die 275; Agric. N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Mt. Pleasant Shpg. Ctr.; Stadium Mall; Westown Shpg. Ctr.; 501 Plaza.
**Principal Shopping Days**-Wed., Fri.
**Stores Open Evenings**-Mon. through Fri. in shopping centers; downtown, Fri.
**Stores Open Sundays**-Food, drug, discount & dept.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); Spurgeons.
**Discount Stores**-Giantway; K mart; TG&Y; Arthur's Catalog Showroom.
**Variety Stores**-D&C.
**Chain Drug Stores**-Downtown; SupeRx; Post; Perry; Spencers.
**Chain Supermarkets**-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
**Other Chain Stores**-Evenknit Hosiery; Western Auto; Ace Hdwe.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Erb Lumber; Midas Muffler; Sagebrush; Shoe Horn.

**14 - NEWSPAPERS:** SUN (m) 10,928; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
**National Representative**: Landon Associates; U.S. Suburban Press.

## MUSKEGON

**1 - LOCATION:** Muskegon County, (In Muskegon MSA), E&P Map B-4, County Seat. Industrial, wholesale and shipping center for W Michigan. On I-96; U.S. Hwy. 31 and State Hwys. 46, 120; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

**2 - TRANSPORTATION: Railroads**-Central Michigan Railroad; C&O;
**Motor Freight Carriers**-8.
**Steamship Lines**-4 Foreign Freight.
**Intercity Bus Lines**-Greyhound.
**Airlines**-American Eagle; Midwest Express; Midway Connection.

**3 - POPULATION:**
Corp. City 80 Cen. 40,823; E&P 89 Est. 38,774
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 80 Cen. 157,589; E&P 89 Est. 156,921
City & RTZ-ABC: (80) 220,441
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,241; E&P 89 Est. 14,988
County/MSA 80 Cen. 54,526; E&P 89 Est. 59,373
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $708,943,000 |
| Savings & Loan | 3 | $494,330,000 |

**6 - PASSENGER AUTOS:** County 94,801

**7 - ELECTRIC METERS:** Residence Co. 55,400

**8 - GAS METERS:** Residence Co. 60,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($472); Non-Elect. Mach. 6,800 ($455); Primary Metals 2,900 ($411); Fabricated Metals 1,200 ($429).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown, Muskegon Mall.
**Neighborhood Shopping Centers**-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Glenside | 4 | Plumb's |
| Beltline Plaza | 3 | Plumb's |
| West Vlg. | 3 | Witmark |
| Thrifty Acres | 4 | Thrifty Acres |
| Family Foods | 3 | Walgreens |
| K mart Plaza | 4 | K mart |
| Park Row | 4 | JCPenney |
| Outlets, Etc.(28) | 2 | |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Shopping centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
**Discount Stores**-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
**Chain Drug Stores**-Revco 2; Walgreens 3.
**Chain Supermarkets**-Plumb 7; Meijer's; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4; DTW Food.
**Other Chain Stores**-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Radio Shack; Pic-Way; Midas Muffler; Firestone; Goodyear 2; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

**14 - NEWSPAPERS:** CHRONICLE (e) 46,733; (S) 51,381; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Kennedy, Sales Mgr., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
**National Representative**: Newhouse Newspapers Metro Suburbia.

## NILES

**1 - LOCATION:** Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 51, 60 and 140.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail; Big Four.
**Motor Freight Carriers**-13.
**Airlines**-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
**Intercity Bus Lines**-Greyhound; Indian Trails; Northern Indiana Transit.
**Local Bus Service**-Dial-A-Ride.

**3 - POPULATION:**
Corp. City 80 Cen. 13,115; E&P 89 Est. 11,731
County/MSA 80 Cen. 170,748; E&P 89 Est. 156,473

**4 - HOUSEHOLDS:**
City 80 Cen. 5,522; E&P 89 Est. 4,858
County/MSA 80 Cen. 60,276; E&P 89 Est. 64,180

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $433,500,000 |
| Savings & Loan | 1 | $600,500,000 |

**6 - PASSENGER AUTOS:** County 98,298

**7 - ELECTRIC METERS:** City Residence 5,746

**8 - GAS METERS:** City Residence 5,410

**9 - PRINCIPAL INDUSTRIES:** Industry No. of Wage Earners-Sewing Patterns 644; Wire Mfg. 650; Store Fronts 650; Store Fixt. 650; Air Moving Equip. 200; Paper Mfg. 175; Elect. Prod. 200; Food Proc. 301; Truck Axles & Heavy Equip. (6 mi. distant) 6,623; Automotive Urethane Steering Wheels 140.
**Principal Pay Days**-Fri., 5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First killing frost, Oct. 4; last killing frost, May 10.

**11 - TAP WATER:** Neutral, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on 5 streets.
**Neighborhood Shopping Centers**-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(30) | 3 | JCPenney, DeMonds Foods, G.L. Perry Disc., Perry Drugs |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-G.L. Perry; Perry Drug.
**Discount Stores**-Wonderland; Clinton Drug; K mart.
**Chain Supermarkets**-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.
**Other Chain Stores**-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto; Radio Shack; CVS; Thornburgs Drugs; Pic Way Shoes; Nu Vision; Coast-to-Coast Hdwe.; Sycamore.

**14 - NEWSPAPERS:** STAR/LEADER (e) 5,095; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100.
**National Representative**: None.

## OWOSSO

**1 - LOCATION:** Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

**2 - TRANSPORTATION: Railroads**-Grand Trunk.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Indian Trail.

**3 - POPULATION:**
Corp. City 80 Cen. 16,455; E&P 89 Est. 14,501
County 80 Cen. 71,140; E&P 89 Est. 69,698

**4 - HOUSEHOLDS:**
City 80 Cen. 6,382; E&P 89 Est. 5,594
County 80 Cen. 23,359; E&P 89 Est. 27,333

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 3 | $453,709,383 |
| Savings & Loan | 2 | $242,000,000 |

**6 - PASSENGER AUTOS:** County 40,883

**7 - ELECTRIC METERS:** City 7,500; County 27,651

**8 - GAS METERS:** City 6,440; County 15,981

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Motors & Generators 1,505; Batteries 485; Motor Vehicle Parts 441; Plastic Prods. 409; Abrasive Prods. 392; Blowers & Fans 265; Mach. 242; Corrugated Boxes 170; Furn. 135; Clay Prods. 125; Screw Machine Prods. 113; Metal Prods. Concrete Prods. 109; Baker College-750 Students.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

**11 - TAP WATER:** Lime-soda softening, fluoridated 1 ppm.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.; 3 Blocks on Ball St.
**Neighborhood Shopping Centers**-6 other Shopping Centers: 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City; Corunna Ave.; Monroe Plaza; State Rd. and M-21; South M-52.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-W.C. Wiechman Co.; JCPenney; Sears (catalog).
**Discount Stores**-K mart; Fisher's Big Wheel; Fairway Discount; Price Rite; Family Dollar.
**Variety Stores**-G.C. Murphy; Ron's.
**Chain Drug Stores**-Plaza; Perry; Sobaks Pharmacy 2; Rite Aid.
**Chain Supermarkets**-Hamady; Kessel; Brady's-Bannan's Foodiands; IGA; VG's.
**Other Chain Stores**-Walter's; Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Fashion Bug; Valley Lumber Co.; Pine Cashway; Tri State Furn.; Auto Works; Action Auto; Maurice's; Car Quest; Tire Factory; Fashion Crossroads; Hallmark Shop, ACO Hdwe.

**14 - NEWSPAPERS:** ARGUS-PRESS (e) 13,416; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Geo. T. Campbell, Natl. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
**National Representative**: None.

## PETOSKEY

**1 - LOCATION:** Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-119 & M-68.

**2 - TRANSPORTATION: Motor Freight Carriers**-Parker; Central Transport.
**Intercity Bus Lines**-North Star; Wolverine Stages; Delta.
**Airlines**-American Eagle; Republic Express; Simmons.

**3 - POPULATION:**
Corp. City 80 Cen. 6,097; E&P 89 Est. 5,524
NDM-ABC: (80) 42,899
County 80 Cen. 23,023; E&P 89 Est. 24,447

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,355; E&P 89 Est. 2,243
County 80 Cen. 8,107; E&P 89 Est. 8,636
NDM-ABC: (80) 15,163

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 6 | $396,300,000 |
| Savings & Loan | 2 | $14,600,000 |

**6 - PASSENGER AUTOS:** County 15,784

**7 - ELECTRIC METERS:** Residence 2,580

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** Cement (Boatloads); Chrome Plating Wire Prods.; Screws & Bolts; Elect. Car Switches; Plastic Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Prods.; Wood Prods.; Concrete Blocks; Street Light Globes; Auto Parts; Conveyor Belts; Resort (Golf & Downhill Skiing) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equip.; Cross Country Skiing; Conventions.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Charlevoix(20) | 18 | Oleson's, |
| Captain's Corners | 20 | Glen's |
| Crago Plaza(7) | 1 | Oleson's |
| Giant Plaza(8) | 2 | Giantway Family Ctr. |
| K mart Plaza(8) | 1 | IGA, K mart, Revco |
| Glen's Plz.(3) | 17 | Glen's |
| Harbor Plz.(5) | 7 | McRae-Simmons |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Country Casuals; The Clothes Post; Maurices.
**Variety Stores**-Woolworth; McCrory; Ben Franklin.
**Discount Stores**-Holiday; Giantway; K mart.
**Chain Drug Stores**-Revco; Rite Aid.
**Chain Supermarkets**-IGA; Oleson's; Giant; Glen's; Carters.
**Other Chain Stores**-Horizon Book Stores; Wicke's; Acorn; Gateiy's; Sherwin-Williams; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Payless Shoes; Comfort Center; Symon's General Stores; The Bahnhof Shops; Mettler's by the Bay; Car Quest; C. Jay's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive; Golden Shoes; Gattles' Linens; Heart & Sole; Esther Kirk; Benneton; Hilda of Iceland; Mole Hole; Computer Haus; Holiday Station Stores; Harborside Sports Adventures; Marti Walker; North Coast Fun Gear; Northern Office Suppliers; Syscom; Preston Feather Lumber; Country Clutter; Reusch Jewelry.

**14 - NEWSPAPERS:** NEWS-REVIEW (e-mon to fri) 10,009; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John Dallos, Adv. Mgr., NEWS-REVIEW, 319 State St., P.O. Box 528, Petoskey, MI 49770; Tel. (616) 347-2544.
**National Representative**: None.

## PONTIAC

**1 - LOCATION:** Oakland County (In Detroit PMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of MI, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, M-59, and I-75.

**2 - TRANSPORTATION: Railroads**-Grand Trunk Western.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Smart & Greyhound.
**Airlines**-Oakland-Pontiac Airport-Freight & Charter Cnly.

**3 - POPULATION:**
Corp. City 80 Cen. 76,715; E&P 89 Est. 68,241
NDM-ABC: (80) 467,360
PMSA 80 Cen. 4,481,602; E&P 89 Est. 4,353,561
County 80 Cen. 1,012,569; E&P 89 Est. 1,127,718

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 30,928; E&P 89 Est. 23,614
County 80 Cen. 355,187; E&P 89 Est. 403,766
PMSA 80 Cen. 1,551,942; E&P 89 Est. 1,588,067
NDM-ABC: (80) 155,055

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 259 | $9,063,087,000 |
| Savings | 88 | $4,732,194,000 |
| Credit Unions | 63 | $1,207,620,000 |

**6 - PASSENGER AUTOS:** County 722,908

**7 - ELECTRIC METERS:** Residence City 12,130

**8 - GAS METERS:** Residence City 18,763

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Automotive Mfg. and Trans. Equip. 104,000; Servs. 172,000; Trade 159,000.
**Principal Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Oct. 15; last killing frost, May 6.

**11 - TAP WATER:** Medium-hard.

**12 - RETAILING: Principal Shopping Centers in Oakland County**-Summit Place-Open 12-5 Sun.; Tel-12 Mall Open 12-5 Sun.; Northland Mall-Open 12-5 Sun.; Somerset Mall-Open 12-5 Sun.; Oakland Mall-Open 12-5 Sun.; Orchard Mall-Open 12-5 Sun.; Meadowbrook Mall-Open 12-5 Sun.; Twelve Oaks Mall-Open 12-5 Sun.; Most open weekdays 10-9.
**Neighborhood Shopping Centers**-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Av[illegible] 3 blocks on Telegraph at Huron; 10 acr[illegible] on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bloomfield Town Square(52) | 2 | Lion Store |
| Campus Corners(16) | 9 | Kroger, Radio Shack, Drug Mart |
| Drayton Plains(12) | 7 | K mart |
| Glenwood Plz.(18) | 1 | K mart, Farmer Jack, Kay Furn., MESC Office |
| Great Oaks(20) | 8 | Jacobson's |
| Harvard Plaza(13) | 7 | Kroger, Perry Drug, Hallmark |
| Northland Ctr.(170) | 15 | Hudson's, JCPenney |
| Meadowbrook Mall(44) | 6 | Frank's Nursery, Osmun's |
| North Hill Plaza(8) | 10 | Perry, ABC Appliance Whse, Utica |
| Oakland Mall(133) | 14 | Hudson's, Sears, JCPenney |
| Old Orchard(19) | 8 | Farmer Jack |
| Oakland Pointe(50) | 2 | Toys 'R Us, Kids 'R Us, Mervyn's, Builders Square |
| Novi Town Ctr.(45) | 14 | Mervyns, TJ Maxx, Childrens Palace |
| Orchard Mall(39) | 8 | Shopping Ctr. Mkt. |
| Pine Lake(32) | 5 | Kroger |
| Rochester Hills Plaza(15) | 9 | Great Scott, Perry |
| Somerset Fashion Mall(50) | 8 | Saks 5th Ave., Bonwit-Teller |
| Summit Place(65) | 2 | Hudson's, Sears, Mont. Ward, Kohl's, JCPenney, Target |
| Tel-Huron(23) | 1 | Concord Drugs |
| Tel-Twelve(70) | 10 | Mont. Ward, Crowley's, K mart |
| Twelve Oaks(180) | 14 | Lord & Taylor, Sears, JCPenney, Hudson's |
| Waterford Plz.(14) | 7 | A.C.O. Hardware |
| Waterfall Plaza(25) | 7 | Waterfall Jewelers |
| Winchester Mall(37) | 10 | Foland's, Farmer Jack |
| University Sq.(15) | 6 | ACO,IGA, Arbor Drugs |
| West Oaks(14) | 14 | K mart, Service Mdse., Kroger |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 12-5pm.

**13 - RETAIL OUTLETS: Department Stores in Oakland County**-Sears 3; JCPenney 5; Montgomery Ward 2; Hudson's 4; Crowley's 3; The Lion Store; Jacobson 2; Marshalls; Lord & Taylor.
**Variety Stores**-S.S. Kresge 4; D&C Stores 2.
**Discount Stores**-K mart 15.
**Chain Drug Stores**-Thrifty 2; Perry 38; Revco 4; Arbor 24.
**Chain Supermarkets**-A&P 16; Great Scott 6; Meijers 3; Kroger 9; Farmer Jack 20; Foodtown 4.
**Other Chain Stores**-Shoes: Picway, Thom McAn, Kinney, Baker's, Sibley's, Father & Son, A.S. Beck, Burt's Shoes; Men's Wear: Osmun's; Women's Wear: Albert's, United Shirt, The Barn, Marianne Shop, Lane Bryant, Jacobson's, The Fashion Bug, Hadley's, R & M, Winkleman's; Candies: Sanders, Truan's, Sidney Bogg, Ross' Candies; Rubber Products: Goodrich, Goodyear, Firestone, Michelin, Dayton Tire, Uni-Royal; Jewelry: Zale's, Shifrin; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, Fretter Appliance, Service Merchandise, Toys 'R Us, ACO Hwre., ABC Whse., ACE Hwre., So-Fro Fabrics, Danny Paris, Minnesota Fabrics; Furniture: Art Van, Thomas, Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World, Advance.

**14 - NEWSPAPERS:** OAKLAND PRESS (all-day) 74,139; (S) 81,414; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Al Derusha, Adv. Mgr., OAKLAND PRESS, 48 W. Huron St.; PO Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.
**National Representative**: Sawyer-Ferguson-Walker.

## PORT HURON

**1 - LOCATION:** St. Clair County (In Detroit PMSA). E&P Map D-4, County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25, I-94, I-69 West.

**2 - TRANSPORTATION: Railroads**-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
**Intercity Bus Line**-Great Lakes Greyhound.
**Motor Freight Carriers**-12.

**3 - POPULATION:**
Corp. City 80 Cen. 33,981; E&P 89 Est. 31,105
CZ-ABC: (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 80 Cen. 4,481,602; E&P 89 Est. 4,353,561
County 80 Cen. 138,839; E&P 89 Est. 142,784
Total NDM-ABC: (80) 179,591

**4 - HOUSEHOLDS:**
City 80 Cen. 12,782; E&P 89 Est. 12,253
County 80 Cen. 47,308; E&P 89 Est. 54,159
PMSA 80 Cen. 1,551,942; E&P 89 Est. 1,588,067
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 1 | $76,000,000 |
| Savings | 3 | $1,700,000,000 |
| Savings & Loan | 2 | $77,000,000 |

**6 - PASSENGER AUTOS:** County 89,095

**7 - ELECTRIC METERS:** Residence 44,800

**8 - GAS METERS:** Residence 11,150

**9 - PRINCIPAL INDUSTRIES:** Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elect. Prods.; Adhesives; Trailers; Steel Fab.; R.R. Car Bldg.; R.R. Repair Shops; Industrial Tapes;

Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prods.; Cement; Boats; Food Proc.; Fish Poles & Reels; Plastic Prods.; Electric Power Plants; Bean Elevator & Proc.; Lumbering; Seaport for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Mach. & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Equip.; Cutting Tools; Farm Mach.; Automatic Screw Machines. Industrial Emp.-18,500.

**Principal Industrial Pay Days**-N.A.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Hard; source is St. Clair River; municipal ownership.

**12 - RETAILING: Principal Shopping Center**-8 blocks of Downtown Port Huron on Huron and Military Streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| St. Clair Sq. | 12 | Kroger, Thompson's |
| Colonial(22) | 3 | Marengo Appl., A&P, Ben Franklin |
| Village Green | 5 | Ben Franklin, Revco |
| Court of Flags | 4 | True Value Hdwe. |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-J.B. Sperry; JCPenney; Sears.

**Variety Stores**-Ben Franklin 2.

**Discount Stores**-K mart 2; CVS; 3-D.

**Chain Drug Stores**-Revco 2; SuperRx 2; Farmer Jack's; K mart 2.

**Chain Supermarkets**-A&P 4; Kroger 2; IGA 3; Spartan 3; Farmer Jack.

**Other Chain Stores**-Marx; Fox; Sherwin-Williams; Ace Hdwe.; Pic-Way Shoes; Wickes Lumber; Carter Lumber; Aco Hardware; Perry Auto; TSC Store; Kinney Shoes.

**14 - NEWSPAPERS:** TIMES HERALD (e) 28,895; (S) 34,592; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.

**National Representative**: Gannett National Newspaper Sales.

## ROYAL OAK

**1 - LOCATION:** Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

**2 - TRANSPORTATION: Railroads**-Grand Trunk.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.

**Airlines**-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; World Airways; Wright.

**3 - POPULATION:**

Corp. City 80 Cen. 70,893; E&P 89 Est. 67,116
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 80 Cen. 1,012,569; E&P 89 Est. 1,127,718
PMSA 80 Cen. 4,481,602; E&P 89 Est. 4,353,561
City & RTZ-ABC: (80) 393,531

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 30,944; E&P 89 Est. 27,552
County 80 Cen. 355,187; E&P 89 Est. 403,766
PMSA 80 Cen. 1,551,942; E&P 89 Est. 1,588,067
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 31 | $967,561,345 |
| Savings | 74 | $1,605,872,554 |

**6 - PASSENGER AUTOS:** County 722,908

**7 - ELECTRIC METERS:** Residence 28,496

**8 - GAS METERS:** Residence 21,726

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-One mi. on Main St., Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).

**Neighborhood Shopping Centers**-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave., Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall; 1 on Rochester Road, Southfield; J.L. Hudson.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northland(168) | 4 | J.L. Hudson, JCPenney |
| Northwood | 2 | JCPenney, Kroger |
| Clawson | 3 | A&P |
| Universal(68) | 4 | Mont. Ward, Crowley's |
| Oakland Mall(130) | 5 | J.L. Hudson, Sears, JCPenney |
| Southfield Plz.(13) | 4 | Marshall's, Farmer Jack |
| Tel-Twelve(57) | 6 | Mont. Ward, K mart, Crowley's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Stores-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.

**Variety Stores**-Woolworth 3.

**Discount Stores**-Meijer; K mart.

**Chain Drug Stores**-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Liberty; Concord.

**Chain Supermarkets**-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Meijer 3; Oakridge 4.

**Other Chain Stores**-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A. Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Coats Unlimited, Dress Barn, Fashion Conspiracy, Ganto's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandeli, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

**14 - NEWSPAPERS:** TRIBUNE (e) 37,478; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wayne Studer, Mktg. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.

**National Representative**: Landon Associates.

## SAGINAW

**1 - LOCATION:** Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S of Saginaw Bay on Lake Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

**2 - TRANSPORTATION: Railroads**-C&O; Grand Trunk and Conrail Carloading.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Greyhound; Indian Trails; Saginaw Transit System (local).

**Airlines**-United; Continental; American Eagle; Northwest; Air Canada.

**3 - POPULATION:**

Corp. City 80 Cen. 77,508; E&P 89 Est. 65,012
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 80 Cen. 227,900; E&P 89 Est. 215,460
MSA 80 Cen. 421,039; E&P 89 Est. 401,901
Total NDM-ABC: (80) 228,059

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 27,369; E&P 89 Est. 23,701
County 80 Cen. 76,116; E&P 89 Est. 81,267
MSA 80 Cen. 141,962; E&P 89 Est. 142,921
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $421,777,000 |
| Savings & Loan | 3 | $297,134,000 |

**6 - PASSENGER AUTOS:** County 131,654

**7 - ELECTRIC METERS:** Residence 26,252

**8 - GAS METERS:** Residence 24,364

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elect. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Ret. 16,000; Constr. 2,200; Whol. 2,400; Servs. 15,200.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.

**Neighborhood Shopping Centers**-W. Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd.; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ft. Saginaw Mall(45) | 3 | K mart |
| Green Acres(36) | 4 | A&P, Perry Drugs, Kresge, JCPenney |
| Manufacturers Market Pl.(85) | | |
| Pere Marquette(12) | 1 | Vescio, Revco |
| Fashion Square Mall(90) | 4 | Sears, JCPenney, J.L. Hudson |

**Principal Shopping Days**-Department Stores-Thur., Fri., Sat.; Food-Mon., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Jacobson's; K mart 3; JCPenney 2; Sears; Wiechmann's 2; Winkelman's; Hudson's.

**Discount Stores**-Target; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2; Best.

**Chain Drug Stores**-Revco; Princing & Brennan 2, Rite Aid 5; Perry 4.

**Chain Supermarkets**-A&P 2; Kessels 2; Giant 4; IGA 3.

**Other Chain Stores**-Fanny Farmer 2; Firestone 2; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Jean Cosmetics; Endicott-Johnson; Singer Co. 2; Gantos; Highland Appliance; ABC Warehouse; Bulder Square; Fretter Appliance.

**14 - NEWSPAPERS:** NEWS (e) 58,121; (S) 66,351; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gene Bobic, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48607-1283; Tel. (517) 752-7171.

**National Representative**: Newhouse Newspapers Metro Suburbia.

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### ST. JOSEPH

**See BENTON HARBOR**

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## SAULT STE. MARIE

**1 - LOCATION:** Chippewa County, E&P Map C-2, County Seat. NE tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

**2 - TRANSPORTATION: Railroads**-Soo Line; DSS&A; Canadian Pacific.

**Intercity Bus Lines**-North Star; Greyhound.

**Airlines**-Air Canada; Great Lakes.

**3 - POPULATION:**

Corp. City 80 Cen. 14,448; E&P 89 Est. 14,399
NDM-ABC: (80) 21,131
RTZ-ABC: (80) 24,735
County 80 Cen. 28,698; E&P 89 Est. 28,765
NDM & RTZ-ABC: (80) 45,866

**4 - HOUSEHOLDS:**

City 80 Cen. 5,166; E&P 89 Est. 5,315
County 80 Cen. 9,931; E&P 89 Est. 9,644
NDM-ABC: (80) 7,361
RTZ-ABC: (80) 8,442
NDM & RTZ-ABC: (80) 15,803

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $109,568,000 |

**6 - PASSENGER AUTOS:** County 14,548

**7 - ELECTRIC METERS:** Residence 7,089

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Gov't Corps. (Engrs.) 450; Education 250; Correctional Facility N.A. (Av. Wkly. Wage $250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center: 2 miles from downtown.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. and food stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Barish Bros.; Sears (catalog); K mart; Woolworth; Big Wheel.

**Chain Drug Stores**-Revco.

**Chain Supermarkets**-Glen's; Foodland; Super Valu; Foodland.

**Other Chain Stores**-Traverse Bay Woolen; CJ's Wearhouse; JoAnn Fabrics; Maurice's; Fashion Crossroads; Mode O'Day.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 7,942; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Mitchell, Pub., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235; (800) 666-5209

**National Representative**: Landon Associates.

## SOUTH HAVEN

**1 - LOCATION:** Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Non-scheduled; Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 5,943; E&P 89 Est. 5,174
County 80 Cen. 66,966; E&P 89 Est. 67,757

**4 - HOUSEHOLDS:**
City 80 Cen. 3,777; E&P 89 Est. 2,077
County 80 Cen. 23,121; E&P 89 Est. 25,126

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $150,000,000 |
| Savings & Loan | 2 | $30,000,000 |

**6 - PASSENGER AUTOS:** County 37,099

**7 - ELECTRIC METERS:** Residence 2,289

**8 - GAS METERS:** Residence 2,762

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 250; Fruit Proc. 135; Rubber 338; Electronic 218; Chem. N.A.; Plastics 50; Paper 25.
**Principal Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Center and Phoenix Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bailey Ave.(8) | 1 | Buy-Low |
| Phoenix Sq. | 1 | |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Mon. through Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-M. Hale; Sears (catalog).
**Variety Stores**-G.C. Murphy; Fisher's Big Wheel.
**Discount Stores**-Dale's True Value Family Ctr.
**Chain Drug Stores**-Valu Rite; Rexall.
**Chain Supermarkets**-Jack's Super Dollar; Village Mkt.; D & W.
**Other Chain Stores**-Radio Shack.

**14 - NEWSPAPERS:** SOUTH HAVEN DAILY TRIBUNE (m) 2,099; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Lewis Mitchell, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
**National Representative**: None.

## STURGIS

**1 - LOCATION:** St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-11.
**Intercity Passenger Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 9,468; E&P 89 Est. 9,445
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 80 Cen. 56,083; E&P 89 Est. 61,215
City & RTZ-ABC: (80) 48,455

**4 - HOUSEHOLDS:**
City 80 Cen. 4,332; E&P 89 Est. 3,835
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 80 Cen. 19,794; E&P 89 Est. 22,351
City & RTZ-ABC: (80) 16,973

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $335,473,000 |
| Savings & Loan | 2 | $111,654,831 |

**6 - PASSENGER AUTOS:** County 33,331

**7 - ELECTRIC METERS:** Residence 3,700

**8 - GAS METERS:** Residence 5,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Mach. 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). An. Payroll $41,360,700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-58; Summer 58-80, Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Chicago Rd.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.
**Discount Stores**-K mart; Ames Discount.
**Chain Drug Stores**-Hooks.
**Chain Supermarkets**-Kroger; Harding; Millers Super Value.
**Other Chain Stores**-Ace Hardware; Firestone; Radio Shack; Autoworks; Goodyear;

**14 - NEWSPAPERS:** JOURNAL (e) 8,402; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Kent Wright, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
**National Representative**: Papert Companies.

## THREE RIVERS

**1 - LOCATION:** St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Rapid Transit; Short Way.

**3 - POPULATION:**
Corp. City 80 Cen. 7,015; E&P 89 Est. 6,773
County 80 Cen. 56,245; E&P 89 Est. 61,215

**4 - HOUSEHOLDS:**
City 80 Cen. 2,659; E&P 89 Est. 2,691
County 80 Cen. 19,794; E&P 89 Est. 22,351

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $53,755,000 |
| Savings & Loan | 3 | $31,186,089 |

**6 - PASSENGER AUTOS:** County 33,331

**7 - ELECTRIC METERS:** Residence 5,421

**8 - GAS METERS:** Residence 3,917

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prods. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

**10 - CLIMATE:** Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Main St., Downtown-2 blocks, 48 stores.
**Shopping Centers**-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
**Principal Shopping Days**-Mon., Thur., Fri.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Drug, Grocery; Big Wheel, JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-McCrory's; JCPenney; Sears (catalog); Fisher's Big Wheel.
**Discount Stores**-CVS; Big Lots; Hook's Drugs.
**Chain Supermarkets**-Hardings; Fred's Market; Village Market.
**Other Chain Stores**-Firestone; Falveys; McDonalds; Burger King.

**14 - NEWSPAPERS:** COMMERCIAL-NEWS (e) 4,423; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Richard Milliman, Pres., COMMERCIAL-NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488.
**National Representative**: Michigan Newspapers.

## TRAVERSE CITY

**1 - LOCATION:** Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 22, 37, 72.

**2 - TRANSPORTATION: Railroads**-C&O; Michigan Northern.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Shortway/North Star.
**Airlines**-Simmons; Mid-State.

**3 - POPULATION:**
Corp. City 80 Cen. 15,516; E&P 89 Est. 13,425
NDM-ABC: (80) 100,888
County 80 Cen. 55,342; E&P 89 Est. 66,523
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,747; E&P 89 Est. 5,270
County 80 Cen. 19,167; E&P 89 Est. 23,250
NDM-ABC: (80) 35,625

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 5 | $639,035,000 |
| Savings & Loan | 2 | $93,963,000 |

**6 - PASSENGER AUTOS:** County 41,522

**7 - ELECTRIC METERS:** Residence County 24,546

**8 - GAS METERS:** Residence County 18,028

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prods. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost, Oct. 10; last killing frost, May 20.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on E. Front. Also S. Union St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cherryland Mall(60) | 4 | K mart, Prange, Sears |
| Eastfield(27) | 2 | Ben Franklin |
| Garfield Vlg.(11) | 3 | Oleson's Foods, Witmark |
| Giant Plz.(7) | 3 | Giant |
| Meijer(12) | 2 | Meijer |
| Tom's Family Ctr. | 1 | |
| West Bay(7) | 1 | Tom's Mkt. |
| Logan's Landing(12) | 5 | Manhattan, Factory Outlet |
| Campus Plaza | 2 | Country Squire |
| All Seasons Plz. | 5 | Radio Shack |

**Principal Shopping Days**-Wed., Fri., Sun.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Milliken's; Prange.
**Discount Stores**-Witmark; Giant Discount; K mart; Meijer.
**Variety Stores**-Woolworth; Ben Franklin.
**Chain Drug Stores**-Walgreens; Rexall; Prescription Shop 2; Revco.
**Chain Supermarkets**-Oleson's 2; Prevo's 3; Tom's 4; Giant Mkt.; Meijer.
**Other Chain Stores**-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House; Radio Shack; American Eagle; Clothesworks.

**14 - NEWSPAPERS:** RECORD-EAGLE (e) 25,124; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Terese A. Almquist, Ret. Adv. Mgr., RECORD-EAGLE, 120 W. Front St., Traverse City, MI 49684; Tel. (616) 946-2000.
**National Representative**: Branham/Newspaper Sales.

## YPSILANTI

**1 - LOCATION:** Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Short Way.
**Airlines**-Capital; TWA; American; United; Northwest; Delta; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

**3 - POPULATION:**
Corp. City 80 Cen. 24,031; E&P 89 Est. 21,279
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 80 Cen. 265,117; E&P 89 Est. 279,357
City & RTZ-ABC: (80) 182,715

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 24,585; E&P 89 Est. 7,770
County/PMSA 80 Cen. 92,937; E&P 89 Est. 86,792
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $241,159,581 |
| Savings & Loan | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 166,647

**7 - ELECTRIC METERS:** Residence City & Township 24,585

**8 - GAS METERS:** Residence City & Township 24,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,100 ($596); Nondurables 4,600 ($452); Non-Mfg. 59,600 (N.A.); Gov't 49,200 (N.A.).

**Principal Industrial Pay Days**-Fri., Wed.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.

**Neighborhood Shopping Centers**-2 blocks on W. Cross St.; 1 on E. Cross St.; 1 on E. Michigan Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Briarwood(104) | NA | Hudson's, Lord & Taylor, JCPenney, Sears |
| Gault Village(15) | NA | ACO, K mart, Farmer Jack |
| Thrifty Acres(2) | NA | Meijer's |
| Sun-Rise(6) | NA | Savewell, Metro Pro |
| Arborland(36) | NA | Marshall's, Burlington Coat Factory |
| Lakewood(24) | NA | K mart, Pak 'n Save |
| Roundtree(15) | NA | Savewell, Perry Drug |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Hudsons; Lord & Taylor.

**Variety Stores**-D&C.

**Discount Stores**-K mart 3; Meijer's 2; Best Products; Service Merchandise, Builders Square.

**Chain Drug Stores**-Maple Village; Richardson's 2; Perry 4.

**Chain Supermarkets**-Kroger 2; IGA 2; Farmer Jacks 2.

**14 - NEWSPAPERS:** PRESS (e-mon to fri) 16,274; (m-sat) 15,908; (S) 16,020; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rob Mason, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48198; Tel. (313) 487-8300.

**National Representatives**: Landon Associates; Garden State Newspapers.

# MINNESOTA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Duluth, MN-WI**-St. Louis County, MN; Douglas County, WI.

**Fargo-Moorhead, ND-MN**-Cass County, ND; Clay County, MN.

**Minneapolis-St. Paul, MN-WI**-Anoka, Carver, Chi-sago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.

**Rochester**-Olmsted County.

**St. Cloud**-Benton, Sherburne and Stearns Counties.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 332 | 307 | 376 |
| 5-14 Years | 818 | 630 | 656 |
| 15-24 Years | 666 | 793 | 664 |
| 25-44 Years | 853 | 1,126 | 1,450 |
| 45-64 Years | 730 | 741 | 766 |
| 65 and Over | 407 | 480 | 481 |
| TOTAL | 3,806 | 4,077 | 4,400 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,126 | 1,200 | 2,721 |
| General Mdse | 1,853 | 2,248 | 3,971 |
| Food | 2,456 | 3,818 | 6,095 |
| Automobiles | 2,691 | 3,487 | 8,030 |
| Gasoline Stations | 1,194 | 2,053 | 2,449 |
| Apparel | 597 | 905 | 1,551 |
| Furniture | 578 | 744 | 1,616 |
| Eat-Drink Places | 1,155 | 1,761 | 3,[illegible]81 |
| Drugs | 373 | 554 | 978 |
| TOTAL SALES | 13,567 | 19,599 | 34,623 |

## ALBERT LEA

**1 - LOCATION:** Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; I-35, I-90.

**2 - TRANSPORTATION: Railroads**-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Jefferson Trans.; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 19,200; E&P 89 Est. 18,364
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 30,189
County 80 Cen. 36,201; E&P 89 Est. 33,915
City & RTZ-ABC: (80) 51,064

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,418; E&P 89 Est. 7,627
County 80 Cen. 13,224; E&P 89 Est. 12,872
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 10,863
City & RTZ-ABC: (80) 18,839

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $144,000,000 |
| Savings & Loan | 2 | $151,000,000 |

**6 - PASSENGER AUTOS:** County 19,893

**7 - ELECTRIC METERS:** Residence 7,133

**8 - GAS METERS:** Residence 6,423

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prods. 145 ($240); Constr. 182 ($350); Trans. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,680 ($350).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William; 1 block on Bridge St.; 2 on Marshall St.; 3 on S. Broadway.

**Neighborhood Shopping Centers**-Skyline Mall (25 stores), West of edge of city (Osco, Ben Franklin, JCPenney, Wal-Mart, Stevenson's, Spurgeons); Northridge Mall, (60-75 stores), Herberger's, Shopko, Radio Shack, Leutholds, Maurice's, Dahl House.

**Principal Shopping Days**-Mon., Thur., Fri., Sat., and Sun. (1 to 5 p.m.)

**Stores Open Evenings**-Shpg. Ctr. Mon. through Fri.; Downtown and others Thur.

**13 - RETAIL OUTLETS: Department Stores**-Herberger's; Wallaces; JCPenney; Spurgeons.

**Discount Stores**-Pamida; Shopko; Wal-Mart.

**Variety Stores**-Ben Franklin.

**Drug Stores**-Osco; Rexall 2; Walgreens; North Park; Snyder.

**Chain Supermarkets**-Super-Valu; Red Owl; Hy-Vee.

**Other Chain Stores**-St. Paul Clothiers; Stevenson's; Coast-to-Coast; Tradehome Shoes; Gallenkamp Shoes.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 8,883; (S) 9,147; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Jones, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.

**National Representative**: Thomson Newspapers.

## AUSTIN

**1 - LOCATION:** Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

**2 - TRANSPORTATION: Railroads**-Milwaukee, Chicago and North Western.

**Motor Freight Carriers**-37.

**Intercity Bus Lines**-Jefferson.

**Airlines**-Charter Service from municipal airport.

**3 - POPULATION:**

Corp. City 80 Cen. 23,020; E&P 89 Est. 22,243
CZ-ABC: (80) 23,273
RTZ-ABC: (80) 21,250
County 80 Cen. 40,110; E&P 89 Est. 39,107
City & RTZ-ABC: (80) 44,523

**4 - HOUSEHOLDS:**

City 80 Cen. 9,138; E&P 89 Est. 9,544
County 80 Cen. 14,969; E&P 89 Est. 14,597
CZ-ABC: (80) 9,235
RTZ-ABC: (80) 7,213
City & RTZ-ABC: (80) 16,448

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $168,000,000 |
| Savings & Loan | 3 | $410,000,000 |
| Trust Co's. | 1 | $1,500,000 |
| Credit Unions | 3 | $29,871,421 |

**6 - PASSENGER AUTOS:** County 22,521

**7 - ELECTRIC METERS:** Residence 8,383

**8 - GAS METERS:** Residence 9,110

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 1,056 ($400); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.).

**Principal Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

**11 - TAP WATER:** Neutral, medium hard.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Main St.

**Neighborhood Shopping Centers**-3 blocks at Sterling; 4 on 10th St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads(6) | 1 | K mart |
| Oak Park Mall(55) | 4 | Younkers, JCPenney, Hy Vee, Shopko |
| Shoppers Plaza | NA | Wallaces |
| Lakeside Mall | 2 | Red Owl, Coast-to-Coast |
| Sterling(27) | 2 | Walgreens, IGA, Foodliner |

**Stores Open Evenings**-Downtown-Mon., Thur.; Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Younkers.

**Discount Stores**-K mart; ShopKo.

**Chain Drug Stores**-Rexall; Walgreens 2; Snyder.

**Chain Supermarkets**-Red Owl; IGA; Hy Vee.

**Other Chain Stores**-Wallace (dry goods, apparel); Cook's Paint; Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; Fabricland; Radio Shack.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 8,333; (S) 8,417; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Uecker, Adv. Mgr., HERALD, 310 N.E. 2nd St., Austin, MN 55912; Tel. (507) 433-8851.

**National Representative**: Thomson Newspapers; Minnesota Newspaper Association.

## BEMIDJI

**1 - LOCATION:** Beltrami County, E&P Map B-2, County Seat. 90 mi. E of Crookston; 113 mi. E of Grand Forks, ND; 100 mi. N of Brainerd; 228 mi. N of Minneapolis; 113 mi. S of Intl. Falls; on U.S. Hwys. 71, 2, 371.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo Line.

**Intercity Bus Lines**-Greyhound; Triangle.

**Airlines**-Bemidji; Mesaba (Northwest Orient).

**3 - POPULATION:**

Corp. City 80 Cen. 10,949; E&P 89 Est. 10,734
County 80 Cen. 10,023; E&P 89 Est. 12,872

**4 - HOUSEHOLDS:**

City 80 Cen. 3,654; E&P 89 Est. 3,770
County 80 Cen. 10,023; E&P 87 Est. 12,872

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $182,600,000 |
| Savings & Loan | 1 | $68,000,000 |

**6 - PASSENGER AUTOS:** County 14,265

**7 - ELECTRIC METERS:** Residence 17,957

**8 - GAS METERS:** Residence 1,894

**9 - PRINCIPAL INDUSTRIES:** Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components; Road Contracting; University; Printing; Medical Center.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Shopping Center**-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, JCPenney, Bostwick's.

**Principal Shopping Days**-Mon., Thur., Sat., Sun.

**Stores Open Evenings**-Downtown Fri.; Shpg. Ctrs. Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Bostwicks.

**Discount Stores**-Fleet Distributors; Holiday Service; Western; K mart; Pamida.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Rexall; Walgreens; Synder's.

**Chain Supermarkets**-Gateway; IGA 2; Red Owl; Fairway Foods 2.

**Other Chain Stores**-Hardware Hank.

**14 - NEWSPAPERS:** PIONEER (m-mon to fri) 7,799; (S) 7,835; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, 1320 Nielson Ave. S.E., Bemidji, MN 56601; Tel. (218) 751-3740.

**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## BRAINERD

**1 - LOCATION:** Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Northwest; Airmotive Charter.

**3 - POPULATION:**

Corp. City 80 Cen. 11,489; E&P 89 Est. 11,308
County 80 Cen. 41,888; E&P 89 Est. 47,181
CZ-ABC: (80) 16,207
Bal. in NDM-ABC: (80) 60,305
Total NDM-ABC: (80) 76,557

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,568; E&P 89 Est. 4,885
County 80 Cen. 15,171; E&P 89 Est. 17,389
CZ-ABC: (80) 5,986
Bal. in NDM-ABC (80): 21,413
Total NDM-ABC (80): 27,399

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $172,810,000 |
| Savings & Loan | 2 | $131,829,000 |
| Credit Unions | 2 | $30,000,000 |

**6 - PASSENGER AUTOS:** County 23,873

**7 - ELECTRIC METERS:** Residence 5,009

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rail Road 188; Paper 730; Hospitals 1,290; Educ. 685; Larco Mfg. 275.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.

**Neighborhood Shopping Centers**-Oak and 13th St.; Mill Ave. & H St. N.E.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brainerd Mall(14) | NA | Mont. Ward, Sears, JCPenney, Ben Franklin |
| Midtown(8) | NA | Rainbow Foods |
| Tyrol Hills(6) | NA | Ace Hdwe. |
| Westgate Mall(25) | NA | Herbergers, K mart |
| Westport(10) | NA | |

**Principal Shopping Days**-Mon., Thur., Fri. & Sat.

**Stores Open Evenings**-Thur.; Brainerd Mall, Mon. through Fri.; Westgate Mall, Mon. through Fri.

**Stores Open Sundays**-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Bostwick's; Herberger's.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.

**Chain Drug Stores**-Thrifty; Snyder.

**Chain Supermarkets**-Red Owl; Super One; Caseys; Tom Thumb; County Market; Rainbow Foods.

**Other Chain Stores**-Sears (catalog); Stevenson's; Hardware Hank; Lampert Lumber; Standard Lumber; Floor To Ceiling; Benson Optical; Pearle Vision Ctr.; Jo Ann Fabrics; Kinney's; Maurices; Midwest Vision; Tradehome Shoes; Winona Knits.

**14 - NEWSPAPERS:** DISPATCH (e-mon to fri) 13,705; (S) 16,202; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tim A. Bogenschutz, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
**National Representatives**: Minnesota Newspaper Association; Papert Companies.

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### BRECKENRIDGE
**See WAHPETON, ND**

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## CROOKSTON

**1 - LOCATION:** Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75; State Hwy. 9.

**2 - TRANSPORTATION: Railroads**-Winnipeg (Can.) lines of Burlington Northern.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Triangle; Red River Trails.

**3 - POPULATION:**
Corp. City 80 Cen. 8,628; E&P 89 Est. 8,726
County 80 Cen. 34,766; E&P 89 Est. 32,797

**4 - HOUSEHOLDS:**
City 80 Cen. 3,098; E&P 89 Est. 3,351
County 80 Cen. 12,154; E&P 89 Est. 12,372

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | $47,300,000 |
| Commercial | 2 | $121,600,000 |

**6 - PASSENGER AUTOS:** County 16,424

**7 - ELECTRIC METERS:** Residence 3,124

**8 - GAS METERS:** Residence 1,816

**9 - PRINCIPAL INDUSTRIES:** Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains; Aluminum Casting; Wind Generator; Propeller Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS:Department Stores**-JCPenney; Town & Country; Stevenson's; Allied; Logan's; Devon's Clothing.

**Variety Store**-Ben Franklin.
**Discount Stores**-D&B Freight Sales; Pamida.
**Chain Drug Stores**-Rexall; Synder; Medicine Shoppe.
**Chain Supermarkets**-Piggly Wiggly; Hugo's; Super Valu.
**Other Chain Stores**-Coast-to-Coast; Wm. H. Ziegler; OK Trustworthy; Fleet Farm Supply; Radio Shack; Goodyear.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 4,307; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Peyton Narum, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## DULUTH

**1 - LOCATION:** St. Louis County, E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, rail center, serving upper lakes area of MN, WI & MI.

**2 - TRANSPORTATION: Railroads**-DM&IR; DW&P; Soo Line; Milwaukee Road; Chicago & Northwestern; Burlington Northern.
**Motor Freight Carriers**-18.
**Steamship Lines**-54 U.S., Canadian & foreign.
**Intercity Bus Lines**-Duluth Transit Authority; Northland Greyhound.
**Airlines**-Charter & Jet Service; Northwest Airlink.

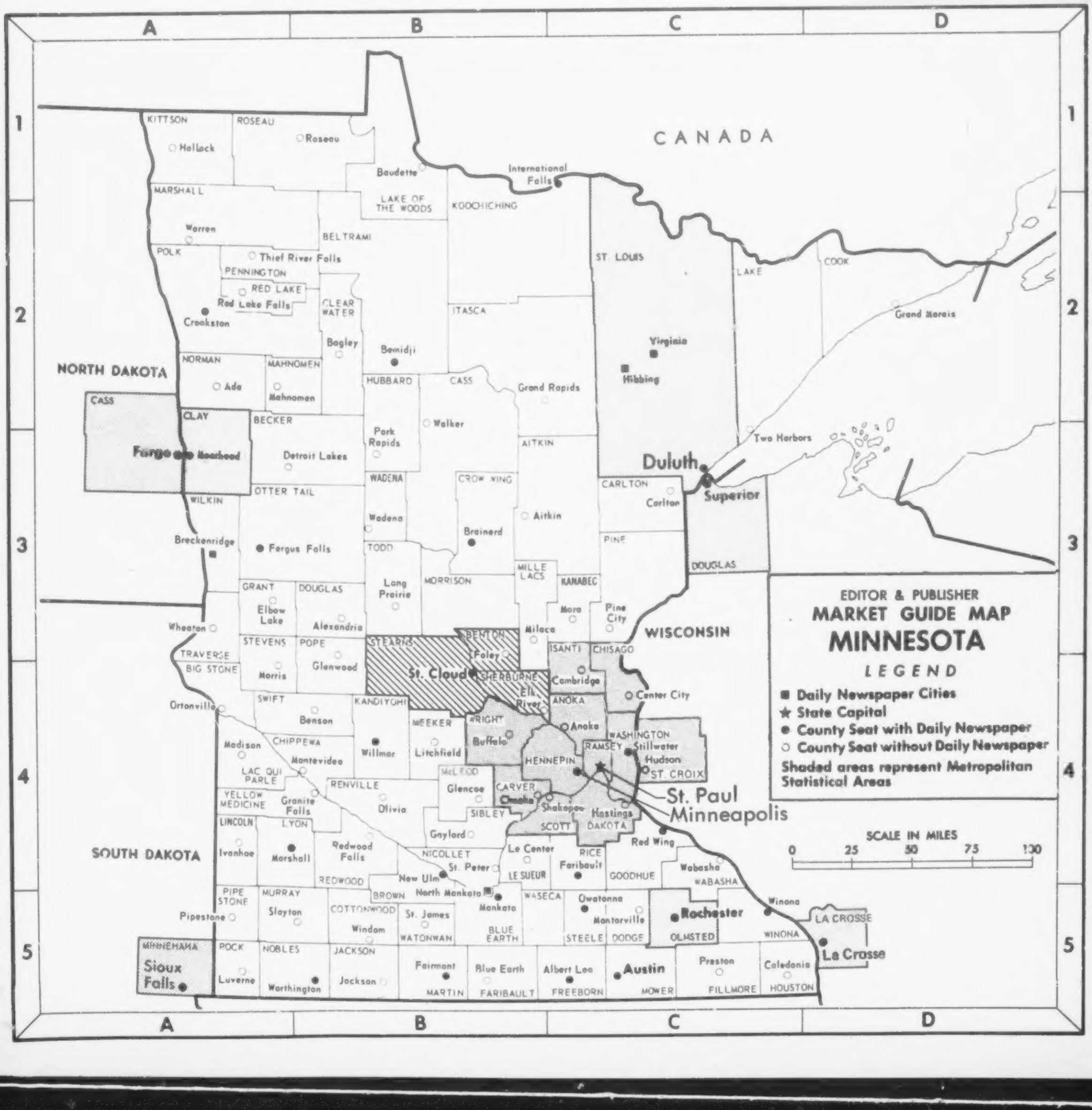
**3 - POPULATION:**
Corp. City 80 Cen. 92,811; E&P 89 Est. 73,088
CZ-ABC: (80) 104,406
Bal. in NDM-ABC: (80) 333,537
County 80 Cen. 222,218; E&P 89 Est. 196,468
MSA 80 Cen. 226,755; E&P 89 Est. 236,234
Total NDM-ABC: (80) 437,943
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 35,363; E&P 89 Est. 28,880
County 80 Cen. 81,482; E&P 89 Est. 69,901
MSA 80 Cen. 97,949; E&P 89 Est. 90,215
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $292,355,000 |
| Commercial | 9 | $661,644,000 |

**6 - PASSENGER AUTOS:** County 105,125

**7 - ELECTRIC METERS:** Residence 42,000


A
B
C
D
1
2
3
4
5
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
Hallock
ROSEAU
Roseau
Baudette
International Falls
LAKE OF THE WOODS
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
CLEAR WATER
Crookston
Bagley
Bemidji
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Virginia
Hibbing
NORMAN
Ada
MAHNOMEN
Mahnomen
HUBBARD
CASS
Grand Rapids
Walker
CASS
CLAY
Fargo
Moorhead
BECKER
Detroit Lakes
Park Rapids
AITKIN
Two Harbors
Duluth
Superior
WILKIN
OTTER TAIL
WADENA
Wadena
CROW WING
Brainerd
Aitkin
CARLTON
Carlton
Breckenridge
Fergus Falls
TODD
PINE
DOUGLAS
GRANT
Elbow Lake
DOUGLAS
Alexandria
Long Prairie
MORRISON
MILLE LACS
KANABEC
Mora
Pine City
Milaca
Wheaton
TRAVERSE
BIG STONE
STEVENS
Morris
POPE
Glenwood
STEARNS
St. Cloud
BENTON
Foley
SHERBURNE
Elk River
ISANTI
Cambridge
CHISAGO
Center City
Ortonville
SWIFT
Benson
KANDIYOHI
Willmar
MEEKER
Litchfield
WRIGHT
Buffalo
ANOKA
Anoka
WASHINGTON
Stillwater
Hudson
ST. CROIX
RAMSEY
HENNEPIN
Madison
CHIPPEWA
Montevideo
LAC QUI PARLE
YELLOW MEDICINE
Granite Falls
RENVILLE
Olivia
McLEOD
Glencoe
CARVER
Chaska
Shakopee
SIBLEY
SCOTT
Hastings
DAKOTA
St. Paul
Minneapolis
LINCOLN
Ivanhoe
LYON
Marshall
Redwood Falls
Gaylord
Red Wing
NICOLLET
St. Peter
Le Center
RICE
Faribault
GOODHUE
Wabasha
WABASHA
REDWOOD
New Ulm
LE SUEUR
BROWN
North Mankato
Mankato
WASECA
Owatonna
Winona
PIPE STONE
Pipestone
MURRAY
Slayton
COTTONWOOD
Windom
St. James
WATONWAN
BLUE EARTH
STEELE
Montorville
DODGE
Rochester
OLMSTED
WINONA
LA CROSSE
La Crosse
MINNEHAHA
Sioux Falls
ROCK
Luverne
NOBLES
Worthington
JACKSON
Jackson
Fairmont
MARTIN
Blue Earth
FARIBAULT
Albert Lea
FREEBORN
Austin
MOWER
Preston
FILLMORE
Caledonia
HOUSTON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

**8 - GAS METERS:** Residence 19,504

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,743 ($493); Mfg. 3,890 ($396); Trans., Commun., Public Util. 2,559 ($493); Trade 10,833 ($203); Gov't 11,387 ($361); Servs. 10,672 ($286).

**Principal Pay Days**-2nd & 4th Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

**11 - TAP WATER:** Neutral, very soft; fluoridated; filtered.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Superior and First Sts. and in Shopping Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza(10) | 1 | IGA |
| East 4th | 1 | Daugherty Hdwe., IGA |
| West Duluth | 4 | Super Valu, IGA, Super One |
| Kenwood(13) | 5 | Red Owl, Ben Franklin |
| West End | 2 | Becks, Anderson's |
| Lakeside | 4 | Super Valu, Red Owl, Marshall Hdwe. |
| Woodland | 5 | Piggly Wiggly, Bridgeman's, OK Hdwe. |
| Mount Royal(10) | 3 | Super Valu |
| Pike Lake | 10 | Super Valu, Gamble's |
| Miller Hill(100) | 3 | Mont. Ward, JCPenney, Glass Block, Sears |
| Village Mall | 3 | K mart, Super Valu, Super One |

**Principal Shopping Days**-Mon., Wed., Fri., Sat. & Sun.

**Stores Open Evenings**-Department Stores-Mon. through Fri.; Super Mkts.-24 hours.

**13 - RETAIL OUTLETS: Department Stores**-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's, Sears.

**Discount Stores**-Target; K mart; Prange-Way; Best Buy.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Snyders; Walgreens 3.

**Chain Supermarkets**-IGA 4; Red Owl 2; Super Valu 5; Super 1 5.

**Other Chain Stores**-Firestone, Baker's, Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps, Waldenbooks; Musicland; Wilson's; Kinney; Singer Co.; Maurice's; Payless Shoes; Knox Lumber; Ace Hdwe.; Menard's; Slumberland.

**14 - NEWSPAPERS:** DULUTH NEWS-TRIBUNE (m-mon to sat) 61,715; (S) 83,077; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., DULUTH NEWS-TRIBUNE, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.

**National Representative**: Knight-Ridder Newspaper Sales.

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**EAST GRAND FORKS**
**See GRAND FORKS, ND**

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## FAIRMONT

**1 - LOCATION:** Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

**2 - TRANSPORTATION: Railroads**-CM&St.P.; CSt. PM&O; C&NW.

**Motor Freight Carriers**-3.

**Airlines**-Great Lakes Flying Service.

**3 - POPULATION:**

Corp. City 80 Cen. 11,506; E&P 89 Est. 12,431
County 80 Cen. 24,679; E&P 89 Est. 25,435
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,615; E&P 89 Est. 5,275
County 80 Cen. 9,321; E&P 89 Est. 9,188
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $152,262,000 |
| Savings & Loan | 2 | $77,920,824 |

**6 - PASSENGER AUTOS:** County 13,556

**7 - ELECTRIC METERS:** Residence 4,679

**8 - GAS METERS:** Residence 4,468

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on five streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fair Mall(37) | NA | JCPenney, Walgreens, Woolworth |

**Principal Shopping Days**-Thur., Fri., Sat., Shopping Centers Mon. to Fri.-9.

**Stores Open Evenings**-Mon.

**13 - RETAIL OUTLETS: Department Stores**-Bob Wallace Mercantile; JCPenney.

**Discount Stores**-Pamida; ShopKo.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-J&R Rexall; Fair Mall; Walgreens.

**Chain Supermarkets**-Gunther; Hy-Vee; County Market.

**Other Chain Stores**-Coast-to-Coast; Sears (mail order); Gen. Trading; Firestone; Goodyear; Fleet Motor Sup. (hard lines).

**14 - NEWSPAPERS:** SENTINEL (m) 10,572; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Schaaf, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.

**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## FARIBAULT

**1 - LOCATION:** Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35, 3; State Hwys. 21,60,65.

**2 - TRANSPORTATION: Railroads**-Chicago, Rock Island, Chicago, Milwaukee & Chicago Great Western.

**Bus Lines**-Jefferson.

**Motor Freight Carriers**-6.

**3 - POPULATION:**

Corp. City 80 Cen. 16,241; E&P 89 Est. 15,915
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 80 Cen. 46,161; E&P 89 Est. 48,417
City & RTZ-ABC: (80) 67,801

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,836; E&P 89 Est. 6,016
County 80 Cen. 14,276; E&P 89 Est. 16,926
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: (80) 21,633

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 4 | $280,000,000 |

**6 - PASSENGER AUTOS:** County 25,094

**7 - ELECTRIC METERS:** Residence 6,130

**8 - GAS METERS:** Residence 5,483

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., Commercial 300; Turkey Proc. 400; Ret. 1,800; Vegetable Proc. 300; Container Mfg. 200; Gov't (City and County) 300; Sheet Metal Fab. 150; Woolen Blanket Mfg. 650; Plastics Fab. 150; Hospital and Nursing Homes 450; Blue Cheese Mfg. 65; Glass Mfg. 250; Private College Prep. School 200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Central Ave.; 2 on Fourth St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairbo West Mall (35) | 3 | Brett's, Hy-Vee, White Mart, Ehler's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur.; Food-super markets and shopping ctrs. nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Bretts.

**Discount Stores**-F & D Farm Supply; Faribo Farm & Home; Jupiter, White Mart, K mart, Snyder Drug.

**Chain Supermarkets**-Super Valu; Food Bonanza; Hy-Vee.

**Other Chain Stores**-Sherwin-Williams, St. Paul Clothiers; Sears; United Building Center; Lamperts, Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices, Kinney Shoes; Vanity; Ehlers.

**14 - NEWSPAPERS:** NEWS (e) 8,300; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dale Hellickson, Adv. Mgr., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-1853.

**National Representative**: Minnesota Newspaper Association; Papert Companies.

## FERGUS FALLS

**1 - LOCATION:** Otter Tail County, E&P Map A-3, County Seat. Center of large dairy and small grains area Gateway to 1,000 lakes. River Valley. 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Northland Greyhound.

**Airlines**-West Central Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,519; E&P 89 Est. 12,359
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 80 Cen. 52,097; E&P 89 Est. 52,055
City & RTZ-ABC: (80) 78,826

**4 - HOUSEHOLDS:**

City 80 Cen. 4,686; E&P 89 Est. 4,967
County 80 Cen. 18,549; E&P 89 Est. 19,430
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $161,949,000 |
| Savings & Loan | 2 | $120,650,000 |

**6 - PASSENGER AUTOS:** County 27,053

**7 - ELECTRIC METERS:** Residence 5,066

**8 - GAS METERS:** Residence 2,299

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 131 ($350); Farm Equip. 80 ($350); Util. 452 ($500); Dairy 85 ($400).

**Principal Industrial Pay Days**-Mon., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.

**Principal Shopping Days**-Mon., Thur., Sat., Sun.

**Stores Open Evenings**-Thur. Mall open Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bostwicks; JCPenney; Herberger's.

**Discount Stores**-Pamida; K mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.

**Chain Supermarkets**-More 4; Super Valu; Country Store.

**Other Chain Stores**-Sears (catalog); Tradehome Shoes; Maurice's; Navistar; Sherwin-Williams; Fleet-Farm; Firestone; Goodyear; Kordel (furn.); Trustworthy Hardware; B. Dalton Bookseller; Team Electronics; Morrey A; Norby's; Ben Franklin; Lampert (lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R. Equip., Inc.; Mr. Steak; McDonalds; Country Kitchen; Wendy's; Hardees; Dairy Queen; Ponderosa.

**14 - NEWSPAPERS:** JOURNAL (e) 12,351; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steven J. Jahn, Adv. Dir., JOURNAL, 914 E. Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.

**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## HIBBING

**1 - LOCATION:** St. Louis County, (In Duluth, MN-WI MSA), E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On Minneapolis. Hwys. 73, 37, 53, 216; U.S. Hwy. 169. Agriculture, mining & wood products center.

**2 - TRANSPORTATION: Railroads**-Great Northern; DM&IR; Burlington Northern.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Mesaba; Shubat; Greyhound; Northern Transportation.

**Airlines**-Republic.

**3 - POPULATION:**

Corp. City 80 Cen. 21,193; E&P 89 Est. 20,583
MSA 80 Cen. 266,755; E&P 89 Est. 236,234
County 80 Cen. 222,218; E&P 89 Est. 196,468

**4 - HOUSEHOLDS:**

City 80 Cen. 7,868; E&P 89 Est. 7,925
County 80 Cen. 81,482; E&P 89 Est. 69,901
MSA 80 Cen. 97,949; E&P 89 Est. 90,215

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $136,420,000 |
| Savings & Loan | 1 | $53,610,000 |

**6 - PASSENGER AUTOS:** County 105,125

**7 - ELECTRIC METERS:** Residence 7,905

**8 - GAS METERS:** Residence 1,895

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Trans. 303; Mfg. 256; Whol. Trade 217; Fin. 186; Gov't 1,076; Ret. Trade 1,093; Servs. 1,641.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Sh[illegible] Center**-8 blocks on Howard St., 7 on First [illegible] on Second Ave., 4 on Third Ave., 3 on 1[illegible]

**Neighborhood Shopping Centers**-6 blocks in Brooklyn-East Hibbing.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Graysher(12) | 2 | Piggly Wiggly |
| Mesabi Mall(22) | 3 | Red Owl |
| Irongate(26) | 4 | K mart, Bostwicks, Zale's |

**Principal Shopping Days**-Sun. through Sat.

**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Felman's; JCPenney.

**Variety Stores**-Woolworth; Ben Franklin; Pamida.

**Discount Stores**-K mart; L&M Supply.

**Chain Drug Stores**-Shapiro's; Snyder 2.

**Chain Supermarkets**-IGA; Red Owl; Piggly Wiggly; Super Valu; Spies; Super One; Country Store.

**Other Chain Stores**-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroads; Bostwicks; Spurgeons; Sears (catalog).

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri, S) 10,566; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Kaye Krtinich, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.

**National Representatives**: Papert Companies; Minnesota Newspaper Association.

## INTERNATIONAL FALLS

**1 - LOCATION:** Koochiching County. E&P Map C-1. County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-Century Motor Freight; Transport America; Wenberg Transfer.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 5,611; E&P 89 Est. 4,170
County 80 Cen. 17,552; E&P 89 Est. 15,600

**4 - HOUSEHOLDS:**

City 80 Cen. 3,500; E&P 89 Est. 1,746
County 80 Cen. 6,131; E&P 89 Est. 6,199

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $160,000,000 |
| Savings & Loan | 1 | $20,000,000 |
| Credit Unions | 1 | $15,000,000 |

**6 - PASSENGER AUTOS:** County 7,091.

**7 - ELECTRIC METERS:** Residence 4,103.

**8 - GAS METERS:** Residence 2,200.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 800 ($750); Jig Tackle 100 ($220).

**Principal Industrial Pay Days**-Pay Mfg., alternate Fri. R.R. 8th & 22nd. Others, 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Third St.; 3 blocks on Fourth, plus connecting sts.

**Neighborhood Shopping Centers**-South end of Third Ave.; West End of Third St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| International Mall(40) | 2 | Red Owl, Bostwick's |
| International Sq. | NA | JCPenney |

**Principal Shopping Days**-Wed., Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Pamida; Bostwick's.

**Discount Stores**-Border Bargains; K mart; Pamida.

**Chain Drug Stores**-Snyder.

**Chain Supermarkets**-Super One; Red Owl; IGA.

**Other Chain Stores**-Coast-to-Coast; Ace; Sears.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 4,680; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.

**National Representative**: Minnesota Newspaper Association.

## MANKATO-NORTH MANKATO

**1 - LOCATION:** Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Greyhound; Jack Rabbit Lines; Land to Air.

**Airlines**-Bemidji.

**3 - POPULATION:**

Corp. Cities 80 Cen. 37,796; E&P 89 Est. 38,536
Mankato 80 Cen. 28,651; E&P 89 Est. 27,678
N. Mankato 80 Cen. 9,145; E&P 89 Est. 10,858
CZ-ABC: (80) 39,704
RTZ-ABC: (80) 126,557
Counties 80 Cen. 79,564; E&P 89 Est. 82,307
Blue Earth 80 Cen. 52,594; E&P 89 Est. 52,594
Nicollet 80 Cen. 26,970; E&P 89 Est. 29,713
City & RTZ-ABC: (80) 166,261

**4 - HOUSEHOLDS:**

Cities 80 Cen. 13,227; E&P 89 Est. 14,272
Mankato 80 Cen. 9,969; E&P 89 Est. 10,239
N. Mankato 80 Cen. 3,258; E&P 89 Est. 4,033
Counties 80 Cen. 26,591; E&P 89 Est. 28,859
Blue Earth 80 Cen. 18,011; E&P 89 Est. 18,250
Nicollet 80 Cen. 8,580; E&P 89 Est. 10,609
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC: (80) 57,893

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $337,000,000 |
| Savings & Loan | 4 | $206,000,000 |
| Fed. Credit Union | 1 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Blue Earth 27,795; Nicollet 13,503.

**7 - ELECTRIC METERS:** Residence 14,385.

**8 - GAS METERS:** Residence 11,512.

**9 - PRINCIPAL INDUSTRIES:** Flour & Feed; Vegetables; Can Mfg.; Farm Equip.; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Electrical Equip.; Quarrying; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 38,288.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belle Mar(12) | 3 | Red Owl |
| Eastgate(5) | NA | Lewis, Mueller's |
| Galleria East(5) | 4 | |
| K mart(5) | NA | K mart. |
| Madison East(60) | NA | Walgreens, Sears, Woolworth |
| Mankato Mall(68) | 15 | Bretts, JCPenney, Osco |
| Old Town(25) | 7 | |
| Open Mall(8) | 3 | |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Department stores-Mon. through Fri. Food-supermarkets every night.

**13 - RETAIL OUTLETS: Department Stores**-Geo. E. Brett; JCPenney; Sears.

**Variety Stores**-Woolworth.

**Discount Stores**-Randall's; Valu Center; Shopko; K mart.

**Chain Drug Stores**-Lewis; Osco; Walgreens; Snyders.

**Chain Supermarkets**-The Country Store; Hy Vee; Randall's 3; Jack & Jill; 7-Eleven 2; Mueller's; Cubs.

**14 - NEWSPAPERS:** FREE PRESS (e) 25,261; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Madeline Hoppe, FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.

**National Representative**: Branham/Newspaper Sales.

## MARSHALL

**1 - LOCATION:** Lyon County. E&P Map A-4. County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD, on U.S. Hwy. 59; State Hwys. 19, 23.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-2, Yellow, Lakeville.

**Intercity Bus Lines**-Jefferson.

**3 - POPULATION:**

Corp. City 80 Cen. 11,161; E&P 89 Est. 12,361
CZ-ABC: (80) 11,161
RTZ-ABC: (80) 34,688
County 80 Cen. 25,222; E&P 89 Est. 26,337
City & RTZ-ABC: (80) 45,849

**4 - HOUSEHOLDS:**

City 80 Cen. 3,808; E&P 89 Est. 4,499
CZ-ABC: (80) 3,808
RTZ-ABC: (80) 12,425
County 80 Cen. 8,679; E&P 89 Est. 9,711
City & RTZ-ABC: (80) 16,233

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 3 | $214,287,155 |

**6 - PASSENGER AUTOS:** County 13,867.

**7 - ELECTRIC METERS:** Residence 5,429.

**8 - GAS METERS:** Residence 2,271.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agribuilding, Equip. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Proc. 500 ($190).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost, Oct. 2; last killing frost, May 8.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Center**-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety/Discount Stores**-Alco; Shopko; Ben Franklin; Woolworth.

**Chain Drug Stores**-Snyder; Thrifty; Sward-Kemp.

**Chain Food Stores**-Super Valu; Hy-Vee.

**Other Chain Stores**-Sears; True Value; Coast-to-Coast; Hardware Hank.

**14 - NEWSPAPERS:** INDEPENDENT (m) 8,707; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.

**National Representatives**: Papert Companies; Minnesota Newspaper Association.

## MINNEAPOLIS

**1 - LOCATION:** Hennepin County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. Transportation center for MN, ND and SD, and 16 counties in western WI; Industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys. 10, 12, 52, 61, 169, 212; On State Hwys. 5, 7, 36, 47, 51, 55, 56, 95, 120, 149, 152, 190, 242.

**2 - TRANSPORTATION: Railroads**-Amtrak; Milwaukee Road; Burlington Northern; Soo Line; Chicago & NorthWestern; Norfolk Southern; Southern Pacific; Union Pacific.

**Motor Freight Carriers**-Over 100 truck lines.

**Interstate Bus Lines**-Greyhound; Jefferson; Zephyr.

**Airlines**-United; Northwest; Ozark; Eastern; TWA; Piedmont; USAir; Air Canada; American; Delta; Midway; Continental; Mid-State Air Commuter; Mesaba Aviation; TransAmerica.

**3 - POPULATION:**

Corp. City 80 Cen. 370,951; E&P 89 Est. 332,946
NDM-ABC: (80) 2,184,960
RTZ-ABC: (80) 1,140,055
Total NDM & RTZ-ABC: (80) 3,325,015
County 80 Cen. 94[illegible]033; E&P 89 Est. 1,009,266
MSA 80 Cen. 2,142,[illegible] E&P 89 Est. 2,404,872

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 161,858; E&P 89 Est. 128,148
County 80 Cen. 365,536; E&P 89 Est. 337,838
MSA 80 Cen. 755,112; E&P 89 Est. 909,742
NDM-ABC: (80) 785,115
RTZ-ABC: (80) 365,670
Total NDM & RTZ-ABC: (80) 1,180,785

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $8,157,400,000 |
| Commercial | 191 | $23,041,238,000 |

(Figures include 11 county MSA).

**6 - PASSENGER AUTOS:** County 667,411.

**7 - ELECTRIC METERS:** Residence and Commercial (est.) 459,541.

**8 - GAS METERS:** City & Suburbs-Residence (est.) 300,000.

**9 - PRINCIPAL INDUSTRIES:** (11 Metro Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 33,700 ($511.80); Nonelectrical Mach. 84,900 ($492.90); Office & Computing 39,400 ($573.44); Food and Kindred 44,200 ($371.78); Paper and Allied 33,100 ($526.15); Printing and Publishing 48,300 ($309.86); Construction 72,700 ($613.11); General Merchandise 57,500 ($165.48); Automotive 43,300 ($311.54); Eating and Drinking 130,100 ($114.69).

**Principal Pay Days**-Thur., Fri.; 1st, 15th, 16th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

**11 - TAP WATER:** Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Hennepin, Nicollet and Marquette Ave.

**Community, Neighborhood and Specialty Centers**-Anoka; Anthony; Apple Sq.; Apple Valley Ctr.; Arden Plz.; Bandana Sq.; Bloomdale; Bloomington Ave. & East Lake St. (dist.); Bonaventure; Brandon Sq.; Brighton Village; Broadway Ave. W. from Wash. to Lyndale Ave. N.; Broadway Ave. W. (dist.); Brookdale Sq.; Brooksville; Burnhaven Mall; Burnhill Plz.; Burnside Plz.; Calhoun Sq.; Camden (dist.); Cedarville; Central Ave. N.E. (dist.); Central Plz.; Champlin Plz.; Chicago Ave. & East Lake St. (dist.); Chicago Ave. & 48th St. (dist.); Clover; Cobblestone Court; Colonial Sq.; Columbia Heights Ctr.; Columbia Heights Downtown (dist.); Coon Rapids Family Ctr.; Coon Rapids; Coon Rapids Village; Cottage Grove; Country Village; Crystal; Diamondhead; Eastgate; Excelsior Ave. from France Ave. S. to Hwy. 10; Excelsior Downtown (dist.); Excelsior, Hwy. 10 & University Ave. (dist.); Factory Outlet Ctr.-Eden Prairie; Factory Outlet Ctr.-Oakdale; Fairdale Shoppes; 50th St. N.E. & France Ave. S. (dist.); 50th St. & France (dist.); 54th St. N. & Lyndale Ave. S. (dist.); 46th to Morningdale Rd. on France Ave. S.; 43rd St. & Upton Ave. S. (dist.); Four Seasons; Franklin Ave.; Galleria; Galtier Plz.; Glenhaven Mall; Glenwood Hills; Golden Valley; Granada; Great Bear; Grove Plz.; Hamline Plz.; Hennepin Ave. & East Lake St. (dist.); Hennepin Ave. E. Main to Central (dist.); Hi-Lake; Highland; Highland Village Ctr.; Hillcrest; Holly; Hopkins Downtown (dist.); Humboldt Sq.; Jerry's; Jet Plaza; Keller Lake; Ken Rose; Knollwood Village; Lakeland Plz.; Leisure Lane; Lexington Plz.; Lilac Way; Lilydale Mall; Little Canada Mall; Loehmann's Plz.; Lowry Ave. N. & Emerson Ave. (dist.); Lowry Ave. N. & Penn Ave. N. (dist.); Maple

Grove Mall; Maplewood Plz.; Mendota Plz.; Midland; Midtown; Midway; Minnehaha Mall; Minnesota Valley Mall; Minnetonka Plz.; Miracle Mile; Mounds View Sq.; New Hope; Nicollet Ave. & Lake St. (dist.); North St. Paul Shoppes; Northbrook; Northdale; Northgate; Northway; Oak Park Plz.; Pavilion Place; Penn Lake; Phalen; Pioneer Village; Plaza 94; Plaza 3000; Plymouth; Post Haste Sq.; Prairie Village Mall; Preserve Village; Rice Creek; Richfield Hub; Richfield Shoppes; Ridge Sq. North; Ridge Sq. South; Ridgehaven Mall; Riverplace; Robin; Roseville St. Anthony Main; St. Anthony; St. Croix Mall; 7-Hi; 76th to 78th Sts. & Lyndale (dist.); Shoreview Mall; Shorewood Plz.; Shorewood Village; Sibley Plz.; Sioux Trail; 6th St. to Hwy. 52 on Central Ave. N.E. (dist.); 65th & Nicollet Ave. (dist.); 64th to 69th Sts. & Lyndale Ave. S. (dist.); Skywood Mall; Southdale Sq.; Southview; Southview Sq.; Springbrook Mall; Springgate Mall; Sun Ray; Texa-Tonka; The Market Place; Thompson Grove; 21st Ave. N.E. (dist.); 27th Ave. & East Lake St. (dist.); Uni-Dale; Valley Creek Mall; Valley Plaza; Valley Ridge; Valley West; Victoria Crossing East/West; Village North; Village Sq.-Bloomington; Village Sq.-Inver Grove Heights; Village Ten; Ward's-Terrace; Wayzata Bay Ctr.; Wayzata Downtown (dist.); West View; Westbrook; Westview Value Ctr.; Westwind Plz.; Westwood; White Bear; Winnetka; Yankee Sq.; Yorktown; Zachary Square.

**Regional Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brookdale(82) | 6 | Daytons, Sears, Donaldson's, JCPenney |
| Burnsville(158) | 18 | Daytons, JCPenney, Donaldson's, Sears |
| City Center(88) | NA | Donaldsons, Jackson Graves |
| Eden Prairie(83) | 17 | Donaldson's, Sears |
| Knollwood Mall(100) | 9 | Mont. Ward, JCPenney, Donaldson's |
| Maplewood(119) | 10 | Donaldson's, Sears |
| Northtown(107) | 11 | Mont. Ward, Woolworth, Donaldson's |
| Ridgedale(129) | 9 | JCPenney, Daytons, Donaldsons, Sears |
| Rosedale(151) | 5 | Daytons, Mont. Ward, Donaldson's |
| Southdale(140) | 7 | Daytons, JCPenney, Donaldson's |

**Principal Shopping Days**-Dept. Stores Mon., Thur., Fri. & Sat.; Food Stores Thur., Fri., Sat.
**Stores Open Evenings**-Mon. to Fri.
**Stores Open Sundays**-Food & Dept. Stores

**13 - RETAIL OUTLETS: Department Stores**-Dayton's 7; Sears 7; JCPenney 8; Montgomery Ward 6; Donaldson's 12; Marshalls; Carson Pirie Scott 12.
**Variety Stores**-Woolworth 10.
**Discount Stores**-Target 16; Holiday 4; K mart 21; Best Products.
**Chain Supermarkets**-Red Owl 11; Lund's 8; IGA 24; Rainbow 17; 7-Eleven 60; Brooks Superettes 12; Country Club 38; Holiday 4; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 35; Tom Thumb 89; Byerly's 7 in metro, 1 in St. Cloud; Cub 9; Thriftway; Star Markets 20; Country Stores 9.
**Other Chain Stores**-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Connco, Famous Footware, Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Juster's; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Highland Superstores, Audio King, Radio Shack; Building Supplies & Hardware: Builder's Square, Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Black Photography; T.J. Maxx, S&L Gen. Mdse.; Minnesota Fabrics; Singer Sewing.

**14 - NEWSPAPERS:** STAR TRIBUNE (m) 403,300; (S) 650,317; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Diaz, V.P. of Adv., STAR TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-3975.
**National Representative**: Sawyer-Ferguson-Walker.

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### MOORHEAD
**See FARGO, ND**

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## NEW ULM

**1 - LOCATION:** Brown County, E&P Map B-4. County Seat. Agricultural center. 97 mi. SW of Twin Cities, 30 mi. W of Mankato, 50 mi. N of Fairmont. On U.S. Hwy. 14, State Hwy. 15.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern
**Motor Freight Carriers**-12
**Intercity Bus Lines**-Jack Rabbit

**3 - POPULATION:**
Corp. City 80 Cen. 13,755; E&P 89 Est. 13,893
CZ-ABC: (80) 13,755
RTZ-ABC: (80) 40,555
County 80 Cen. 28,565; E&P 89 Est. 27,951
City & RTZ-ABC: (80) 54,310
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,938; E&P 89 Est. 5,076
CZ-ABC: (80) 4,938
RTZ-ABC: (80) 13,996
County 80 Cen. 9,988; E&P 89 Est. 10,104
City & RTZ-ABC: (80) 18,934

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $203,100,000 |
| Savings & Loan | 2 | $62,100,000 |

**6 - PASSENGER AUTOS:** County 16,070

**7 - ELECTRIC METERS:** Residence 6,339

**8 - GAS METERS:** Residence 5,015

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 3,911; Trade 2,539; Servs. 1,984; Gov't 1,121; Trans. and Util. 580; Constr. 470; Fin. 404.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

**11 - TAP WATER:** Neutral, hard (495 ppm); fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on three sts.; shopping Ctr. on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; shopping Ctr. on North side of town, Randall Valu Center; Cash Wise Foods.
**Principal Shopping Days**-Fri., Sat., Sun., Mon., Wed.
**Stores Open Evenings**-Mon., Thur.; Food-Daily.

**13 - RETAIL OUTLETS: Department Stores**-Herberger's; Ehler's; JCPenney.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Pamida; K mart; Big Bear; Thrifty Drug; Runnings Big R.
**Chain Supermarkets**-Cash Wise; Randall Valu Ctr.; Hy-Vee.
**Other Chain Stores**-General Trading; Lampert's; Maurice's; Stevensons; Sears.

**14 - NEWSPAPERS:** JOURNAL (m-tues to sat) 10,431; (S) 10,797; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bruce Fenske, Pub., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
**National Representatives**: Minnesota Newspaper Association; Papert Companies.

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### NORTH MANKATO
**See MANKATO**

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## OWATONNA

**1 - LOCATION:** Steele County, E&P Map C-5. County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218; I-35.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
**Motor Freight Carriers**-14
**Intercity Bus Lines**-Jefferson Transportation

**3 - POPULATION:**
Corp. City 80 Cen. 18,632; E&P 89 Est. 18,625
CZ-ABC: (80) 18,632
RTZ-ABC: (80) 12,736
County 80 Cen. 30,353; E&P 89 Est. 30,012
City & RTZ-ABC: (80) 31,368
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,746; E&P 89 Est. 6,999
County 80 Cen. 10,600; E&P 89 Est. 11,132
CZ-ABC: (80) 6,746
RTZ-ABC: (80) 4,201
City & RTZ-ABC: (80) 10,947

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $178,500,000 |
| Savings & Loan | 2 | $97,000,000 |

**6 - PASSENGER AUTOS:** County 17,541

**7 - ELECTRIC METERS:** Residence 6,985

**8 - GAS METERS:** Residence 6,457

**9 - PRINCIPAL INDUSTRIES:** Total Industrial, Retail and Professional Wage Earners 16,453.
**Principal Pay Days**-Wed., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, Apr. 18.

**11 - TAP WATER:** Neutral, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown, Oakdale Shopping Center; Cedar Mall.
**Shopping Area**-Oakdale-18 blocks S. of Downtown area on S. Cedar. Cedar Mall, over 40 stores. Downtown-140 stores.
**Principal Shopping Days**-Wed. through Sun.
**Stores Open Evenings**-Mall-Mon. through Fri. Downtown-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Brett's; Wal-Mart.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Thrifty White; Cedar Mall Walgreens.
**Chain Supermarkets**-Wayne's Fairway; Hy-Vee; County Market.
**Other Chain Stores**-Sears; Champion Auto; Firestone; Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Maurice's; Dahl House; Tradehome Shoes; Trustworthy Hdwe.; Radio Shack; Hurrah; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons; Napa Auto.

**14 - NEWSPAPERS:** PEOPLE'S PRESS (m-tues to sat) 7,305; (S) 7,503; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Steven Jessop, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St.; PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
**National Representative**: Branham/Newspaper Sales.

## RED WING

**1 - LOCATION:** Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 48 mi. SE of St. Paul; 53 mi. from Minneapolis.

**2 - TRANSPORTATION: Railroads**-Soo Line; Amtrak; Burlington Northern.
**Motor Freight Carriers**-15.
**Steamship Lines**-10 barge lines on Mississippi River.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 13,736; E&P 89 Est. 15,837
CZ-ABC: (80) 13,736
RTZ-ABC: (80) 41,981
County 80 Cen. 38,779; E&P 89 Est. 40,997
City & RTZ-ABC: (80) 55,717
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,185; E&P 89 Est. 6,350
County 80 Cen. 13,628; E&P 89 Est. 15,566
CZ-ABC: (80) 5,185
RTZ-ABC: (80) 14,048
City & RTZ-ABC: (80) 19,233

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $221,654,000 |
| Savings & Loan | 1 | $46,388,000 |

**6 - PASSENGER AUTOS:** County 22,631

**7 - ELECTRIC METERS:** Residence 5,991

**8 - GAS METERS:** Residence 4,989

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 895 ($323); Leather (Tannery) 221 ($358); Metal Fab. 195 ($361). Total Labor Force 13,756.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
**Neighborhood Shopping Centers**-Pottery Place; Six blocks on W. Main St.; Red Wing Mall; 4 blocks in suburban Burnside.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Thur.; some Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
**Variety Stores**-Ben Franklin.
**Discount Stores**-K mart; Pamida; F & D Supply.
**Chain Drug Stores**-Rexall; K mart; Snyder; Erickson's; More 4.
**Chain Supermarkets**-Super Valu; Corner Fairway; Erickson More 4; Food Bonanza.
**Other Chain Stores**-Deb Shops; Maurices; Permans; Bostwicks; Dahl House; Sears; Prestige Fragances; Corning Revere; Our Own Hdwe.; Bass Shoe Store; Van Heusen Stores; Sherwin-Williams; Clothesworks; Benetton; Faribo Woolens; Coast-to-Coast; Big Wheel Auto; Trade Home Shoes; Color Lab; Vaserette; Munsingwear Stores; Wallet Works; NAPA; Carquest; Bannister Shoes; Little Red Shoe House; The Woolen Mill; Winona Knits; Red Wing Shoe Outlet; Clayton's Hallmark.

**14 - NEWSPAPERS:** REPUBLICAN EAGLE (e) 8,272; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## ROCHESTER

**1 - LOCATION:** Olmsted County, (MSA). E&P C-5. 76 mi. SE of Minneapolis/St. Paul.

**2 - TRANSPORTATION: Railroads**-Dakota; Minnesota & Eastern Railroad
**Motor Freight Carriers**-22.
**Intercity Bus Lines**-Rochester; Interstate; Jefferson; Greyhound.
**Airlines**-Trans World Express; American; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 57,870; E&P 89 Est. 65,038
CZ-ABC: (80) 71,482
RTZ-ABC: (80) 90,957

County/MSA 80 Cen. 92,017; E&P 89 Est. 104,200
City & RTZ-ABC: (80) 162,439

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 21,946; E&P 89 Est. 24,960
County/MSA 80 Cen. 32,663; E&P 89 Est. 37,763
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210 –
City & RTZ-ABC: (80) 57,372

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | NA |
| Commercial | 5 | NA |

**6 - PASSENGER AUTOS:** County 63,608

**7 - ELECTRIC METERS:** Residence 31,000

**8 - GAS METERS:** Residence 22,972

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mayo Clinic 9,514; IBM 7,400.
**Principal Pay Days**-Fri., Mon.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Centerplace Galleria.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Apache Mall(80) | 2 | Dayton's, JCPenney<br>Montgomery Wards,<br>Osco Drug, Woolworth |
| Barclay Sq.(12) | 2 | T.J. Maxx |
| Crossroads(29) | 1 | Mr. P's, Sears,<br>Snyder Drug Store |
| Miracle Mile(40) | 1 | Carson Pirie Scott<br>Synder Drug Store,<br>Hdwe. Hank |
| Northbrook(15) | 1 | Coast To Coast |
| Silver Lake(9) | 1 | Hunt Silver Lake Drug,<br>Hunt Silver Lake Ace Hardware, Mr. P's |

**Principal Shopping Days**-Dept. stores-Mon., Thur., Fri., Sat., Sun., Food-Wed., Thur., Fri. eve., Sat., Sun.
**Stores Open Evenings**-Dept.-Weekday eves., Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall, Barclay Square, Northbrook, Silver Lake-every night & Sun. afternoon.

**13 - RETAIL OUTLETS: Department Stores**-Massey's; Montgomery Ward; Dayton's; Stevenson's; Sears; JCPenney; T.J. Maxx; Carson Pirie Scott; Talbots; The Gap.
**Variety Stores**-Woolworth.
**Discount Stores**-K mart; Target; Shopko 2; Fleet Farm.
**Chain Drug Stores**-Osco; Synder 2; Ruffalo 2.
**Chain Supermarkets**-Mr. P's 3; Hy-Vee 2; Barlow Foods; Cub Foods; Econofoods.

**14 - NEWSPAPERS:** POST-BULLETIN (e-mon to fri) 39,094; (wknd) 41,832; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7640.
**National Representative**: Branham Newspaper Sales.

## ST. CLOUD

**1 - LOCATION:** Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4. County Seat. 70 mi. NW of Minneapolis on the Mississippi; Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-St. Cloud; Greyhound.
**Airlines**-Nearest airfield with scheduled service at Minneapolis-St. Paul served by 7 airlines.

**3 - POPULATION:**
Corp. City 80 Cen. 42,566; E&P 89 Est. 45,989
CZ-ABC: (80) 60,373
RTZ-ABC: (80) 78,519
MSA 80 Cen. 163,726; E&P 89 Est. 191,698
Counties 80 Cen. 163,726; E&P 89 Est. 191,698
Benton 80 Cen. 25,275; E&P 89 Est. 29,994
Sherburne 80 Cen. 30,234; E&P 89 Est. 40,183
Stearns 80 Cen. 108,217; E&P 89 Est. 121,521
City & RTZ-ABC: (80) 138,892

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,920, E&P 89 Est. 15,703
MSA 80 Cen. 49,359; E&P 89 Est. 59,868
Counties 80 Cen. 49,359; E&P 89 Est. 77,432
Benton 80 Cen. 8,275; E&P 89 Est. 11,714
Sherburne 80 Cen. 8,971; E&P 89 Est. 16,896
Stearns 80 Cen. 32,113; E&P 89 Est. 48,822
CZ-ABC: (80) 19,517
RTZ-ABC: (80) 22,589
City & RTZ-ABC: (80) 42,106

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $480,662,700 |
| Savings & Loan | 3 | $205,332,300 |

**6 - PASSENGER AUTOS:** Counties: Stearns 60,806; Sherburne 18,726; Benton 13,113

**7 - ELECTRIC METERS:** Residence 16,561

**8 - GAS METERS:** Residence 7,884

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Pub. 1,679 ($441); Mfg. 9,987 ($283); Constr. 2,830 ($458); Trans., Commun., Public Util. 3,409 ($422); Trade 15,211 ($160); Fin., Ins., R.E. 1,935 ($178); Health Servs. & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Centennial(11) | 1 | Coborn's Mkt. |
| Crossroads(125) | 3 | JCPenney, Sears,<br>Target, Woolworth,<br>Dayton's, Walgreens |
| K mart(4) | 2 | K mart |
| Miller(8) | 2 | True Value Hdwe. |
| Westgate(9) | 2 | Byerly's, Shopko |
| Midtown Sq.(24) | 2 | Chuck E. Cheese, Pier I |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's, Target. Discount stores open Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Herberger's; Sears; JCPenney; Dayton's; Stevenson; Target.
**Variety Stores**-Woolworth; Jupiter; K mart.
**Chain Drug Stores**-Osco; Walgreens; Dan Marsh 2; Snyder's.
**Chain Supermarkets**-Tom Thumb 9; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country; 7-Eleven 2.
**Other Chain Stores**-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Lumber: Menard's Cashway, Simonson Cashway, Robertson; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo; Pier I Imports.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 27,795; (m-sat) 32,520; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Richard Barrett, Adv. Dir., TIMES, 3000 7th St., N.; P.O. Box 768; St. Cloud, MN 56302; Tel. (612) 255-8700.
**National Representative**: Gannett National Newspaper Sales.

## ST. PAUL

**1 - LOCATION:** Ramsey County, (In Minneapolis-St. Paul MN-WI MSA). E&P Map C-4. State Capital. County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago Northwestern; Soo Line; Amtrak; Canadian National RR; Conrail; Kansas City Southern Lines; Norfolk Southern; Southern Pacific; Union Pacific; Milwaukee Road; Missouri, Kansas; Texas Railroad.
**Motor Freight Carriers**-100; 37 Truck Terminals.
**Intercity Bus Lines**-Greyhound; Jefferson; Trailways; Metropolitan Transit Commission.
**Airlines**-Northwest; Eastern; Ozark; United; Delta; American; Continental; Midway; Piedmont; Trans-World; USAir; Air Ontario/Air Canada; American West; Bemidji; Braniff; Great Lakes Aviation; Mesaba NW Airlink; Midwest Aviation; Pan Am; Simmons; Northwest Airlink/Express Airlines I; Times Air/Canadian Pacific.

**3 - POPULATION:**
Corp. City 80 Cen. 270,230; E&P 89 Est. 263,647
Total NDM-ABC: (80) 1,194,950
County 80 Cen. 459,844; E&P 89 Est. 475,576
MSA 80 Cen. 2,142,990; E&P 89 Est. 2,404,872

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 106,223; E&P 89 Est. 97,685
County 80 Cen. 170,505; E&P 89 Est. 164,419
MSA 80 Cen. 755,112; E&P 89 Est. 909,742
Total NDM-ABC: (80) 415,204

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 18 | N.A. |
| Savings & Loan | 6 | $8,000,000,000 |

**6 - PASSENGER AUTOS:** County 281,277

**7 - ELECTRIC METERS:** Residence Corp. City 121,300

**8 - GAS METERS:** Residence Corp. City 90,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Mach. (Non-Elect.) 64,600 ($338); Computer Industry Defense Systems (NA); 64,600 ($338); Food Prods. 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Midway(40) | 4 | Lerner's, Rainbow, Mont. Ward |
| Hillcrest(24) | 5 | Country Club |
| Sun Ray(35) | 5 | JCPenney, Country Store, Rainbow, T.J. Maxx |
| Highland Vlg.(16) | 6 | Country Store, Donaldson's, Lunds |
| Signal Hills(60) | 3 | Herberger's, JCPenney |
| Phalen(40) | 8 | Mont. Ward, New Market |
| Har-Mar(55) | 5 | Rainbow, Marshall's |
| Rosedale(151) | 5 | Dayton's, Donaldson's, Mont. Ward, JCPenney |
| Maplewood(108) | 7 | Sears, Donaldson's, MainStreet |
| Burnsville(142) | 18 | JCPenney, Dayton's, Sears, Donaldson's |
| Eagan Town Ctr. | 11 | Rainbow, Walgreens |
| Roseville Ctr.(22) | 5 | Country Club |
| Cottage Grove(11) | 11 | K mart, Rainbow Foods |
| Saint Paul Ctr. | NA | Donaldsons, Dayton's |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Department Stores-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Donaldson's; Dayton's; Montgomery Ward; Sears; JCPenney; MainStreet.
**Discount Stores**-K mart; Target; Best Co.; COMB; Marshall's; Wholesale Club; Holiday Plus; Leohmann's.
**Variety Stores**-Woolworth; Ben Franklin.
**Chain Drug Stores**-Snyders Rexall 14; Snyder Bros. 9; Walgreens 4.
**Chain Supermarkets**-Country Club Markets 19; Knowlans 9; Cub Foods 5; Super Valu/Jerry's; IGA/Gateway; Lunds; Byerly's; Kowalski's; Christy's; Super America; Tom Thumb 29; 7-Eleven 24; Speedy Markets 7; Country Store 10; Rainbow Foods 11.

**14 - NEWSPAPERS:** PIONEER PRESS & DISPATCH (all day-mon to fri) 191,638; (m-sat) 176,959; (S) 254,241; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Tom Golden, Vice Pres./Adv. Dir., PIONEER PRESS & DISPATCH, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 222-5011.
**National Representative**: Knight-Ridder Newspaper Sales.

## STILLWATER

**1 - LOCATION:** Washington County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

**2 - TRANSPORTATION: Railroads**-Northern Pacific; Chicago & Northwestern; CM & St. P; C. St. P M&O.
**Intercity Bus Lines**-Zephyr; Twin City; Stillwater.
**Airlines**-St. Paul Intl. Airport-Minneapolis.
**Water**-Aiple Towing Co.

**3 - POPULATION:**
Corp. City 80 Cen. 12,290; E&P 89 Est. 14,221
CZ-ABC: (80) 17,813
Bal. in NDM-ABC: (80) 18,204
MSA 80 Cen. 2,142,990; E&P 89 Est. 2,404,872
County 80 Cen. 114,188; E&P 89 Est. 143,678
Total NDM-ABC: (80) 36,017

**4 - HOUSEHOLDS:**
City 80 Cen. 4,065; E&P 89 Est. 5,095
County 80 Cen. 35,088; E&P 89 Est. 60,471
MSA 80 Cen. 755,112; E&P 89 Est. 909,742
CZ-ABC: (80) 5,697
Bal. in NDM-ABC: 5,459
Total NDM-ABC: (80) 11,156

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $97,792,531 |
| Savings & Loan | 1 | $33,472,678 |

**6 - PASSENGER AUTOS:** County 79,823

**7 - ELECTRIC METERS:** Residence 4,120

**8 - GAS METERS:** Residence 3,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

**10 - CLIMATE:** Av. Temp.-Summer 83; Winter 50; Yearly Av. 44.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Shopping Area**-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| St. Croix(35) | 2 | Mont. Ward, Snyder's, Dueber's Big V |

**Principal Shopping Days**-Fri. & Sat.
**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
**Variety Stores**-Dueber's Big V
**Chain Drug Stores**-Rexall; Reed's; Snyder Bros.
**Chain Supermarkets**-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

**14 - NEWSPAPERS:** GAZETTE (e-mon to fri) 4,379; sworn Mar. 31, 1989.
**Local Contact** for Advertising and Merchandising Data: John K. Hall, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082. Tel. (612) 439-3130.
**National Representatives**: Minnesota Newspaper Association; Papert Companies.

## VIRGINIA

**1 - LOCATION:** St. Louis County (In Duluth, MN-WI MSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

**2 - TRANSPORTATION: Railroads**-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound; Northern Transportation.
**Intracity Bus Lines**-Dial-A-Ride; Arrowhead Transit.
**Airlines**-Republic; Mesaba.

**3 - POPULATION:**
Corp. City 80 Cen. 11,056; E&P 89 Est. 8,527
MSA 80 Cen. 266,755; E&P 89 Est. 236,234
County 80 Cen. 222,218; E&P 89 Est. 196,468

**4 - HOUSEHOLDS:**
City 80 Cen. 4,757; E&P 89 Est. 3,805
County 80 Cen. 81,482; E&P 89 Est. 69,901
MSA 80 Cen. 97,949; E&P 89 Est. 90,215

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $402,000,000 |
| Savings & Loan | 1 | $111,000,000 |
| Credit Union | 1 | 7,000,000 |

**6 - PASSENGER AUTOS:** County 105,125

**7 - ELECTRIC METERS:** Residence 6,119

**8 - GAS METERS:** Residence 528

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
**Principal Industrial Pay Days**-8th & 22nd.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**: 5 blocks on Chestnut St. and 6th Ave. North.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| North Gate Plaza(14) | NA | Ben Franklin, Spies Super Value |
| Thunderbird Mall(40) | NA | Red Owl, K mart, Herbergers |

**Principal Shopping Days**-Fri., Sat., Mon., Wed.
**Stores Open Evenings**-Thur.; Mall 9:00 daily.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Herberger's; Stevenson.
**Discount Stores**-L&M Store; Pamida; K mart.
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Snyder; White; North Star.
**Chain Supermarkets**-Red Owl; Super Valu; Super One; Lehrkes IGA.
**Other Chain Stores**-Gamble's Hdwe.; Payless; House of Fabrics; Maurice's; Winslows; Kinney.

**14 - NEWSPAPERS:** MESABI NEWS (eS) 13,418; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: L.R. Asbach, Gen. Mgr. or Marlin J. Hofmeyer, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
**National Representatives**: Papert Companies; Minnesota Newspaper Association.

## WILLMAR

**1 - LOCATION:** Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. Hwy. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Miscellaneous small manufacturing; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation; government; retailing.

**2 - TRANSPORTATION: Railroads**-Burlington Northern (division point).
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 15,895; E&P 89 Est. 16,986
County 80 Cen. 36,951; E&P 89 Est. 38,917

**4 - HOUSEHOLDS:**
City 80 Cen. 5,799; E&P 89 Est. 6,480
County 80 Cen. 12,871; E&P 89 Est. 14,440

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $316,000,000 |
| Savings & Loan | 1 | $65,000,000 |

**6 - PASSENGER AUTOS:** County 20,758

**7 - ELECTRIC METERS:** Residence 7,300

**8 - GAS METERS:** Residence 4,325

**9 - PRINCIPAL INDUSTRIES:** Industry No. of Wage Earners (Av. Wkly. Wage)-Total Employment 14,288; Ret. 3,130 ($156); Whol. 311 ($355.12); Servs. 2,691 ($237.43); Trans., Util. 467 ($316.34); Gov't 3,390 ($441.93); Mfg. 1,955 ($281.28); Constr. 614 ($385.23); Fin. 471 ($290.20); Other 657 ($326.03).
**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

**11 - TAP WATER:** Alkaline, very hard; fluoridated, partially softened.

**12 - RETAILING: Principal Shopping Centers**-15 blocks on 8 sts.; 2 Suburban Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Skylark(10) | 2 | Red Owl, White Drug |
| Kandi Mall(61) | 2 | K mart, Herberger, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.

**Stores Open Evenings**-Downtown-Mon., Thur.; Food, every evening.

**13 - RETAIL OUTLETS: Department Stores** Sears; JCPenney; Bostwick's; Habichts; Herbergers; Spurgeons.
**Discount Stores**-Orschelens; K mart; Pamida.
**Variety Stores**-R&M; Ben Franklin.
**Chain Drug Stores**-White's; Thrifty Snyder 2.
**Chain Supermarkets**-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.
**Other Chain Stores**-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Kinney Shoes; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's.

**14 - NEWSPAPERS:** WEST CENTRAL TRIBUNE (m) 16,547; Dec. 31, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Rebecca Taibl, Adv. Mktg. Mgr., WEST CENTRAL TRIBUNE, 2208 W. Trott Ave., PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.
**National Representative**: Branham/Newspaper Sales.

## WINONA

**1 - LOCATION:** Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 25,075; E&P 89 Est. 24,281
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,473
County 80 Cen. 46,164; E&P 89 Est. 47,054
City & RTZ-ABC: (80) 127,115

**4 - HOUSEHOLDS:**
City 80 Cen. 8,786; E&P 89 Est. 9,085
County 80 Cen. 15,606; E&P 89 Est. 16,837
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $154,735,800 |
| Savings & Loan | 2 | $96,865,000 |

**6 - PASSENGER AUTOS:** County 23,886

**7 - ELECTRIC METERS:** Residence 9,861

**8 - GAS METERS:** Residence 6,234

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Prods. 650 (N.A.); Antiskid Chains Mfg. 350 ($155); R.R. 135 ($160); Fertilizer 50 ($141).
**Principal Pay Days**-Mon., Tues., Thur.; 1st, 15th and 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Dr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Winona Mall | NA | Snyder Drug, Four Season Dept. |
| Westgate(10) | 3 | Randall's Super Valu, Pamida |
| Goodview | 6 | Red Owl Country Store |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Fri.; Shopping Centers every night and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Spurgeon's.
**Discount Stores**-K mart; Pamida; Shopko.
**Variety Stores**-Woolworth.
**Chain Supermarkets**-Country Store; Randall's; IGA; Whse. Market; Mark-It Foods.
**Other Chain Stores**-Ace Hdwe.; Sherwin-Williams; Payless.

**14 - NEWSPAPERS:** NEWS (m) 14,298; (S) 14,452; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Steve Barge, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
**National Representative**: Branham/Newspaper Sales.

## WORTHINGTON

**1 - LOCATION:** Nobles County, E&P Map B-5, County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90. State Hwys. 60, 266.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Jackrabbit.
**Airlines**-Bemidji.

**3 - POPULATION:**
Corp. City 80 Cen. 10,243; E&P 89 Est. 10,323
County 80 Cen. 21,768; E&P 89 Est. 20,568

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,904; E&P 89 Est. 4,083
County 80 Cen. 7,812; E&P 89 Est. 7,679

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 5 | $190,000,000 |
| Savings & Loan | 1 | $41,000,000 |

**6 - PASSENGER AUTOS:** County 12,074

**7 - ELECTRIC METERS:** Residence 3,870

**8 - GAS METERS:** Residence 3,702

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 575; Meat Packing 400; Aerial Spray Mfg.; Plastics 320; Mobile Homes 110.
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, very hard; filtered, fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.
**Neighborhood Shopping Centers**-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
**Discount Stores**-Alco; K mart; Shopko.
**Chain Supermarkets**-Hy Vee; Country Mkt.

**14 - NEWSPAPERS:** GLOBE (m) 14,462; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Reginald R. Durant, Pub. or Tari Calouette, Adv. Mgr., GLOBE, 300 11th St.; Box 639, Worthington, MN 56187; Tel. (507) 376-9711.
**National Representatives**: Papert Companies; Minnesota Newspaper Association.

# MISSISSIPPI SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Biloxi-Gulfport**-Hancock and Harrison Counties.
**Jackson**-Hinds, Madison and Rankin Counties.

**Memphis, TN-AR-MS**-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
**Pascagoula**-Jackson County.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 210 | 215 | 271 |
| 5-14 Years | 491 | 445 | 450 |
| 15-24 Years | 407 | 493 | 443 |
| 25-44 Years | 466 | 632 | 807 |
| 45-64 Years | 422 | 448 | 437 |
| 65 and Over | 221 | 290 | 278 |
| TOTAL | 2,217 | 2,523 | 2,686 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 343 | 464 | 978 |
| General Mdse | 737 | 1,169 | 1,952 |
| Food | 1,552 | 2,281 | 3,405 |
| Automobiles | 1,552 | 2,281 | 3,741 |
| Gasoline Stations | 454 | 688 | 763 |
| Apparel | 316 | 435 | 696 |
| Furniture | 249 | 313 | 639 |
| Eat-Drink Places | 371 | 597 | 1,008 |
| Drugs | 193 | 331 | 547 |
| TOTAL SALES | 6,184 | 9,044 | 14,938 |

## BILOXI-GULFPORT

**1 - LOCATION:** Harrison County. (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base and US Navy Seabee Command Center; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 49, 90. Metro Area includes Hamock County.

**2 - TRANSPORTATION: Railroads**-Illinois Central; L&N; Amtrak.

**Motor Freight Carriers**-35.

**Freight Steamship Lines**-3.

**Intercity Bus Lines**-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.

**Airlines**-Republic; Eastern Metro; Continental-Northwest.

**3 - POPULATION:**

Corp. Cities 80 Cen. 88,987; E&P 89 Est. 86,566
Biloxi 80 Cen. 49,311; E&P 89 Est. 48,446
Gulfport 80 Cen. 39,676; E&P 89 Est. 38,120
CZ-ABC: (80) 169,235
RTZ-ABC: (80) 85,024
MSA 80 Cen. 182,569; E&P 89 Est. 204,841
County 80 Cen. 157,817; E&P 89 Est. 170,464
City & RTZ-ABC: (80) 254,259

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 30,807; E&P 89 Est. 30,871
Biloxi 80 Cen. 16,096; E&P 89 Est. 16,301
Gulfport 80 Cen. 14,711; E&P 89 Est. 14,570
County 80 Cen. 52,202; E&P 89 Est. 53,194
MSA 80 Cen. 60,383; E&P 89 Est. 69,067
CZ-ABC: (80) 54,036
RTZ-ABC: (80) 29,384
City & RTZ-ABC: (80) 83,420

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $460,737,000 |
| Commercial | 11 | $1,820,230,000 |

**6 - PASSENGER AUTOS:** MSA 125,250

**7 - ELECTRIC METERS:** County 53,000 (est)

**8 - GAS METERS:** County 36,000 (est)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)- Gov't 18,190; Whol. & Ret. Trade 17,680; Servs. & Misc. 11,750; Mfg. 9,540; Trans. & Pub. Util. 3,780; Fin., Ins., & R.E. 3,000; Food 1,010; Apparel 840; Constr. 3,540.

**10 - CLIMATE:** Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip. (ins.) Mar. (7.6); June (6.8); Sept. (1.7); Dec. (10.36).

**11 - TAP WATER:** Slightly alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-(No. of Stores) Harbor Sq. (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Singing River Mall(60) | 20 | Service Mdse., McRae's, JCPenney, Sears |
| Norwood Vlg.(46) | 6 | A&P, T-D Drugs |
| Cedar Popps(18) | 5 | Winn-Dixie, Eckerd, Majik Mart |
| Spring Plaza(18) | 12 | Winn-Dixie, Eckerd |
| Popps Ferry(15) | 6 | TG&Y, Winn-Dixie |
| Edgewater Sq.(10) | 6 | Delchamps, K&B |
| Del Mar Plaza(7) | 6 | K mart, Delchamps |
| Orange Grove(6) | 6 | TG&Y, Winn-Dixie |
| Gulf Mart(5) | 1 | A&P |
| Bay Vista(5) | 6 | Calvert & Carroway |
| K mart/Ocean Springs | 12 | K mart, Otasco, National |
| Edgewater Mall | 100 | Gayfer's, Sears, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Most Mon., Thur., Fri.; Many 6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Gayfer's; JCPenney; Austin's.

**Discount Stores**-K mart 5; TG&Y 4; Fred's; Hudson's; Service Merchandise 2; Wal-Mart 2; Zayre.

**Variety Stores**-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart; Sam's Wholesale Club.

**Chain Drug Stores**-Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.

**Chain Supermarkets**-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 4; Sunflower; Delchamps 6; Piggly Wiggly; Sack 'n Save.

**Other Chain Stores**-Western Auto; Kinney; Lerner's; Rhodes Furn.; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Shoes: Gryder's, Thom McAn, Shoe City, Baker's, Payless. Jewelers: Sweeny, Hausmann's, Nacol's, Gordon; Food: Jr. Food Mart; Lil General; Majik Mkt.; Harry's Grocery; Radio Shack; Pak-A-Sak; 7-Eleven; Otasco; True Value Hdwe.; Hallmark; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Werlein's; Ace Hdwe.; Lawrence's.

**14 - NEWSPAPERS:** SUN HERALD (m) 49,851; (S) 53,315, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN HERALD, PO Box 4567, Biloxi, MS 39535; Tel. (601) 896-2483.

**National Representative**: Knight-Ridder Newspaper Sales.

## BROOKHAVEN

**1 - LOCATION:** Lincoln County, E&P Map B-4. County Seat. 60 mi. S of Jackson.

**2 - TRANSPORTATION: Railroads**-Amtrak; Illinois Central Gulf.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,800; E&P 89 Est. 10,729
CZ-ABC: (80) 10,800
RTZ-ABC: (80) 40,989
County 80 Cen. 30,280; E&P 89 Est. 31,755
City & RTZ-ABC: (80) 51,789

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,778; E&P 89 Est. 4,101
CZ-ABC: (80) 3,778
RTZ-ABC: (80) 13,563
County 80 Cen. 10,125; E&P 89 Est. 11,343
City & RTZ-ABC: (80) 17,341

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $180,000,000 |
| Savings & Loan | 2 | $40,000,000 |

**6 - PASSENGER AUTOS**: County 23,782 (all vehicles)

**7 - ELECTRIC METERS:** 4,458

**8 - GAS METERS:** 3,644

**9 - PRINCIPAL INDUSTRIES:** Lumber Milling; Lawn Mowers; Wire Prods.; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding; Wal-Mart Distribution; Grocery Distribution.

**10 - CLIMATE:** Mean Temp.-66.

**11 - TAP WATER:** Wells.

**12 - RETAILING: Principal Shopping Center**-Downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Westbrook(12) | 1 | Sears, Dollar General, JCPenney, Sunflower |
| Lincoln Plz.(10) | 2 | Coast-to-Coast, Family Dollar, SuperD, Payless Shoes |
| Brookway Plz.(5) | 2 | Gibson's, Ashley's |
| Highland Vlg.(6) | 2 | Kroger, Bargain Time, K&B Drugs, Shoe City |
| Village Sq.(8) | 1 | Sack & Save |
| Highland Vlg. | NA | Winn-Dixie, Revco |
| Wal-Mart | NA | |
| Brookway Village | NA | Delchamps, Cato & Cato Plus |
| Brookhaven | NA | Winn-Dixie, Revco |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lofton's; McCrory.

**Discount Stores**-Gibson's; Fred's, Wal-Mart.

**Variety Stores**-Woolworth; TG&Y; G.C. Murphy; Gibson; SOS.

**Chain Drug Stores**-Super-D; K&B; Revco.

**Chain Supermarkets**-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Sack & Save; Delchamps.

**14 - NEWSPAPERS:** LEADER (e-mon to fri) 8,128, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., LEADER, N. Railroad Ave., PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.

**National Representative**: Landon Associates.

## CLARKSDALE

**1 - LOCATION:** Coahoma County, E&P Map B-2. County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State Hwys. 1, 6.

**2 - TRANSPORTATION: Railroads**-Mississippi Delta Railroad; Gulf.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 21,137; E&P 89 Est. 19,727
CZ-ABC: (80) 22,380
RTZ-ABC: (80) 51,718
County 80 Cen. 36,761; E&P 89 Est. 33,280
City & RTZ-ABC: (80) 74,098

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,169; E&P 89 Est. 6,995
County 80 Cen. 11,692; E&P 89 Est. 12,157
CZ-ABC: (80) 7,169
RTZ-ABC: (80) 15,631
City & RTZ-ABC: (80) 22,800

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $406,485,000 |
| Savings & Loans | 3 | $15,500,000 |

**6 - PASSENGER AUTOS:** County 18,247 (all vehicles)

**7 - ELECTRIC METERS:** 8,157

**8 - GAS METERS:** 8,555

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal & Metal Prods. 567; Food & Fiber 596; Textiles 100; Rubber Prods. 230; Chem. Prods. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-63; Av. Annual Rainfall-49 inches.

**11 - TAP WATER:** Artesian, very soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.

**Neighborhood Shopping Centers**-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads | 1 | Piggly Wiggly |
| Village | 2 | Village Grocery |
| Westgate(17) | 2 | Sound Center |
| Clarksdale(15) | 4 | Auto Shack, Cato |
| Plaza | 1 | Price Slasher |
| Commerce(5) | 2 | Sack-N-Save, Hardware Country |

**Principal Shopping Days**-Tues., Thur. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Powers, Landry's; Family Dollar; Cato's; Freds.

**Variety Stores**-Woolworth; Walls; Alan's Outlet.

**Discount Stores**-Wal-Mart; Auto Shack; Fred's Discount; Ronny's.

**Chain Drug Stores**-Henderson Rexall; Economy; Westgate; Haggards; Revco; Super-D; Delta Discount Drugs; Williams Rexall.

**Chain Supermarkets**-Kroger 2; Piggly Wiggly; Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mar 4; Village; Wong's Foodland; D&T; Corner 2; Stacks.

**Other Chain Stores**-Goodyear; Goodrich; Otasco; Firestone; West Building Materials; Ace Hardware; True Value Hardware & Lumber; Radio Shack; Sherwin-Williams; Payless Shoes; Style Shoppe.

**14 - NEWSPAPERS:** PRESS-REGISTER (e-mon to fri) 7,389; (wknd) 7,593; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John P. Pat Brown, Adv. Mgr., PRESS-REGISTER, 123 Second St.; P.O. Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.

**National Representative**: Papert Companies.

## CLEVELAND

**1 - LOCATION:** Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

**2 - TRANSPORTATION: Railroads**-C & G.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 14,524; E&P 89 Est. 14,917
NDM-ABC: (80) 60,229
County 80 Cen. 45,816; E&P 89 Est. 41,650

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,491; E&P 89 Est. 4,751
County 80 Cen. 13,571; E&P 89 Est. 15,162
NDM-ABC: (80) 17,322

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $188,049,000 |

BILOXI-GULFPORT-PASCAGOULA
*To Reach*
*Mississippi's 2nd Largest Market*
*call*
*Bernie Marinovich (601) 896-2395*
*or any Knight-Ridder Sales Office*

THE SUN HERALD
Biloxi

(Circle No. 17 on Market Request Card)

| | | |
|---|---|---|
| Savings & Loan | 2 | $33,274,000 |

**6 - PASSENGER AUTOS:** County 20,857 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,932

**8 - GAS METERS:** Residence 6,109

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail-Making 175.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Areas**-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers: Western Plaza (4 stores); Cleveland Shopping City (7 stores), Eastgate (4 stores); Delta Square (8 stores).

**13 - RETAIL OUTLETS: Discount Stores**-Alco; K mart.

**Chain Supermarkets**-Kroger; Sunflower; Market Basket; Jitney Jungle.

**Other Chain Stores**-Brad Ragan; Firestone; Otasco; Dollar General; Anthony's; Western Auto.

**14 - NEWSPAPERS:** BOLIVAR COMMERCIAL (e-mon to fri) 7,023; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: Norman C. Van Liew, Pub./Gen. Mgr., BOLIVAR COMMERCIAL, 821 N. Chrisman; PO Box 1050, Cleveland, MS 38732; Tel (601) 843-4241.

**National Representative**: Landon Associates.

## COLUMBUS

**1 - LOCATION:** Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, TN; 125 mi. W of Birmingham, AL.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Burlington Northern; Columbus & Greenville; Illinois Central Gulf; Golden Triangle.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Continental Trailways.

**Airlines**-Republic Express; Atlantic Southeastern (Delta); American Eagle (American).

**3 - POPULATION:**

Corp. City 80 Cen. 27,383; E&P 89 Est. 28,529

County 80 Cen. 57,233; E&P 89 Est. 62,033

**4 - HOUSEHOLDS:**

City 80 Cen. 9,294; E&P 89 Est. 9,894

County 80 Cen. 18,664; E&P 89 Est. 20,796

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $60,053,215 |
| Commercial | 5 | $316,091,991 |

**6 - PASSENGER AUTOS:** County 39,528 (all vehicles)

**7 - ELECTRIC METERS:** Residence 20,019

**8 - GAS METERS:** Residence 7,741

**9 - PRINCIPAL INDUSTRIES:** Chem.; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Elect. Motors; Plastics; Wood Prods.; Bathroom Seats; Glossy Paper.

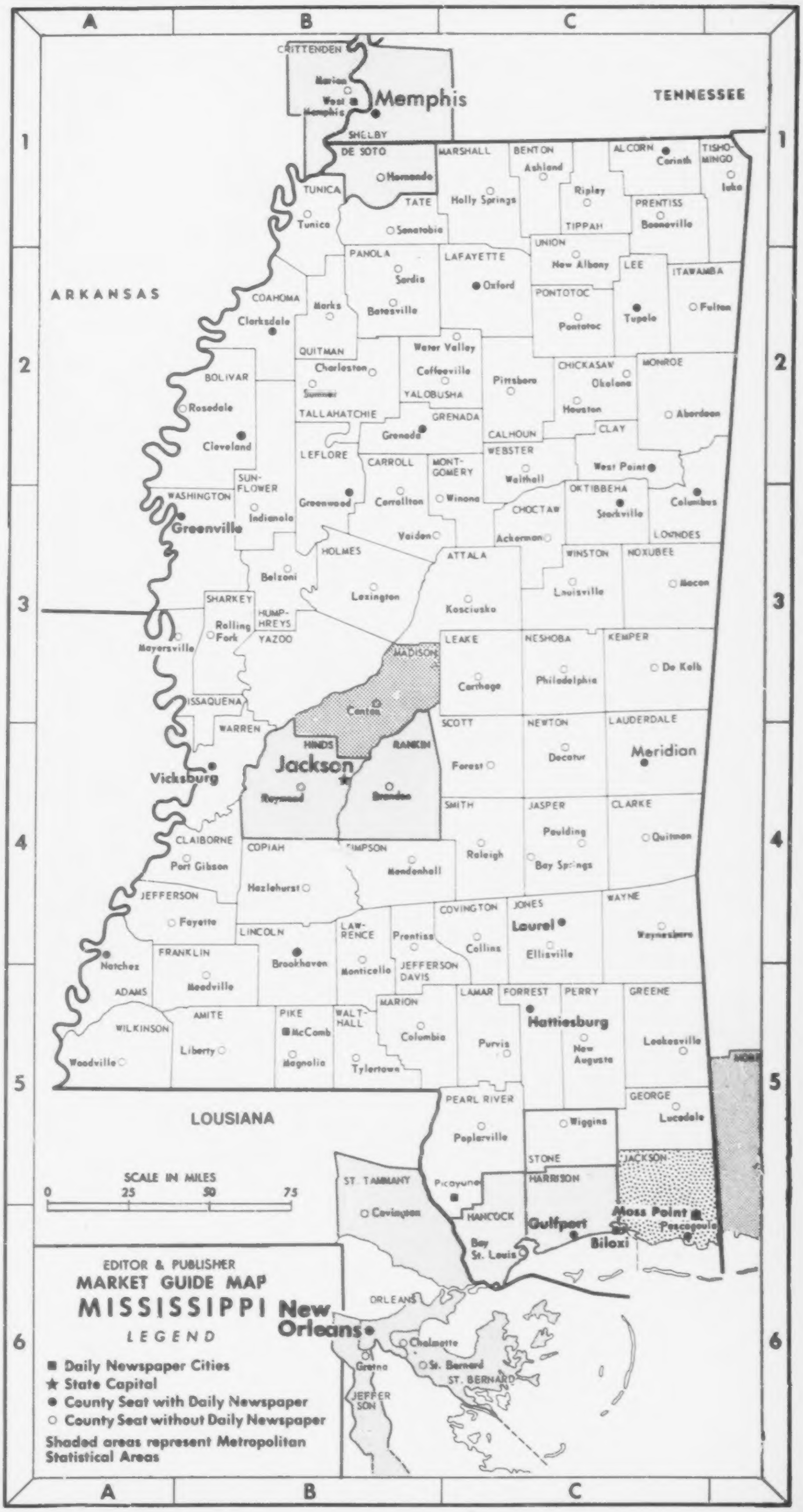
**10 - CLIMATE:** An. Av. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-13 blocks on Main and Markets Sts., Mid-City Shopping Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gateway(18) | 4 | Fred's, Winn-Dixie, Revco, Dollar General, Bargain Town USA |
| Fairlane | 3 | Fairlane |
| Leigh Mall(44) | 1 | Sears, Eggers, JCPenney, K mart |
| Northgate | 2 | Kroger, Payless Shoes, K&B Drug |
| Northgate Plaza | 2 | Shoe City |


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
A B C
1 2 3 4 5 6
TENNESSEE
ARKANSAS
LOUSIANA
Memphis
Jackson
Meridian
Hattiesburg
Gulfport
Biloxi
Moss Point
Pascagoula
Greenville
Vicksburg
New Orleans

| | | |
|---|---|---|
| Towne Square(16) | 2 | Jitney Jungle,<br>Revco |
| Eastgate Village | 2 | Sunflower, Harco |
| Mid City(9) | 2 | Kroger |
| University Mall | 3 | McRae's |
| Wal-Mart | 1 | Traditional Jewelers |

**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Egger's; JCPenney; Ruth's; Sears; McRae's.

**Discount Stores**-Gibson's; Fred's; Wal-Mart; K mart; Dollar General; Family Dollar; Bargain Town USA.

**Variety Stores**-McCrory.

**Chain Drug Stores**-Rexall 3; SuperRx; Gibson's; Harco; K&B; Revco.

**Chain Supermarkets**-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Mr. Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.

**Other Chain Stores**-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zale's, Traditional Jewelers; Three Sisters; Casual Corner; Sherwin-Williams; Radio Shack; Auto Shack; Handy TV & Appliance.

**14 - NEWSPAPERS:** COMMERCIAL DISPATCH (e-mon to fri) 14,650; (S) 15,400; June 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Larry T Beasley, Gen. Mgr., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.

**National Representative**: Papert Companies.

## CORINTH

**1 - LOCATION:** Alcorn County. E&P Map C-1. County Seat. In NE corner of State. 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

**2 - TRANSPORTATION: Railroads**-Southern; Illinois Central Gulf; Corinth-Counce; Gulf & Miss.

**Motor Freight Carriers**-22.

**3 - POPULATION:**

Corp. City 80 Cen. 13,839; E&P 89 Est. 15,068
NDM-ABC: (80) 45,638
County 80 Cen. 33,191; E&P 89 Est. 33,058

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,502; E&P 89 Est. 6,285
County 80 Cen. 11,940; E&P 89 Est. 10,845
NDM-ABC: (80) 16,453

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $250,000,000 |
| Savings & Loan | 3 | $100,000,000 |

**6 - PASSENGER AUTOS**: County 23,922 (all vehicles).

**7 - ELECTRIC METERS:** County Residence 15,185.

**8 - GAS METERS:** Residence 4,535.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-32 blocks on 18 Sts., 3 shopping Centers.

**Principal Shopping Days**-Tues., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hudson; JCPenney; Reid's.

**Discount Stores**-Alco; Fred's.

**Variety Stores**-Wal-Mart; Family Dollar.

**Chain Drug Stores**-Rexall; Walgreens; Super D.

**Chain Supermarkets**-M&H 4; Piggly Wiggly 2; Rogers; Kroger; Gardner's 2; Super Value.

**Other Chain Stores**-Firestone; Goodyear; Conley's; Otasco; Auto Shack; Ashley's.

**14 - NEWSPAPERS:** CORINTHIAN (e-mon to fri) 9,184; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Burnett, Adv. Mgr., CORINTHIAN, 1607 S. Harper Road, Corinth, MS 38834; Tel. (601) 287-6111.

**National Representative**: Branham/Newspapers Sales.

## GREENVILLE

**1 - LOCATION:** Washington County. E&P Map B-3. County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson still water harbor, opens into Mississippi River 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

**2 - TRANSPORTATION: Railroads**-Columbus & Greenville (freight only).

**Motor Freight Carriers**-9.

**Airlines**-Republic Express; Atlantic Southeast.

**3 - POPULATION:**

Corp. City 80 Cen. 40,613; E&P 89 Est. 40,341
CZ-ABC: (80) 40,613
RTZ-ABC: (80) 53,034
County 80 Cen. 72,164; E&P 89 Est. 70,522
City & RTZ-ABC: (80) 93,647

**4 - HOUSEHOLDS:**

City 80 Cen. 13,240; E&P 89 Est. 14,072
CZ-ABC: (80) 13,240
RTZ-ABC: (80) 16,172
County 80 Cen. 22,948; E&P 89 Est. 26,398
City & RTZ-ABC: (80) 29,412

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $266,991,134 |
| Savings & Loan | 3 | $64,989,097 |

**6 - PASSENGER AUTOS**: County 41,648 (all vehicles).

**7 - ELECTRIC METERS:** Residence 12,729.

**8 - GAS METERS:** Residence 15,750.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prods. 1,065; Paper & Prods. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prods. 450; Chem. & Allied Prods. 255; Automobile Parts 390; Grain Proc. & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Proc. 435; Aircraft Refurbishing 400.

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Washington.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Goyer(4) | NA | Sunflower, McCrory |
| Greenville(28) | NA | JCPenney, Sears, McRae's |
| K mart(2) | NA | K mart, Jitney Jungle |
| Mainstream Mall(20) | NA | Otasco, Wal-Mart |
| Village(13) | NA | Sunflower Mkt. |

**Principal Shopping Days**-Mon., Wed., Thur., Fri.

**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sam Stein; Goodman; McRae's; Sears.

**Discount Stores**-Stein Mart; Fred's Dollar; K mart; Lowe's; Wal-Mart; Duckwall.

**Variety Stores**-Dollar General.

**Chain Drug Stores**-Super D; Eckerd.

**Chain Supermarkets**-Kroger; Jitney Jungle; Sunflower; Mega Market.

**Other Chain Stores**-Butler's; Mandels; Busch; Singer; Goodyear; Firestone; W[illegible] Auto; Otasco; Pay-Less; Casual Corner; Driefus; Waldenbooks.

**14 - NEWSPAPERS:** DELTA DEMOCRAT-TIMES (e-mon to fri) 13,417; (S) 14,468; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT-TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.

**National Representative**: Papert Companies.

## GREENWOOD

**1 - LOCATION:** Leflore County. E&P Map B-2. County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

**2 - TRANSPORTATION: Railroads**-Illinois Central; Columbus & Greenville.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 20,115; E&P 89 Est. 17,517
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 43,441
County 80 Cen. 41,460; E&P 89 Est. 39,394
City & RTZ-ABC: (80) 68,875

**4 - HOUSEHOLDS:**

City 80 Cen. 7,371; E&P 89 Est. 6,858
County 80 Cen. 13,003; E&P 89 Est. 13,600
CZ-ABC: (80) 8,903
RTZ-ABC: (80) 12,800
City & RTZ-ABC: (80) 21,703

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $285,000,000 |
| Savings & Loan | 2 | $32,000,000 |

**6 - PASSENGER AUTOS:** County 25,200 (all vehicles).

**7 - ELECTRIC METERS:** Residence 7,127.

**8 - GAS METERS:** Residence 6,383.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 1,390; Automotive Interior Prods. 650; Pianos and Organs 650; Metal Lockers and Storage Cabinets 290; Picture Frames 375; Jeans 270; Automotive Distribution Center 125; Electronic Test Equip. 135; Cottonseed Prods. 130; Govt. 3,320; Services 2,250; Whol./Ret. 3,110; Constr. 810; Trans. & Public Utilities 590; Finance, Insurance, Real Estate 410.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 24; last killing frost, Apr. 2.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Howard, Main and Carrollton Ave., West Park Ave., U.S. Hwy. 82, MS Hwy. 7.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastgate(3) | 3 | Big Star, Wal-Mart |
| Greenwood(3) | 2 | Eckerd, JCPenney, Jitney Jungle |
| Highland Park(18) | 2 | Big Star, Family Dollar, Radio Shack, Bargain Town |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-JCPenney, Wal-Mart, Eckerd, Fred's, Family Dollar, Bargain Town.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Antoon's; Kornfeld's; Stanley's; Sears (catalog).

**Variety Stores**-Family Dollar, Bargain Town.

**Discount Stores**-Wal-Mart; Fred's 2; Super Ten.

**Chain Supermarkets**-Big Star 2; Piggly Wiggly 2; Jitney Jungle; County Market; Woody's Liberty Cash.

**Chain Drug Stores**-Eckerd; Chaney's Rexall.

**Other Chain Stores**-Lowe's; Cato; Radio Shack; Auto Shack; Brad Ragan Tire and Appliance; Payless Shoes; Furniture Center; Shoe City; Sherwin-Williams; Hancock Fabrics; Curtis Mathes; Firestone; Western Auto.

**14 - NEWSPAPERS:** COMMONWEALTH (e-mon to fri) 9,082; (S) 9,182; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tim Beeland, Adv. Mgr. or Ray Durbin, Nat. Adv. Mgr., COMMONWEALTH, PO Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.

**National Representative**: Papert Companies.

## GRENADA

**1 - LOCATION:** Grenada County. E&P Map B-2. 35 mi. NE of Greenwood. On U.S. Hwy. 51; State Hwy. 8, I-55.

**2 - TRANSPORTATION: Railroads**-ICG; Y&MV.

**Intercity Bus Lines**-Trailways, Greyhound.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 12,641; E&P 89 Est. 13,608
County 80 Cen. 21,026; E&P 89 Est. 20,907

**4 - HOUSEHOLDS:**

City 80 Cen. 4,460; E&P 89 Est. 4,912
County 80 Cen. 7,111; E&P 89 Est. 7,163

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS**: County 15,406 (all vehicles).

**7 - ELECTRIC METERS:** Residence 7,380.

**8 - GAS METERS:** Residence 4,500.

**9 - PRINCIPAL INDUSTRIES:** Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Furniture; Oriented Strand board.

**10 - CLIMATE:** Min. Temp.-13; Max Temp.-104.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grady Green(9) | NA | Okla. Tire |
| Whitaker(7) | NA | Sunflower Foods |
| Whitehaven(6) | NA | Sherwin-Williams |
| Grenada Plz.(10) | NA | Alco, Piggly Wiggly |
| Village Creek Mall(14) | NA | Benson's |
| Mini-Mall(9) | NA | International Paper |
| Town & Country Plz.(3) | NA | Warehouse |

**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Dattel's; Cato; Walls; Stubbs.

**Variety Stores**-Sam's Super Saver; Dollar General.

**Discount Stores**-Gibson's; Alco; TG&Y; Family Ctr.; Wal-Mart; Fred's.

**Chain Drug Stores**-Gibson's Pharmacy; Chaney; Sav-more; Bristers; Dyre-Kent.

**Chain Supermarkets**-Grocery Basket; Piggly Wiggly; Spain's; Sunflower; Warehouse Food Ctr.

**Other Chain Stores**-Okla. Tire; Firestone; B.F. Goodrich; Michellin.

**14 - NEWSPAPERS:** DAILY SENTINEL-STAR (e-mon to fri) 5,104; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Joseph B. Lee, III, Pub., DAILY SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.

**National Representative**: Papert Companies.

## GULFPORT
See BILOXI

## HATTIESBURG

**1 - LOCATION:** Forrest County, E&P Map C-5, County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. E of Natchez; 96 mi. NW of Mobile.

**2 - TRANSPORTATION: Railroads**-Ill. Central Gulf; Southern; Mid South.

**Intercity Bus Lines**-Greyhound; Trailways; Gulf Transport.

**Motor Freight Carriers**-15.

**Airlines**-ASA; Northwest.

**3 - POPULATION:**

Corp. City 80 Cen. 40,829; E&P 89 Est. 40,894
CZ-ABC: (80) 60,471
RTZ-ABC: (80) 98,289
County 80 Cen. 66,018; E&P 89 Est. 67,645

City & RTZ-ABC: (80) 158,760

**4 - HOUSEHOLDS:**
City 80 Cen. 14,517; E&P 89 Est. 13,348
County 80 Cen. 22,978; E&P 89 Est. 19,605
CZ-ABC: (80) 21,269
RTZ-ABC: (80) 31,985
City & RTZ-ABC: (80) 53,254

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $264,417,000 |
| Savings & Loan | 5 | $450,000,000 |

**6 - PASSENGER AUTOS:** County 45,000 (all vehicles)

**7 - ELECTRIC METERS:** Bus. & Res. 30,255

**8 - GAS METERS:** Residence 16,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Constr. 2,860; Food Proc. 1,480; Lumber & Wood Prods. 1,350; Printing & Publishing 140; Stone & Clay Prods. 340; Fabricated Metals 207; Mfg. 2,444; Trans. Util. 1,960; Whol. & Ret. Trade 8,970; Fin., Ins. & R.E. 1,650; Gov't N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62

**11 - TAP WATER:** Neutral, very soft

**12 - RETAILING: Shopping Centers**-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; Westwood Square on Hwy. 98 W.; Gibson Ctr. on West Pine; Lincoln Sq. on Lincoln Rd.; Broadway Mart on Broadway Dr.; Oak Grove Shopping Ctr. on Hwy. 98 W.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Broadacres(5) | NA | The Krystal, Delchamps |
| Broadway Mart(7) | NA | Big Star, Southwest Drug |
| University Mall(22) | NA | A&P, Rose Dept., Radio Shack |
| Oak Grove(8) | 8 | Wal-Mart, Delchamps |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mall-Mon. to Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.

**Variety Stores**-Fred's Dollar General

**Discount Stores**-McCrory; Rose's; K mart; Wal-Mart.

**Chain Supermarkets**-Sunflower 3; Delchamps 2; Jitney Jungle 4; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7

**Chain Drug Stores**-Eckerd 2; K&B 3; Revco

**Other Chain Stores**-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Auto Shack; Gordon's; Wilsons Shoe Town; Rex Appliance; Goodyear; Shoe City

**14 - NEWSPAPERS:** AMERICAN (e) 24,109; (S) 26,425; Mar. 26, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: William M. Joyner, Jr., Adv. Dir.; Debbie Thomsen, Ret. Adv. Mgr., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel. (601) 582-4321

**National Representative**: Gannett National Newspaper Sales.

## JACKSON

**1 - LOCATION:** Hinds County, (MSA). E&P Map B-4, State Capital. In geographic center of state. Government, retail, wholesale, distribution, manufacturing and medical center.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; Burlington Northern; Amtrak

**Motor Freight Carriers**-32

**Intercity Bus Lines**-Greyhound; Continental Trailways; JaTran.

**Airlines**-Delta; American; United; Southern Air Ways; Northwest Airlink.

**3 - POPULATION:**
Corp. City 80 Cen. 202,895; E&P 89 Est. 210,674
CZ-ABC: (80) 253,219
RTZ-ABC: (80) 373,766
County 80 Cen. 251,484; E&P 89 Est. 255,022
MSA 80 Cen. 363,366; E&P 89 Est. 402,973
City & RTZ-ABC: (80) 626,985

**Demographic information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 71,490; E&P 89 Est. 71,256
County 80 Cen. 85,902; E&P 89 Est. 82,611
MSA 80 Cen. 120,354; E&P 89 Est. 138,432
CZ-ABC: (80) 87,529
RTZ-ABC: (80) 119,222
City & RTZ-ABC: (80) 206,751

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $6,173,469,000 |
| Savings & Loan | 5 | $1,695,779,123 |

**6 - PASSENGER AUTOS:** County 175,475(all vehicles)

**7 - ELECTRIC METERS:** Residence 134,300

**8 - GAS METERS:** Residence 70,948

**9 - PRINCIPAL INDUSTRIES:** Furniture & Wood Prods.; Block & Tile; Feeds; Mach.; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prods., etc. Total: 317 Plants; 18,142 Employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

**11 - TAP WATER:** Alkaline, very soft, fluoridated

**12 - RETAILING: Principal Shopping Area**-Downtown

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Delta Mart(9) | NA | Southwest Drug, Family Dollar, Jitney Jungle |
| Metrocenter(126) | NA | Sears, McRae's, D.H. Holmes, Gayfers |
| Northwood(18) | NA | Broadmoor Drug, King Weathersby |
| Meadowbrook Mart(12) | NA | McRae's, Super D Drugs, Food Center |
| Woodlands Hills(14) | 6 | Jitney Jungle |
| Colonial Mart(16) | NA | Sunflower Foods |
| Jackson Mall(81) | NA | Gayfers, Sunflower Foods |
| Jackson Square(23) | NA | Zayre, Eckerd, Family Dollar |
| Maywood(25) | NA | Sunflower Foods, Casual Corner, Beeman Drugs, Ace Hardware |
| Mid City(7) | NA | Jitney Jungle |
| Mart 51(21) | NA | Hooper Sound, Mart 51 Mkt., Family Dollar |
| Battlefield Center(11) | NA | White Swan Cleaners |
| Cook's Ctr (13) | NA | Super D Drugs, Jitney Jungle, K&B Drugs |
| Ellis Ave. Plz (16) | NA | Radio Shack |
| Westland Plz (42) | NA | Kroger, McRae's, Family Dollar |
| Highland Vlg (60) | NA | Super D Drugs |
| Apple Ridge(21) | NA | McCrory, Ashley's, Big Star |
| North Park Mall(76) | NA | McRaes, D.H. Holmes, JCPenney, Gayfer's |
| Candlestick Park(9) | NA | Sunflower Mkt. |
| Greenbriar(8) | NA | Southwest Drug, Sherwin-Williams |
| Triangle Mart(6) | NA | Nolan Drugs, Rex TV, Glidden Paint |
| Southport Mall(15) | NA | Sunflower Foods |
| Bel Air(12) | NA | Radio Shack |
| Brights Ctr.(24) | NA | Star Mkt., United Dollar |
| Clinton Plz.(11) | NA | Jitney Jungle, McCrory |
| English Vlg.(7) | NA | Parkins Pharmacy, Jitney Jungle |
| McLaurin Mart(21) | NA | Sunflower, Sherwin-Williams, Goodyear |
| Plain Mart(9) | NA | Star Mkt., United Dollar |
| Poindexter Plz (6) | NA | Jitney Jungle |
| Quarter Speciality(9) | NA | Country Squire, Poets |
| Ellis Isle(19) | NA | Sack 'N Save Foods |
| DeVille Plz (15) | NA | Wal-Mart, Service Mdse., Eckerd, Stein Mart |
| McDowell Sq (13) | NA | Jitney Jungle, McCrory, Eckerd |
| Jacksonian Plz (6) | NA | Howard Bros., Kroger |
| Rankin Sq (10) | NA | Jitney Jungle, McCrory, Eckerd |
| Canton Mart(20) | NA | Briarwood Yard & Garden |
| Hico Sq (7) | NA | Sunflower |
| Southgate(13) | NA | Kroger, Rose's Dept., Treasury Drugs |
| Queens Mall W.(2) | NA | Rose's, Sunflower |
| Country Club Vlg (6) | NA | Jitney Jungle, Treasury Drugs |

**Principal Shopping Days**-Department Stores Fri., Sat., Mon. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Numerous Dept. Stores.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; McRae's 3; Zayre; Gayfer's 2; Lerner's 2; D.H. Holmes 2; Rose's 3; Service Merchandise 3; K mart 2; Howard's 4

**Variety Stores**-Ben Franklin; McCrory 4.

**Chain Supermarkets**-Jitney Jungle 14; New Deal 2; Star Super 4; A&P 4; Kroger 7; Sunflower 9; Sack'N Save 2; County Market; Big Star.

**Chain Drug Stores**-Southwest 4; Parkin's 2; Super D 9; Eckerd 6; Howard Bros. 3; Treasury 4; K&B 4; Revco; Mr. Discount 3.

**Other Chain Stores**-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furn.; Color Tile; 84 Lumber; Pier I Imports; Bombay Co.; Kirkland's; Toys 'R Us; Auto Shack 7; Toys Plus; American Home Video.

**14 - NEWSPAPERS:** CLARION-LEDGER (m-mon to fri) 80,044; DAILY NEWS (e-mon to fri) 21,749; CLARION-LEDGER/DAILY NEWS (m-sat) 98,835; (S) 120,428; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Blake, Ret. Adv. Mgr., CLARION-LEDGER/DAILY NEWS, 311 E. Pearl St., P.O. Box 40, Jackson, MS 39205; Tel. (601) 961-7000.

**National Representative**: Gannett National Newspaper Sales.

## LAUREL

**1 - LOCATION:** Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys. 11, 15, 28, 84; I-59.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Illinois Central; Gulf.

**Motor Freight Carriers**-6.

**Airlines**-Air Freight-Purolator; ASA (Atlanta Southeast).

**3 - POPULATION:**
Corp. City 80 Cen. 21,897; E&P 89 Est. 20,146
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 80 Cen. 61,910; E&P 89 Est. 63,617
City & RTZ-ABC: (80) 104,510

**4 - HOUSEHOLDS:**
City 80 Cen. 8,178; E&P 89 Est. 7,940
County 80 Cen. 21,549; E&P 89 Est. 20,632
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $3,134,234,976 |
| Savings & Loan | 4 | $61,682,760 |

**6 - PASSENGER AUTOS:** County Est. 47,473 (all vehicles)

**7 - ELECTRIC METERS:** Residence 11,113

**8 - GAS METERS:** Residence 10,708

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Masonite 950; Petroleum 500; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 800.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gardiner(21) | NA | Sears, A&P, Jitney Jungle |
| N. Laurel(17) | NA | Sunflower |
| Parkside Plz (18) | NA | Rose's |
| Westland Mart(10) | NA | Piggly Wiggly |
| Northwood Vlg (4) | NA | Piggly Wiggly, K&B |
| Sawmill Sq Mall(54) | NA | McRaes, JCPenney |
| Pine Tree(15) | NA | Jitney Jungle |

**Principal Shopping Days**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Efird's; Gibson's; Rose's; McRaes

**Variety Stores**-Fred's Dollar.

**Discount Stores**-Gibson's; Wal-Mart.

**Chain Drug Stores**-Wallace Rexall; Eckerd; K&B.

**Chain Supermarkets**-A&P; Jitney Jungle 3; Kroger; Sunflower; Piggly Wiggly 2.

**14 - NEWSPAPERS:** LEADER-CALL (e) 9,720; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bert Bryant, Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.

**National Representatives**: Papert Companies; Thomson Newspapers.

## McCOMB

**1 - LOCATION:** Pike County, E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwys. 24, 44, 48, and 570; U.S. Hwys. 51 and 98; I-55.

**2 - TRANSPORTATION: Railroads**-ICG.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 12,331; E&P 89 Est. 12,383
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 80 Cen. 36,203; E&P 89 Est. 36,907
City & RTZ-ABC: (80) 82,297

**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,691; E&P 89 Est. 5,065
County 80 Cen. 12,348; E&P 89 Est. 12,790
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $102,835,000 |
| Savings & Loan | 2 | $32,399,857 |

**6 - PASSENGER AUTOS:** County 25,814 (all vehicles) (1987).

**7 - ELECTRIC METERS:** Residence 8,120

**8 - GAS METERS:** Residence 5,813

**9 - PRINCIPAL INDUSTRIES:** County-Locomotives and Car Shops; Lumber and Millwork, Dairy Prods.; Women's and Children's Lingerie; Other Textile Prods.; Aluminum Windows & Doors; Crude Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Oper.; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center; Wood Shipping; Pallets.

**10 - CLIMATE:** (Monthly Av.) Jan. 49; July 81.

**11 - TAP WATER:** Very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Delaware Ctr.(8) | 1 | Kroger, Alco, Eckerd |
| Pike Ctr.(20) | 1 | A&P, Otasco, TG&Y, Sears |
| Southwest(16) | 1 | Rose's, K&B, Winn-Dixie |
| Delaware West(10) | 1 | Jitney Jungle, Revco, National Shoe Whse. |
| Edgewood Mall(16) | NA | Wal-Mart, JCPenney, Beall-Ladymon |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Denman-Alford; Fred's Dollar Store; Vests; Tailor's Bench; Felders Fashions; Cato; Richmonds Menswear.

**Discount Stores**-Freds; (bldg. mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; Wal-Mart; National Shoe Warehouse; Allied; Alco.

**Variety Stores**-McCrory; TG&Y; Kent's; Alco.

**Chain Drug Stores**-K&B; Revco; Eckerd.

**Chain Supermarkets**-Jitney Jungle; Sunflower; Winn-Dixie; Kroger; Super-Value.

**Other Chain Stores**-Firestone; Goodyear; West Cash & Carry; Western Auto; Auto Shack.

**14 - NEWSPAPERS:** ENTERPRISE-JOURNAL (e-mon to fri) 12,625; (S) 12,670; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Otis R. Bardwell, Adv. Dir., ENTERPRISE-JOURNAL, Oliver Emmerich Dr.; P.O. Box 910, McComb, MS 39648; Tel. (601) 684-2421.

**National Representative**: Landon Associates.

## MERIDIAN

**1 - LOCATION:** Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, medical, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

**2 - TRANSPORTATION: Railroads**-Midsouth Rail; Meridian & Bigbee; Norfolk Southern; Gulf & Mississippi.

**Motor Freight Carriers**-29.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Atlantic Southeast; Republic.

**3 - POPULATION:**

Corp. City 80 Cen. 46,577; E&P 89 Est. 45,523
CZ-ABC: (80) 48,525
RTZ-ABC: (80) 226,998
County 80 Cen. 77,364; E&P 89 Est. 78,695
City & RTZ-ABC: (80) 275,523

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 17,379; E&P 89 Est. 16,816
County 80 Cen. 26,903; E&P 89 Est. 24,235
CZ-ABC: (80) 18,047
RTZ-ABC: (80) 73,864
City & RTZ-ABC: (80) 91,911

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Banks/Loan Assns. | 9 | $600,000,000 |

**6 - PASSENGER AUTOS:** County 53,030 (all vehicles)

**7 - ELECTRIC METERS:** Residence 27,762

**8 - GAS METERS:** Residence 14,334

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food Prods. 849; Textiles 837; Electronic 1,250; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chem. & Mach.) 1,450; Constr. 1,380; Trans. & Pub. Util. 1,810; Whol. & Ret. 5,370; Fin., Ins. and R.E. 1,010; Servs. 2,950; Gov't 4,470.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadmoor Mart(19) | 4 | Winn-Dixie, McCrory |
| Cloverleaf(16) | 2 | |
| College Park(25) | 3 | Eckerds, McCrory, Winn-Dixie |
| Greenwood Plz.(12) | 3 | Revco, Jitney Jungle |
| Village Fair(55) | 2 | JCPenney, McRae's, Winn-Dixie |
| Westland Plz. | 2 | Freds, Sunflower |
| Eastgate(18) | 2 | Winn-Dixie, Revco |

**Principal Shopping Days**-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Dept. Thur.; Shopping Centers, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Marks-Rothenberg; McRae's.

**Variety Stores**-Woolworth; McCrory; Fred's.

**Discount Stores**-Wal-Mart; Lowes; West Cash & Carry; Fred's; Dollar General; McCrory; Service Merchandise; K mart.

**Chain Drug Stores**-Rexall; Howard's; Tutor; Eckerd 2; Revco 3; K&B; Mr. Discount 5.

**Chain Supermarkets**-Winn-Dixie 4; Foodmax; Sunflower; Super Stop 32; Jitney Jungle 2; Sack & Save.

**Other Chain Stores**-Watson's; Michael's; Butler's (women's); Mangel (women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Goodyear; Firestone; Billups; Busch (jewelry); Anders Furn.; Lott Furn.; Warnoc Furn.; Heilig-Meyers Furn.; Auto Zone; Sherwin-Williams; S&H Green Stamps; Eleanor Shop; Big Ten.

**14 - NEWSPAPERS:** STAR (e) 21,774 (S) 24,592; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave.; PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.

**National Representative**: Papert Companies.

## NATCHEZ

**1 - LOCATION:** Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 65, 84; State Hwys. 20, 24.

**2 - TRANSPORTATION: Railroads**-Illinois Central.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Intracity Bus Line**-Natchez.

**Airlines**-Royale.

**3 - POPULATION:**

Corp. City 80 Cen. 22,015; E&P 89 Est. 23,569
County 80 Cen. 38,017; E&P 89 Est. 39,006

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,818; E&P 89 Est. 8,543
County 80 Cen. 12,806; E&P 89 Est. 13,358

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $485,900,900 |
| Savings & Loan | 2 | $25,839,456 |

**6 - PASSENGER AUTOS:** County 26,195 (all vehicles) (1987).

**7 - ELECTRIC METERS:** Residence 8,624

**8 - GAS METERS:** Residence 8,488

**9 - PRINCIPAL INDUSTRIES:** Oil Production & Related Prods.; Tires; Pulp & Paper Prods.; Lumber; Pecan Shelling; Asbestos Prods.; Steel Prods.; Chem.; Farming; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Liberty(10) | NA | Pik-Quick Mkt. |
| Magnolia(21) | NA | A&P, West Dept. |
| Nosser City(9) | NA | Jitney Jungle |
| Trace Town(21) | NA | Sears, Winn-Dixie, McCrory, Radio Shack |
| Riverfront(5) | NA | Supr. Furn. |
| St. Catherine(8) | NA | Piggly Wiggly, United Dollar |
| Lewis-Vidalia(10) | NA | Otasco, Sterling, United Dollar |
| Howard Bros.(2) | NA | Howard Bros., Jitney Jungle |
| Kroger Ctr. | NA | K&B Drugs, Kroger |
| Natchez Mall(45) | NA | JCPenney, Beall's, McRae's Dept. |

**Principal Shopping Days**-Mon., Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Beall's; McRae's.

**Variety Stores**-S.H. Kress; Sterling; McCrory; United Dollar; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.

**Discount Stores**-Howard Bros.; Discount City.

**Chain Drug Stores**-Gilbert Rexall 2; Natchez Super 2; K&B; Treasury; Eckerd.

**Chain Supermarkets**-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA; Budget Saver.

**Other Chain Stores**-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

**14 - NEWSPAPERS:** DEMOCRAT (m-tues to sat) 13,567; (S) 13,712; VAC June 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Candi Davis, Adv. Mgr., DEMOCRAT, 503 N. Canal St., Natchez, MS 39120; Tel. (601) 442-9101.

**National Representative**: Landon Associates.

## OXFORD

**1 - LOCATION:** Lafayette County, E&P Map C-2, County Seat. Agricultural, lumber area; 62 mi. SE of Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55, U.S. 35.

**2 - TRANSPORTATION: Railroads**-Natchez Trace Railway.

**Motor Freight Carriers**-Freeman Truck Lines 18.

**Airlines**-Jeff Meaders Air Service.

**3 - POPULATION:**

Corp. City 80 Cen. 9,882; E&P 89 Est. 10,667
County 80 Cen. 31,069; E&P 89 Est. 31,711

**4 - HOUSEHOLDS:**

City 80 Cen. 3,932; E&P 89 Est. 4,283
County 80 Cen. 9,623; E&P 89 Est. 8,583

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $155,000,000 |
| Savings & Loan | 3 | $315,000,000 |

**6 - PASSENGER AUTOS:** County 18,118 (all vehicles)

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Whirlpool Corp.; Kellwood; Champion Building Prods.; Emerson Electric; Outboard Marine; Oxford Wire & Cable; Denton Mills, Oxford CMP.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 13.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Oxford Mall | NA | JCPenney, Beall Ladymon |
| East Gate Plz. | NA | Big Star, Chaney's Drugs |
| Kiamie's | NA | |
| Mid Town(8) | NA | Sears, Foodway |
| Oakwood Plz. | NA | Foodway |
| Rainbow Ctr. | NA | |
| Tradeswinds | NA | Kroger, Treasury Drugs, Heilig Meyers |

**13 - RETAIL OUTLETS: Department Stores**-J.E. Neilson Co.; JCPenney; Beall-Ladymon.

**Discount Stores**-Johnson's Furn.; Nationwide Salvage; Wal-Mart.

**Chain Drug Stores**-K&B; Super D.

**Other Chain Stores**-Goodyear; Sears.

**14 - NEWSPAPERS:** EAGLE (e-mon to fri) 5,400; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Nina Goolsby, Ed., or Jesse P. Phillips, Pub., EAGLE, 916 Jackson Ave.; PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.

**National Representative**: Papert Companies.

## PASCAGOULA

**1 - LOCATION:** Jackson County, (In Pascagoula MSA), E&P Map C-6 County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State Hwy. 63; I-10.

**2 - TRANSPORTATION: Railroads**-Louisville & Nashville; Mississippi Export.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Teche Greyhound; Gulf Transport; Trailways.

**Water**-10 Barge Lines. Cargo Liners through Port.

**3 - POPULATION:**

Corp. City 80 Cen. 29,318; E&P 89 Est. 29,550
NDM-ABC: (80) 133,738
County/MSA 80 Cen. 118,015; E&P 89 Est. 127,672

**4 - HOUSEHOLDS:**

City 80 Cen. 10,033; E&P 89 Est. 11,330
County/MSA 80 Cen. 37,589; E&P 89 Est. 42,684
NDM-ABC: (80) 42,296

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $666,710,040 |
| Commercial | 10 | $3,589,226,950 |

**6 - PASSENGER AUTOS:** County 83,585 (all vehicles)

**7 - ELECTRIC METERS:** County 48,800

**8 - GAS METERS:** County 18,963

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Shipbuilding 11,800; Paper & Allied 2,150; Food & Kindred 850; Chem. & Allied 600; Apparel 1,280; Stone, Clay & Glass 325; Seafood 540; Oil Refinery 1,250; Pet Food 120.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost, Dec. 30; last killing frost, Feb. 12.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Areas**-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Deep South(11) | NA | Dollar Stores, Parnell Furn., Firestone |
| Bel Air(12) | NA | D & G Supermarket |
| Searstown(18) | NA | Eckerd, Goodyear |
| K mart Plz.(3) | NA | K mart, K&B Drugs, Delchamps |
| Bellview Plz.(5) | NA | Winn-Dixie, Kent's |
| Singing River(74) | NA | JCPenney, McRaes, Beall's, Service Mdse., Sears |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Some on Thur. and Fri.; few on Sat.; Supermkts. Thur., Fri., & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Brumfield's; Sears; JCPenney; Hale's; K mart; McRaes; Beall's; Service Mdse.

**Discount Stores**-Bargain Annex.
**Variety Stores**-McClellan; Fred's; TG&Y.
**Chain Drug Stores**-Southwest; Eckerd; Central; K&B.
**Chain Supermarkets**-Winn-Dixie 2; Greer's, Delchamps 2.
**Other Chain Stores**-Auto Accessories: Firestone, Goodyear 2, Otasco; Jewelry: Felts, Johnson Bros., Lorch's, Zale's, Furniture: McGregor's, Rhodes, Gulf, Blackman's, Parnell; Alberts; Shoes: Gryder's, Baker, Kinney; Paints: Sherwin-Williams, Harris, Burk Hall, Napko, Var-Tung Devoe, Dutch Boy BLP.

**14 - NEWSPAPERS:** MISSISSIPPI PRESS (e-mon to fri) 22,412; PRESS-REGISTER (S) 23,663; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr. or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS-REGISTER, 405 Delmas Ave., PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## PICAYUNE

**1 - LOCATION:** Pearl River County. E&P Map C-5. Manufacturing, agriculture, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

**2 - TRANSPORTATION: Railroads**-Southern; Amtrak.
**Motor Freight Carriers**-Roadway; Highway Express; Red Ball; Ryder.
**Intercity Bus Lines**-Greyhound.
**Airlines**-See New Orleans International Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 10,361; E&P 89 Est. 10,268
County 80 Cen. 33,966; E&P 89 Est. 39,380

**4 - HOUSEHOLDS:**
City 80 Cen. 3,479; E&P 89 Est. 3,617
County 80 Cen. 11,004; E&P 89 Est. 14,003

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $420,221,000 |
| Commercial | 3 | $726,000,000 |

**6 - PASSENGER AUTOS:** County 28,821 (All Vehicles)

**7 - ELECTRIC METERS:** Residence 4,055

**8 - GAS METERS:** Residence 3,340

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical [illegible]88; Containers 298; Wood Proc. 300.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; last killing frost, Mar. 10.

**11 - TAP WATER:** Soft.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mississippi Mall | 1 | Winn-Dixie, Eckerd Drugs |
| Pine Tree Plz. | 1 | K&B Drugs |
| Northgate(6) | 1 | IGA, Sears (catalog) |
| Picayune Sq.(5) | 1 | Allied, Freds, Cato, Wal-Mart, Delchamps |

**Principal Shopping Days**-Fri. & Sat.
**Stores Open Evenings**-9 p.m., Sun. 1-6

**13 - RETAIL OUTLETS: Department Stores**-Boston Store; Salloumns; Allied, Cato.
**Discount Stores**-Fred's; Dollar General.
**Variety Stores**-Wal-Mart.
**Chain Drug Stores**-K&B; Eckerd.
**Chain Supermarkets**-Winn-Dixie; Delchamps; IGA; Sunflower.
**Other Chain Stores**-Shoetown; Goodyear; Sears (catalog); Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

**14 - NEWSPAPERS:** PICAYUNE ITEM (e-tues to fri; S) 6,182; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave., PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.

**National Representative**: Papert Companies.

## STARKVILLE

**1 - LOCATION:** Oktibbeha County. E&P Map C-3 in Northeastern part of MS.

**2 - TRANSPORTATION: Railroads**-Gulf and Mississippi.
**Motor Freight Carriers**-7.
**Airlines**-Republic; American Eagle; Atlantic Southeastern.
**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 15,169; E&P 89 Est. 17,295
County 80 Cen. 36,060; E&P 89 Est. 39,844

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,520; E&P 89 Est. 6,489
County 80 Cen. 10,980; E&P 89 Est. 11,976

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $400,000,000 |
| Savings & Loan | 2 | $22,500,000 |

**6 - PASSENGER AUTOS:** County 20,839

**7 - ELECTRIC METERS:** Residence 6,480

**8 - GAS METERS:** Residence 5,125

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($250); Apparel 275 (N.A.); Felt Mfg. 210 ($300); Furn. Mfg. 350 ($300); Commercial metal blades (N.A.); Metal Bldg. Mfg. 450 (N.A.); Univ. Educ. 1,700 Faculty & other employees; Copper Fab. 100 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost, Nov. 4; last killing frost, Mar. 12.

**11 - TAP WATER:** Neutral, medium soft.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Main and Lafayette Sts., Jackson and Washington.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 82 Plz.(9) | 1 | Sunflower, Bargain Town |
| Southdale(11) | 2 | Sears, Semco |
| State(13) | 2 | Withit, Piggly Wiggly |
| Village Mall(20) | 3 | Wal-Mart, Cato's, Payless Shoes |
| La Galarie(10) | 1 | APB Photo, Gerri's Apparel |
| University Sq.(7) | 2 | Sack and Save, Harco Drugs |
| College Park | 1 | George Sherman, Hallmark, Dixie's, Nikki's, Town & Campus |

**Principal Shopping Days**-Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mullins.
**Variety Stores**-Bargain Town.
**Discount Stores**-Fred's Dollar Store; Wal-Mart; Boot Hill Western; Semco; Withit.
**Specialty Shops**-Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
**Chain Drug Stores**-Revco; Wal-Mart; Harco.
**Chain Supermarkets**-Kroger; Sunflower Foods; Sack and Save; Piggly Wiggly.
**Other Chain Stores**-Western Auto; Heilig Meyer Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Factory Connection; Cato's; Family Dollar; Bargain Town, Big 10 Tires, Auto Zone, Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

**14 - NEWSPAPERS:** NEWS (m) 8,083; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Thomas Ball, Ed., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.

**National Representative**: Landon Companies.

## TUPELO

**1 - LOCATION:** Lee County. E&P C-2. County Seat. Manufacturing, shopping and wholesale center for NE MS and NW AL. Located in NE part of state. 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

**2 - TRANSPORTATION: Railroads**-Gulf & Mississippi; Burlington Northern.
**Motor Freight Carriers**-30.
**Intercity Bus Lines**-Greyhound; Continental.
**Airlines**-Republic Express; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 23,905; E&P 89 Est. 25,698
CZ-ABC: (80) 27,322
RTZ-ABC: (80) 258,907
County 80 Cen. 57,215; E&P 89 Est. 63,486
City & RTZ-ABC: (80) 286,229

**4 - HOUSEHOLDS:**
City 80 Cen. 8,925; E&P 89 Est. 9,941
County 80 Cen. 19,970; E&P 89 Est. 20,764
CZ-ABC: (80) 10,116
RTZ-ABC: (80) 87,894
City & RTZ-ABC: (80) 98,010

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $1,039,877,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 49,631 (all vehicles)

**7 - ELECTRIC METERS:** Residence 9,845

**8 - GAS METERS:** Residence 10,020

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,120 ($336); Elect. Prods. 1,125 (N.A.); Food 1,110 ($295); Apparel 2,350 ($213); Furn. 2,320 ($346).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 12.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| West Main(9) | 1 | Howards, Fred P. Gattis |
| Downtown Mall(32) | 1 | JCPenney, Super D |
| Hancock | 2 | Hancock Fabrics |
| All American Plz. | 2 | National Menswear, Rick's TV & Appliance |
| Tupelo Mall(41) | 1 | Walgreens, Sears, McRae's, Kroger |
| Traceway | 2 | Wal-Mart, Blount's |
| Food Ctr. | 2 | Wal-Mart, Super D, Blount's |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Dept. 9 p.m.; Food 9 or midnight.

**13 - RETAIL OUTLETS: Department Stores**-Reed's; Black's; Sears; JCPenney; McRae's.
**Variety Stores**-McCrory.
**Discount Stores**-Howard's; Fred's Dollar; Wal-Mart 2.
**Chain Drug Stores**-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx; Walgreens; Super D 2; Community Discount.
**Chain Supermarkets**-Kroger; Todd's Big Star; Turner's; Palmer's Big Star; Blount's Foodarama 3; Sack & Save; Food World; Sav-A-Lot.
**Other Chain Stores**-Quality Stamps; Firestone; Goodyear; Western Auto; Lowe's, Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Natl. Men's Wear; Furn. Ctr.; Dreifus Jewelry; Hofheimer's; Royce; Gailenkamp Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Raymons; McDuffie's Furn. Ctr.

**14 - NEWSPAPERS:** JOURNAL (m) 37,432; (S) 35,373; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, 1655 S. Green; PO Box 909, Tupelo, MS 38802; Tel. (601) 842-2611.

**National Representative**: Branham/Newspaper Sales.

## VICKSBURG

**1 - LOCATION:** Warren County. E&P Map B-4. County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN; 235 mi. N of New Orleans, LA.

**2 - TRANSPORTATION: Railroads**-Mid-South Railway.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 25,434; E&P 89 Est. 23,695
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 90,872
County 80 Cen. 51,751; E&P 89 Est. 52,669
City & RTZ-ABC: (80) 116,306

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,292; E&P 89 Est. 9,005
County 80 Cen. 17,355; E&P 89 Est. 17,853
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $47,632,428 |
| Commercial | 4 | $327,900,074 |

**6 - PASSENGER AUTOS:** County Est. 35,923 (all vehicles)

**7 - ELECTRIC METERS:** Residence 18,865

**8 - GAS METERS:** Residence 8,480

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Trailers 200; Chem. 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hdwe. 28; Ship Building 1,345; Paper Mill 265; Oil Mill 60; Federal Gov't 4,480; State Gov't 917.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3; last killing frost, Mar. 6.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Battlefield Village(52) | 2 | Sears, Walgreens |
| Dixie Plz.(14) | 2 | |
| Pemberton Mall(52) | 2 | Wal-Mart, JCPenney, McRaes, Beall's |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Shopping Centers every evening until 9; Sears until 7 on Tues.-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Charlie's; Sears; JCPenney; McRae's; Beall-Ladymon; Wal-Mart.
**Chain Drug Stores**-Walgreens; K&B; Treasury; Revco.
**Chain Supermarkets**-A&P 2; Jitney Jungle 4; Super G; Help Yourself; Kroger; Whse. Food Ctr.; Big Star; Country Market.
**Other Chain Stores**-Singer Co.; Firestone; Goodrich; Thom McAn; Murphy's; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General; Cato's; Lane Bryant; Brooks Fashions; Merle Norman; Nutrition Ctr.; Regis.

**14 - NEWSPAPERS:** POST (e) 15,318; (S) 15,744; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Louis P. Cashman, III, Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.

**National Representative**: Papert Companies.

## WEST POINT

**1 - LOCATION:** Clay County. E&P Map C-2. County Seat. Agric. Ctr.; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf; Columbus & Greenville.
**Intercity Bus Lines**-Tri-State Trailways.
**Motor Freight Carriers**-12.

**3 - POPULATION:**
Corp. City 80 Cen. 8,811; E&P 89 Est. 8,788
County 80 Cen. 21,093; E&P 89 Est. 21,877

**4 - HOUSEHOLDS:**
City 80 Cen. 3,141; E&P 89 Est. 3,357
County 80 Cen. 6,776; E&P 89 Est. 7,881

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $535,163,000 |
| Savings & Loan | 2 | $205,055,790 |

**6 - PASSENGER AUTOS:** County 13,653 (all vehicles) (1987).

**7 - ELECTRIC METERS:** Residence 3,754

**8 - GAS METERS:** 3,350

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1,216; Textiles 455; Meat Packing 1,629; Rubber Prods. 253; Metal Prods. 100; Concrete Prods. 52; Agric. Prods. 175.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Shopping Centers**-Point Plz. (Sunflower, Plz. Drugs); West Main Shopping Ctr. (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
**Principal Shopping Days**-Thur., Fri. and Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
**Variety Stores**-Gibson; General Store.
**Discount Stores**-Fred's; Wal-Mart; Kent's; Payless Shoes.
**Chain Drug Stores**-Plaza; Rose; Gibson's Pharmacy; Harco.
**Chain Supermarkets**-Big Star; Kroger; Sunflower.
**Other Chain Stores**-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

**14 - NEWSPAPERS:** DAILY TIMES LEADER (m) 4,700; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Peggy Walls, Nat'l. Adv. Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (912) 233-1281.
**National Representative**: Papert Companies.

## MISSOURI SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Columbia**-Boone County.
**Joplin**-Jasper and Newton Counties.
**Kansas City, MO-KS**-Cass, Clay, Jackson, Lafayette Platte, Ray Counties, MO; Johnson, Leavenworth, Miami and Wyandotte Counties, KS.

**St. Joseph**-Buchanan County.
**St. Louis, MO-IL**-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, St. Clair Counties, IL.
**Springfield**-Christian and Greene Counties.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 371 | 354 | 449 |
| 5-14 Years | 920 | 738 | 774 |
| 15-24 Years | 785 | 907 | 789 |
| 25-44 Years | 1,061 | 1,300 | 1,676 |
| 45-64 Years | 982 | 977 | 970 |
| 65 and Over | 559 | 648 | 624 |
| TOTAL | 4,678 | 4,924 | 5,284 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 903 | 1,073 | 2,421 |
| General Mdse | 2,227 | 2,777 | 4,938 |
| Food | 3,295 | 4,754 | 7,570 |
| Automobiles | 3,545 | 3,992 | 9,189 |
| Gasoline Stations | 1,497 | 2,228 | 2,648 |
| Apparel | 691 | 992 | 1,681 |
| Furniture | 658 | 780 | 1,683 |
| Eat-Drink Places | 1,321 | 1,986 | 3,575 |
| Drugs | 445 | 610 | 1,069 |
| TOTAL SALES | 15,920 | 21,655 | 38,191 |

## BLUE SPRINGS

**1 - LOCATION:** Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

**2 - TRANSPORTATION: Railroads**-Chicago, Missouri & Western Railway.
**Motor Freight Carriers**-154.
**Intercity Bus Lines**-Area Transportation Authority.
**Airlines**-18.

**3 - POPULATION:**
Corp. City 80 Cen. 25,927; E&P 89 Est. 49,727
County 80 Cen. 628,731; E&P 89 Est. 618,282
MSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662

**4 - HOUSEHOLDS:**
City 80 Cen. 8,300; E&P 89 Est. 15,701
County 80 Cen. 242,053; E&P 89 Est. 224,204
MSA 80 Cen. 536,800; E&P 89 Est. 593,971

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 423,438

**7 - ELECTRIC METERS:** 15,140

**8 - GAS METERS:** 13,546

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol./Ret. 1,050; Educ. 1,003; Railroad Equip. 575; Mfg. 490; Servs. 347; Hospital 308; Gov't 156. (Av. Wkly. Wage-$195).

**10 - CLIMATE:** Min. & Max. Temp.-Summer 60-95; Winter 0-40.

**11 - TAP WATER:** Ground Water Fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-White Oak Plaza, Kingsridge Center, Country Club Center; Neighborhood Shopping Areas-Hwy. 7 from Duncan Road to Clark Road; U.S. Hwy. 40; South 7 Plz., Keystone Shops, Sunset Plz., Haymarket, Plaza Center, Mock Plz., Park Plz., I-70 Ctr.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart; K mart; Sears Outlet.
**Chain Drug Stores**-Revco; Drug Depot; Osco.
**Chain Supermarkets**-Price Chopper; United Super; Aldi; Food Barn.
**Other Chain Stores**-Western Auto; Goodyear; Firestone; Goodrich; Payless Cashways; West Lake Hdwe.; Auto Works.

**14 - NEWSPAPERS:** EXAMINER (e) 5,190; Sept. 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data. Irene Baltrusaitis, Adv. Dir., EXAMINER, PO Box 1057, Blue Springs, MO 64013; Tel. (816) 229-9161.
**National Representatives**: Missouri Press Service; U.S. Suburban Press.

## BOONVILLE

**1 - LOCATION:** Cooper County. E&P Map B-3. County Seat. On I-70 & State Hwys. 40, 5, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Southwestern Greyhound.
**Airport**-Jesse P. Viertel Memorial Airport, 1 mile.
**River Port**-Missouri River.

**3 - POPULATION:**
Corp. City 80 Cen. 6,959; E&P 89 Est. 6,857
County 80 Cen. 14,677; E&P 89 Est. 15,032
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,606; E&P 89 Est. 2,744
County 80 Cen. 5,382; E&P 89 Est. 5,595

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $84,325,000 |
| Savings & Loan | 2 | $174,339,312 |

**6 - PASSENGER AUTOS:** County 7,554

**7 - ELECTRIC METERS:** Residence 2,583

**8 - GAS METERS:** Residence 2,244

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Baseboard Heaters 140 ($255).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 5 side street blocks.
**Neighborhood Shopping Centers**-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| New Franklin | 3 | IGA, United Super |
| North Boonville | 1 | Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Orschein's; Places; Dollar General; Wal-Mart.
**Chain Supermarkets**-IGA; Boonville United Super; Price Chopper.
**Other Chain Stores**-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

**14 - NEWSPAPERS:** NEWS & ADVERTISER (m-mon to fri) 3,070; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Chris Cox, Adv. Dir., NEWS & ADVERTISER, 412 E. High, Boonville, MO 65233; Tel. (816) 882-5335.
**National Representative**: Missouri Press Service.

## BROOKFIELD

**1 - LOCATION:** Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.
**Motor Freight Carriers**-10.

**3 - POPULATION:**
Corp. City 80 Cen. 5,555; E&P 89 Est. 5,348
County 80 Cen. 15,498; E&P 89 Est. 14,661

**4 - HOUSEHOLDS:**
City 80 Cen. 2,423; E&P 89 Est. 2,301
County 80 Cen. 6,312; E&P 89 Est. 5,055

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $75,000,000 |

**6 - PASSENGER AUTOS:** County 8,445

**7 - ELECTRIC METERS:** Residence 2,340

**8 - GAS METERS:** Residence 2,044

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 100 ($200); Uniforms 150 (N.A.); Auto assemblies 222 (N.A.); Pharmaceutical Supplies 100 (N.A.); Steel Fabricating 36; Truck Trailer 43.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Food, Discount, Dept. Stores.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Mart's; Sam's Presciption Shop.
**Chain Supermarkets**-Cash Saver; IGA Foodliner; Howard's Market.

**14 - NEWSPAPERS:** NEWS-BULLETIN (e-mon to fri) 4,989; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Mike Logue, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-4237.
**National Representative**: None.

## CAMDENTON

**1 - LOCATION:** Camden County, E&P Map B-3. County Seat. U.S. Hwys. 5 & 54. South central part of state.

**2 - TRANSPORTATION: Motor Freight Carriers**-Beaufort; Yellow Freight.
**Intercity Bus Lines**-Kincaid.

**3 - POPULATION:**
Corp. City 80 Cen. N.A.; E&P 89 Est. N.A.
County 80 Cen. 20,125; E&P 89 Est. 28,328

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. N.A.
County 80 Cen. 8,004; E&P 89 Est. 10,295

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commerical | 1 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 14,901

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** None.

**9 - PRINCIPAL INDUSTRIES:** Electronics; Sun-Strand Tublar.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-60; Summer 70-95; Fall 50-65; Winter 20-45. First killing frost, mid-Oct.; last killing frost, mid-Apr.

**11 - TAP WATER:** Hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Harper-Foster(6) | NA | Dale Jewelry |
| High Point(4) | NA | Consumers, Wal-Mart |
| Osage Plz.(6) | NA | Ozark Opry |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.
**Chain Supermarkets**-Dillon's; Consumers.

**14 - NEWSPAPERS:** REVEILLE (m-mon to fri) 7,050; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jean Griffin, REVEILLE, 114 N. Hwy. 5; PO Box 290, Camdenton, MO 65020; Tel. (314) 346-2132.
**National Representative**: None.

## CAPE GIRARDEAU

**1 - LOCATION:** Cape Girardeau County, E&P Map D-4. Education, industrial transportation, cultural and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146; Mississippi River.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific; St. Louis, SW Cotton Belt; Jackson Southern RR.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Trailways/Greyhound; Great Southern.
**Airlines**-Cape Central Airways Charter; Trans World Express.

**Barge Lines**-Missouri Dry Dock & Repair; Rushing Marine; Missouri Barge Lines, Inc.; Southeast Missouri Regional Port Authority.

**3 - POPULATION:**
Corp. City 80 Cen. 34,361; E&P 89 Est. 34,669
CZ-ABC: (80) 34,361
RTZ-ABC: (80) 76,889
County 80 Cen. 59,166; E&P 89 Est. 62,944
City & RTZ-ABC: (80) 111,250

**4 - HOUSEHOLDS:**
City 80 Cen. 12,505; E&P 89 Est. 13,155
County 80 Cen. 20,968; E&P 89 Est. 22,603
CZ-ABC: (80) 12,505
RTZ-ABC: (80) 27,272
City & RTZ-ABC: (80) 39,777

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $517,371,403 |
| Savings & Loan | 4 | $687,715,000 |

**6 - PASSENGER AUTOS:** County 33,304

**7 - ELECTRIC METERS:** Residence 16,443

**8 - GAS METERS:** Residence 10,227

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage 7.02)-Garment 770; Trans. 1,292; Shoes 798; Cement Mfg. 174; Hospitals 2,305; Soft Drink Bottlers 80; Util. 257; Plastics 150; Constr. 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 150; Steel 172; Furn. 50; Telephone 275; Whol. Hdwe. 186; University 9,000 students, 1,060 employees
**Principal Pay Days**-Fri., Sat., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25; last killing frost, Mar. 20.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Area**-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Town Plz.(31) | 5 | Sears |
| West Pk. Mall(90) | 7 | Famous-Barr, JCPenney, Venture |

**Principal Shopping Days**-Sat., Fri., Wed.
**Stores Open Evenings**-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz. until 9 Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Famous Barr; JCPenney; Sears.
**Variety Stores**-Woolworth; V&S.
**Discount Stores**-K mart; Wal-Mart; Venture.
**Chain Supermarkets**-Schnuck's; National Del-Farms; Heartland IGA; Food Giant; Aldi's.
**Other Chain Stores**-Dollar General; Naturalizer; Footworks; Gallenkamp Shoes; Maurice's; Lerner's; Red Cross Shoe Store; Goodyear; Radio Shack; So-Fro Fabrics; Camelot Music; Disc Jockey; Dimensions; Worth's; Orscheln's; Thom McAn; Kinney; Waldenbooks; Dreifus Jewelers; Central Hardware; Silo.

**14 - NEWSPAPERS:** SOUTHEAST MISSOURIAN (e-mon to fri) 16,628; (S) 20,225; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Irvin Landewee, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
**National Representative**: Papert Companies.

## CARROLLTON

**1 - LOCATION:** Carroll County, E&P Map B-2. County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65; State Hwy. 10.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; AT&SF.

**3 - POPULATION:**
Corp. City 80 Cen. 4,700; E&P 89 Est. 4,195
County 80 Cen. 12,163; E&P 89 Est. 10,829

**4 - HOUSEHOLDS:**
City 80 Cen. 1,986; E&P 89 Est. 1,857
County 80 Cen. 4,769; E&P 89 Est. 3,964

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $74,422,000 |
| Savings & Loan | 2 | $20,710,000 |

**6 - PASSENGER AUTOS:** County 6,176

**7 - ELECTRIC METERS:** Residence 2,019

**8 - GAS METERS:** Residence 2,135

**9 - PRINCIPAL INDUSTRIES:** Frozen Dinners, Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing; Pipelines; Feed & Grain Elevators.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Nancy's Fashions; Minnis (Ladies'); Carl's Men's Wear; Dickson's Men's Clothing; Freeman Furniture; Carroll Furn.; Shirley's Boots & Shoes.
**Discount Stores**-Dollar General; Places.
**Chain Drug Stores**-Fellers; Main; Roseberry.
**Chain Supermarkets**-Faulk's Quality Mkt.; Walt's Warehouse Grocery; Harold's Market; Mulchs United; Super.
**Other Chain Stores**-A&B Hdwe.; Sears (catalog); Ace Hdwe.; Carrollton Lumber Co.

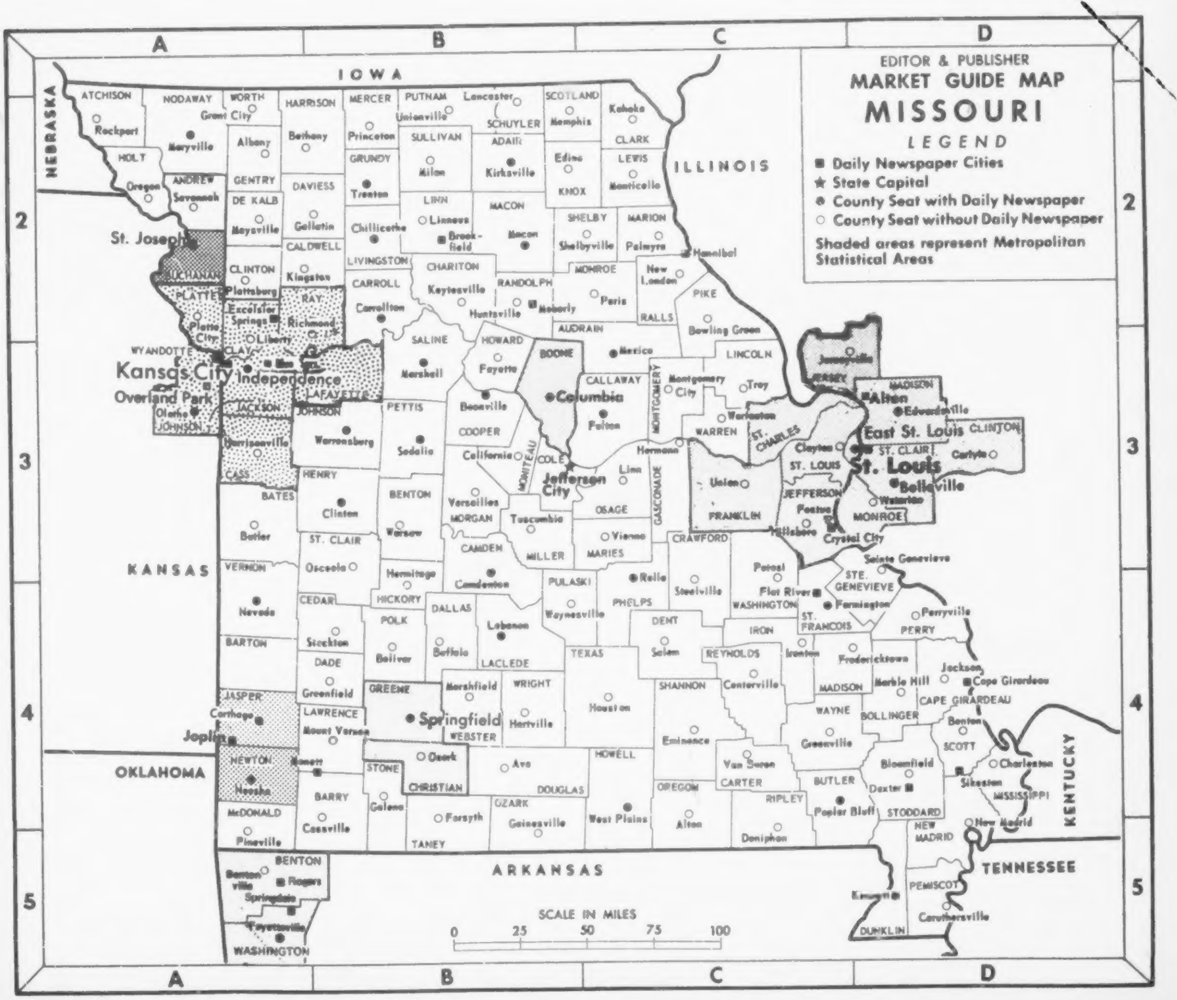
**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 3,400; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy. 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
**National Representative**: Missouri Press Service.

## CARTHAGE

**1 - LOCATION:** Jasper County, (In Joplin MSA) E&P Map A-4, County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound; Crown Coach; American.

**3 - POPULATION:**


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
2
3
4
5
IOWA
NEBRASKA
ILLINOIS
KANSAS
OKLAHOMA
ARKANSAS
KENTUCKY
TENNESSEE
St. Joseph
Kansas City
Independence
Overland Park
Columbia
Jefferson City
St. Louis
East St. Louis
Alton
Belleville
Springfield
Joplin
Carthage
Neosho
Cape Girardeau
Hannibal
Kirksville
Sedalia
Carrollton
Poplar Bluff
SCALE IN MILES
0
25
50
75
100

Corp. City 80 Cen. 11,104; E&P 89 Est. 10,931
County 80 Cen. 87,150; E&P 89 Est. 90,433
MSA 80 Cen. 127,873; E&P 89 Est. 139,122

**4 - HOUSEHOLDS:**
City 80 Cen. 4,379; E&P 89 Est. 4,295
County 80 Cen. 33,560; E&P 89 Est. 32,029
MSA 80 Cen. 48,436; E&P 89 Est. 53,272

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $812,898,142 |
| Commercial | 3 | $1,863,741,166 |

**6 - PASSENGER AUTOS:** County 53,350

**7 - ELECTRIC METERS:** Residence 4,957

**8 - GAS METERS:** Residence 5,203

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-19 blocks on 5 sts.
**Neighborhood Shopping Centers**-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Garrison & Centennial | 2 | Family Foods IGA |
| Wal-Mart City | 3 | Wal-Mart |
| Village(6) | 3 | Dollar General |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Thur. & Fri.
**Stores Open Sundays**-10

**13 - RETAIL OUTLETS: Variety Stores**-Dollar General.
**Discount Stores**-Wal-Mart; Family Dollar; Dollar General; Bee Discount.
**Chain Supermarkets**-Family Foods IGA; Consumers; Ramey's.
**Other Chain Stores**-Tap Jac Home Center.

**14 - NEWSPAPERS:** PRESS (e) 4,665; sworn Sept. 28, 1988.
**Local Contact** for Advertising and Merchandising Data: JoAnn Broyles, Nat'l Adv. Mgr., PRESS, 527 S. Main; PO Box 678, Carthage, MO 64836; Tel. (417) 358-2191.
**National Representatives**: Thomson Newspapers; Missouri Press Service.

## CHILLICOTHE

**1 - LOCATION:** Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City, 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

**2 - TRANSPORTATION: Railroads**-North Missouri Railroad Co.; Norfolk & Western.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 9,089; E&P 89 Est. 7,599
County 80 Cen. 15,693; E&P 89 Est. 14,483

**4 - HOUSEHOLDS:**
City 80 Cen. 3,678; E&P 89 Est. 3,310
County 80 Cen. 6,021; E&P 89 Est. 5,256

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $243,340,000 |
| Savings & Loan | 2 | $148,440,954 |

**6 - PASSENGER AUTOS:** County 7,773

**7 - ELECTRIC METERS:** Residence 3,635

**8 - GAS METERS:** Residence 2,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air Cleaners 230; Truck Line 98; Tool & Dye 10.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20. Av. An. Rainfall-33.7 in.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
**Neighborhood Shopping Centers**-6 blocks on South Washington; 11 Shopping Centers.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park Center(11) | NA | Place's |
| Southtown(9) | NA | Craig's United Super |
| Walnut Shpg. Ctr. | NA | Aldi, McDonald's |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Wal-Mart.
**Variety Stores**-Place's.
**Discount Stores**-Orscheln Farm & Home Supply; Westlake Ace Hardware, Wal-Mart.
**Chain Supermarkets**-United Super; HyVee; Aldi's.

**14 - NEWSPAPERS:** CONSTITUTION-TRIBUNE (e) 5,680; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Kevin Honey, Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Box 707, Chillicothe, MO 64601; Tel. (816) 646-2411.
**National Representatives**: Missouri Press Service; Landon Associates.

## CLINTON

**1 - LOCATION:** Henry County, E&P Map B-3, County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourism area 85 mi. from Kansas City; 95 mi. from Springfield.

**2 - TRANSPORTATION: Railroads**-Frisco Missouri-Kansas-Texas.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 8,366; E&P 89 Est. 8,561
County 80 Cen. 19,709; E&P 89 Est. 19,918
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,431; E&P 89 Est. 3,477
County 80 Cen. 7,763; E&P 89 Est. 6,853

| **5 - BANKS** | | |
|---|---|---|
| Commercial | 4 | $145,897,497 |
| Savings & Loan | 2 | $128,000,000 |

**6 - PASSENGER AUTOS:** County 11,833

**7 - ELECTRIC METERS:** Residence 3,703

**8 - GAS METERS:** Residence 3,302

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 25; Punch Press Mfg. 32; Coal Mining 119; Cheese 445; Power Plant 161; Caskets 3; Can Openers, Blenders, Washing Machines 370; Screen Printing 14.
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, medium hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Town Square on 20 Sts.
**Neighborhood Shopping Centers**-2nd S., Hwy. 13; Jct. Hwy. 7; Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners; Harmon Gaines.
**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney.
**Variety Stores**-Variety Discount.
**Discount Stores**-Sam's; Wal-Mart; Dollar General.
**Chain Drug Stores**-Kreisler; Rexall; Drugs Plus.
**Chain Supermarkets**-Safeway; Plaza United; Food-4-Less; Consumer's; Aldi's.
**Other Chain Stores**-Sherwin-Williams Paint; Adventureland Video; Coast-to-Coast; McDonald's; Wendy's; Hardee's; Pizza Hut.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 4,102; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Kathy Miles, Adv. Mgr., DEMOCRAT, 212 S. Washington St., P.O. Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
**National Representative**: Missouri Press Service.

## COLUMBIA

**1 - LOCATION:** Boone County (MSA), E&P Map B-3. Part of state educational center, on U.S. Hwys. 40, 63, I-70.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Ryder; Flextran, Kincaid.
**Motor Freight Carriers**-20.
**Intercity Bus Line**-Columbia Area Transit System.
**Airlines**-Air Midwest, (Columbia Regional Airport); TW Express; Northwest Airlink.

**3 - POPULATION:**
Corp. City 80 Cen. 62,061; E&P 89 Est. 59,774
NDM-ABC: (80) 100,376
County/MSA 80 Cen. 100,864; E&P 89 Est. 107,858
**Demographic Information available from The Columbia Missourian. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 21,452; E&P 89 Est. 21,434
County/MSA 80 Cen. 35,296; E&P 89 Est. 34,245
NDM-ABC: (80) 35,296

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $656,631,000 |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 60,634

**7 - ELECTRIC METERS:** Res. & Bus. 26,312

**8 - GAS METERS:** Res. & Bus. 19,610

**9 - PRINCIPAL INDUSTRIES:** Insurance Home Office 1,000 Emp.; Educ. (2 colleges, state university); Mfg.; Printing; Toasters & Toaster Ovens; Air Filters; Elect.; Medical (7 hospitals); Car Seats; Chem. Prods.; Visual/Electronic Prods.; Hose Clamps; Plastic Pipes; Truck Bodies; Building Products & Services; Circuit Breakers; Industrial Heating Elements.

**10 - CLIMATE:** Av. Annual Temp. 54; Jan. Av. Low 30; July Av. High 79.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
**Shopping Centers** (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Mall (120); Columbia Plaza (7); Eastgate Center (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Dept.-Thur.; food & shopping centers every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Roth's; Montgomery Ward; Dillard's.
**Discount Stores**-K mart; Osco; Wal-Mart 3; Target.
**Chain Drug Stores**-D&H 3; Osco; Revco.
**Chain Supermarkets**-Nowell's 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Fast Break 3; Casey's 3; Food Barn; Columbia AF Super; Aldis; Shop 'N Save; Temple Stephens.
**Other Chain Stores**-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

**14 - NEWSPAPERS:** MISSOURIAN (m-mon to fri) 5,002; (S) 4,960; June 30, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: Fred Parry, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
**National Representative**: Missouri Press Service.

TRIBUNE (e-mon to fri) 18,587; (m-sat) 18,524; (S) 22,621; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: June Dodd, Adv. Dir., TRIBUNE, 101 N. 4th St.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
**National Representative**: Papert Companies.

### CRYSTAL CITY
### See FESTUS

## DEXTER

**1 - LOCATION:** Stoddard County, E&P Map D-4. Manufacturing & agricultural area; 40 mi. S of Cape Girardeau. On U.S. Hwy. 60; State Hwy. 25.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; St. Louis-Southwestern.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Trailways.
**Airlines**-Ozark at Cape Girardeau (40 mi.).

**3 - POPULATION:**
Corp. City 80 Cen. 7,043; E&P 89 Est. 6,406
County 80 Cen. 29,067; E&P 89 Est. 28,386

**4 - HOUSEHOLDS:**
City 80 Cen. 2,885; E&P 89 Est. 2,681
County 80 Cen. 10,694; E&P 89 Est. 10,533

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $110,000,000 |
| Commercial | 2 | $56,000,000 |

**6 - PASSENGER AUTOS:** County 14,494

**7 - ELECTRIC METERS:** Residence 3,950

**8 - GAS METERS:** Residence 3,950

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoes 100 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar. 14.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-5 blocks W. of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Fred's.
**Discount Stores**-Wal-Mart, Discount City; Dollar General.
**Variety Stores**-Ben Franklin.
**Chain Supermarkets**-Rebel Mkt.; IGA; Town & Country; Piggly Wiggly.
**Other Chain Stores**-Orschelen Farm Supply; Western Auto; Stovall's.

**14 - NEWSPAPERS:** STATESMAN (e-mon to fri) 5,004; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Elaine Battles, Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
**National Representatives**: Landon Associates; Missouri Press Service; American Newspaper Representatives.

## EXCELSIOR SPRINGS

**1 - LOCATION:** Clay County (In Kansas City, MO-KS PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

**2 - TRANSPORTATION: Railroads**-Milwaukee CRI&P.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 10,424; E&P 89 Est. 12,285
PMSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662
County 80 Cen. 136,535; E&P 89 Est. 159,701

**4 - HOUSEHOLDS:**
City 80 Cen. 3,798; E&P 89 Est. 4,513
County 80 Cen. 49,743; E&P 89 Est. 59,954
PMSA 80 Cen. 344,092; E&P 89 Est. 593,971

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $100,000,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 94,676

**7 - ELECTRIC METERS:** Residence 3,731

**8 - GAS METERS:** Residence 3,712

**9 - PRINCIPAL INDUSTRIES:** Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160)

**Principal Industrial Pay Days**-1st & 15th

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Thompson, 8 on Broadway, 3 on South, 3 on Spring, 3 on Marietta, Junction Hwys. 10 & 69, 900 block Isley, 1400 block N. Jesse James.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Crown Hill(19) | 5 | Price Shopper |
| "Y"(12) | 5 | Food Barn |
| Bob's IGA(15) | 4 | IGA |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney, Sears, Ruth King's, Style Shop.
**Variety Stores**-Wal-Mart, Dollar General, Sears.
**Chain Drug Stores**-Rexall, Revco.
**Chain Supermarkets**-IGA, Aldi's, Safeway, Price Chopper, Food Barn.
**Other Chain Stores**-Coast-to-Coast, Sentry Hardware, HWI Hardware, Bob's True Value Hdwe.

**14 - NEWSPAPERS:** STANDARD (e-mon to fri) 2,547; sworn Oct. 2, 1988.

**Local Contact** for Advertising and Merchandising Data: Jimmy Watson, Pub., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.

**National Representative**: Missouri Press Service.

## FESTUS-CRYSTAL CITY

**1 - LOCATION:** Jefferson County, E&P Map C-3 (In St. Louis, MO-IL MSA). 35 mi. S of St. Louis. On State Hwys. 61 and 67, I-55.

**2 - TRANSPORTATION: Railroads**-Burlington Northern, Union Pacific.
**Bus Lines**-Greyhound, Trailways.
**Motor Freight Carriers**-3.
**Airport**-2,200 ft. paved & lighted.

**3 - POPULATION:**
Corp. Cities 80 Cen. 11,192; E&P 89 Est. 10,928
  Festus 80 Cen. 7,574; E&P 89 Est. 7,488
  Crystal City 80 Cen. 3,618; E&P 89 Est. 3,440
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465
County 80 Cen. 147,913; E&P 89 Est. 179,193
Note: Festus and Crystal City are divided only by a street in business section.

**4 - HOUSEHOLDS:**
Cities 80 Cen. 4,132; E&P 89 Est. 4,078
  Festus 80 Cen. 2,756; E&P 89 Est. 2,745
  Crystal City 80 Cen. 1,376; E&P 89 Est. 1,333
County 80 Cen. 47,385; E&P 89 Est. 77,933
MSA 80 Cen. 844,814; E&P 89 Est. 936,477

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $160,001,000 |

**6 - PASSENGER AUTOS:** County 94,632

**7 - ELECTRIC METERS:** Residence 4,200

**8 - GAS METERS:** Residence 4,000

**9 - PRINCIPAL INDUSTRIES:** Glassware, Nuclear, Fuel, Chem., Lead Smelter, Can Mfg., Bottle Mfg.

**10 - CLIMATE:** Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

**11 - TAP WATER:** Wells; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Shopping Area-2 blocks on Bailey Rd. (Crystal City), and 6 blocks on Main St. (Festus).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Industrial Court | 2 | Kroger, Gasen's |
| Twin City Mall(25) | NA | Venture, National Foods, Golde's Dept. |
| Gannon's Ctr. | 1 | Wal-Mart |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon. through Sat. & days on Sun. at nearby shopping centers; downtown open 9:00 a.m. to 5:30 p.m. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Golde's, Venture, Wal-Mart.
**Chain Supermarkets**-Kroger, National, Mountford's, Bi-Rite.
**Other Stores**-Gasen's Drug, Glaser-Medicare Drug, Dollar General, Fashion Gal Kingscourt, Payless Shoes, Colonel Day's, Wabash-Goodyear Tires, Western Auto, Radio Shack, Auto Shack, Midas Muffler, Sears (catalog).

**14 - NEWSPAPERS:** NEWS DEMOCRAT (m-mon to fri) 6,316; sworn June 14, 1988.

**Local Contact** for Advertising and Merchandising Data: Roger Reinhart, Pub., NEWS DEMOCRAT, 3 Industrial Drive, PO Box 309, Festus, MO 63028; Tel. (314) 937-9811.

**National Representative**: American Newspaper Representatives, Missouri Press Association.

## FLAT RIVER

**1 - LOCATION:** St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

**2 - TRANSPORTATION: Railroads**-Missouri Illinois.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 4,443; E&P 89 Est. 4,301
CZ-ABC: (80) 11,293
RTZ-ABC: (80) 25,669
County 80 Cen. 42,913; E&P 89 Est. 45,531
City & RTZ-ABC: (80) 36,962
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,733; E&P 89 Est. 1,745
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 80 Cen. 15,189; E&P 89 Est. 17,572
City & RTZ-ABC: (80) 13,323

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | $155,000,000 |
| Commercial | 5 | $190,000,000 |

**6 - PASSENGER AUTOS:** County 25,799

**7 - ELECTRIC METERS:** County 21,752

**8 - GAS METERS:** County 7,200

**9 - PRINCIPAL INDUSTRIES:** County-Shoe Mfg., Clothing, Precision Machine Parts, Furn., Pre-Fab. Homes, Electronics Mfg., Glass Mfg., State Hospital, Regional Postal Ctr., State Employment Office, Regional Social Security Office, Mushroom Cannery, Plastics, Playground & Picnic Tables.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Centers**-Plaza (10 stores); Mineral Area (8 stores).
**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Golde's.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Ragan Rexall, Medicate, Wal-Mart.
**Chain Supermarkets**-IGA 3; Kroger, Tom-Boy, Aldi's, Karsch's, Town & Country, Piggly Wiggly, Save-A-Lot 2.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 9,598; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., P.O. Box A, Flat River, MO 63601; Tel. (314) 431-2010.

**National Representatives**: Scripps League Newspapers, Papert Companies.

## FULTON

**1 - LOCATION:** Callaway County, E&P Map C-3. County Seat. Agricultural, educational center. 24 mi. N of Jefferson City, on U.S. Hwys. 54 and I-70 (7 mi. N).

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Northeast Missouri, Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 11,046; E&P 89 Est. 8,655
County 80 Cen. 32,487; E&P 89 Est. 32,575

**4 - HOUSEHOLDS:**
City 80 Cen. 3,468; E&P 89 Est. 2,745
County 80 Cen. 10,658; E&P 89 Est. 11,657

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | $90,550,000 |
| Commercial | 2 | $131,583,000 |

**6 - PASSENGER AUTOS:** County 16,313

**7 - ELECTRIC METERS:** Residence 3,473

**8 - GAS METERS:** Residence 3,004

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Brick 100; Farm Mach. 120; Printing 100; State Mental Hosp. 500; 2 Colleges; Nuclear Power Plant 1,500.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

**11 - TAP WATER:** Neutral, very hard, flouridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Briggs Wal-Mart(3) | NA | IGA, Wal-Mart |
| Winston Plz (5) | NA | K mart, Gerbes |

**Principal Shopping Days**-Wed., Thurs., Fri., Sat.
**Stores Open Evenings**-Downtown-Fri.; major chains-Mon.-Sat.
**Stores Open Sundays**-Some grocery, drug, hardware & retail.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Sears, Blattner's.
**Discount Stores**-Wal-Mart, K mart.
**Chain Supermarkets**-Moser's, Gerbes, Harmon's IGA, Aldi's.
**Other Chain Stores**-Westlakes, Orschelin, O'Reilly Automotive, Betty's Hallmark, LaCrosse Lumber, Northtown TV (Radio Shack), Dunavant's (Health Mart).

**14 - NEWSPAPERS:** SUN (m-tues to sat; S) 4,639; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Barbara Johnson, Adv. Mgr., SUN, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.

**National Representatives**: Papert Companies, Missouri Press Service.

## HANNIBAL

**1 - LOCATION:** Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern, Norfolk & Western and freight.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Trailways, Mid-American.

**3 - POPULATION:**
Corp. City 80 Cen. 18,811; E&P 89 Est. 19,439
CZ-ABC: (80) 18,941
RTZ-ABC: (80) 78,820
Counties 80 Cen. 37,673; E&P 89 Est. 38,863
  Marion 80 Cen. 28,692; E&P 89 Est. 29,804
  Ralls 80 Cen. 8,981; E&P 89 Est. 9,059
City & RTZ-ABC: (80) 97,761

**4 - HOUSEHOLDS:**
City 80 Cen. 7,164; E&P 89 Est. 7,756
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 80 Cen. 13,879; E&P 89 Est. 14,933
  Marion 80 Cen. 10,696; E&P 89 Est. 11,090
  Ralls 80 Cen. 3,183; E&P 89 Est. 3,843
City & RTZ-ABC: (80) 36,565

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $142,404,000 |
| Savings & Loan | 7 | $5,488,696,000 |

**6 - PASSENGER AUTOS:** Counties: Marion 15,183; Ralls 3,550

**7 - ELECTRIC METERS:** Residence 7,143

**8 - GAS METERS:** Residence 7,152

**9 - PRINCIPAL INDUSTRIES:** Industry-Food, Dairy & Bev., Bldg. Matls., Mach. & Tools, Shoes, Furnaces & Metal Stamping, Cement, Agric. Chem., Heating Element Mfg., Canning, Plastics.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr. 13.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-25 blocks Main St., Broadway and Market St.

**Neighborhood Shopping Centers**-South Side, Mark Twain Ave., St. Mary's Ave., McMasters Ave., Oakwood, Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney, Kroger's), Steamboat Bend Center (TG&Y Family Center, Food For Less).

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.
**Stores Open Sundays**-Shopping Centers.

**13 - RETAIL OUTLETS: Department Stores**-Dollar General, JCPenney.
**Variety Stores**-TG&Y.
**Discount Stores**-K mart, TG&Y, Wal-Mart.
**Chain Drug Stores**-SupeRx, Best Buy, Medi-Cap.
**Chain Supermarkets**-Kroger's, Natl. Food, Hy-Klas 3, Aldi, Food-For-Less.
**Other Chain Stores**-Sears (catalog), Chanen Auto, Westlake Hardware, Autowise, Christa Rentals, Crown Shoe, Pic-Way Shoes, Autoworks, Right-A-Way Auto Parts.

**14 - NEWSPAPERS:** COURIER-POST (e) 10,933; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John D. Goosen, Pub./Ed., COURIER-POST, 200 N. Third St., P.O. Box A, Hannibal, MO 63401; Tel. (314) 221-2800.

**National Representatives**: Landon Associates, Missouri Press Service.

## INDEPENDENCE

**1 - LOCATION:** Jackson County, (In Kansas City, MO-KS MSA). E&P Map A-3. County Seat. Joins Kansas City on East.

**2 - TRANSPORTATION: Railroads**-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
**Intercity Bus Lines**-K.C.; Greyhound.
**Motor Freight Carriers**-154.
**Airlines**-TWA, Continental; Central; Ozark; Delta; C&S; United; Eastern; Braniff; Frontier; Air Midwest; American; American West; Northwest; Southwest.

**3 - POPULATION:**
Corp. City 80 Cen. 111,806; E&P 89 Est. 107,642
MSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662
County 80 Cen. 628,731; E&P 89 Est. 618,282

**4 - HOUSEHOLDS:**
City 80 Cen. 42,429; E&P 89 Est. 40,288
County 80 Cen. 242,053; E&P 89 Est. 224,204
MSA 80 Cen. 536,800; E&P 89 Est. 593,971

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $542,880,000 |

| | | |
|---|---|---|
| Savings & Loan | 7 | $1,900,000,000 |

**6 - PASSENGER AUTOS:** County 423,438

**7 - ELECTRIC METERS:** Residence 45,487

**8 - GAS METERS:** Residence 49,441

**9 - PRINCIPAL INDUSTRIES:** City Zone-Steel Prods.; Furn.; Bedding; Chem.; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Mach.; Ice Cream; Pop; Asphalt; Jet Fuel; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastics; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiberglass Awnings; Agricultural Lime; Liquid Nitrogen; Custom Software; Industrial Trucks; Playing Cards; Concrete Forms & Pipes; Drive Shafts; Rail Spikes; Meat Proc.; Rock Phosphate; Potash; Religious Books; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; Dairy Equip.; Salad Oil; Electronic Equip.; Cement; Printing & Pub.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter -15-45. First killing frost, Oct. 25; last killing frost, Apr. 21

**11 - TAP WATER:** Ground Water, soft; not fluoridated.

**12 - RETAILING: Shopping Centers**-(Distance from Shopping District). Englewood, 1 mi.; Fairmont, 4 mi.; Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alton Plaza(4) | NA | Thriftway, TG&Y |
| Chrisman Plz.(12) | NA | Save Mart, TG&Y |
| Susquehanna(12) | NA | Coast-to-Coast, United Super, |
| Gaslight Sq.(15) | NA | Fashion Gal, Robinson's, United Super |
| Hi Way 24(11) | NA | Thriftway, Dollar General |
| Hub Regional(10) | NA | |
| Independence(120) | NA | Dillard's, Jones, Sears |
| Noland Plaza(9) | NA | Uniroyal, World Radio |
| Noland South | NA | Children's Palace, Payless Cashways, Clothworld |
| Plaza 71(11) | NA | Radio Shack, Drug Emporium |
| Sterling View | NA | Food Barn |
| 39th & Noland(11) | NA | Marshalls, Venture |
| Independence Corners(7) | NA | Price Chopper, Revco |
| Hawthorn Sq.(6) | NA | Builders Square, Food 4 Less |
| Generals Plaza | NA | Walton's Whol. Club, Dot Drug |
| Noland Fashion Sq. | NA | Toys 'R Us, Kids 'R Us, 1/2 Price Store, Treasury Drug |
| Market Place | NA | Service Mdse., Price Chopper |

**Principal Shopping Days**-Mon., Tues., Fri., Sat.

**Stores Open Evenings**-Tues., Fri. Shopping Centers, some 2 nights, some 6.

**Stores Open Sundays**-All.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Sears; Dillard's; Jones Store; Walton's Wholesale Club.

**Discount Stores**-K mart; Venture

**Variety Stores**-Woolworth; TG&Y 3; Ben Franklin 2.

**Chain Drug Stores**-K mart; Revco 3; Osco 3; Treasury Drug 2.

**Chain Supermarkets**-Food Barn 3; U.S. Supers 5; Thriftway 2; Price Chopper 2; Save Mart 2.

**Other Chain Stores**-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Goodrich; Uniroyal; Sutherland's P; Toys 'R Us; Kids 'R Us; Service Merchandise; TJ Maxx; Best; Best Buy.

**14 - NEWSPAPERS:** EXAMINER (e) 15,273; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Irene Baltrusaitis, Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.

**National Representatives**: Missouri Press Service; U.S. Suburban Press.

## JEFFERSON CITY

**1 - LOCATION:** Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army), 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Amtrak.

**Water**-River Barge Line; Federal Barge; Adrian Dock.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Missouri Transit; Continental Trailways.

**Airlines**-Air Midwest; TW Express.

**3 - POPULATION:**

Corp. City 80 Cen. 33,619; E&P 89 Est. 34,248
CZ-ABC: (80) 43,723
RTZ-ABC: (80) 110,126
County 80 Cen. 57,037; E&P 89 Est. 65,465
City & RTZ-ABC: (80) 153,849

**4 - HOUSEHOLDS:**

City 80 Cen. 12,639; E&P 89 Est. 13,570
County 80 Cen. 19,781; E&P 89 Est. 23,449
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 38,252
City & RTZ-ABC: (80) 54,089

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $390,130,000 |
| Commercial | 4 | $789,204,000 |

**6 - PASSENGER AUTOS:** County 37,547

**7 - ELECTRIC METERS:** City Res. 15,815

**8 - GAS METERS:** City Res. 10,963

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 357; State Gov't 13,000; Cosmetics 1,000; Warehousing 100; Elect. Assembly 1,201; Shoe Distribution 200; Automotive Seating 120; Heavy Duty Radiators 150; Magazine Distribution 400; Mfg. of Washer Parts 100.

**Principal Pay Days**-28th to 30th monthly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10 60. First killing frost, Oct. 27; last killing frost, Apr. 16.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Capital & Downtown Malls 4 blocks on High St., east and west, with one block off High St., north and south.

**Neighborhood Shopping Centers**-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Capitol Mall(63) | 5 | Sears, JCPenney, Dillard's |
| Southwest Plaza(4) | 3 | IGA, Mont. Ward |
| Mart Center(12) | 3 | Wal-Mart, Food 4 Less |
| K mart Center | 3 | K mart |
| Apache Flats | 6 | Home of Bargains |

**Stores Open Sundays**-Food; Drug; Retail.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Herman's; Sears.

**Discount Stores**-House of Bargains; Wal-Mart; K mart.

**Chain Drug Stores**-Super D; Medicare Glaser.

**Chain Supermarkets**-IGA 2; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less.

**14 - NEWSPAPERS:** CAPITAL NEWS (m-tues to sat) 3,801; POST-TRIBUNE (e-mon to fri) 17,989; NEWS TRIBUNE (S) 23,926; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Beth Chism, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.

**National Representative**: Papert Companies.

## JOPLIN

**1 - LOCATION:** Jasper and Newton Counties (MSA). E&P Map A-4. Industrial, agricultural, recreational, distributional and chemical center.

**2 - TRANSPORTATION: Railroads**-KCS; Missouri Pacific; Burlington Northern.

**Motor Freight Carriers**-135.

**Bus Lines**-Greyhound; Jefferson Lines; Trailways.

**Airlines**-Air Midwest; Northwest Airlink; Trans World Express.

**3 - POPULATION:**

Corp. City 80 Cen. 39,023; E&P 89 Est. 37,578
CZ-ABC: (80) 60,603
RTZ-ABC: (80) 201,674
Counties/MSA 80 Cen. 127,513; E&P 89 Est. 139,122
 Jasper 80 Cen. 86,958; E&P 89 Est. 90,433
 Newton 80 Cen. 40,555; E&P 89 Est. 48,689
City & RTZ-ABC: (80) 262,277

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 16,045; E&P 89 Est. 15,446
Counties/MSA 80 Cen. 48,436; E&P 89 Est. 51,535
 Jasper 80 Cen. 33,560; E&P 89 Est. 32,029
 Newton 80 Cen. 14,876; E&P 89 Est. 19,507
CZ-ABC: (80) 24,127
RTZ-ABC: (80) 75,078
City & RTZ-ABC: (80) 99,205

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $170,171,960 |
| Commercial | 6 | $363,083,033 |

**6 - PASSENGER AUTOS:** Counties-Jasper 53,350; Newton 24,017

**7 - ELECTRIC METERS:** Residence 24,143

**8 - GAS METERS:** Residence 17,481

**9 - PRINCIPAL INDUSTRIES:** Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chem.; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixt.; Furn.; Roofing; Creosoted Prods.; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furn.; Bearings; Offset Printing Presses.

**Principal Industrial Pay Days**-Wed. and Fri.

**10 - CLIMATE:** First killing frost, Oct. 20; last killing frost, Mar. 27.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Main and Joplin Sts.

**Neighborhood Shopping Centers**-S. Joplin and 20th to 30th on Main.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bel-Aire | 4 | Cloth World |
| East-Gate(4) | 3 | Wal-Mart |
| Eastmoreland | 1 | Sears |
| North Park(79) | 3 | JCPenney, Newman, Mont. Ward, Famous Barr, Venture |
| Wal-Mart Ctr. W | 3 | Wal-Mart |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Montgomery Ward; Famous Barr.

**Discount Stores**-May's City 2; Wal-Mart 3; K mart; Venture.

**Chain Drug Stores**-Walgreens

**Chain Supermarkets**-IGA Thriftway 2; Consumers 3; Dillon's; Smitty's.

**14 - NEWSPAPERS:** GLOBE (m) 39,601; (S) 45,423; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mark B. Johnston, Ret. Adv. Mgr., GLOBE, 117 E. 4th St., Joplin, MO 64801; Tel. (417) 623-3480.

**National Representative**: Branham/Newspaper Sales.

## KANSAS CITY

**1 - LOCATION:** Jackson County, E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

**2 - TRANSPORTATION: Railroads**-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.

**Motor Freight Carriers**-150.

**Freight Steamship Lines**-3.

**Interstate Bus Lines**-Greyhound; Jefferson Lines; Trailways.

**Airlines**-Trans World; Ozark; Continental; United; Delta; Midway; Republic; Eastern; American; Northwest; Southwest; USAir; Braniff.

**3 - POPULATION:**

Corp. City 80 Cen. 448,159; E&P 89 Est. 406,066
CZ-ABC: (80) 1,175,637
RTZ-ABC: (80) 586,457
County 80 Cen. 628,731; E&P 89 Est. 618,282
MSA 80 Cen. 1,435,731; E&P 89 Est. 1,558,662
City & RTZ-ABC: (80) 1,762,094

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 175,227; E&P 89 Est. 156,590
County 80 Cen. 242,053; E&P 89 Est. 224,204
MSA 80 Cen. 536,800; E&P 89 Est. 593,971
CZ-ABC: (80) 442,066
RTZ-ABC: (80) 206,151
City & RTZ-ABC: (80) 648,217

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 115 | $13,888,402,000 |
| Savings & Loan | 27 | $5,316,949,000 |

**6 - PASSENGER AUTOS:** County 423,438

**7 - ELECTRIC METERS:** 500,000

**8 - GAS METERS:** PMSA 400,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 118,700 ($440); Durable Goods 67,700 ($471); Lumber & Furn. 3,400 ($255); Stone, Clay & Glass Prods. 4,200 ($420); Primary Metal Ind. 3,600 ($393); Fab. Metal Prods. 9,400 ($386); Mach. except Elect. 7,600 ($409); Elect. Equip. & Supplies 20,100 ($418); Trans. Equip. 15,500 ($684); Motor Vehicles & Equip. 15,200 ($690); Other Durable Goods 4,000 ($248); Non-Durable Goods 51,000 ($388); Food & Kindred Prods. 9,300 ($418); Apparel & Textile Prods. 2,500 ($189); Paper & Allied Prods. 5,700 ($427); Printing & Pub. 19,800 ($405); Chem. & Allied Prods. 8,800 ($418); Petroleum & Coal Prods. 600 ($453); Other Non-Durable Goods 4,300 ($302).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.

**Shopping Centers**-Neighborhood 131; Regional 11; Community 38.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Department & Food nightly, stores open Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Halls, JCPenney; Jones; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's; Bonwit Teller.

**Discount Stores**-Half Price Store; K mart; Service Merchandise; Venture; Best; Richman Gordman; Wal-Mart.

**Variety Stores**-Ben Franklin; McCrory's; Walton's Wholesale Club.

**Chain Drug Stores**-Revco 35; Osco 18; Treasury 11; Bruce Smith 4; Dot 3; Drug Emporium 3; Medicine Shoppe Pharmacies 5.

**Chain Supermarkets**-Aldi 8; Bob's IGA 9; Food Barn 20; Food-For-Less 3; Hen House 2; Justrite 3; Payless 5; Price Chopper 15; Safeway 18; Thriftway 28; United Super 38; Foodland 11.

**14 - NEWSPAPERS:** TIMES (m) 275,016; STAR (e-mon to fri) 175,941; STAR (S) 414,689; Mar.

31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mark Johnston, Ret. Adv. Mgr., STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4156.

**National Representative** Cresmer, Woodward, O'Mara & Ormsbee.

## KENNETT

**1 - LOCATION:** Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-Film Trans.; Inman; Jones; American; Elfrink.

**Intercity Bus Lines**-Great Southern.

**3 - POPULATION:**

Corp. City 80 Cen. 10,145; E&P 89 Est. 9,137

County 80 Cen. 36,129; E&P 89 Est. 34,445

**4 - HOUSEHOLDS:**

City 80 Cen. 4,024; E&P 89 Est. 3,755

County 80 Cen. 13,588; E&P 89 Est. 13,150

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 4 | $243,790,000 |
| Savings & Loan | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 16,753

**7 - ELECTRIC METERS:** Residence 4,024

**8 - GAS METERS:** Residence 3,872

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elevators 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

**10 - CLIMATE:** Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Districts**-8 blocks on Court Square; 3 blocks S.; 2 blocks W.; 9 blocks E.; 2 blocks N.

**Shopping Areas**-8 blocks Hwy. 25 N.; 11 E. on Hwy. 412; 10 W. on Hwy. 84; 5 blocks on S. By-Pass.

**13 - RETAIL OUTLETS: Department Stores**-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward; Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.

**Discount Stores**-Riggs Supply; Wal-Mart; Lambertson's; Alco; Fred's; K mart; Family Dollar Store.

**Chain Supermarkets**-Gowan's Foods; Safeway; Parr's; Kroger; Jr. Food Marts 2.

**Other Chain Stores**-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; True Value; Parts Plus.

**14 - NEWSPAPERS:** DUNKLIN DEMOCRAT (e) 7,055; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N. Main St., Kennett, MO 63857; Tel. (314) 888-4505.

**National Representative**: Landon Associates.

## KIRKSVILLE

**1 - LOCATION:** Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis. On U.S. Hwy. 63; State Hwys. 6, 11.

**2 - TRANSPORTATION: Railroads**-Norfolk-Western; AT&SF.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Missouri Transit.

**Airlines**-Braniff Express.

**3 - POPULATION:**

Corp. City 80 Cen. 17,167; E&P 89 Est. 16,526

County 80 Cen. 24,944; E&P 89 Est. 24,220

**4 - HOUSEHOLDS:**

City 80 Cen. 6,264; E&P 89 Est. 5,683

County 80 Cen. 8,947; E&P 89 Est. 7,321

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $189,000,000 |
| Savings & Loan | 2 | $113,108,000 |
| Federal Land Bank | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 10,667

**7 - ELECTRIC METERS:** County 9,000

**8 - GAS METERS:** County 6,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Hourly Wage)-Plastics 550 ($5.05); Concrete 100 ($5.00); Bus. Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85); Meat Proc. 231 ($5.75).

**Principal Industrial Pay Days**-Fri., 15th & last day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Shopping Centers**-Central Business District (25 stores); Lincoln Square Shops (6 stores-Tarkim Discount, Sears); Hwy. 63 South (Wal-Mart, JCPenney, Fashion Bug); Hwy. 63 North (K mart, Pamida, Westlake).

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Tarkim.

**Discount Stores**-Pamida; Wal-Mart; K mart.

**Chain Drug Stores**-Mont. Rexall Associate.

**Chain Supermarkets**-Hy Vee; Cash Saver; Easter's; Foodbarn; Safeway.

**Other Chain Stores**-Farm & Home Supply; Midwest Auto; West Lake; True Value Hdwe.

**14 - NEWSPAPERS:** EXPRESS & NEWS (e-mon to fri; S) 9,807; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.

**National Representative** Missouri Press Service.

## LEBANON

**1 - LOCATION:** Laclede County, E&P Map B-4, County Seat. Light industrial center. Dairy, agricultural & resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44; State Hwys. 5, 32, 64.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Mo. Transit; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 9,507; E&P 89 Est. 11,143

County 80 Cen. 24,323; E&P 89 Est. 30,096

**4 - HOUSEHOLDS:**

City 80 Cen. 3,965; E&P 89 Est. 4,791

County 80 Cen. 9,023; E&P 89 Est. 11,479

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $202,000,000 |
| Savings & Loan | 1 | $400,000,000 |

**6 - PASSENGER AUTOS:** County 14,988

**7 - ELECTRIC METERS:** Residence 10,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prods. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southdale | 1 | Wal-Mart |
| Interstate(14) | NA | Consumers Mkt. |
| Jefferson Isle(13) | NA | |
| South Hwy (5) | NA | K mart |
| Wal-Mart | NA | Wal-Mart |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping Centers-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.

**Variety Stores**-Anthony's; Bill's Farm & Home; O'Neils; Dollar General.

**Discount Stores**-Wal-Mart; Consumers Family Center; K mart.

**Chain Drug Stores**-Medicare; Wal-Mart.

**Chain Supermarkets**-Consumer's; M.F.A. Exchange; Ramey's.

**14 - NEWSPAPERS:** RECORD (e-mon to fri; S) 5,775; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Greg Snyder, Adv. Dir., RECORD, 290 S. Madison; PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.

**National Representatives** Missouri Press Service; Papert Companies.

## MACON

**1 - LOCATION:** Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Burlington.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Missouri Transit; Continental Trailways; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 5,680; E&P 89 Est. 5,861

County 80 Cen. 16,336; E&P 89 Est. 16,770

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,348; E&P 89 Est. 2,530

County 80 Cen. 6,386; E&P 89 Est. 6,199

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $2,729,058 |
| Commercial | 5 | $188,905,000 |

**6.- PASSENGER AUTOS:** County 8,792

**7 - ELECTRIC METERS:** Residence 3,200

**8 - GAS METERS:** Residence 2,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 600 ($250); Elect. Appliances 750 ($225); Screw Machine Prods. 21 ($250); Mining 200 ($500).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Shopping Centers**-Macon Plz.; Wal-Mart.

**Principal Shopping Days**-Fri., Sat., Sun., Mon.

**Stores Open Evenings**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Places; Dollar General; Wal-Mart.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Miller's (Rexall).

**Chain Supermarkets**-Prenger's IGA; Consumers Mkt.; Jack's Cash Saver.

**Other Chain Stores**-Sears (catalog); Orscheln's; Westlakes.

**14 - NEWSPAPERS:** CHRONICLE-HERALD (e-tues to fri) 3,741; sworn Sept. 16, 1988.

**Local Contact** for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W. Bourke St., Macon, MO 63552; Tel. (816) 385-3121.

**National Representatives** Papert Companies; Missouri Press Service.

## MARSHALL

**1 - LOCATION:** Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

**2 - TRANSPORTATION: Railroads**-I.C.G.; Missouri Pacific.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 12,781; E&P 89 Est. 13,062

County 80 Cen. 25,007; E&P 89 Est. 24,270

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,729; E&P 89 Est. 5,000

County 80 Cen. 9,363; E&P 89 Est. 8,469

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial<br>(Saline County; 3 in Marshall) | 6 | $154,000,000 |
| Savings & Loans | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 12,911

**7 - ELECTRIC METERS:** Residence 6,844

**8 - GAS METERS:** Residence 5,800

**9 - PRINCIPAL INDUSTRIES:** Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prods.; Precast Concrete Building Panels; Welding Works; Hog Proc.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Soft, treated; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza Mall | NA | Wal-Mart |
| Marshall Plaza | NA | Safeway, Payless |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**Stores Open Sundays**-Grocery.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-IGA 2; Food Barn; Consumers; Aldi's.

**Other Chain Stores**-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

**14 - NEWSPAPERS:** DEMOCRAT-NEWS (e) 4,825; sworn Sept. 23, 1988.

**Local Contact** for Advertising and Merchandising Data: Shelley Arth, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.

**National Representatives**: Missouri Press Service: Papert Companies.

## MARYVILLE

**1 - LOCATION:** Nodaway County, E&P Map A-2, County Seat. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71, State Hwy. 136.

**2 - TRANSPORTATION: Intercity Bus Lines**-Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 9,558; E&P 89 Est. 9,002

County 80 Cen. 21,971; E&P 89 Est. 20,891

**4 - HOUSEHOLDS:**

City 80 Cen. 2,639; E&P 89 Est. 3,132

County 80 Cen. 7,687; E&P 89 Est. 7,061

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $155,847,524 |
| Savings & Loan | 2 | $160,329,645 |

**6 - PASSENGER AUTOS:** County 10,560

**7 - ELECTRIC METERS:** Residence 2,985

**8 - GAS METERS:** Residence 2,671

**9 - PRINCIPAL INDUSTRIES:** Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Prods.; Educ. (State University); Pre-Packaged Diapers; Commercial Printing.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Maryville Mall(5) | NA | JCPenney, K mart |
| Mary Mart(4) | NA | Wathin's Hdwe., Sears (catalog), Sack'n Save |
| Village(4) | NA | HyVee Mkt., Easter's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Village Shpg. Ctr. every evening until 9; Mary Mart Center every evening until 7; Downtown Thur. until 9; Maryville Mall every evening until 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General; Sears (catalog); Pamida.

**Variety Stores**-K mart; Wal-Mart.

**Chain Supermarkets**-Thomas; HyVee; Easter's Super Valu; Sack 'n Save.

**Other Chain Stores**-Firestone Tires; Brown's Shoes; Livingston Clothing; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurice's; Regis; Caseys; Shop & Hop; Fields Clothing.

**14 - NEWSPAPERS:** DAILY FORUM (e) 4,245; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Jodee Roush, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St.; PO Box 188, Maryville, MO 64468; Tel. (816) 582-3165.

**National Representative**: Papert Companies.

## MEXICO

**1 - LOCATION:** Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern; ICG.

**Motor Freight Carriers**-8.

**3 - POPULATION:**

Corp. City 80 Cen. 12,276; E&P 89 Est. 11,824
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 39,993
County 80 Cen. 26,517; E&P 89 Est. 25,548
City & RTZ-ABC: (80) 52,269

**Demographic information available from Chamber of Commerce.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,773; E&P 89 Est. 4,780
County 80 Cen. 9,779; E&P 89 Est. 9,506
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,549
City & RTZ-ABC: (80) 19,322

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $120,800,000 |
| Savings & Loan | 2 | $210,500,000 |

**6 - PASSENGER AUTOS:** County 13,064

**7 - ELECTRIC METERS:** Residence 4,759

**8 - GAS METERS:** Residence 4,111

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,183 (N.A.); Food 197 (N.A.); Plastic Prods. 131.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

**11 - TAP WATER:** Softened; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| South Trail(9) | 3 | Wal-Mart |
| West Plaza(15) | 1 | TG&Y, Dollar General, Kline's, IGA |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.

**Variety Stores**-TG&Y.

**Discount Stores**-Wal-Mart.

**Chain Drug Stores**-Rexall; Medicare-Glaser.

**Chain Supermarkets**-IGA; Hoffman's; Aldi's; Hickman's.

**Other Chain Stores**-Westlake's.

**14 - NEWSPAPERS:** LEDGER (e) 10,861; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.

**National Representatives**: Papert Companies; Missouri Press Service.

## MOBERLY

**1 - LOCATION:** Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Kincaid Bus Lines.

**3 - POPULATION:**

Corp. City 80 Cen. 13,418; E&P 89 Est. 13,408
County 80 Cen. 25,575; E&P 89 Est. 26,528

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,365; E&P 89 Est. 5,798
County 80 Cen. 9,240; E&P 89 Est. 9,715

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 3 | $210,000,000 |
| Savings & Loan | 2 | $125,000,000 |

**6 - PASSENGER AUTOS:** County 13,058

**7 - ELECTRIC METERS:** Res. City 6,790; County 9,482

**8 - GAS METERS:** Res. City 5,161; County 6,397

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Moberly Regional Medical Center 353; Electricity 600; Gas 74; Chem. 250; Leasing 96; Telephone 75; Fabricators 35; Coal 190; Junior College 250.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General.

**Discount Stores**-TG&Y; Family Store; Wal-Mart.

**Chain Drug Stores**-McKenzie Prescription; Burton's Rexall; The Medicine Shop.

**Chain Supermarkets**-IGA 2; Price Chopper; Food Barn; Food 4 Less.

**Other Chain Stores**-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pay Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Sears (catalog); O'Riley Automotive.

**14 - NEWSPAPERS:** MONITOR-INDEX & DEMOCRAT (e-mon to fri; S) 9,021; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.

**National Representatives**: Missouri Press Service; Papert Companies.

## MONETT

**1 - LOCATION:** Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Motor Freight Carriers**-5.

**3 - POPULATION:**

Corp. City 80 Cen. 6,148; E&P 89 Est. 6,500
Counties 80 Cen. 53,588; E&P 89 Est. 59,385
  Barry 80 Cen. 24,514; E&P 89 Est. 28,644
  Lawrence 80 Cen. 29,074; E&P 89 Est. 30,741

**4 - HOUSEHOLDS:**

City 80 Cen. 2,460; E&P 89 Est. 2,772
Counties 80 Cen. 20,046; E&P 89 Est. 22,893
  Barry 80 Cen. 9,305; E&P 89 Est. 11,005
  Lawrence 80 Cen. 10,741; E&P 89 Est. 11,888

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $169,888,000 |
| Savings & Loan | 2 | $32,000,000 |

**6 - PASSENGER AUTOS:** Counties: Barry 14,664; Lawrence 16,131

**7 - ELECTRIC METERS:** Residence 3,187

**8 - GAS METERS:** Residence 2,844

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Proc. 700; Aluminum Fab. 300; Tool & Machine Parts 120; Clothing 250; Shoes 400.

**Principal Pay Days**-Mon., Fri., Sat., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on B'way.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 6 on U.S. 60 Bypass.

**Principal Shopping Days**-Department Stores-Tues., Fri., Sat. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**Stores Open Sundays**-Supermarkets; one drug.

**13 - RETAIL OUTLETS: Department Stores**-Fashion Crossroads; Brownsberger's; Mansfield; The Niche.

**Variety Store**-Modern Variety.

**Discount Stores**-Wal-Mart.

**Chain Drug Stores**-Bruner (Assoc. Druggists).

**Chain Supermarkets**-Ramey (Assoc. Whol. Grocers) 2; Consumers Market; G & W Foods.

**Other Chain Stores**-Otasco; She's So Fine; Jerry's Clothing; Fashion Corner; Silhouette; Little Boutique.

**14 - NEWSPAPERS:** TIMES (e) 4,337; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: C.R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.

**National Representative**: Missouri Press Service.

## NEOSHO

**1 - LOCATION:** Newton County, (In Joplin MSA). E&P Map A-4, County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 50 & 71.

**2 - TRANSPORTATION: Railroads**-Kansas City Southern; Burlington Northern.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Jefferson.

**3 - POPULATION:**

Corp. City 80 Cen. 9,493; E&P 89 Est. 11,521
County 80 Cen. 40,723; E&P 89 Est. 48,689
MSA 80 Cen. 127,873; E&P 89 Est. 139,122

**4 - HOUSEHOLDS:**

City 80 Cen. 3,827; E&P 89 Est. 4,981
County 80 Cen. 14,876; E&P 89 Est. 19,507
MSA 80 Cen. 48,436; E&P 89 Est. 53,272

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $148,000,000 |
| Savings & Loan | 2 | $86,000,000 |

**6 - PASSENGER AUTOS:** County 24,017

**7 - ELECTRIC METERS:** Residence 4,246

**8 - GAS METERS:** Residence 3,619

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furn. 500 ($340).

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.; Discount & Food nightly.

**Stores Open Sundays**-Food; Drug; Wal-Mart Discount.

**13 - RETAIL OUTLETS: Department Stores**-McGinty's; C.R. Anthony's.

**Discount Stores**-Wal-Mart.

**Variety Stores**-Dollar General; Family Dollar; Pic 'N Save.

**Chain Drug Stores**-Wal-Mart Pharmacy.

**Chain Supermarkets**-Consumer's; McClintock's IGA; Rameys.

**Other Chain Stores**-Sears; Goodyear.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 5,821; sworn Sept. 22, 1988.

**Local Contact** for Advertising and Merchandising Data: Dan Corporon, Adv. Mgr., NEWS, 1006 W. Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.

**National Representative**: Missouri Press Service.

## NEVADA

**1 - LOCATION:** Vernon County, E&P Map A-4, County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 54, 71.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific (freight); M-K-T (freight).

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Jefferson.

**3 - POPULATION:**

Corp. City 80 Cen. 9,044; E&P 89 Est. 8,405
County 80 Cen. 19,824; E&P 89 Est. 19,680

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,514; E&P 89 Est. 3,367
County 80 Cen. 7,497; E&P 89 Est. 6,657

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $90,912,000 |
| Savings & Loan | 1 | $2,221,485,672 |

**6 - PASSENGER AUTOS:** County $10,084

**7 - ELECTRIC METERS:** Residence 5,180

**8 - GAS METERS:** Residence 3,255

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Prods. 450 ($200); Heavy Duty Air Filters 190 (N.A.).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

**11 - TAP WATER:** Treated deep wells; state approved.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Sq.

**Neighborhood Shopping Centers**-Osage and Austin, East Austin, W. city limits & Hwy. 54.

**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Place.

**Discount Stores**-Wal-Mart; Save Mart.

**Chain Supermarkets**-Paul & Jerry's; IGA; Thriftway; Aldi.

**Other Chain Stores**-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurices; Roberts; The Ladies Peddler.

**14 - NEWSPAPERS:** MAIL (e-mon to fri) 4,941; HERALD (S) 4,941; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jeff Tweten, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.

**National Representative**: Missouri Press Service; Papert Companies.

## POPLAR BLUFF

**1 - LOCATION:** Butler County. E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

**2 - TRANSPORTATION: Railroads**-Union Pacific, Amtrak.

**Intercity Bus Lines**-Continental

**Airlines**-Charter

**Motor Freight Carriers**-9

**3 - POPULATION:**

Corp. City 80 Cen. 17,139; E&P 89 Est. 17,082
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 80 Cen. 37,693; E&P 89 Est. 38,002
City & RTZ-ABC: (80) 129,625

**4 - HOUSEHOLDS:**

City 80 Cen. 6,936; E&P 89 Est. 7,077
County 80 Cen. 14,181; E&P 89 Est. 14,067
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $190,000,000 |
| Commercial | 4 | $297,876,066 |

**6 - PASSENGER AUTOS:** County 18,949

**7 - ELECTRIC METERS:** Residence 6,764

**8 - GAS METERS:** Residence 6,000

**9 - PRINCIPAL INDUSTRIES:** Industry No. of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($312); Paper Box 150 ($200); Upholstered Furn. 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Neutral, very soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St., 4 on Broadway, 3 on Vine St., 2 on Fifth St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mansion Mall(25) | NA | Wal-Mart |
| Valley Plz.(31) | NA | JCPenney |
| Poplar Bluff Sq.(10) | NA | American Superstores |

**Stores Open Evenings**-Downtown Fri.; Shopping Ctrs. Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Roth's; JCPenney, Newberry.

**Discount Stores**-Wal-Mart; K mart; Sears (catalog).

**Chain Supermarkets**-Gowan's; Snider's IGA 2; Ward's; Kroger.

**Other Chain Stores**-Firestone; Raben; Singer Co.; Sherwin-Williams, Dollar General.

**14 - NEWSPAPERS:** DAILY AMERICAN REPUBLIC (e-mon to fri) 14,842; (S) 15,314; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Curtis, Adv. Dir., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.

**National Representatives**: Landon Associates; Missouri Press Service.

## RICHMOND

**1 - LOCATION:** Ray County. E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 5,499; E&P 89 Est. 5,838
PMSA 80 Cen. 1,435,071; E&P 89 Est. 1,558,662
County 80 Cen. 21,482; E&P 89 Est. 23,941

**Demographic Information available from Mid America Regional Council, Kansas City, MO**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,500; E&P 89 Est. 2,454
County 80 Cen. 7,512; E&P 89 Est. 9,600
PMSA 80 Cen. 344,092; E&P 89 Est. 593,971

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $83,038,000 |
| Savings & Loan | 2 | $53,688,428 |

**6 - PASSENGER AUTOS:** County 11,502

**7 - ELECTRIC METERS:** Residence 3,151

**8 - GAS METERS:** Residence 2,446

**9 - PRINCIPAL INDUSTRIES:** Industry No. of Wage Earners-Plastics 200; Candy 90; Storm Doors 19; Sheltered Workshop; Ideal Industries 38.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney

**Discount Stores**-Wal-Mart

**Other Chain Stores**-Hallmark; United Super; Pic 'N' Save.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 3,220; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Melanie Brock, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.

**National Representative**: Missouri Press Service.

## ROLLA

**1 - LOCATION:** Phelps County. E&P Map C-3. County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern (Main St. Louis to Southwest).

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Trailways; Greyhound; Missouri Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 13,303; E&P 89 Est. 12,928
County 80 Cen. 33,672; E&P 89 Est. 35,445

**4 - HOUSEHOLDS:**

City 80 Cen. 4,683; E&P 89 Est. 4,489
County 80 Cen. 11,509; E&P 89 Est. 12,546

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | $84,635,421 |
| Commercial | 3 | $199,757,378 |

**6 - PASSENGER AUTOS:** County 19,309

**7 - ELECTRIC METERS:** Residence 6,071

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Automotive Cooling Fans 149; Dog & Cat Foods 49; Commun. Servs. 174; Plastic Pipes 64; Medical Servs. 600; Gov't Servs. 2,448; China Dolls 20; Pub. & Printing 57.

**10 - CLIMATE:** Av. Temp.-Jan. 33; July 78. Av. rainfall 41; snowfall 15.9.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Pine St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Hillcrest(4) | NA | Darr's, Dollar General |
| Forum(19) | NA | JCPenney, Bargain Time, National |

**Principal Shopping Day**-Sat.

**Stores Open Evenings**-Downtown-Fri.; Forum-Mon. through Sat.

**Stores Open Sundays**-Grocery.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog); JCPenney.

**Discount Stores**-Wal-Mart; K mart; Bargain Time.

**Chain Drug Stores**-Revco.

**Chain Supermarkets**-Kroger; Piggly Wiggly; National; Save A Lot; Aldi.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 6,122; (S) 6,122; sworn Sept. 26, 1988.

**Local Contact** for Advertising and Merchandising Data: Helen Lortz, Ret. Adv. Mgr. or Susan Smith, Natl. Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468.

**National Representatives**: Missouri Press Service; American Newspaper Representatives.

## ST. JOSEPH

**1 - LOCATION:** Buchanan County. (MSA). E&P Map A-2. County Seat. Agricultural, industrial, livestock and wholesale center.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Missouri Pacific; Union Pacific.

**Motor Freight Carriers**-26

**Intercity Bus Lines**-Greyhound

**3 - POPULATION:**

Corp. City 80 Cen. 76,691; E&P 89 Est. 78,000
CZ-ABC: (80) 79,935
RTZ-ABC: (80) 154,338
County/MSA 80 Cen. 87,763; E&P 89 Est. 86,164
City & RTZ-ABC: (80) 234,273

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 29,088; E&P 89 Est. 28,811
County/MSA 80 Cen. 32,917; E&P 89 Est. 31,323
CZ-ABC: (80) 30,229
RTZ-ABC: (80) 57,143
City & RTZ-ABC: (80) 87,372

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $872,317,495 |
| Savings & Loan | 6 | $297,094,672 |

**6 - PASSENGER AUTOS:** County 48,296

**7 - ELECTRIC METERS:** Residence 32,481

**8 - GAS METERS:** Residence 27,906

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg., Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equip., Boats, Elect. Signs 2,800; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chems. & Allied Prods. 800, Pub., Stationers, Paper Prods. 1,850; Nonmanufacturing: Construction 1,300, Trans. & Util. including Railroads 2,300; Whol. Trade 1,900; Ret. Trade 6,800. (Av. Wkly. Wage-Mfg. $320).

**Principal Industrial Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost, Oct. 14; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Easthills Shopping Ctr.

**Neighborhood Shopping Centers** (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 6; Jakes Center 5; Valley 6; 6100 King Hill Ave. 20; Lake and Illinois 14; Maplewood Manor 13; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 8.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Belt Center(10) | 4 | McCrory's |
| Belt & Mitchell(13) | 4 | Green Hills |
| East Hills(45) | 3 | JCPenney, Mont. Ward, Osco, Dillards, Sears |
| East Ridge Vlg.(11) | 3 | |
| Hillcrest Plz.(7) | 6 | Drive-In SM, Half Price Store |
| King Hill Plz.(10) | 6 | Kovac's |
| K mart Plz.(2) | 4 | K mart |
| Mart Plz.(13) | 4 | Paris Plus |
| Northgate(9) | 3 | Wal-Mart |

**Principal Shopping Days**-Sat., Sun., Mon.

**Stores Open Evenings**-Food Mon. through Sat. until 9, Sun. until 6.

**13 - RETAIL OUTLETS: Department Stores**-Hirsch; Sears; Montgomery Ward; JCPenney; Dillards.

**Discount Stores**-K mart; Wal-Mart; Half Price Store; C.O.M.B.; Venture.

**Variety Stores**-Woolworth; McCrory's.

**Chain Drug Stores**-Osco 2; Melmed 3; Rexall; Revco.

**Chain Supermarkets**-Affiliated Supers 11; Green Hills 5; Drive-In 6; Thomas Mkts. 2; 7-Eleven 5; Convenient Food Mart 4; Kings 4; Casey's; Food Barn 2; Food 4 Less 2.

**Other Chain Stores**-Dolgins; Firestone; Goodyear; Goodrich; Duling Optical; Zale's; Sherwin-Williams; Father & Son Shoes; Kinney; Naturalizer Shoes; Pay Less; Steve's Shoes; Redwing Shoes; Pearle Vision Ctr.; Thom McAn; A.J. Augu[illegible] Singer; So-Fro Fabrics; Zercher Photo; Payle[illegible] Cashways; Sutherland Lumber; Western Auto.

**14 - NEWSPAPERS:** NEWS PRESS-GAZETTE (m-mon to fri) 45,355; (sat) 48,422; (S) 50,200; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. ([illegible]16) 279-5671.

**National Representative**: Branham/Newspaper Sales.

## ST. LOUIS

**1 - LOCATION:** Independent City (In St. Louis, MO-IL MSA). E&P Map D-3. Distribution center. In East central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

**2 - TRANSPORTATION: Railroads**-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific, Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.

**Motor Freight Carriers**-350.

**Freight Barge Lines**-14.

**Intercity Bus Lines**-14.

**Airlines**-American; British Airways; Delta; Eastern; Northwest; Continental; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Resort Air; Mississippi Valley; Southwest.

**3 - POPULATION:**

Corp. City 80 Cen. 450,507; E&P 89 Est. 386,431
NDM-ABC: (80) 2,049,309
County 80 Cen. 975,663; E&P 89 Est. 1,085,227
MSA 80 Cen. 2,376,748; E&P 89 Est. 2,527,465

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 178,048; E&P 89 Est. 136,019
County 80 Cen. 344,870; E&P 89 Est. 425,651
MSA 80 Cen. 844,814; E&P 89 Est. 936,477
NDM-ABC: (80) 729,452

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 45 | $10,700,000,000 |
| Commercial | 256 | $21,240,795,000 |

**6 - PASSENGER AUTOS:** County 668,398

**7 - ELECTRIC METERS:** Residence City & County 505,000

**8 - GAS METERS:** Residence City & County 500,000

**9 - PRINCIPAL INDUSTRIES:** No. of Wage Earners-Total Mfg. 212,800; Durable Goods 130,900:Lumber & Furn. 4,300; Stone, Clay & Glass 3,300; Primary Metal Industries 13,400; Fab. Metal Prods. 16,200; Machinery (except Electrical) 17,300; Elect. & Electronic Equip. 14,100; Trans. Equip. 49,800; Instruments & Misc. Mfg. 12,500. Non-Durable Goods 81,900: Food & Kindred Prods. 22,400; Textiles & Apparel 6,500; Paper & Paper Prods. 5,700; Printing & Pub. 16,500; Chem. & Allied Prods. 18,500; Petroleum & Coal Prods. 2,500; Leather & Leath-

Prods. 4,600; Other Non-Durable Goods 5,200. Total Non-Mfg. 880,200. Mining 3,400; Construction 53,900; Trans. & Public Util. 74,000; Whol. & Ret. Trade 258,000; Fin., Ins. & R.E. 72,500; Service, except Domestic 281,100; Total Gov't: 137,300.

**Principal Pay Days**-Bldg. Fri.; Railroads 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-66; Summer 67-87; Fall 47-68; Winter 23-41.

**11 - TAP WATER:** St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Alton Square, Belz Factory Outlet, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Galleria, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza.

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Famous Barr 14: Alton Square; Chesterfield; Clayton; Crestwood; Downtown; Mid Rivers Mall; Northland; Northwest Plaza; Plaza Frontenac; St. Clair Square; South County; Southtown; Warehouse; West County. Dillard's/Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Galleria, Jamestown Mall, River Roads, St. Clair Square; South County. Sears 6: South Grand; St. Clair Square. JCPenney 9: Grandview Plaza; Hampton Village; Mark Twain; South County; Town & Country Mall; West County Center.

**Variety Stores**-Woolworth 13; Kresge; Ben Franklin 15.

**Discount Stores**-Best Buy 4; Best Products 4; Grandpa's 6; K mart 22; Target 10; Venture 13; Service Merchandise 4.

**Chain Drug Stores**-Drug Emporium 9; Gasen 12; Glaser/Medicare 59; Kare 14; Walgreens 38; Schnucks Pharmacy 17.

**Chain Supermarkets**-AG 190; Aldi Discount Foods 10; Dierberg's 10; IGA 61; Overland Dairy 7; National 63; Schnuck's 63; Tom Boy/Tru Buy 59; Wetterau 182.

**Other Chain Stores**-Aronson's 2; Boyd's 7 (2 subway shops); Central Hdwe. 13; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 12; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 16; Brooks Brothers; Jeans West 7; The Limited 10; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack; Helen Wolff 4; Casual Corner 8; Marshall's 4; Fashion Gal 21; DeBasio 2; Carafiols 3; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier One 4.

**14 - NEWSPAPERS:** POST-DISPATCH (m-mon to fri) 378,255; (m-sat) 337,720; (S) 560,618; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7000.

**National Representative**: Leonard Co.; Newhouse Newspapers Metro Suburbia.

## SEDALIA

**1 - LOCATION:** Pettis County, E&P Map B-3. County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Missouri-Kansas-Texas.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 20,927; E&P 89 Est. 19,339
CZ-ABC: (80) 20,927
RTZ-ABC: (80) 50,484
County 80 Cen. 36,419; E&P 89 Est. 37,060
City & RTZ-ABC: (80) 71,411

**4 - HOUSEHOLDS:**

City 80 Cen. 8,589; E&P 89 Est. 8,590
County 80 Cen. 13,839; E&P 89 Est. 13,970
CZ-ABC: (80) 8,589
RTZ-ABC: (80) 17,992
City & RTZ-ABC: (80) 26,581

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $350,000,000 |
| Commercial | 5 | $284,019,000 |

**6 - PASSENGER AUTOS:** County 19,316

**7 - ELECTRIC METERS:** Residence 10,852

**8 - GAS METERS:** Residence 9,559

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($380); Glass 132 ($329); Textile 429 ($365); Util. 221 ($356); Road Constr. 366 ($369); Metal Proc. 467 ($251); Elect. Motor Housewares 337 ($199); Dairy Prods. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chem. 46 ($304); Auto Wheels 458 ($241); Air Compressors 137 ($325); Metal Tool Boxes 467 ($290); Printing-Pub. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

**10 - CLIMATE:** Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.

**Neighborhood Shopping Centers**-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd.).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Thompson Hills(22) | 2 | JCPenney, Beall-Ladymon, Consumers, Wal-Mart |
| State Fair(28) | 2 | Bing's, K mart, Sherwin-Williams |
| Consumer's | 4 | Place's, Consumer's |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Open**-Mon., Fri. Eve.; Sun.

**13 - RETAIL OUTLETS: Department Stores**-C.W. Flower; JCPenney; Beall-Ladymon.

**Discount Stores**-Town & Country (Shoes); Wal-Mart; K mart; Place's.

**Chain Drug Stores**-Osco; Bing's Rexall 2.

**Chain Supermarkets**-Consumer's 2; Bing's 3; AF Super; Safeway; Aldi's.

**Other Chain Stores**-Sears; Singer Co.; Beall-Ladymon; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 14,542; (S) 16,026; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Nelson Collins, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.

**National Representative**: Papert Companies.

## SIKESTON

**1 - LOCATION:** Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway between St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

**2 - TRANSPORTATION: Railroads**-Frisco; Missouri Pacific.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; St. Louis-Cape; Connor.

**3 - POPULATION:**

Corp. City 80 Cen. 17,431; E&P 89 Est. 17,312
CZ-ABC: (80) 17,431
RTZ-ABC: (80) 75,194
County 80 Cen. 39,839; E&P 89 Est. 40,141
City & RTZ-ABC: (80) 92,625

**4 - HOUSEHOLDS:**

City 80 Cen. 6,344; E&P 89 Est. 6,535
CZ-ABC: (80) 6,344
RTZ-ABC: (80) 26,552
County 80 Cen. 13,967; E&P 89 Est. 16,163
City & RTZ-ABC: (80) 32,896

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $288,830,304 |
| Commercial | 3 | $151,583,266 |

**6 - PASSENGER AUTOS:** County 21,561

**7 - ELECTRIC METERS:** Residence 6,700

**8 - GAS METERS:** Residence 5,279

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prods. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.

**Principal Industrial Pay Days**-Fri., 1st, 15th.

**10 - CLIMATE:** Av. Temp.-Spring 58; Summer 78; Fall 61; Winter 38.

**11 - TAP WATER:** Alkaline, hard (8 gpg).

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.

**Neighborhood Shopping Centers**-U.S. Hwy. 61 S. (S. Kings Highway); U.S. Hwy. 62 E. (Malone Ave.)

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kingsway Plz.(45) | NA | Piggly Wiggly, JCPenney |
| Mid-Towner Vlg.(18) | NA | Wal-Mart, Sears, P.N. Hirsch |
| Kingway Shops(15) | NA | Kroger |
| North Main Port(12) | NA | |

**Principal Shopping Days**-Fri., Sat., Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Mary's Botique; Golde's.

**Discount Stores**-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.

**Chain Drug Stores**-Super D 2.

**Chain Supermarkets**-IGA; Piggly Wiggly; Stan's.

**Other Chain Stores**-Goodyear; Malone & Hyde; Sears; Mode O'Day; Baskin-Robbins; Radio Shack; Singer; Otasco.

**14 - NEWSPAPERS:** STANDARD (e-mon to fri) 8,166; (S) 8,492; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S. New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.

**National Representative**: Papert Companies, Thomson Newspapers; Missouri Press Service.

## SPRINGFIELD

**1 - LOCATION:** Greene County (MSA). E&P Map B-4. County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center, health care and education. On I-44, U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, TN.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Missouri Pacific.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Springfield City Utilities.

**Airlines**-Northwest; TWA; American Eagle; Air Midwest; TW Express; United.

**3 - POPULATION:**

Corp. City 80 Cen. 133,116; E&P 89 Est. 139,020
CZ-ABC: (80) 133,116
RTZ-ABC: (80) 357,248
MSA 80 Cen. 207,704; E&P 89 Est. 234,949
County 80 Cen. 185,302; E&P 89 Est. 205,822
City & RTZ-ABC: (80) 490,364

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 51,702; E&P 89 Est. 53,441
County 80 Cen. 69,199; E&P 89 Est. 70,806
MSA 80 Cen. 77,178; E&P 89 Est. 87,997
CZ-ABC: (80) 51,702
RTZ-ABC: (80) 131,417
City & RTZ-ABC: (80) 183,119

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 7 | $874,936,000 |
| Commercial | 16 | $1,170,990,000 |

**6 - PASSENGER AUTOS:** County 116,497

**7 - ELECTRIC METERS:** Residence 60,261

**8 - GAS METERS:** Residence 52,599

**9 - PRINCIPAL INDUSTRIES:** Clothing; Furn.; Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; R.R. Equip.; Agric. Prods.; Food Proc.; U.S. Gov't Offices; Chem. Prods.; Meat Packing; Fab. Metals; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Pub.; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27; last killing frost, Apr. 9.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr., South Oaks Mall, Kickapoo Corners, The Galleria.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Battlefield Mall(140) | NA | Dillard's, JCPenney, Mont. Ward, Sears, Famous Barr |
| Battlefield Sq. | NA | Venture |
| Brentwood(32) | NA | Cloth World, Western Auto, Radio Shack, Tempo Fashions, Western Wardrobe |
| Country Club(40) | NA | Consumers |
| Crighton Ctr.(8) | NA | Crighton Supply |
| Downtown Park Central(90) | NA | Heer's, Savage Juliette |
| Fremont Ctr.(24) | NA | Cosmetique, Rag Merchants |
| The Galleria | NA | J. Parrino's, Clip Joint |
| Glen Isle(19) | NA | Ed. V. Williams, Missouri Mill |
| Hill Crest(7) | NA | Consumers, College of Cosmetology |
| Kickapoo Corners | NA | Carol Jones, Computerland |
| Marwood Shpg. Ctr. | NA | State Beauty Supply South |
| Montclair Ctr | NA | TBCY Yogurt, World Radio |
| Shamrock Shpg. Ctr. | NA | O'Reilly Automotive |
| South Oaks Ctr. | NA | Wal-Mart, Radio Shack, Fantastic Sam's |
| K mart(10) | NA | K mart |
| North Town Mall(50) | NA | Wal-Mart, Consumers, Medicare Glaser |
| Old Town(19) | NA | Ethan Allen |
| Parkcrest(28) | NA | Ben Franklin |
| Plaza(50) | NA | Freeman's |
| Plaza Tower's Ctr.(33) | NA | |
| Southern Hills(23) | NA | Consumers, Ben Franklin |
| Tiffany Sq.(43) | NA | Circle J; Western Wear |
| Town & Country(9) | NA | Radio Shack, Beggar's |
| Village(13) | NA | Sears |
| Venture Ctr. | NA | Venture, Olive Garden |

| | | |
|---|---|---|
| Wedgewood(9) | NA | Maschino's Hdwe., Consumers |
| Commercial St.(100) | NA | |

**Principal Shopping Days**-Mon., Thur. through Sun.

**Stores Open Evenings**-Mon. and Fri., Battlefield Mall open 6 nights.

**Stores Open Sundays**-Food, Drug, Discount Houses, and Dept. Stores.

**13 - RETAIL OUTLETS: Department Stores**-Busy Bee 2; Dillard's; Heers, Inc. 2; JCPenney, Montgomery Ward; Sears; Golde's; Famous Barr.

**Catalog**-Sears; Service Mdse.; JCPenney.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-Skaggs 2; Barnes General Store; Venture; K mart 3; Wal-Mart 4; Service Merchandise; Sam's Wholesale Club.

**Chain Drug Stores**-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.

**Chain Supermarkets**-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.

**Other Chain Stores**-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale's 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

**14 - NEWSPAPERS:** NEWS-LEADER (m) 61,997; (S) 97,581; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Casuscelli, Ret. Adv. Mgr., NEWS-LEADER, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.

**National Representative**: Gannett National Newspaper Sales.

## TRENTON

**1 - LOCATION:** Grundy County, E&P Map B-2. County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy. 65 and State Hwy. 6.

**2 - TRANSPORTATION: Railroads**-Chicago and Northwestern.

**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 6,811; E&P 89 Est. 6,874
County 80 Cen. 11,942; E&P 89 Est. 10,825

**4 - HOUSEHOLDS:**
City 80 Cen. 2,957; E&P 89 Est. 2,788
County 80 Cen. 4,866; E&P 89 Est. 3,703

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $103,846,000 |

**6 - PASSENGER AUTOS:** County 5,746

**7 - ELECTRIC METERS:** County 7,326

**8 - GAS METERS:** County 3,691

**9 - PRINCIPAL INDUSTRIES:** R.R.; Bakery; Cement & Sand Prods.; Vaults & Bldg. Materials; Farm Prods.; Foods; Chem.; Meat Proc.; Radiator Mfg.

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Shopping Center**-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dollar General.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Place's.

**Chain Supermarkets**-Hy-Vee; IGA Foodliner.

**Other Chain Stores**-Sears (catalog).

**14 - NEWSPAPERS:** REPUBLICAN-TIMES (e) 4,035; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, 122 E. Eighth St.; PO Box 548, Trenton, MO 64683; Tel. (816) 359-2212.

**National Representative**: Missouri Press Service.

## WARRENSBURG

**1 - LOCATION:** Johnson County, E&P Map B-3. County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Non-scheduled flights only.

**3 - POPULATION:**
Corp. City 80 Cen. 13,807; E&P 89 Est. 13,991
CZ-ABC: (80) 13,807
RTZ-ABC: (80) 25,252
County 80 Cen. 39,203; E&P 89 Est. 39,302
City & RTZ-ABC: (80) 39,059

**4 - HOUSEHOLDS:**
City 80 Cen. 4,100; E&P 89 Est. 4,141
CZ-ABC: (80) 4,100
RTZ-ABC: (80) 8,439
County 80 Cen. 12,539; E&P 89 Est. 12,806
City & RTZ-ABC: (80) 12,539

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $47,000,000 |
| Commercial | 3 | $177,623,000 |

**6 - PASSENGER AUTOS:** County 20,247

**7 - ELECTRIC METERS:** Residence 5,799

**8 - GAS METERS:** Residence 5,484

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gates Energy Prods. 400; Rival Mfg. Company 250; Stahl Specialty Co. 88; Harmon Industries, Inc. 130; Unitog Co. 370.

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, very hard; fluoridation 0.55.

**12 - RETAILING: Downtown Shopping**-2 jewelry stores, 1 shoe store, 1 hardware store, 1 flower shop, 1 greeting card shop, 2 framing shops, business machines, 1 furniture store, 1 sports clothing shop, office supplies, 1 pet store.

**Neighborhood Shopping Centers**-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wal-Mart(4) | 1 | Wal-Mart, Sears, Cripps Drugs |
| Northpark(12) | 1 | Price Chopper, JCPenney, Maurice's, Sherwin-Williams Paint |
| Midtown(7) | 1 | Super Food Barn, Revco Drug, TJ's Sports Center |
| South Mall(4) | 1 | Bi-Lo United Super, Carter's TV & Appliance, Cripps Drug |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Wal-Mart.

**Chain Drug Stores**-Cripps; Revco.

**Chain Supermarkets**-Bi-Lo 2; Food Barn; Price Chopper.

**Other Chain Stores**-Sears; Payless Shoes; Sherwin-Williams; Brown's Shoe Fit.

**14 - NEWSPAPERS:** STAR-JOURNAL (e-mon to fri) 5,538; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.

**National Representative**: Missouri Press Service.

## WAYNESVILLE

**1 - LOCATION:** Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

**2 - TRANSPORTATION: Railroads**-St. Louis-San Francisco.

**3 - POPULATION:**
Corp. City 80 Cen. 2,879; E&P 89 Est. 2,526
County 80 Cen. 41,726; E&P 89 Est. 41,557

**4 - HOUSEHOLDS:**
City 80 Cen. 1,087; E&P 89 Est. 956
County 80 Cen. 10,525; E&P 89 Est. 12,598

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $18,000,000 |

**6 - PASSENGER AUTOS:** County 20,027

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Military Base; Farming Corn & Wheat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 3.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Bobby's Shopping Ctr. (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (21 stores).

**13 - RETAIL OUTLETS: Chain Stores**-Sav-A-Lot; Wal-Mart; IGA; JCPenney; Sears.

**14 - NEWSPAPERS:** FORT GATEWAY GUIDE (e-mon to fri; S) 3,200; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Karla Berry, Adv. Mgr., or Rick McMillin, Gen. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.

**National Representatives**: Missouri Press Service; American Newspaper Representatives.

## WEST PLAINS

**1 - LOCATION:** Howell County, E&P Map C-4. County Seat. Shipping & wholesale ctr.; agriculture, dairy & oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

**2 - TRANSPORTATION: Bus Lines**-Continental Trailways.

**Motor Freight Carriers**-3.

**Airlines**-2 charter planes.

**3 - POPULATION:**
Corp. City 80 Cen. 7,741; E&P 89 Est. 8,127
County 80 Cen. 28,835; E&P 89 Est. 31,743

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,232; E&P 89 Est. 3,573
County 80 Cen. 10,759; E&P 89 Est. 12,220

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $182,948,933 |
| Savings & Loan | 2 | $16,909,848 |

**6 - PASSENGER AUTOS:** County 16,065

**7 - ELECTRIC METERS:** Residence 3,498

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 565 (N.A.); Sawmill 436 (N.A.); Woodworking 153 (N.A.); Truck Bodies 345 (N.A.); Elect. 595 (N.A.); Sales and Service 1,250 (N.A.).

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-75; Summer 62-98; Fall 30-75; Winter 0-40.

**11 - TAP WATER:** Neutral, hard; chlorinated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Court Sq.; 1 on S. Main; 4 on W. Main; 3 E. Main; 3 on Washington Ave.; 2 W. Broadway; 4 Hwy. 63 N.

**Shopping Centers**-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).

**Principal Shopping Days**-Mon., Sat.

**Stores Open Evenings**-Parkway Shopping Ctr., Southern Hills Shopping Ctr.; McCrory on the Square.

**13 - RETAIL OUTLETS: Department Stores**-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J.W. Mushrush Co.

**Discount Stores**-McCrory; Wal-Mart; Family Dollar.

**Chain Drug Stores**-Red Apple; Rexall; Revco; Medicine Shoppe; Burton Creek Pharmacy; Palace Drug.

**Chain Supermarkets**-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Stanley's Thriftway Foodliner; Price Chopper.

**Other Chain Stores**-Herrman Lumber; Goodyear; Sears; Meeks Building Center; Parts Pro; O'Reilly Automotive; Furniture World; Computer Tyme; Radio Shack.

**14 - NEWSPAPERS:** QUILL (e-mon to fri) 8,552; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.

**National Representative**: Missouri Press Service.

# MONTANA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Billings**-Yellowstone County.
**Great Falls**-Cascade County.

### POPULATION ESTIMATES
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 57 | 65 | 76 |
| 5-14 Years | 151 | 123 | 126 |
| 15-24 Years | 122 | 149 | 129 |
| 25-44 Years | 155 | 221 | 280 |
| 45-64 Years | 141 | 145 | 147 |
| 65 and Over | 68 | 85 | 89 |
| TOTAL | 694 | 788 | 847 |

Based on U.S. Census

### RETAIL SALES ESTIMATES
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bdg. Mat./Hdwr | 260 | 266 | 526 |
| General Mdse | 245 | 300 | 682 |
| Food | 599 | 927 | 1,298 |
| Automobiles | 604 | 730 | 1,487 |
| Gasoline Stations | 272 | 388 | 404 |
| Apparel | 137 | 197 | 299 |
| Furniture | 122 | 164 | 320 |
| Eat-Drink Places | 275 | 413 | 659 |
| Drugs | 99 | 135 | 210 |
| TOTAL SALES | 2,848 | 3,955 | 6,311 |

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**ANACONDA**
**See BUTTE**

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## BILLINGS

**1 - LOCATION:** Yellowstone County (MSA). E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining, trans., agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-39

**Intercity Bus Lines**-Rimrock Stages; Intermountain Lines; Karst Bus Lines; KAL Lines.

**Airlines**-Northwest; Continental; Big Sky; United.

**3 - POPULATION:**

Corp. City 80 Cen. 66,842; E&P 89 Est. 68,646
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 80 Cen. 108,366; E&P 89 Est. 121,880
City & RTZ-ABC: (80) 260,579

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 26,265; E&P 89 Est. 28,114
County/MSA 80 Cen. 39,891; E&P 89 Est. 47,395
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | $764,370,000 |
| Savings & Loan | 2 | $269,451,473 |

**6 - PASSENGER AUTOS:** County 66,079

**7 - ELECTRIC METERS:** Residence 32,786

**8 - GAS METERS:** Residence 30,682

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,100 ($527); Mfg. 3,900 ($401); Trans., Commun., Pub. Util. 3,900 ($376); Trade 15,700 ($196); Fin., R.E., Ins. 2,300 ($210); Servs. 11,300 ($194); Gov't 8,000 (N.A.).

**Principal Pay Days**-1st & 15th; Railroad 5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

**11 - TAP WATER:** Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bdwy.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.

**Neighborhood Shopping Centers**-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St. W. & Central; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Evergreen(15) | 2 | |
| Broadwater(10) | 1 | |
| Westgate(5) | 2 | |
| West Park(70) | 2 | Albertson's, Sears |
| Buttrey(16) | 1 | Buttrey's |
| K mart(2) | 4 | K mart |
| Best(5) | 4 | Best |
| Rimrock Mall(100) | 4 | Hennessy's, Wards, JCPenney |
| Downtown(50) | | IGA, Ernst, Pay 'N Pak, Anthony's |
| Target Store | 4 | Target |

**Principal Shopping Days**-Mon., Fri. & Sat.

**Stores Open Evenings**-Mon. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.

**Chain Drug Stores**-Osco 2, Payless.

**Variety Stores**-Club Wholesale.

**Discount Stores**-Gibson's 2; K mart 2; LaBelle's; Target; Ernst; Pay 'N Pak.

**Chain Supermarkets**-Albertson's 2; Buttrey's 5; K mart 2; IGA 7; 12 independent supermarkets.

**Other Chain Stores**-Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwe.; Big Bear; Three Sisters; K-G Men's; House of Fabrics; Zale's Jewelry; Baker Shoes; Dahle's; Stevenson's; Kay-Bee Toys.

**14 - NEWSPAPERS:** GAZETTE (m) 53,870; (S) 58,359; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan Goodrich, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1352.

**National Representative**: Landon Associates.

## BOZEMAN

**1 - LOCATION:** Gallatin County. E&P Map C-3. County Seat. South central part of state. Shopping; wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; home of Montana State Univ.; 85 mi. E of Butte; 146 mi. W of Billings on I-90; Hwys. 10 and 191.

**2 - TRANSPORTATION: Railroads**-Montana Rail Link.

**Motor Freight Carriers**-4

**Intercity Bus Lines**-Greyhound; Intermountain Stage; Karst Stage.

**Airlines**-Delta Airlines; Continental Airlines; Northwest Airlines; Big Sky Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 21,645; E&P 89 Est. 23,561
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 80 Cen. 43,224; E&P 89 Est. 50,977
City & RTZ-ABC: (80) 55,422

**4 - HOUSEHOLDS:**

City 80 Cen. 7,512; E&P 89 Est. 8,302
County 80 Cen. 14,923; E&P 89 Est. 16,950
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $306,884,000 |
| Savings & Loan | 3 | $92,000,000 |

**6 - PASSENGER AUTOS:** County 27,109

**7 - ELECTRIC METERS:** Residence 11,153

**8 - GAS METERS:** Residence 6,689

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Constr. 400 ($255); Cement 110 ($235).

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

**11 - TAP WATER:** Alkaline. 2 sources hard; 1 source soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St. and 2 N. and S. of Main; 11 on N. 7th; W. Main from 10th to 20th Sts.; Main Mall and University Shopping Center W. edge of town.

**Neighborhood Shopping Centers**-College St. at 8th & 9th; Northgate Ctr., N. 7th; Valley Ctr., Belgrade.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Groceries; Drugs; Discounts; Main Mall.

**13 - RETAIL OUTLETS: Department Stores**-Hart Albin; Bon Marche; JCPenney; Conrad's; Anthony's.

**Discount Stores**-Gibson's; K mart; Ernst.

**Chain Drug Stores**-Western Drug; Osco; Payless Drug.

**Chain Supermarkets**-Safeway; Buttrey's; IGA; Albertsons.

**14 - NEWSPAPERS:** CHRONICLE (e-mon to fri) 11,399; (S) 12,961; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Smit, Adv. Mgr., CHRONICLE, 32 S. Rouse; PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.

**National Representative**: Newspaper Advertising Service.

## BUTTE-ANACONDA

**1 - LOCATION:** Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agric., ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91, I-15, I-90.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Union Pacific.

**Motor Freight Carriers**-18

**Bus Lines**-Intermountain Trans.; Greyhound.

**Airlines**-Big Sky, Delta.

**3 - POPULATION:**

Corp. Cities 80 Cen. 49,723; E&P 89 Est. 43,791
  Butte 80 Cen. 37,205; E&P 89 Est. 33,308
  Anaconda 80 Cen. 12,518; E&P 89 Est. 10,483
NDM-ABC: (80) 50,610
Bal. in RTZ-ABC: (80) 29,838
Counties 80 Cen. 50,207; E&P 89 Est. 44,050
  Silver Bow 80 Cen. 37,807; E&P 89 Est. 33,635
  Deer Lodge 80 Cen. 12,400; E&P 89 Est. 10,415
Total NDM & Bal. in RTZ-ABC: (80) 80,448

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 18,677; E&P 89 Est. 15,409
  Butte 80 Cen. 14,256; E&P 89 Est. 12,002
  Anaconda 80 Cen. 4,421; E&P 89 Est. 3,407
NDM-ABC: (80) 19,026
Bal. in RTZ-ABC: (80) 10,581
Counties 80 Cen. 19,026; E&P 89 Est. 15,458
  Silver Bow 80 Cen. 14,605; E&P 89 Est. 12,082
  Deer Lodge 80 Cen. 4,421; E&P 89 Est. 3,376
Total NDM & Bal. in RTZ-ABC: (80) 29,607

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 5 | $307,137,000 |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Silver Bow 19,243; Deer Lodge 5,565

**7 - ELECTRIC METERS:** Residence 18,506; Butte 14,241; Anaconda 4,265

**8 - GAS METERS:** Residence 15,523; Butte 12,133; Anaconda 3,390

**9 - PRINCIPAL INDUSTRIES:** N.A.

**Principal Pay Days**-Fri., Sat., 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-51; Summer 43-85; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

**11 - TAP WATER:** Butte and Anaconda-Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr.). Anaconda: 5 blocks on Park St. and 5 on Main St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Harrison Ave. | 1 | Safeway |
| Butte Plaza(40) | 4 | Buttrey's, Osco, Woolworth |
| East Gate IGA | 2 | IGA |
| JCPenney | 5 | JCPenney |

**Stores Open Evenings**-Shopping ctr. & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney (Butte and Anaconda); Lutey's; Woolworth.

**Variety Stores**-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).

**Chain Drug Stores**-Skaggs; Thrifty Rexall; Osco (Anaconda).

**Chain Supermarkets**-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).

**Other Chain Stores**-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

**14 - NEWSPAPERS:** MONTANA STANDARD (m) 16,237; (S) 16,811; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59703, Tel. (406) 782-8301.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## GREAT FALLS

**1 - LOCATION:** Cascade County (MSA), E&P Map C-2. County seat. Agric. livestock, oil & gas, mining economy; Regional trade ctr.; Malmstrom AFB. In the center of the state. On U.S. Hwys. 87, 89, 91, I-15.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-7

**Intercity Bus Lines**-Intermountain.

**Airlines**-Northwest Orient; United; Big Sky; Delta.

**Charter Air Service**-Rocky Mountain Air; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

**3 - POPULATION:**

Corp. City 80 Cen. 56,725; E&P 89 Est. 55,938
CZ-ABC: (80) 71,239
RTZ-ABC: (80) 95,514
County/MSA 80 Cen. 79,974; E&P 89 Est. 80,058
City & RTZ-ABC: (80) 166,753

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 21,879; E&P 89 Est. 21,883
County/MSA 80 Cen. 29,385; E&P 89 Est. 28,686
CZ-ABC: (80) 26,170
RTZ-ABC: (80) 33,270
City & RTZ-ABC: (80) 59,440

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 7 | $501,295,000 |
| Savings Bank | 3 | $762,777,000 |

**6 - PASSENGER AUTOS:** County 44,344

**7 - ELECTRIC METERS:** Res. 24,029; Comm. 3,324

**8 - GAS METERS:** Res. 20,801; Comm. 2,175

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agric., Forestry 217 ($253); Oil & Mining 5 ($524); Constr. 1,066 ($460); Mfg. 995 ($399); Trans., Commun., & Pub. Util. 1,517 ($378); Whol. Trade 1,843 ($393); Ret. Trade 6,308 ($204); Fin., Ins., & R.E. 1,777 ($386); Servs. 7,093 ($300); Gov't 5,224 ($381); Air Force 4,400 ($363).

**Principal Industrial Paydays**-Mon., 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Central Ave.; 8 on 1st Ave. N.; 5 on 1st Ave. S.; 54 blocks on 10th Ave. S.

**Neighborhood Shopping Centers**-6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. S. bet. 35th & 36th Sts.; 10th & 11th Ave. S. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S. bet. 26th & 27th Sts.; 10th Ave. S. bet. 48th & 49th Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| 25th St. North(12) | 2 | Reds IGA |
| 10th Ave. South(4) | NA | Denny's IGA |
| West Side | 1 | Noble's Foodland |
| 2100 10th Ave. S. | 3 | Buttreys, Target |
| Holiday Vlg.(90) | 2 | Albertson's, Mont. Ward, JCPenney, Herbergers |
| Westgate(10) | 2 | |

| | | |
|---|---|---|
| NW Bypass(5) | 2 | K mart, Shopko,<br>Ernst County Market |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers; Poulsen's; Hoglands; Corral West.

**Variety Stores**-Woolworth; Ben Franklin; Bonanza 88 Center.

**Discount Stores**-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear; Shopko; Target.

**Chain Drug Stores**-Western 2; Osco 2; Buttrey 2; ShopKo.

**Chain Supermarkets**-Ryan Merc.; IGA 3; Buttrey Foods 3; Albertson's; Circle K 8; Mini-Mart 5; Kwik Pik; Super America 2.

**Other Chain Stores**-Coast-to-Coast; Conrad's; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center; Corral West.

**14 - NEWSPAPERS:** TRIBUNE (m) 33,486; (S) 40,009; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cyndee Peil, Natl. Adv. Mgr., TRIBUNE, 205 River Dr. S.; PO Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## HAMILTON

**1 - LOCATION:** Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Intercity Bus Lines**-Bitter Root Stage.

**3 - POPULATION:**

Corp. City 80 Cen. 2,661; E&P 89 Est. 2,737

County 80 Cen. 22,802; E&P 89 Est. 26,656

**4 - HOUSEHOLDS:**

City 80 Cen. 1,254; E&P 89 Est. 1,385

County 80 Cen. 8,008; E&P 89 Est. 10,509

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $69,273,902 |

**6 - PASSENGER AUTOS:** County 13,724

**7 - ELECTRIC METERS:** Residence 2,591

**8 - GAS METERS:** Residence 2,201

**9 - PRINCIPAL INDUSTRIES:** Lumber Mills; Dairy Prods. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline; hard, deep well water.

**12 - RETAILING: Principal Shopping Days**-Mon., Wed. & Sat.

**Stores Open Evenings**-Grocery, sporting goods, variety, wine, video.

**13 - RETAIL OUTLETS: Variety Stores**-Sprouse-Reitz; Yellow Front; K mart.

**Chain Drug Stores**-Downing's Rexall.

**Chain Supermarkets**-Safeway; Economy; IGA; Price Plus; Super 1 Foods.

**Other Chain Stores**-Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); UBC; Penney's (catalog).

**14 - NEWSPAPERS:** RAVALLI REPUBLIC (m-mon to fri) 4,186; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Craig R. Stirling, Adv. Mgr., RAVALLI REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.

**National Representative**: None.

## HAVRE

**1 - LOCATION:** Hill County, E&P Map D-1, County Seat. Shipping, education, agricultural and livestock center.

**2 - TRANSPORTATION: Railroads**-BN.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Intermountain; Burlington Northern.

**Airlines**-Big Sky.

**3 - POPULATION:**

Corp. City 80 Cen. 10,891; E&P 89 Est. 10,988

County 80 Cen. 17,985; E&P 89 Est. 18,083

**4 - HOUSEHOLDS:**

City 80 Cen. 4,069; E&P 89 Est. 4,319

County 80 Cen. 6,305; E&P 89 Est. 7,060

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $137,157,000 |
| Savings & Loan | 2 | $69,319,956 |

**6 - PASSENGER AUTOS:** County 8,957

**7 - ELECTRIC METERS:** Residence 4,958

**8 - GAS METERS:** Residence 4,303

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Railroad 900.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 4 sts., the Atrium, downtown shopping mall (30 units); Holiday Village (42 units).

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.

**Variety Stores**-Fleet Wholesale; Sandvig's; Yellow Front.

**Chain Drug Stores**-Western 3; Buttrey.

**Chain Supermarkets**-Buttrey; IGA.

**Other Chain Stores**-Sears (catalog); Kinney Shoes; House of Fabrics; Maurice's; Hallmark; Riddle & Ringer; Super America.

**14 - NEWSPAPERS:** DAILY NEWS (e-mon to fri) 4,208; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Dwight Tracy, Pub., DAILY NEWS, 119 2nd St.; PO Box 431, Havre, MT 59501; Tel. (406) 265-6796.

**National Representative**: None.

## HELENA

**1 - LOCATION:** Lewis and Clark County, E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communications ctr.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Garrett Freightlines, Salt Creek Freightways.

**Bus Lines**-Intermountain.

**Airlines**-Skywest; Big Sky; Delta; Horizon; Morrison Flying Service; Capital Aero-air taxi.

**3 - POPULATION:**

Corp. City 80 Cen. 23,938; E&P 89 Est. 23,402

NDM-ABC: (80) 38,853

RTZ-ABC: (80) 11,191

County 80 Cen. 43,299; E&P 89 Est. 47,980

Total NDM & RTZ-ABC: (80) 50,044

**4 - HOUSEHOLDS:**

City 80 Cen. 9,475; E&P 89 Est. 9,741

County 80 Cen. 16,066; E&P 89 Est. 17,057

NDM-ABC: (80) 14,565

RTZ-ABC: (80) 3,859

Total NDM & RTZ-ABC: (80) 18,424

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $126,973,000 |
| Commercial | 5 | $224,935,000 |

**6 - PASSENGER AUTOS:** County 26,421

**7 - ELECTRIC METERS:** Residence 21,196

**8 - GAS METERS:** Residence 11,595

**9 - PRINCIPAL INDUSTRIES:** Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Gov't.

**Principal Pay Days**-1st, 15th, 20th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

**11 - TAP WATER:** Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown, 8 blocks on N. & S. Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N. Benton; Northgate Plz., N. Montana & Cluster.

**Neighborhood Shopping Centers**-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Capital Hill(44) | NA | JCPenney, Hennessy's, Thriftway |
| Lundy's(8) | NA | Bergum, Thriftway, Ben Franklin |
| Northgate(6) | NA | Gibson's, Thriftway, Power-Townsend Co. |
| Downtown(45) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Hennessy's.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Gibson's, K mart.

**Chain Drug Stores**-Osco; Bergum.

**Chain Supermarkets**-Buttrey's; Safeway; Thriftway; Albertson's; Heritage IGA.

**Other Chain Stores**-Goodyear; Sears (catalog); Coast-to-Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

**14 - NEWSPAPERS:** INDEPENDENT RECORD (e) 13,201; (S) 13,872; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Gero, Ret. Adv. Mgr., INDEPENDENT RECORD, 317 Cruse St.; PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.

**National Representative**: Landon Associates.

## KALISPELL

**1 - LOCATION:** Flathead County, E&P Map B-1, County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls. 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Intermountain Trans.; Brown Bus; Lincoln Stage Line.

**Airlines**-Cascade.

**3 - POPULATION:**

Corp. City 80 Cen. 10,648; E&P 89 Est. 10,703

County 80 Cen. 52,352; E&P 89 Est. 61,519

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,396; E&P 89 Est. 4,674

County 80 Cen. 18,790; E&P 89 Est. 23,642

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $130,300,000 |
| Commercial | 4 | $251,304,206 |

**6 - PASSENGER AUTOS:** County 32,504

**7 - ELECTRIC METERS:** Residence 15,500

**8 - GAS METERS:** Residence 10,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prods. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool HighTek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).

**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W.; K mart, Hwy. 2 E.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Whitefish | 15 | Markus, Safeway |
| Mountain Mall(30) | NA | |
| Somers | 8 | Peoples |
| Columbia Falls | 15 | Davall, B&B |
| Bigfork | 12 | Lake Hills |
| B&B(6) | NA | Fred Meyer |
| Gateway West Mall | 3 | Drug Fair, Safeway |
| Kalispell Ctr. | NA | Herbergers, Penneys |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri. to 9.

**Stores Open Sundays**-Gateway West Mall; K mart; Buttreys-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; B&B; Herbergers.

**Discount Stores**-Sportsman Surplus; Bonanza; K mart; Drug Fair.

**Variety Stores**-Woolworth; Bonanza 88.

**Chain Drug Stores**-Rexall; Walgreens 2; Osco; Drug Fair.

**Chain Supermarkets**-Safeway; Buttrey's; Rosauers.

**14 - NEWSPAPERS:** INTER LAKE (e-mon to fri) 13,275; (S) 14,503; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Roy Weilman, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.

**National Representative**: Newspaper Advertising Service.

## LIVINGSTON

**1 - LOCATION:** Park County, E&P Map C-3, County Seat. Business entrance Yellowstone Natl. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

**2 - TRANSPORTATION: Railroads**-Montana Rail Link.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 6,994; E&P 89 Est. 6,894

County 80 Cen. 12,977; E&P 89 Est. 13,545

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,843; E&P 89 Est. 2,600

County 80 Cen. 4,924; E&P 89 Est. 4,939

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $125,000,000 |
| Savings & Loan | 1 | $60,000,000 |

**6 - PASSENGER AUTOS:** County 8,003

**7 - ELECTRIC METERS:** Residence 4,302

**8 - GAS METERS:** Residence 3,297

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,100 ($300); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($500); Railroad 200 ($800).

**Principal Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

**11 - TAP WATER:** Neutral, medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Main; 1 on 2nd & connecting sts.

**Nearby Shopping Centers**-John's IGA; Livingston Plaza; High Country Shopping Mall; Sleeping Giant Trade Ctr.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Grocery, Supermarkets, Western Drug, Sleeping Giant Trade Ctr.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; Robbins, Inc.; Corral West.
**Variety Stores**-Ben Franklin.
**Chain Supermarkets**-Wes Sooper; John's IGA.
**Chain Drug Stores**-Western Drug.
**Other Chain Stores**-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 3,261; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Sue Zagorda, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
**National Representative**: Landon Associates.

## MILES CITY

**1 - LOCATION:** Custer County, E&P Map F-2, County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; i-94.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Big Sky.

**3 - POPULATION:**
Corp. City 80 Cen. 9,602; E&P 89 Est. 9,697
County 80 Cen. 13,162; E&P 89 Est. 13,231
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,779; E&P 89 Est. 3,691
County 80 Cen. 4,901; E&P 89 Est. 4,578

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $176,000,000 |

**6 - PASSENGER AUTOS:** County 6,474

**7 - ELECTRIC METERS:** Residence 3,755

**8 - GAS METERS:** Residence 3,719

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($247); Medical 150 ($260); Printing 54 ($265).
**Principal Industrial Pay Days**-2nd & 18th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

**11 - TAP WATER:** Neutral, medium soft.

**12 - RETAILING: Principal Shopping Centers**-36 blocks on eight streets; Miles City Downtown; Plz. Shopping Ctr.-10 stores.
**Principal Shopping Days**-Tues., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Shores; Anthony's; K mart.
**Variety Stores**-Milo's; Squire Shop; Ben Franklin
**Chain Drug Stores**-Rexall; Osco.
**Chain Supermarkets**-Buttrey's; Reynolds; IGA.
**Other Chain Stores**-Miles & Ulmer; Coast-to-Coast; Sears.

**14 - NEWSPAPERS:** STAR (e-mon to fri) 3,995; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Sue Zagorda, Adv. Dir., STAR, 13 N. 6th St.; PO Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
**National Representative**: Landon Associates.

## MISSOULA

**1 - LOCATION:** Missoula County, E&P Map B-2, County Seat. Manufacturing, distributing medical and education center. 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Intermountain; Greyhound; Missouri Valley Trails.
**Airlines**-Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 33,388; E&P 89 Est. 34,811
CZ-ABC: (80) 56,670
RTZ-ABC: (80) 73,245
County 80 Cen. 76,677; E&P 89 Est. 81,208
City & RTZ-ABC: (80) 129,915
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 13,604. E&P 89 Est. 14,370
County 80 Cen. 28,019; E&P 89 Est. 28,209
CZ-ABC: (80) 21,643
RTZ-ABC: (80) 25,520
City & RTZ-ABC: (80) 47,163

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 6 | $278,649,000 |
| Savings & Loan | 2 | $135,808,000 |

**6 - PASSENGER AUTOS:** County 42,904

**7 - ELECTRIC METERS:** Residence 22,396

**8 - GAS METERS:** Residence 17,469

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); R.R. 300 ($250); Univ. 3,111 ($140); Hospitals 1,260 ($180).
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; Main and Broadway.
**Neighborhood Shopping Areas**-Broadway W.; 3 blocks on Front St. E. & Main St. E.; 6 blocks on Broadway E., Hwy. 93 South (2).

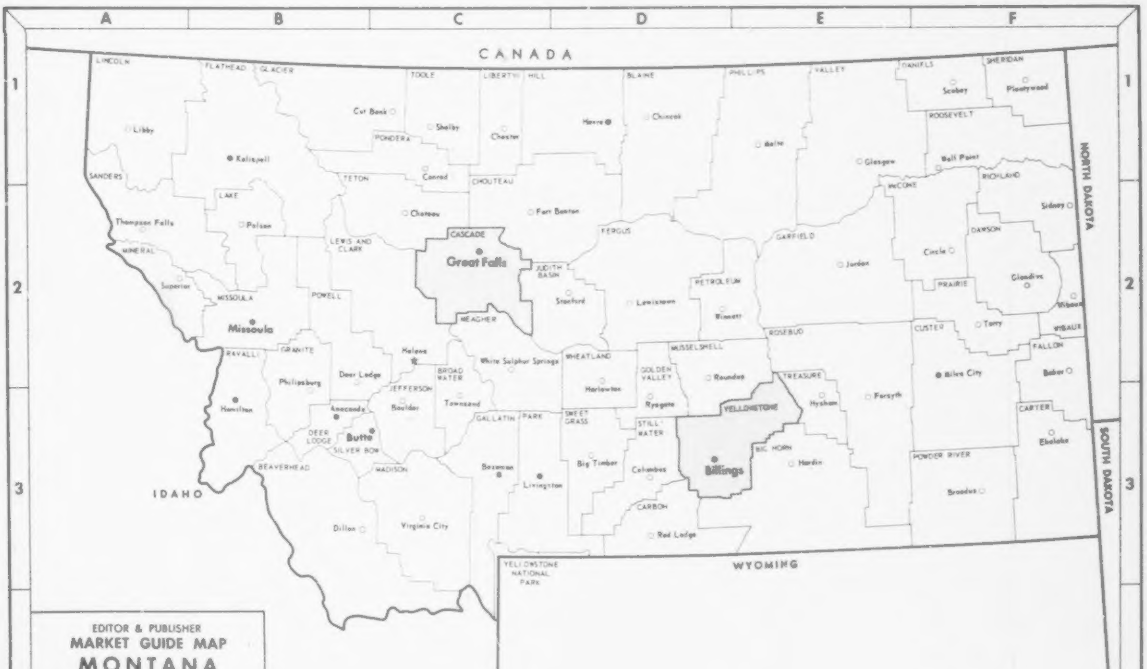
**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Southgate(105) | 5 | Sears, Hennessey's, Lamonts, JCPenney |
| Tremper's(11) | 3 | Buttrey's |
| Holiday Vlg.(20) | 3 | Albertson's, Osco, Sprouse-Reitz |
| East Gate(2) | 2 | Buttrey's, East Gate Drug |
| Fairway | 3 | |
| South Center | 3 | |
| Town & Country(4) | 4 | Thriftway |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-All stores, Fri.

**13 - RETAIL OUTLETS: Department Stores**-The Bon; JCPenney; Seas; Hennessey's; Lamont's. LaMont's.
**Variety Stores**-Bonanza.
**Discount Stores**-Sprouse-Reitz; K mart; ShopKo; Best.
**Chain Drug Stores**-Buttrey's 2; Osco, Medicine Shoppe.
**Chain Supermarkets**-Safeway 2; Buttrey's 2; Albertson's; Food Farm; Rosauers; Bi-Lo Foods; Tidyman's; Thriftway.
**Other Chain Stores**-Firestone; Coast-to-Coast; K-G Men's; House of Fabrics; Radio Shack; Ernst.

**14 - NEWSPAPERS:** MISSOULIAN (m) 29,108; (S) 31,170; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sharon Schroeder, Adv. Mgr., MISSOULIAN, 500 S. Higgins Ave.; PO Box 8029, Missoula, MT 59807; Tel. (406) 523-5210.
**National Representative**: Landon Associates.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CANADA
IDAHO
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
LINCOLN
FLATHEAD
GLACIER
TOOLE
LIBERTY
HILL
BLAINE
PHILLIPS
VALLEY
DANIELS
SHERIDAN
ROOSEVELT
SANDERS
LAKE
PONDERA
TETON
CHOUTEAU
MCCONE
RICHLAND
MINERAL
MISSOULA
LEWIS AND CLARK
CASCADE
JUDITH BASIN
FERGUS
PETROLEUM
GARFIELD
DAWSON
PRAIRIE
WIBAUX
POWELL
MEAGHER
RAVALLI
GRANITE
BROAD WATER
JEFFERSON
DEER LODGE
SILVER BOW
BEAVERHEAD
MADISON
GALLATIN
PARK
SWEET GRASS
WHEATLAND
GOLDEN VALLEY
MUSSELSHELL
STILLWATER
YELLOWSTONE
CARBON
BIG HORN
TREASURE
ROSEBUD
CUSTER
FALLON
CARTER
POWDER RIVER
Libby
Kalispell
Cut Bank
Shelby
Chester
Havre
Chinook
Malta
Glasgow
Scobey
Plentywood
Wolf Point
Sidney
Conrad
Choteau
Fort Benton
Thompson Falls
Polson
Great Falls
Superior
Missoula
Stanford
Lewistown
Winnett
Jordan
Circle
Glendive
Wibaux
Terry
Helena
White Sulphur Springs
Harlowton
Roundup
Deer Lodge
Philipsburg
Hamilton
Anaconda
Boulder
Townsend
Butte
Ryegate
Hysham
Forsyth
Miles City
Baker
Ekalaka
Big Timber
Columbus
Billings
Hardin
Broadus
Bozeman
Livingston
Dillon
Virginia City
Red Lodge
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100

# NEBRASKA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Lincoln**-Lancaster County.
**Omaha, NE-IA**-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
**Sioux City, IA-NE**-Woodbury County, IA; Dakota County, NE.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 120 | 123 | 143 |
| 5-14 Years | 301 | 239 | 239 |
| 15-24 Years | 258 | 296 | 248 |
| 25-44 Years | 327 | 413 | 515 |
| 45-64 Years | 296 | 293 | 286 |
| 65 and Over | 183 | 206 | 199 |
| TOTAL | 1,485 | 1,572 | 1,631 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 357 | 439 | 912 |
| General Mdse | 686 | 784 | 1,283 |
| Food | 972 | 1,420 | 2,085 |
| Automobiles | 1,094 | 1,295 | 2,753 |
| Gasoline Stations | 530 | 743 | 826 |
| Apparel | 235 | 345 | 541 |
| Furniture | 261 | 328 | 646 |
| Eat-Drink Places | 474 | 669 | 1,105 |
| Drugs | 139 | 201 | 324 |
| TOTAL SALES | 5,145 | 6,995 | 11,391 |

## ALLIANCE

**1 - LOCATION:** Box Butte County, E&P Map A-2, County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.
**Intercity Bus Lines**-Star Bus.
**Motor Freight Carriers**-3.
**Airlines**-G.P. Express Commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 9,920; E&P 89 Est. 10,072
CZ-ABC: (80) 9,920
RTZ-ABC: (80) 30,149
County 80 Cen. 13,696; E&P 89 Est. 14,745
City & RTZ-ABC: (80) 40,069

**4 - HOUSEHOLDS:**
City 80 Cen. 3,718; E&P 89 Est. 4,095
County 80 Cen. 5,038; E&P 89 Est. 5,886
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 11,039
City & RTZ-ABC: (80) 14,757

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $96,098,530 |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 7,312

**7 - ELECTRIC METERS:** Residence 4,013

**8 - GAS METERS:** Residence 3,547

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 200 ($192); R.R. 2,210 ($425).
**Principal Pay Days**-Wed.; R.R. 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

**11 - TAP WATER:** Aklaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Box Butte Ave. and Third St.
**Neighborhood Shopping Centers**-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| West Third | 1 | Shop & Save, K mart, Alco |
| East Third | 1 | Wegner Motor, Safeway, Pamida |

**Principal Shopping Days**-Tues., Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog); JC Penney; Crows Nest; Art & Jerrys; Marians.
**Discount Stores**-Pamida; Alco; K mart.
**Chain Drug Stores**-Walgreens; Value Rite.
**Chain Supermarkets**-Safeway; Jack & Jill; Shop & Save; Grocery Kart.
**Other Chain Stores**-Hardware Hank; Radio Shack; Redman's Shoes; Wheelers.

**14 - NEWSPAPERS:** TIMES-HERALD (e) 3,720; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rick Garriott, Adv. Mgr., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
**National Representative**: Branham/Newspaper Sales.

## BEATRICE

**1 - LOCATION:** Gage County, E&P Map E-3, County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys. 77, 136; State Hwy. 4.

**2 - TRANSPORTATION: Railroads**-Burlington; U.P.
**Motor Freight Carriers**-9.

**3 - POPULATION:**
Corp. City 80 Cen. 12,891; E&P 89 Est. 12,974
CZ-ABC: (80) 12,891
RTZ-ABC: (80) 38,803
County 80 Cen. 24,456; E&P 89 Est. 23,439
City & RTZ-ABC: (80) 51,694

**4 - HOUSEHOLDS:**
City 80 Cen. 5,255; E&P 89 Est. 5,468
CZ-ABC: (80) 5,255
RTZ-ABC: (80) 14,792
County 80 Cen. 9,245; E&P 89 Est. 8,282
City & RTZ-ABC: (80) 20,047

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $135,000,000 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 12,660

**7 - ELECTRIC METERS:** 6,369

**8 - GAS METERS:** 5,264

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage)-Assembler Prods. ($207); Chemical Oper. ($202); Electrician ($280); Laborer, Material Hdlg. ($202); Lathe Oper. ($214); Maintenance Mechanic Plt. ($203); Milling Machine Oper. ($171); Punch Press Oper. ($208); Secretary ($198); Sewing Machine Oper. ($165); Tool & Die Maker ($268); Welder ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

**11 - TAP WATER:** Neutral; not fluoridated.

**12 - RETAILING: Nearby Shopping Centers**-Indian Creek (K mart, Alco, Jack & Jill).
**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Kampier's; Alco (Duckwall).
**Discount Stores**-Pamida; K mart.
**Chain Drug Stores**-Medicine Chest; Wells' Pharmacy; Health Mart.
**Chain Supermarkets**-Jack & Jill; IGA; Super Market; Price Chopper; Econo-Food.
**Other Chain Stores**-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Payless Shoes; OK Tire Co.; Ben Franklin; Wheelers; TSC; Ace Hardware; Bobs General Mdse.; Cato.

**14 - NEWSPAPERS:** SUN (e) 10,302; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dale Sass, Adv. Mgr., SUN, 200 N. 7th; PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.
**National Representative**: Branham/Newspaper Sales.

## COLUMBUS

**1 - LOCATION:** Platte County, E&P Map E-2, County Seat. Agricultural area; manufacturing and retail center; 85 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 544 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Mid-Continent.

**3 - POPULATION:**
Corp. City 80 Cen. 17,328; E&P 89 Est. 17,744
CZ-ABC: (80) 18,150
RTZ-ABC: (80) 45,992
County 80 Cen. 28,894; E&P 89 Est. 29,542
City & RTZ-ABC: (80) 64,142

**4 - HOUSEHOLDS:**
City 80 Cen. 6,389; E&P 89 Est. 6,760
County 80 Cen. 10,084; E&P 89 Est. 12,099
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $253,200,000 |
| Savings & Loan | 6 | $476,300,000 |

**6 - PASSENGER AUTOS:** County 17,187

**7 - ELECTRIC METERS:** Residence 7,179

**8 - GAS METERS:** Residence 5,749

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equip. 2,300 ($280).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-83; Summer 60-88; Fall 26-77; Winter 9-46. First killing frost, Oct. 11; last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on 3 Sts.
**Nearby Shopping Center**-On U.S. Hwy. 30 (15 blocks). U.S. 30 Center (Pamida); Westgate Shpg. Ctr. (Wal-Mart, Hy Vee).
**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur.; Shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Geo. Schweser's Sons; JCPenney.
**Variety Stores**-Woolworth.
**Discount Stores**-Pamida; Alco; K mart; Wal-Mart.
**Chain Drug Stores**-Walgreens; Rexall; Tooley.
**Other Chain Stores**-Sears; Coast-to-Coast; Firestone; True Value Hdwe.; Hy Vee; Food-4-Less; Family Thrift Ctr.; Maurice's; Tobers; Brass Buckle.

**14 - NEWSPAPERS:** TELEGRAM (e-mon to fri) 10,825; (S) 11,144; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Deb Condreay, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741.
**National Representative**: Branham/Newspaper Sales.

## FALLS CITY

**1 - LOCATION:** Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific (Main Line div. pt.); Burlington.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound (U.P.).

**3 - POPULATION:**
Corp. City 80 Cen. 5,374; E&P 89 Est. 5,094
County 80 Cen. 11,276; E&P 89 Est. 10,317

**4 - HOUSEHOLDS:**
City 80 Cen. 2,237; E&P 89 Est. 2,268
County 80 Cen. 4,479; E&P 89 Est. 3,745

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $95,000,000 |
| Savings & Loan | All Branches | $60,000,000 |

**6 - PASSENGER AUTOS:** County 5,835

**7 - ELECTRIC METERS:** Residence 2,175

**8 - GAS METERS:** Residence 1,988

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150; Tool & Die 152.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-18 blocks on Stone, Chase & Harlan.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Chaney's.
**Chain Supermarkets**-Nash Finch 2.
**Other Chain Stores**-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears; Tober's; Goodrich Dairy.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 4,710; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
**National Representative**: Branham/Newspaper Sales.

## FREMONT

**1 - LOCATION:** Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State Hwy. 8.

**2 - TRANSPORTATION: Railroads**-U.P.; Chicago Northwestern; Burlington Northern.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Arrow-Black Hills.

**3 - POPULATION:**
Corp. City 80 Cen. 23,979; E&P 89 Est. 22,302
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 80 Cen. 35,944; E&P 89 Est. 35,226
City & RTZ-ABC: (80) 73,170

**4 - HOUSEHOLDS:**
City 80 Cen. 9,129; E&P 89 Est. 9,296
County 80 Cen. 13,292; E&P 89 Est. 12,980
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $225,436,047 |
| Savings & Loan | 5 | $173,464,015 |

**6 - PASSENGER AUTOS:** County 20,102

**7 - ELECTRIC METERS:** Residence 12,297

**8 - GAS METERS:** Residence 9,783

**9 - PRINCIPAL INDUSTRIES:** Meat Packing; Poultry Proc.; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Structural Wood Systems; Hydraulic Equip.; Cemetery Markers; Bridal Gowns; Fertilizer; No Boil Pasta; Metal Stamping; Metal Fabricating; Food Proc.; Ornamental Iron; Midland College; Tent & Awning; Refrigerated Whse.; Ladies Slacks & Skirts; Machine Shop; Livestock Feed Additives; Seat Mfg. Total employ. 16,676.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 26-29.

**11 - TAP WATER:** Neutral, very hard.

**12 - RETAILING: Principal Shopping Center**-12 Blocks Downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastville Plaza | NA | Wal-Mart, Hy-Vee, Walgreens |
| Fremont Mall(24) | NA | JCPenney |
| Parkview Ctr.(27) | NA | Miller Drug |
| Gateway Ctr.(7) | NA | |
| Alco Plz.(7) | NA | Duckwall |
| Pauladon(10) | NA | |
| Park Place Ctr.(8) | NA | |
| El Mercado Ctr.(8) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown Thur.; Mall every evening exc. Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Schweser's.

**Variety Stores**-Country General Store.

**Discount Stores**-Alco; K mart; 1/2 Price Store; Wal-Mart.

**Chain Drug Stores**-Rexall; Walgreens.

**Chain Supermarkets**-Hinky Dinky; Food 4 Less; Save Mart; Hy-Vee.

**Other Chain Stores**-Firestone; Goodyear; Harding Glass; Goodrich Dairy; Ace Hdwe.; Redman's; Buck's; Pearle Vision Ctr.; Tober's; House of Fabrics; Sears; Sherwin-Williams; Singer; Radio Shack; 7-Eleven; Kwik Shop; Applause Video; Coast-to-Coast; Diamond Vogel Paint; Earl May Garden; Medicine Chest; Payless Shoe Source; ValCom; Cato; 9.99 Store; Mondo's; Dairy Queen.

**14 - NEWSPAPERS:** TRIBUNE (e) 11,841; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Shane A Kelly, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.

**National Representative**: Gannett National Newspaper Sales.

## GRAND ISLAND

**1 - LOCATION:** Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80; U.S. Hwys. 30, 34, 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington Northern; CB&QRR.

**Motor Freight Carriers**-42.

**Airlines**-Air Midwest; Rocky Mountain; GP Air.

**Intercity Bus Lines**-Greyhound; Continental Trailways; United Motorways.

**3 - POPULATION:**

Corp. City 80 Cen. 33,180; E&P 89 Est. 32,821
CZ-ABC: (80) 37,781
RTZ-ABC: (80) 71,194
County 80 Cen. 47,851; E&P 89 Est. 49,547
City & RTZ-ABC: (80) 108,930

**4 - HOUSEHOLDS:**

City 80 Cen. 12,819; E&P 89 Est. 13,086
County 80 Cen. 17,463; E&P 89 Est. 18,760
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,062
City & RTZ-ABC: (80) 39,881

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 27,725

**7 - ELECTRIC METERS:** Residence 14,804

**8 - GAS METERS:** Residence 15,611

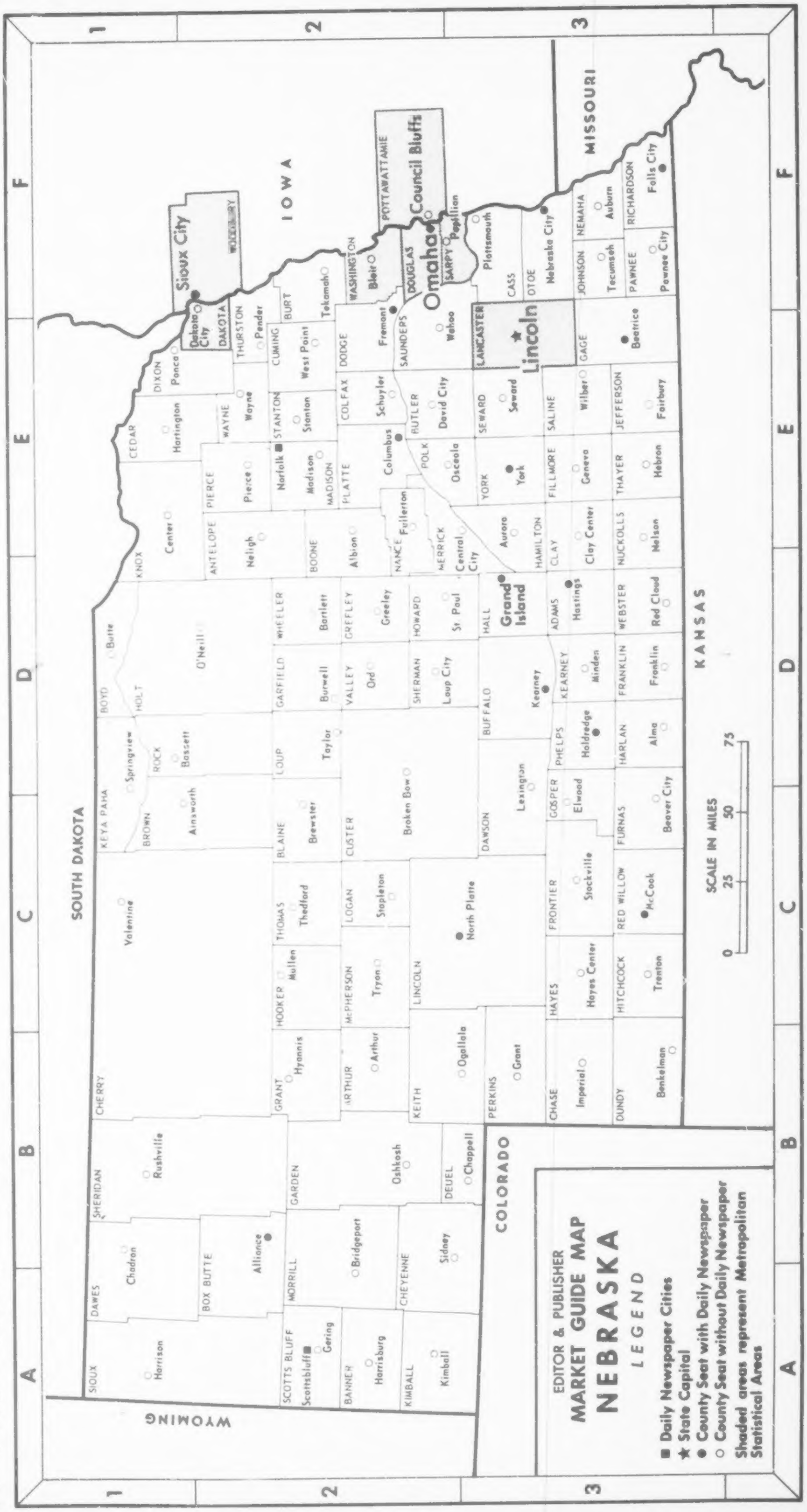
**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, including farm equip., farm and steel bldgs., Automotive, Food proc.; Gov't 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.

**Principal Pay Days**-1st, 15th; Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

**11 - TAP WATER:** Acid, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
A
B
C
D
E
F
1
2
3

streets; Five Points Shpg. Ctr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on N. Hwy. 281; 750,000 ft.; 8 blocks on S. Locust.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Conestoga(60) | 2 | Younkers, Dillards, JCPenney, Sears |
| Grand Island(20) | 2 | Richman Gordman, Shopko |

**Principal Shopping Days**-Wed., Sat., Sun.

**Stores Open Evenings**-Sears, JCPenney-Wed., Fri.; Food, Malls-nightly & Sun.

**Stores Open Sundays**-5 Supers; Malls; Discount Stores.

**13 - RETAIL OUTLETS: Department Stores**-Skagway; Younkers; JCPenney; Sears; Dillards; Schwesers.

**Discount Stores**-Skagway; Richman Gordman; K mart; Shopko; Wheelers; Wal-Mart.

**Chain Drug Stores**-Ben's; Walgreens.

**Chain Supermarkets**-Jack & Jill 3; Food 4 Less; Econo Foods; Bag & Save; Skagway.

**Other Chain Stores**-Goodyear; Mode O'Day; Brodkey Jewelers; Singer Co.; Kinney; Redman; Brown; National; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; US Tech; Video Kingdom; Northwest Fabrics.

**14 - NEWSPAPERS:** INDEPENDENT (e) 24,904; (S) 25,836; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan Collin, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.

**National Representative**: Branham/Newspaper Sales.

## HASTINGS

**1 - LOCATION:** Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 15 mi. S of I-80.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak; Union Pacific.

**Intercity Bus Lines**-Arrow; Black Hills Stage Line; Republic Valley.

**Airlines**-GP Air.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 23,045; E&P 89 Est. 22,827
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 56,656
County 80 Cen. 30,722; E&P 89 Est. 30,938
City & RTZ-ABC: (80) 79,701

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,295; E&P 89 Est. 8 702
County 80 Cen. 11,740; E&P 89 Est. 10,620
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 21,286
City & RTZ-ABC: (80) 30,581

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | NA |
| Commercial | 3 | NA |

**6 - PASSENGER AUTOS:** County 16,897

**7 - ELECTRIC METERS:** Residence 11,365

**8 - GAS METERS:** Residence 9,907

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Prods. 250 ($270); Beef Proc. 165 ($275); Instrument Mfg. 300 ($290); Ethanol Prods. 50 ($283); Irrigation Equip. 250 ($297); Various Prods. 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($293); Newspaper Printing, Photography 122 ($270); Cooling and Heating Equip. 118 ($239); Irrigation pipes, engines and equip. 308 ($295); Swine production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($315); Baked Goods 270 ($312); Farm Equip. 498 ($265); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($277).

**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Downtown Shopping Center**-6 blocks on 1st, 2nd and 3rd Streets.

**Neighborhood Shopping Areas**-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center. Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Imperial | 2 | Younker's, Sears, Walgreens |
| Mall(46) | NA | Woolworth, Herbergers |

**Principal Shopping Days**-Thur., Fri., Sat., Sun. for Mall.

**Stores Open Evenings**-All Stores-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Schweser's; Younker's; JCPenney; Allen's; Herberger's.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-Big G; Allen Drug; Gibson's; K mart; ½ Price Store; Wal-Mart (1990).

**Chain Drug Stores**-Walgreens; Bert's Rexall 2.

**Chain Supermarkets**-Sun Mart; Jack & Jill; IGA; Allen's; Econofoods; Gibson's.

**Other Chain Stores**-Firestone; Sears (catalog); Kinney; Maurice's; Brodkeys; Herbergers; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Stevenson's; Appleby's; Musicland; Lots to Love; Brass Buckle; Seiferts

**14 - NEWSPAPERS:** TRIBUNE (e) 15,645; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.

**National Representative**: Branham/Newspaper Sales.

## HOLDREGE

**1 - LOCATION:** Phelps County, E&P Map C-3. South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State Hwy. 23. 17 mi. S of I-80.

**2 - TRANSPORTATION: Railroads**-Burlington; Amtrak.

**Intercity Bus Lines**-Black Hills.

**Motor Freight Carriers**-Ideal.

**3 - POPULATION:**

Corp. City 80 Cen. 5,624; E&P 89 Est. 5,704
CZ-ABC: (80) 5,624
RTZ-ABC: (80) 12,766
County 80 Cen. 9,758; E&P 89 Est. 10,110
City & RTZ-ABC: (80) 18,390

**4 - HOUSEHOLDS:**

City 80 Cen. 2,267; E&P 89 Est. 2,432
CZ-ABC: (80) 2,267
RTZ-ABC: (80) 4,670
County 80 Cen. 3,699; E&P 89 Est. 3,741
City & RTZ-ABC: (80) 6,937

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $171,520,000 |
| Saving & Loan | 2 | $102,475,652 |

**6 - PASSENGER AUTOS:** County 5,832

**7 - ELECTRIC METERS:** Residence 2,490

**8 - GAS METERS:** Residence 2,501

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 15 ($262); Monument Mfg. 18 (N.A.); Weaving 107 ($235); Medical Supplies 650 ($273).

**Principal Industrial Pay Day**-Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-98; Summer 60-109; Fall 3-87; Winter 0-97. First killing frost, Oct. 11; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wheelers.

**Discount Stores**-Pamida; Medicine Chest; Coast-to-Coast.

**Chain Supermarkets**-Jack & Jill; Hinky Dinky.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri) 3,699; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield St.; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.

**National Representative**: Branham/Newspaper Sales.

## KEARNEY

**1 - LOCATION:** Buffalo County, E&P Map D-3. County Seat. 186 mi. W of Omaha; 129 mi W. of Lincoln; 373 mi. E of Denver. On U.S. Hwy. 30; I-80; State Hwys. 10, 40, 44.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Interstate; Greyhound.

**Airlines**-GP Express.

**3 - POPULATION:**

Corp. City 80 Cen. 21,158; E&P 89 Est. 22,302
CZ-ABC: (80) 21,750
RTZ-ABC: (80) 48,314
County 80 Cen. 34,917; E&P 89 Est. 32,027
City & RTZ-ABC: (80) 70,064

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,485; E&P 89 Est. 7,951
County 80 Cen. 12,284; E&P 89 Est. 12,932
CZ-ABC: (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC: (80) 25,381

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $200,000,000 |
| Savings & Loan | 6 | $81,342,110 |

**6 - PASSENGER AUTOS:** County 19,105

**7 - ELECTRIC METERS:** Residence 9,929

**8 - GAS METERS:** Residence 8,587

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-State College 900; Metal & Irig. Pumps 149; Oil Filters 685; Pharmaceutical Stoppers & Closures 316; Regional Hospital (2) 993; Portable Generators 410; Grain drying Equip. 95; Auto Valves 715; Retail/Catalog Sales 447; Wholesaling 100; Meat Processing 395.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-60; Summer 58-100; Fall 38-87; Winter 15-49. First killing frost, Oct. 10; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, very hard; minimum fluoridated.

**12 - RETAILING: Downtown Shopping Center**-6 blocks S on Central Ave.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.

**Neighborhood Shopping Centers**-6 blocks E. 25 St.

**Shopping Centers**-North-Hilltop Mall (35 stores), U Save, Wal-Mart, Hinky Dinky, Alco, Herberger's; Woodridge (6 stores), West-K mart, East-Easton/Bob's Super Store, Ponderosa Mall 7, South - TSC and Wheelers.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food, Discount, Mall.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Herberger's.

**Discount Stores**-Wheelers; TSC; Bob's Super-Store; Alco; K mart; Wal-Mart.

**Drug Stores**-ABC; Valley Prescriptions 2; Medical Arts; Econodrug; B.J.'s; Walgreens.

**Chain Supermarkets**-Boogaart; U Save; Grand Central; IGA; Bob's Super Store; Hinky-Dinky.

**Other Chain Stores**-Firestone; Goodyear; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Gambles; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

**14 - NEWSPAPERS:** HUB (e) 12,827; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Julie Speirs, Adv. Mgr., HUB, 13 E. 22nd, PO Box 1988, Kearney, NE 68848; Tel. (308) 237-2152.

**National Representative**: Branham/Newspaper Sales.

## LINCOLN

**1 - LOCATION:** Lancaster County (MSA). E&P Map E-3. State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

**2 - TRANSPORTATION: Railroads**-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.

**Motor Freight Carriers**-Interstate 26; Regional 22.

**Intercity Bus Lines**-Lincoln City; Greyhound.

**Airlines**-United; TWA; Northwest Airlink; Air Midwest; America West; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company.

**3 - POPULATION:**

Corp. City 80 Cen. 171,932; E&P 89 Est. 184,158
CZ-ABC: (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 80 Cen. 192,884; E&P 89 Est. 207,272
City & RTZ-ABC: (80) 341,337

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 64,934; E&P 89 Est. 65,992
County/MSA 80 Cen. 71,769; E&P 89 Est. 77,980
CZ-ABC: (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC: (80) 127,127

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 11 | $1,198,618,000 |
| Savings | 6 | $598,824,000 |

**6 - PASSENGER AUTOS:** County 107,832

**7 - ELECTRIC METERS:** Total 89,372; Residence 87,200

**8 - GAS METERS:** Residence 69,294

**9 - PRINCIPAL INDUSTRIES:** Total Employment 120,345; Mfg. 15,216; Durable Goods 6,946; Nondurable Goods 8,270; Constr. 3,844; R.R. Trans. 3,928; Commun., Util. 2,485; Whol. 4,897; Ret. 22,242; Fin., Ins. & R.E. 8,389; Servs. 27,783; Fed. Gov't 2,731; State Gov't 17,322; Local Gov't 11,501.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, Apr. 18.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.

**Neighborhood Shopping Centers**-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gateway(66) | 4 | Mont. Ward, Sears, Younkers, Dillards, JCPenney |
| Piedmont(17) | 3 | IGA |
| Rathbone(12) | 3 | Leon's, Food Mart |
| Indian Vlg.(14) | 3 | Dave's Food Mart |
| Bishop Heights | 4 | Shopko |
| Northridge Ctr.(6) | 3 | Osco, Hy-Vee |
| Briarhurst(8) | 5 | Baker Hdwe. |
| Meadowlane(16) | 5 | Jack & Jill |
| 27th & Cornbuster | 6 | Super Saver, Osco |
| 48th & Vine | 3 | K mart, Rich.-Gord. |
| Westgate(8) | 1 | Food Bonanza |
| Belmont(9) | 2 | Savemart |
| Clock Tower(15) | 5 | Classic Foods |
| East View(22) | 3 | Super Saver, Osco, Target |
| Van Dorn(14) | 3 | 1/2 Price Store |
| East Park Plz.(57) | 4 | Osco, IGA, Ardans |
| Edgewood | 6 | Osco, IGA |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Thur.; Food-Some Thur., some each weeknight.

**13 - RETAIL OUTLETS: Department Stores**-Younkers; Dillards; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.

**Discount & Variety Stores**-K mart; Osco; TJ. Maxx; 1/2 Price Store.

**Chain Drug Stores**-Walgreens 5; Wagey 3; Rexall 5; Four Star 4; Gilmour-Danielson 2; Winter; K-Ray 3; Osco 5; Dot Drug.

**Chain Supermarkets**-Hy-Vee 4; IGA 9; Hinky Dinky 3; Jack & Jill 2; Food-4-Less 3.

**Other Chain Stores**-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier 1; True Value; Our Own Hdwe., Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Earl May Garden; World Radio; Curtis Mathes; Seiferts; Braums; Olympic Village; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Goldstein-Chapman; Landon's; Tires Inc.; Best Shot Waterbeds; Westlake Hardware.

**14 - NEWSPAPERS:** STAR (m) 37,855; JOURNAL (e) 42,714; JOURNAL & STAR (S) 81,792; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob Blackman, Adv. Mgr., JOURNAL and STAR, 926 P St.; PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.

**National Representative**: Branham/Newspaper Sales.

## McCOOK

**1 - LOCATION:** Red Willow County, E&P Map C-3, County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Arrow Stage Lines.

**Airlines**-G.P. Express.

**3 - POPULATION:**

Corp. City 80 Cen. 8,404; E&P 89 Est. 8,426
CZ-ABC: (80) 8,404
RTZ-ABC: (80) 38,988
County 80 Cen. 12,619; E&P 89 Est. 12,783
City & RTZ-ABC: (80) 47,392

**4 - HOUSEHOLDS:**

City 80 Cen. 3,309; E&P 89 Est. 3,463
County 80 Cen. 4,795; E&P 89 Est. 4,832
CZ-ABC: (80) 3,309
RTZ-ABC: (80) 14,855
City & RTZ-ABC: (80) 18,164

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $73,081,327 |
| Savings & Loan | 3 | Est. $7,500,000 |

**6 - PASSENGER AUTOS:** County 7,010

**7 - ELECTRIC METERS:** Residence 3,481

**8 - GAS METERS:** Residence 3,437

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Trans. 400; Oil Producers 350; Rubber Hose Co. 450; Grain Prods. Co. 50; Burns Lab. 75.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** First killing frost, Sept. 15; last killing frost, Apr. 13. Mean annual temp. 60.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; DeGroff's; Carmichaels; Vogue; Mode O'Day; Alco; Conrad's; Cato.

**Variety Stores**-Ben Franklin; Wal-Mart.

**Discount Stores**-Alco.

**Chain Supermarkets**-Hinky-Dinky; Safeway; Country Corner; U-Save; Warehouse Foods.

**Other Chain Stores**-Sidles; Sears; Firestone; Goodyear.

**14 - NEWSPAPERS:** GAZETTE (e) 9,447; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Crowe, Asst. Pub., GAZETTE, West First & E Sts.; PO Box 1268 McCook, NE 69001; Tel. (308) 345-4500.

**National Representative**: Branham/Newspaper Sales.

## NEBRASKA CITY

**1 - LOCATION:** Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington Northern.

**Intercity Bus Lines**-Greyhound.

**River Barge Line**-Sioux City-New Orleans; Hoffman Towing.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 7,127; E&P 89 Est. 6,722
County 80 Cen. 15,148; E&P 89 Est. 14,389

**4 - HOUSEHOLDS:**

City 80 Cen. 2,784; E&P 89 Est. 2,746
County 80 Cen. 5,801; E&P 89 Est. 5,271

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $59,500,000 |
| Savings & Loan | 2 | $181,000,000 |

**6 - PASSENGER AUTOS:** County 8,120

**7 - ELECTRIC METERS:** Residence 2,850

**8 - GAS METERS:** Residence 2,585

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 130 ($200); Gas Meters 470 ($240); Garment Mfg. 280 ($170); Packing & Subcontracting 80 ($134).

**10 - CLIMATE:** First killing frost, Oct. 9; last killing frost, Apr. 24.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-11 blocks on Central Ave.; 10 off Central Ave.

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dammast's.

**Variety Stores**-Woolworth.

**Discount Stores**-Pamida; Duck Wall Alco.

**Chain Supermarkets**-Associated Grocers; IGA; Nash Finch.

**Other Chain Stores**-Tober's Fashion; Earl May; Sears (catalog).

**14 - NEWSPAPERS:** NEWS-PRESS (e-mon to fri; S) 3,075; sworn Sept. 20, 1988.

**Local Contact** for Advertising and Merchandising Data: Nick Partsch, Pub., NEWS-PRESS, 123 S. 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.

**National Representative**: Branham/Newspaper Sales.

## NORFOLK

**1 - LOCATION:** Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City; 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

**2 - TRANSPORTATION: Railroads**-C&NW; UP.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; P.Y.N. Arrow; Black Hills Stage Line.

**Airline**-Mid-Continent.

**3 - POPULATION:**

Corp. City 80 Cen. 19,449; E&P 89 Est. 20,406
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 80 Cen. 31,569; E&P 89 Est. 32,831
City & RTZ-ABC: (80) 108,316

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,471; E&P 89 Est. 8,254
County 80 Cen. 11,586; E&P 89 Est. 12,253
CZ-ABC: (80) 7,471
RTZ-ABC: (80) 31,711
City & RTZ-ABC: (80) 39,182

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $320,000,000 |
| Savings & Loan | 2 | $184,836,839 |

**6 - PASSENGER AUTOS:** County 17,630

**7 - ELECTRIC METERS:** Residence 9,617

**8 - GAS METERS:** Residence & Comm'l 7,397

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 628; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 496; Medical 450; Beef Proc. 150; Bottling 72.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-71; Summer 59-97; Fall 25-75; Winter 8-35. Av. annual precipitation, 23.79 in. Av. length of growing season, 155 days.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Centers**-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Stinsons, Ashleys, Tom's Music, Bomgaars, Lynn & Sons, Century Lumber, Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum; Hy-Vee.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sunset Plz. | 1 | JCPenney, Herbergers, Schwesers |
| Westside Plz. | 2 | Gibson's, Lynn & Sons, Ballantynes |
| Westgate Plz. | NA | Rexall, Radio Shack |
| South Hwy. 81 | NA | Champion Auto, Thriftway |
| Country Club Plz. | NA | Pic 'N Save |

**Principal Shopping Days**-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-5 P.M.

**13 - RETAIL OUTLETS: Department Stores**-Stinson's; JCPenney; Herbergers; Sears (catalog); Schweser's.

**Discount Stores**-Gibson's; K mart; Alco; ShopKo; Wal-Mart.

**Chain Supermarkets**-Hy-Vee (East & West); County Mkt. (Super Value); Whse. Mkt.; Affiliated Stores.

**Other Chain Stores**-Firestone; Singer's; Fashion Crossroads; Goodyear; Brodkey Jewelery; Team Electronics; Century Lumber; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; True Value Hdwe.; Kinney Shoes; Cato; Athletes Foot.

**14 - NEWSPAPERS:** NEWS (e) 22,617; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.

**National Representative**: Branham/Newspaper Sales.

## NORTH PLATTE

**1 - LOCATION:** Lincoln County, E&P Map C-3, County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80; U.S. Hwy. 83.

**2 - TRANSPORTATION: Railroads**-Union Pacific.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Rocky Mountain.

**3 - POPULATION:**

Corp. City 80 Cen. 24,509; E&P 89 Est. 23,402
CZ-ABC: (80) 24,509
Bal. in NDM-ABC: (80) 49,431
County 80 Cen. 36,445; E&P 89 Est. 34,067
Total NDM-ABC: (80) 73,940

**4 - HOUSEHOLDS:**

City 80 Cen. 9,178; E&P 89 Est. 9,049
County 80 Cen. 13,245; E&P 89 Est. 13,151
CZ-ABC: (80) 9,178
Bal. in NDM-ABC: (80) 18,028
Total NDM-ABC: (80) 27,206

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $185,300,000 |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 18,426

**7 - ELECTRIC METERS:** 12,896

**8 - GAS METERS:** Residence 10,132

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).

**Principal Pay Days**-R.R. 1st, 15th. Food and Textile: Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

**11 - TAP WATER:** Alkaline, hard. Source-wells; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.

**Neighborhood Shopping Centers**-S. Jeffers and W. A; E. 4th St; A & Carr Streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gibson's | 1 | Gibson, Home Furniture |
| Westfield(27) | 2 | Sixth St. Mkt., Coast-to-Coast, Ben Franklin |
| The Mall(40) | NA | JCPenney, Osco, Safeway, Herberger's, Radio Shack, KG Men's |
| Parkade Plz.(12) | NA | Alco, Sixth St. Mkt. |

**Principal Shopping Days**-Thur., Fri. Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Schweser's; Sears; Herberger's; Shopko.

**Variety Stores**-Ben Franklin.

**Discount Stores**-Gibson's; Alco; K mart; Wheelers; Pay 'N Pak; Shopko.

**Chain Drug Stores**-Osco.

**Chain Supermarkets**-Safeway; 6th St. Mkt. 5.

**Other Chain Stores**-Sherwin-Williams; Mode O'Day; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; KWAL Paint; Goodyear; K-G Men's Store; Ace Hdwe.; Payless; Regis Hairdressers.

**14 - NEWSPAPERS:** TELEGRAPH (m-tues to sat) 14,808; (S) 15,058; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Harold M. Branting, Bus. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.

**National Representative**: Branham/Newspaper Sales.

## OMAHA

**1 - LOCATION:** Douglas County (In Omaha. NE-IA MSA). E&P Map F-2. County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29; U.S. Hwys. 6, 30, 75, 275; State Hwys. 36, 38, 50, 64, 85, 92, 131, 133, 370.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ).

**Motor Freight Carriers**-90.

**Rail Passenger Service**-Amtrak.

**River Barge Lines**-3.

**Intercity Bus Lines**-Greyhound.

**Airlines**-TWA; Braniff; Delta; Midway; Northwest Orient; United; American; America West; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 314,255; E&P 89 Est. 294,702
County 80 Cen. 397,038; E&P 89 Est. 425,211
MSA 80 Cen. 585,122; E&P 89 Est. 629,370
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 118,465; E&P 89 Est. 113,899
County 80 Cen. 146,129; E&P 89 Est. 157,630
MSA 80 Cen. 208,492; E&P 89 Est. 234,711
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 40 | $5,177,839,000 |
| Savings & Loan | 8 | $6,118,913,000 |

**6 - PASSENGER AUTOS:** County 259,251

**7 - ELECTRIC METERS:** Residence 147,879

**8 - GAS METERS:** Residence 103,404

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equip. 10,107 ($505); Meat Proc. 3,358 ($325); Other Food 5,387 ($446); Metals 2,641 ($513); Printing & Pub. 4,505 ($412); Chem. 800 ($459); Other Mfg. 8,174 ($350).

**Principal Pay Days**-Industrial, Fri.; others 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, Apr. 14.

**11 - TAP WATER:** Moderately alkaline; moderately soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Westroads, 102nd & Dodge, 160 stores; Crossroads 72nd & Dodge, 105 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 53 stores; Mall of the Bluffs, Madison at Bennett, Council Bluffs 120 stores. Centre Point Mall, downtown Council Bluffs, 55 stores; downtown Omaha, 16th & Douglas.

**Neighborhood Shopping Area**-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| American Plz.(14) | 8 | Shopko, Food-4-Less |
| Baker Sq.(21) | 11 | Younkers, Bakers, Walgreens |
| Bellevue Plz.(13) | 7 | K mart, No Frills, Walgreens |
| Bluffs Northway(8) | 5 | Richman Gordman, Hy-Vee, Drug Town |
| Brentwood Sq.(41) | 12 | Richman Gordman, Baker's, Walgreens |
| The Center(15) | 3 | Younkers |
| Center Plz.(13) | 7 | Walgreens |
| Centre Point Mall(55) | 5 | Younkers, Sears, Walgreens |
| Crossroads(105) | 5 | Younkers, Dillards, Sears, Walgreens |
| Frederick Sq.(18) | 7 | Baker's, ShopKo |
| K mart North(3) | 6 | K mart |
| K mart South(6) | 5 | K mart |
| K mart N.W.(1) | 10 | K mart |
| K mart S.W.(1) | 14 | K mart |
| K mart Sarpy(1) | 12 | K mart |
| Mall of the Bluffs(120) | 7 | Target, JCPenney, Dillards, Hy-Vee, Drugtown |
| Maple Plz.(7) | 8 | Target, Walgreens |
| Montclair(27) | 11 | Half-Price, Service Merchandise |
| Old Orchard W.(16) | 11 | Richman Gordman |
| Orchard Plz.(40) | 11 | Target |
| Plaza North(15) | 9 | Baker's, Richman Gordman |
| Saddle Creek(3) | 3 | Target, Hinky Dinky, Walgreens |
| Sears Southroads(1) | 6 | Sears |
| Sherwood Pl.(10) | 8 | K mart, |
| Shopko North(1) | 9 | Shopko |
| Shopko West(1) | 12 | Shopko |
| Southroads Plz.(2) | 6 | Albertson's, Richman Gordman |
| Southroads(38) | 6 | Younkers, JCPenney |
| Village Shpg.(16) | 8 | Osco, Hy-Vee, Half-Price |
| 36th & Q(2) | 5 | Half-Price, Food-For-Less |
| Weber Pl.(10) | 6 | Shopko |
| Westgate Plz.(19) | 7 | Younkers |
| Westroads(160) | 8 | Mont. Ward, JCPenney, Walgreens, Younkers |
| Westwood Plz.(54) | 10 | K mart, Osco, Hy-Vee |

**Principal Shopping Days**-Sat., Thur., Sun., Fri., Wed.

**Stores Open Evenings**-Food & Shopping Centers-every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney 3; Richman Gordman 5; Sears 3; Dillard's 2; Younkers 7.

**Discount Stores**-K mart 8; Target 4; Half-Price 4; Service Merchandise 2; Pamida; ShopKo 4.

**Variety Stores**-Ben Franklin; Mangelsen's/Makin's 2; Woolworth 3.

**Chain Drug Stores**-Walgreens 18; Osco 7; Keystone 3; Kohll's 6; Central Park 3; Beaton 4; Bogard's 2; Clark 2; Drug Town 2; Seig 2; A&A 7.

**Chain Supermarkets**-Albertson's 5; Baker's 10; Hinky Dinky 5; Hy-Vee 10; Super Valu 2; Spartan 5; Bag 'N' Save 4; No Frills 5; Jack & Jill 2; Kwik Shop 36; Convenient 15; 7-Eleven 26; Town & Country 8; Casey's 4; IGA 2; Food 4 Less 5; Foodway 4; Quik-Pik 3.

**Other Chain Stores**-Abigail Uniform; Ann Taylor; Applause Video; Art's Auto Supply; Autoworks; Baker Shoes; Ben Simon's; Benetton; Bombay Co.; Big Sur Waterbeds; J. Bragg's; Braun's; Brookstone; Buck's Shoes; Burlington Coat Factory Outlet; Carriage House; Casual Corner; Children's Palace; Catherines; Chess King; Color Tile; Crabtree & Evelyn; Crandell's; Cub Foods; B. Dalton Books; Diamond-Vogel Paint; Drug Emporium; Earl May; Famous Footwear; Fashion Bug; Fashion Find; Fashions-at-Large; Firestone; Florsheim; Foot Locker; Foreman & Clark; Fox Photo; Fredericks of Hollywood; The Gap; Gap Kids; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; B.F. Goodrich; Goodyear; Graham & Gunn; Haney Shoes; Hickory Farms; House of Large Sizes; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Junction; Jr. Shoe World; Kay-Bee Toys; Kids Port USA; Kinney; Lerner's Shops; Landons; Lane Bryant; Laura Ashley; Lawlor's Sport Gds.; The Limited; Limited Express; Marshalls; Millard Lumber; Mr. Automotive; Motherhood Maternity; Natelson's; Payless Shoe Source; Natl. Shirt; Natl. Uniform; Northwest Fabric; Oracle; PACE Mem. Whse.; Pasta; Paul Harris; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Rex; Seiferts; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; T.J. Maxx; Talbots; Tober's; Toys Plus; Toys 'R' Us; Tully's; Uniroyal; Westlake Ace Hdwe.; Waldenbooks; Wheeler's; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

**14 - NEWSPAPERS:** WORLD-HERALD (m-mon to fri) 121,742; (e-mon to fri) 96,825; (m-sat) 209,025; (S) 285,419; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob Gerken, Adv. Development Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SCOTTSBLUFF

**1 - LOCATION:** Scotts Bluff County. E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, Shipping and Medical center for irrigated North Platte Valley and surrounding ranch areas. Meat Packing, Manufacturing and Wholesale center. Nebraska Western Community College.

**2 - TRANSPORTATION: Railroads**-Burlington-Nortnern at Scottsbluff and Union Pacific at Gering.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Star.

**Airlines**-Continental Express; GP Express.

**3 - POPULATION:**

Corp. City 80 Cen. 14,156; E&P 89 Est. 13,219
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 80 Cen. 38,420; E&P 89 Est. 38,305
Total NDM-ABC: (80) 107,442

**4 - HOUSEHOLDS:**

City 80 Cen. 5,516; E&P 89 Est. 5,376
County 80 Cen. 13,813; E&P 89 Est. 15,112
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $829,143,000 |
| Commercial | 2 | $235,000,000 |

**6 - PASSENGER AUTOS:** County 20,626

**7 - ELECTRIC METERS:** Residence 15,048

**8 - GAS METERS:** Residence 13,842

**9 - PRINCIPAL INDUSTRIES:** Sugar; Feed Lots; Meat Packing; Dog Food; Hydralic Couplers; Telephone Central Switching; Truck Body Mfg.; Trailer; Furn.; Farm Chem.; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Wkly. Wage-$275.

**Principal Industrial Pay Days**-5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Broadway; Monument Mall (40 stores) Hwy. 26 East; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place.

**Neighborhood Shopping Centers**-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place; 3 on Panhandle Plaza on Beltline.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Herbergers; JCPenney.

**Discount Stores**-Discount Furniture; Yellow Front; Wheeler's; Sacs; K mart; Pay 'N Pak; Wal-Mart.

**Chain Drug Stores**-Rexall; Mart's; Merit; McCosh.

**Chain Supermarkets**-Safeway; Sun-Mart 2; Co-op; Town & Country; Alexanders; Henry's Mkt.; Econo Foods.

**Other Chain Stores**-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Coast-to-Coast; Hallmark; Cato; Maurice's; Yumm's Yogurt; Cindy's; Vanity; 20/20; Copperfields; Payless; Olive's East; Kinney; Hot Line Shoes; Brass Buckle.

**14 - NEWSPAPERS:** STAR-HERALD (m-tues to sat) 15,440; (S) 16,096; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charlotte Feldt, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0632.

**National Representative**: Branham/Newspaper Sales.

## YORK

**1 - LOCATION:** York County. E&P Map E-3. County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City, at junction of U.S. Hwys. 34, 81, I-80.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 7,723; E&P 89 Est. 8,175
County 80 Cen. 14,798; E&P 89 Est. 15,378

**4 - HOUSEHOLDS:**

City 80 Cen. 2,939; E&P 89 Est. 3,212
County 80 Cen. 5,428; E&P 89 Est. 5,653

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $183,400,000 |
| Savings & Loan | 3 | $72,000,000 |

**6 - PASSENGER AUTOS:** County 8,190

**7 - ELECTRIC METERS:** Residence & Cml. 5,839

**8 - GAS METERS:** Residence 3,141

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Irrigation Pipe 75 ($290); Mobile Homes 135 ($321); Aviation Products 250 ($294).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Chain Drug Stores**-Rexall; Pamida.

**Discount Stores**-Wheeler's; Pamida; Wal-Mart.

**Chain Supermarkets**-Grand Central Super Valu; EconoFoods; Price Chopper.

**Other Chain Stores**-Sears; Coast-to-Coast; Tober's; S&H Green Stamps; L & W Serv. Ctr. (Firestone); 7-Eleven; Pump & Pantry.

**14 - NEWSPAPERS:** NEWS-TIMES (e) 5,946; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Pete Esser, Pub., NEWS-TIMES, 327 Platte Ave., PO Box 279, York, NE 68467; Tel. (402) 362-4478.

**National Representative**: Branham/Newspaper Sales.

# NEVADA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Las Vegas**-Clark County
**Reno**-Washoe County

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 44 | 61 | 84 |
| 5- 14 Years | 100 | 117 | 141 |
| 15- 24 Years | 79 | 147 | 148 |
| 25- 44 Years | 134 | 250 | 382 |
| 45- 64 Years | 101 | 166 | 194 |
| 65 and Over | 31 | 66 | 84 |
| TOTAL | 489 | 807 | 1,033 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 199 | 261 | 634 |
| General Mdse | 362 | 595 | 1,156 |
| Food | 593 | 1,187 | 2,048 |
| Automobiles | 637 | 947 | 2,370 |
| Gasoline Stations | 295 | 564 | 723 |
| Apparel | 139 | 261 | 487 |
| Furniture | 127 | 203 | 484 |
| Eat-Drink Places | 290 | 545 | 1,072 |
| Drugs | 149 | 179 | 343 |
| TOTAL SALES | 3,069 | 5,343 | 10,237 |

## CARSON CITY

**1 - LOCATION:** Carson City, an Independent City (formerly Ormsby County). E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,697 ft. elevation; 146.9 sq. mi. area.

**2 - TRANSPORTATION: Railroads**-Southern Pacific (freight); Amtrak (from Reno); Union Pacific.

**Bus Lines**-UR Stage Lines; Gray Lines.

**Airlines**-(Reno) United; Delta; Sky West; America West; Continental; Northwest; American; US Air.

**Trucking**-Consolidated.

**3 - POPULATION:**

Corp. City 80 Cen. 32,157; E&P 89 Est. 48,875

NDM-ABC: (80) 32,022

**4 - HOUSEHOLDS:**

City 80 Cen. 12,074; E&P 89 Est. 17,644

NDM-ABC: (80) 12,074

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 22,346

**7 - ELECTRIC METERS:** Residence 14,879

**8 - GAS METERS:** City & County 10,622

**9 - PRINCIPAL INDUSTRIES:** Gov't, Tourism; Light Mfg.; Whol.-Ret. Sales.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. Av. Low 19; July Av. High 89; Sunshine 266 days a yr.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Carson St.; 6 blocks S. (27 stores); 8 blocks N. (3 major stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carson St.(30) | NA | Sears, Safeway |
| Silver City(27) | 2 | K mart, Radio Shack, Albertson's |
| Carson Mall(33) | 2 | JCPenney |
| Frontier Plz.(45) | 3 | Pay 'N Pak |
| Mayfair Ctr.(5) | 4 | Thrifty Drug |
| Warehouse Ctr. (30) | 4 | Scolari's, Coast-to-Coast, Ben Franklin |
| Carson Sq.(20) | 4 | Long's Drug, Radio Shack |
| Winnie West(6) | 3 | Winchells Donuts, 7-Eleven |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 2; Mervyn's; K mart.

**Chain Drug Stores**-Raley's; Thrifty; Osco; Longs.

**Chain Supermarkets**-Safeway; Scolari's 2; Albertson's; Smiths; Safeway; Raley's.

**Other Chain Stores**-Carson Furn.; Grand Auto; Triple S Tires; 7-Eleven 4; Millers Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak; Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper.

**14 - NEWSPAPERS:** NEVADA APPEAL (e-mon to fri) 10,194; (S) 12,371; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Clipson, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.

**National Representative**: Papert Companies.

## ELKO

**1 - LOCATION:** Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 between Salt Lake City and Reno.

**2 - TRANSPORTATION: Railroads**-Western Pacific; Union Pacific; Amtrak.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Sky West.

**3 - POPULATION:**

Corp. City 80 Cen. 8,758; E&P 89 Est. 12,158

CZ-ABC: (80) 8,758

RTZ-ABC: (80) 12,551

County 80 Cen. 17,387; E&P 89 Est. 25,105

City & RTZ-ABC: (80) 21,309

**4 - HOUSEHOLDS:**

City 80 Cen. 3,353; E&P 89 Est. 4,823

County 80 Cen. 6,350; E&P 89 Est. 10,166

CZ-ABC: (80) 3,353

RTZ-ABC: (80) 4,393

City & RTZ-ABC: (80) 7,746

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 12,980

**7 - ELECTRIC METERS:** Residence 4,183

**8 - GAS METERS:** Residence 2,605

**9 - PRINCIPAL INDUSTRIES:** City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30; last killing frost, June 1.

**11 - TAP WATER:** Neutral, very hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Elko Shopping Plz.(21) | NA | Fashion Crossroads, JCPenney, |
| Sun Rise Ctr.(10) | NA | Albertson's, Payless, Sprouse-Reitz |

**Principal Shopping Days**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Golden Rule; JCPenney; Anacabe's.

**Variety Stores**-Sprouse-Reitz; Payless; Osco.

**Chain Drug Stores**-Walgreens.

**Chain Supermarkets**-Safeway; Mayfair; Albertson's; Raley's.

**Other Chain Stores**-Western Auto; Bob's Togs; Fashion Crossroads; Beno's.

**14 - NEWSPAPERS:** FREE PRESS (e) 5,005; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St.; PO Box 1730, Elko, NV 89801; Tel. (702) 738-3119.

**National Representative**: Landon Associates.

## ELY

**1 - LOCATION:** White Pine County, E&P Map C-3, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**Intercity Bus Lines**-Marway; U.P.S.; Valley Cargo.

**Airlines**-Sky West.

**3 - POPULATION:**

Corp. City 80 Cen. 4,882; E&P 89 Est. 5,106

County 80 Cen. 8,027; E&P 89 Est. 7,454

**4 - HOUSEHOLDS:**

City 80 Cen. 1,841; E&P 89 Est. 2,102

County 80 Cen. 3,003; E&P 89 Est. 3,254

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $40,000,000 |
| Savings & Loan | 1 | $10,000,000 |

**6 - PASSENGER AUTOS:** County 3,616

**7 - ELECTRIC METERS:** Residence 4,227

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining; [illegible] & Mfg.; Trans. & Util.; Total Employed 3,80[illegible]

**Principal Industrial Pay Day**-Tues.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

**11 - TAP WATER:** Alkaline, very hard; 197 ppm.

**12 - RETAILING: Principal Shopping Center**-8 blocks in center of town.

**Principal Shopping Days**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Cononelos Furn.; Wilson Bates.

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Economy; Steptoe; East Ely; Professional Phcy.

**Chain Supermarkets**-IGA.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 2,425; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.

**National Representative**: Papert Companies.

## FALLON

**1 - LOCATION:** Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

**2 - TRANSPORTATION: Motor Freight Carriers**-1.

**Bus Lines**-Sierra Nevada Stage Lines.

**Airlines**-Served by airport at Reno, Nevada.

**3 - POPULATION:**

Corp. City 80 Cen. 4,262; E&P 89 Est. 5,208

County 80 Cen. 14,012; E&P 89 Est. 16,321

**4 - HOUSEHOLDS:**

City 80 Cen. 1,752; E&P 89 Est. 2,316

County 80 Cen. 5,074; E&P 89 Est. 6,60[illegible]

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 8,649

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Agric., Navy Base; Mfg. plants; Dairy; Cattle.

**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 103; Winter 18. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Frontier Village, Raley's.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Most open until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beno's; Mode O' Day; Sears (catalog).

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Frontier; Raley's.

**Chain Supermarkets**-Raley's; Safeway.

**Other Chain Stores**-Western Auto.

**14 - NEWSPAPERS:** LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 4,020; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., LAHONTAN VALLEY NEWS & EAGLE STANDARD, PO Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.

**National Representative**: Landon Associates.

## LAS VEGAS

**1 - LOCATION:** Clark County, Las Vegas (MSA), E&P Map C-5, County Seat. Industrial mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Amtrak.

**Motor Freight Carriers**-57.

**Intercity Bus Lines**-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; Las Vegas Transit System; Ray & Ross; Sun Valley; Westside Charter Service; Funbus Luxury Travel; Gray Line Tours.

**Airlines**-America West; American; Braniff; Continental; Delta; Eastern; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Jet America.

**3 - POPULATION:**

Corp. City 80 Cen. 164,674; E&P 89 Est. 181,141

NDM-ABC: (80) 463,087

County/MSA 80 Cen. 466,805; E&P 89 Est. 601,583

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 62,114; E&P 89 Est. 69,110

County/MSA 80 Cen. 173,563; E&P 89 Est. 241,434

NDM-ABC: (80) 173,891

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $5,390,432,000 |
| Savings & Loan | 6 | $2,966,924,000 |

**6 - PASSENGER AUTOS:** County 320,536

**7 - ELECTRIC METERS:** Residence, Commercial & Industrial 259,851

**8 - GAS METERS:** Residence, Commercial & Industrial 117,448

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Hotels, Gaming & Recreation 90,400; Mining 300; Constr. 18,600; Trans./Util. 15,800; Whol./Ret. Trade 57,800; Fin., Ins., R.E. 14,500; Serv. 45,100; Gov't (excluding military) 32,600; Nellis AFB & Indian Spring AFB 15,000; Nellis AFB (civilian) 1,280; Nev. Test Site 8,000.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** June 1985 Av. monthly high 102, low 72; Dec. 1985 Av. monthly high 60, low 36; High temp. 1985, 116. Rainfall 1985, 1.27 in.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Las Vegas is divided east/west by the strip with Boulevard Mall with 85 merchants in the east & Meadows Mall with 144 merchants in the west. The third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Tropicana E. Ctr.(18) | NA | Albertsons, Ole's [illegible] |
| Green Valley | NA | Smith's Food King |
| Commercial Ctr. | NA | Aaron Bros. |
| Mission Ctr. | NA | Lucky, Osco, Toys 'R Us |
| Park Place | NA | Vons, Mervyns, Service Merchandise |
| Renaissance Ctr. E | NA | Skaggs Alpha Beta |
| Spring Oaks Plz. | NA | Lucky, Pic 'N Save |
| Spanish Oaks | NA | Albertson's, Osco |
| Decatur Meadows | NA | Vons, Aaron Bros. |
| Civic Ctr. Plz.(32) | NA | Smith's Food King |
| College Pk. | NA | Lucky, Osco, Miller's Outpost |
| Nellis Crossing | NA | Target, Mervyn's |
| Charleston Plz. Mall | NA | Home Club, Osco |

**13 - RETAIL OUTLETS: Department Stores**-Broadway Southwest; Bullock's; Dillard's; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.

**Discount Stores**-K mart; Wonder World; Target; Home Express.

**Variety Stores**-Woolworth; Sprouse-Reitz; Pic 'N Save.

**Chain Drug Stores**-Thrifty; White Cross; Osco.

**Chain Supermarkets**-Albertsons 11; Skaggs Alpha Beta 4; Lucky 12; MayFair; Safeway 9; Smiths Food King 13; Vons 7.

**Other Chain Stores**-B. Dalton; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Houston Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinneys; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's Furn.; Millers Outpost; Naturalizer; Ole's; Pittsburgh Paints; Radio Shack; RB Furn.; Red Cross Shoes; Sees Candy; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zale's; Marshalls; Wherehouse Records; Payless Cashways; Chief Auto Parts; Pep Boys; Builder's Square; Club Wholesale; Home Club; Costco.

**14 - NEWSPAPERS:** REVIEW-JOURNAL (all day-mon to fri) 134,491; (m-sat) 126,849; (S) 159,770; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125; Tel. (702) 383-0365.

**National Representative**: Papert Companies.

SUN (m) 53,948; (S) 58,731; Mar. 31, 1999 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim McGlasson, Adv. Dir., SUN, 121 S. Highland; PO Box 4275; Las Vegas, NV 89127; Tel. (702) 385-3111.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SPARKS

**1 - LOCATION:** County-Washoe County (In Reno MSA). E&P Map A-2.

**2 - TRANSPORTATION: Railroad**-Southern Pacific.

**Inter City Bus Line**-Citifare

**3 - POPULATION:**

Corp. City 80 Cen. 40,780; E&P 89 Est. N.A.

County 80 Cen. 194,961; E&P 89 Est. 228,799

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. N.A.

County 80 Cen. N.A.; E&P 89 Est. 86,814

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 5 | N.A |

**6 - PASSENGER AUTOS:** County 121,165

**7 - ELECTRIC METERS:** Residential 224,392

**8 - GAS METERS:** Residential 70,701

**9 - PRINCIPAL INDUSTRIES:** Casino 2,600; Warehousing N.A.; (Av. Wkly Wage - N.A.).

**Principal Industrial Pay Day**-N.A.

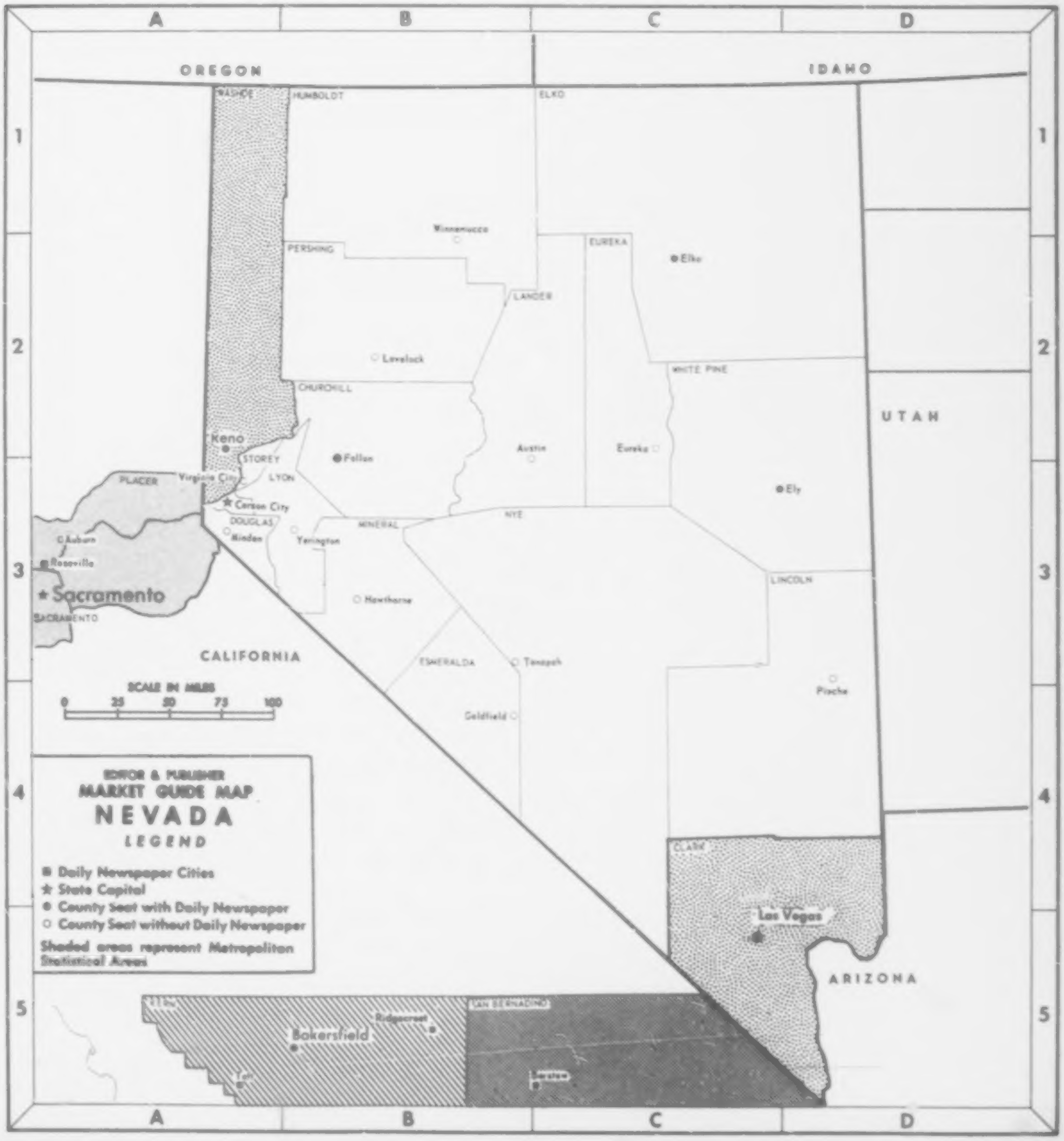
**10 - CLIMATE:** Min. & Max. Temp: Av. Jan. 18 - 45; July 47 - 91. Av. annual 67-high; 32-low. First killing frost 1st week in Oct.; last killing frost N.A.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Paradise Plaza; Silverstate Mall; McCarran Plz.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Paradise Plz.(15) | 2 | K mart |
| McCarran Plz.(12) | 1 | Albertson's, Long's |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OREGON
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LANDER
Lovelock
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UTAH
Reno
STOREY
Fallon
Austin
Eureka
Ely
PLACER
Virginia City
LYON
Carson City
DOUGLAS
Minden
Yerington
MINERAL
NYE
Auburn
Roseville
Sacramento
SACRAMENTO
Hawthorne
LINCOLN
CALIFORNIA
ESMERALDA
Tonopah
Pioche
SCALE IN MILES
0
25
50
75
100
Goldfield
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CLARK
Las Vegas
ARIZONA
KERN
SAN BERNARDINO
Ridgecrest
Bakersfield
Barstow
Taft

| | | |
|---|---|---|
| Silverstate Mall (24) | 1 | Safeway, Mervyn's |

**Principal Shopping Days**-Sat., Sun.
**Stores Open Evenings**-All.

**13 - RETAIL OUTLETS: Department Stores**-Mervyn's; Gazin's.
**Variety Store**-K mart.
**Chain Drug Stores**-Long's; Osco.
**Chain Food Supermarkets**-Albertsons; Safeway; Raleys; Smiths.

**14 - NEWSPAPERS:** DAILY TRIBUNE (e-mon to fri) 6,208; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Linda Heglovits, Adv. Mgr., DAILY TRIBUNE, 1002 C St.; P.O. Box 887, Sparks, NV 89431; Tel. (702) 358-8061.
**National Representative**-None.

## RENO

**1 - LOCATION:** Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
**Motor Freight Carriers**-19.
**Intercity Bus Lines**-Continental Trailways; Citifare; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
**Airlines**-United; America West; American; Continental; Delta; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 100,756; E&P 89 Est. 105,006
NDM-ABC: (80) 245,066
County/MSA 80 Cen. 193,623; E&P 89 Est. 228,799
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 43,705; E&P 89 Est. 47,219
County/MSA 80 Cen. 77,204; E&P 89 Est. 95,307
NDM-ABC: (80) 96,664

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 6 | $1,081,254,768 |
| Commercial | 5 | $2,481,824,823 |

**6 - PASSENGER AUTOS:** County 121,165

**7 - ELECTRIC METERS:** Residence & Bus. 83,010

**8 - GAS METERS:** Residence & Bus. 47,810

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 8,900 ($457); Mfg. 8,600 ($257); Trans., Commun. & Util. 7,700 ($324); Total Trade 22,700 ($214); Finance, Insurance & Real Estate 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't 15,000 ($307); Educ. 5,600 ($232).
**Principal Industrial Pay Days**-10-20, 15-30.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting sts. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
**Neighborhood Shopping Centers**-Keystone Sq.; Keystone Ave.; Lakeside Plz.; Plumb Lane; Plz., 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Lane; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia; Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S Virginia St.; Moana East, Moana Lane; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Bonanza Sq., N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lakeside Plz.(21) | NA | Albertson's, Thrifty |
| Park Lane(64) | NA | Sears, Weinstock's |
| Moana West(30) | NA | |
| Shoppers Sq.(51) | NA | Mayfair, Osco |
| Old Town Mall(50) | NA | Breuner's, Eagle |
| McCarran Plz.(19) | NA | Mervyn's, Safeway |
| Meadowood(110) | NA | Macy's, JCPenney |

**Principal Shopping Days**-Department Stores-Thur., Fri. & Sat.; Food-Thur., Fri.

**Stores Open Evenings**-Food-Every night.

**Stores Open Sundays**-Food and 60% retail.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; Weinstock; Mervyn's; Macy's.

**Variety Stores**-Woolworth 2; Sprouse-Reitz.

**Discount Stores**-K mart 2; Target; Shopko.

**Chain Drug Stores**-Thrifty; Raley's 5; Rexall; Osco.

**Chain Supermarkets**-Safeway 4; Raley's 6; Albertson's 4; Warehouse Mkt. 10; Smith's 2.

**Other Chain Stores**-The Good Guys; Circuit City; Leeds; Rogers; Lerner's; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahon's; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Breuner's; See's Candy; Radio Shack; House of Fabrics; Swiss Colony; Weisfield's; Waldenbook; Goodyear; Baskin-Robbins; Alber's; B.F. Goodrich; Little Professor; Hallmark; Ethan Allen; RB Furn; 7-Eleven.

**14 - NEWSPAPERS:** RENO GAZETTE-JOURNAL (m-mon to fri) 63,448; (S) 75,958; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Bennett, Adv. Dir.; John C. Green, Mktg. Dir., RENO GAZETTE-JOURNAL, 955 Kuenzli Lane; Box 22000, Reno, NV 89520; Tel. (702) 788-6200.

**National Representative**: Gannett National Newspaper Sales.

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# NEW HAMPSHIRE SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Manchester**-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
**Portsmouth-Dover-Rochester, NH-ME**-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford town in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Lawrence-Haverhill, MA-NH**-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
**Lowell, MA-NH**-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperel, Tewksbury, Tyngsborough and Westford towns in Middlesex County, MA; Pelham town in Hillsborough County, Londonderry town in Rockingham County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Boston-Lawrence-Salem, MA-NH**-Includes Boston, MA PMSA, Brockton, MA PMSA, Lawrence Haverhill, MA-NH PMSA, Lowell, MA-NH PMSA, Nashua, NH PMSA, and Salem-Gloucester, MA PMSA.

### POPULATION ESTIMATES
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 65 | 63 | 91 |
| 5-14 Years | 149 | 145 | 166 |
| 15-24 Years | 126 | 171 | 167 |
| 25-44 Years | 171 | 266 | 378 |
| 45-64 Years | 149 | 175 | 201 |
| 65 and Over | 78 | 103 | 114 |
| TOTAL | 738 | 923 | 1,115 |

Based on U.S. Census

### RETAIL SALES ESTIMATES
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr. | 240 | 332 | 928 |
| General Mdse. | 353 | 525 | 1,177 |
| Food | 826 | 1,252 | 2,472 |
| Automobiles | 649 | 949 | 2,722 |
| Gasoline Stations | 237 | 398 | 587 |
| Apparel | 135 | 244 | 525 |
| Furniture | 122 | 192 | 526 |
| Eat-Drink Places | 253 | 418 | 944 |
| Drugs | 78 | 133 | 291 |
| TOTAL SALES | 3,387 | 5,354 | 11,770 |

## CLAREMONT

**1 - LOCATION:** Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103; Near I-91 & I-89.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Claremont & Concord.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Vt. Transit; Greyhound; Sullivan County Transit.
**Airlines**-Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 14,557; E&P 89 Est. 15,196
CZ-ABC: (80) 14,557
RTZ-ABC: (80) 54,917
County 80 Cen. 36,186; E&P 89 Est. 40,626
City & RTZ-ABC: (80) 69,474
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,967; E&P 89 Est. 6,433
County 80 Cen. 16,486; E&P 89 Est. 15,382
CZ-ABC: (80) 5,653
RTZ-ABC: (80) 19,991
City & RTZ-ABC: (80) 25,644

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $74,280,402 |
| Commercial | 5 | $63,807,641 |

**6 - PASSENGER AUTOS:** County 26,684

**7 - ELECTRIC METERS:** Residence 4,700

**8 - GAS METERS:** Residence 1,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in VT 3,000 ($225); NH 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in VT 1,000 ($175); NH 2,300 ($180).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

**11 - TAP WATER:** Acid, soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Pleasant, 3 on Tremont, 2 on Broad, 2 on Main.
**Neighborhood Shopping Centers**-6 blocks on Washington St., 1 on Maple Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Upper Valley Plz. | 25 | Rich's, Purity Supreme, K mart |
| Lebanon Mall | 25 | IGA |
| Newport | 10 | Ames, Aubuchon, IGA |
| Springfield Plz.(22) | 16 | Young's, Sears, P&C, Ames |
| Sugar River Plz.(12) | 10 | Violette's AG, Rite Aid |
| Washington St. Plz. | NA | K mart, Fayva, Grand Union, Super Shop 'n Save |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri. Super Markets every evening until 11:00 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Ames; Furman's; JCPenney.
**Variety Stores**-Woolworth; K mart.
**Chain Drug Stores**-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus. MD; Rite Aid; Carls.
**Chain Supermarkets**-Jiffy Marts; IGA; P&C; Grand Union; Super Shop 'n Save.
**Other Chain Stores**-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Radio Shack; Dunkin Donuts.

**14 - NEWSPAPERS:** EAGLE TIMES (e-mon to fri) 9,773; (S) 10,640; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Phyllis Crawford, Adv. Dir., EAGLE TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
**National Representative**: Landon Associates.

## CONCORD

**1 - LOCATION:** Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 mi. from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Capital, Vermont Transit; Greyhound; Concord Trailways; Whitney's; interstate.

**3 - POPULATION:**
Corp. City 80 Cen. 30,400; E&P 89 Est. 32,599
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 80 Cen. 98,668; E&P 89 Est. 116,830
City & RTZ-ABC: (80) 114,559

**4 - HOUSEHOLDS:**
City 80 Cen. 11,471; E&P 89 Est. 13,017
County 80 Cen. 34,674; E&P 89 Est. 41,997
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 4 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 87,603

**7 - ELECTRIC METERS:** Residence 14,050

**8 - GAS METERS:** Residence 5,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 7,344 ($310); Mfg. 4,542 ($299); Trans., Util., Commun. 584 ($359); Trades 5,178 ($236); Fin., Ins., R.E. 2,668 ($339); Servs. 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main, 3 on State, 2 each on Pleasant, Warren, School.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Capitol(12) | NA | Zayre, DeMoulas, Rite Aid |
| Eddy Plaza(9) | NA | Osco, Shaws, Rich's |

| | | |
|---|---|---|
| Eagle Square | NA | |
| Bradlees | NA | DeMoulas, Bradlees, JCPenney |

**Other Neighborhood Shopping Centers**-Penacook; West Concord; East Concord; Concord Heights; South St. at Clinton and Broadway.

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Thur., Fri. Some, every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Howlands.

**Discount Stores**-Bradlees; Rich's; Zayre.

**Chain Drug Stores**-CVS; Walgreens; Rite Aid; Osco.

**Chain Supermarkets**-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.

**Other Chain Stores**-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; So-Fro Fabrics; Toy City; Solomons; Allied Radio Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; Tru-Value Hdwe.; Wilber's Servistar; Treisman's; Rich's; Steenbeke's Home Supply; Prism Photo; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Brands; Goulet Supply; Fayva Shoe; Rooks; Dexter Dunham; Bass Shoe; NHD Hardware; Tons of Toys; Napa Auto Parts.

**14 - NEWSPAPERS:** MONITOR (e) 21,534; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Ebbets, Adv. Dir.; Nancy Kyle, Ret. Mgr., MONITOR, 3 N. State St., Concord, NH 03301; Tel. (603) 224-5301

**National Representative**: Landon Associates.

## DOVER

**1 - LOCATION:** Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-32.

**Intercity Bus Lines**-Trailways; Greyhound; C&J Airport Limousine Service; C.O.A.S.T.

**3 - POPULATION:**

Corp. City 80 Cen. 22,377; E&P 89 Est. 24,213
County 80 Cen. 85,542; E&P 89 Est. 99,051
NDM-ABC: (80) 90,023
NECMA 80 Cen. 276,763; E&P 89 Est. 346,315

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,378; E&P 89 Est. 9,565
County 80 Cen. 29,104; E&P 89 Est. 35,400
NECMA 80 Cen. 95,055; E&P 89 Est. 123,922
NDM-ABC: (80) 30,651

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $69,545,000 |
| Savings | 3 | $692,472,000 |

**6 - PASSENGER AUTOS:** County 67,500 (1987)

**7 - ELECTRIC METERS:** Residence 42,958

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Elect. Components; Fiber Goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Prods.; Mica Prods.; Steel Fabricators; Leather Prods.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Acid, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Dover(50) | NA | Shaw's, Shop 'N Save |
| Newington Mall (70) | 15 | Mont. Ward, Shaw's, CVS, Bradlees |
| Fox Run Mall (100) | 15 | Sears, Filene's, JCPenney Jordan Marsh |

**Principal Shopping Days**-Sat., Sun.

**Stores Open Evenings**-Discount, Variety & Food.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Rich's; Jordan Marsh; K mart; JCPenney; Service Mdse.; Sears; Filene's.

**Discount Stores**-Off Price Outlets; Bradlees; Pease Air Base PX; Zayre.

**Chain Drug Stores**-Osco; Welby's; Brooks; CVS.

**Chain Supermarkets**-Shaw's 2; Shop 'N Save 2; DeMoulas 2; Prescott Farms.

**Other Chain Stores**-Western Auto; Radio Shack; Rivers Camera Store 5; P.C. Paint; Factory Outlet; Yield House; Red's Shoe Barn.

**14 - NEWSPAPERS:** FOSTER'S DEMOCRAT (e) 28,384; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.

**National Representative**: Landon Associates.

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## HANOVER
See LEBANON

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## KEENE

**1 - LOCATION:** Cheshire County. E&P Map B-6. County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

**2 - TRANSPORTATION: Motor Freight Carriers**-25.

**Intercity Bus Lines**-People's; Vermont Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 21,449; E&P 89 Est. 22,962
NDM-ABC:(80) 62,116
County 80 Cen. 62,193; E&P 89 Est. 71,044

**4 - HOUSEHOLDS:**

City 80 Cen. 7,601; E&P 89 Est. 8,543
County 80 Cen. 21,832; E&P 89 Est. 25,418
NDM-ABC:(80) 21,832

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $444,943,000 |
| Savings & Loan | 1 | $106,000,000 |
| Commercial | 2 | $226,661,000 |

**6 - PASSENGER AUTOS:** County 50,315

**7 - ELECTRIC METERS:** Residence 15,000

**8 - GAS METERS:** Residence 1,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,325 ($447); Durable goods 6,497 ($458); Nondurable goods 2,828 ($422); Non-mfg. 21,496 ($326). Total all industry 30,821 ($363).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Center**-Central Sq., 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colony Mill(40) | NA | Joe Jones Ski & Sport, Cherry Webb & Touraine |
| Fairbanks(15) | 1 | Super Place, Walgreens, Hilson Home Center |
| Keene Plz.(2) | 1 | Edward's, CVS, Toy Works |
| Riverside Plz.(18) | 1 | Bradlees, Tons of Toys |
| West St.(13) | 1 | Rich's, CVS, Sun Foods |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Fri., Main St.; Shopping Centers every night.

**Stores Open Sunday**-12 noon to 6.

**13 - RETAIL OUTLETS: Department Stores**-Goodnow's; Bradlees; Rich's.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Rexall; Walgreens; CVS; Brooks.

**Chain Supermarkets**-Edward's; Super Place; Wilbers 2; Sun Foods.

**Other Chain Stores**-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Cherry Webb & Touraine; Dexter; Dunham; Fayva; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Computer Town; Perfecta Camera; Radio Shack; Stone & Co.; Sears; Sherwin-Williams; So-Fro Fabrics; Jo-Ann Fabrics; Poore Simons.

**14 - NEWSPAPERS:** SENTINEL (e) 16,273; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Colin R. Lyle, Adv. Dir., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.

**National Representative**: Landon Associates.

## LACONIA

**1 - LOCATION:** Belknap County. E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Interstate; Trailways; Concord Coach.

**Airlines**-Precision.

**3 - POPULATION:**

Corp. City 80 Cen. 15,575; E&P 89 Est. 15,355
CZ-ABC: (80) 24,442
RTZ-ABC: (80) 72,668
County 80 Cen. 43,046; E&P 89 Est. 49,230
City & RTZ-ABC: (80) 97,110

**4 - HOUSEHOLDS:**

City 80 Cen. 5,632; E&P 89 Est. 5,865
County 80 Cen. 15,573; E&P 89 Est. 17,771
CZ-ABC: (80) 8,809
RTZ-ABC: (80) 26,760
City & RTZ-ABC: (80) 35,569

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $85,016,000 |
| Savings | 2 | $122,634,794 |
| Savings & Loan | 1 | $51,700,000 |

**6 - PASSENGER AUTOS:** County 37,540 (1987)

**7 - ELECTRIC METERS:** Residence 15,000

**8 - GAS METERS:** Residence 1,950

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** First killing frost, Oct. 1; last killing frost, May 15.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Keller's Plaza(4) | 4 | Timberline Shoes |
| Lake Region(14) | 4 | Osco, K mart, Radio Shack, Sears |
| Belknap Mall(15) | 1 | Shaw's, Zayre, CVS |
| Franklin | 10 | Rite Aid, Steenbek, Newberry |
| Capital(12) | 26 | Britt's |
| Concord | 26 | Shaws, Howlands, Rich's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-O'Shea's; Zayre.

**Variety Stores**-Newberry.

**Discount Stores**-Globe; K mart.

**Chain Drug Stores** -Rexall 2; Osco; CVS; Value Plus.

**Chain Supermarkets**-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.

**Other Chain Stores**-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

**14 - NEWSPAPERS:** CITIZEN (e) 11,090; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St., Box 40, Laconia, NH 03246; Tel. (603) 524-3800.

**National Representative**: Landon Associates.

## LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

**1 - LOCATION:** Grafton & Sullivan Counties, NH. Orange & Windsor Counties, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers, 123 mi. from Springfield, MA; 142 mi. from Boston, MA; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

**2 - TRANSPORTATION: Railroads**-Boston & Maine; Vermont Central; Canadian Pacific; Canadian National; Amtrak.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-White River; Vermont Transit; Boston & Main; Greyhound.

**Airlines**-Delta's Business Connection; Northwest's Air Link.

**3 - POPULATION:**

Corp. Cities 80 Cen. 30,614; E&P 89 Est. 34,837
Lebanon, NH 80 Cen. 11,134; E&P 89 Est. 12,749
Hanover, NH 80 Cen. 9,119; E&P 89 Est. 9,985
Norwich, VT 80 Cen. 2,398; E&P 89 Est. 2,800
Hartford, VT 80 Cen. 7,963; E&P 89 Est. 9,303
Counties 80 Cen. 176,089; E&P 89 Est. 199,873
Grafton, NH 80 Cen. 66,023; E&P 89 Est. 77,378
Sullivan, NH 80 Cen. 36,186; E&P 89 Est. 40,626
Windsor, VT 80 Cen. 51,047; E&P 89 Est. 56,441
Orange, VT 80 Cen. 22,833; E&P 89 Est. 25,428
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
Total NDM & RTZ-ABC: (80) 66,732

**4 - HOUSEHOLDS:**

Cities 80 Cen. 10,594; E&P 89 Est. 11,773
Lebanon, NH 80 Cen. 4,504; E&P 89 Est. 5,443
Hanover, NH 80 Cen. 2,225; E&P 89 Est. 1,925
Norwich, VT 80 Cen. 907; E&P 89 Est. 1,100
Hartford, VT 80 Cen. 2,958; E&P 89 Est. 3,305
Counties 80 Cen. 61,069; E&P 89 Est. 71,502
Grafton, NH 80 Cen. 23,221; E&P 89 Est. 25,652
Sullivan, NH 80 Cen. 16,486; E&P 89 Est. 15,382
Windsor, VT 80 Cen. 19,054; E&P 89 Est. 20,760
Orange, VT 80 Cen. [illegible],308; E&P 89 Est. 9,708
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
Total NDM & RTZ-ABC: (80) 23,791

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 6 | N.A. |
| Commercial | 22 | N.A. |

**6 - PASSENGER AUTOS:** Grafton NH 52,373; Windsor, VT 316,502 (statewide)

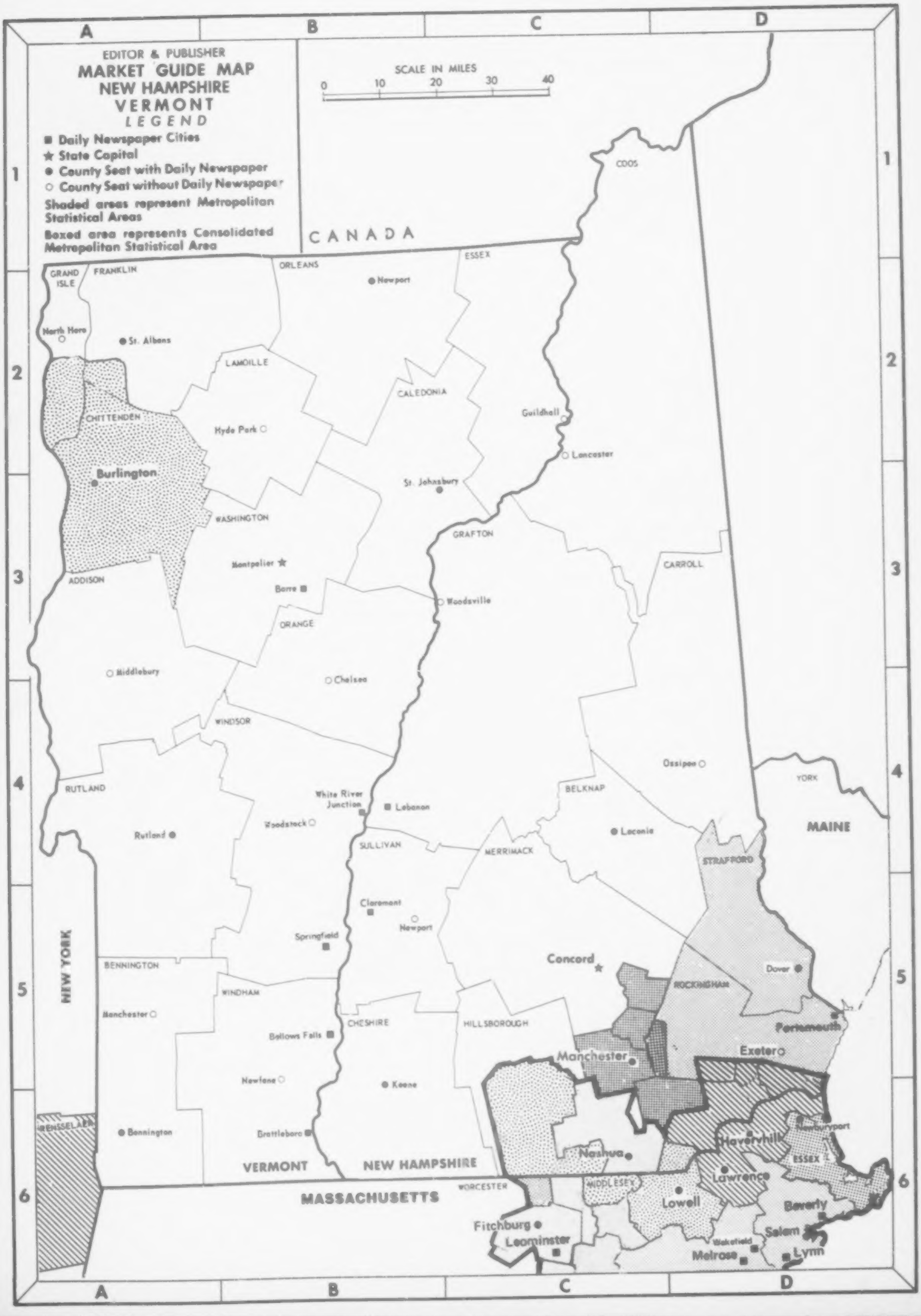
**7 - ELECTRIC METERS:** Residence 7,864

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
ESSEX
GRAND ISLE
FRANKLIN
ORLEANS
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
BELKNAP
White River Junction
Lebanon
MAINE
Woodstock
Rutland
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
Dover
Concord
BENNINGTON
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Newburyport
Bennington
Brattleboro
Haverhill
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
MIDDLESEX
Lawrence
WORCESTER
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Salem
Leominster
Wakefield
Melrose
Lynn

**11 - TAP WATER:** Alkaline, very soft, fluoridated and chlorinated.

**12 - RETAILING: Principal Shopping Center**-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.; Powerhouse Mall; Glen Rd. Plz.; Colonial Shopping Plaza.

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Fri., Mon., through Sun. in Plzs.

**13 - RETAIL OUTLETS: Department Stores**-Cowans' 3; JCPenney.

**Discount Stores**-Rich's; K mart.

**Variety Stores**-Newberry; Woolworth.

**Chain Drug Stores**-Rexall 3; CVS; Carl's.

**Chain Supermarkets**-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.

**Other Chain Stores**-Aubuchon; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; Sherwin-Williams; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Carroll Reed; Singer; Dunham Shoe; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream; NAPA; Service Master; McDonald's; Burger King; Pizza Hut; Ponderosa; Friendlies; Papa Gino's; Dunkin Donuts; Wendy's; Weathervane.

**14 - NEWSPAPERS:** VALLEY NEWS (e) 18,503; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.

**National Representative**: Landon Associates.

## MANCHESTER

**1 - LOCATION:** Hillsborough County (Manchester-Nashua NECMA). E&P Map C-6. Industrial, whol. & ret. ctr.; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114, I-93, 293.

**2 - TRANSPORTATION: Railroads**-B&M.

**Motor Freight Carriers**-39.

**Intercity Bus Lines**-Vermont Transit; Concord Trailways.

**Airlines**-USAir; Business Express; Eastern Express; United.

**3 - POPULATION:**

Corp. City 80 Cen. 93,936; E&P 89 Est. 100,209
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
Co./NECMA 80 Cen. 277,461; E&P 89 Est. 335,070
City & RTZ-ABC: (80) 383,570

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 34,334; E&P 89 Est. 39,829
Co./NECMA 80 Cen. 95,820; E&P 89 Est. 128,097
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 1 | $534,967,000 |
| Savings & Loan | 1 | $305,000,000 |
| Commercial | 6 | $702,000,000 |

**6 - PASSENGER AUTOS:** County 243,292 (1987).

**7 - ELECTRIC METERS:** Residence 59,726.

**8 - GAS METERS:** Residence 18,438.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prods., Furn. 650 ($209); Elect., Electronic Mach. 5,950 ($223); Metal Prods. 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

**11 - TAP WATER:** Slightly acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-30 blocks on Elm St., N to S. Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks, Hanover, 4 blocks.

**Neighborhood Shopping Centers**-Granite St. S Main 6 blocks, Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & S. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Ave. & Massabesic St., 2 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| The Mall of N.H. (88) | 5 | Sears, Filene's, Lechmere |
| Manchester | 1 | Woolworth, Star Mkt. |
| Victor Plz (5) | 2 | Alexander's, Richs |
| Bedford Mall(26) | 5 | Alexander's, Jordan Marsh, Mont. Ward |
| Hampshire Plz (20) | NA | Radio Shack, Naturalizer Shoes |
| Family Ctr. | 4 | Star Mkt., Osco |
| South Willow | 3 | Bradlees, Alexander's |
| K mart(Hooksett) | 5 | K mart, Shaw's |
| K mart(S. Willow) (11) | 5 | K mart, Filene's Basement Store |
| McGregor St. | 2 | Osco, Star Mkt. |
| Goffstown Plz (12) | 6 | Stuart's, Shaw's, Radio Shack |

**Principal Shopping Days**-Thur., Sat., Sun., Mon.

**Stores Open Evenings**-Shpg. ctrs., discount stores, supermarkets, neighborhood.

**Stores Open Sundays**-Shpg. ctrs., supermarkets, neighborhood.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Bon Ton; Montgomery Ward.

**Variety Stores**-Woolworth.

**Discount Stores**-Zayre; Bradlees; CVS; Osco; Caldor; 606; K mart; Stuart's; Richs; Building 19.

**Chain Drug Stores**-Gosselin 5; Osco 2; Hospital Phcy. 3; Brooks 3; Rite Aid; Mall Drug.

**Chain Supermarkets**-Star Mkt. 5; Alexander's 4; Bi-Wise 2; Shaw's 4; Sully's 2.

**Other Chain Stores**-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zale's Jewelers; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; ADAP Auto Parts; Robbins Auto; TJ Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

**14 - NEWSPAPERS:** UNION LEADER (m) 70,410; NEW HAMPSHIRE SUNDAY NEWS (S) 92,834; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER AND NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 668-4321.

**National Representative**: Sawyer-Ferguson-Walker.

## NASHUA

**1 - LOCATION:** Hillsborough County (Manchester-Nashua NECMA). E&P Map C-6. County Seat. At Junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

**2 - TRANSPORTATION: Railroads**-Boston & Maine.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Trailways of NE; Hudson; Vermont; Community.

**Intracity Bus Lines**-City Bus.

**3 - POPULATION:**

Corp. City 80 Cen. 67,865; E&P 89 Est. 80,817
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 67,894
Co/NECMA 80 Cen. 277,461; E&P 89 Est. 335,070
City & RTZ-ABC: (80) 162,898

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 24,489; E&P 89 Est. 30,700
Co/NECMA 80 Cen. 95,820; E&P 89 Est. 120,559
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 21,464
City & RTZ-ABC: (80) 53,846

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $498,001,103 |
| Savings & Loan | 2 | $234,701,102 |

**6 - PASSENGER AUTOS:** County 243,292.

**7 - ELECTRIC METERS:** Residence 38,771.

**8 - GAS METERS:** Residence 18,901.

**9 - PRINCIPAL INDUSTRIES:** Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Prods.; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hdwe.; Language Trainers; Packaging Materials; Chem.; Laboratory Equip.; Federal Aviation Control Center; Graphic Arts.

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on 4 Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pheasant Lane Mall | 4 | Sears, Jordan Marsh, JCPenney, Lechmere |
| Nashua Mall(51) | 1 | Mont. Ward, Burlington Coat Factory, Bradlees |
| Southgate(7) | 4 | Stuart's, DeMoulas Mkt. |
| Royal Ridge Mall(14) | 3 | Marshall's, Purity Supreme, Pharmacity |
| Hudson Mall(6) | 3 | Alexander's Mkt. |
| Simoneau Plz.(15) | NA | Bradlees, Channel Home Ctr., McQuade's |
| Turnpike Pl.(7) | 2 | DeMoulas Mkt., Rich's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping Centers every evening until 9:30.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Marshall's; JCPenney.

**Discount Stores**-Kimrick Mills; Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.

**Chain Drug Stores**-Lee Drug 3; CVS; Pharmacity; Osco.

**Chain Supermarkets**-Shaw's 3; Soucy's Mkts. 3; Alexander's 3; DeMoulas 4; Purity Supreme.

**14 - NEWSPAPERS:** TELEGRAPH (e) 30,225; (S) 31,907; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Von Deck, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.

**National Representative**: Landon Associates.

## PORTSMOUTH

**1 - LOCATION:** Rockingham County (In Portsmouth-Dover-Rochester NECMA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 95, 4; State Hwys. 16, 101. Resort area.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound, C&J, Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 26,254; E&P 89 Est. 29,142
CZ-ABC: (80) 41,452
RTZ-ABC: (80) 109,549
County 80 Cen. 191,221; E&P 89 Est. 247,264
NECMA 80 Cen. 276,763; E&P 89 Est. 346,315
City & RTZ-ABC: (80) 151,001

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,424; E&P 89 Est. 10,735
County 80 Cen. 65,951; E&P 89 Est. 93,857
NECMA 80 Cen. 95,055; E&P 89 Est. 123,922
CZ-ABC: (80) 14,705
RTZ-ABC: (80) 39,452
City & RTZ-ABC: (80) 54,157

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 5 | $604,595,515 |
| Commercial | 7 | $721,780,742 |
| Savings & Loan | 1 | $9,894,639 |

**6 - PASSENGER AUTOS:** County 198,972.

**7 - ELECTRIC METERS:** Residence 13,880.

**8 - GAS METERS:** Residence 4,050.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Naval Shipyard 8,500; Insurance 1,720; Hand Reamers 1,000; Wire & Cable 725; Hospital 650.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

**11 - TAP WATER:** Moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Congress St.; 6 on Market; 30 on Deer; 2 on Bow; 1 on Ceres; 3 on Daniel; 3 on Pleasant; 7 on State; 2 on Penhallow; 2 on Vaughan Mall; 4 on Islington; downtown area (150 units).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Channel Mall(9) | 3 | Channel Home Ctr. |
| Artisan Outlet(7) | 3 | Artisans |
| Newington Mall (72) | 3 | Porteous Mitchel, Bradlees, Shaws, Mont. Ward |
| Southgate Plz. (9) | 5 | Shaws, Brooks |
| K mart Plz.(14) | 3 | K mart, Marshall's, Osco, DeMoulas |
| Fox Run Mall (120) | 4 | Jordan Marsh, Sears, Filene's, JCPenney |
| **Maine** | | |
| Kittery Outlet (11) | 3 | Totes, Royal Dalton |
| Dansk Sq.(5) | 3 | Dansk |
| Kittery Factory Stores(12) | 3 | Bass Shoe, Black & Decker |
| Maine Outlet(29) | 3 | Mikasa, Talbott's |
| Tidewater Mall (4) | 3 | Lenox China |

**Principal Shopping Days**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Porteous Mitchell; Filene's; Jordan Marsh; Sears; JCPenney.

**Variety Stores**-Newberry; Woolworth.

**Discount Stores**-K mart; Rich's; Bradlees; Marshall's.

**Chain Drug Stores**-Osco; CVS; Welby; Brooks.

**Chain Supermarkets**-A&P; Shaw's; DeMoulas; Shop & Save.

**Other Chain Stores**-Andover Shoe; Barbara Moss; Channel Home Ctr.; Ross Jewelers; Karten's Jewelers; Grossmans; Atherton's; Radio Shack; Thom McAn; Artisan; Anderson Little; Bass Shoe; Scott's; Zale's; Cumberland's; Fanny Farmer.

**14 - NEWSPAPERS:** HERALD (e) 12,124; (S) 12,368; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Derek L. Wood, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.

**National Representative**: Thomson Newspapers.

# NEW JERSEY SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Allentown-Bethlehem, PA-NJ**-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ
**Atlantic City**-Atlantic and Cape May Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Bergen-Passaic**-Bergen and Passaic Counties.
**Jersey City**-Hudson County.
**Middlesex-Somerset-Hunterdon**-Hunterdon, Middlesex and Somerset Counties.
**Monmouth-Ocean**-Monmouth and Ocean Counties.
**Newark**-Essex, Morris, Sussex and Union Counties.
**Philadelphia, PA-NJ**-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ.
**Trenton**-Mercer County.
**Vineland-Milville-Bridgeton**-Cumberland County.
**Wilmington, DE-NJ-MD**-New Castle County, DE; Cecil County, MD; Salem County, NJ.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**New York-Northern New Jersey-Long Island, NY-NJ-CT** -Includes Bergen-Passaic, NJ PMSA; Bridgeport-Millford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford CT PMSA.
**Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD**-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millvile-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD- PMSA.

### POPULATION ESTIMATES
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 590 | 463 | 627 |
| 5-14 Years | 1,404 | 1,117 | 1,166 |
| 15-24 Years | 1,122 | 1,285 | 1,124 |
| 25-44 Years | 1,748 | 2,018 | 2,589 |
| 45-64 Years | 1,613 | 1,624 | 1,619 |
| 65 and Over | 694 | 870 | 842 |
| TOTAL | 7,171 | 7,377 | 7,969 |

Based on U.S. Census

### POPULATION ESTIMATES
(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Camden-Cherry Hill | 154 | 30 | 19.2 |
| Elizabeth | 106 | 28 | 26.7 |
| Jersey City | 224 | 42 | 18.6 |
| Newark | 329 | 61 | 18.6 |
| Passaic-Clifton | 127 | 43 | 34.2 |
| Paterson | 138 | 40 | 28.7 |
| Perth Amboy-Woodbridge | 129 | 53 | 40.7 |
| Union City | 56 | 36 | 63.9 |
| Vineland | 54 | 8 | 18.2 |

### RETAIL SALES ESTIMATES
(Million)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 918 | 1,324 | 3,257 |
| General Mdse | 3,009 | 3,621 | 7,129 |
| Food | 5,838 | 8,433 | 14,694 |
| Automobiles | 4,255 | 6,114 | 15,471 |
| Gasoline Stations | 1,804 | 3,158 | 4,115 |
| Apparel | 1,440 | 2,258 | 4,242 |
| Furniture | 1,122 | 1,688 | 4,034 |
| Eat-Drink Places | 2,148 | 3,160 | 6,273 |
| Drugs | 609 | 1,001 | 1,931 |
| TOTAL SALES | 24,287 | 36,307 | 70,253 |

## ASBURY PARK

**1 - LOCATION:** Monmouth County. (In Monmouth-Ocean PMSA). E&P Map C-3. Trading ctr for two counties (Monmouth and Ocean). 50 mi from New York City, 65 mi. from Philadelphia. At Garden State Pkwy.

**2 - TRANSPORTATION: Railroads**-Conrail, NJ Transit; New York and Long Branch (passenger and freight).
**Motor Freight Carriers**-43.
**Intercity Bus Lines**-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.

**3 - POPULATION:**
Corp. City 80 Cen. 17,015; E&P 89 Est. 18,518
NDM-ABC (80) 849,211
County 80 Cen. 504,488; E&P 89 Est. 556,264
PMSA 80 Cen. 852,966; E&P 89 Est. 976,569
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,207; E&P 89 Est. 8,129
County 80 Cen. 170,130; E&P 89 Est. 204,435
NDM-ABC: (80) 298,434
PMSA 80 Cen. 298,434; E&P 89 Est. 358,978

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 32 | N.A. |
| Savings & Loan | 22 | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Monmouth Co. 228,403; Ocean Co. 187,951

**8 - GAS METERS:** Monmouth Co. 148,000; Ocean Co. 119,000

**9 - PRINCIPAL INDUSTRIES:** Electronics; Util.; Glass; Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Educ.; Retailing; Light Mfg.; Chem.; Military Installations; Farming; Mach.; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

**11 - TAP WATER:** Alkaline, soft.

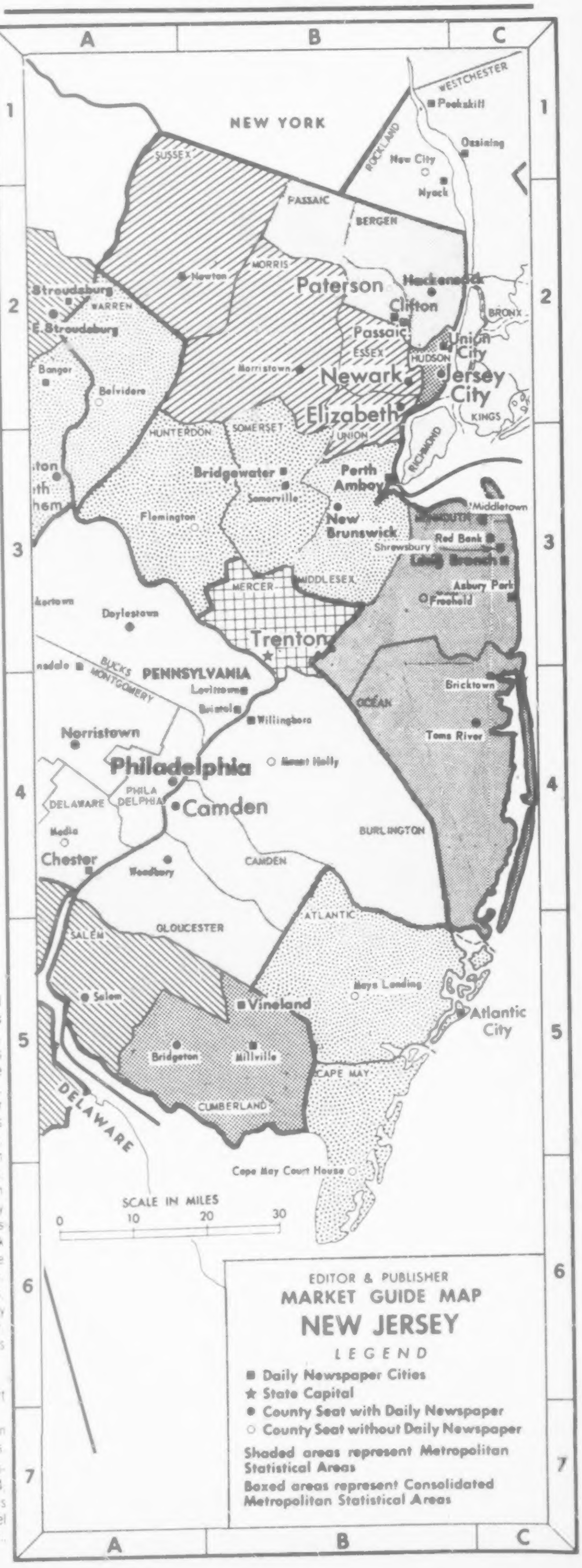
**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ocean Co. Mall (102) | 30 | JCPenney, Sears, Macy's |
| Lacey Mall(21) | 40 | Shop-Rite |
| Brick Plz (33) | 20 | A&P, Steinbach, Jamesway, Caldor |
| Dover Mall(31) | 25 | Shop-Rite, Bradlees |
| Toms River(19) | 30 | Acme, Radio Shack, Caldor, Foodtown |
| Seaview Sq (140) | 4 | Stern's, Sears, Steinbach |
| Lakewood Plz | 20 | Foodtown, Shelby |
| Bradlee Hazlet Plz | 20 | Bradlees |
| Laurel Sq (30) | 14 | K mart, Pathmark |
| Shrewsbury(15) | 7 | Acme |
| Monmouth(155) | 6 | Macy's, Hahne's, Abraham & Straus, Caldor, JCPenney |
| Middlebrook(20) | 5 | Channel Home Ctr. |
| Manalapan Mall (20) | NA | CVS, Steinbach's |
| Peddler's Vlg (8) | NA | |
| K mart Plz | NA | K mart |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 3; Caldor 6; Macy's 2; JCPenney 2; Bradlees 4; K mart 7; Rickel's 5; Jamesway 4; Channel Lumber 12; Best Products 2; Consumer Dist. 4.; Abraham & Straus; Stern's 2; Mr. Goodbuy's.



A
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WESTCHESTER
Peekskill
Ossining
NEW YORK
ROCKLAND
New City
Nyack
SUSSEX
PASSAIC
BERGEN
Newton
MORRIS
Stroudsburg
E. Stroudsburg
WARREN
Paterson
Hackensack
Clifton
BRONX
Passaic
ESSEX
Union City
HUDSON
Jersey City
Bangor
Belvidere
Morristown
Newark
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Shrewsbury
Long Branch
MIDDLESEX
MERCER
Asbury Park
Freehold
Doylestown
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
OCEAN
Bricktown
Toms River
Norristown
Philadelphia
Mount Holly
PHILADELPHIA
DELAWARE
Camden
Media
BURLINGTON
Chester
Woodbury
CAMDEN
ATLANTIC
SALEM
GLOUCESTER
Mays Landing
Salem
Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
0
10
20
30
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

**Variety Stores**-Newberry; Green.
**Chain Drug Stores**-Parke; Rite Aid; Genovese.
**Chain Supermarkets**-Acme 12; Cumberland Farms 63; Grand Union 7; Shop Rite 14; Foodtown 31; 7-Eleven 34; Pathmark 9; Quick Chek 15; Krauzer 32; Wawa 22; A&P 12.
**Other Chain Stores**-Kinney 8; Thom McAn 3; Shoetown 9; Goodyear 11; Radio Shack 21; Cloth World 2; Baker's 2; Lerner's 4; Marshall's 3; Braddock's; Firestone 12; Brick Church 4; Arthur's 2; Castro Convertible 2; Singer 8; Sherwin-Williams 7; Reed Jewelers 2; Fanny Farmer; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Flower Time 6.

**14 - NEWSPAPERS:** PRESS (e) 145,818; (S) 212,038; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Sferlazzo, Adv. Mgr., ASBURY PARK PRESS, 3601 Highway 66, Neptune, NJ 07754; Tel. (201) 922-6000.

**National Representative**: Sawyer-Ferguson-Walker.

## ATLANTIC CITY

**1 - LOCATION:** Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Pkwy., 5 mi. E of U.S. Hwy. 9. On U.S. Hwys. 30, 40, 322. Atlantic City is 60 mi. E of PA; 120 mi. S of NY; 179 mi. N of Washington.

**2 - TRANSPORTATION: Railroads**-Amtrak.
**Motor Freight Carriers**-23.
**Bus Lines**-NJ Transit; Gray Line; Greyhound; Harran; Leisure Line; Lion Tours; Shortline; Trailways.
**Airlines**-TWA Express; Trump Air; Continental Express (Bader Field); USAir; Piedmont; TWA Express (Atlantic City International, Pomona).
**Waterways**-Cape May-Lewes Ferry.

**3 - POPULATION:**
Corp. City 80 Cen. 40,199; E&P 89 Est. 36,620
NDM-ABC: (80) 406,589
County 80 Cen. 194,119; E&P 89 Est. 251,271
MSA 80 Cen. 276,385; E&P 89 Est. 345,792
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 16,736; E&P 89 Est. 15,673
County 80 Cen. 71,806; E&P 89 Est. 85,294
NDM-ABC: (80) 149,241
MSA 80 Cen. 104,153; E&P 89 Est. 131,819

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $12,300,000,000 |
| Savings | 6 | $11,300,000,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence County 98,695.

**8 - GAS METERS:** Residence County 49,529.

**9 - PRINCIPAL INDUSTRIES:** Casinos; Ret. Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg.: Stone, Clay & Glass Prods.; Trans.; Whol. Trade; Fin., Ins. & R.E.; Business Servs.; Health Servs.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.

**11 - TAP WATER:** Acid, soft; 45% fluoridated, 55% not fluoridated.

**12 - RETAILING: Downtown Shopping**-10 blocks on Atlantic Ave., 8 on Pacific Ave., 10 on Boardwalk; Ocean One Ctr.
**Neighborhood Shopping**-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cardiff Center | 10 | Pathmark, TJ Maxx, Rickels, Bradlees, Herman's |
| English Creek Ctr. | 12 | Jamesway, Shop Rite |
| Fashion Ctr. | 10 | Annie Sez, RX Place, Lancaster Dress, Trader Don's |
| Central Sq (42) | 10 | |
| Court House Vlg | 33 | Murphy Mart, Super Fresh |
| Cumberland Mall | 40 | Bradlees, JCPenney |
| Hamilton Ctr. | 14 | Macy's, Sears, JCPenney, Marshall's |
| Festival at Hamilton | 14 | Acme |
| Hammonton Plz. | 28 | Jamesway, Acme, Eckerd |
| Heathercroft Sq. | 8 | CVS, SuperFresh |
| Jamesway Plz. | 33 | Jamesway, Acme |
| Manahawkin Plz. | 40 | K mart, Reynolds, Rite Aid |
| Ocean Co. Mall | 60 | Macy's, Sears, JCPenney, CVS |
| Pleasantville Ctr | 8 | K mart, Acme, Thrift, Dee's |
| Rio Mall | 39 | K mart, Thrift, SuperFresh |
| Shore Mall | 10 | Steinbach's, Clover, Thrift, Boscov's |
| Silo Plaza | 8 | Silo |
| Somers Point Plz. | 20 | Jamesway, Acme, Thrift |
| Tilton Ctr. | 8 | Thriftway, Jamesway |
| Toms River Plz. | 60 | Caldor, Reynolds, Foodtown |
| Ventnor Plz. | 1 | Shop-Rite, Bradlees |
| Village Shops | 39 | Reynolds |
| Vineland Ctr. | 40 | Sears, Eckerd |

**Principal Shopping Days**-Sun., Mon., Thur., Fri.

**Stores Open Evenings**-Ret.: Wed.; Food: Mon.-Fri. About 80% Ret. and Food open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; Steinbach's; Sears; JCPenney; House & Garden; Bradlees; Caldor; Jamesway; K mart; Reynolds; Boscov's; Clover.

**Chain Supermarkets**-Acme; Pathmark; Shop-Rite; Super Fresh; Thriftway.

**Other Chain Stores**-American Appliance; American Eagle Co.; Anderson Little; Au Coton; Baker's; Belden Jewelry; B. Dalton Bookseller; Benetton; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Child World; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Encore Books; Endicott-Johnson; Ethan Allen Galleries; Father & Son Shoes; Florsheim Shoes; Footlocker; Foxmoor; The Gap; Goodyear; Hickory Farms; Hit or Miss; I. Goldberg; Jack Lang; Kaybee Toy and Hobby; Kinney; Lady Footlocker; Lane Bryant; Lerner; Lerner Woman; Littman Jewelers; MAB Paints; Mothercare; Motherhood Maternity; Morton's Jewelcor; Naturalizer; Ormond; Paul Harris; Payless Shoes; Pep Boys; Penn Jersey; Pier I Imports; Radio Shack; Rafters; Record World; Rickels; Sam Goody; Sherwin-Williams; Singer; Spencer Gifts; The Limited; Limited Express; This End Up; Tiny Tots; Thom McAn; Victoria's Secret; Waldenbooks; WaWa; Wall to Wall Sound; 7-Eleven; 84 Lumber.

**14 - NEWSPAPERS:** PRESS (m) 77,134; (S) 92,196; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cliff Madsen, Natl. Adv. Mgr., PRESS, 1000 W. Washington Ave., Pleasantville, NJ 08232; Tel. (609) 272-1100.

**National Representative**: Sawyer-Ferguson-Walker.

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**BERGEN COUNTY**
**See HACKENSACK**

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**BRICKTOWN**
**See TOMS RIVER**

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## BRIDGETON

**1 - LOCATION:** Cumberland County, (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5, County Seat. Farming and glass manufacturing center. State Hwys. 77, 49; 40 mi. S of Philadelphia, PA. 40 mi. W of Atlantic City.

**2 - TRANSPORTATION: Railroads**-N.J. Central (frt.).
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Transport of N.J.; Garden State Coachway.

**3 - POPULATION:**
Corp. City 80 Cen. 18,795; E&P 89 Est. 17,744
NDM-ABC: (80) 49,721
County/PMSA 80 Cen. 132,710; E&P 89 Est. 136,633
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,681; E&P 89 Est. 6,526
County/PMSA 80 Cen. 44,287; E&P 89 Est. 49,883
NDM-ABC: (80) 16,685

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $109,981,768 |
| Savings & Loan | 2 | $75,464,176 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 8,570.

**8 - GAS METERS:** Residence 2,870.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).
**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Commerce St., 4 on Laurel St., 3 on Pearl St.
**Neighborhood Shopping Centers**-Broad and W. Pk. Dr., 1 block on N. Pearl St., Rt. 49 & 77 Hancock Ctr., Bridgeton IGA and Rite Aid.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bridgeton(10) | NA | Acme, Thrift Drug |
| Jamesway Plz (8) | NA | Thriftway, Eckerd, Jamesway |
| Hopewell(8) | NA | Cusano's Variety |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Dept. Stores-Mon., Fri., Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Wax Bros.; JCPenney.
**Variety Stores**-Woolworth; Jamesway; Ames; Family Dollar.
**Chain Drug Stores**-Rite Aid; Eckerd; Thrift.
**Chain Supermarkets**-Thriftway; Acme; IGA; Chiari's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.
**Other Chain Stores**-Sears (catalog); J.S. Raub Shoes; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e) 12,191; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., PO Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.
**National Representative**: Landon Associates.

## BRIDGEWATER

**1 - LOCATION:** Somerset County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and NJ Tpke.

**2 - TRANSPORTATION: Railroads**-Erie-Lackawanna; Conrail; Amtrak.
**Motor Freight Carriers**-22.
**Intercity Bus Lines**-Transport of NJ; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
**Airlines**-All at Newark Airport.

**3 - POPULATION:**
Township 80 Cen. 29,175; E&P 89 Est. 30,514
NDM-ABC: (80) 390,875
PMSA 80 Cen. 888,636; E&P 89 Est. 1,015,044
County 80 Cen. 203,605; E&P 89 Est. 238,597
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Township 80 Cen. 8,804; E&P 89 Est. 9,346
County 80 Cen. 67,368; E&P 89 Est. 89,441
PMSA 80 Cen. 647,317; E&P 89 Est. 345,136
NDM-ABC: (80) 129,510

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Banks | 298 | $8,617,518,000 |
| Savings & Loan | 103 | $4,611,752,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** County Est. 47,000

**8 - GAS METERS:** County Est. 38,000

**9 - PRINCIPAL INDUSTRIES:** (NDM)-Chem.; Apparel; Textiles; Fab. Metals; Printing; Pub.; Pharmaceuticals; Elect. Prods.; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.; Communications (AT&T).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Downtown Shopping Areas (NDM)**-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway.
**Shopping Centers (NDM)**-Middlesex Mall; Bridgewater Commons Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; The Village in Bedminster; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.
**Shopping Centers in Entire Market Area Include**-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

**13 - RETAIL OUTLETS: Department Stores (NDM)**-Sears; Macy's; Lord & Taylor; Stern's; Epsteins; Marshalls.
**Variety Store**-Woolworth.
**Discount Stores**-K mart; Channel Lumber; Laneco; Bradlees.
**Chain Drug Stores**-Sav-On; CVS; Rexall; Walgreens; Pathmark; Drug Fair.
**Chain Supermarkets**-A&P 13; Acme 5; Foodtown 7; Grand Union 3; Laneco 2; Pathmark 4; Kings 1; Plus Discount 3; Shop-Rite 9; Stop 'N Shop 2.
**Other Leading Stores & Chain Stores**-Huffman-Koos; Mirons; Fabric Land; The Sharper Image; Crabtree & Evelyn; Firestone; Roth & Schllengers; Eddie Bauer; The Limited; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Limited Express; Godiva Chocolatier; Singer Sewing; Imperial Magnavox; Brick Church; Victoria's Secret; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods; The Bombay Co.; The Disney Store; Foot Locker; Kay-Bee Toys & Hobby; Lane Bryant; San Francisco Music Box; Stride Rite; Waldenbooks; Zales; Contempo Casuals; The Gap; Benetton; B. Dalton Sotfware, Ect.; Egghead Software.

**14 - NEWSPAPERS:** COURIER-NEWS (e) 49,584; (S) 51,665; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Haney, Adv. Dir., COURIER-NEWS, 1201 Route 22, PO Box 6600 Bridgewater, NJ 08807; Tel. (201) 722-8800.
**National Representatives**: Gannett National Newspaper Sales; U.S. Suburban Press; Publishers' Representatives of Florida.

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**BURLINGTON**
**See WILLINGBORO**

## CAMDEN-CHERRY HILL

**1 - LOCATION:** Camden County (In Philadelphia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr.; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpke. via Schuylkill Expwy. Benjamin Franklin Bridge between Center City, Phila. and Camden. Betsy Ross Bridge between NE Phila. and Pennsauken, Rte. 130. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

**2 - TRANSPORTATION: Railroads**-Conrail; Patco High Speed line.

**Motor Freight Carriers**-244.

**Intercity Bus Lines**-Transport of New Jersey; Trailways.

**Airlines**-At Airport in Philadelphia.

**3 - POPULATION:**

Corp. Cities 80 Cen. 153,695; E&P 89 Est. 156,310

Camden 80 Cen. 84,910; E&P 89 Est. 85,423

Cherry Hill 80 Cen. 68,785; E&P 89 Est. 70,887

NDM-ABC: (80) 733,896

PMSA 80 Cen. 4,716,818; E&P 89 Est. 4,880,325

County 80 Cen. 471,650; E&P 89 Est. 517,990

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 50,059; E&P 89 Est. 52,607

Camden 80 Cen. 28,204; E&P 89 Est. 29,809

Cherry Hill 80 Cen. 21,855; E&P 89 Est. 22,798

County 80 Cen. 162,508; E&P 89 Est. 194,527

PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

NDM-ABC: (80) 249,114

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | N.A. | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Av. Hrly. Wage $9.18); Mfg., Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

**11 - TAP WATER:** Acid, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Haddonfield | 8 | |
| Black Horse Pike(40) | 5 | Bradlees, JCPenney |
| Brooklawn(26) | 8 | K mart |
| Burlington | 16 | Sears, Strawbridge & Clothier |
| Cherry Hill Mall (113) | 5 | Macy's, Strawbridge & Clothier, JCPenney |
| Deptford Mall(130) | | Sears, Macy's, Wanamaker's |
| Echelon Mall | 10 | Strawbridge & Clothier, JCPenney, Stern's |
| Moorestown Mall(85) | 10 | Wanamaker, Sears |
| Stratford(14) | 10 | Clover |
| Westmont(34) | 3 | Clover, Super Fresh |
| Woodcrest(15) | 9 | Shop'n Bag |
| Airport Circle(4) | 2 | K mart |

**Principal Shopping Days**-Dept. Stores-Thur., Fri., Sat., Food-Wed., Thur., Sat.

**Stores Open Evenings**-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Strawbridge & Clothier 3; Macy's; Stern's; Wanamaker's; Ports.

**Discount Stores**-Clover Stores; K mart; Bradlee's; Caldor; T.J. Maxx; Marshall's; Filene's Basement.

**Specialty Stores**-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Talbots; Marshalls.

**Variety Stores**-Ben Franklin; Woolworth; McCrory's.

**Furniture Stores**-Bellmawr; DiMona's; Doughertys'; Howard Hill; Menchel-McDonald; Nastasi's; Newman's Home Furnishings; Philmor; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levin's; Seamann's; Macy's.

**Electrical Appliance Stores**-Electrical Center; Dee's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Silo; Shuman's; Crazy Eddie; TV Stereo Town.

**Chain Drug Stores**-Lincoln; Thrift 8; Rite Aid; Eckerd; CVS; Drug Emporium; Cost Cutters.

**Chain Supermarkets**-Acme; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town; IGA; Save-A-Lot; Foodtown; Kings.

**Corporate Chains**-Frankford-Quaker; Thriftway; Perlof Bros.; 7-Eleven; Wa-Wa Markets; AM-PM Mini Mart.

**Other Chain Stores**-Automotive: B.F. Goodrich, Firestone, Goodyear, Pep Boys, Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Bayard's Chocolate Houses; Flooring: Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Rickles; Jewelry: Zale's, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's; Men's Apparel: Jack Lang, Jackman's, Dodd's, Turl's, Mr. Good Buys, Builder's Square, Best Products, Men's Loft; Women's Apparel: Holly Stores, Charming Shoppes, Fashion Bug, Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden, Martin Paint; Shoes: Martin, Baker's, A.S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Flagg, Hardy, Shoe-Town, Fayva.

**14 - NEWSPAPERS:** COURIER-POST (e) 103,497; (S) 103,832, Mar. 26 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John E. Ziomek, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cherry Hill, NJ 08034; Tel. (609) 663-6000.

**National Representative**: Gannett National Newspaper Sales.

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## CHERRY HILL
See CAMDEN

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## CLIFTON
See PASSAIC

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## ELIZABETH

**1 - LOCATION:** Union County (In Newark PMSA). E&P Map B-2. County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay. U.S. Hwys. 1, 9.

**2 - TRANSPORTATION: Railroads**-NJ Transit; Rahway Valley; Amtrak; Conrail.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.

**Airlines**-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; World Airways; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 106,201; E&P 89 Est. 105,983

NDM-ABC: (80) 504,094

County 80 Cen. 504,457; E&P 89 Est. 498,312

PMSA 80 Cen. 1,879,244; E&P 89 Est. 1,917,514

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 38,878; E&P 89 Est. 41,095

County 80 Cen. 177,973; E&P 89 Est. 183,057

PMSA 80 Cen. 647,317; E&P 89 Est. 678,461

NDM-ABC: (80) 177,973

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 8 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 41,345

**8 - GAS METERS:** Residence 39,965

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chem. 3,310; Pharmaceutical Prods. 9,768; Auto 5,206; Cookies 900; Electrical Equip. 3,700.

**10 - CLIMATE:** Av. Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, very hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.

**Neighborhood Shopping Centers**-6 ctrs. throughout city. Neighborhood stores located near all residential sections.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cranford | 4 | |
| Linden | 4 | |
| Roselle(22) | 3 | Foodtown |
| Garwood | 5 | Medi-Mart |
| Menlo Park(86) | 8 | Macy's |
| Short Hills(140) | 9 | Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller |
| Woodbridge(121) | 7 | Steinbach, Hahne, A&S, Stern's, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Furniture-nightly (ex. Sat.); Other retail-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.

**Discount Stores**-Daffy Dan's; Seaman's Furn.; Brick Church; Trader Horn.

**Chain Drug Stores**-Rite Aid 4; Shor's 2; Medi-Mart; CVS 3.

**Chain Supermarkets**-A&P 9; Pathmark 6; Foodtown 12; Shop-Rite 6; Acme 6; IGA.

**Other Chain Stores**-Thom McAn; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; General Nutrition; Father & Son; Shoe Town; Toys 'R' Us; Channel.

**14 - NEWSPAPERS:** JOURNAL (e) 31,174, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jame Gotti, Adv. Dir., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.

**National Representative**: None.

## HACKENSACK-BERGEN COUNTY

**1 - LOCATION:** Bergen County. E&P Map B-2 (In Bergen-Passaic PMSA). County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark. Garden State Pkwy., N.J. Tpke.

**2 - TRANSPORTATION: Railroads**-NJ Transit; Main Bergen County; Pascack Valley Line.

**Intercity Bus Lines**-Academy Bus Tours; Community Bus; Carefree Bus; De Camp Bus Lines; NJ Transit Bus Operations; Hudson Transit (Shortline); Hudson Bus Corp.; Greyhound; Rockland (Red and Tan); Adirondack Trailways; Fairlawn Transportation; Leisure Line; Transit Charter Service.

**Motor Freight Carriers**-N.A.

**Airlines**-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Teterboro Airport N.Y. and all airports.

**3 - POPULATION:**

Corp. City 80 Cen. 36,039; E&P 89 Est. 39,967

County 80 Cen. 844,758; E&P 89 Est. 866,365

MSA 80 Cen. 1,292,633; E&P 89 Est. 1,317,079

NDM-ABC: (80) 845,385

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 15,827; E&P 89 Est. 18,433

County 80 Cen. 300,410; E&P 89 Est. 314,405

MSA 80 Cen. 453,873; E&P 89 Est. 479,250

NDM-ABC: (80) 300,410

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 29 | $11,136,148,000 |
| Savings & Loan | 29 | $6,082,530,000 |
| Savings | 4 | $1,757,942,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence County 289,744

**8 - GAS METERS:** Residence County 290,078

**9 - PRINCIPAL INDUSTRIES:** Manufacturing Industry, No. of Plants -Commercial Lithographic Printing 274; Plastic Products 61; Toilet Preparations 48; Book Publishing 33; Surgical and Medical Instruments 31; Newspaper Publishing 30.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1; last killing frost, Apr. 20.

**11 - TAP WATER:** Moderately alkaline, moderately soft; not fluoridated.

**12 - RETAILING: Principal Shopping District**-Garden State Plz., Paramus 200 Stores; Bergen Mall, Paramus, 82 Stores; The Fashion Ctr., Paramus, 23 Stores; Paramus Pk., Paramus, 122 Stores; Riverside Sq., Hackensack, 95 stores; Mall at IV, Paramus, 70 Stores.

**Additional Shopping Areas**-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park; Paramus.

**Neighborhood Shopping Areas**-Municipality.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Garden State Plz (200) | NA | Macy's, JCPenney |
| Bergen Mall(82) | NA | Stern's, Steinbach |
| Paramus Pk (122) | NA | Abraham & Straus, Sears |
| Riverside Sq (95) | NA | Bloomingdale's, Saks, Conrans |
| The Fashion Ctr (23) | NA | B. Altman, Lord & Taylor |
| Mall At IV(70) | NA | Filene's Basement, Jewelry Exchange, Gitano |
| Caldor Ctr (14) | NA | Caldor |
| Chestnut Ridge(24) | NA | Grand Union |
| Linwood Plz (26) | NA | Foodtown |
| Mahwah Plz (20) | NA | A&P |
| Fair Ridge(15) | NA | A&P |
| Urban Farms(18) | NA | |
| Park Ridge(11) | NA | A&P |
| Interstate(27) | NA | Foodtown, CVS |
| Rochelle Pk (10) | NA | Shop-Rite |
| Allendale(16) | NA | A&P |
| Foster Vlg (28) | NA | Grand Union |
| Closter Plz (37) | NA | Woolworth's, K mart, Grand Union |
| Cresskill Plz (19) | NA | King's Super Mkt. |
| Pascack Valley(21) | NA | Channel, Grand Union |
| Elmwood(15) | NA | Walgreens, Channel |
| Ramsey Sq (11) | NA | Bradlees, Channel |
| Saddle Brook Mall(21) | NA | Bradlees |
| Hackensack(7) | NA | Channel, Bradlees |

**Passaic County**

| | | |
|---|---|---|
| American Way Mall(33) | NA | |
| Styertowne Ctr.(28) | NA | Rowe-Manse |
| Willowbrook Mall(180) | NA | Macy's, Steinbach, Stern's, Sears |
| West Belt Mall(41) | NA | JCPenney, Fortunoff |
| Preakness(44) | NA | Sterns, Rickel |
| Wayne Hills(37) | NA | Meyer Bros., K mart, Savemart |

**Stores Open Evenings**-Food & Dept. Stores. Bergen County Shpg. Ctrs. Mon. through Sat.; Passaic County Shpg. Ctrs. Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-County: Sears; Lord & Taylor; B. Altman; Packard's; Macy's, Steinbach; Stern; Alexander's; Bloomingdale's; Saks Fifth Ave.; Abraham & Straus; Fortunoff; JCPenney.

**Variety Stores**-Woolworth; Newberry.

**Discount Stores**-Valley Fair; Bradlees; K mart; Caldors; Marshall's.

**Chain Lumber/Hardware**-Channel; Rickel Kay's; Mr. Goodbuys; Pergament.

**Chain Drug Stores**-Genovese 4; Walgreens 6; Rite Aid 14; CVS; Drug Fair 3.

**Chain Supermarkets**-Acme 4; A&P 17; Grand Union 20; Kings 4; Shop-Rite 19; Foodtown 15; Pathmark 6; Fine Fair 2; C-Town; Packards.

**Other Chain Stores**-Apparel: Annie Sez, Bonds, Britches, Brooks Brothers, Daffy's, Field Brothers, Filene's Basement, Fred The Furrier, He Man Shops, Steven Korn Furs, MacHaugh's, Mandee, National Brands Outlet, Roots, Royal Silk, Sealfon's, Ski Barn, Syms, Wallachs; Jewelry: Bailey Banks & Biddle, Barclay, Fortunoff, Jewelry Exchange, Littman, Marcus; Shoes: Baker's, Fayva, Florsheim-Thayer McNeil, Globe, Kinney, Knapp, Red Cross, Shoe Town, Thom McAnn; Electronics/Appliances: Brick Church, Crazy Eddie, Sam Goody, Radio Shack, Savemart, Tops, Trader Horn, The Wiz; Furniture: Conran's, Dover, Ethan Allen, Huffman Koos, Happy Viking, Levitz, Scandinavian Gallery, Seaman's; Misc: Toys 'R Us, Child World, Herman's Sporting Goods.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 155,433; (S) 227,775; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Kimball, VP/Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07601; Tel. (201) 646-4000; In NYC (212) 279-8484.

**National Representative**: Sawyer-Ferguson-Walker.

## JERSEY CITY

**1 - LOCATION:** Hudson County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential & educational center. Occupies 14.65 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

**2 - TRANSPORTATION: Railroads**-Journal Sq. Trans. Ctr., Lehigh Valley; Hoboken Shore & Path.

**Motor Freight Carriers**-117

**Intercity Bus Lines**-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 223,532; E&P 89 Est. 204,475
CZ-ABC: (80) 507,072
RTZ-ABC: (80) 420,104
County/PMSA 80 Cen. 559,556; E&P 89 Est. 531,336
City & RTZ-ABC: (80) 927,176

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 80,720; E&P 89 Est. 71,966
CZ-ABC: (80) 189,779
RTZ-ABC: (80) 160,112
County/PMSA 80 Cen. 207,857; E&P 89 Est. 189,950
City & RTZ-ABC: (80) 349,891

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 9 | $2,451,650,000 |
| Savings & Loan | 15 | $3,464,108,000 |
| Commercial | 21 | $5,104,200,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** City Residence 196,512

**8 - GAS METERS:** City Residence 196,480

**9 - PRINCIPAL INDUSTRIES:** Metro Area-Container Port; Pharmaceutical Prods.; Lamps; Food Packing; Radio & TV Sets; Iron Prods.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prods.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hudson Plz.(40) | 3 | Toys 'R Us, Bradlees |
| Stadium Plz.(2) | 4 | Rickels, K mart, Pathmark |
| Harmon Meadows (34) | 6 | Annie Sez |
| Twin City Plz.(12) | | Acme, McCrory |
| Channel Shoprite(3) | NA | Channel Lumber |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Sears.

**Variety Stores**-Woolworth; Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.

**Discount Stores**-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4; TSS Seedman 2.

**Chain Drug Stores**-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.

**Chain Supermarkets**-A&P 14; Shop-Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.

**Other Chain Stores**-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town; Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance; Modells; Annie Sez; Casual Woman; Lerner Shops.

**14 - NEWSPAPERS:** JERSEY JOURNAL (e) 55,541 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.

**National Representative**: Newhouse Newspapers/Metro Suburbia.

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**MIDDLETOWN**
**See RED BANK**

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## MORRISTOWN-PARSIPPANY

**1 - LOCATION:** Morris County (In Newark PMSA), E&P Map B-2, County Seat. Manufacturing & education center.

**2 - TRANSPORTATION: Railroads**-Morristown & Erie, NY, Susquehanna & Western; Conrail; County of Morris Railroad.
**Motor Freight Carriers**-1
**Intercity Bus Lines**-Morristown; Public Service; De-Camp.

**3 - POPULATION:**

Corp. Cities 80 Cen. 66,482; E&P 89 Est. 67,796
Morristown 80 Cen. 16,614; E&P 89 Est. 16,142
Parsippany 80 Cen. 49,868; E&P 89 Est. 51,654
NDM-ABC: (80) 359,857
PMSA 80 Cen. 1,878,294; E&P 89 Est. 1,917,514
County 80 Cen. 407,630; E&P 89 Est. 466,658

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 6,534; E&P 89 Est. 25,148
Morristown 80 Cen. 6,534; E&P 89 Est. 6,562
Parsippany 80 Cen. N.A.; E&P 89 Est. 18,586
County 80 Cen. 131,820; E&P 89 Est. 178,031
PMSA 80 Cen. 647,317; E&P 89 Est. 678,461
NDM-ABC: (80) 117,051

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $351,031,802 |
| Savings & Loan | 4 | N.A. |
| Commercial | 2 | $697,811,109 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 137,348

**8 - GAS METERS:** Residence 24,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Public Trans./Public Util. 5,232; Pharmaceutical & Chem. Prods. 9,442; Printing 1,281; Constr. 570; Rubber 1,314; Food 4,129; Paper 1,547; Engin. 2,891.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct.; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Midtown(9) | NA | A&P |
| Baldwin Manor(11) | NA | Baldwin Phcy., Foodtown |
| Troy(19) | NA | Pathmark, K mart |
| Morris County Mall(77) | 3 | Bradlees, Stop & Shop |
| Rockaway Town Sq.(204) | 16 | Macy's, Sears, JCPenney |

**Principal Shopping Days**-Fri., Wed., Sat.
**Stores Open Evenings**-Wed., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; M. Epstein; Sears; JCPenney; Salny Brothers.

**Discount Stores**-Jamesway; Rockaway Sales 2; K mart; Bradlees; Caldors.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Thrift; CVS; Drug Fair; Rite Aid.

**Chain Supermarkets**-A&P 6; Acme 2; Pathmark 4; Foodtown 7; Shop Rite 11; Kings 2.

**14 - NEWSPAPERS:** RECORD (m) 57,741; (S) 67,477; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lois McEntee, Ad Serv. Mgr., RECORD, 629 Parsippany Rd., Parsippany, NJ 07801; Tel. (201) 428-8900.

**National Representative**: Landon Associates.

## NEW BRUNSWICK

**1 - LOCATION:** Middlesex County (In Middlesex-Somerset-Hunterdon PMSA), E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 27, Lincoln Hwy., New Jersey Tpke., Rt. 287.

**2 - TRANSPORTATION: Railroads**-Conrail; N.J. Transit.
**Motor Freight Carriers**-71.
**Water**-Raritan River.
**Intercity Bus Lines**-Transport of N.J.; Continental-Trailways; Suburban; Greyhound; Middlesex; Star.

**3 - POPULATION:**

Corp. City 80 Cen. 41,442; E&P 89 Est. 42,704
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 80 Cen. 597,276; E&P 89 Est. 672,536
City & RTZ-ABC: (80) 395,514
PMSA 80 Cen. 888,636; E&P 89 Est. 1,015,044

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,244; E&P 89 Est. 14,069
County 80 Cen. 196,708; E&P 89 Est. 245,650
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 80 Cen. 292,591; E&P 89 Est. 345,136

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $607,284,000 |
| Savings & Loan | 11 | $471,290,000 |
| Commercial | 13 | $1,603,440,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 17,090

**8 - GAS METERS:** Residence 14,670

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Trans. 3,840.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20; last killing frost, Apr. 18.

**11 - TAP WATER:** Acid, very soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brunswick(26) | 2 | Caldor, Grand Union, Woolworth |
| Brunswick Sq.(85) | 5 | Macy's, JCPenney |
| Kilmer Plz. | 4 | Acme, Mandee's, Tops Appliance |
| Menlo Park Mall(80) | 5 | Macy's |
| Middlesex Mall(58) | 15 | Pathmark, Stern's, K mart |
| MidState Mall(27) | 4 | Best, Plum, Funtown, Marshall's, Newberry's, ShopRite |
| Village Green(27) | 7 | He-Man Shop |
| Woodbridge Ctr.(233) | 11 | Abraham & Straus, Fortunoff's, JCPenney, Stern's, Steinbach |
| Rutgers(13) | 3 | K mart, Foodtown, Thrift Drug |
| The Market Pl.(14) | 10 | Beauty Barn, Children's Factory Outlet, Shoe-Town |
| Sayrewoods(25) | 12 | Channel, JCPenney Foodtown |
| Loehmann's Plz.(24) | 4 | Foodtown, Toys 'R Us, Loehman's, Linens & Things Shoe-Town, Thrift Drugs |
| Bradlee's of E.B.(4) | 4 | Bradlees, Channel, T.J. Maxx, Herman's Joyce Leslie |
| Bradlee's of N.B.(5) | 2 | Bradlees, A&P |
| American Mall(8) | 4 | Crazy Eddie, Eyelab |
| Hadley Ctr.(26) | 8 | Caldor, CVS, Dress Barn, Foodtown, Joyce Leslie, Shoe-Town |
| Quakerbridge Mall (142) | 15 | Macy's, JCPenney, Sears |
| Sears Ctr.(1) | 2 | Sears |
| Route 18 Ctr. | 7 | The Wiz, Kids R' Us, The Gap, Conran's |
| Princeton Market Fair(24) | 17 | Super Sports |
| Princeton Forrestal Vlg | 17 | 100 Unique Stores, Cafes & Restaurants |
| Fashion Plz. | 2 | Pergament, Burlington Coat Factory, Brick Church, The RX Place |
| Wick Plz. | 3 | Pathmark, Annie Sez |
| Bridgewater Commons | 13 | Macy's, Stern's, Lord & Taylor |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Most Mon. through Fri.; some on Mon. & Thur. only.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Macy's; Steinbach; Abraham & Straus; Sterns; Bradlees.

**Variety Stores**-Newberry; McCrory; Woolworth.

**Discount Stores**-Channel; Rickel; K mart; Pergament 2; Caldor; Mr. Goodbuys; Jamesway.

**Chain Drug Stores**-Drug Fair 3; Sav-On; Walgreens; Rexall; Sunray 2; Thrift; Pathmark; Mandell's; Rite Aid; Metro Drugs; The RX Place.

**Chain Supermarkets**-A&P 7; Shop-Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.

**Other Chain Stores**-Shoes. Thom McAn, National, A.S. Beck, Miles, Kinney, Florsheim, Selby, Baker's, Hush Puppy, Knapp, Shoe-Town, Dollar Discount, Naturalizer, Regal; Clothing. Bond, Rogers, Wallachs, Fashion Bug, Brooks, The Limited, The Gap, Chess King, Lane Bryant; Auto Supplies. Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc. Singer Co., Zales, Weiss & Lambert.

**14 - NEWSPAPERS:** HOME NEWS (e) 53,204; (S) 63,876, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Ward, Natl. Adv. Mgr., HOME NEWS, 123 How Lane, PO Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5604.

**National Representative**: Sawyer-Ferguson-Walker, USSPI, Publishers Representatives of Florida.

## NEWARK

**1 - LOCATION:** Essex County (In Newark PMSA) E&P Map B-2. County Seat. Industrial, wholesale and retail center on U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 82, 280, N.J. Tpke. & linked with Garden State Pkwy.

**2 - TRANSPORTATION: Railroads**-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).

**Motor Freight Carriers**-30.

**Intercity Bus Lines**-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.

**Airlines**-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

**3 - POPULATION:**

Corp. City 80 Cen. 329,248; E&P 89 Est. 311,034
CZ-ABC: (80) 1,003,370
RTZ-ABC: (80) 4,224,906
County 80 Cen. 849,309; E&P 89 Est. 824,374
PMSA 80 Cen. 1,879,244; E&P 89 Est. 1,917,514
City & RTZ-ABC: (80) 5,228,276

**4 - HOUSEHOLDS:**

City 80 Cen. 110,912; E&P 89 Est. 112,396
County 80 Cen. 299,934; E&P 89 Est. 302,808
PMSA 80 Cen. 647,317; E&P 89 Est. 678,461
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 11 | $1,350,000,000 |
| Savings & Loan | 88 | $1,840,000,000 |
| Commercial | 16 | $50,229,000,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** 324,991

**8 - GAS METERS:** County 343,974

**9 - PRINCIPAL INDUSTRIES:** Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Prods. 21,300; Mach. (ex. Elect.) 25,500; Elect. Mach. 38,500; Trans. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prods. 22,000; Textile-Mill Prods. 3,400; Apparel & Textile Prods. 14,600; Paper & Prods. 6,600; Printing & Publishing 11,700; Chem. & Prods. 34,100; Rubber & Plastic Prods. 9,200; Leather & Prods. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Trans. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & R.E. 48,400; Service & Misc. 110,900; Gov't 85,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct.; last killing frost, early Apr.

**11 - TAP WATER:** Alkaline, soft to medium.

**12 - RETAILING: Downtown Shopping Areas**-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| **In Essex Co.** | | |
| The Common(24) | NA | Lane Bryant |
| Livingston(127) | NA | Bamberger's, Sears, Hahne's, Epsteins |
| Oakwood Mall(6) | NA | Kings |
| The Mall, Short Hills(140) | NA | Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman |
| Pilgrim Plz.(15) | NA | Newberry, Sav-On Drug |
| Essex Mall(17) | NA | Marshall's, Stop & Shop |
| West Caldwell(27) | NA | A&P |
| Essex Green(42) | NA | Woolworth, Shop-Rite |
| **In Morris Co.** | | |
| Dover(30) | NA | Woolworth, JCPenney |
| Morris Co. Mall(77) | NA | Bradlees, JCPenney, Stop & Shop |
| Morris Hill Plz.(5) | NA | Rexall Drug, Sherwin-Williams |
| Rockaway Town Sq.(150) | NA | Bamberger's, Hahne's, Sears, JCPenney |
| **In Union Co.** | | |
| Murry Hill Sq.(150) | NA | |
| Parkway Plz. | NA | Grand Union, Kresges |

**Outside Metro Area**-Bergen Mall, Paramus, Menlo Park, Blue Star, Watchung, East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves, in Somerset County. A 15 mi. shpg. strip along Rt. 22, 40 stores.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Wed., Fri. Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-(Metro Area)-Bamberger's, Steinbach's, Hahne's, Sears, Bloomingdale's, B. Altman, Abraham & Straus, JCPenney, Sterns.

**Discount Stores**-Carr's, J.M. Fields, Newberry, Rickel Bros., Valley Fair, Channel, K mart, Bradlees; Caldor.

**Chain Drug Stores**-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-On; CVS; Medi-Mart; Schwartz, Rite Aid 2; Winsor; Angelo 2.

**Chain Supermarkets**-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.

**Other Leading Stores**-Canadian Fur; Loft's Candy; McCrory; Lerner's; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.

**Suburban**-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshall's; M. Epstein; Teppers; Wiss Jewelers; Levitz.

**14 - NEWSPAPERS:** STAR LEDGER (m-mon to fri) 458,049; (m-sat) 409,531; (S) 675,980, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Fred Marks, Gen. Adv. Mgr., STAR LEDGER, 1 Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.

**National Representatives**: Newhouse Newspapers Metro Suburbia.

## NEWTON

**1 - LOCATION:** Sussex County. (In Newark PMSA) E&P Map A-2. County Seat. Recreation, agricultural, manufacturing NW portion of state 58 mi. NW of NYC; 48 mi. NW of Newark.

**2 - TRANSPORTATION: Railroads**-2 (Freight).

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Lakeland.

**Airports**-4, plus 1 Heliport.

**3 - POPULATION:**

Corp. City 80 Cen. 7,748; E&P 89 Est. 7,852
NDM-ABC: (80) 125,421
County 80 Cen. 116,941; E&P 89 Est. 128,170
PMSA 80 Cen. 1,879,244; E&P 89 Est. 1,917,514

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,995; E&P 89 Est. 2,989
County 80 Cen. 37,221; E&P 89 Est. 49,405
NDM-ABC: (80) 40,313
PMSA 80 Cen. 647,317; E&P 89 Est. 678,461

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 7 | $751,100,000 |
| Savings & Loan | 7 | $267,023,000 |
| Savings | 2 | $73,289,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** County 64,000

**8 - GAS METERS:** County 3,320

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't & Educ. 1,000 ($470); Retailers & Service 600 ($320); Professional & Staff 500 ($455); Mfg. & Fabrics 300 ($300).

**Principal Industrial Pay Day**-Wed.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

**11 - TAP WATER:** Neutral to alkaline.

**12 - RETAILING:**

**Neighborhood Shopping Centers**-Clinton Street (10); Spring Street (52).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames/Big N(12) | NA | Ames, Shepard Fashions |
| Sussex Cty. Mall(8) | NA | A&P, Jamesway |
| Newton(12) | NA | Shop Rite |
| Sparta Ctr.(12) | NA | Acme |
| Franklin(9) | NA | Shop Rite, Genovese |
| Tri-States(10) | NA | Jamesway |
| Vernon(8) | NA | A&P |
| Gristmill(6) | NA | A&P |
| Wantage(4) | NA | Foodtown |
| Ledgewood Mall(45) | NA | Jamesway, Arthur's, Rickels |
| Roxbury Mall(27) | NA | Shop Rite, Acme |
| Rockaway Townsquare(210) | NA<br>NA | Macy's, Sears, Penney's, Lord & Taylor |

**Principal Shopping Days**-Wed., Thur., Fri., Sun.

**Stores Open Evenings**-Downtown and neighborhood plazas-Thurs. and Fri. Food: Mon. through Sat.-Ledgewood Mall, Roxbury Mall, Rockaway Townsquare-Mon-Sat.

**Stores Open Sundays**-Downtown Shopping Centers Food; Nearby Shopping Malls.

**13 - RETAIL OUTLETS: Department Stores**-Shelby's.

**Discount Stores**-Jamesway; Rockaway Sales; Ames/Big N.

**Variety Stores**-R.J. Mars.

**Chain Drug Stores**-Thrift; Rite Aid; Genovese.

**Chain Food Stores**-A&P 5; Acme 2; Grand Union 3; Shop-Rite 3; Foodtown.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 17,818; (S) 25,112, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William A. Lieberwirth, Adv. Dir., HERALD, 2 Spring St., PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.

**National Representatives**: Landon Associates, U.S. Suburban Press.

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### PARSIPPANY
### See MORRISTOWN

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## PASSAIC-CLIFTON

**1 - LOCATION:** Passaic County (In Bergen-Passaic PMSA) E&P Map B-2. Industrial center 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.

**Intercity Bus Lines**-Manhattan; Inter-City; DeCamp; Greyhound; Public Transport of N.J.

**Airlines**-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

**3 - POPULATION:**

Corp. Cities 80 Cen. 126,851; E&P 89 Est. 124,603
  Passaic 80 Cen. 52,463; E&P 89 Est. 52,293
  Clifton 80 Cen. 74,388; E&P 89 Est. 72,310
NDM ABC: (80) 1,217,346
County 80 Cen. 447,875; E&P 89 Est. 450,714
PMSA 80 Cen. 1,292,633; E&P 89 Est. 1,317,079

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 48,048; E&P 89 Est. 49,543
  Passaic 80 Cen. 19,161; E&P 89 Est. 20,056
  Clifton 80 Cen. 28,887; E&P 89 Est. 29,487
County 80 Cen. 153,463; E&P 89 Est. 166,650
NDM-ABC: (80) 424,193
PMSA 80 Cen. 453,873; E&P 89 Est. 479,250

| 5 - BANKS (PMSA) | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 45 | $9,535,450,000 |
| Savings & Loan | 47 | $6,826,264,000 |
| Mutual Savings | 8 | $1,498,377,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** PMSA 477,170

**8 - GAS METERS:** PMSA 512,179

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Fab. Metals 5,300; Non-elect. Mach. 5,400; Elect. Mach. 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin., Ins., R.E. 9,300; Servs. 29,000; Gov't 2,800.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:** Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.

**Shopping Centers**-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr., Garden State Plz.; Styertowne & Bergen Mall; Preakness; Willowbrook; Fashion Ctr.; Paramus Park; West Belt Mall; Riverside Sq.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Preakness(42) | NA | Sterns |
| Elmwood(15) | 5 | Walgreens, Grand Union, K mart |
| Fashion Center | 10 | Lord & Taylor, Altmans, W.J. Sloane |
| Garden State Plaza(120) | 5 | Macy's, JCPenney |
| Styertown(32) | 2 | Grand Union, Rowe Manse |
| Bergen Mall(74) | 6 | Steinbach's, Sterns |
| Willowbrook(175) | 9 | Macy's, Sears, Sterns, Steinbach's |
| Paramus Park(117) | 7 | Sears, A&S, Fortunoff |
| Clifton Plaza | 3 | Acme, Channel |
| West Belt Mall(37) | 9 | JCPenney, Fortunoff |
| Riverside Sq.(90) | 7 | Saks, Bloomingdale's |
| Wayne Hills(32) | 6 | Meyer Brothers |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

**13 - RETAIL OUTLETS: Department Stores**-Alexander's; B. Altman; Macy's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Meyer Bros.; Steinbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.

**Discount Stores**-K mart; National Family Stores; Bradlees.
**Variety Stores**-McCrory, Woolworth.
**Chain Drug Stores**-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
**Chain Supermarkets**-A&P 7; Shop-Rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.
**Other Chain Stores**-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Littman's, Wiss, Corbo's, Marcus, Zale's; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

**14 - NEWSPAPERS:** NORTH JERSEY HERALD & NEWS (m) 79,625; (S) 54,693 Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Tom DiChiara, Adv. Dir., NORTH JERSEY HERALD & NEWS, 988 Main Ave., P.O. Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
**National Representative**: None.

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## PERTH AMBOY
See WOODBRIDGE

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## PHILLIPSBURG
See EASTON, PA

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## RED BANK-MIDDLETOWN-SHREWSBURY

**1 - LOCATION:** Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mi. area); on Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

**2 - TRANSPORTATION: Railroads**-Conrail (freight & passenger).
**Motor Freight Carriers**-All Met.
**Intercity Bus Lines**-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpke. Express Service to N.Y. & Newark.
**Airlines**-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport, Wall Township; Preston Airport, Marlboro; Deep Run Aviation, Marlboro; Gibson Air Academy, Neptune; Lakewood.

**3 - POPULATION:**
Corp. Cities 80 Cen. 77,567; E&P 89 Est. 76,683
Red Bank 80 Cen. 12,031; E&P 89 Est. 11,500
Middletown 80 Cen. 62,574; E&P 89 Est. 62,468
Shrewsbury 80 Cen. 2,962; E&P 89 Est. 2,715
County 80 Cen. 504,488; E&P 89 Est. 556,264
PMSA 80 Cen. 852,966; E&P 89 Est. 976,569
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Corp. Cities 80 Cen. 24,744; E&P 89 Est. 25,550
Red Bank 80 Cen. 4,908; E&P 89 Est. 4,862
Middletown 80 Cen. 18,841; E&P 89 Est. 19,733
Shrewsbury 80 Cen. 995; E&P 89 Est. 945
County 80 Cen. 170,130; E&P 89 Est. 204,435
PMSA 80 Cen. 298,434; E&P 89 Est. 358,978

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Commercial | 149 | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Res. County 189,815

**8 - GAS METERS:** Residence 120,000

**9 - PRINCIPAL INDUSTRIES:** Electronics; Education; Army Signal School; Naval Ammunition Depot; Cosmetics; Race Horse Breeding; Apparel; Paper Prods.; Constr.; Electric Mach. Equip.; Lumber Equip.; Fab. Metal Prods.; Instruments; Lumber & Wood Prods.; Printing & Pub.; Boats; Soft Drinks; Medical Equip.; Real Estate; Whol. & Ret. Nurseries; Fruits; Poultry; Dairying; Trucking & Farming; Perfumes; Securities Trading.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Neighborhood Shopping Areas**-Shrewsbury, Red Bank, Atlantic Highland, Keyport, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
**Shopping Centers (County)**-Eatontown: Monmouth Mall; Seaview: Square Shopping Mall; Ocean Township: Shrewsbury-Market Place, Shrewsbury Plaza; Holmdel Plaza; Union Square.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Red Bank(175) | 3 | Steinbach, Foodtown |
| Monmouth(145) | 6 | Macy's, A&S, JCPenney, Hahnes |
| Middletown(100) | 6 | A&P, Sears, Channel, Bradlees |
| Lincroft(5) | 3 | Acme |
| Little Silver(11) | 2 | A&P |
| Fair Haven | 3 | Acme |
| Hazlet(16) | 12 | K mart, Pergament, Service Mdse., Rickel's |
| Middlebrook(20) | 5 | Food Town, Channel |
| Marlboro | 5 | A&P |
| Matawan | 14 | Nichols Discount City, Drug Fair |
| Seaview Sq.(140) | 7 | Sterns, Sears, Steinbach |
| Eatontown | 1 | Rickels, A&S, Macy's, Hahne's |
| Colts Neck Towne Shoppes | 6 | |
| Shrewsbury Plz. (15) | NA | Marshalls, CVS, Acme |
| W. Long Branch(6) | 5 | Shop Rite, A&P, K mart |

**Principal Shopping Days**-Wed., Sat.
**Stores Open Evenings**-Food, drug, service, retail.

**13 - RETAIL OUTLETS: Department Stores**-Macy's, A&S; Steinbach, Sterns; JCPenney; Consumers Dist. Co.; Hahne's; Sears; Caldor; Service Mdse.; Arthur's; Best.
**Variety Stores**-Prown's, Windsor, 5 J's, Franklen Stores; Jo-Ro Inc.; L & S; West End; Deal; Woolworth.
**Discount Stores**-Bradlees, K mart, Thrifty Cut Rate; Marshalls; Annie Sez; Best Products; Market Place; Kinkel's; Cost Cutters; Burlington Coat Factory.
**Chain Drug Stores**-Genovese; Grand Union; CVS, Pathmark; Rite Aid; Shop Rite; Sun-Ray, Thrift, Family Pharmacy.
**Chain Supermarkets**-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
**Other Chain Stores**-Auto: Rite Auto, Goodyear, Pep Boys, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Oliver's Kids, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A.S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Bush, Shoe-Town, Melco, Feet First, Stride-Rite; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Kresge, Baskin-Robbins, Friendly Ice Cream, Buxton's, Four Seasons Gift Shop, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Pearle Vision Ctr., Pergament, Tool-A-Thon, Flowertime, Sam Goody, Crazy Eddie.

**14 - NEWSPAPERS:** REGISTER (mS) 17,310; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Dick Polity, Group Adv. Dir., THE REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
**National Representatives**: Landon Associates.

## SALEM

**1 - LOCATION:** Salem County (In Wilmington, DE-NJ-MD-PMSA). E&P Map A-5. County Seat. Manufacturing & agricultural center. SW portion of state. Historical City. 34 mi. SW of Philadelphia; on State Hwys. 49, 45. 5 mi. S of I-295. U.S. Hwy. 40 N.J. Turnpike.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Transport of New Jersey.
**Motor Freight Carriers**-19.

**3 - POPULATION:**
Corp. City 80 Cen. 6,959; E&P 89 Est. 6,451
PMSA 80 Cen. 524,585; E&P 89 Est. 565,942
County 80 Cen. 64,630; E&P 89 Est. 71,456

**4 - HOUSEHOLDS:**
City 80 Cen. 2,567; E&P 89 Est. 2,555
County 80 Cen. 22,330; E&P 89 Est. 26,959
PMSA 80 Cen. 180,985; E&P 89 Est. 203,513

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | $250,000,000 |
| Savings & Loan | 3 | $90,000,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence/County 28,197

**8 - GAS METERS:** Residence/County 5,485

**9 - PRINCIPAL INDUSTRIES:** Floor Coverings; Chem.; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pennsville(50) | NA | Ames, K mart, Acme |
| Christiana(100) | NA | Macy's, Strawbridges, JCPenney |
| Salem(20) | NA | Acme, G.C. Murphy, JCPenney, IGA |
| Woodstown(15) | NA | Acme |
| Penns Grove(25) | NA | IGA |

**13 - RETAIL OUTLETS: Department Stores**-Macy's.
**Discount Stores**-K mart.
**Chain Supermarkets**-IGA.

**14 - NEWSPAPERS:** TODAY'S SUNBEAM (m-mon to fri) 10,237; (S) 9,542 June 30, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: Rollin Iles, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
**National Representative**: Landon Associates.

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## SHREWSBURY
See RED BANKS

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## TOMS RIVER

**1 - LOCATION:** Ocean County, (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pkwy., N.J. Tpke.; State Hwy. 9.

**2 - TRANSPORTATION: Motor Freight Carriers**-20.
**Intercity Bus Lines**-Transport of New Jersey.

**3 - POPULATION:**
Corp. City 80 Cen. 7,303; E&P 89 Est. 3,408
County 80 Cen. 348,478; E&P 89 Est. 420,305
PMSA 80 Cen. 852,966; E&P 89 Est. 976,569
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,860; E&P 89 Est. 926
County 80 Cen. 128,304; E&P 89 Est. 2,934,883
PMSA 80 Cen. 298,434; E&P 89 Est. 358,978

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 29 | $1,314,000,000 |
| Savings & Loan | 15 | $1,060,000,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 139,000

**8 - GAS METERS:** Residence 90,000

**9 - PRINCIPAL INDUSTRIES:** Military Installation; Farming; Boating; Real Estate; Financial Insts.; Publishing; Util.; Light Mfg.; Constr.; Educ.; Chem.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

**11 - TAP WATER:** Well water, hard.

**12 - RETAILING: Principal Shopping Centers**-Ocean County Mall 96 units-Sears; JCPenney, Macy's; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz. 19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eatontown | 20 | Macy's, Hahne's |
| Toms River(17) | 7 | A&P, Shop-Rite |
| Manasquan Cir. Plz.(25) | 8 | Grand Union |
| Point Pleasant(11) | 6 | Grand Union |

**Principal Shopping Days**-Food: Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
**Stores Open Evenings**-Most until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Steinbachs; JCPenney; Sears; Macy's.
**Discount Stores**-Bradlees; K mart; Rickels; Channel; Best Products; Caldor.
**Variety Stores**-H.L. Green; Woolworth; McCrory.
**Chain Drug Stores**-Lanes; Rexall; Thrift; CVS.
**Chain Supermarkets**-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
**Other Chain Stores**-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

**14 - NEWSPAPERS:** OBSERVER (m-mon to fri) 19,315; (S) 18,573, Sept. 30, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: Judy A. Sergent, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
**National Representative**: Landon Associates.

## TRENTON

**1 - LOCATION:** Mercer County, (PMSA). E&P Map B-3. County Seat. State Capital. Fort Dix Training Center. 60 mi. to NY; 30 mi. to PA. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

**2 - TRANSPORTATION: Railroads**-Conrail; Reading; Amtrak.
**Airlines**-Allegheny Commuter.
**Motor Freight Carriers**-100.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit; New Jersey Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 92,124; E&P 89 Est. 85,574
CZ-ABC (80) 255,519

RTZ-ABC: (80) 415,408
County/PMSA 80 Cen. 307,863; E&P 89 Est. 338,307
City & RTZ-ABC: (80) 670,927

**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 32,463; E&P 89 Est. 31,367
County/PMSA 80 Cen. 105,819; E&P 89 Est. 115,354
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | N.A. |
| Savings & Loan | 12 | $1,892,455,544 |
| State | 4 | N.A. |
| Commercial | 7 | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** 122,950

**8 - GAS METERS:** 87,316

**9 - PRINCIPAL INDUSTRIES:** Metal Prods.; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chem. & Allied Prods.; Elect. Mach.; Equip. & Supplies; Fab. Metal Prods.; Leather Prods.; Lumber & Wood Prods.; Paper & Allied Prods.; Textile; Brewery; Automotive; Gov't.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on State St.; 5 on Broad St.
**Neighborhood Shopping Centers**-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ewing(17) | 2 | Woolworth; Shop Rite; Shop N Bag; Silo |
| Princeton(56) | 12 | Epstein's |
| Levittown(60) | 8 | Ports of the World |
| Home & Fashion | 4 | Einstein-Moojy |
| Lawrence(36) | 2 | S.P. Dunham; Acme; Channel; CVS; McCrory |
| Hamilton Sq.(9) | 5 | Jamesway; Shop-Rite |
| Country Club(25) | NA | Sav-On; Tile Discount |
| Clover Mall | NA | Clover; Thriftway |
| Independence Mall(29) | NA | G.C. Murphy; Thrift Drug; S.P. Dunham |
| Oxford Valley Mall(140) | 6 | Macy's; Wanamaker; JCPenney |
| Morrisville(25) | NA | Acme; Clover; Shop N Bag; S.P. Dunham |
| Neshaminy Mall | NA | Strawbridge & Clothier |
| Hamilton Twp.(9) | 3 | K mart; Acme |
| Quakerbridge Mall(140) | NA | Sears; Macy's; JCPenney; Hahne's; Bradlees; Caldor |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Dept.-Mon., Sat.; Food-Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-S.P. Dunham 3; Sears; Macy's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Strawbridge; Ports of the World.
**Variety Stores**-Woolworth; Kresge; Murphy; McCrory.
**Discount Stores**-K mart 2; Jamesway 2; Bradlees; Caldors.
**Chain Drug Stores**-Thrift 3; Sav-On 3; Rite Aid; Medicine Shoppe; Liggett Rexall; Drug Emporium; Cost Cutters.
**Chain Supermarkets**-A&P 2; Acme 8; Shop-Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.
**Other Chain Stores**-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel (catalog); Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstein-Moojy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

**14 - NEWSPAPERS:** TIMES (m) 75,289; (S) 90,566; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Lynn Savacool, Adv. Dir., TIMES, 500 Perry St.; PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
**National Representative**: Newhouse Newspapers Metro Suburbia.
THE TRENTONIAN (m) 68,679; (sat) 65,201; (S) 64,773; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
**National Representative**: Landon Associates.

## UNION CITY

**1 - LOCATION:** Hudson County (In Jersey City PMSA). E&P Map B-2. 21 minutes from Times Sq., NY; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

**2 - TRANSPORTATION: Railroads**-NJ Transit.
**Motor Freight Carriers**-98.
**Intercity Bus Lines**-Trailways; Greyhound; NJ Transit; Hudson Bus; Orange & Black.
**Airlines**-All major lines at Newark Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 55,593; E&P 89 Est. 53,944
NDM-ABC: (80) 697,689
County/PMSA 80 Cen. 559,556; E&P 89 Est. 531,336

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 20,781; E&P 89 Est. 19,653
County/PMSA 80 Cen. 207,857; E&P 89 Est. 189,950
NDM-ABC: (80) 260,083

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $3,524,852,066 |
| Savings & Loan | 14 | $1,345,485,168 |
| Savings | 3 | $1,632,878,887 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 26,381.

**8 - GAS METERS:** Residence 24,448.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,852 ($300); Embroidery 3,535 ($290); Furn. 111 ($290); Truck 1,195 ($350); Elect. 1,128 ($300); Chem. 331 ($300); Clothing Textile 3,840 ($279); Printing 1,414 ($350); Food 1,067 ($280); Toiletries 136 ($285); Automotive 2,700 ($283); Lumber 108 ($278); Jewelry 625 ($295).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Newport Centre; 44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park, Fairview.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Modell's Sporting Goods; Sears; K mart; Sterns; JCPenney; Caldor.
**Variety Stores**-Woolworth 2.
**Discount Stores**-Wonder 4; Bargainland 4; Marburn Warehouse; Radio Shack.
**Chain Drug Stores**-Rite Aid 10; Rite-Way; CVS.
**Chain Supermarkets**-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark 2.
**Other Chain Stores**-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Sylvette Specialty 2; Father & Son Shoes.

**14 - NEWSPAPERS:** DISPATCH (m) 31,205; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Anthony Roselli, Adv. Dir., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
**National Representative**: None.

## VINELAND

**1 - LOCATION:** Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem.

**2 - TRANSPORTATION: Railroads**-New Jersey Central (freight); Conrail.
**Intercity Bus Lines**-Trailways; Transport of N.J.; Garden State Coachways.

**3 - POPULATION:**
Corp. City 80 Cen. 53,753; E&P 89 Est. 56,940
CZ-ABC: (80) 58,958
RTZ-ABC: (80) 67,460
County/PMSA 80 Cen. 132,710; E&P 89 Est. 136,633
City & RTZ-ABC: (80) 126,418

**4 - HOUSEHOLDS:**
City 80 Cen. 17,393; E&P 89 Est. 18,912
County/PMSA 80 Cen. 44,287; E&P 89 Est. 49,883
CZ-ABC: (80) 19,180
RTZ-ABC: (80) 21,674
City & RTZ-ABC: (80) 40,854

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $611,898,000 |
| Savings & Loans | 7 | $716,575,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 19,437

**8 - GAS METERS:** Residence 10,051

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

**11 - TAP WATER:** Acid, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping District**-500-600 blocks on Landis Ave.
**Neighborhood Shopping Centers**: W. Landis Ave. from West Ave. to Orchard Rd. and along Delsea Dr., Route 47. Also North Main Rd. near Oak Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cumberland Mall(60) | 8 | Bradlees, JCPenney, Wilmington Dry Goods, Pathmark |
| Vineland Plaza(13) | NA | Eckerd, Sears |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Newberry; Wilmington Dry Goods; Bradlees.
**Discount Stores**-K mart; Jamesway; Ames.
**Chain Drug Stores**-Eckerd 2; Thrift; Rite Aid; CVS.
**Chain Supermarkets**-Shop-Rite 2; Thriftway; Shop N' Bag; Acme.
**Other Chain Stores**-Shoes: Hanover; Kinney; Endicott-Johnson; Tires: Bridgestone; Toyo; Dayton; Dunlop; General; Wilhelm; Uniroyal; Firestone; Goodyear; Auto Supply: Pep Boys; Penn-Jersey; Jewelry: Crosby's; Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
**Wholesale Distributors**-M. Zuckerman (groceries); Vineland (groceries).

**14 - NEWSPAPERS:** TIMES-JOURNAL (e) 21,429; Mar. 31, 1989 ABC.
**Local Contact** for advertising and Merchandising Data: Tony Marroni, Adv. Dir., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
**National Representatives**: Landon Associates; Gannett National Newspaper Sales.

## WILLINGBORO-BURLINGTON

**1 - LOCATION:** Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

**2 - TRANSPORTATION: Railroads**-NJ Transit.
**Motor Freight Carriers**-36.
**Intercity Bus Lines**-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

**3 - POPULATION:**
Corp. Cities 80 Cen. 50,158; E&P 89 Est. 48,621
Burlington 80 Cen. 10,246; E&P 89 Est. 8,933
Willingboro 80 Cen. 39,912; E&P 89 Est. 39,688
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 80 Cen. 363,340; E&P 89 Est. 415,690
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 18,556; E&P 89 Est. 14,359
Willingboro 80 Cen. 10,915; E&P 89 Est. 10,931
Burlington 80 Cen. 3,783; E&P 89 Est. 3,428
County 80 Cen. 114,890; E&P 89 Est. 155,391
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 15 | $198,720,000 |
| Savings | 4 | N.A. |
| Commercial | 15 | N.A. |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 12,400

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Steel Prods.; Food; Textiles; Electronic Equip.; Ceramics; Chem.; Explosives; Sand & Gravel; Plastics; Rubber; Constr.; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
**Neighborhood Shopping Centers**-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 4 mi.; Bordentown, 9 mi.; Moorestown, 8 mi.; Trenton, 14 mi.; Cherry Hill, 17 mi.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Country Club(28) | NA | IGA |
| Willingboro Plz.(42) | NA | Woolworth, Ports |
| Moorestown(85) | NA | Wanamaker's, Stern's, Sears |
| Cinnaminson(20) | NA | |
| Willingboro Vlg. Mall(2) | NA | Caldor, Thrift Drug, Acme |
| Outlet Sq.(30) | NA | Clover |
| Burlington Ctr. Mall(125) | NA | Strawbridge & Clothier, Sears |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Daily

**13 - RETAIL OUTLETS: Department Stores**-Sears 2; Ports; Stern's; Wanamaker's; Strawbridge-Clothier 2; Humdingers.

**Discount Stores**-Gregory 2; K mart 4; Clover Stores 2; Bradlees 3; Caldor 2; Dees 2; Silo 2.

**Chain Drug Stores**-Thrift; Rite Aid; Pathmark; CVS.

**Chain Supermarkets**-Acme 8; Pathmark; Shop-Rite 3; Shop 'n Bag 8; Cumberland Farms 26; Red Robin 5; 7-Eleven 14; Super Fresh 3; Wawa 19.

**14 - NEWSPAPERS:** BURLINGTON COUNTY TIMES (e-mon to fri) 42,386; (S) 47,652; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack DeHaven, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.

**National Representative**: Sawyer-Ferguson-Walker.

## WOODBRIDGE-PERTH AMBOY

**1 - LOCATION:** Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of NYC; 18 mi. S of Newark, 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

**2 - TRANSPORTATION: Railroads**-Amtrak; NJ Transit.

**Intercity Bus Lines**-Transport of NJ; Marathon; Hudson; Suburban.

**Motor Freight Carriers**-43.

**Airlines**-Almost all at Newark Airport.

**3 - POPULATION:**

Corp. Cities 80 Cen. 129,025; E&P 89 Est. 141,312

Perth Amboy 80 Cen. 38,951; E&P 89 Est. 45,298

Woodbridge 80 Cen. 90,074; E&P 89 Est. 96,014

County 80 Cen. 597,276; E&P 89 Est. 672,536

NDM-ABC: (80) 356,869

PMSA 80 Cen. 888,636; E&P 89 Est. 1,015,044

**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. Cities 80 Cen. 42,914; E&P 89 Est. 48,448

Perth Amboy 80 Cen. 13,617; E&P 89 Est. 16,325

Woodbridge 80 Cen. 29,297; E&P 89 Est. 32,123

County 80 Cen. 196,708; E&P 89 Est. 245,650

NDM-ABC: (80) 118,421

PMSA 80 Cen. 292,591; E&P 89 Est. 345,136

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 1 | $425,000,000 |
| Savings & Loan | 5 | $250,000,000 |
| Commercial | 3 | $300,000,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** Residence 44,217

**8 - GAS METERS:** Residence 47,111

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related: Fin., Legal, etc.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.

**Neighborhood Shopping Centers**-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St., Edison; South Amboy; Keyport; Matawan.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Woodbridge(256) | 2 | A&S, Stern's, Steinbach's, JCPenney, Fortunoff's |
| Menlo Park(86) | 6 | Macy's, Nordstrom, 1991 |
| Sayre Woods(38) | 8 | JCPenney |
| South Amboy | 8 | |
| Middlesex Mall(17) | 12 | Pathmark, K mart, Stern's |
| Oakwood Plz. | NA | Marshall's, Drug Fair |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Most Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Macy's; JCPenney; Abraham & Straus; Steinbach's; Sterns; Marshall's; Fortunoff's.

**Variety Stores**-Woolworth; McCrory; Mickey Finn.

**Discount Stores**-Bradlees; K mart; Caldor; Service Mdse.; Consumers Distributing.

**Chain Drug Stores**-Sav-On; Walgreens; Drug Fair; Pathmark; Thrift; Rite Aid; CVS.

**Chain Supermarkets**-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.

**Other Chain Stores**-Shoes: Knapp, A.S. Beck, Baker, Chandler, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner's, Rogers, Wallachs, Bond, Canadian Fur, Field Bros., Candy: Loft, Barracini; Furniture: Seamann's; Levitz; Scandinavian Galleries; This End Up.

**14 - NEWSPAPERS:** NEWS TRIBUNE (e-mon to fri) 51,300; (S) 52,495; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jonathan Theophilakos, Adv. Dir., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.

**National Representative**: Sawyer-Ferguson-Walker.

## WOODBURY

**1 - LOCATION:** Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4. County Seat.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Public Service; Transport of NJ.

**3 - POPULATION:**

Corp. City 80 Cen. 10,353; E&P 89 Est. 9,797

NDM-ABC: (80) 199,917

County 80 Cen. 201,090; E&P 89 Est. 223,998

PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,827; E&P 89 Est. 3,781

County 80 Cen. 65,129; E&P 89 Est. 87,288

PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

NDM-ABC: (80) 65,129

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $455,065,000 |

**6 - PASSENGER AUTOS:** N.A.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Petroleum Refining; Elect. Equip.; Chem.; Fab. Metal Prods.; Agric.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Deptford Mall(107) | NA | Macy's, Wanamaker, Sears, Hechinger's |
| Woodbury Hts. Plz.(3) | NA | Pathmark, Thrift Drug, Caldor |
| Sickel's(6) | NA | Shop-Rite, Gaudios |
| Woodbury(6) | NA | Thriftway, Ames |
| Collegetown-Glassboro(25) | NA | Grossman's, Frank's Nursery, K mart |
| Woodbury Hts.(2) | NA | Bradlees |
| Turnersville | NA | Bradlees, Builder's Square |

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Tues., Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Macy's; Wanamaker; Caldor; Bradlees.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart.

**Chain Drug Stores**-Quality; Thrift; Eckerd; Rite Aid; CVS.

**Chain Supermarkets**-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms.

**Other Chain Stores**-Firestone; Pep Boys; Fashion Bug; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town.

**14 - NEWSPAPERS:** GLOUCESTER COUNTY TIMES (e-mon to fri) 29,681; (S) 29,614; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## NEW MEXICO SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Albuquerque**-Bernalillo County.

**Las Cruces**-Dona Ana County.

**Santa Fe**-Los Almos and Santa Fe Counties.

**POPULATION ESTIMATES**

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 97 | 114 | 152 |
| 5-14 Years | 242 | 228 | 259 |
| 15-24 Years | 188 | 257 | 250 |
| 25-44 Years | 241 | 361 | 518 |
| 45-64 Years | 178 | 229 | 260 |
| 65 and Over | 70 | 116 | 140 |
| TOTAL | 1,016 | 1,305 | 1,580 |

Based on U.S. Census

**POPULATION ESTIMATES**

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Albuquerque | 332 | 112 | 33.8 |

**RETAIL SALES ESTIMATES**

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 250 | 391 | 878 |
| General Mdse | 451 | 575 | 1,274 |
| Food | 839 | 1,488 | 2,403 |
| Automobiles | 934 | 1,256 | 2,928 |
| Gasoline Stations | 366 | 614 | 731 |
| Apparel | 187 | 323 | 555 |
| Furniture | 182 | 241 | 531 |
| Eat-Drink Places | 345 | 616 | 1,129 |
| Drugs | 110 | 160 | 288 |
| TOTAL SALES | 4,022 | 6,319 | 11,340 |

## ALAMOGORDO

**1 - LOCATION:** Otero County, E&P Map C-4. County Seat. Home of Holloman Air Force Base.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Texas-OK-NM Transportation.

**Airlines**-Mesa.

**3 - POPULATION:**

Corp. City 80 Cen. 24,024; E&P 89 Est. 27,242

CZ-ABC: (80) 26,546

RTZ-ABC: (80) 18,119

County 80 Cen. 44,482; E&P 89 Est. 50,873

City & RTZ-ABC: (80) 44,665

**4 - HOUSEHOLDS:**

City 80 Cen. 8,921; E&P 89 Est. 9,906

County 80 Cen. 14,608; E&P 89 Est. 17,382

CZ-ABC: (80) 9,472

RTZ-ABC: (80) 5,136

City & RTZ-ABC: (80) 14,608

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $190,965,238 |
| Savings & Loan | 3 | $98,993,310 |

**6 - PASSENGER AUTOS:** County 25,674

**7 - ELECTRIC METERS:** Residence 13,393

**8 - GAS METERS:** Residence 10,388

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Air Force Base 6,637 (Annual Payroll $168,018,593); Civil Service 1,412 (Annual Payroll $29,240,258); Lumber Prods. 208; Elect. Appliance Mfg. 187; Bus Air Conditioners 160; Gov't Contractors 446.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. Annual Rainfall 10.6 inches.

**11 - TAP WATER:** Alkaline, hard. Not fluoridated.

**12 - RETAILING: Principal Shopping Center**-White Sands Mall (28 stores-K mart, JCPenney, Beall's).

**Neighborhood Shopping Centers**-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's); Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog).

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Beall's; Bonanza City.

**Discount Stores**-TG&Y; Surplus City; K mart.

**Chain Drug Stores**-Revco; Furr's.

**Chain Supermarkets**-Safeway; Furr's; Big 8.

**Other Chain Stores**-Goodyear; Firestone; Western Auto; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Good Housekeeping; 84 Lumber; White Auto; Singer; Sears (catalog); Checker Auto; Payless Shoes; Radio Shack; Zale's; Baskin-Robbins; 7-Eleven; Circle K; General Tire; Gordon Jewelers; Emphasis; Royal Optical; General Nutrition; Stevenson's; Books Galore; NAPA; Do It Center; Foxworth Galbraith; Regis Salon; Computer Works; Peanut Shack; Gold Mine; Kay-Bee Toys.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 8,974; (S) 9,877; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sharon Smith, Adv. Mgr., NEWS, 518 24th; PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.

**National Representative**: Papert Companies.

## ALBUQUERQUE

**1 - LOCATION:** Bernalillo County, (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-40 and 25. Home of Kirtland Air Force Base.

**2 - TRANSPORTATION: Railroads**-AT&SF.

**Motor Freight Carriers**-47.

**Intercity Bus Lines**-Continental; New Mexico; Greyhound.

**Airlines**-Trans World; Continental; Ross; American; Eastern; Southwest; United; Delta; Air Midwest; Pacific Southwest; America West; Mesa Air; Trans Colorado; Airways of N.M.; Sun West; West Air.

**3 - POPULATION:**

Corp. City 80 Cen. 331,767; E&P 89 Est. 396,266

NDM-ABC: (80) 890,389

County/MSA 80 Cen. 422,149; E&P 89 Est. 498,289

**4 - HOUSEHOLDS:**
City 80 Cen. 124,032; E&P 89 Est. 141,422
NDM-ABC: (80) 302,426
County/MSA 80 Cen. 151,037; E&P 89 Est. 191,297

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 9 | $3,294,440,000 |
| Savings & Loan | 7 | $2,971,640,000 |

**6 - PASSENGER AUTOS:** County 272,065

**7 - ELECTRIC METERS:** Residence 160,718

**8 - GAS METERS:** Residence 141,928

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol. & Ret. 59,600; Servs. & Misc. 63,700; Fin., Ins. & R.E. 14,800; Gov't 45,000; Trans., Util., Commun. 12,300; Constr. 15,900; Mfg. 20,000; Educ.-Schools, Univ.; Research & Development.

**Principal Pay Days**-1st, 5th, 15th, 20th.

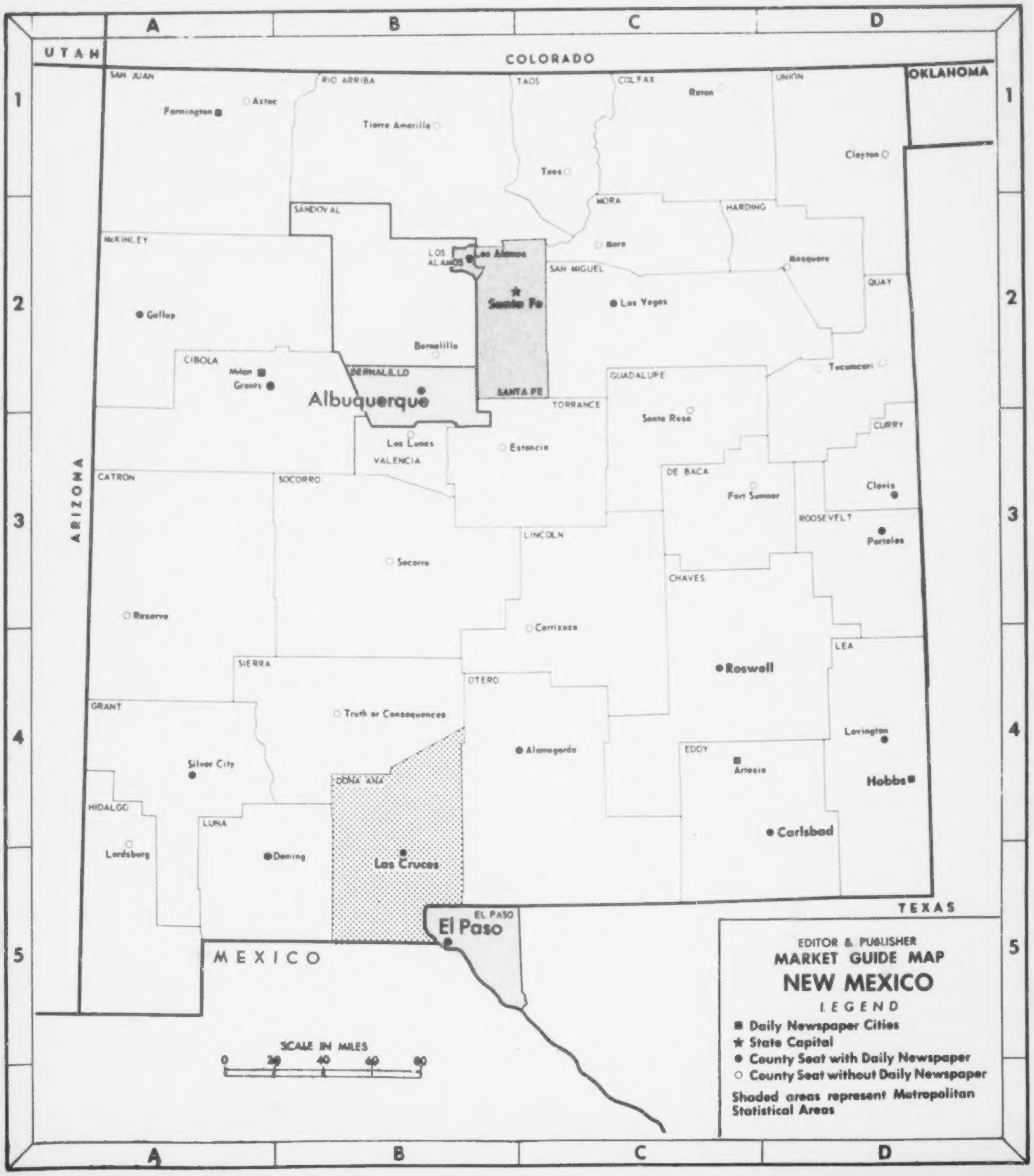
**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23, last killing frost, Apr. 20.

**11 - TAP WATER:** Aklaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on 3 sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Academy Plz.(13) | NA | Grand Central Michall's, Samon's Tiger Stores |
| Altura(3) | NA | Safeway |
| B&H(8) | NA | Russell's Bakery |
| North Towne(30) | NA | Safeway |
| Juan Tabo Plz.(15) | NA | Safeway, Thrifty Drug |
| Coronado(150) | NA | Sears, Broadway, Goldwater's, Foley's |
| Corrales Ctr.(20) | NA | Safeway, Walgreens |
| Eastdale(28) | NA | Safeway, Skaggs, Alpha Beta |
| Fair Plz.(20) | NA | Skaggs, Alpha Beta |
| Fidelity Sq.(34) | NA | Sleepworld |
| Five Points(13) | NA | Zale's, Shop-Rite |
| Franklin Plz.(14) | NA | Safeway, Thrifty Drug |
| First Plz.(55) | NA | Country Casuals, Design Discovery |
| Foothills(16) | NA | Alco, Thrifty |
| Hoffmantown(36) | NA | Fabric Works, Campbell Drug |
| Goff Plz.(6) | NA | Big Value Drugs |
| Arrowhead(26) | NA | Wal-Mart, Albertson's |
| La Mesa(14) | NA | |
| Los Altos(15) | NA | Buy-Low Auto Supply |
| Manzano(20) | NA | Safeway, TG&Y |
| Monterey Plz.(11) | NA | Sprouse-Reitz |
| Montgomery Plz. (51) | NA | Safeway, Anthony |


A
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UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
SANDOVAL
MORA
HARDING
McKINLEY
LOS ALAMOS
Los Alamos
Mora
Mosquero
SAN MIGUEL
QUAY
Santa Fe
Gallup
Las Vegas
Bernalillo
CIBOLA
Milan
Grants
BERNALILLO
Albuquerque
SANTA FE
GUADALUPE
Tucumcari
TORRANCE
Santa Rosa
Los Lunas
VALENCIA
Estancia
CURRY
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
SIERRA
Roswell
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
DONA ANA
Hobbs
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

| | | |
|---|---|---|
| Nob Hill(18) | NA | Nob Hill Super Mkt. |
| Northdale(28) | NA | TG&Y |
| Old Town(10) | NA | Safeway, TG&Y |
| Parkland Hills(15) | NA | |
| Sandia Plz.(10) | NA | TG&Y, Stoller |
| Tinnin Ctr.(12) | | Furr's Family Ctr. |
| Town & Country(8) | NA | 31 Flavors |
| Westway Plz.(6) | NA | Radio Shack |
| Wyoming Mall(38) | NA | Service Mdse. |
| Princess Jeanne (23) | NA | TG&Y |
| Snow Heights(7) | NA | Furr Foods |
| South San Pedro | NA | Central Super Mkt. |
| Winrock(124) | NA | Mont. Ward, JCPenney, Dillards, Beall's, Walgreens |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Kistler Collister, C.R. Anthony; Dillard's, JCPenney; Sears; Montgomery Ward, Foley's, Broadway, Goldwater's; Mervyn's; Beall's 3.
**Discount Stores**-K-mart 5; Wal-Mart.
**Variety Stores**-Sprouse-Reitz; Ben Franklin; TG&Y.
**Chain Drug Stores**-Walgreens 17; Skagg's; Alpha Beta 4; Thrifty 5.
**Chain Supermarkets**-Safeway 13; Smith's 11; Furrs Food 4; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4.
**Other Chain Stores**-7-Eleven 23; Alsups 17; Firestone; Goodrich; Goodyear; Lerner's Shops (Women's); Thom McAn; Kinney; Stover Candy; Singer.

**14 - NEWSPAPERS:** JOURNAL (m) 119,400; TRIBUNE (e) 40,636; JOURNAL (S) 154,646; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Tom Smithson, Nat'l. Adv. Mgr., Albuquerque Pub. Co., 7777 Jefferson N.E., PO Drawer J-T (87103); Albuquerque, NM 87109-4343; Tel (505) 823-3390.

**National Representative**: Branham Newspaper Sales.

## ARTESIA

**1 - LOCATION:** Eddy County. E&P Map C-4. Situated 40 mi. S of Roswell; 35 mi. N of Carlsbad; 85 mi. W of Hobbs.

**2 - TRANSPORTATION: Railroads**-AT&SF
**Intercity Bus Lines**-New Mexico.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 10,385; E&P 89 Est. 10,668
County 80 Cen. 47,969; E&P 89 Est. 53,382
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,761; E&P 89 Est. 4,202
County 80 Cen. 16,669; E&P 89 Est. 19,516

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $250,000,000 |
| Savings & Loan | 2 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 24,055

**7 - ELECTRIC METERS:** Residence 3,710

**8 - GAS METERS:** Residence 3,450

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Constr. 75 ($400); Trade Servs. 1,700 ($160); Potash Mines 75 ($400).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-7 blocks on Main; 3 blocks on Quay.
**Neighborhood Shopping Centers**-Abo Center, S 13th St.; TG&Y; K mart; Blue Quail Shpg. Ctr., W. Main.
**Principal Shopping Days**-Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Main Place.
**Variety Stores**-TG&Y; Sprouse-Reitz.
**Discount Stores**-K mart.
**Chain Drug Stores**-Walgreens, Revco.
**Chain Supermarkets**-Safeway, Allsups, Sack 'N Save.
**Other Chain Stores**-Tru Value, Sears (catalog); T-Bird.

**14 - NEWSPAPERS:** PRESS (e-mon to fri) 3,900; (S) 4,250; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Gary Scott, Pub., PRESS, 503 W Main, Artesia, NM 88210; Tel. (505) 746-3524.
**National Representative**: Landon Associates.

## CARLSBAD

**1 - LOCATION:** Eddy County. E&P Map D-4. County Seat. On Pecos River near center of county. Southeastern section of state.

**2 - TRANSPORTATION: Railroads**-AT&SF (Clovis, NM).
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Texas, New Mexico & Okla Coaches; New Mexico Trans.
**Airlines**-Mesa.

**3 - POPULATION:**
Corp. City 80 Cen. 25,496; E&P 89 Est. 28,609
CZ-ABC: (80) 26,767
RTZ-ABC: (80) 6,568
City & RTZ-ABC: (80) 33,335
County 80 Cen. 47,969; E&P 89 Est. 53,382
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,811; E&P 89 Est. 11,223
County 80 Cen. 16,669; E&P 89 Est. 19,516
CZ-ABC: (80) 9,656
RTZ-ABC: (80) 1,935
City & RTZ-ABC: (80) 11,591

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $266,659,000 |
| Savings & Loan | 4 | $104,000,000 |

**6 - PASSENGER AUTOS:** County 24,055

**7 - ELECTRIC METERS:** Residence 12,758

**8 - GAS METERS:** Res. & Bus. 10,427

**9 - PRINCIPAL INDUSTRIES:** Tourism; Potash Mining & Refining 1,500; Emp. Av. Wkly. Wage-$350; Annual Payroll $55,000,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

**11 - TAP WATER:** 18.9 grains per gal.

**12 - RETAILING: Principal Shopping Centers**-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.; Carlsbad Mall (20 stores).
**Neighborhood Shopping Centers**-Northgate on Roswell Hwy. (13 stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's).
**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Sundays**-Drug; Variety; Supermarkets; Carlsbad Mall.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Bealls.
**Variety Stores**-Sprouse-Reitz; Woolworth.
**Chain Drug Stores**-Revco.
**Discount Stores**-Farmers Market; Carlsbad Surplus City; K mart; Winn's; Wal-Mart.
**Chain Supermarkets**-Safeway; Albertson's; Furr's; Circle K; IGA Foodliner.
**Other Chain Stores**-Checker Auto; Payless Shoes; Goodyear; Sears (catalog); Zale's; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordon's Jewelers; Aladdin; Stevenson's; Castle.

**14 - NEWSPAPERS:** CURRENT-ARGUS (e-mon to fri) 8,211; (S) 8,546; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Margaret Wade, Adv. Dir., CURRENT-ARGUS, 620 S. Main St.; PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
**National Representative**: None.

## CLOVIS

**1 - LOCATION:** Curry County. E&P Map D-3. County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

**2 - TRANSPORTATION: Railroads**-AT&SF.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Tex., N.M. & Okla. Coaches.
**Airlines**-Mesa Air.

**3 - POPULATION:**
Corp. City 80 Cen. 31,194; E&P 89 Est. 33,104
CZ-ABC: (80) 31,194
RTZ-ABC: (80) 49,405
County 80 Cen. 41,720; E&P 89 Est. 43,416
City & RTZ-ABC: (80) 80,599
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 11,268; E&P 89 Est. 11,718
County 80 Cen. 14,419; E&P 89 Est. 14,176
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $197,119,635 |
| Commercial | 4 | $337,041,656 |

**6 - PASSENGER AUTOS:** County 22,542

**7 - ELECTRIC METERS:** Residence 14,778

**8 - GAS METERS:** Residence 13,150

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Trans. 573; Trans. Railroad 850; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Grand, 6 on Metcheli; three Shopping Centers; 60 store mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Highland(9) | NA | Stansel's Mkt. |
| Hilltop Plz.(15) | NA | S&S Super Mkt., C.R. Anthony, Radensmith Drug |
| North Plains Mall (29) | 2 | JCPenney, Beall's, Wal-Mart |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Woody's; C.R. Anthony; Beall's.
**Discount Stores**-K mart; Gebo's; Wal-Mart.
**Chain Drug Stores**-Rexall; Walgreens; Highland.
**Chain Supermarkets**-Furrs; Affiliated 5; Albertson's.
**Other Chain Stores**-Otasco; Goodyear; Shaw (jewelry); Sherwin-Williams; Firestone; Zale's; Gordon's Jewelers; Allsup's 11; Circle K 2; Kinney Shoes; Radio Shack 2; Town & Country.

**14 - NEWSPAPERS:** NEWS-JOURNAL (e-mon to fri) 10,022; (S) 10,971; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Martin, Adv. Dir., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.
**National Representative**: Papert Companies.

## DEMING

**1 - LOCATION:** Luna County. E&P Map A-5. County Seat. General farming, livestock. South central portion of state. On U.S. Hwys. 70, 80, I-10.

**2 - TRANSPORTATION: Railroads**-AT&SF; Southern Pacific.
**Motor Freight Carriers**-Merchants' Motor Lines.
**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 9,964; E&P 89 Est. 10,909
County 80 Cen. 15,614; E&P 89 Est. 18,322

**4 - HOUSEHOLDS:**
City 80 Cen. 3,527; E&P 89 Est. 3,912
County 80 Cen. 5,557; E&P 89 Est. 6,020

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $78,419,000 |
| Savings & Loan | 1 | $71,321,125 |

**6 - PASSENGER AUTOS:** County 8,321

**7 - ELECTRIC METERS:** Residence 6,020

**8 - GAS METERS:** Residence 4,083

**9 - PRINCIPAL INDUSTRIES:** Agriculture.

**10 - CLIMATE:** Min. & Max. Temp.-Summer 50-100; Winter 30-70.

**11 - TAP WATER:** 99% pure.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-K mart.
**Discount Stores**-Surplus City; Ben Franklin; V&S Variety; Revco.
**Chain Supermarkets**-Safeway; Shur-Sav.

**14 - NEWSPAPERS:** HEADLIGHT (e-mon to fri) 3,565; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Sammy Lopez, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
**National Representative**: None.

## FARMINGTON

**1 - LOCATION:** San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming, shopping and trade center for the San Juan Basin & Four-Corners region of NM, CO, AZ & UT. 185 Hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

**2 - TRANSPORTATION: Intercity Bus Lines**-TNM & O Coaches, Inc.
**Motor Freight Carriers**-5.
**Airlines**-Mesa Air; Continental Express; United Express.

**3 - POPULATION:**
Corp. City 80 Cen. 31,222; E&P 89 Est. 34,218
CZ-ABC: (80) 32,677
RTZ-ABC: (80) 48,756
County 80 Cen. 81,531; E&P 89 Est. 96,334
City & RTZ-ABC: (80) 81,433

**4 - HOUSEHOLDS:**
City 80 Cen. 10,665; E&P 89 Est. 12,212
CZ-ABC: (80) 10,804
RTZ-ABC: (80) 14,216
County 80 Cen. 24,859; E&P 89 Est. 38,390
City & RTZ-ABC: (80) 25,020

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $380,937,000 |
| Savings & Loan | 2 | $119,958,000 |

**6 - PASSENGER AUTOS:** County 35,783

**7 - ELECTRIC METERS:** Res. & Comm. 15,371

**8 - GAS METERS:** Res. & Comm. 13,200

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agric. & Fruit Growing 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-24 blocks on Main St.; 14 blocks on Broadway; Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St. at N. Orchard; American Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.; Mesa Shopping Center, 1000 N. Butler Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Animas Valley Mall(110) | NA | Sears, JCPenney, Beall's, Best, Dillards |
| American Plz.(25) | NA | American Home Furn. |
| West Main St.(15) | NA | Safeway |
| San Juan Plaza(60) | NA | K mart, Safeway, Wal-Mart |
| Orchard Valley(8) | NA | Revco, Furr's |

**Principal Shopping Days**-Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Best; Beall's; Dillard.

**Variety Stores**-F.S. Rasco; Sprouse-Reitz; Ben Franklin.

**Chain Drug Stores**-Farmington; Thrifty; Walgreens; Revco.

**Discount Stores**-K mart; Wal-Mart.

**Chain Supermarkets**-7-Eleven 18; Safeway 2; Furr Food; Grocery Warehouse; Sack 'N Save; Thrifty Discount Mkt. 2; Smith's Food King.

**Other Chain Stores**-Sears; Houston Lumber; Western Auto; Firestone; Hacienda Home Centers, Inc.; Construction Supply; Kinney Shoes; Komac Paint; Singer Co.; Zale's; Gamble's; Furr's Cafeteria; Kings Table.

**14 - NEWSPAPERS:** TIMES (e) 16,056; (S) 17,702; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.

**National Representative**: Papert Companies.

## GALLUP

**1 - LOCATION:** McKinley County, E&P Map A-2. County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Mesa (4 flights daily).

**3 - POPULATION:**

Corp. City 80 Cen. 18,161; E&P 89 Est. 20,218
CZ-ABC: (80) 18,167
RTZ-ABC: (80) 95,094
County 80 Cen. 55,026; E&P 89 Est. 61,834
City & RTZ-ABC: (80) 113,261

**4 - HOUSEHOLDS:**

City 80 Cen. 6,014; E&P 89 Est. 6,881
County 80 Cen. 14,671; E&P 89 Est. 28,310
CZ-ABC: (80) 6,014
RTZ-ABC: (80) 22,004
City & RTZ-ABC: (80) 28,018

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $195,000,000 |
| Savings & Loan | 2 | $60,000,000 |

**6 - PASSENGER AUTOS:** County 16,996

**7 - ELECTRIC METERS:** Residence 9,400

**8 - GAS METERS:** Residence 6,950

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Federal 2,210; Mining 750; Trade 2,356; Services 1,292; Other 1,438.

**Principal Pay Days**-Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Coal; 4 on 66th; Malls N. 666.

**Neighborhood Shopping Centers**-Uptown Plaza; Downtown Plaza; Little Bear; Zecca Plaza; Rio West Mall; Cedar Hills Plaza.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food: Daily; Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beall's; Alexander's.

**Variety Stores**-Sprouse-Reitz 2; Winn's; TG&Y.

**Chain Drug Stores**-Thrifty 2; Revco 2.

**Chain Supermarkets**-California 3; Albertson; Safeway.

**Other Chain Stores**-Big O Tire; Goodyear; Yellow Front 2; Gamble's; Regis; Payless; Gallenkamp; Kinney; S&H Green Stamps; Houston Lumber; Zale's; Gordon's; K mart; G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruce's); Radio Shack 2; Allsups 5; Record Bar; Coach House; Waldenbooks; Wal-Mart; Sears (catalog).

**14 - NEWSPAPERS:** INDEPENDENT (e) 15,800; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Zollinger, Pub., INDEPENDENT, PO Box 1210, Gallup, NM 87305; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.

**National Representative**: None.

## GRANTS-MILAN

**1 - LOCATION:** Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

**2 - TRANSPORTATION: Railroads**-AT&SF.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. Cities 80 Cen. 14,757; E&P 89 Est. 14,327
Grants 80 Cen. 11,119; E&P 89 Est. 10,795
Milan 80 Cen. 3,638; E&P 89 Est. 3,532
Counties 80 Cen. 72,337; E&P 89 Est. 70,230
Valencia 80 Cen. 42,852; E&P 89 Est. 41,604
Cibola 80 Cen. 29,485; E&P 89 Est. 28,626

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 4,710; E&P 89 Est. 4,918
Grants 80 Cen. 3,559; E&P 89 Est. 3,706
Milan 80 Cen. 1,151; E&P 89 Est. 1,212
Counties 80 Cen. N.A.; E&P 89 Est. 24,112
Valencia 80 Cen. 19,040; E&P 89 Est. 14,284
Cibola 80 Cen. N.A.; E&P 89 Est. 9,828

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $55,745,000 |
| Savings & Loan | 1 | $17,500,000 |

**6 - PASSENGER AUTOS:** Counties: Cibola 8,462; Valencia 20,807

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Baties'(20) | NA | Gambles, Shop-Rite, McClellan's, Alco |
| Hillcrest(6) | NA | Winn's, Mode O'Day, Anthony's, Furn. Mart |
| Lobo Canyon(20) | NA | TG&Y, Smith's |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri. (some); Sat.

**Stores Open Sundays**-Food.

**13 - RETAIL OUTLETS: Department Stores**-McClellan's; Anthony's.

**Chain Supermarkets**-Handy Andy Quick Stops 2; Shop-Rite; Sturges 2; Smith Foodway.

**Other Chain Stores**-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

**14 - NEWSPAPERS:** BEACON (e-mon to fri) 4,200; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Kathy Chavez-Staley, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.

**National Representative**: Papert Companies.

## HOBBS

**1 - LOCATION:** Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, TX, 111 mi. SE; Lubbock, TX, 110 mi. NE.

**2 - TRANSPORTATION: Railroads**-Texas & New Mexico.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-TNMO; Greyhound.

**Airlines**-Mesa; Crown.

**3 - POPULATION:**

Corp. City 80 Cen. 29,153; E&P 89 Est. 34,641
CZ-ABC: (80) 29,153
RTZ-ABC: (80) 42,013
County 80 Cen. 55,797; E&P 89 Est. 66,476
City & RTZ-ABC: (80) 71,166

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,948; E&P 89 Est. 13,148
CZ-ABC: (80) 10,109
RTZ-ABC: (80) 13,678
County 80 Cen. 18,786; E&P 89 Est. 25,805
City & RTZ-ABC: (80) 23,787

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | $331,918,435 |
| Savings & Loan | 3 | $42,452,000 |
| Commercial | NA | $447,125,661 |

**6 - PASSENGER AUTOS:** County 27,867

**7 - ELECTRIC METERS:** Residence 16,883

**8 - GAS METERS:** Residence NA

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Equip. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfg.; Refining; Chemical Processing Plant; Livestock Feed Lots.

**10 - CLIMATE:** Av. Winter, 27-57, Av. Summer 65-93. Rel. Humidity, Summer, 30%

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bel Aire(7) | NA | Sears, Winn's, Anthony's |
| Broadmoor(40) | NA | Dunlaps, Anthony's, JCPenney, Furr's Food |
| Hobbs Plaza(16) | NA | Skaggs Alpha Beta |
| Covered Mall(42) | NA | |
| Mini Mall(14) | NA | |

**Principal Shopping Days**-Mon., Wed., Sat.; Best grocery day-Wed.

**Stores Open Evenings**-Discount stores.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony 2; JCPenney; Dunlap.

**Variety Stores**-Winn's.

**Chain Drug Stores**-Broadmoor; Gibson Pharmacy; Reese 2; Norte Vista; Revco; Safeway Pharmacy.

**Discount Stores**-Wal-Mart; K mart; McCoy's.

**Chain Supermarkets**-Furr's Food; Safeway; Allsup's 10; Foodway; Tooties Hom-Ond; Skaggs Alpha Beta; The Box; All American Meat & Produce.

**Other Chain Stores**-Radio Shack; Sears; Payless Shoes; Sherwin-Williams; Callaway Lumber & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto; Circle K 5; McCoy's Lumber & Hardware; Roadrunner 8.

**14 - NEWSPAPERS:** NEWS-SUN (e-mon to fri) 11,156; (S) 12,789; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Carter, Adv. Dir., NEWS-SUN, PO Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.

**National Representative**: None.

## LAS CRUCES

**1 - LOCATION:** Dona Ana County (MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, TX. On U.S. Hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

**2 - TRANSPORTATION: Railroads**-AT&SF.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.

**Airlines**-Mesa; 5 major airlines at El Paso.

**3 - POPULATION:**

Corp. City 80 Cen. 45,086; E&P 89 Est. 56,120
CZ-ABC: (80) 45,086
RTZ-ABC: (80) 51,254
County/MSA 80 Cen. 96,794; E&P 89 Est. 130,787
City & RTZ-ABC: (80) 96,340

**4 - HOUSEHOLDS:**

City 80 Cen. 16,165; E&P 89 Est. 21,309
CZ-ABC: (80) 16,165
RTZ-ABC: (80) 14,237
County/MSA 80 Cen. 30,402; E&P 89 Est. 48,395
City & RTZ-ABC: (80) 30,402

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $291,169,000 |
| Savings & Loan | 7 | $156,042,000 |

**6 - PASSENGER AUTOS:** County 65,386

**7 - ELECTRIC METERS:** Residence 17,774

**8 - GAS METERS:** Residence 15,630

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and Food Processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Constr. 1,000 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Summer 60-90; Winter 20-60.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mesilla Valley Mall(114) | NA | Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's |
| Loretto(32) | NA | |
| Brazito Mall(22) | NA | Albertson's, Thrifty Drug |
| Solano Sq.(16) | NA | Motts |
| Midway(7) | NA | Goodyear, S&H |
| Cruces Norte(13) | NA | Albertson's, Revco |
| University Hqts.(4) | NA | Motts, Furr's |
| Madrid(10) | NA | Safeway, TG&Y, Rexall |
| Pan Am Plz.(22) | NA | Revco |

**Principal Shopping Days**-Thur. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Popular Dry Goods; United Fashion; Anthony; Sears; Dillard; Wilsons; Beall's.

**Variety Stores**-TG&Y; Mott's 2.

**Discount Stores**-K mart; Furr's; Bonanza City; Wal-Mart.

**Chain Drug Stores**-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.

**Chain Supermarkets**-Safeway; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.

**Other Chain Stores**-Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

**14 - NEWSPAPERS:** SUN-NEWS (e-mon to fri) 18,427; (S) 19,202; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave.; PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.

**National Representative**: Landon Associates.

## LAS VEGAS

**1 - LOCATION:** San Miguel County, E&P Map C-2. County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84, 85; State Hwys. 3, 65.

**2 - TRANSPORTATION: Railroad**-Santa Fe.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 14,322; E&P 89 Est. 19,846
County 80 Cen. 22,705; E&P 89 Est. 26,682

**4 - HOUSEHOLDS:**

City 80 Cen. 4,706; E&P 89 Est. 6,797
County 80 Cen. 7,370; E&P 89 Est. 8,993

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $120,000,000 |
| Savings & Loan | 1 | $55,000,000 |

**6 - PASSENGER AUTOS:** County 10,317

**7 - ELECTRIC METERS:** Residence 5,671

**8 - GAS METERS:** Residence 2,401

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 330 ($250); State Hosp. 916 ($200); Convalescent Care ($200); State Hwy. Dept. 354 ($200); Fiber Board Plant 200 ($200).
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Sept.; last killing frost, May.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Gamble's; TG&Y; Fashion Tree; Taichert's; Fashion Tree; Broadway Fashions; Wal-Mart.
**Variety Store**-Wacker's.
**Chain Drug Stores**-Revco; Walgreens.
**Chain Supermarkets**-Safeway; Furr's; Super Save Warehouse Foods; Columbia; Ludi's Bakery.
**Other Chain Stores**-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel.

**14 - NEWSPAPERS:** OPTIC (e-mon to fri) 4,605; sworn Oct. 3, 1988.
**Local Contact** for Advertising and Merchandising Data: Debra Erickson,Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 425-6796.
**National Representative**: Papert Companies.

## LOS ALAMOS

**1 - LOCATION:** Los Alamos County, (In Santa Fe MSA). E&P Map B-2, County Seat. Nuclear Research Center in North central part. 35 mi. NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.
**Airlines**-Ross Aviation.

**3 - POPULATION:**
Los Alamos Divn. 80 Cen. 11,039; E&P 89 Est. 13,905
County 80 Cen. 17,685; E&P 89 Est. 21,129
MSA 80 Cen. 93,260; E&P 89 Est. 117,648
**Demographic Information available from Newspaper See paragraph 14.**

**4 - HOUSEHOLDS:**
Los Alamos Divn. 80 Cen. 4,538; E&P 89 Est. 5,631
County 80 Cen. 6,283; E&P 89 Est. 7,207
MSA 80 Cen. 32,555; E&P 89 Est. 44,302

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $31,000,000 |
| Building & Loan | 1 | $30,000,000 |
| Credit Unions | 4 | $61,000,000 |

**6 - PASSENGER AUTOS:** County 13,422

**7 - ELECTRIC METERS:** Residence 7,985

**8 - GAS METERS:** Residence 6,514

**9 - PRINCIPAL INDUSTRIES:** Nuclear/scientific research 7,500 employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

**11 - TAP WATER:** Soft, salty.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Central(6) | NA | Metzger's Hdwe., Anthony's |
| Community(30) | NA | Sears, Amigo Tire |
| The Village(22) | NA | |
| White Rock(15) | NA | Smith's |
| Mari-Mac(30) | NA | TG&Y, Revco, Safeway |

**13 - RETAIL OUTLETS: Variety Stores**-McCrory's.

**Discount Stores**-Anthony's.

**Chain Drug Stores**-Los Alamos; Revco.

**Chain Supermarkets**-Speedway; Safeway; Smith's; Ed's Food Market.

**14 - NEWSPAPERS:** MONITOR (e-tues to fri) 5,030; (S) 5,334; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Michael Hinnebusch, Adv. Mgr., MONITOR, 256 D.P. Rel.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.

**National Representative**: Landon Associates.

## LOVINGTON

**1 - LOCATION:** Lea County, E&P Map D-4; County Seat in SE part of state. On U.S. Hwys. 82, 62; State Hwy. 18.

**2 - TRANSPORTATION: Railroads**-Texas & New Mexico.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**Airlines**-At Lovington Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 9,727; E&P 89 Est. 11,417

County 80 Cen. 55,797; E&P 89 Est. 66,476

**4 - HOUSEHOLDS:**

City 80 Cen. 3,165; E&P 89 Est. 4,066

County 80 Cen. 18,786; E&P 89 Est. 25,805

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Comm./Savings | NA | $268,795,000 |

**6 - PASSENGER AUTOS:** County 27,867

**7 - ELECTRIC METERS:** City Residence 3,200

**8 - GAS METERS:** City Residence 3,298

**9 - PRINCIPAL INDUSTRIES:** Oil and Gas Production; Refineries; Irrigated Farming; Ranching.

**10 - CLIMATE:** Mild, sunny; Summer mean 84; Winter mean 53.

**11 - TAP WATER:** Alkaline, medium hard, 3,100 meters in use in city.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St. (13 stores).

**Principal Stores**-Sears.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lovington Sq.(6) | 1 | TG&Y, Safeway, C.R. Anthony |
| Mini Mall(6) | 1 | General Telephone |
| Town & Country(4) | 2 | Kentucky Fried Chicken |
| Apaula Ctr.(3) | 2 | One Shop Convenience |
| Plains Plz.(4) | 1 | Lovington Vacuum |
| June Ctr.(9) | 2 | Thrifty Drug, Bob's Supermarket |

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Sears; Otasco.

**Chain Drug Stores**-Thrifty.

**Chain Supermarkets**-Safeway; Furrs; One Stop; Allsups 4; Circle K 2; Roadrunner.

**Other Chain Stores**-TG&Y; Western Auto.

**14 - NEWSPAPERS:** DAILY LEADER (e-tues to fri; S) 3,000; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: John Graham, Pub.; Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.

**National Representative**: None.

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**MILAN**
**See GRANTS**

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## PORTALES

**1 - LOCATION:** Roosevelt County, E&P Map D-3, County Seat. Agriculture, dairying, oil, education and livestock. Shipping center 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70; State Hwys. 18, 88.

**2 - TRANSPORTATION: Railroads**-AT&SF.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound; New Mexico Trans.; Yellow Transit; CA-IL Express; Apex.

**3 - POPULATION:**
Corp. City 80 Cen. 9,940; E&P 89 Est. 10,476
County 80 Cen. 15,639; E&P 89 Est. 16,577

**4 - HOUSEHOLDS:**
City 80 Cen. 3,580; E&P 89 Est. 3,574
County 80 Cen. 5,645; E&P 89 Est. 4,804

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $76,694,000 |
| Savings & Loan | 2 | $51,112,575 |

**6 - PASSENGER AUTOS:** County 7,354

**7 - ELECTRIC METERS:** Residence 3,871

**8 - GAS METERS:** Residence 4,112

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

**11 - TAP WATER:** Alkaline, very hard; naturally fluoridated.

**12 - RETAILING: Shopping Centers**-Sands (Foodtown); Safeway.
**Principal Shopping Days**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; Turner's.
**Variety Stores**-Sprouse-Reitz.
**Discount Stores**-Alco.
**Chain Drug Stores**-Walgreens; B&J; Thrifty.
**Chain Supermarkets**-Safeway; Food Town; Home Town 3.
**Other Chain Stores**-White's.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (e-mon to fri; S) 4,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St.; Box 848, Portales, NM 88130; Tel. (505) 356-4481.
**National Representative**: Papert Companies.

## ROSWELL

**1 - LOCATION:** Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Atchison.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Texas, New Mexico, Oklahoma Coaches.

**Airlines**-Mesa.

**3 - POPULATION:**
Corp. City 80 Cen. 39,676; E&P 89 Est. 44,571

County 80 Cen. 51,387; E&P 89 Est. 57,807

**4 - HOUSEHOLDS:**
City 80 Cen. 14,519; E&P 89 Est. 16,108
County 80 Cen. 18,194; E&P 89 Est. 19,160

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $402,535,004 |
| Savings & Loan | 4 | $658,278,219 |

**6 - PASSENGER AUTOS:** County 27,365

**7 - ELECTRIC METERS:** Residence 19,630

**8 - GAS METERS:** Residence 14,284

**9 - PRINCIPAL INDUSTRIES:** Cotton Seed and Oil; Concrete Block; Apparel; University Educ.; Bus. Mfg.

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
**Neighborhood Shopping Centers**-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.; Main & Pine Lodge St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Broadmoor(6) | 1 | Sears, Anthony's |
| Del Norte(1) | 2 | Westlake, Farmers Country Mkt. |
| Highland(6) | 1 | |
| Monterey(4) | 1 | |
| Plains Park(10) | 1 | Alco, Farmers Ctry. Mkt. |
| Sunset(3) | 1 | Sunset Appliance |
| Union Plaza(4) | 1 | Factor 2-U |
| Wilshire(2) | 1 | |
| Roswell Mall(30) | 10 | JCPenney, Anthony's, Bealls, Wal-Mart |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Anthony; JCPenney; White's; Bealls.
**Discount Stores**-Alco; K mart; Wal-Mart.
**Chain Drug Stores**-Medicine Shop; Roswell; Walgreens; Wal-Mart.
**Chain Supermarkets**-Safeway 2; Albertson's; Save 'N Gain.
**Other Chain Stores**-Firestone; Zale's; Checker Auto; Radio Shack; Bealls; Oshman's; Gordon's; Sonic; Big O Tires; Sprouse-Reitz; Factory 2-U; Auto Zone; Westlake McCoys.

**14 - NEWSPAPERS:** RECORD (m-mon to fri) 14,014; (S) 14,462; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
**National Representative**: Papert Companies.

## SANTA FE

**1 - LOCATION:** Santa Fe County (MSA), E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285; I-25.

**2 - TRANSPORTATION: Railroads**-AT&SF; Amtrak-New Mexico.
**Motor Freight Carriers**-6; Northwest Transport; ABF Freight; Consolidated Freight.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Chili Line Trolley.
**Airlines**-Albuquerque Intl. Airport: American; Continental; Eastern; TWA; Southwest; America West; Delta; PSA; United; Mesa Airline.

**3 - POPULATION:**
Corp. City 80 Cen. 48,953; E&P 89 Est. 56,357
CZ-ABC: (80) 52,840
Bal. in NDM-ABC: (80) 61,205
County 80 Cen. 75,575; E&P 89 Est. 96,519
MSA 80 Cen. 92,905; E&P 89 Est. 111,764
Total NDM-ABC: (80) 114,045
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,836; E&P 89 Est. 21,799
CZ-ABC: (80) 19,214
Bal. in NDM-ABC: (80) 20,043
County 80 Cen. 26,272; E&P 89 Est. 31,917
MSA 80 Cen. 32,555; E&P 89 Est. 41,863
Total NDM-ABC: (80) 39,257

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $691,921,000 |
| Savings & Loan | 5 | $104,681,000 |

**6 - PASSENGER AUTOS:** County 53,502

**7 - ELECTRIC METERS:** Residence 26,500

**8 - GAS METERS:** Residence 21,455

**9 - PRINCIPAL INDUSTRIES:** Clothing; Instruments; Mills; Scientific Labs.; State Capitol

Offices; Tourism 4,647; Total Mfg. 1,372; Gov't 8,446; Schools 1,200.

**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-59; Summer 52-82; Fall 35-61; Winter 10-43. First killing frost, Oct. 1; last killing frost, June 1.

**11 - TAP WATER:** Neutral, soft in summer, hard in winter; mt. streams and reservoirs.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo de Peralta and Jefferson.

**Neighborhood Shopping Centers**-Old Santa Fe Trail; Cordova Rd.; Pen Rd.; Cerrillos at Rodeo Rd.; West Alameda; St. Michaels Drive.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| DeVargas(55) | 1 | TG&Y, Albertsons, Mont. Ward, Front Row, Furr's Cafeteria |
| St. Michaels Vlg. | 4 | K mart, Safeway, Ben Franklin |
| Cordova Road | 2 | Skaggs, Kinney Shoes |
| Pen Road | 1 | Bonanza |
| Kaunes Ctr. | 1 | Kaunes Food Town |
| Cerrillos Rd. | 4 | |
| Coronado Ctr. | 2 | Furr's Supermarket, TG&Y, Walgreens |
| College Plz. | 5 | Albertson's, Wal-Mart, Skaggs |
| Villa Linda Mall(104) | 10 | Dillard's, Mervyn's, JCPenney, B. Dalton, Bealls Sears |
| Casa Solana | 1 | Warehouse Market |
| Downtown | NA | Dunlaps |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Dunlaps; JCPenney; Sears; Montgomery Ward; Dillard's; Bealls; Mervyn's.

**Variety Stores**-Woolworth; TG&Y.

**Discount Stores**-K mart; Bonanza; Pick 'N Save; Wal-Mart.

**Chain Drug Stores**-Walgreens; Payless 2; Rexall; Skaggs; Revco.

**Chain Supermarkets**-Kaunes 2; Smith's Foodway; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's 2; Bag 'N' Save; Food Emporium; Skaggs.

**Other Chain Stores**-Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; House of Fabrics; Corbins Draperies; Margos; Kinney Shoes; B. Dalton Bookseller's; Brook's; Casual Corner; Musicland; Seifert's; Waldenbooks.

**14 - NEWSPAPERS:** NEW MEXICAN (m) 19,019; (S) 20,491; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James W. White, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Santa Fe, NM 87501; Tel. (505) 983-3303.

**National Representative**: Gannett National Newspaper Sales.

## SILVER CITY

**1 - LOCATION:** Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

**2 - TRANSPORTATION: Motor Freight Carriers**-5.

**Airlines**-Mesa.

**3 - POPULATION:**

Corp. City 80 Cen. 9,887; E&P 89 Est. 10,695

County 80 Cen. 26,294; E&P 89 Est. 28,954

**4 - HOUSEHOLDS:**

City 80 Cen. 3,388; E&P 89 Est. 3,850

County 80 Cen. 8,586; E&P 89 Est. 10,601

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 3 | $126,490,000 |
| Savings & Loan | 2 | $48,960,000 |

**6 - PASSENGER AUTOS:** County 12,838

**7 - ELECTRIC METERS:** County 11,294

**8 - GAS METERS:** County 7,284

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper; Gold; Silver, Molybdenum; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 15-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Shopping Centers**-(No. of Miles from Downtown)-Hudson St., 10 stores; Silver Heights, 4 stores (9); Hurley (18); Tyrone (5).

**Principal Shopping Days**-Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.

**Variety Stores**-Sprouse-Reitz.

**Discount Stores**-K mart; Wonder World.

**Chain Drug Stores**-Rexall; Rx Fee System; Savon.

**Chain Supermarkets**-Safeway; Furr's; Snappy Mart 12; Albertson's.

**14 - NEWSPAPERS:** PRESS & INDEPENDENT (e) 6,900; sworn Sept. 30, 1988

**Local Contact** for Advertising and Merchandising Data: William F. Ely, Pub., PRESS & INDEPENDENT, 300 W. Market; Box 740, Silver City, NM 88062; Tel. (505) 388-1576.

**National Representative**: None.

# NEW YORK SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Albany-Schenectady-Troy**-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.

**Binghamton**-Broome and Tioga Counties.

**Elmira**-Chemung County.

**Glens Falls**-Warren and Washington Counties.

**Poughkeepsie**-Dutchess County.

**Rochester**-Livingston, Monroe, Ontario, Orleans and Wayne Counties.

**Syracuse**-Madison, Onondaga, and Oswego Counties.

**Utica-Rome**-Herkimer and Oneida Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Buffalo**-Erie County.

**Nassau-Suffolk**-Nassau and Suffolk Counties.

**New York**-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.

**Niagara Falls**-Niagara County.

**Orange County**-Orange County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Buffalo-Niagara Falls**-Includes Buffalo PMSA and Niagara Falls PMSA.

**New York-Northern New Jersey-Long Island, NY-NJ-CT** -Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 1,488 | 1,170 | 1,462 |
| 5-14 Years | 3,393 | 2,615 | 2,638 |
| 15-24 Years | 2,949 | 3,117 | 2,638 |
| 25-44 Years | 4,421 | 4,728 | 5,971 |
| 45-64 Years | 4,039 | 3,758 | 3,566 |
| 65 and Over | 1,951 | 2,180 | 1,939 |
| TOTAL | 18,241 | 17,575 | 18,213 |

Based on U.S. Census

**POPULATION ESTIMATES**
(Thousands)

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| New York | 7,071 | 1,407 | 19.9 |

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,752 | 2,510 | 5,736 |
| General Mdse | 6,645 | 7,574 | 13,618 |
| Food | 12,611 | 17,046 | 27,357 |
| Automobiles | 7,512 | 9,743 | 22,757 |
| Gasoline Stations | 2,984 | 4,415 | 5,327 |
| Apparel | 3,342 | 5,229 | 8,939 |
| Furniture | 2,266 | 3,485 | 7,607 |
| Eat-Drink Places | 4,953 | 7,268 | 13,059 |
| Drugs | 1,629 | 2,524 | 4,469 |
| TOTAL SALES | 50,698 | 72,267 | 128,176 |

## ALBANY

**1 - LOCATION:** Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of NYC. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail Freight.

**Motor Freight Carriers**-120.

**Intercity Bus Lines**-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.

**Airlines**-American, USAir; Eastern; TWA Express; Mall Airways; Delta; Pan Am Express; Piedmont; United.

**3 - POPULATION:**

Corp. City 80 Cen. 101,727; E&P 89 Est. 94,407

CZ-ABC: (80) 198,266

RTZ-ABC: (80) 548,380

County 80 Cen. 286,328; E&P 89 Est. 284,410

MSA 80 Cen. 836,456; E&P 89 Est. 861,730

City & RTZ-ABC: (80) 746,646

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 40,767; E&P 89 Est. 39,333

CZ-ABC: (80) 75,625

RTZ-ABC: (80) 194,524

County 80 Cen. 106,589; E&P 89 Est. 97,213

MSA 80 Cen. 302,191; E&P 89 Est. 319,748

City & RTZ-ABC: (80) 270,149

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 9 | $3,423,448,000 |
| Savings & Loan | 3 | $246,769,000 |
| Commercial | 20 | $2,362,944,000 |

**6 - PASSENGER AUTOS:** County 160,317

**7 - ELECTRIC METERS:** Residence 75,081

**8 - GAS METERS:** Residence 48,440

**9 - PRINCIPAL INDUSTRIES:** State Gov't (Capital); Banking; Ins.; Educ.; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.

**Principal Industrial Pay Days**-Thur., Fri.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept.; last freeze, early May.

**11 - TAP WATER:** Alkaline, very soft; 43 paper mill; not fluoridated.

NEED TO KNOW ABOUT ALBANY, NEW YORK?

Contact
Bob Provost,
Marketing Director
for retail sales,
demographic, or
media information at
(518) 454-5678

*New York's*
CAPITAL
NEWSPAPERS

THE TIMES UNION
SUNDAY TIMES UNION

• HEARST NEWSPAPERS •

(Circle No. 19 on Market Request Card)

ANNOUNCING IN THE SCHENECTADY, ALBANY, TROY MARKET AREA
A NEW, MORE COLORFUL NEWSPAPER!

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NOW, MORE THAN EVER
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Schenectady, Albany, Troy market.
Reaching 176,100 adult readers daily.

Represented by Cresmer, Woodward, O'Mara and Ormsbee
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(Circle No. 18 on Market Request Card)

**12 - RETAILING: Principal Shopping Centers**-5 blocks on N. Pearl St.; State St.; Broadway; 10 on Central Ave.; Robinson Square-Hamilton St.

**Neighborhood Shopping Centers**-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Latham Circle Mall(95) | 4 | JCPenney, Caldor, Grand Union, Boston Store |
| Stuyvesant(62) | 2 | B. Forman |
| Colonie Ctr.(100) | 2 | Macy's, Sears |
| Crossgates Mall(150) | 2 | JCPenney, Caldor, Filenes, Jordan Marsh |
| Northway Mall(60) | NA | Mont. Ward, Marshalls |
| Mohawk Mall(88) | 8 | Boston Store, Bradlees, Mont. Ward |
| K mart(2) | NA | K mart |
| Twenty Mall | NA | |
| Wolf Rd. Pk.(12) | NA | Service Mdse. |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Thur., Downtown; Mon. through Sat., Shopping Centers.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Marshall's; Cohoes; Barbizon's; Filenes; Jordan Marsh; B. Forman; Burlington Coat Factory; T.J. Maxx; Carl Co.
**Discount Stores**-K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
**Chain Drug Stores**-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
**Chain Supermarkets**-Trading Port 7; Grand Union 28; Star 7; Price Chopper 41; P&C 2; Victory/Great American 6.
**Other Chain Stores**-Thom McAn; Firestone; Lerner; Shoe Town.

**14 - NEWSPAPERS:** TIMES UNION (m) 103,125; (S) 168,163; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: C. J. Cunningham, Natl. Adv. Mgr., TIMES UNION, News Plaza; Box 15000, Albany, NY 12212; Tel. (518) 454-5694.
**National Representatives**: Sawyer-Ferguson-Walker; American Publishers' Representatives; Publishers' Representatives of Florida.

## AMSTERDAM

**1 - LOCATION:** Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67, 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from NYC.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.
**Waterway**-Terminal of N.Y. State Barge Canal.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Trailways; Greyhound.

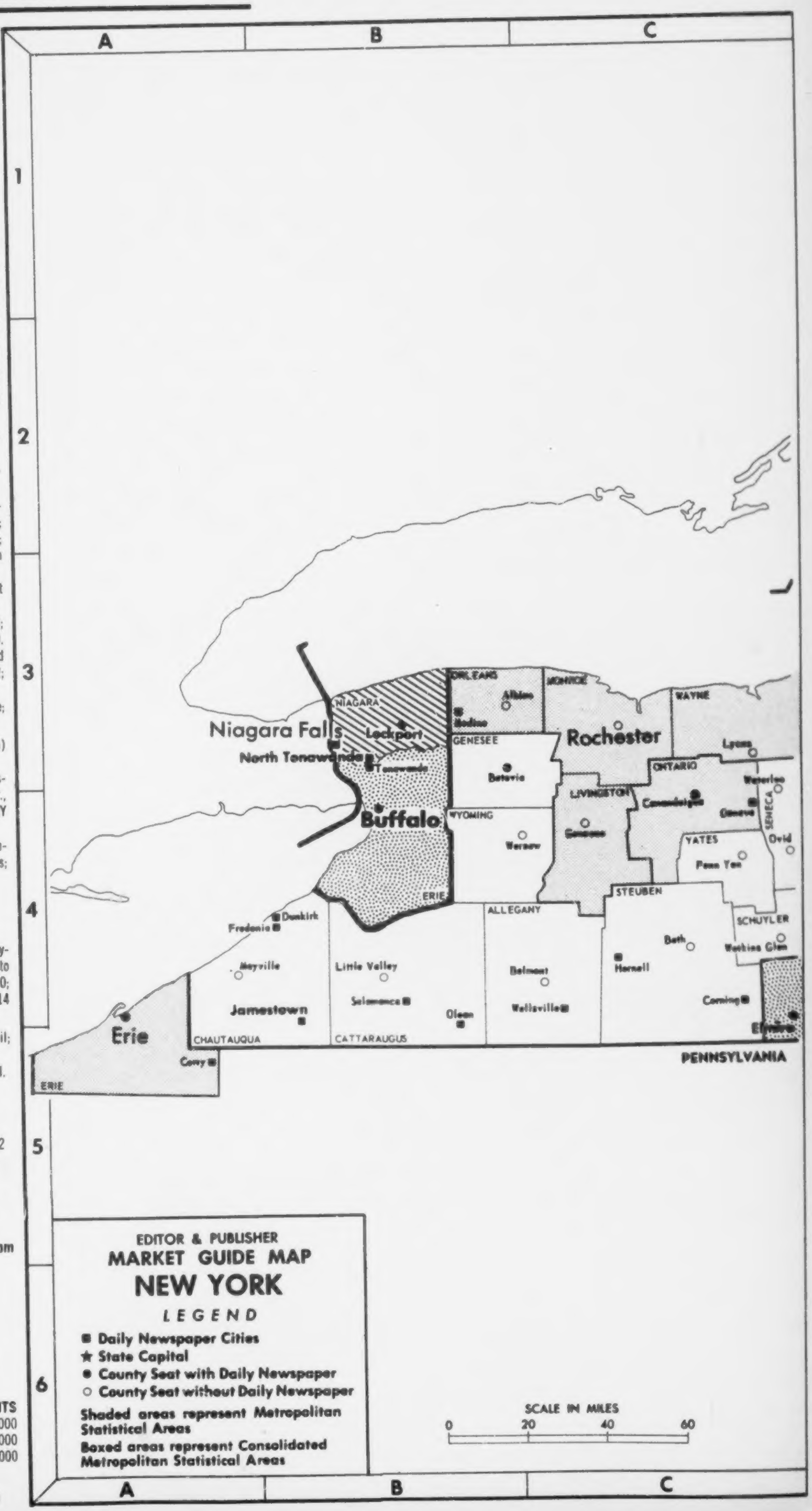
**3 - POPULATION:**
Corp. City 80 Cen. 21,872; E&P 89 Est. 20,232
CZ-ABC: (80) 21,872
RTZ-ABC: (80) 38,954
County 80 Cen. 53,350; E&P 89 Est. 52,024
MSA 80 Cen. 836,456; E&P 89 Est. 861,730
City & RTZ-ABC: (80) 60,826
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,908; E&P 89 Est. 8,779
CZ-ABC: (80) 8,957
RTZ-ABC: (80) 13,413
County 80 Cen. 19,845; E&P 89 Est. 19,434
MSA 80 Cen. 302,191; E&P 89 Est. 319,748
City & RTZ-ABC: (80) 22,370

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $270,000,000 |
| Savings & Loan | 1 | $27,000,000 |
| Commercial | 5 | $168,000,000 |

**6 - PASSENGER AUTOS:** County 28,313

**7 - ELECTRIC METERS:** Residence 14,000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WAYNE
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Geneva
Waterloo
SENECA
Ovid
LIVINGSTON
Geneseo
WYOMING
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Penn Yan
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Hornell
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SCHUYLER
Watkins Glen
Elmira
ALLEGANY
Belmont
Wellsville
CATTARAUGUS
Little Valley
Salamanca
Olean
CHAUTAUQUA
Mayville
Jamestown
Dunkirk
Fredonia
Erie
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
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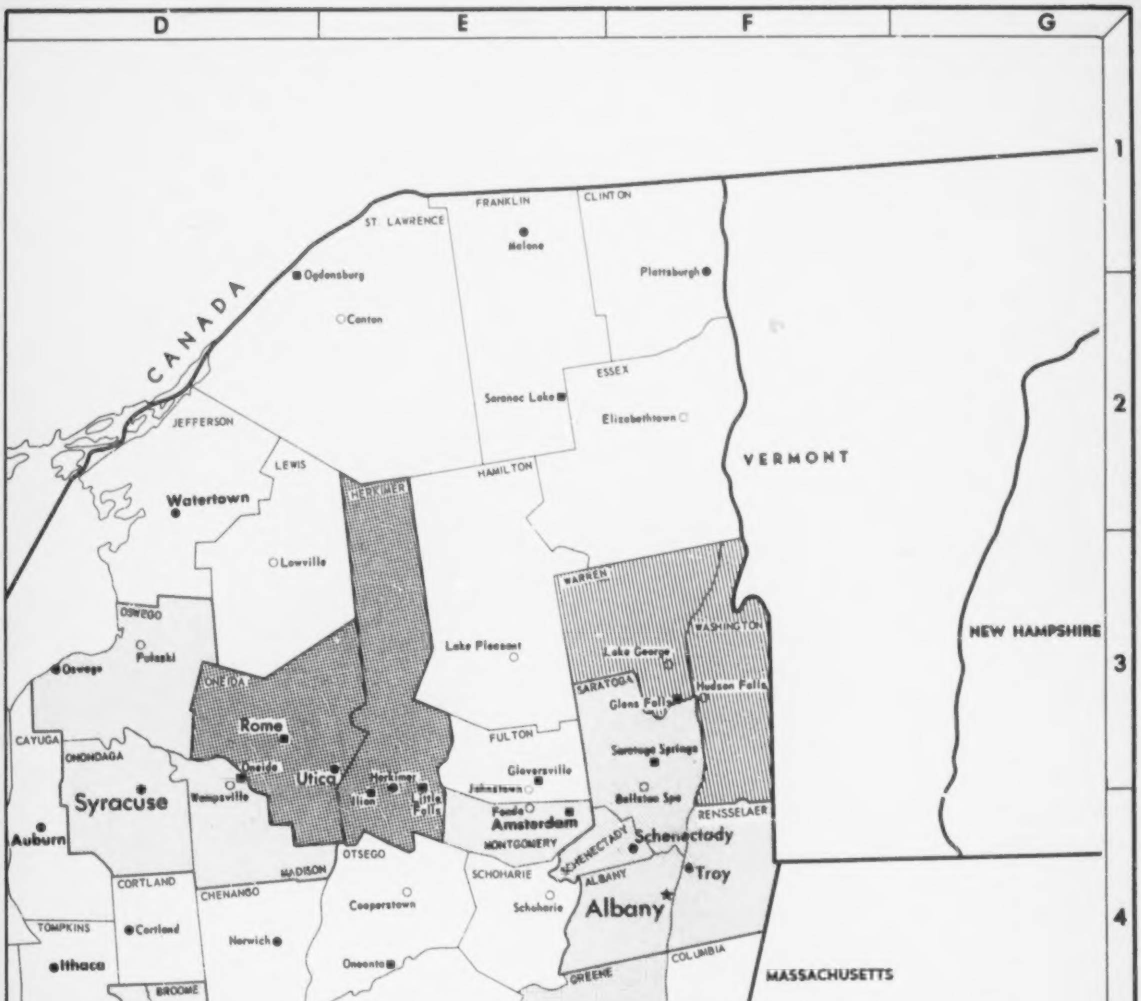
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CONNECTICUT
NEW JERSEY
ST. LAWRENCE
FRANKLIN
CLINTON
Ogdensburg
Canton
Malone
Plattsburgh
Saranac Lake
ESSEX
Elizabethtown
JEFFERSON
LEWIS
HAMILTON
Watertown
Lowville
HERKIMER
WARREN
WASHINGTON
Lake Pleasant
Lake George
Hudson Falls
Glens Falls
SARATOGA
OSWEGO
Oswego
Pulaski
ONEIDA
Rome
Utica
Oneida
Wampsville
Herkimer
Ilion
Little Falls
CAYUGA
ONONDAGA
Syracuse
Auburn
FULTON
Gloversville
Johnstown
Fonda
Amsterdam
MONTGOMERY
Saratoga Springs
Ballston Spa
RENSSELAER
SCHENECTADY
Schenectady
Troy
ALBANY
Albany
OTSEGO
MADISON
SCHOHARIE
Schoharie
CORTLAND
Cortland
CHENANGO
Norwich
Cooperstown
TOMPKINS
Ithaca
Oneonta
GREENE
COLUMBIA
BROOME
CHEMUNG
TIOGA
Owego
Binghamton
DELAWARE
Delhi
Catskill
Hudson
ULSTER
Kingston
DUTCHESS
SUSQUEHANNA
Montrose
SULLIVAN
Poughkeepsie
Monticello
Danbury
Newburgh
Beacon
PUTNAM
Carmel
FAIRFIELD
Tarrytown
White Plains
New Rochelle
Mamaroneck
Port Chester
Norwalk
Stamford
Greenwich
Middletown
Goshen
Port Jervis
Peekskill
WESTCHESTER
ORANGE
ROCKLAND
New City
Ossining
Nyack
Paterson
Hackensack
Passaic-Clifton
Union City
PASSAIC
Mount Vernon
Yonkers
BERGEN
Bronx
BRONX
NASSAU
Mineola
SUFFOLK
Riverhead
Morristown
MORRIS
ESSEX
Newark
Elizabeth
Jersey City
Bayonne
New York
QUEENS
Garden City
Deer Park
UNION
KINGS
RICHMOND
Jamaica
Long Island City
Brooklyn
Bridgewater
Somerville
SOMERSET
HUDSON

**8 - GAS METERS:** Residence 9,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mohasco Industries Executive Offices 100; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees; Lawn Furn. and Chairs 175; Warp Knitting 425; Toys 425; Recreational Prods. (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furn. Refinishing Prods. 175; Waterbed Furn. 100; Automotive Lifts 50.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost, Sept. 28; last killing frost, Apr. 25.

**11 - TAP WATER:** Acid, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on E. Main St. 60 Store Downtown Enclosed Mall.

**Neighborhood Shopping Centers**-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza; Amsterdam Mall: McCrory, Endicott, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (catalog), Carl Co.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Reid Hill(3) | 1 | Carls Drug, P&C |
| Rt. 30 Plz. | 1 | Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto |
| Downtown Amsterdam | NA | Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack |
| K mart Plaza | 2 | K mart, Chicago Mkts., JoAnn Fabrics, Bag 'N Save |
| Nichols Disc. City | 2 | Nichols, Super Shop 'N Save |
| Rotterdam Sq. Mall | 13 | Hess, Sears, K mart |
| Pyramid Mall, Johnstown(9) | 13 | Price Chopper, Fay's, Jamesway |

**Principal Shopping Days**-Wed. through Sun.

**Stores Open Evenings**-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Carl Co.

**Discount Stores**-Nichols; Fay's; K mart; Present Co.

**Chain Drug Stores**-Daw/Rite Aid 2; Carl's; Fay's; CVS.

**Chain Supermarkets**-P&C; Shop 'N Save; Price Chopper; Grand Union 2; Lou's Mkt.

**Other Chain Stores**-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (catalog); Fashion Bug; Endicott; Fayva; Curtiss; Grossman; Rainbow Shop; Anderson-Little; Pearl Vision; Baskin-Robbins.

**14 - NEWSPAPERS:** RECORDER (e) 14,400; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Patricia J. Beck, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.

**National Representative**: Landon Associates.

## AUBURN

**1 - LOCATION:** Cayuga County, E&P Map D-3, County Seat. Diversified manufacturing center. Rich dairy. 26 mi. SW of Syracuse on U.S. Hwy. 20; N.Y. State Hwy. 5 (junction).

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Onondaga Coach Lines; Centro Bus Lines.

**3 - POPULATION:**

Corp. City 80 Cen. 32,548; E&P 89 Est. 32,046
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 80 Cen. 79,898; E&P 89 Est. 82,453
City & RTZ-ABC: (80) 95,479

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,672; E&P 89 Est. 11,942
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 80 Cen. 26,896; E&P 89 Est. 31,944
City & RTZ-ABC: (80) 32,213

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $200,000,000 |
| Commercial | 4 | $350,000,000 |

**6 - PASSENGER AUTOS:** County 39,678

**7 - ELECTRIC METERS:** Residence 11,520

**8 - GAS METERS:** Residence 10,570

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal & Metal Prods. 2,795; Shoes 250; Plastics 618; Foods 253; Electronics 400; Bottling 300.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Genesee St.; 2 on State St.; 3 on North St.

**Neighborhood Shopping Centers**-At the Five Points; 2 blocks on Lower State St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Auburn Plaza(30) | NA | Ames, Central Tractor |
| Finger Lakes Mall(90) | 3 | Chappell's, Sears, JCPenney, K mart, CVS, Anderson Little |
| Grant Ave. Plz.(10) | NA | K mart |
| Seminary Plz.(4) | NA | Fay's |
| Westside Plz.(5) | NA | Westside Phcy. |

**Principal Shopping Days**-Thur., Fri., Sat., Sun

**Stores Open Evenings**-Thur., Fri. (most Thur.); Food: 7 days.

**13 - RETAIL OUTLETS: Department Stores**-Argersinger's.

**Discount Stores**-K mart; Ames; Nichols.

**Chain Drug Stores**-Rite Aid 2; Fay's; Westside; Carl's Drugs 2; CVS.

**Chain Supermarkets**-P&C 2; Tops; Wegmans.

**14 - NEWSPAPERS:** THE CITIZEN (e-mon to fri) 16,341; (S) 16,895; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Kolsky, Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.

**National Representative**: Landon Associates.

## BATAVIA

**1 - LOCATION:** Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester, 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

**2 - TRANSPORTATION: Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 16,703; E&P 89 Est. 16,559
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 82,162
County 80 Cen. 59,460; E&P 89 Est. 60,358
Total NDM & RTZ-ABC: (80) 104,430

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,152; E&P 89 Est. 6,070
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 26,530
County 80 Cen. 20,111; E&P 89 Est. 23,499
Total NDM & RTZ-ABC: (80) 34,652

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $125,000,000 |
| Savings & Loan | 2 | $39,000,000 |

**6 - PASSENGER AUTOS:** County 32,519

**7 - ELECTRIC METERS:** County 22,500

**8 - GAS METERS:** County 11,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prods. 175; Road Mach. 500; Sprayers 300.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Genesee Country Mall.

**Neighborhood Shopping Centers**-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Court St. Plz.(5) | NA | Miners |
| Eastown Plz.(10) | 1 | K mart, Bell's, Lane Drug |
| Ames Plaza(24) | 1 | Fay Drugs, Present Co., Ames, Natl. Auto |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.; Mall Plazas every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 3; C.L. Carr; Ames.

**Discount Stores**-Present Co.; K mart; Zayre's; Brand Names.

**Variety Stores**-Newberry.

**Chain Drug Stores**-Fay's; CVS.

**Chain Supermarkets**-Bell's; Super Duper; Tops.

**Other Chain Stores**-National Auto; Endicott-Johnson; Sherwin-Williams.

**14 - NEWSPAPERS:** NEWS (e) 16,734; Apr. 1, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gloria J. Stonecipher, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14021; Tel. (716) 343-8000.

**National Representative**: Landon Associates.

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**BEACON**
**See NEWBURGH**

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## BINGHAMTON

**1 - LOCATION:** Broome County (MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 17, 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

**2 - TRANSPORTATION: Railroads**-Conrail; D&H; New York; Susquehanna & Western.

**Motor Freight Carriers**-78.

**Intercounty Bus Lines**-Interstate; Capitol-Trailways; Greyhound; Short Line.

**Airlines**-USAir; New York Air Connection; Allegheny Commuter; Brockway-Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 55,860; E&P 89 Est. 53,169
CZ-ABC: (80) 178,340
RTZ-ABC: (80) 171,159
County 80 Cen. 213,467; E&P 89 Est. 213,312
MSA 80 Cen. 263,371; E&P 89 Est. 266,959
City & RTZ-ABC: (80) 349,499

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 24,314; E&P 89 Est. 22,387
CZ-ABC: (80) 65,280
RTZ-ABC: (80) 57,958
County 80 Cen. 76,809; E&P 89 Est. 77,266
MSA 80 Cen. 93,329; E&P 89 Est. 98,218
City & RTZ-ABC: (80) 123,238

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | N.A. |
| Commercial | 9 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 124,090

**7 - ELECTRIC METERS:** Binghamton Metro Area 101,000

**8 - GAS METERS:** Residential 59,381

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 36,800 ($501); Durable Goods 30,400 (N.A.); Metals & Mach. 25,900 (N.A); Other Durable Goods 4,400 (N.A); Non-Durable Goods 6,400 (N.A.); Constr. 5,300 ($421); Trans. & Pub. 4,100 ($489); Whol. & Ret. 26,200 ($221); Fin., Ins. & Real Estate 3,900 ($338); Serv. & Misc. 21,800 ($256); Gov't 21,400 ($349).

**Principal Pay Days**-Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost, Oct. 8; last killing frost, May 4.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Binghamton (75 stores-14 blocks); Downtown Endicott (80 stores-6 blocks); Johnson City (20 stores-8 blocks).

**Neighborhood Shopping Centers**-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at S. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Chenango Plz. (17) | 3 | Brooks Drug, Great American |
| Vestal Plz.(45) | 1 | Grand Union, K mart, Brook's Drug |
| Campus Plz.(8) | 2 | Sugerman's Great American, Fay's Drug |
| Binghamton Plz.(10) | 1 | K mart, CVS, Grand Union |
| Endicott Plz. (12) | 7 | K mart, CVS, Grand Union |
| Northgate Plz.(17) | 2 | Ames, Carl's Drug, Grand Union |
| Oakdale Mall (126) | 3 | Sears, Mont. Ward, Bon-Ton, Bradlees, JCPenney |
| Park Manor Plz.(9) | 5 | Zayre, Grand Union, Carl's Drug |
| Giant-Oakdale Plz.(8) | 3 | Giant Market, Rite Aid |

**Principal Shopping Days**-Mon., Thur., Sun.

**Stores Open Evenings**-Mon. & Thur.; Plaza & Malls: Mon. through Sat.; Food: Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bon-Ton; Boscov's; Montgomery Ward; Sears; JCPenney; Burts.

**Discount Stores**-Philadelphia Sales 3; Sugerman's; Bradlees; Ames; K mart 3; Zayre.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-CVS 11; Brooks 8; Fay's 5; Rite Aid 4; Carl's 6.

**Chain Supermarkets**-Grand Union 6; Great American 11; Giant Food 11; P & C Foods.

**Other Chain Stores**-Goodyear; Barbara Moss; Henry Wilson Jewelers; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Wall to Wall Sound & Video; Golden Value Stores; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Clifford's Jewelers; KayBee Toys; Kay's Jewelers; Listening Booth; Richards & Co. Jewelers; Kinney Shoes; Ormond Shops; Thom McAn; Waldenbooks; Herman's; Catalog: Present Co., Service Mdse.

**14 - NEWSPAPERS:** PRESS & SUN-BULLETIN (m) 68,248; (S) 92,033; Mar. 29, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Randy Chapman, Adv. Dir., PRESS & SUN-BULLETIN, Vestal Pkwy. East, Binghamton, NY 13902; Tel. (607) 798-1234.

**National Representative**: Gannett National Newspaper Sales.

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**BROOKLYN**
**See NEW YORK CITY**

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## BUFFALO

**1 - LOCATION:** Erie County, (In Buffalo PMSA). E&P Map B-4, County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail; Delaware & Hudson; Chessie System; Norfolk Southern; South Buffalo Railway, Canadian National; Tonawanda Island; Buffalo Southern; New York & Lake Erie; Toronto, Hamilton & Buffalo; Arcade & Attica; Baltimore & Ohio.

**Motor Freight Carriers**-327.

**Freight Steamship Lines**-5.

**Intercity Bus Lines**-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Grand Island Transit.

**Airlines**-American; United; USAir; Eastern; Federal Express; Piedmont; Empire; Republic; Allegheny Commuter; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 357,870; E&P 89 Est. 316,675
CZ-ABC: (80) 671,318
RTZ-ABC: (80) 752,799
County/PMSA 80 Cen. 1,013,426; E&P 89 Est. 973,282
City & RTZ-ABC: (80) 1,424,117

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 104,954; E&P 89 Est. 129,095
CZ-ABC: (80) 253,562
RTZ-ABC: (80) 253,236
County/PMSA 80 Cen. 365,217; E&P 89 Est. 362,704
City & RTZ-ABC: (80) 506,798

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 5 | $3,919,670,000 |
| Savings & Loan | 2 | $5,181,542,000 |
| Commercial | 12 | $6,289,957,000 |

**6 - PASSENGER AUTOS:** County 529,501

**7 - ELECTRIC METERS:** Residence 438,000

**8 - GAS METERS:** Residence 371,755

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($556); Stone, Clay, Glass & Concrete 4,000 ($446); Primary Metals 4,900 ($521); Fab. Metal Prods. 10,600 ($578); Mach. (except elect.) 10,300 ($427); Elect. Equip. 9,500 ($406); Trans. Equip. 21,700 ($721); Other Durable Goods 5,300 (N.A.); Nondurable Goods 36,100 ($407); Food & Allied Prods. 8,000 ($410); Textiles & Apparel 3,200 ($241); Paper & Allied Prods. 2,900 ($347); Printing & Pub. 8,900 ($401); Chem. & Allied Prods. 7,400 ($509); Rubber & Misc. Plastic Goods 4,900 ($489); Other N. durables 700 (N.A.); Constr. 12,800; Trans. & Public Util. 24,000; Whol. 24,800; Ret. 88,900; Fin., Ins. & R.E. 24,300; Servs. & Misc. 113,900; Gov't. 55,100; Local Education 27,300; Misc. Mfg. 2,500; Mining 700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-63; Summer 59-75; Fall 34-47; Winter 20-34. First killing frost, Oct. 16; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.

**Neighborhood Shopping Centers**-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.

**Large Plaza Centers, No. of Stores**-Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 86; Apple Tree Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20; Rainbow Center, 302 Rainbow Blvd., Niagara Falls 55; Factory Outlet Mall, 1900 Military Rd., Niagara Falls 60; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd., Hamburg 75. Galleria Mall, Walden Ave. Near Union Rd.

**Free Standing Stores (Complete Dept. Stores)**-Sibley's, Main St. & Eggert Rd.; K mart, Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Hills, Lake Ave., Blosdell; Meadows Dr., North Tonawanda, Seneca St., West Seneca.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown Dept. Stores Thur. Most Plaza stores open nightly.

**Stores Open Sunday**-Most supermarkets, some plazas, most discount stores.

**13 - RETAIL OUTLETS: Department Stores**-AM&A 9; Sibley's 4; Sears 3; JCPenney 4; Jenss 4.

**Variety Stores**-Woolworth 5; G.C. Murphy 3; D&K 8.

**Discount Stores**-K mart 10; Hills 9; Ames 12.

**Chain Drug Stores**-Fay 22; Leader Wholesale 42; Peterson 2; Rite Aid 71; CVS 27; Owl 8.

**Chain Supermarkets**-Super Duper 33; Tops 37; B-Kwik 14; Bell's 40; Wegman's 4.

**Other Chain Stores**-Appliance/Electronics: Silo, Rosa's, Electra Gas, Radio Shack; Hardware: Valu Home Center, Busy Beaver, Hector's Hardware; Tires: Goodyear, Firestone; Toys: Child World, Toys 'R Us, Kay Bee; Book Stores: Waldenbooks, B. Dalton, Ulbrich's; Gift Stores: Cavages, Spencer Gifts, Love of Pete, Stewart & Benson; Fabrics: Jo Ann, So Fro; Shoes: Endicott-Johnson, Thom McAn, Kinney, Florsheim, Baker, Liberty, Altiers Naturalizer, Flagg Bros., Goldman's, Red Cross, Chandler's, A.S. Beck, The Wild Pair, Whites, Regal, Next Step; Clothing: Chess King, Martin Jacobi, The Gap, Casual Corner, Lane Bryant, Gutman's, Ormonds, Stuarts, Jeans West, Richman Bros., Foxmoor, G&G, Jean Nicole, The Limited, Donlevy's, David's, Lerner, Susie's Casuals, Bonwit Teller, Harry Rosen, 5-7-9 Shop, His Place; Other: Fotomat, Hallmark Cards, Merle Norman, Parklane Hosiery, Fanny Farmer, Hickory Farms, Friendly Ice Cream, Claire's Boutique, Herman's World Sporting Goods.

**14 - NEWSPAPERS:** NEWS (all day-mon to fri) 320,003; (m-sat & hols) 287,738; (S) 384,157; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Matt Pronko, Gen. Adv. Mgr., NEWS, One News Plaza, Buffalo, NY 14240; Tel. (716) 849-3422.

**National Representatives**: Sawyer-Ferguson-Walker; American Publishers' Representatives of Canada.

## CANANDAIGUA

**1 - LOCATION:** Ontario County (In Rochester MSA). E&P Map C-4, County Seat. Shipping center. In W central part of state on Canandaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

**2 - TRANSPORTATION: Railroads**-Amtrak-Freight only.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-9.

**3 - POPULATION:**

Corp. City 80 Cen. 10,419; E&P 89 Est. 10,508
CZ-ABC: (80) 10,419
RTZ-ABC: (80) 62,125
County 80 Cen. 89,046; E&P 89 Est. 99,953
MSA 80 Cen. 973,509; E&P 89 Est. 1,026,141
City & RTZ-ABC: (80) 72,544

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,615; E&P 89 Est. 3,990
CZ-ABC: (80) 3,874
RTZ-ABC: (80) 20,684
County 80 Cen. 30,307; E&P 89 Est. 37,784
MSA 80 Cen. 342,101; E&P 89 Est. 374,142
City & RTZ-ABC: (80) 24,100

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 51,414

**7 - ELECTRIC METERS:** Residence 3,775

**8 - GAS METERS:** Residence 3,277

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Winery 237; Commun., indus. & Office Tapes 300; Plastics 1,700; Electric Insulators 310; Paper, Paper Prods. 200; Sporting Goods 320; Veterans Hospital 1,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15; last killing frost, Apr. 20.

**11 - TAP WATER:** Filtrated, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Parkway Plz.(20) | NA | Woolworth |
| Townline Plz.(14) | NA | Big Wheel |
| Nichols Plz.(6) | NA | Nichol's |
| Finger Lake Plz.(10) | NA | Bell's |
| Rose Park Plz. | NA | JCPenney, Zayre's |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-S.E. Nichols; Big Wheel.

**Variety Stores**-Woolworth; JCPenney.

**Discount Stores**-Nichol's; Big Wheel; Zayre's.

**Chain Drug Stores**-Wayne; Fays.

**Chain Supermarkets**-Shurfine; Bell's Market; Wegman's; P&C Mkt.

**Other Chain Stores**-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin; 84 Lumber.

**14 - NEWSPAPERS:** MESSENGER (e-mon to fri) 13,244; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Thomas Miller, Vice Pres. Sales, Messenger, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.

**National Representative**: U.S. Suburban Press.

## CATSKILL

**1 - LOCATION:** Greene County, (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of NYC.

**2 - TRANSPORTATION: Railroads**-Conrail to Hudson; West Shore.

**Motor Freight**-Cross Country Service.

**Intercity Bus Lines**-Greyhound; Mountain View; Adirondack Transit & Jersey.

**3 - POPULATION:**

Corp. Village 80 Cen. 4,718; E&P 89 Est. 4,194
County 80 Cen. 40,853; E&P 89 Est. 43,489
MSA 80 Cen. 836,456; E&P 89 Est. 861,730

**4 - HOUSEHOLDS:**

Village 80 Cen. 1,836; E&P 89 Est. 1,704
County 80 Cen. 14,919; E&P 89 Est. 15,959
MSA 80 Cen. 302,191; E&P 89 Est. 319,748

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $178,325,000 |
| Commercial | 2 | $141,520,000 |

**6 - PASSENGER AUTOS:** County 28,976

**7 - ELECTRIC METERS:** Residence Village 2,244; Trade Area 16,252

**8 - GAS METERS:** Residence 2,894

**9 - PRINCIPAL INDUSTRIES:** Cement Mfg. 589 Emp. ($355 Wkly.); Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

**11 - TAP WATER:** Neutral.

**12 - RETAILING: Shopping Centers**-Main St. Shopping Center; Jamesway Plaza, 9 W Hwy. S.; Spinning Wheels Plz.; Catskill Valley Plz.

**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Newberry; Jamesway; Ames; Robert's; Fays.

**Variety Stores**-Newberry.

**Discount Stores**-Jamesway.

**Chain Drug Stores**-Mikhitanan; Mall Drugs; Rite Aid.

**Chain Supermarkets**-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2.

**14 - NEWSPAPERS:** MAIL (e) 5,300; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Pam White, Adv. Mgr., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.

**National Representative**: None.

## CORNING

**1 - LOCATION:** Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17, 414.

**2 - TRANSPORTATION: Railroads**-Erie-Lackawanna; Conrail (freight only).

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.

**Airlines**-USAir; Piedmont; Pennsylvania Air.

**3 - POPULATION:**

Corp. City 80 Cen. 12,953; E&P 89 Est. 11,557
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 80 Cen. 99,139; E&P 89 Est. 97,529
City & RTZ-ABC: (80) 85,650

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,394; E&P 89 Est. 4,993
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 80 Cen. 32,121; E&P 89 Est. 37,611
City & RTZ-ABC: (80) 29,957

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Credit Unions | 5 | $49,722,000 |
| Savings & Loan | 2 | $72,000,000 |
| Commercial | 5 | $208,000,000 |

**6 - PASSENGER AUTOS:** County 51,386

**7 - ELECTRIC METERS:** Residence 12,409

**8 - GAS METERS:** Residence 11,000

**9 - PRINCIPAL INDUSTRIES:** Glass Prods.; Fibre Boxes; Air Comp.

**Principal Industrial Pay Days**-Tues., Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| The Mall, Big Flats(130) | NA | JCPenney, McCrory, Rea & Derick, Hess, Sears, Bradlees |
| Grand Central(20) | NA | K mart |
| Murphy's Mart Plz. | NA | Murphy's Mart, Radio Shack, Great American |
| Painted Post(18) | NA | Tallman's |
| S. Corning Pk. | NA | Corning Bldg. Co., CBC Furniture |
| Rts. 415 & 17 | NA | Nichols |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.; Food Stores open 7 days & evenings.

**13 - RETAIL OUTLETS: Department Stores**-Gates-Rockwell.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Rea & Derick; Rite Aid; Fay's; Carl's.

**Discount Stores**-Nichols; Ames.

**Chain Supermarkets**-Foodmart; A&P; Great American 2; P&C; Wegmans.

**Other Chain Stores**-Firestone; Jo Ann Fabrics; Goodyear; Bern Furn.; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linens; Kidsport; Lush Furniture; Micro Age Computers.

**14 - NEWSPAPERS:** LEADER (e) 16,233; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Ewing, Adv. Dir., LEADER, 34 W Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.

**National Representative**: Landon Associates.

Cortland Standard.

**The Only Daily Newspaper in Cortland County**

Combined with the Weekly
**CONSUMER-NEWS**
**Gives the best household coverage at comb. "savings" rate.**

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

**(607) 756-5665**
**Represented by Landon Associates**

(Circle No. 20 on Market Request Card)

## CORTLAND

**1 - LOCATION:** Cortland County, E&P Map D-4. County Seat. Agriculture & dairy shipping center; miscellaneous manufacturing; college center. Central part of state; 35 mi. from Syracuse; 45 mi. from Binghamton; 220 mi. from N.Y. City. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281.

**2 - TRANSPORTATION: Railroad**-NYS&W (freight).

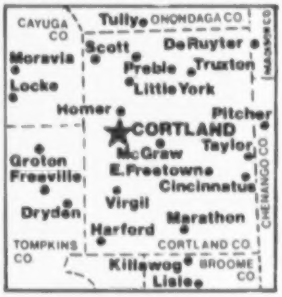
**Motor Freight Carriers**-18.

**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 20,138; E&P 89 Est. 20,161
CZ-ABC: (80) 20,138
RTZ-ABC: (80) 31,537
County 80 Cen. 49,010; E&P 89 Est. 48,868
City & RTZ-ABC: (80) 51,675

**Demographic Information available from Newspaper. See paragraph 14.**



**Cortland Standard (e)**
**12,118 ABC 3/31/89**
(Circle No. 21 on Market Request Card)

**4 - HOUSEHOLDS:**

City 80 Cen. 6,868; E&P 89 Est. 7,091
CZ-ABC: (80) 6,868
RTZ-ABC: (80) 10,500
County 80 Cen. 16,324; E&P 89 Est. 17,675
City & RTZ-ABC: (80) 17,368

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $235,981,672 |
| Commercial | 3 | $211,334,000 |

**6 - PASSENGER AUTOS:** County 23,866

**7 - ELECTRIC METERS:** Residence 8,088

**8 - GAS METERS:** Residence 4,957

**9 - PRINCIPAL INDUSTRIES:** Industry, No. Wage Earners-Metal Prods. 1,265; Typewriters 2,000; Electronics 537; Printing 137; Corsets & Clothing 755; Sporting Goods 175; Wood Prods. 327; Plastics 848; General Mfg. 692; State Univ. College 915.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late Oct.; last killing frost, early Apr.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cortlandville(5) | 2 | K mart, Chappell's |
| Groton Ave.(17) | 1 | JoAnn Fabrics, Fay's, Radio Shack, Tops Mkt., Central Tractor Citizens Savings Bank |
| Grand Union Plz.(3) | 1 | Grand Union, Philadelphia Sales, Carl's Drugs |
| Riverside Mall (18) | 2 | P&C Mkts., Fay's, Wheels, Zayre, Record Giant |
| Cortland Plz.(3) | 2 | Great American, Kinney Drugs, Ames |
| Port Watson Pl.(2) | 1 | Great American, Carl's Drugs |

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Food-Mon. through Sun.

Others-Thur.; Plazas-Nightly except Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Chappell's.

**Variety Stores**-Newberry.

**Chain Drug Stores**-Rite Aid; Fay's 2; Carl's 2; Kinney.

**Discount Stores**-K mart; Philadelphia Sales; Ames; Zayre.

**Chain Supermarkets**-Great American 2; IGA 2; Grand Union; P&C; Tops; Payless.

**Other Chain Stores**-Singer Co.; Endicott Johnson; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; JoAnn Fabrics; Goodyear; Pickway Shoes; Grossman's; TSC; Tallmadge Tire; Firestone; Wheels.

**14 - NEWSPAPERS:** CORTLAND STANDARD (e) 12,118; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St.; PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.

**National Representative**: Landon Associates.

## DUNKIRK-FREDONIA

**1 - LOCATION:** Chautauqua County, E&P Map B-4. On S Shore of Lake Erie. 40 mi. SW of Buffalo. Steel, food products, manufacturing center.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Southern.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Greyhound; Niagara Scenic.

**3 - POPULATION:**

Corp. Cities 80 Cen. 26,436; E&P 89 Est. 26,168
  Dunkirk 80 Cen. 15,310; E&P 89 Est. 14,612
  Fredonia 80 Cen. 11,126; E&P 89 Est. 11,556
CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 80 Cen. 147,084; E&P 89 Est. 147,205
City & RTZ-ABC: (80) 56,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 9,544; E&P 89 Est. 9,275
  Dunkirk 80 Cen. 6,216; E&P 89 Est. 5,675
  Fredonia 80 Cen. 3,328; E&P 89 Est. 3,600
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 80 Cen. 52,817; E&P 89 Est. 54,505
City & RTZ-ABC: (80) 19,439

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $23,427,000 |
| Savings | 1 | $50,000,000 |
| Commercial | 6 | $161,000,000 |

**6 - PASSENGER AUTOS:** County 71,902

**7 - ELECTRIC METERS:** Residence 11,488

**8 - GAS METERS:** Residence 12,275

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Stainless Steel 1,200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fab. 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing 500 ($350); Aluminum extrusions 200 ($400); Suit Trousers 350 ($250); Pet Foods 250 ($350).

**10 - CLIMATE:** First killing frost, Sept. 30; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, moderately hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.; 10 on Route 60 strip.

**Neighborhood Shopping Centers**-Zayre Plaza, 8 units; Hills Plaza, 2 units; D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Westfield | 18 | Bells Supermarket, Quality Market |
| Silver Creek | 11 | Quality Market |
| Brocton | 9 | Country Fair |
| Cassadaga | 11 | Super Duper, Red & White |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Most plaza stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sidey's; Brand Names Sales.

**Discount Stores**-Hills; Zayre.

**Variety Stores**-McCrory.

**Chain Drug Stores**-Leader; Brooks 2; CVS; Fay's Rx; Rite Aide Rx.

**Chain Supermarkets**-Bells; Tops 2; Freshmart; Quality Markets 2; Super Duper.

**14 - NEWSPAPERS:** OBSERVER (e) 15,104; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.

**National Representative**: Landon Associates.

## ELMIRA

**1 - LOCATION:** Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-38.

**Intercity Bus Lines**-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.

**Airlines**-USAir; Elarco (charter); Mall Airways; Brockway Air; Empire; Piedmont; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 35,327; E&P 89 Est. 30,153
CZ-ABC: (80) 71,529
RTZ-ABC: (80) 205,073
County/MSA 80 Cen. 97,700; E&P 89 Est. 90,740
City & RTZ-ABC: (80) 276,602

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,603; E&P 89 Est. 11,406
CZ-ABC: (80) 26,033
RTZ-ABC: (80) 70,812
County/MSA 80 Cen. 34,521; E&P 89 Est. 33,990
City & RTZ-ABC: (80) 96,845

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $210,000,000 |
| Savings & Loan | 3 | $190,400,000 |
| Commercial | 4 | $437,750,000 |

**6 - PASSENGER AUTOS:** County 88,505

**7 - ELECTRIC METERS:** Residence 21,000

**8 - GAS METERS:** Residence 16,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Nondurable Goods 1,600 ($310).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

**11 - TAP WATER:** Alkaline; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.

**Neighborhood Shopping Centers**-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E. Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (10 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).

**Principal Shopping Days**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; S.F. Iszard; Hess's; Sears; Rosenbaum.

**Discount Stores**-Nichols; Hills; K mart; Bradlees.

**Variety Stores**-Newberry.

**Chain Drug Stores**-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite Aid 5; Carl's.

**Chain Supermarkets**-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis.

**Other Chain Stores**-Goodyear; Endicott-Johnson; Richman Bros.; Sherwin-Williams.

**14 - NEWSPAPERS:** STAR-GAZETTE (m) 35,185; (S) 51,845; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Debra A. Brenzo, Adv. Dir., STAR-GAZETTE, 201 Baldwin St.; P.O. Box 285, Elmira, NY 14902; Tel. (607) 734-5151.

**National Representative**: Gannett National Newspaper Sales.

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## FREDONIA
**See DUNKIRK**

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## FULTON
**See OSWEGO**

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## GARDEN CITY
**See LONG ISLAND**

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## GENEVA

**1 - LOCATION:** Ontario County (In Rochester MSA). E&P Map C-3. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

**2 - TRANSPORTATION: Railroad**-Conrail.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Onondaga Coach; Elmira; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 15,133; E&P 89 Est. 13,988
CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 80 Cen. 89,046; E&P 89 Est. 99,953
MSA 80 Cen. 973,509; E&P 89 Est. 1,026,141
City & RTZ-ABC: (80) 127,621

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,400; E&P 89 Est. 4,947
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 80 Cen. 30,307; E&P 89 Est. 37,784
MSA 80 Cen. 342,101; E&P 89 Est. 374,142
City & RTZ-ABC: (80) 44,121

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 1 | $125,000,000 |
| Commercial | 2 | $99,348,000 |

**6 - PASSENGER AUTOS:** County 51,414

**7 - ELECTRIC METERS:** Residence 4,555

**8 - GAS METERS:** Residence 3,998

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 250 ($180); Printing & Pub. 100 ($275); Primary Metal 130 ($200); Fab. Metal 100 ($250); Mach. 850 ($250); Electronics 100 ($150).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall -2-84; Winter -11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pyramid Mall(14) | 2 | K mart, Carl's, Tops |
| Town & Country Plaza(19) | 1 | Sears, Bells, Tops, McCurdy |
| Ames Plaza(2) | 4 | |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Store**-McCurdy.

**Variety Store**-Woolworth.

**Discount Stores**-CVS; Present, Inc.; K mart; Ames.

**Chain Drug Stores**-Fays; Carl's Drug; CVS.

**Chain Supermarkets**-Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Wegman's 2.

**Other Chain Stores**-JCPenney; Kinney; Fannie Farmer; Sears (catalog).

**14 - NEWSPAPERS:** FINGER LAKES TIMES (e) 19,915; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: K.F. Bauer, Adv. Mgr., FINGER LAKES TIMES, 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.

**National Representative**: U.S. Suburban Press.

## GLENS FALLS

**1 - LOCATION:** Warren County (MSA). E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between NYC and Montreal. Manufacturing, agricultural, and resort area.

**2 - TRANSPORTATION: Railroads**-D&H.

**Motor Freight Carriers**-18.

**Intercity Bus Lines**-Adirondack Trailways; Greyhound; Vermont Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 15,897; E&P 89 Est. 14,944
CZ-ABC: (80) 30,591
RTZ-ABC: (80) 124,288
County 80 Cen. 54,967; E&P 89 Est. 57,098
MSA 80 Cen. 109,767; E&P 89 Est. 114,596
City & RTZ-ABC: (80) 154,879

**4 - HOUSEHOLDS:**
City 80 Cen. 6,069; E&P 89 Est. 5,733
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 80 Cen. 19,420; E&P 89 Est. 21,322
MSA 80 Cen. 37,307; E&P 89 Est. 40,211
City & RTZ-ABC: (80) 52,482

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 33,506

**7 - ELECTRIC METERS:** Residence 52,864

**8 - GAS METERS:** Residence 14,680

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 2,200 ($400); Shirts, Dresses 650 ($185); Elect. Prods. 1,725 ($325); Mach. 500 ($200); Ins. 1,200 ($200); Cement 140 ($240); Gloves 75 ($200); Textiles 540 ($200); Surg. Inst. 600 ($250); Print & Pub. N.A. ($325).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Aviation Mall(80) | NA | JCPenney, Sears, Caldor |
| Northway(34) | 2 | Howland |
| Midtown(10) | 1 | Joy, Barbers |
| Zayre(5) | 3 | Zayre |
| Northgate(10) | 1 | Radio Shack |
| Glen Square(5) | 1 | Grand Union |
| Pyramid Mall(70) | NA | Mont. Ward |
| Queensbury Plaza(18) | 1 | Shop-Rite, Rite Aid |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Steinbach; Sears; Joy; Pearl's; JCPenney; Magram's; Caldor.

**Discount Stores**-Joy; Zayre.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Rite Aid; CVS; Fay's.

**Chain Supermarkets**-Grand Union 6; Price Chopper 3; Shop-Rite.

**Other Chain Stores**-Endicott Johnson; Thom McAn; Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Barbara Moss, Argersinger's.

**14 - NEWSPAPERS:** POST-STAR (m) 35,525; (S) 34,967; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Nick Ciamano, Adv. Dir., POST-STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.

**National Representative**: Landon Associates.

## GLOVERSVILLE-JOHNSTOWN

**1 - LOCATION:** Fulton County. E&P Map E-3. County Seat. Central New York. 43 mi. W of Albany; 42 mi. E of Utica; 4 mi. N of Barge Canal. On State Hwys. 29, 30A. 5 mi. N of exit 28, N.Y.S. Thruway.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. Cities 80 Cen. 27,196; E&P 89 Est. 25,333
Gloversville 80 Cen. 17,836; E&P 89 Est. 16,537
Johnstown 80 Cen. 9,360; E&P 89 Est. 8,796
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 80 Cen. 55,102; E&P 89 Est. 55,178
City & RTZ-ABC: (80) 82,657

**4 - HOUSEHOLDS:**
Cities 80 Cen. 12,982; E&P 89 Est. 10,632
Gloversville 80 Cen. 7,176; E&P 89 Est. 7,008
Johnstown 80 Cen. 5,806; E&P 89 Est. 3,624
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 80 Cen. 20,259; E&P 89 Est. 20,836
City & RTZ-ABC: (80) 29,885

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 2 | N.A. |
| Commercial | 10 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 29,576

**7 - ELECTRIC METERS:** Residence 30,114

**8 - GAS METERS:** Residence 11,526

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tanneries 900; Gloves 480; Shoes 185; Phono. Records 250; Machine Shops 499; Awnings/Boats/Supplies 295; Knit/Fabric 500; Toys 200; Refrigeration 180.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 60-96; Fall 45-65; Winter 5-45. First killing frost, Oct. 10; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, very soft; Gloversville-fluoridated; Johnstown-not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W. Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Arterial Plz.(10) | 3 | Zayre, CVS, P&C |
| Nichol's Plz.(3) | 3 | Nichol's |
| Pyramid Mall(20) | 2 | Jamesway, Price Chopper, Fay's Drug, Radio Shack |
| Amsterdam Mall(35) | 12 | Carl's, CVS, Present Co. |
| K mart Plz.(12) | 11 | K mart, Great American |

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Fri. Shopping centers 6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Argersinger; Gould's; Carl's.

**Chain Drug Stores**-Rite Aid 2; CVS 2; Fay 2; Carl's.

**Discount Stores**-Nichol's; Jamesway; Zayre.

**Variety Stores**-Woolworth.

**Chain Supermarkets**-Grand Union 2; P&C 2; Price Chopper 2; Great American.

**Other Chain Stores**-Picway Shoes 2; Radio Shack; Grossman's; Agway; Stylish Women; Sears; Adap; Stewart 9; Woodbury Lumber; Monro Muffler; Midas; Fashion Bug.

**14 - NEWSPAPERS:** LEADER-HERALD (e) 13,827; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.

**National Representative**: Landon Associates.

## HERKIMER-ILION

**1 - LOCATION:** Herkimer County (In Utica-Rome MSA). E&P Map E-3, County Seat. Midway between NY and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

**2 - TRANSPORTATION: Motor Freight Carriers**-16.

**Intercity Bus Lines**-Central New York; Greyhound; Trailways to Mohawk.

**Airlines**-USAir; Empire.

**3 - POPULATION:**
Corp. Cities 80 Cen. 17,833; E&P 89 Est. 17,567
Herkimer 80 Cen. 8,383; E&P 89 Est. 8,196
Ilion 80 Cen. 9,450; E&P 89 Est. 9,371
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 31,700
County 80 Cen. 66,782; E&P 89 Est. 67,280
MSA 80 Cen. 320,044; E&P 89 Est. 322,841
City & RTZ-ABC: (80) 52,489

**4 - HOUSEHOLDS:**
Cities 80 Cen. 6,553; E&P 89 Est. 6,799
Herkimer 80 Cen. 3,232; E&P 89 Est. 3,290
Ilion 80 Cen. 3,321; E&P 89 Est. 3,509
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 10,447
County 80 Cen. 23,682; E&P 89 Est. 26,047
MSA 80 Cen. 111,682; E&P 89 Est. 116,887
City & RTZ-ABC: (80) 18,208

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 13 | $195,000,000 |
| Savings & Loan | 3 | $21,500,000 |

**6 - PASSENGER AUTOS:** County 34,005

**7 - ELECTRIC METERS:** Residence CZ 8,739

**8 - GAS METERS:** Residence CZ 6 265

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixtures 1,112; Computer Components 2,300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Herkimer(9) | NA | |
| Central Plz.(34) | NA | Fays |
| Little Falls(6) | NA | JCPenney |

**13 - RETAIL OUTLETS: Discount Stores**-Nichol's; K mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Gallinger; Lennox Bros.; Daw Rite Aid; Nichols; Burns; Fay's; Wardle's Plz.; Carl's.

**Chain Supermarkets**-Chicago Mkts.; P&C; Victory 2; Herkimer Chief; Aiello's; Big M 2.

**Other Chain Stores**-National Auto; Losurdo's Mutual Distributors.

**14 - NEWSPAPERS:** TELEGRAM (e) 6,998; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank R. Lockwood, Pub., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.

**National Representative**: Thomson Newspapers.

## HORNELL

**1 - LOCATION:** Steuben County, E&P Map C-4. Industrial Center 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Greyhound; Genesee Valley; Short Line.

**3 - POPULATION:**

Corp. City 80 Cen. 10,234; E&P 89 Est. 9,245

County 80 Cen. 99,139; E&P 89 Est. 97,529

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,861; E&P 89 Est. 3,618

County 80 Cen. 35,121; E&P 89 Est. 37,611

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $600,000,000 |
| Savings & Loan | 2 | $31,300,000 |

**6 - PASSENGER AUTOS:** County 51,386

**7 - ELECTRIC METERS:** Residence 4,206

**8 - GAS METERS:** Residence 4,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks downtown-Main St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| K mart Plz.(6) | NA | K mart |
| Nichols Plz.(7) | NA | S.E. Nichols |
| Rt. 21 Plz.(3) | NA | Food Barn |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Gates of Hornell; JCPenney; Sears.

**Variety Stores**-Woolworth, Servi-Star.

**Discount Stores**-K mart; S.E. Nichols.

**Chain Drug Stores**-Brooks; Fay's; Rexall; Rite Aid.

**Chain Supermarkets**-Super Duper; Acme; Wegman's; Food Barn; Big M.

**Other Chain Stores**-Harold's Army & Navy; Monro Muffler/Brake.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 8,391; (S) 11,557; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bonnie Henry, Natl. Adv. Dir., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.

**National Representative**: Landon Associates.

## HUDSON

**1 - LOCATION:** Columbia County, E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66, 9G.

**2 - TRANSPORTATION: Railroads**-Conrail; B.&A.; Amtrak.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Columbia County Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 7,986; E&P 89 Est. 7,094

CZ-ABC: (80) 12,015

RTZ-ABC: (80) 47,472

City & RTZ-ABC: (80) 59,487

County 80 Cen. 59,704; E&P 89 Est. 60,950

**4 - HOUSEHOLDS:**

City 80 Cen. 3,163; E&P 89 Est. 2,890

CZ-ABC: (80) 4,703

RTZ-ABC: (80) 16,622

City & RTZ-ABC: (80) 21,325

County 80 Cen. 21,325; E&P 89 Est. 22,345

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 6 | $269,959,000 |

**6 - PASSENGER AUTOS:** County 37,863

**7 - ELECTRIC METERS:** Residence 9,651

**8 - GAS METERS:** Residence 3,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (Durable and nondurable goods) 1,131 ($363); Agric. 1,872 ($303); Gov't. Employees 455 ($353).

**10 - CLIMATE:** Temperate, large variations.

**11 - TAP WATER:** City Zone; Neutral., soft; surrounding area; very hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fairview Plaza | 1 | Ames |
| Jamesway Plz. | 2 | Jamesway |
| Hudson Valley Mall | 25 | Hess's, K mart, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-J.J. Newberry.

**Discount Stores**-Jamesway; Ames.

**Chain Supermarkets**-Shop-Rite; Price Chopper.

**Other Chain Stores**-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

**14 - NEWSPAPERS**: REGISTER-STAR (e-mon to fri) 12,000; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: J. Thomas Martin, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.

**National Representative**: Landon Associates.

## ITHACA

**1 - LOCATION:** Tompkins County, E&P Map D-4, County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agric. enterprises.

**2 - TRANSPORTATION: Railroads**-Lehigh Valley (freight).

**Intercity Bus Lines**-Interstate; Greyhound.

**Airlines**-USAir; Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 28,732; E&P 89 Est. 30,160

CZ-ABC: (80) 44,754

RTZ-ABC: (80) 42,331

County 80 Cen. 87,347; E&P 89 Est. 93,480

City & RTZ-ABC: (80) 87,085

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,105; E&P 89 Est. 9,973

CZ-ABC: (80) 14,105

RTZ-ABC: (80) 15,443

County 80 Cen. 29,548; E&P 89 Est. 29,265

City & RTZ-ABC: (80) 29,548

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $138,000,000 |
| Savings | 1 | $102,000,000 |
| Savings & Loan | 1 | $31,000,000 |

**6 - PASSENGER AUTOS:** County 43,740

**7 - ELECTRIC METERS:** Residence 32,336

**8 - GAS METERS:** Residence 11,063

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 10,000; Ithaca College 500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on State St.; 1 on Green St.; 1/2 on Seneca St.; (these 3 parallel); 3 on Aurora St.; 3 on Tioga St.; 3 on Cayuga St.; (these 3 crossing).

**Neighborhood Shopping Centers**-Triphammer, NE; The Plz. to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell. Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Corners Community(20) | NA | IGA |
| East Hill(12) | NA | Rite Aid, P&C |
| Ithaca Plz.(13) | NA | Grand Union |
| Triphammer(15) | NA | A&P, Sears, Jamesway |
| Cayuga Mall(8) | NA | Grand Union, Zayre |
| Pyramid Mall(80) | NA | JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Thur.; Malls-every night except Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Woolworth; Hills; J.W. Rhodes; Steinbach; Montgomery Ward; Iszard's.

**Discount Stores**-Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.

**Chain Drug Stores**-The Hills; Rite Aid.

**Chain Supermarkets**-A&P; Grand Union; P&C 2; Great American; Tops; Payless.

**Other Chain Stores**-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

**14 - NEWSPAPERS:** JOURNAL (e) 20,309; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Randy Chapman, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.

**National Representative**: Gannett National Newspaper Sales.

## JAMESTOWN

**1 - LOCATION:** Chautauqua County, E&P Map B-4. Wholesale shipping & manufacturing center 70 mi. from Buffalo; 60 mi. from Erie; 150 mi. from Pittsburgh; 140 mi. from Rochester.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-24.

**Intercity Bus Lines**-Greyhound; Blue Bird; D&F Transit.

**Airlines**-USAir; Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 35,775; E&P 89 Est. 33,976

CZ-ABC: (80) 46,579

RTZ-ABC: (80) 96,345

County 80 Cen. 147,084; E&P 89 Est. 147,205

City & RTZ-ABC: (80) 142,924

**4 - HOUSEHOLDS:**

City 80 Cen. 14,194; E&P 89 Est. 14,039

CZ-ABC: (80) 18,391

RTZ-ABC: (80) 33,316

County 80 Cen. 57,817; E&P 89 Est. 54,505

City & RTZ-ABC: (80) 51,707

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 71,902

**7 - ELECTRIC METERS:** City Residence 19,907

**8 - GAS METERS:** Jamestown Area Residence 27,570

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Sq.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| South Side Plz. | 2 | Eckerd, Quality Mkt., Brand Names |
| Fairmont Plz. | 3 | Shopper's Choice |
| Big N Plz.(8) | 2 | Ames, Big N, |
| Super Duper Plz. | 5 | Super Duper, Jamesway |
| Zayre Plz.(7) | 4 | Zayre, Revco, Valu Home Ctr. |
| Quality Markets | 1 | Faye's Drug |
| Chautauqua Mall(59) | 4 | Sears, Rite Aid, Woolworth, Firestone |
| Fluvanna Plz. | 1 | Super Duper, Revco |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Drugs; Supermkts. & mall stores; Discount Stores. Downtown-Fri. eve.

**13 - RETAIL OUTLETS: Department Stores**-Carnahan's; Argersingers; Sears.

**Discount Stores**-Jamesway; Shopper's Choice; Zayre; Ames; Hills; Brand Name Sales.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Eckerd 2; Rite Aid 3; Revco 2; Fay's.

**Chain Supermarkets**-Bells 2; Super Duper 2; Quality Markets 5.

**Other Chain Stores**-Thom McAn; Triangle; Richman Bros.; Fashion Factory; Fanny Farmer; Betty Dixon; Radio Shack; Fashion Bug.

**14 - NEWSPAPERS:** POST-JOURNAL (e) 27,914; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Schultz, Adv. Dir., POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.

**National Representative**: Landon Associates.

**JOHNSTOWN**
**See GLOVERSVILLE**

## KINGSTON

**1 - LOCATION:** Ulster County, E&P Map F-5, County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of NYC; 54 mi. S of Albany. At Gate 19 on NY Thruway; U.S. Hwy. 9W; State Hwys. 28, 32, 213, 209.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.

**Intercity Bus Lines**-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

**3 - POPULATION:**

Corp. City 80 Cen. 24,481; E&P 89 Est. 23,922

County 80 Cen. 158,404; E&P 89 Est. 167,977

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,791; E&P 89 Est. 9,837

County 80 Cen. 55,862; E&P 89 Est. 61,380

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $615,576,548 |
| Savings & Loan | 2 | $212,068,267 |
| Commercial | 3 | $472,355,185 |

**6 - PASSENGER AUTOS:** County 105,810

**7 - ELECTRIC METERS:** Residence 68,524

**8 - GAS METERS:** Residence 10,718

**9 - PRINCIPAL INDUSTRIES:** Computer Equip.; Farm Prods.; Wineries; Apple Orchards; Knit Goods; Apparel; Shirts; Electronics; Cooling Equip.

**Principal Pay Days**-Mon., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Wall St.; 2 on Fair St.; 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.

**Neighborhood Shopping Centers**-Central Shopping Center 10 blocks on Bdwy.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hudson Valley Mall(35) | 2 | Hess's, K mart, JCPenney |
| Ulster Plaza(12) | 1 | Woolworth |
| Simmons Plaza(8) | 9 | |
| New Paltz Plz.(26) | NA | Great American, Rite Aid |
| Caldor | 1 | Waldbaums |
| Kings Mall | 1 | Marshalls |
| Kingston Plaza(29) | NA | Sears, Britt's |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-All Fri., many Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Britt's; Hess's.

**Variety Store**-Woolworth.

**Discount Stores**-Shop-Rite; Caldor; Kings Mart; K mart.

**Chain Drug Stores**-Walgreens; CVS; Fay's; Rite Aid.

**Chain Supermarkets**-Grand Union; Waldbaums; Weis Markets; Shop-Rite.

**Other Chain Stores**-National; Nugent's; Standard Furn.; Firestone; Singer Co.; Consumer Distributors; Grossmans; Flah's; Crane's; Pittsburgh Plate Glass.

**14 - NEWSPAPERS:** FREEMAN (m-mon to fri) 21,838; (S) 29,346; Sept. 30, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: John M. Greklek, Mktg. Mgr., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401. Tel. (914) 331-5000.

**National Representative** Landon Associates.

## LITTLE FALLS

**1 - LOCATION:** Herkimer County (In Utica-Rome MSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway Exit 29A.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-N.Y. Central Coach, Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 6,156; E&P 89 Est. 5,624

MSA 80 Cen. 320,044; E&P 89 Est. 322,841

County 80 Cen. 66,782; E&P 89 Est. 67,280

**4 - HOUSEHOLDS:**

City 80 Cen. 3,048; E&P 89 Est. 2,438

County 80 Cen. 23,682; E&P 89 Est. 26,047

MSA 80 Cen. 111,682; E&P 89 Est. 116,887

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $100,000,000 |

**6 - PASSENGER AUTOS:** County 34,005

**7 - ELECTRIC METERS:** Residence 5,750

**8 - GAS METERS:** Residence 10,686

**9 - PRINCIPAL INDUSTRIES:** Dairy Equip.; Redco Foods; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hdwe.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** First killing frost, Oct. 6; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Albany St. Plaza(6) | NA | JCPenney, Great American |
| Shoppers Sq.(20) | NA | P&C, McCrory |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wonder; Boston Store; McCrory.

**Variety Stores**-Lovenheim's; Park Row; Daffy.

**Chain Supermarkets**-P&C; Great American.

**Other Chain Stores**-Sears, Genuine Auto.

**14 - NEWSPAPERS:** TIMES (e) 6,453; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.

**National Representative**: Landon Associates.

## LOCKPORT

**1 - LOCATION:** Niagara County (In Niagara Falls PMSA). E&P Map B-3, County Seat. 26 mi. N of Buffalo 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93, 263.

**2 - TRANSPORTATION: Railroads**-Erie-Lackawanna; Conrail.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound, Metro Bus.

**3 - POPULATION:**

Corp. City 80 Cen. 24,844, E&P 89 Est. 24,181

CZ-ABC: (80) 24,844

RTZ-ABC: (80) 51,718

PMSA/County 80 Cen. 226,796; E&P 89 Est. 220,225

City & RTZ-ABC: (80) 76,562

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,769; E&P 89 Est. 9,719

CZ-ABC: (80) 9,635

RTZ-ABC: (80) 16,568

PMSA/County 80 Cen. 80,156; E&P 89 Est. 84,540

City & RTZ-ABC: (80) 26,203

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $92,126,108 |
| Savings & Loan | 1 | $12,500,000 |
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 121,983

**7 - ELECTRIC METERS:** Residence 10,241

**8 - GAS METERS:** Residence City & Town 8,480

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chem. 100 ($160); Food Proc. 200.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.

**Neighborhood Shopping Centers**-S. side of city, 17 stores served by free parking area.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lockport Plz.(17) | 1 | Valu |
| Lockport Mall(33) | 1 | Hills, Mont. Ward, AM&A |
| Transit Rd. Plz.(4) | 1 | K mart, Bell's |
| Transit Plaza(4) | 1 | Ames, Tops |
| Zayre Plaza | NA | Zayre, Fay's, Pickway Shoes |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-All.

**13 - RETAIL OUTLETS: Department Stores**-AM&A's; Montgomery Ward; Sample; Hills.

**Discount Stores**-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart; Zayre.

**Chain Drug Stores**-Brooks; Singer's; Peterson; Rite Aid; CVS; Fay's 2.

**Chain Supermarkets**-Super Duper; IGA 2; Tops 2.

**Other Chain Stores**-Endicott-Johnson; S.B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmoor; JoAnn Fabrics; Stuart's Books; Kay Bee Toys; Radio Shack; Brand Names; Pickway Shoes.

**14 - NEWSPAPERS:** UNION-SUN & JOURNAL (e) 18,434; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Daniel Caswell, Adv. Mgr., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.

**National Representative**: Landon Associates.

## LONG ISLAND

**1 - LOCATION:** Nassau & Suffolk Counties. E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 81 percent of its labor force works & lives within the two counties.

**2 - TRANSPORTATION: Railroad**-LIRR.

**Motor Freight Carriers**-260.

**Intercity Bus Lines**-Metropolitan Suburban Bus Authority.

**Water Freight Carriers**-22.

**Airlines**-All major Natl. and Intl. Airlines from Kennedy and La Guardia Airports. In Suffolk County: MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

**3 - POPULATION:**

Corp. Counties/PMSA 80 Cen. 2,611,803; E&P 89 Est. 2,770,908

Nassau 80 Cen. 1,324,537; E&P 89 Est. 1,353,218

Suffolk 80 Cen. 1,287,266; E&P 89 Est. 1,417,690

NDM-ABC: (80) 2,605,813

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Counties/PMSA 80 Cen. 809,120; E&P 89 Est. 894,433

Nassau 80 Cen. 423,401; E&P 89 Est. 564,627

Suffolk 80 Cen. 385,719; E&P 89 Est. 614,162

NDM-ABC: (80) 809,120

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| **Banking Offices (Main Offices and Branches)** | | |
| Commercial | Nassau 298 | Suffolk 285 |
| Savings | Nassau 79 | Suffolk 47 |
| Savings & Loan | Nassau 99 | Suffolk 80 |
| Totals | Nassau 476 | Suffolk 412 |

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total Est. $481 Billion.

**Source**: L.I. Research Bureau.

**6 - PASSENGER AUTOS:** Counties: Nassau 948,619; Suffolk 947,326

**7 - ELECTRIC METERS:** 915,124 Nassau & Suffolk Counties; Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

**8 - GAS METERS:** Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

**9 - PRINCIPAL INDUSTRIES: Nassau/Suffolk**-Total Non-Agric. employed 1,148,200. In Mfg. 175,500; Larger plants manufacture Electrical Equipment & Instruments, Aerospace Equip., Aircraft. Retail Trade 218,200; Services 291,700; Fin. Ins. & R.E. 77,200; Local Gov't. 131,200. Total Non-Mfg. 972,700. Average Weekly Wage $442.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28; last killing frost, Apr. 21.

**11 - TAP WATER:** Varied water source both neutral & alkaline; hard & soft.

**12 - RETAILING: Retail Establishments**-NASSAU COUNTY-Total 10,265; Building & Hdwe. 352; General Mdse. 151; Food Stores 1,455; Automotive Dealers 173; Gasoline Service Stations 802; Apparel and Accessory Stores 1,243; Furn., Home Furnishings & Equip. Stores 767; Drug & Propriety Stores 388; Total Serv. Establishments 15,062; Hotels, Motels, Camps 86; Personal Servs. (Laundry Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 1,614; Auto Repairing 1,037; Motion Picture Theatres 50; Other Amusements 646; Misc. Repair Servs. 519.

SUFFOLK COUNTY-Total 8,318; Building Materials & Hdwe. 408; Gen. Merchandising 134; Food Stores 1,214; Automotive Dealers 145; Gasoline Service Stations 632; Apparel & Accessory Stores 698; Furn., Home Furnishings & Equip. Stores 554; Drug & Propriety Stores 108. Total Serv. Establishment 9,548. Hotels, Motels, Camps 155; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,064; Auto Repairing 947; Motion Picture Theatres 98; Other Amusements 430; Misc. Repair Servs. 482.

**Principal Shopping Days**-Mon., Thur., Sun.

**Stores Open Evenings**-Department Stores: One to six nights a week. Food: six nights. Many Shopping Ctrs. every evening except Sun.

**Nearby Shopping Centers**

**Principal Stores 75,000 Sq. Ft. or more**

NASSAU COUNTY

Manhasset-Abraham & Straus; B. Altman; Lord & Taylor; Filene's.

Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.

Green Acres-Alexander's; JCPenney; Sterns; Abraham & Straus.

Roosevelt Field-Alexander's; Fortunoff's; Macy's; JCPenney.

Broadway Mall-Sterns; Sears.

Nassau Mall-Rickels; Filene's; Pergament; TSS; Caldor.

Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.

SUFFOLK COUNTY

Gardiner Manor Mall-Sterns; Sears.

Walt Whitman-Abraham & Straus; Macy's; Filene's.

Big H/Huntington-Lord & Taylor; Marshall's.

Great South Bay-JCPenney; Caldor; TSS.

South Shore Mall-Macy's; JCPenney.

Commack/East Northport-Modell's; Sears; Sterns.

Smith Haven Mall-Abraham & Straus; Macy's; Sears; Steinbach; Stern's; Loehmann's.

**13 - RETAIL OUTLETS: Department Stores**-Abraham & Straus 7; Alexander's 2; Bloomingdale's 2; Sterns 9; Macy's 5; JCPenney 6; Sears 9; Filene's 4; B. Altman; Saks 5th Ave.; Bonwit Teller; Steinbach's 2.

**Discount Stores**-Pergament 21; Rickels 8; TSS Seedman's 9; Modell's 6; Marshall's 7; Channel Home Ctr. 9; Caldor 8.

**Chain Drug Stores**-Genovese 32; Austin Drugs 9; Rockbottom 10; Rite Aid 8; SupeRx 6; CVS 6.

**Chain Supermarkets**-A&P 21; Associated Food 5; C-Town 10; Dan's Supreme 4; Finast 9; Food Town 15; Grand Union 12; IGA 19; Gristedes 4; Key Food 20; King Kullen 45; Pathmark 26; Waldbaums 44; ShopRite 5; Shopwell, Food Emporium. Total 242.

**Other Chain Stores**-Newmark & Lewis; Harwyn; Father & Son; U.S. Shoe; Sherwin William's; Fayva; Lerner's; Goodyear; P.C. Richards; Castro; Radio Shack; Wiz; Crazy Eddie; Sabor; Playworld; Child World; Toys-R-Us; Service Mdse; Consumer's Warehouse; Herman's; Levitz; Suburban Colonial Shoppes; Scandinavian Gallery; Maurice Villency; La-Z-Boy Showcase; Bond; Wallach's; Jeffreys.

**14 - NEWSPAPERS:** NEWSDAY (all day - mon to fri) 697,509; (sat) 594,140; (S) 707,787; Mar. 31, 1989 ABC; published in Melville, Suffolk County.

**Local Contact** for Advertising and Merchandising Data: Peter Deverall, Adv. Mgr., NEWSDAY, 235 Pinelawn Rd., Melville, NY 11747; Tel. (516) 454-2020.

**National Representative**: Million Market Times Mirror Marketing.

## MALONE

**1 - LOCATION:** Franklin County, E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Adirondack Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 7,668; E&P 89 Est. 7,280
County 80 Cen. 45,027; E&P 89 Est. 44,409

**4 - HOUSEHOLDS:**

City 80 Cen. 6,870; E&P 89 Est. 2,824
County 80 Cen. 15,402; E&P 89 Est. 17,195

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $500,000,000 |

**6 - PASSENGER AUTOS:** County 21,174

**7 - ELECTRIC METERS:** Residence 5,009

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 212 ($270); Dresses 65 ($250); Industrial-recreational vehicle distributor 109 ($375).

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30; last killing frost, May 26.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on 3 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Seaway Plz.(4) | 1 | Super Duper Mkt., Fay Drug |
| Ames Center(5) | 1 | Ames |
| Malone Plz.(7) | 1 | Great American, K mart |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Empsall's.

**Variety Stores**-Newberry.

**Discount Stores**-Ames.

**Chain Supermarkets**-IGA; Super Duper; Great American; P&C.

**Other Chain Stores**-Radio Shack; Kinney; Grossman's; Fay.

**14 - NEWSPAPERS:** TELEGRAM (e) 6,039; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.

**National Representative**: Landon Associates.

## MAMARONECK

**1 - LOCATION:** Westchester County, (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

**2 - TRANSPORTATION: Railroads**-Amtrak; Metro North.

**Airlines**-Air North, Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**

Corp. City 80 Cen. 17,616; E&P 89 Est. 17,520
NDM-ABC: (80) 37,397
County 80 Cen. 867,782; E&P 89 Est. 874,784
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,386; E&P 89 Est. 6,580
NDM-ABC. (80) 13,312
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Mamaroneck Ave., 3 on Boston Post Road, Mamaroneck; 1 on Post Rd., 1 on Chatsworth Ave.; 1 on Larchmont Ave.; 3 on Palmer Ave., Larchmont.

**Principal Shopping Days**-Thur through Sun.

**13 - RETAIL OUTLETS: Discount Stores**-Home Fair.

**Chain Supermarkets**-A&P, Grand Union, Finast; Daitch Shopwell; Waldbaum's.

**Other Chain Stores**-Castro Convertible, Kinney Shoes.

**14 - NEWSPAPERS:** TIMES (e) 5,907, (S) 5,334; Mar. 26, 1989 ABC.

**NOTE**: Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5337.

**National Representative**: Gannett National Newspaper Sales.

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**MANHATTAN**
**See NEW YORK CITY**

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## MEDINA

**1 - LOCATION:** Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63; U.S. Hwy. 104. 41 mi. W of Rochester.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 6,392; E&P 89 Est. 6,382
MSA 80 Cen. 973,509; E&P 89 Est. 1,026,141
NDM-ABC: (80) 17,081
County 80 Cen. 38,487; E&P 89 Est. 39,53[illegible]

**4 - HOUSEHOLDS:**

City 80 Cen. 2,404; E&P 89 Est. 2,399
County 80 Cen. 12,976; E&P 89 Est. 15,358
MSA 80 Cen. 342,101; E&P 89 Est. 374,142
NDM-ABC: (80) 5,888

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 1 | $7,630,558 |
| Savings | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 21,033

**7 - ELECTRIC METERS:** Residence 22,225

**8 - GAS METERS:** Residence 1,508

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30, last killing frost, Apr. 1.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main and Center Sts.; Maple Ridge Plaza.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Crowley's; JCPenney; Ames.

**Variety Stores**-G.C. Murphy.

**Chain Drug Stores**-Jay's; Rite Aid.

**Chain Supermarkets**-Super Duper; Bell's.

**Other Chain Stores**-Radio Shack; Valu Home Centers.

**14 - NEWSPAPERS:** JOURNAL-REGISTER (e-mon to fri) 4,931; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Winden, Ret. Adv. Mgr., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.

**National Representative**: Landon Associates.

## MIDDLETOWN

**1 - LOCATION:** Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

**2 - TRANSPORTATION: Railroads**-Middletown & New Jersey (freight); Conrail, New York, Susquehanna & Western Railway; Metro-North Commuter - Port Jervis Line.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Short Line.

**Airlines**-Served by Stewart Intl., Wortsburo & Orange County Airports.

**3 - POPULATION:**

Corp. City 80 Cen. 21,454; E&P 89 Est. 20,411
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 80 Cen. 260,692; E&P 89 Est. 279,358
City & RTZ-ABC: (80) 345,900

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,834; E&P 89 Est. 7,784
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 80 Cen. 84,251; E&P 89 Est. 112,666
City & RTZ-ABC: (80) 113,991

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 4 | $528,000,000 |
| Savings & Loan | 3 | $202,419,259 |
| Commercial | 4 | $127,257,000 |

**6 - PASSENGER AUTOS:** County 179,803

**7 - ELECTRIC METERS:** Residence 9,121

**8 - GAS METERS:** Residence 7,688

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 15,200; Constr. 5,700; Trans. 6,200; Whol./Ret. 28,800; Fin./Ins. 4,600; Service 22,300; Gov't 23,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2; last killing frost, Mar. 11. Av. Annual Precip.-45.7 in.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on North St., 4 on E. and W. Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Dunning Farms | NA | Ames, Service Merchandise |
| Lloyd's(9) | 3 | Lloyd's |
| Orange Plaza(87) | 3 | Sears, JCPenney, Woolworth, CVS |
| Shop-Rite(2) | 3 | Rickels, Shop-Rite |
| Jamesway Plz.(6) | NA | Jamesway, Great American |
| Zayre Plaza(16) | 18 | Shop-Rite, Zayre |
| Campbell Plz.(16) | 1 | Shop-Rite |
| Mid-Valley(14) | 19 | JCPenney |
| Caldor(6) | 3 | Caldor |
| Newburgh Mall(60) | 16 | Sears, Caldor |
| Apollo Mall(20) | NA | |
| Playtogs Plz. | 1 | Waldbaum's, Playtogs |
| Wallkill Plz.(25) | NA | Bradlees, Shop-Rite |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.; Stores on 211 & 17M open every evening and Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Howlands; Flahs.

**Variety Stores**-Woolworth; Caldor 2.

**Discount Stores**-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor 2; Bradlees; Ames; Jamesway; K mart 2; Zayre; Service Merchandise.

**Chain Drug Stores**-CVS; Rite Aid; Fay.

**Chain Supermarkets**-A&P; Great American 2; Weis Markets; Grand Union 7; IGA 4; Shop-Rite 8; Waldbaum's 2.

**Other Chain Stores**-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; Zale's; Record World; Firestone; Color Tile; Helen Gallagher; B. Dalton; Grossman's; Consumer Distrib.; Service Mdse.

**14 - NEWSPAPERS:** TIMES HERALD-RECORD (m) 82,878; SUNDAY RECORD (S) 97,174; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edward P. Schultz, Adv. Dir., TIMES HERALD-RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.

**National Representative**: Branham/Newspaper Sales.

## MOUNT VERNON

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State Hwy. 22.

**2 - TRANSPORTATION: Railroads**-Metro North; Amtrak.

**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**

Corp. City 80 Cen. 66,713; E&P 89 Est. 65,848
NDM-ABC: (80) 106,615
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 25,377; E&P 89 Est. 25,952
NDM-ABC: (80) 39,509
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000; ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Acid, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.

**Shopping Centers**-Eastchester Shopping Center at Vernon Hills; Pelham Manor.

**Principal Shopping Days**-Thur. through Sun.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Bonwit Teller; Lord & Taylor; Caldor.

**Variety Stores**-Woolworth; Green.

**Chain Drug Stores**-Rite Aid.

**Chain Supermarkets**-Finast; Waldbaums; Pioneer; Shopwell.

County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 25,789; E&P 89 Est. 26,675
NDM-ABC: (80) 34,611
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| New Rochelle Mall(50) | NA | Macy's, Shopwell, McCrory |
| WyKagyl(11) | NA | |
| Quaker Ridge(19) | NA | A&P |
| Scarsdale(19) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Mon., Thur.; Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Macy's.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-Liggett; Rite Aid.

**Chain Supermarkets**-A&P; Shopwell; Caruso's; Pioneer.

**Other Chain Stores**-Sears; National Shoes; A.S. Beck.

**14 - NEWSPAPERS:** STANDARD-STAR (e) 11,117; (S) 11,300; Mar. 25, 1989 ABC.

**NOTE:** Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-5337.

**National Representative**: Gannett National Newspaper Sales.

## NEW YORK

**1 - LOCATION:** (Bronx, Kings, New York, Queens and Richmond counties). E&P Map F-6. Eastern seaboard; largest port in USA in 1987 in value of imports and exports and city with largest value of retail sales; important financial, publishing and garment center. About 10% of U.S. garment workers, and a much higher percentage of U.S. garment industry company headquarters, are located within the New York metropolitan area. United Nations Headquarters; approximately 20 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled $111.1 billion in foreign trade goods in 1988. The Port covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

**2 - TRANSPORTATION: Railroads**-Conrail, with connecting service throughout the U.S., furnishes service to industrial and marine facilities. Other railroads serving the city are Amtrak, Metro-North, LIRR, NJ Transit.

**Motor Freight Carriers**-100,872 commercial vehicles were registered in New York City in 1988, and 394 registered motor freight carriers based in New York City provided local and long haul service.

**Port Steamship Service**-Ships of 73 steamship lines carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 403,153 passengers in 1988, mostly on cruises.

**CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:**
**Intercity Bus Lines**

**Short Haul Carriers**
Boulevard Transit Lines
Carey Transportation
Community Transit Lines
DeCamp Bus Lines
Domenic Bus Service
The Hudson Bus Transportation Co.
Lakeland Bus Lines
NJ Transit
North Boulevard Transportation Co.
Red Apple Transit
Rockland Coaches

**Long Haul Carriers**
Academy Lines
Adirondack Transit Lines (Adirondack Trailways)
Atlantic Express Coachways
Bieber Tourways
Blue & Grey Transit
Bonanza Bus Lines
Capitol Bus Co
Evergreen Trails
Frank Martz Coach Co. (Martz Trailways)
Greyhound
Hampton Jitney
Hudson Transit Lines, Inc. (Short Line)
Lakeland Bus Lines
Leisure Lines
NJ Transit
Newburgh Beacon Bus Corp
Peter Pan Bus Lines
Pine Hill Trailways
Suburban Transit Corp.
Susquehanna Transit Co. (Susquehanna Trailways)
Trans-Bridge Lines
West Hunterdon Transit Company

**Source**: Port Authority of NY & NJ, Tunnels, Bridges & Terminals Dept., July 26, 1989.

**AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION**

**Scheduled Airlines** and Certified Cargo Carriers

**Airports**-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. 1.3 million tons a year between major cities in the U.S. and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

**AIRLINES SERVING METROPOLITAN AIRPORTS**

| **US FLAG AIRLINES:** | **Kennedy** | **LaGuardia** | **Newark** |
|---|---|---|---|
| Allegheny Commuter | * | * | |
| America West | * | | |
| American | * | * | * |
| American Eagle | * | * | |
| American Trans Air | * | | |
| Bar Harbor | * | | |
| Braniff | * | * | |
| Brockway Air | | * | |
| Business Express | | * | |
| Catskill | | * | * |
| City Express | | | * |
| Command Airways | * | | |
| Continental | * | * | * |
| Continental Express | | | * |
| Delta | * | * | * |
| East Hampton Air | | * | |
| Eastern | * | * | * |
| Holiday | | | * |
| Key Air | * | | |
| Long Island | | * | |
| MGM Grand Air | * | | |
| Mall Airways | | | * |
| Midway | | * | |
| Midwest Express | | * | * |
| New York Helicopter | * | | |
| Northwest | * | * | * |
| Pan American | * | * | |
| Pan American Express | * | * | |
| Pan American Shuttle | | * | |
| Piedmont | * | * | * |
| Piedmont Commuter | * | | * |
| Resorts International | | * | |
| Tower Air | * | | |
| Trans World (TWA) | * | * | * |
| The Trump Shuttle | | * | |
| United | * | * | * |
| USAir | | * | * |

**Source**: Port Authority of NY & NJ, April, 1989

| **AIR CARGO ONLY:** | | | |
|---|---|---|---|
| Air America | * | | |
| Air Express International | * | | * |
| Airborne Express | * | | |
| Arrow | * | | |
| Federal Express | * | | * |
| Flying Tigers | * | | * |
| Global | * | | |
| Viking International | * | | |
| Zantop International Airlines | | | * |

**COMMUTER AIRLINES:**
(Terminal designations refer to LaGuardia)

| | | | |
|---|---|---|---|
| Allegheny Commuter (Main Terminal) | * | * | |
| American Eagle (Main Terminal) | * | * | |
| Bar Harbor (Main Terminal) | * | | |
| Business Express (Delta/Northwest) | | * | |
| Catskill (Trump Shuttle Terminal) | | * | * |
| Command Airways | * | | |
| Continental Express | | | * |
| East Hampton Air (Marine Air) | | * | |
| Holiday | | | * |
| Long Island (Marine Air Terminal) | | * | |
| Mall Airways | | | * |
| Pan American Express (Main Terminal) | * | * | |
| Pan American Shuttle (Marine Air) | | * | |
| Piedmont Commuter | * | | * |
| The Trump Shuttle (Trump Shuttle) | | * | |

**FOREIGN FLAG AIRLINES** (Only at Kennedy, except where indicated).
Aer Lingus (Ireland)
Aeroflot (USSR)
Aerolineas Argentinas
Aeromexico
Air Afrique
Air Canada (LaGuardia, Newark; not JFK)
Air Europa (Newark)
Air France
Air India
Air Jamaica
Alitalia
ALM Antillean Airlines
Austrian Airlines
Avensa (Venezuela)
Avianca (Colombia)
Balair (Switzerland)
British Airways
BWIA (Caribbean)
CAAC (Civil Aviation Administration of China)
Cayman Airways
China Airlines (Taiwan)
Czechoslovak Airlines
Dominicana (Dominican Republic)
Ecuatoriana
Egyptair
El Al Israel Airlines
Finnair
Guyana Airways
Iberia Airlines of Spain
Icelandair
Japan Air Lines
KLM (Netherlands)
Korean Airlines
Kuwait Airways
LACSA (Costa Rica)
Lan Chile
LOT-Polish Airlines
LTU (Lufttransport Unternehmen)
Lufthansa German Airlines
Martinair Holland
Nigeria Airways
Olympic Airways (Greece)
Pakistan International
Qantas (Australia)
Royal Air Maroc (Morocco)
Royal Jordanian
Sabena (Belgium)
SAS-Scandinavian Airlines System (Newark)
SAUDIA -- Saudi Arabian Airlines
Swissair
TAP (Air Portugal)
Tarom Romanian Airlines
Turkish Airlines
Varig Airlines (Brazil)
VIASA Airlines (Venezuela)
Virgin Atlantic Airways (Newark)
Yugoslav Airlines
Zambia Airways

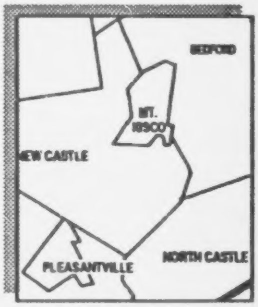
**Source**: Port Authority of NY & NJ, April, 1989.

**SUPPLEMENTAL AIRLINES (U.S. & Foreign):**
Balair
Condor Air Service
LTU (Lufttransport Unternehmen)

**Air Terminals 1988**

| **Totals at the Three Major Airports:** | |
|---|---|
| Plane Movements | 1,036,900 |
| Passenger Traffic (total) | 77,820,000 |
| Domestic | 57,904,000 |
| Overseas | 19,916,000 |
| Cargo-Tons | 1,807,200 |

Mount Kisco



... is a part of New York's rich Westchester/Rockland suburbs (population 1.2 million, household buying income $52,493) covered by the morning, evening and Sunday editions of the...

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Call (914) 694-9300

(Circle No. 22 on Market Request Card)

| | |
|---|---|
| Revenue Mail-Tons | 243,500 |
| **Kennedy International Airport:** | |
| Plane Movements | 304,500 |
| Passenger Traffic (total) | 31,166,000 |
| Domestic | 12,861,000 |
| Overseas | 18,305,000 |
| Cargo-Tons | 1,300,000 |
| **LaGuardia Airport:** | |
| Plane Movements | 362,100 |
| Passenger Traffic (total) | 24,159,000 |
| Domestic | 23,977,000 |
| Overseas | 182,000 |
| Cargo-Tons | 56,500 |
| **Newark International Airport:** | |
| Plane Movements | 370,300 |
| Passenger Traffic (total) | 22,495,000 |
| Domestic | 21,066,000 |
| Overseas | 1,428,687 |
| Cargo-Tons | 449,800 |

**Source**. Port Authority of New York & New Jersey, Aviation Economics Dept. as of Dec. 31, 1988.

| **3 - POPULATION:** | **80 Census** | **89 Est.** |
|---|---|---|
| Total Corporate City | 7,075,465 | 7,212,818 |
| Bronx | 1,164,788 | 1,156,995 |
| Kings (Bklyn.) | 2,230,455 | 2,197,685 |
| Manhattan | 1,431,355 | 1,477,061 |
| Queens | 1,894,258 | 1,972,250 |
| Richmond (S.I.) | 354,609 | 408,827 |

**City Zone**. Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

**Retail Trading Area Populations**. Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

**Retail Trading Zone**. The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Levittown, NY; Newark, NJ; Passaic, NJ; Paterson, NJ; Clifton, NJ; Elizabeth, NJ; The Oranges, NJ.

**Corp. City (5 Boros)**

80 Cen. 7,071,030; E&P 89 Est. 7,212,818

NDM-ABC: (80) 19,052,253

PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

| **4 - HOUSEHOLDS:** | **80 Census** | **89 Est** |
|---|---|---|
| Total Corporate City | 2,788,221 | 2,839,364 |
| Bronx | 429,191 | 428,709 |
| Kings (Bklyn.) | 828,257 | 838,278 |
| Manhattan | 704,259 | 724,892 |
| Queens | 711,940 | 730,093 |
| Richmond (S.I.) | 114,574 | 166,760 |

NDM-ABC: (80) 6,845,708

PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| **Commercial Banks:** | | |
| Bronx | 16 | $4,887,683,000 |
| Kings(Bklyn.) | 18 | $8,190,909,000 |
| Manhattan | 75 | $153,873,815,000 |
| Queens | 27 | $10,356,332,000 |
| Richmond (S.I.) | 7 | $1,795,261,000 |
| **Savings Banks:** | | |
| Bronx/Manhattan | 9 | $26,913,390,000 |
| Brooklyn | 11 | $32,442,388,000 |
| Queens | 3 | $2,069,688,000 |
| Richmond (S.I.) | 3 | $1,532,975,000 |
| Total Entire City | 26 | $62,958,441,000 |

**NOTE**: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Number of banks represents headquarter offices only. Data are only for savings banks headquartered in New York City including their non-New York City branches. Not all banks report. Data for non-New York City-based banks with branches within the city are excluded.

**Sources**. Savings Banks Association of NY State, Mar. 31, 1989. Federal Deposit Insurance Corporation, June 30, 1988.

**6 - PASSENGER AUTOS:** Bronx 255,254; Kings (Brooklyn) 454,392; New York (Manhattan) 191,224; Queens 693,740; Richmond (Staten Island) 202,868. Total Paid Registrations New York City 1988: 1,797,478.

**Source**. State of N.Y. Dept. of Motor Vehicles, 1988.

**7 - ELECTRIC METERS:** Bronx 348,248; Brooklyn 794,102; Manhattan 619,952; Queens 668,388; Richmond (S.I.) 135,414; Total 2,566,104.

(Residential): Bronx 310,949; Brooklyn 683,340; Manhattan 506,043; Queens 591,796; Richmond (S.I.) 122,405; Total 2,214,533.

(Commercial & Industrial): Bronx 37,181; Brooklyn 110,583; Manhattan 113,648; Queens 76,444; Richmond (S.I.) 12,892; Total 350,748.

**Source**. Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1988.

**8 - GAS METERS:** Brooklyn Union Gas Co., Sept. 30, 1985: Brooklyn 648,829; Queens 336,132; Richmond 99,139; Total: 1,084,100.

Consolidated Edison Co., Dec. 31, 1988: Bronx 303,622; Manhattan 395,565; Queens 194,144; Total: 893,331. Long Island Ltg. Co. provides gas in part of Queens County.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners in Thousands (Av. Weekly Wage). New York City-Mfg. (total) 357.4 ($354); Durable Goods 95.6 ($356); Furn. & Fixtures 8.5 ($332); Fabricated Metal Prods. 15.5 ($367); Mach., except Elect. 8.7 ($375); Electrical & Electronic Equip. 19.0 ($335); Instruments & Related Prods. 4.9; Misc. Mfg. Industries 27.0; Non-Durable Goods 261.7 ($351); Food & Kindred Prods. 19.5 ($425); Textile Mill Prods. 15.3; Apparel & Other Textiles 96.2; Paper & Allied Prods. 11.0 ($403); Printing & Publishing 85.6; Chemicals & Allied Prods. 18.6 ($530); Non-Mfg. (total) 3,247.9; Construction 121.0 ($770); General Bldg. Contractors 25.4; Heavy Const. Contractors 8.5; Special Trade Contractors 87.1; Transport. & Public Utils. 213.3; Local & Interurban Transit 19.4; Air Transport. 46.2; Communications, exc. U.S. Postal Serv. 65.4; Electrical, Gas, Sanitary Servs. 22.5 ($710); Whol. & Retail Trade 632.3; Whol. Trade 227.6 ($488); Ret. Trade 404.7; Gen. Mdse. Stores 54.4; Food Stores 62.6; Apparel & Accessory Stores 44.7; Eating & Drinking Places 134.5; Misc. Ret. 61.4; Finance, Ins. & Real Est. 533.3 ($433); Banking 161.7; Security & Commodity Brokers 147.9; Insurance Carriers 61.4; Real Est. & Combinations 101.0; Services & Misc. 1,144.0; Hotels & Other Lodging 35.0; Business Servs. 300.4; Health Servs. 242.4; Legal Servs. 72.5; Educational Servs. 99.3; Social Servs. 118.0; Membership Organizations 56.3; Misc. Servs. 65.0; Gov't. (total) 603.5; Federal 77.2; State 56.1; Local 470.2. Total Non-Agricultural 3,605.2.

**Source**. NY State Dept. of Labor, April 1989.

**10 - CLIMATE:** Normal Mean Temp.-Spring 52.1; Summer 74.5; Fall 57.8; Winter 33.8; An. Av. Temp.-54.5; Av. Annual precipitation 44.12 in.

**Source**. National Weather Service.

**11 - TAP WATER:** Three major sources of water supply through the Catskills & Delaware subsystems (Neutral, soft; neutral, av. pH 7.0) and Croton subsystem (Moderately hard; alkaline, av. pH 7.1). Av. consumption from municipal sources per day in city during 1988: 1,456.5 M.G.D. (Millions of Gallons per Day); Av. consumption per day from mun. sources by outside communities 125.2 M.G.D.; Total average consumption from municipal sources 1,581.7 M.G.D. Avg. consumption per day in Queens supplied by the Jamaica Water Supply Co. during 1988: 27.8 M.G.D. Average total consumption per day in city during 1988: 1,484.3 M.G.D. New city water tunnel under construction. Water is fluoridated and chlorinated.

**Source**. NY City Dept. of Environmental Protection.

**12 - RETAILING: Principal Shopping Districts**

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows.

Bronx Borough (Bronx County)

**Fordham Road, Grand Concourse E. to 3rd Ave.**. Alexander's; Lerner's; Plymouth Shops; Sears; Woolworth; Miles; Thom McAn; Florsheim, Fayva; Adler; Castro Convertible.

**Fordham Road, Jerome Ave. to Grand Concourse**. Woolworth, Modell's, Singer, Thom McAn.

**149th St. and 3rd Ave.**. Alexander's; Fayva; Florsheim; Fred Michaels Shoes; Hardy Shoe; Lerner's; McCrory; Modell's; Nadeen Children's Dept. Store; Thom McAn; The Wiz; Youngland.

**Department Stores**. Alexander's; Macy's; Sears.

**Variety Stores**. Frank Bee; Cee Cee; Kay & Eff; Lamston; Lopez; McCrory; C.H. Martin; Woolworth.

**Discount Stores**. B & L; Honig's Parkway.

**Principal Supermarkets**. A&P; Altagracia; Baychester Consumers Cooperative; Best Way; C-Town; Concourse Food Corp.; D'Agostino; Domino; Durso Supermarkets; Food City; Food Emporium; Key Food; Met Food; New Way; Pathmark; Pioneer; Shopwell; Sloan's; Superior Mkts.; Waldbaum's.

**Brooklyn Borough (King's County)**

**Principal Shopping Area** is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center stores.

**Department Stores**. Abraham & Straus; Alexander's; Macy's; Sears; Times Square Stores.

**Ladies Shops**. Bargain Rite; Fashion House; Joyce Leslie; Lerner's; Loehmann's; Lynn's; Mandee; Modern Woman; Plymouth; Smart Size.

**Men's Clothing**. Bond; Wallachs; B&B Lorry's.

**Ladies Shoes**. Baker's; Carlyle Bootery; Chandler; Coward; Fabco; Fayva; Miles; National; Selby.

**Men's Shoes**. Adler; Father & Son; Hardy; Naturalizer; Regal; Stadler's; Thom McAn.

**Drug**. Genovese; Harrico; Kings; Pathmark; Silver Rod.

**Candy**. Barton; Loft's.

**Discount Stores**. B.D.'s; Buy Rite; Jack's Bargain Stores.

**Variety Stores**. Gem Stores; Gray-Shel; Lamston; McCrory; Newberry; Payless Dept. Stores; Thrifty's; Woolworth.

**Other Chain Stores**. Castro Convertibles; Singer Clothing; Busch's Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Montague Street in downtown Brooklyn. Fifth and Seventh Avenues in Park Slope section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford-Stuyvesant section Nostrand and Flatbush Aves.; Manhattan Ave. in Greenpoint section; 86th St., Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Fayva, Lane Bryant, Miles Shoes, Thom McAn, Woolworth.

Other retail sections in Brooklyn are: 13th avenue in Borough Park, Graham Avenue in Williamsburg, and 8th Avenue in Sunset Park and in the neighborhoods of Canarsie, Crown Heights, Cypress Hills, East Flatbush, Fort Greene, New Utrecht and Ulmer Park.

**Principal Supermarkets**: A&P; Associated; C-Town; Dan's Supreme; Key Food; Man-Dell; Met Food; New Way; Pal; Pathmark; Pioneer; Royal Farms; Stop One; Superior Mkts.; Waldbaum's.

**Manhattan Borough (New York County)**

Many shopping areas all over the borough.

The most famous is along Fifth Ave., where from 34th to 59th Sts., many well-known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Jewelers, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks Fifth Ave., Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Lerner's, Lane Bryant, I. Miller Shoes, Barton's, Lord & Taylor; Selby Shoes, Miles Shoes, Red Cross Shoes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th St. in both directions is a well-known and diverse shopping area. Stores in the 34th St. area include Abraham & Straus, Macy's, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, Barton's, Barricini, Woolworth, Simco Shoes, Busch's Jewelry, Castro Convertibles.

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through the entire borough. The character of Broadway changes from the financial district around Wall St. to Inwood at the northern tip of the borough (see below). Two prominent points along Broadway are the Union Square area near 14th St. (now home to predominantly discount stores and currently undergoing change) and the entertainment and theater district of Times Square (near 42nd St.)

In addition, prominent shopping districts are located on Madison Ave. from 42nd to 59th Sts. (known for upscale specialty stores) and the vicinity of the intersection of Lexington Ave. and 59th St. (Alexander's; Bloomingdale's).

In recent years, areas south of the traditional Midtown (23rd St. to 59th St.) retail focus of Manhattan have attained prominence.

One of these Downtown areas is SoHo, where many boutiques and art galleries are located. Primary retail axes of this neighborhood are: West Broadway between Houston St. and Canal St., Grand St. between Broadway and West Broadway and Spring St. between Broadway and Ave. of the Americas (6th Ave.).

Another is the Wall Street financial district and its environs. Notable here are the South Street Seaport shopping center (see under New York City Shopping Centers), the World Trade Center, the new World Financial Center, the Nassau Street pedestrian mall.

Another up-and-coming area lies between 14th and 23rd Sts. and between Park Ave. South and 7th Ave. This area -- long the home of Barnes & Noble's flagship store and of Barney's clothing store -- is rapidly being filled in with supermarkets, fashion outlets and other stores. Primary retail axes of this area are Park Avenue South, Broadway, Fifth Ave., and 7th Ave.

Greenwich Village has become a retail center with clothing stores such as Banana Republic and the Gap and branches of bookstore chains Barnes & Noble and B. Dalton. Primary retail axes here include 8th St., Broadway and Ave. of the Americas (6th Ave.) in the central Village; 7th Ave. South, Hudson St., Christopher St. and Greenwich Ave. in the West Village, and 2nd Ave., 3rd Ave. and St. Marks Place in the East Village.

Other areas of note include Columbus Ave. and Broadway retail axes of the Upper West Side and Madison Ave., Lexington Ave. and 3rd Ave retail axes of the Upper East Side (59th to 96th Sts.) and discount corridor of Canal St. (between the Bowery and Broadway) in Chinatown.

Some Uptown (above 96th St.) retail sections are: 3rd Ave. at 110th St., 116th St. and 125th St. (Spanish Harlem/East Harlem); 116th St. from Adam Clayton Powell, Jr. Blvd. (7th Ave.) to Frederick Douglass Blvd. (8th Ave.) and 125th St. from Fifth Ave. to Morningside Ave. (Harlem); Broadway from 168th St. to 181st St. (Washington Heights); Dyckman (200th) St. between Nagle

Ave. and Broadway and 207th St. between Broadway and 10th Ave. (Inwood).

**Department Stores**: Abraham & Straus; Alexander's; B. Altman; Bergdorf Goodman; Bloomingdale's; Bonwit Teller; Fortunoff; Lane Bryant; Lord & Taylor; Macy's; Saks Fifth Ave.

**Variety Stores**: All in One Shops; Amitan International; Gem Stores; Lamston; McCrory; Woolworth.

**Discount Stores**: American Value Center; Ninety-Nine Cent Shops.

**Principal Supermarkets**: Associated; C-Town; D'Agostino; Food Emporium; Gristedes; Pioneer; Shopwell; Sloan's; Superior Mkts.

### Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single-dwelling residential population. Primary business areas in Jamaica are Jamaica Ave. from Sutphin Blvd. to 169th St. -- including the boutique-oriented Gertz Plaza -- and a pedestrian mall located on 165th St. between 89th Ave. and Jamaica Ave. Stores include Fayva, Goodwin's, Lerner's, Martin Paint, Modell's, Spear's, Sterling Optical, Strawberrys, Thom McAn, Vim Stores, The Wiz, Woolworth, Young World.

In Flushing from Sanford Ave. to Northern Blvd. and Main St. are Kays, Thom McAn, Alexander's. Roosevelt Ave. is a shopping thoroughfare leading off of Main St.

Smaller shopping districts are located in the neighborhoods of Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (near the Queens Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgewood, and Far Rockaway.

**Department Stores**: Abraham & Straus; Alexander's; Bloomingdale's; Macy's; Sears; Sterns; Times Square Stores.

**Variety Stores**: Gomez; Jamaica Variety; Lamston; McCrory; C.H. Martin; Woolworth.

**Discount Stores**: Modell's.

**Principal Supermarkets**: A&P; C-Town; Dan's Supreme; Key Food; King Kullen; Met Food; Pioneer; Scaturro Food Mkts.; Stop One; Waldbaum's.

### Borough of Staten Island

Twenty two shopping areas, largest of which is the Staten Island Mall (171 stores).

Other shopping areas include Forest Ave. Shoppers Town, Greenridge Plaza, Hylan Shopping Plaza.

Neighborhood shopping districts include those of New Brighton, Port Richmond, Stapleton and Tompkinsville.

**Department Stores**: Garber's; Macy's; JCPenney; Sears.

**Variety Stores**: McCrory; C.H. Martin; Woolworth.

**Discount Stores**: The Closeout Store; Job Lot Pushcart; K mart; Masters.

**Principal Supermarkets**: A&P; Acme; C-Town; Pathmark; Shop-Rite; Waldbaum's.

### NEW YORK CITY SHOPPING CENTERS

| Name & Location | No. of Stores |
|---|---|
| **Bronx:** | |
| Bay Plaza (I-95/ Hutch. Riv. Pkwy.) | NA |
| Castle Hill (Castle Hill Ave.) | 21 |
| Concourse Plz. (Concourse) | NA |
| Kingsbridge Plaza (B'way/233rd) | NA |
| Shopwell Plz. (Boston Post Rd.) | 12 |
| TSS Plaza (Bruckner Blvd.) | 30 |
| **Brooklyn:** | |
| Albee Sq. Mall (De Kalb Ave.) | 80 |
| Ceasar's Bay Bazaar (Bay & Shore Pkwys.) | 16 |
| College Corners (Flatbush/ Nostrand Aves.) | 7 |
| Dykers Plz.(535 86th St.) | 4 |
| Fort Greene (Myrtle Ave.) | 21 |
| Glenwood (Flatlands & Ralph Ave.) | 9 |
| Kings Bay (Nostrand Ave.) | 17 |
| Kings Plz. (Flatbush & Ave. U) | 152 |
| Rock Point (Neptune Ave.) | NA |
| Seaview Vlg. (Rockaway Pkwy. & Ave. M) | 12 |
| **Manhattan:** | |
| A & S Plaza (33rd St. & B'way) | NA |
| Belz Factory O. Mall (10th Ave./ 17th St.) | NA |
| Herald Center (Herald Sq.) | 140 |
| Manhattan Plz. (42nd/ 43rd Sts. & 9th/ 10th Aves.) | NA |
| Palatina (Old Slip/ South St.) | NA |
| Shoreview Towers (1st Ave. & 85 St.) | NA |
| South St. Seaport (Fulton & Water Sts.) | 150 |
| **Queens:** | |
| Bay Terrace (Bayside) | 64 |
| Beach 32nd St. (Far Rockaway) | NA |
| Beechcroft (Kisena Blvd., Elder Ave.) | 14 |
| Breezy Point (Forest Hills) | NA |
| Crossrds. at Whitestone (Whitestone) | 9 |
| Dayton Plz. (Rockaway Beach) | 25 |
| Expressway (99th St. Long Island Expwy.) | NA |
| Far Rockaway (Mott, Central Aves.) | 32 |
| Flatlands Mart (S/E/C Flatlands Ave., 108th St.) | 12 |
| Glen Oaks (255-55 Union Turnpike) | NA |
| Jackson Hgts. (31st Avenue) | 20 |
| Lefrak City (Junction Blvd. & 57th Ave.) | 24 |
| Northridge (Northern Blvd., Jackson Hghts.) | NA |
| Queens Ctr. (Queens & Woodhaven Blvds., L.I. Expwy.) | 75 |
| Queens Plz. North (L.I.C.) | NA |
| Rego City (57th Ave., 96 & 97 Sts.) | 10 |
| Rego Park (Queens Blvd.) | 20 |
| Rentar Plz. Mall (Queens) | NA |
| Whitestone (Cross Island Pkwy.) | NA |
| Yellowstone (Forest Hills) | NA |
| **Staten Island:** | |
| Forest Ave. (Forest Ave. & Decker St.) | 37 |
| Fox Hills (Targee St.) | 17 |
| Green Tree Mall (Victory Blvd.) | 20 |
| Greenridge Plz. (Arthur Kill Rd.) | 22 |
| Heartland Vlg. (Richmond & Nome Aves.) | 14 |
| Hylan Plz. New Dorp) | 55 |
| New Springville (Richmond & Yukon) | 21 |
| Oakwood (Amboy Rd. | 16 |
| Pathmark Mall (1351 Forest Ave.) | 21 |
| Pergament Mall (Richmond & Yukon) | 18 |
| Richmond (Richmond & Yukon) | 10 |
| Southgate Ctr. (Forest Ave & Mersereau Ave.) | NA |
| Shop-Rite Plz. (Forest Ave.) | NA |
| S.I. Mall (Richmond Ave.) | 171 |

### 13 - RETAIL OUTLETS: Largest Department Stores

**Bronx**:Alexander's; Macy's; Sears.

**Brooklyn**: Abraham & Straus; Alexander's; Macy's; Sears; Times Square Stores.

**Manhattan**: Abraham & Straus; Alexander's; Bloomingdales; Bonwit Teller; Fortunoff; Lane Bryant; Lord & Taylor; Macy's; Saks Fifth Ave.

**Queens**: Abraham & Straus; Alexander's; Bloomingdale's; Macy's; Sears; Sterns; Times Square Stores.

**Staten Island**: Garber's; Macy's; JCPenney; Sears.

**Leading Chain Drug Stores**

**Bronx**: Ace; Baychester Co-op; Courtesy; Drug Palace; Family; Leroy; Pathmark; Pressman; Rite Aid.

**Brooklyn**: Duane Reade; Genovese; Harrico; Kings; Neergard; Pathmark; Rexall; Rite Aid; Sam's Drugs; Silver Rod; Thriftway; Valu-Rite; Walgreens; Whelan.

**Manhattan**: Block; Clearfield; Drug Mart; Duane Reade; Legend; Leroy; Love; Pathmark; Raemart; Rite Aid; Walgreens; Whelan.

**Queens**: Drug Mart; Drug Palace; Duane Reade; Genovese; Legend; Leroy; Pathmark; Rexall; Rite Aid; Thrif-D; Valu-Rite; Walgreens.

**Staten Island**: Almac; Genovese; Hylan Prescription Ctr.; Pathmark; Rock Bottom; Sav-On; Shop-Rite; Thriftway; Valu-Rite.

**Leading Grocery Supermarkets**

**Bronx**: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

**Brooklyn**: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaums.

**Manhattan**: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloans; Shop Quick 6; Great Way 2.

**Queens**: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

**Staten Island**: A&P 5; Pathmark 4; Shop-Rite.

**Largest Variety Stores**

**Bronx**: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

**Brooklyn**: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

**Manhattan**: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

**Queens**: Woolworth 23; Kresge's 2; Green; Lamston 4; McCrory 3.

**Staten Island**: Woolworth 2; Kresge's 2; McCrory.

### 14 - NEWSPAPERS: Contacts for Advertising and Merchandising Data.

#### Bronx Borough

No daily newspaper published in the Bronx.

#### Brooklyn Borough

CHALLENGE (m-mon to fri) 110,000; (m-sat) 110,000; sworn Jan. 1, 1989. Thomas Watkins, Jr., Pub., 1360 Fulton St., Brooklyn, NY 11216; Tel. (718) 643-1162.

**National Representative**: None.

#### Manhattan Borough

PEOPLE'S DAILY WORLD (m-tues to sat) 66,000; sworn Sept. 29, 1988. Thomas Dennis, Bus. Mgr.; Barry Cohen, Editor, 239 W. 23rd St., New York, NY 10011; Tel. (212) 924-2523.

**National Representative**: None.

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 23,749; Mar. 31, 1989 ABC. Alan Newborn, V.P. Adv., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

**National Representative**: Knight-Ridder Newspaper Sales.

NEWS (m-mon to fri) 1,230,186; (m-sat) 922,146; (S) 1,526,413; Mar. 31, 1989 ABC. Jim Mason, Adv. Dir., 220 E. 42nd St., New York, NY 10017; Tel. (212) 210-2096.

**National Representatives**: Chicago Tribune Newspapers; Towmar; Western States Associates.

POST (m-mon to fri) 535,407; (m-sat) 409,602; (S) 402,136; Mar. 31, 1989 ABC. Ellen Mullins, Mktg. Dir., 210 South St., New York, NY 10002; Tel. (212) 815-8000.

**National Representatives**: Branham/Newspaper Sales; Metropolitan Publishers Representatives, Inc.

TIMES (m-mon to fri) 1,117,376; (m-sat) 865,172; (S) 1,663,530; Mar. 31, 1989 ABC. Erich G. Linker, V.P./Adv. Dir., 229 W. 43rd St., New York, NY 10036; Tel. (212) 556-1234.

**National Representative**: Direct-through branch offices.

TRIBUNE (m-mon to fri) 10,383; sworn Sept. 30, 1988. Larry T. Newcomb, Adv. Dir., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.

**National Representative**: None.

WALL STREET JOURNAL (Eastern Edition m-mon to fri) 797,779; (Total all editions m-mon to fri) 1,931,410; Mar. 31, 1989 ABC. Paul Atkinson, National Adv. Dir., Main Office-200 Liberty St., New York, NY 10281; Tel. (212) 416-2000. Ad Offices (NYC)-420 Lexington Ave., New York, NY 10170; Tel. (212) 808-6700.

**National Representative**: Direct-through branch offices.

#### Queens Borough

No daily newspaper published in Queens.

#### Borough of Staten Island

STATEN ISLAND ADVANCE (e-mon to fri) 76,972, (e-sat) 75,123; (S) 88,823; Mar. 31, 1989 ABC. Gary V. Cognetta, Display Adv. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.

**National Representative**: Newhouse Newspapers/Metro Suburbia.

## NEWBURGH-BEACON

**1 - LOCATION:** E&P Map F-5 (Newburgh in Orange County PMSA, Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

**2 - TRANSPORTATION: Railroads**-Conrail; Erie-Lackawanna.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound; Shortline; Flying Eagle; Fishkill; Mohawk.

**3 - POPULATION:**

Corp. Cities 80 Cen. 36,375; E&P 89 Est. 34,348
Newburgh 80 Cen. 23,438; E&P 89 Est. 21,660
Beacon 80 Cen. 12,937; E&P 89 Est. 12,688
CZ-ABC: (80) 59,122
RTZ-ABC: (80) 219,658
Counties/PMSA & MSA 80 Cen. 506,897; E&P 89 Est. 537,107
Dutchess Co./MSA 80 Cen. 246,205. E&P 89 Est. 257,749
Orange Co./PMSA 80 Cen. 260,692; E&P 89 Est. 279,358
City & RTZ-ABC: (80) 278,780

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 12,956; E&P 89 Est. 12,736
Newburg 80 Cen. 8,565; E&P 89 Est. 8,267
Beacon 80 Cen. 4,391; E&P 89 Est. 4,469
CZ-ABC: (80) 20,306
RTZ-ABC: (80) 69,908
Counties/PMSA & MSA 80 Cen. 164,893; E&P 89 Est. 209,141
Dutchess Co./MSA 80 Cen. 80,642; E&P 89 Est. 96,475
Orange Co./PMSA 80 Cen. 84,251; E&P 89 Est. 112,666
City & RTZ-ABC: (80) 90,214

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 4 | $273,669,000 |
| Savings & Loan | 2 | $98,640,000 |
| Commercial | 12 | $2,080,160,000 |

**6 - PASSENGER AUTOS:** Counties: Orange 179,803; Dutchess 173,021

**7 - ELECTRIC METERS:** Residence: Newburgh 12,243; Beacon 7,220

**8 - GAS METERS:** Residence: Newburgh 12,223; Beacon 9,532

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority. Military Academy 8,300; Beacon: Research 1,160; Printing 565; Tape Prods. 300; Rubber Prods. 210; Electronics 19,750; Apparel 200; Furn. 154.

**Principal Industrial Pay Days**-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

**11 - TAP WATER:** Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Newburgh-Newburgh Mall; Vails Gate Plaza, Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall; South Hills Mall; Galleria Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mid Valley Mall(47) | 2 | JCPenney, Woolworth, Price Chopper, Lloyd Lumber |
| Newburgh Mall(70) | 3 | Sears, Caldor, Steinbach |
| Zayre Plz.(22) | 2 | Zayre |
| Big V Plz. | 3 | Shop-Rite, Caldor |
| Dutchess Mall(75) | 8 | Service Mdse., OOB |
| South Hills | 11 | K mart, Sears, Hess |
| Grallena Mall | 11 | G. Fox |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lloyd's; Caldor; Steinbach; OOB; Hess.

**Variety Stores**-Woolworth; Sears; Caldor's; OOB; Steinbach; Big V; Albany Market.

**Discount Stores**-Zayre; OOB; Odd Lot; Service Merchandise; Rosenbaum's; Miron's.

**Chain Drug Stores**-Rexall; Rite Aid; Fay's; CVS.

**Chain Supermarkets**-Grand Union 4; Shop-Rite 3; A&P 2; Weis Markets; Waldbaum's; Price Chopper.

**Other Chain Stores**-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2; Kay Jewelers; Anderson Little; Endicott-Johnson; Casual Corner; Kay-Bee Toys; Upstage Shoes; Tano; Sixteen Plus; Dora Dale; Waldenbooks; Book & Record.

**14 - NEWSPAPERS:** NEWS (e) 10,782; (S) 10,858; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kenneth E. Hershberger, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000

**National Representative**: Thomson Newspapers.

## NIAGARA FALLS

**1 - LOCATION:** Niagara County (PMSA), E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical manufacturing center; 23 mi. NW of Buffalo on Niagara River.

**2 - TRANSPORTATION: Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).

**Motor Freight Carriers**-55.

**Intercity Bus Lines**-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

**3 - POPULATION:**

Corp. City 80 Cen. 71,384; E&P 89 Est. 64,355
CZ-ABC: (80) 95,087
RTZ-ABC: (80) 40,345
County/PMSA 80 Cen. 226,796; E&P 89 Est. 220,225
City & RTZ-ABC: (80) 135,432

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 27,272; E&P 89 Est. 25,482
CZ-ABC: (80) 34,910
RTZ-ABC: (80) 12,971
County/PMSA 80 Cen. 80,258; E&P 89 Est. 84,540
City & RTZ-ABC: (80) 47,881

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $373,685,000 |
| Savings & Loan | 1 | $143,132,289 |
| Commercial | 5 | $245,618,000 |

**6 - PASSENGER AUTOS:** County 121,983

**7 - ELECTRIC METERS:** Residence 47,000

**8 - GAS METERS:** Residence 30,181

**9 - PRINCIPAL INDUSTRIES:** Chem. Abrasives, Metallurgical, Paper Prods. (16,684 employees). Av. Wkly. Wage $293.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.

**Neighborhood Shopping Centers**-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Rainbow Center | NA | Burlington Coats |
| Niagara Factory Outlet | 8 | |
| Haeberle(6) | NA | Portage Pharmacy |
| Military Sq. Plz.(11) | NA | Century Housewares |
| Mil-Pine Plaza(9) | 7 | Tops Mkt. |
| Pine Plaza(22) | 7 | Super Duper |
| Summit Park Mall(66) | 9 | AMA's, Jenss, Sears |
| Factory Outlet Mall(50) | NA | |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**Stores Open Evenings**-City: Mon., Thur., Fri.; Plazas: every eve.

**13 - RETAIL OUTLETS: Department Stores**-Jenss 2; Sears; AM&A.

**Discount Stores**-Jupiter; K mart; Brand Names.

**Chain Drug Stores**-Rexall; Stines; Coulson 2; Rite Aid 4; Brooks; Fays 2.

**Chain Supermarkets**-Super Duper 2; Bell's; Wilson Farms; Tops 5; B Kwik.

**Other Chain Stores**-Shoes: Shoetown, Kinney, Gallenkamp, Regal, Thom McAn 2; Clothing: Richmond Bros., Motherhood Maternity, Merry-Go-Round, Chess King, Casual Corner, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Color Your World, Crandall; Misc.: Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord, Zales.

**14 - NEWSPAPERS:** GAZETTE (m) 27,481; (S) 30,304; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Francis Skally, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311

**National Representatives**: Gannett National Newspaper Sales; U.S. Suburban Press.

## NORTH TONAWANDA-TONAWANDA

**1 - LOCATION:** Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls; 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Metro Bus.

**Airlines**-American; United; USAir; Eastern.

**3 - POPULATION:**

Corp. Cities 80 Cen. 54,453; E&P 89 Est. 52,354
North Tonawanda 80 Cen. 35,760; E&P 89 Est. 35,069
Tonawanda 80 Cen. 18,693; E&P 89 Est. 17,285
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 80 Cen. 1,240,222; E&P 89 Est. 1,193,507
Niagara/PMSA 80 Cen. 226,796; E&P 89 Est. 220,225
Erie/PMSA 80 Cen. 1,013,426; E&P 89 Est. 973,282
City & RTZ-ABC: (80) 168,984

**4 - HOUSEHOLDS:**

Cities 80 Cen. 19,549; E&P 89 Est. 19,473
North Tonawanda 80 Cen. 12,868; E&P 89 Est. 13,079
Tonawanda 80 Cen. 6,681; E&P 89 Est. 6,394
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/PMSAs 80 Cen. 445,475; E&P 89 Est. 451,858
Niagara/PMSA 80 Cen. 80,258; E&P 89 Est. 84,540
Erie/PMSA 80 Cen. 365,217; E&P 89 Est. 367,318
City & RTZ-ABC: (80) 60,280

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Erie 529,501; Niagara 121,983

**7 - ELECTRIC METERS:** Residence 20,706

**8 - GAS METERS:** Residence 16,018

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Prods. 53 ($330); Machine Shop Metal Trades 172 ($340).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

**11 - TAP WATER:** Medium hard.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.

**Neighborhood Shopping Centers**-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Midcity Plz.(25) | 3 | Bell's, Sav-Rite |
| Blvd. Mall(77) | 4 | Kleinhans, Jenss, JCPenney |
| Sheridan Plz.(25) | 4 | AM&A, Bergers |
| Northtown Plz. | 5 | AM&A, Bergers |
| Del-Ton Plz.(15) | 2 | Rite Ai |
| Powerline Plaza | 2 | Rite Ai |
| Rainbow Centre(65) | 11 | Bell's |
| Summit Park Mall(66) | 5 | Sears, McCrory, Jenss, AM& |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Sat. until 9 p.m.

**13 - RETAIL OUTLETS: Discount Stores**-Ames; Valu; Hill's.

**Variety Stores**-G.C. Murphy.

**Chain Drug Stores**-Leader; Rite Aid 6; P.K. 2; Brooks; CVS 3; Fay's 2.

**Chain Supermarkets**-Bell Mkts. 2; Super Duper 2; Tops 2.

**Other Chain Stores**-Endicott-Johnson; Kinney, Dunlop Tire; Firestone; Goodyear.

**14 - NEWSPAPERS:** NEWS (e) 14,075; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dean T. Hutter, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000

**National Representatives**: Landon Associates; U.S. Suburban Press.

## NORWICH

**1 - LOCATION:** Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

**2 - TRANSPORTATION: Railroads**-Erie & Lackawanna (freight).

**Intercity Bus Lines**-Shortline.

**Airlines**-Midstate; Airport Chartered Service.

**3 - POPULATION:**

Corp. City 80 Cen. 8,082; E&P 89 Est. 7,811
CZ-ABC: (80) 8,082
RTZ-ABC: (80) 49,185
County 80 Cen. 49,448; E&P 89 Est. 51,657
City & RTZ-ABC: (80) 57,267

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,521; E&P 89 Est. 3,192
County 80 Cen. 16,858; E&P 89 Est. 20,642
CZ-ABC: (80) 3,185
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 19,042

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $270,000,000 |
| Savings & Loan | 1 | $26,000,000 |
| Mutual Savings | 1 | $32,000,000 |

**6 - PASSENGER AUTOS:** County 26,936

**7 - ELECTRIC METERS:** County 11,323

**8 - GAS METERS:** County 3,345

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Proc.; Storage; Shipping 800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

**11 - TAP WATER:** Very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Great American Plaza(9) | NA | Great American, Ames, Family Bargain |
| Norwich(15) | NA | Jamesway, Grand Union |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-McLaughlin's.

**Discount Stores**-Ames; Jamesway.

**Chain Drug Stores**-Carl; Rite Aid; Fayes.

**Chain Supermarkets**-Grand Union; A&P; Great American.

**Other Chain Stores**-Sears (catalog); Bern's; Endicott-Johnson; Natl. Auto; Mila Fabrics; Montgomery Ward; Emily Lawrance; Napa Auto; Champion.

**14 - NEWSPAPERS:** SUN (e-mon to fri) 6,408; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Williams, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.

**National Representative**: Landon Associates.

## NYACK

**1 - LOCATION:** Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Routes 59 & 17.

**2 - TRANSPORTATION: Railroads**-Metro North; New Jersey Transit.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Mohawk; Rockland; Short Line; Red & Tan.

**3 - POPULATION:**

Corp. City 80 Cen. 6,428; E&P 89 Est. 6,350

NDM-ABC: (80) 259,530

County 80 Cen. 260,714; E&P 89 Est. 278,897

PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,657; E&P 89 Est. 2,701

NDM-ABC: (80) 77,905

County 80 Cen. 77,905; E&P 89 Est. 120,666

PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 11 | $1,463,153,000 |
| Savings | 7 | $794,128,000 |
| Savings & Loan | 7 | $549,762,000 |

**6 - PASSENGER AUTOS:** County 184,582

**7 - ELECTRIC METERS:** County 83,010

**8 - GAS METERS:** County 65,423

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,800 ($506); Constr. 4,200 ($448); Trans. & Public Util. 4,100 ($585); Whol. & Ret. Trade 22,100 ($268); Fin., Ins. & R.E. 3,700 ($389).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Rockland Plz., Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plz., West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.

**Principal Shopping Days**-Thur. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Caldor; Marshalls; Macy's.

**Variety Stores**-Woolworth; Newberry.

**Chain Supermarkets**-Shop-Rite; A&P; Grand Union; Waldbaums; Pathmark; Foodtown; Stop 'N Shop.

**Other Chain Stores**-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

**14 - NEWSPAPERS:** JOURNAL-NEWS (e) 41,432; (S) 51,000; Mar. 25, 1989 ABC.

**NOTE**: Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspaper, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-3000.

**National Representative**: Gannett National Newspaper Sales.

## OGDENSBURG

**1 - LOCATION:** St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distribution center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

**2 - TRANSPORTATION:** Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.

**Motor Freight Carriers**-5.

**Freight Steamship Lines**-2.

**Intercity Bus Lines**-Thousand Island.

**Airport**-Broadway Air.

**3 - POPULATION:**

Corp. City 80 Cen. 12,375; E&P 89 Est. 11,586

County 80 Cen. 114,206; E&P 89 Est. 116,655

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,204; E&P 89 Est. 3,990

County 80 Cen. 35,801; E&P 89 Est. 44,089

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 1 | $63,632,393 |
| Savings & Loan | 1 | $14,342,140 |
| Commercial | 3 | $198,000,000 |

**6 - PASSENGER AUTOS:** County 49,141

**7 - ELECTRIC METERS:** Residence 4,382

**8 - GAS METERS:** Residence 3,557

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1,050 ($269); Correctional Facility 371 ($500); Shade Rollers 150 ($200); Office Equip. 175 ($225); Drapery Hdwe. 100 ($240); Office Supplies 250 (N.A.); Telephone Components 325.

**Principal Pay Days**-Wed., Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15; last killing frost, Apr. 1.

**11 - TAP WATER:** Normal; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on State St.; 1 on Ford St.

**Neighborhood Shopping Centers**-2 blocks on E. Ford St.; 2 blocks on Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Seaway Ctr.(13) | 2 | P&C, Sears, Kinney Drugs, K mart, Fay's, Ames |
| Park Plz.(30) | 1 | |
| Charlestown Mall(20) | NA | |

**Principal Shopping Days**-Tues. through Sun.

**Stores Open Evenings**-Shpg. ctrs. every evening; Sun. 1-6 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Ames.

**Discount Stores**-K mart; Hackett's True Value.

**Chain Drug Stores**-B.O. Kinney; Fays.

**Chain Supermarkets**-Great American; Eddy's Mkt.; P&C; Super Duper.

**Other Chain Stores**-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; Natl. Army Stores; Garns Supply; Dixie Lee.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 5,190; ADVANCE NEWS (S) 8,082; sworn Sept. 27, 1988.

**Local Contact** for Advertising and Merchandising Data: Patricia Charlebois, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St.; PO Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.

**National Representative**: Landon Associates.

## OLEAN

**1 - LOCATION:** Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary, 70 mi. S of Buffalo.

**2 - TRANSPORTATION: Railroads**-Conrail (2).

**Motor Freight Carriers**-18.

**Airports**-Olean Municipal; Giermek Executive.

**3 - POPULATION:**

Corp. City 80 Cen. 18,207; E&P 89 Est. 17,639

CZ-ABC: (80) 33,442

RTZ-ABC: (80) 137,247

County 80 Cen. 79,898; E&P 89 Est. 82,453

City & RTZ-ABC: (80) 170,689

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,793; E&P 89 Est. 7,116

CZ-ABC: (80) 11,521

RTZ-ABC: (80) 46,825

County 80 Cen. 29,280; E&P 89 Est. 31,944

City & RTZ-ABC: (80) 58,346

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings | 2 | $208,000,000 |

**6 - PASSENGER AUTOS:** County 38,763

**7 - ELECTRIC METERS:** Residence 7,225

**8 - GAS METERS:** Residence 6,304

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Turbines, Compressors 2,700; Electric Components 1,050; Capacitors, Resistors 700; Ceramic Tile 400; Elect. Protect. Equip. 185; Household Cutlery 150; Precision Machine Work; Tool & Die; Industrial Supplies; Industrial Mach.; Electroplating.

**Principal Pay Days**-Wed., Thur., Fri., Sat.

**10 - CLIMATE:** Av. Temp.-Spring 46; Summer 72; Fall 52; Winter 30. First killing frost, Oct. 30; last killing frost, May 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Allegany(3) | NA | Reids Food Barn, K mart, Tops Mkt. Quality Mkt. |
| Zayre(3) | NA | Zayre, JCPenney |
| Olean Mall(53) | NA | AM&A's, Hills |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown: Fri.; Shopping centers: every night.

**13 - RETAIL OUTLETS: Department Stores**-AM&A's; Bradner's; Hill's; Sears; JCPenney.

**Discount Stores**-K mart; Zayre.

**Chain Drug Stores**-CVS; Rexall; Fay's.

**Chain Supermarkets**-Reids Food Barn 2; F.J. Mahar 5; Tops; Quality.

**Other Chain Stores**-Co-op Grocery; Grossmans; Valu-Homes; Brand Names; 84 Lumber.

**14 - NEWSPAPERS:** TIMES-HERALD (e) 25,058; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John L. Tunstall, Adv. Mgr., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.

**National Representative**: Landon Associates.

## ONEIDA

**1 - LOCATION:** Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E of Syracuse; 22 mi. W of Utica. On NYS Thruway.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Central N.Y.

**3 - POPULATION:**

Corp. City 80 Cen. 10,810; E&P 89 Est. 10,268

County 80 Cen. 65,136; E&P 89 Est. 70,194

MSA 80 Cen. 643,007; E&P 89 Est. 676,538

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,041; E&P 89 Est. 3,830

County 80 Cen. 20,805; E&P 89 Est. 26,748

MSA 80 Cen. 223,642; E&P 89 Est. 243,388

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $2,457,027,000 |
| Savings | 2 | $1,247,920,136 |

**6 - PASSENGER AUTOS:** County 34,359

**7 - ELECTRIC METERS:** Residence 14,251

**8 - GAS METERS:** Residence 7,064

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Silverware 2,200, Paper Plates 300; Food Prods. 190; Milking Mach. 110.

**Principal Industrial Pay Days**-Thur.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Big 'N Plz.(10) | NA | Ames, Fay Drug |
| Oneida(16) | NA | P&C Mkt., Lynn's, Oneida Men's Shop, Sears |
| Tops Plz. | NA | Tops Mkts. |

**Principal Shopping Days**-Tues., Thur., Fri.

**Stores Open Evenings**-Thur.; Grocery, Mon. & Thur.

**13 - RETAIL OUTLETS: Department Store**-Ames.

**Discount Stores**-Alfred's Bargain City; Agway.

**Chain Drug Stores**-Medical Ctr. Phcy., Carl's; Fay's; Rite Aid; Colonial.

**Variety Stores**-H.L. Green; Phillipson's Army-Navy; D&D Sports; Oneida Hdwe.

**Chain Supermarkets**-P&C; Great American; Tops Market.

**Other Chain Stores**-Singer Co.; Sears (catalog).

**14 - NEWSPAPERS:** DISPATCH (e) 10,200; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Frank McGivern, Adv. Dir., DISPATCH, 130 Broad St.; PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.

**National Representative**: Landon Associates.

## ONEONTA

**1 - LOCATION:** Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On I-88 and State Hwys. 28 and 23. 60 mi. S of Utica.

**2 - TRANSPORTATION: Railroads**-Delaware & Hudson.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Adirondack; Pine Hill.

**Airlines**-Catskill Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,933; E&P 89 Est. 14,324

CZ-ABC: (80) 16,648

RTZ-ABC: (80) 79,302

County 80 Cen. 59,087; E&P 89 Est. 65,136

City & RTZ-ABC: (80) 95,950

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,431; E&P 89 Est. 4,457
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 80 Cen. 20,228; E&P 89 Est. 22,712
City & RTZ-ABC: (80) 32,992

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $157,000,000 |
| Savings & Loan | 1 | $140,000,000 |
| Savings | 1 | $46,000,000 |

**6 - PASSENGER AUTOS:** County 31,167

**7 - ELECTRIC METERS:** Residence 4,123

**8 - GAS METERS:** Residence 2,919

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); R.R. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Proc. 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Prods. 85 ($230).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12; last killing frost, May 17.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Main St., Chestnut, Broad and Market Sts.

**Neighborhood Shopping Centers**-E. Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pyramid(8) | 2 | P&C Mkt., Fays Drug, Nichols |
| Southside Mall | 1 | K mart, JCPenney, Great American |
| Westgate(12) | 2 | Ames, Rite Aid, Grand Union |

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bresee's; Argersingers; JCPenney; K mart; Nichols.

**Discount Stores**-Carl's Drug; Jamesway; Ames.

**Variety Stores**-Woolworth; Fay's.

**Chain Supermarkets**-Victory; Grand Union; P&C; Price Chopper; Great American.

**Other Chain Stores**-Endicott Johnson; Montgomery Ward; Sears (catalog).

**14 - NEWSPAPERS:** STAR (m) 19,324; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cliff Cromwell, Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.

**National Representative**: Branham/Newspaper Sales.

## OSSINING

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9; State Hwys. 133 & 134.

**2 - TRANSPORTATION: Railroads**-Metro North; Amtrak.

**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**
Corp. City 80 Cen. 20,196; E&P 89 Est. 20,094
NDM-ABC: (80) 60,670
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,777; E&P 89 Est. 7,192
NDM-ABC: (80) 19,536
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-4 blocks on Main St.; 3 on Spring St.; Croton Ave.

**Nearby Shopping Centers**-Chilmark (Pleasantville Rd.); Arcadia (S. Highland Ave.).

**Principal Shopping Days**-Thur. through Sun.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Variety Stores**-Woolworth; J.J. Newberry.

**Chain Drug Stores**-Kipp's; Medicine Shoppe 4.

**Chain Supermarkets**-A&P; Grand Union 4; Finast Shopwell 4; Shop-Rite.

**14 - NEWSPAPERS:** CITIZEN REGISTER (e) 6,754; (S) 7,518; Mar. 25, 1989 ABC.

**NOTE**: Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-5337.

**National Representative**: Gannett National Newspaper Sales.

## OSWEGO-FULTON

**1 - LOCATION:** Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural & dairy area. Miscellaneous manufacturing, wholesale & education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

**2 - TRANSPORTATION: Railroads**-Conrail (freight).

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

**3 - POPULATION:**
Corp. Cities 80 Cen. 33,105; E&P 89 Est. 32,634
Fulton 80 Cen. 13,312; E&P 89 Est. 13,154
Oswego 80 Cen. 19,793; E&P 89 Est. 19,480
CZ-ABC: (80) 19,793
RTZ-ABC: (80) 80,905
County 80 Cen. 113,954; E&P 89 Est. 137,001
MSA 80 Cen. 643,007; E&P 89 Est. 676,538
City & RTZ-ABC: (80) 100,698

**4 - HOUSEHOLDS:**
Cities 80 Cen. 12,417; E&P 89 Est. 12,482
Fulton 80 Cen. 5,088; E&P 89 Est. 5,164
Oswego 80 Cen. 7,329; E&P 89 Est. 7,318
CZ-ABC: (80) 7,239
RTZ-ABC: (80) 25,941
County 80 Cen. 37,238; E&P 89 Est. 53,478
MSA 80 Cen. 223,642; E&P 89 Est. 243,388
City & RTZ-ABC: (80) 33,180

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $95,091,251 |
| Savings & Loan | 1 | $7,299,948 |
| Commercial | 3 | $65,000,000 |

**6 - PASSENGER AUTOS:** County 59,449

**7 - ELECTRIC METERS:** Residence: Oswego 12,102; Fulton 7,508

**8 - GAS METERS:** Residence: Oswego 9,302; Fulton 5,717

**9 - PRINCIPAL INDUSTRIES:** Beer Brewing; Food Proc.; Aluminum Mfg.; Paper Prods.; Wire Mfg.; Steel; Atomic Energy.

**Principal Industrial Pay Days**-Oswego-Thur., Fri. Fulton-Tues., Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Oswego: 3 blocks on W. Bridge St.; 9 on E. Bridge St.; 3 on W. 1st St.; 3 on W. 2nd St.; 2 on E. 1st St.; 2 on E. 2nd St.; 2 on E. 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W. Broadway; 1 on E. Broadway, 1 on W. First St. S.; Canalview Mall; Pyramid Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mid-Town(10) | NA | Half Price Outlet, Fays |
| Pyramid Mall(10) | NA | Jamesway |
| Price Chopper | NA | Price Chopper |
| Oswego Plz.(12) | 1 | P&C, Fay Drugs, Sears, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Plaza Stores-Mon. through Sat.

**Stores Open Sunday**-Many in Plaza.

**13 - RETAIL OUTLETS: Department Stores**-Kline Bros.

**Variety Stores**-McCrory; McLellan; Green's.

**Discount Stores**-KBC; Jamesway; Wheels.

**Chain Drug Stores**-Wayne 2; Key; Fay 2.

**Chain Supermarkets**-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.

**Other Chain Stores**-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth; Rosa & Sullivan Appliances.

**14 - NEWSPAPERS:** PALLADIUM-TIMES (e) 9,479; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John DeRousie, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.

**National Representative**: Thomson Newspapers.

## PEEKSKILL

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

**2 - TRANSPORTATION: Railroads**-Metro North.

**Intercity Bus Lines**-Liberty Lines; American.

**Airlines**-Air North; Business Express; Commercial Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**
Corp. City 80 Cen. 18,236; E&P 89 Est. 18,266
NDM-ABC: (80) 53,941
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**4 - HOUSEHOLDS:**
City 80 Cen. 6,850; E&P 89 Est. 7,109
NDM-ABC: (80) 18,426
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |
| Commercial | 17 | $7,330,923,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-11 blocks on Division, South, Main, Bank & Park Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Beach(37) | NA | Woolworth, Grand Union |
| Westchester Mall(40) | NA | Pergament, Fayva, Radio Shack, Waldbaum's, Jamesway |
| Hampton Oaks | NA | IGA |
| Welcher Ave. | NA | A&P |
| Baldwin Pl.(38) | NA | Sears (catalog), Radio Shack |
| Yorktown Green(30) | NA | Caldor, A&P, Shopwell |
| Putnam Square(10) | NA | Shopwell |
| Jefferson Valley Mall(70) | NA | Reads, Sears |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Howland; Reads; Pergament; Jamesway.

**Variety Stores**-McCrory; Woolworth.

**Discount Store**-Caldor.

**Chain Drug Stores**-Brooks 3; Rite Aid.

**Chain Supermarkets**-A&P; Grand Union; Shopwell 2; Shop-Rite; Waldbaums 2.

**Other Chain Stores**-Sears; Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

**14 - NEWSPAPERS:** STAR (e) 6,186; (S) 8,338; Mar. 25, 1989 ABC.

**NOTE**: Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 964-5337.

**National Representative**: Gannett National Newspaper Sales.

## PLATTSBURGH

**1 - LOCATION:** Clinton County, E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

**2 - TRANSPORTATION: Railroads**-Delaware & Hudson.

**Intercity Bus Line**-Greyhound.

**Motor Freight Carriers**-8.

**Airline**-Trans World Express.

**3 - POPULATION:**
Corp. City 80 Cen. 21,057; E&P 89 Est. 22,070
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 80 Cen. 80,899; E&P 89 Est. 83,769
City & RTZ-ABC: (80) 86,420

**4 - HOUSEHOLDS:**
City 80 Cen. 6,925; E&P 89 Est. 7,267
CZ-ABC: (80) 11,650
RTZ-ABC: (80) 15,217
County 80 Cen. 24,896; E&P 89 Est. 30,920
City & RTZ-ABC: (80) 26,867

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $288,292,000 |
| Savings & Loan | 1 | $107,000,000 |

**6 - PASSENGER AUTOS:** County 39,336

**7 - ELECTRIC METERS:** Residence 9,444

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Paper Prods.; Wallpaper; Federal, State Employees; Plastics;

Lumber & Wood Prods.; Machine Prods.; Air Force Base (SAC) Population over 10,000.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

**11 - TAP WATER:** Acid, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pyramid Mall (50) | 3 | K mart, JCPenney, Mont. Ward, Sears, Sun Foods, Toys For Joy, Price Chopper, Service Mdse. |
| North Country(40) | 2 | A&P, H.L. Green |
| Plattsburgh Plaza(16) | 2 | Zayre, Grand Union |
| Skyway Corners(15) | 2 | Ames, Grand Union, Woolworth |
| Ames Plaza(8) | 2 | Ames, P&C Food, Kinney |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.

**Variety Stores**-Woolworth; Green.

**Discount Stores**-Kinney; Fay's; Ames; K mart.

**Chain Supermarkets**-Grand Union 2; A&P; P&C Mkts.; Price Chopper; Sun Foods.

**Other Chain Stores**-Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; Polo; Limited; Casual Corner; Caren Charles; Gap; Goodyear; Goodrich; Western Auto; Thom McAn.

**14 - NEWSPAPERS:** PRESS-REPUBLICAN (m) 23,154; (S) 23,396; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sean T. McNamara, Adv. Mgr., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.

**National Representative**: Branham/Newspaper Sales.

## PORT CHESTER

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpke.; Cross-Westchester Expwy.

**2 - TRANSPORTATION: Railroads**-Metro North; Amtrak.

**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**

Corp. City 80 Cen. 23,565; E&P 89 Est. 23,219

NDM-ABC: (80) 71,835

County 80 Cen. 867,782; E&P 89 Est. 874,787

PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 9,001; E&P 89 Est. 9,189

NDM-ABC: (80) 24,651

County 80 Cen. 307,450; E&P 89 Est. 327,696

PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main St.; 6 blocks on Westchester Ave.

**Principal Shopping Days**-Thur. through Sun.

**Shopping Centers**-Rye Ridge; Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Ctr.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Chain Drug Stores**-Rock Bottom; CVS.

**Chain Supermarkets**-Finast 4; Shopwell 4; Waldbaum's; Pathmark; Food Emporium.

**Other Chain Stores**-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

**14 - NEWSPAPERS:** ITEM (e) 9,879; (S) 10,477; Mar. 25, 1989 ABC.

**NOTE**: Member of Westchester Rockland Newspaper Group.

**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5337.

**National Representative**: Gannett National Newspaper Sales.

## PORT JERVIS

**1 - LOCATION:** Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Shortline.

**3 - POPULATION:**

Corp. City 80 Cen. 8,699; E&P 89 Est. 8,421

County/PMSA 80 Cen. 260,692; E&P 89 Est. 279,358

**4 - HOUSEHOLDS:**

City 80 Cen. 3,385; E&P 89 Est. 3,422

County/PMSA 80 Cen. 84,251; E&P 89 Est. 112,666

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | N.A. |
| Savings & Loan | 3 | N.A. |
| Commercial | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 179,803

**7 - ELECTRIC METERS:** Residence 3,784

**8 - GAS METERS:** Residence 3,642

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-Pike; Front; Sussex; and Ball Sts.

**Neighborhood Shopping Centers**-W. Main St.; Kingston Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Tri State Mall(10) | 1 | Jamesway, Shop-Rite |
| Port-Jervis Plaza(7) | | K mart, Great American |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; K mart.

**Variety Stores**-Jamesway.

**Chain Supermarkets**-Grand Union 2; Shop-Rite; Great American.

**14 - NEWSPAPERS:** TRI-STATE-GAZETTE (e) 5,489; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI-STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.

**National Representative**: Branham/Newspaper Sales.

## POUGHKEEPSIE

**1 - LOCATION:** Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.

**Airlines**-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, DC, and to Raleigh-Durham, NC.

**3 - POPULATION:**

Corp. City 80 Cen. 29,757; E&P 89 Est. 28,488

CZ-ABC: (80) 69,306

RTZ-ABC: (80) 219,428

County/MSA 80 Cen. 246,205; E&P 89 Est. 257,749

City & RTZ-ABC: (80) 288,734

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,262; E&P 89 Est. 12,182

CZ-ABC: (80) 24,663

RTZ-ABC: (80) 70,454

County/MSA 80 Cen. 80,642; E&P 89 Est. 96,475

City & RTZ-ABC: (80) 95,117

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 6 | $909,655,000 |
| Commercial | 12 | $433,105,000 |
| Savings & Loan | 2 | $121,346,000 |

**6 - PASSENGER AUTOS:** County 173,021

**7 - ELECTRIC METERS:** County 83,000

**8 - GAS METERS:** County 18,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Util. 12,264; Elect. Prods. 487.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.

**Neighborhood Shopping Centers**-Hooker Ave.; Raymond Ave.; Poughkeepsie Plz., South Rd.; Bradlee Plz., South Rd.; Hudson Plz., South Rd.; 44 Plz., Route 44; Red Oaks Mill, Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hyde Pk. Mall | 4 | Shop-Rite, Jamesway |
| South Hills Mall(72) | 5 | K mart, Howlands, Sears, Up-To-Date |
| Dutchess Mall (75) | 15 | Service Mdse., Shop-Rite, May's |
| Hopewell Plz. | 8 | Grand Union |
| Poughkeepsie(70) | 2 | Grand Union, Marshall's |
| Hudson Plz.(20) | 2 | Mont. Ward, Hermans, Flah's |
| Bradlees Plz.(25) | 2 | Bradlees |
| Dutchess Ctr. | 2 | K mart, Shop-Rite, Miron Catalogue Ctr. |
| 44 Plz.(25) | 1 | Edwards, Caldor |
| 9 Mall(23) | 6 | Caldor, Shop-Rite |
| Imperial Plz. | 7 | Grand Union |
| Fishkill | 13 | Grand Union |
| Blodgett Farm Plz. | 13 | Ames |
| Dutchess Pk. | 15 | A&P |
| Hyde Pk. | 4 | Grand Union |
| Rhinebeck | 16 | Grand Union, A&P, Jamesway |
| Apple Valley Plz. | 4 | Grand Union |
| Red Oaks Mill(9) | 4 | Rite Aid, A&P, Grand Union |
| Arthursburg | 14 | A&P |
| Wappingers | 3 | Channel Home Ctr., Waldbaums |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; Howlands; Danish Design; Hess's; G. Fox; Lechmere; JCPenney; Jordan Marsh; Filene's.

**Discount Stores**-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-CVS 2; Neustat 6; Liggett Rexall; Rite Aid 2.

**Chain Supermarkets**-A&P 4; Grand Union 15; Edwards; Stop & Shop; Shop-Rite 4; IGA 2; Waldbaums.

**Other Chain Stores**-Goodyear 3; Goodrich; Miles; Deltone's Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Flah's; Pittsburgh Paint; Crossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

**14 - NEWSPAPERS:** POUGHKEEPSIE JOURNAL (m) 43,755; (S) 62,267; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sheila Parker, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.

**National Representative**: Gannett National Newspaper Sales.

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**QUEENS**
**See NEW YORK CITY**

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## ROCHESTER

**1 - LOCATION:** Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway, 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On I-390, I-490, I-590; U.S. Hwys. 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail; Chessie System.

**Motor Freight Carriers**-91.

**Intercity Bus Lines**-Greyhound; Blue Bird; Regional Transit; Trailways; Grand Island Transit.

**Airlines**-American; Delta; Eastern; Mall; Piedmont; United; USAir; Ransom; Pan Am; Northwest; Continental; Skywalker.

**3 - POPULATION:**

Corp. City 80 Cen. 241,741; E&P 89 Est. 230,678

CZ-ABC: (80) 623,173

RTZ-ABC: (80) 468,811

County 80 Cen. 703,318; E&P 89 Est. 736,305

MSA 80 Cen. 973,509; E&P 89 Est. 1,026,141

City & RTZ-ABC: (80) 1,091,984

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 102,642; E&P 89 Est. 93,086

CZ-ABC: (80) 229,655

RTZ-ABC: (80) 153,135

County 80 Cen. 264,352; E&P 89 Est. 269,667

MSA 80 Cen. 346,000; E&P 89 Est. 374,142

City & RTZ-ABC: (80) 382,790

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 6 | N.A. |
| Savings & Loan | 3 | N.A. |
| Commercial | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 422,893

**7 - ELECTRIC METERS:** Residence 280,000

**8 - GAS METERS:** Residence 240,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg./Durable Goods 107,600 ($550); Mfg./Nondurable Goods 29,600 ($376); Constr. 17,500; Trans. & Public Util. 13,600; Whol. & Ret. Trade 98,900; Fin., Ins. and R.E. 20,600; Services and Misc. 106,900; Gov't. 65,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plz.; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Big 'N Plz.; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz., Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr., Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Spencerport Road Plz.; Tops-Hills Plz.; Westgate Plz.; Westmar Plz. **Greece**: Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall; Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Cohoes Commons; Henrietta Town Line Plz.; Quality Plz.; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Henrietta Plz.; Marketplace Mall; Southtown Plz.; Todd Mart Plz.; Winjef Plz.; Suburban Plz. **Irondequoit**: Atrium and Pizza Hut Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Shopping Ctr.; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Perinton Sq.; Perinton Plz. **Pittsford**: Pittsford Plz. W; Ardan/Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Loehmann's Plz.; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Ctr.; Ridgecrest Shopping Ctr.; Bulls Head Plz.; Culver Ridge Plz.; Lyell Shopping Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz., Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Waring Road Shopping Ctr.; West Ave. Plz. **Victor**: Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Browncroft Corners(15) | 5 | Super Duper |
| Chili Ctr. Mart(3) | 7 | K mart, Bells |
| Cohoes Commons (10) | 6 | Cohoes |
| Country Club(21) | 9 | Chase-Pitkin, Wegman's |
| Culver Ridge(30) | 6 | B. Forman, JCPenney, Woolworth, Rite Aid |
| Dewey-Stone(4) | 7 | Super Duper |
| Eastview(109) | 15 | Sears, Sibley's, Woolworth, Fay's, McCurdy's |
| Eastway(21) | 9 | Sibley's, Wegman's, Chase Pitkin |
| Empire(3) | 4 | Bells |
| Georgetown(6) | 6 | Fays |
| Greece Towne(64) | 8 | Sibley's, CVS, Hills |
| Irondequoit(28) | 5 | Sibley's, Bells, McCurdy's, Fay's |
| Latta Road Plz. | 8 | Rite Aid |
| Loehmann's(8) | 3 | Loehmann's, Tops |
| Long Ridge(74) | 8 | B. Forman, JCPenney, Sears, McCurdy's |
| Merchants-Main(6) | 5 | CVS, Wilson Farms |
| Marketplace(134) | 6 | B. Forman, Sibley, Sears, McCurdy's, JCPenney |
| Midtown(95) | NA | B. Forman, McCurdy's, Wegman |
| Mt. Hope & Crittenden(3) | NA | Wegman's, CVS |
| Mt. Read & Maiden Lane(10) | 8 | Chase-Pitkin, Wegman's |
| Northgate(36) | 9 | JCPenney, Big M, McCurdy's, Fay's |
| Panorama(42) | 8 | Bells, Woolworth |
| Perinton Sq.(33) | NA | Fay's, K mart, Present Co. |
| Pittsford Pl.(9) | NA | Lauer's |
| Pittsford Plz.(44) | 5 | Woolworth, Fay's, JCPenney, B. Forman, Apple's, Lerner's |
| Ridge-Hudson(16) | 5 | McCrory's, Radio Shack, Western Auto |
| Ridge-Seneca(11) | 4 | Fay's |
| Ridgecrest(18) | 6 | Tops, CVS |
| Ridgemont(31) | 8 | Wegman's, K mart, Fay's, Chase-Pitkin |
| Southtown(51) | 6 | Outlet Center |
| Stoneridge(29) | 6 | Present Co., Rite Aid, Toys 'R Us |
| Stutson(16) | NA | Bells, Fay's |
| Suburban(19) | 7 | Fay's |
| Tops-Gold Circle Plz.(8) | 9 | Hills, Tops, CVS |
| Twelve Corners(15) | NA | Altier's |
| Waring Road(14) | 4 | Fay's |
| Webster Plz.(14) | 15 | Ames, Bells, Fays |
| Westgate(41) | 6 | Fay's, Bells |
| Westmar(29) | 6 | Fay's |

**Principal Shopping Days**-7 days a week.

**Stores Open Evenings**-Most major stores open evenings except Sun.

**13 - RETAIL OUTLETS: Department Stores**-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Sibley's 6.

**Variety Stores**-McCrory's 5; Woolworth 8.

**Discount Stores**-Ames 7; Barker's 2; Hills; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7; Syms.

**Chain Drug Stores**-CVS 20; Fay's 25; Freddy's 2; Rite Aid 29; Wegman's 17.

**Chain Supermarkets**-Bells 20; Big M 18; Convenient 17; 7-Eleven 13; Stop-N-Go 12; Sugarcreek 23; Super Duper 12; Tops 11; Wegman's 26; Wilson Farms 13.

**Other Chain Stores**-Altiers 11; Anderson-Little 3; Baker's 4; Casual Corner 5; Chase-Pitkin 10; Endicott-Johnson 6; Fanny Farmer 9; Johnny Antonelli (Firestone) 12; Florsheim 3; Goodyear 5; Grossman's 4; Hechinger's 2; Kinney 5; Lane Bryant 3; Lechmere 2; Lerner's 4; Marjax 3; Nobil's; Old West 5; Ormond's 3; Radio Shack 20; Rosa & Sullivan 3; Sherwin-Williams 7; Shoe Works 3; Silo 4; Thom McAn 5; Western Auto 2; Waldert Opticians 10; Whelpley & Paul 8

**14 - NEWSPAPERS:** DEMOCRAT AND CHRONICLE (m-mon to fri) 127,720; TIMES-UNION (e-mon to fri) 90,472; DEMOCRAT & CHRONICLE (m-sat) 202,848; (S) 258,804; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William Barry, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100; (800) 462-0089.

**National Representatives**: Gannett National Newspaper Sales; American Publishers' Representatives; Publishers Representatives of Florida.

## ROME

**1 - LOCATION:** Oneida County (In Utica-Rome MSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,437 military personnel, 2,922 civilian personnel.

**2 - TRANSPORTATION: Railroads**-Amtrak; New York State Barge Canal terminal.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Utica-Rome-Syracuse; Greyhound.
**Canal Freight and Passenger Lines**-2.
**Airlines**-Piedmont; Catskill.

**3 - POPULATION:**
Corp. City 80 Cen. 43,826; E&P 89 Est. 43,119
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,593
County 80 Cen. 253,262; E&P 89 Est. 255,561
MSA 80 Cen. 320,044; E&P 89 Est. 322,841
City & RTZ-ABC: (80) 109,591

**4 - HOUSEHOLDS:**
City 80 Cen. 15,172; E&P 89 Est. 15,356
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,426
County 80 Cen. 88,000; E&P 89 Est. 95,227
MSA 80 Cen. 111,682; E&P 89 Est. 116,887
City & RTZ-ABC: (80) 36,050

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 2 | $250,656,000 |
| Savings & Loan | 1 | $9,440,000 |
| Commercial | 3 | $194,581,000 |
| Credit Union | 5 | $111,207,000 |

**6 - PASSENGER AUTOS:** County 133,618

**7 - ELECTRIC METERS:** Residence 24,322

**8 - GAS METERS:** Residence 12,102

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Revere Copper Products 1,000 ($182); Wire 1,000 ($184); Gov't 8,919 ($198).
**Principal Pay Days**-Fri.: 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1; last frost, May 20.

**11 - TAP WATER:** Chlorine-Complete filtration

**12 - RETAILING: Principal Shopping Centers**-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.
**Neighborhood Shopping Centers**-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Freedom Mall, 10 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| City Ctr. Mart(48) | NA | Zayre, JCPenney |
| Black River Blvd. | 1 | Great American, Sears, Kanoffs, Fays Drug |
| Mohawk Acres(26) | 2 | Wards, McCrory |
| Westgate Manor (12) | 3 | Great American, Radio Shack, McCrory's |
| Price Chopper | 3 | Price Chopper, Carl's Drug |
| Freedom Plz.(15) | NA | P&C, Zayre, JCPenney |
| Suburban Plz. | NA | Carls Drug |
| Riverside Mall, Utica(87) | 10 | Howlands, Mont. Ward, Bradlees |
| Sangertown Sq.(125) | 15 | Hess, Sears, Bradlees, JCPenney, Wallachs |
| New Hartford(42) | 12 | Howlands, Doyle Knower, Zayre, Woolworth, Radio Shack |

**Principal Shopping Days**-Thur., Fri., Sat
**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; Goldberg's; Philipsons; JCPenney; Zayre; Simpkins.
**Variety Stores**-McCrory.
**Chain Drug Stores**-Carl's 3; Rite Aid 2; Fay's.

E&P Classified

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**Chain Supermarkets**-Great American 3; P&C 2; Price Chopper.

**Other Chain Stores**-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; Ben Franklin; So-Fro Fabrics; Sherwin-Williams; Fashion Factory.

**14 - NEWSPAPERS:** SENTINEL (e) 18,681; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ronald D. O'Neil, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.

**National Representative**: None.

## SALAMANCA

**1 - LOCATION:** Cattaraugus County. E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

**2 - TRANSPORTATION: Railroads (Freight Only)**-C&O (Chessie System); Southern Tier Expressway; NY & Lake Erie (short line).

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Bluebird; Trailways; Intra City-Mini-bus.

**3 - POPULATION:**

Corp. City 80 Cen. 6,890; E&P 89 Est. 6,417

County 80 Cen. 85,840; E&P 89 Est. 87,572

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,773; E&P 89 Est. 2,498

County 80 Cen. 29,280; E&P 89 Est. 33,713

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $5,433,631 |
| Commercial | 2 | $163,220,000 |

**6 - PASSENGER AUTOS:** County 38,763

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** Residence 3,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); R.R. 135 ($160); Lumber Mill 121 (N.A.).

**Principal Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First killing frost, Sept. 23; last killing frost, May 28.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St.; 2 on Broad St.

**Neighborhood Shopping Areas**-Washington & Ctr.; Broad & Ctr. 12 units; Broad & Eagle.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Allegany | 16 | K mart, Rite Aid, Reid's Food Barn |
| Bradner(24) | | Loblaw, McCrory |
| Olean Ctr.(53) | 18 | A.M.&A., Hills |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Discount Stores**-Hampshire Mills Outlet Store; Fisher's Big Wheel.

**Variety Stores**-McCrory; Rite Aid.

**Chain Supermarkets**-Bell; Parkview.

**Other Chain Stores**-Sears (catalog); True Value Hdwe.; Agway; Radio Shack.

**14 - NEWSPAPERS:** SALAMANCA PRESS (e) 2,624; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ted Mike, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.

**National Representative**: Landon Associates.

## SARANAC LAKE

**1 - LOCATION:** Franklin & Essex Counties. E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-TWA Express.

**3 - POPULATION:**

Corp. City 80 Cen. 5,578; E&P 89 Est. 5,195

Counties 80 Cen. 81,329; E&P 89 Est. 81,610

Franklin 80 Cen. 45,027; E&P 89 Est. 44,409

Essex 80 Cen. 36,302; E&P 89 Est. 37,201

**4 - HOUSEHOLDS:**

City 80 Cen. 2,379; E&P 89 Est. 2,299

Counties 80 Cen. 28,006; E&P 89 Est. 31,158

Franklin 80 Cen. 15,127; E&P 89 Est. 17,195

Essex 80 Cen. 12,879; E&P 89 Est. 13,963

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** Counties, Franklin 21,174; Essex 19,256

**7 - ELECTRIC METERS:** Residence 5,220

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Medical Research; Hospitals; Wood Prods.; Tourism; Colleges (2); Gov't.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-50; Winter 30-40. First killing frost, Sept. 15; last killing frost, May 30.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Center**-6 blocks on 2 streets. Shopping Centers 2.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames(5) | 1 | Radio Shack, Brooks, Grand Union |
| Tupper Lake(7) | 1 | A&P, Ames, Aubuchon |
| Lake Placid | NA | Grand Union |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Dept. Stores: Fri.; Food: Daily.

**13 - RETAIL OUTLETS: Department Stores**-Altman's; Sears; National Army; Pennys Catalog; Bass Shoe; Grossman's; Woodburys, Dexter Shoe.

**Discount Store**-Ames.

**Variety Store**-Newberry.

**Chain Drug Stores**-Meyer's 3; Brooks; Rite Aid.

**Chain Supermarkets**-Grand Union 4; A&P 2; IGA 3; Super Duper.

**Other Chain Stores**-Eastern Mountain Sports. Radio Shack.

**14 - NEWSPAPERS:** ADIRONDACK ENTERPRISE (e-mon to fri) 5,221; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983. Tel. (518) 891-2600.

**National Representative**: Landon Associates.

## SARATOGA SPRINGS

**1 - LOCATION:** Saratoga County (In Albany-Schenectady-Troy MSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

**2 - TRANSPORTATION: Railroads**-Delaware & Hudson; Amtrak.

**Intercity Bus Lines**-Greyhound. Trailways.

**Airlines Serving City**-American; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 23,906; E&P 89 Est. 27,294

CZ-ABC: (80) 23,906

RTZ-ABC: (80) 111,471

County 80 Cen. 154,043; E&P 89 Est. 175,852

MSA 80 Cen. 836,456; E&P 89 Est. 861,730

City & RTZ-ABC: (80) 135,377

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,526; E&P 89 Est. 9,804

CZ-ABC: (80) 8,526

RTZ-ABC: (80) 37,037

County 80 Cen. 51,935; E&P 89 Est. 68,591

MSA 80 Cen. 302,191; E&P 89 Est. 319,748

City & RTZ-ABC: (80) 45,563

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan & Commercial | 3 | $64,553,490 |

**6 - PASSENGER AUTOS:** County 101,804

**7 - ELECTRIC METERS:** Residence 21,249

**8 - GAS METERS:** Residence 7,862

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile 300; Electronics 450; Pkg. 600; Seasonal Industries, Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Printing 300; Educ. 700.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter -22-47. Last killing frost, May 8-9.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Broadway; 1 block on Caroline St.; on Division St., West Hill Plz., West Ave. & Rt. 29; Pyramid Mall Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.

**Neighborhood Shopping Centers**-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonie | 25 | Macy's, Sears |
| Latham Circle Mall(75) | 20 | Boston Store, Mont. Ward, JCPenney |
| Northway Plz. | 18 | Mont. Ward |
| Aviation Mall(53) | 18 | Caldor, Sears, JCPenney |
| Northway Mall | 25 | |
| Saratoga Mall (67) | 4 | Carl's, Albany Public Market |
| Clifton Country Mall(80) | 18 | JCPenney, Denby's, Carl Co. |
| West Hill Plz.(7) | NA | Jamesway Dept., P&C Mkt. |
| K mart Plz. | NA | K mart, Fay's Drug |
| Crossgates Mall | NA | Caldor, JCPenney, Brooks Bros. |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri.; Mon. through Sat., July and Aug.

**13 - RETAIL OUTLETS: Department Stores**-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.

**Variety Store**-Woolworth 2.

**Discount Stores**-Jamesway; K mart, Joy Store.

**Chain Drug Stores**-Rite Aid 2; Mac Finn 2; Fays; Carls; CVS.

**Chain Supermarkets**-Price Chopper 7; Grand Union 10; Albany Public 4.

**Other Chain Stores**-Standard Furniture; Service Mdse. (catalog store).

**14 - NEWSPAPERS:** SARATOGIAN (m) 11,785; (S) 14,713; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marjorie B. MacElroy, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.

**National Representative**: Gannett National Newspaper Sales; Landon Associates.

## SCHENECTADY

**1 - LOCATION:** Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 7, 50, 158 and New York State Thruway, Northway, I-87 and I-88.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); D&H and B&M (freight); Conrail.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.

**Airlines**-Through Albany, N.Y. Airport; Delta; American; Page Airways; United; Piedmont; USAir; Eastern; Bar Harbor; Northwest; Continental; Business Express.

**3 - POPULATION:**

Corp. City 80 Cen. 67,972; E&P 89 Est. 67,668

CZ-ABC: (80) 137,049

RTZ-ABC: (80) 128,666

County 80 Cen. 149,779; E&P 89 Est. 149,837

MSA 80 Cen. 836,456; E&P 89 Est. 861,730

City & RTZ-ABC: (80) 265,715

**4 - HOUSEHOLDS:**

City 80 Cen. 27,747; E&P 89 Est. 28,656

CZ-ABC: (80) 51,867

RTZ-ABC: (80) 43,071

County 80 Cen. 56,168; E&P 89 Est. 53,958

MSA 80 Cen. 302,191; E&P 89 Est. 319,748

City & RTZ-ABC: (80) 94,938

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 2 | $362,000,000 |
| Savings & Loan | 1 | $95,000,000 |
| Commercial | 6 | $418,000,000 |

**6 - PASSENGER AUTOS:** County 94,485

**7 - ELECTRIC METERS:** Residence 69,880

**8 - GAS METERS:** Residence 46,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Materials 25,000; Bakery 330; Plates & Printing 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prods. 200; Concrete Prods. 100; Dairy Prods. 250; Gov't 3,780; Plastic 250. Av. Wkly. Wage: $185.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First killing frost, Oct. 10-15; last killing frost, Apr. 15-30.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shpg. areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mohawk Mall(81) | NA | Bradlees, Mont. Ward, Boston Store |
| Canal Sq.(22) | NA | Carl Co. |
| Sheridan Plz.(12) | NA | P&C |
| Mayfair(11) | NA | Woolworth's, Great American |
| Shoporama(9) | NA | Carl Co., Toys for Joy |
| Royce | NA | Jamesway, Shop-Rite |
| Crosstown Plz. (12) | NA | Caldor, Fay's |
| Village Sq. | 3 | Fay's, Wheels |
| 20 Mall(24) | 4 | Price Chopper |
| Colonie Ctr.(74) | 5 | Macy's, Sears |
| Northway Mall(65) | 5 | Anderson Little, Mont. Ward |
| Clifton Country Mall(110) | 5 | Caldor, Carls, JCPenney |
| Latham Circle Mall(100) | 5 | Caldor, Mont. Ward, JCPenney |
| Crossgates(120) | 6 | Filene's, JCPenney, Jordan Marsh, Caldor |
| Stuyvesant Plz.(70) | 6 | Flahs, Woolworth, Grand Union |
| Amsterdam Mall(13) | 16 | Carl Co. |

**Principal Shopping Days**-Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.

**Discount Stores**-K mart, Bradlees; Caldor; Jordan Marsh; Filenes; Duane Sales; Joy Dept. Store; Marshalls; Jamesway.

**Chain Drug Stores**-Brooks 9; CVS 31; Fay's 11; Rite Aid 15.

**Chain Supermarkets**-Price Chopper 37; Grand Union 18; P&C 2; Great American 6; Edwards.

**Other Chain Stores**-Shoes: Fayva, Shoe Town, Endicott-Johnson, Bakers, A.S. Beck, Butler, Kinney, Red Cross Shoes, Thom McAn; Furniture: Standard, Taft, Robinson, Olenders; Clothing: Dash, Laura Ashley, Lerner's, Foxmoor, Casual Corner, Fashion Bug, Dress Barn, Limited, Ormond, Stuarts, Talbots, Weathervane, Gentlemans Wearhouse, Flahs, Benetton; Auto Supplies: Firestone, Goodrich, Goodyear, ADAP, Wheels; Misc.: Consumers, Present Co., Fanny Farmer, Waldenbooks, Woolworth, Radio Shack, Service Merchandise, Grossmans, Abercrombie & Fitch.

**14 - NEWSPAPERS:** GAZETTE (m) 70,446; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: M.G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

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## STATEN ISLAND
**See NEW YORK CITY**

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## SYRACUSE

**1 - LOCATION:** Onondaga County (MSA). E&P Map D-3. County Seat, 4th largest city in state, located near geographic center of New York State.

**2 - TRANSPORTATION: Railroads**-Amtrak; Conrail.

**Motor Freight Carriers**-174.

**Intercity Bus Lines**-Greyhound; Centro; C.N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach; Bluebird Coach Lines.

**Airlines**-American; Eastern; USAir; TWA; Mall; United; Delta; Continental; Metro Commuter; Northwest; Pan Am Express; Catskills; Continental Express.

**3 - POPULATION:**

Corp. City 80 Cen. 170,105; E&P 89 Est. 160,861
CZ-ABC: (80) 367,147
RTZ-ABC: (80) 421,770
County 80 Cen. 463,917; E&P 89 Est. 469,343
MSA 80 Cen. 643,007; E&P 89 Est. 676,538
City & RTZ-ABC: (80) 788,917

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 66,961; E&P 89 Est. 65,542
CZ-ABC: (80) 134,376
RTZ-ABC: (80) 138,200
County 80 Cen. 165,509; E&P 89 Est. 173,654
MSA 80 Cen. 223,642; E&P 89 Est. 243,388
City & RTZ-ABC: (80) 272,576

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 5 | N.A. |
| Savings & Loan | 2 | N.A. |
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 260,602.

**7 - ELECTRIC METERS:** City 198,698.

**8 - GAS METERS:** City 150,520.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electrical Mach. (including electrical) 18,100; Food Prods. 6,800; Transportation Equip. 4,200; Primary Metals 4,000; Printing & Pub. 3,900; Fabricated Metals 2,200; Paper & Allied Prods. 2,100; Stone, Clay & Glass 1,800; Other Durable Goods 4,700; Other Nondurable Goods 4,300.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

**11 - TAP WATER:** Slightly alkaline, moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Salina St., 5 blocks on Warren St.

**Neighborhood Shopping Centers**-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; S. Salina at Brighton; Dewitt; Lyncourt; Mattydale; North Salina St.; Marshall St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairmount Fair | 5 | Addis & Dey's, Marshalls |
| Westvale Plz.(28) | 3 | Ames, P&C |
| Shoppingtown(125) | 5 | JCPenney, Addis & Dey's, B. Forman, Chappell's |
| Northern Lights (55) | 5 | Zayre, Freddy's, Bond's Clothing Ctr., Burlington Coat |
| Shop City(43) | 3 | Chappell's, Natl. Auto, Peter's, Ames |
| Camillus Mall (107) | 8 | JCPenney, Hess, K mart, Sears, Hills |
| Fayetteville Mall(80) | 7 | Sibley's, Sears, Hess |
| Great Northern Mall | NA | Sibley's, Hess, Sears, Toys 'R Us, Addis & Dey's |
| Penn Can Mall (100) | 7 | Hill's, Chappell's |
| Seneca Mall(30) | 10 | Chappell's, K mart, Raymours, Price Chopper |
| Tri-County Mall (24) | 12 | Price Chopper, Fay's |

**Principal Shopping Days**-Mon., Fri. & Sat.

**Stores Open Evenings**-Dept. Stores: Mon., Fri. & Sat. Food: Daily & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Addis & Dey; Chappells; Sibley's; Sears; B. Forman; JCPenney; Hess.

**Variety Stores**-Woolworth; McCrory; Ames.

**Discount Stores**-Ra-Lin; K mart; Service Mdse.; TJ Maxx; Hill's; Linens & Things; Gentlemen's Wearhouse; Marshalls; China Towne; Peter Harris; Boltons; Champion; Zayre; Wheels; Freddy's; Paper Cutter.

**Chain Drug Stores**-Carl's 11; Fay's 20; Rite Aid 17; CVS 7.

**Chain Supermarkets**-P&C 19; Price Chopper 8; Wegman's 8; Big M/Midstate 34; Green Hills; Hometown Mkt. 14; Williams Grocery.

**Other Chain Stores**-Firestone; Fanny Farmer; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Davids; Casual Male; Highland; Chase-Pitkin; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Thom McAn; Casual Corner; Sherwin-Williams; Grossmans; Marjax; Rosa & Sullivan; Silo; Hechinger's; St. Clair Paints.

**14 - NEWSPAPERS:** POST-STANDARD (m) 83,201; HERALD-JOURNAL (e) 95,791; HERALD-AMERICAN (S) 226,207; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James F. Kleinklaus, Adv. Dir., HERALD-JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Square; PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.

**National Representatives**: Newhouse Newspapers Metro Suburbia; American Publishers' Representatives, Leonard Co.

## TARRYTOWN

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwys. 117 and 119.

**2 - TRANSPORTATION: Railroads**-Metro North; Amtrak.

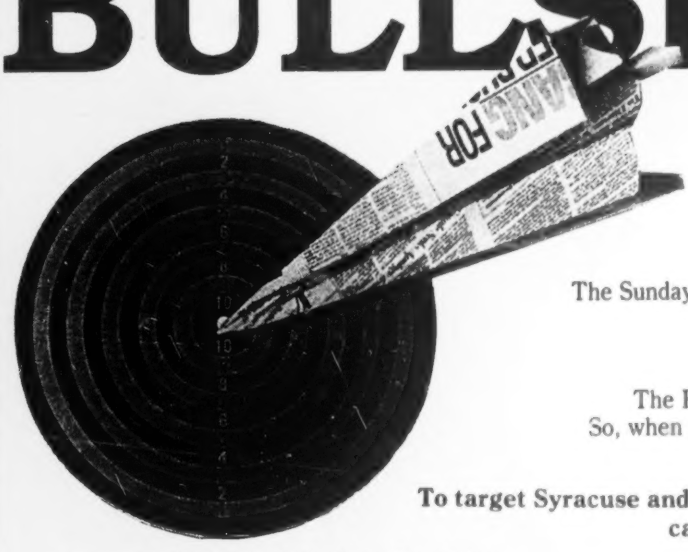
**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**

Corp. City 80 Cen. 10,648; E&P 89 Est. 10,304
NDM-ABC: (80) 29,886
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**



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HERALD-JOURNAL Herald American THE POST-STANDARD

(Circle No. 23 on Market Request Card)

City 80 Cen. 3,961; E&P 89 Est. 3,971
NDM-ABC: (80) 10,841
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |
| Commercial | 17 | $7,330,923,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Howland's.
**Variety Stores**-Woolworth; M.H. Fishman.
**Chain Drug Stores**-Tappan 2.
**Chain Supermarkets**-Finast; C Town.

**14 - NEWSPAPERS:** NEWS (e) 4,124; (S) 4,351; Mar. 25, 1989 ABC.
**NOTE**: Member of Westchester Rockland Newspaper Group.
**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-5337.
**National Representative**: Gannett National Newspaper Sales.

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## TONAWANDA
See NORTH TONAWANDA

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## TROY

**1 - LOCATION:** Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. Hwy. 4; Interstate 87, 90, & 787.

**2 - TRANSPORTATION: Railroads**-Conrail; D. & H.; Amtrak; freight service.
**Motor Freight Carriers**-120.
**Intercity Bus Lines**-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont.
**Airlines**-American; Eastern; Northwest; Bar Harbor; Mall; Command; Air Vermont; United; Business Express; Piedmont; Delta; Pan Am Express; Trans World Express.

**3 - POPULATION:**
Corp. City 80 Cen. 56,638; E&P 89 Est. 55,210
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 80 Cen. 152,103; E&P 89 Est. 156,118
MSA 80 Cen. 836,456; E&P 89 Est. 861,730
City & RTZ-ABC: (80) 258,709

**4 - HOUSEHOLDS:**
City 80 Cen. 20,491; E&P 89 Est. 20,513
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 80 Cen. 52,735; E&P 89 Est. 58,441
MSA 80 Cen. 302,191; E&P 89 Est. 319,748
City & RTZ-ABC: (80) 91,773

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 14 | $4,600,649,000 |
| Savings & Loan | 4 | N.A. |
| Commercial | 19 | $5,189,661,000 |

**6 - PASSENGER AUTOS:** County 82,558

**7 - ELECTRIC METERS:** Residence 56,916

**8 - GAS METERS:** Residence 36,292

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Constr. Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Util./Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semi-skilled Textile Operators 2,280; Semi-skilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Mgrs. 1,908; Farm Laborers & Supervisors 1,365.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First killing frost, Oct. 15; last killing frost, early May.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
**Neighborhood Shopping Centers**-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts.; Hudson Valley Plz.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N. to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's; Broadway; Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shpg. Ctr. (87 stores); Northway Mall (65 stores); East Greenbush Plz. (20 Stores); Clifton Country Mall (120 stores); Troy Mall; Downtown Troy; Wolf Road Pk.; Westgate; Stuyvesant Plz. (62 stores); Cross Gates Mall (165 stores); Cohoes Commons; Columbia Plz. (24 Stores).
**Principal Shopping Days**-Wed. through Sun.
**Stores Open Evenings**-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every evg. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Caldor; Bradlees; Jordan Marsh; Filene's.
**Variety Stores**-Woolworth 2.
**Discount Stores**-Stanley's; McCrory; K mart; Joy.
**Chain Drug Stores**-CVS Phcy. 5; Rite Aid 3; Fay's 5; Brooks; Pathmark.
**Chain Supermarkets**-Grand Union 10; A&P 3; Price Chopper 12; Star Super 3; Food Circus 3; Stewarts 6; Great American; Cumberland Farms; Shop 'N Save.
**Other Chain Stores**-Endicott-Johnson; Bass; Dexter; Dunham's; Color Tile; Johnson & Murphy; Brookstone Service Mdse.; Present Co.; Lechters; Grossman; Wickes; Ralph Lauren; Lenox; Lee Jay; Cohoes Specialty; Yield House; Outlet Barn; Firestone; Goodyear; Perreault; American Seal Paint; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Barbizon; Hit or Miss; Color Your World; Shatz Stationery; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Herman's; Lechmere; Toys 'R Us; The Gap; David's; Weathervane; Marshalls; ADAP; Wheels; The Talbots; Carroll Reed; Laura Ashley; Sparrs; B.J.'s Wholesale Club; Standard Furniture; Narragansett; American Eagle; Bennetton; Abercrombie & Fitch; Kids 'R US; Silo.

**14 - NEWSPAPERS:** RECORD (e) 40,386; SUNDAY RECORD (S) 43,875; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Lawrence J. Rooney, Natl/Co-op Mgr., RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.
**National Representative**: Landon Associates.

## UTICA

**1 - LOCATION:** Oneida County (In Utica-Rome MSA). E&P Map E-3, County Seat. Center of State; on Mohawk Valley; 190 mi. E of Buffalo; 240 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Conrail (freight).
**Motor Freight Carriers**-50.
**Intercity Bus Lines**-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.
**Airlines**-Piedmont; Catskills.

**3 - POPULATION:**
Corp. City 80 Cen. 75,632; E&P 89 Est. 72,664
CZ-ABC: (80) 118,482
RTZ-ABC: (80) 233,439
County 80 Cen. 253,262; E&P 89 Est. 255,561
MSA 80 Cen. 320,044; E&P 89 Est. 322,841
City & RTZ-ABC: (80) 351,921
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 28,897; E&P 89 Est. 28,560
CZ-ABC: (80) 44,074
RTZ-ABC: (80) 77,666
County 80 Cen. 88,000; E&P 89 Est. 95,227
MSA 80 Cen. 111,682; E&P 89 Est. 116,887
City & RTZ-ABC: (80) 121,740

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 51 | $1,502,323,000 |
| Mutual Savings | 12 | $979,835,000 |
| Savings Institutions | 6 | $123,825,000 |
| Credit Unions | 46 | $267,790,000 |

**6 - PASSENGER AUTOS:** County 133,618

**7 - ELECTRIC METERS:** Residence 94,000

**8 - GAS METERS:** Residence 59,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 18,600; Non-Durable Goods 6,400; Mach. & Trans. Equip. 8,300; Metals 5,700; Food 1,300; Textiles & Apparel 1,400; Paper Prods. 3,600.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First killing frost, Sept. 20; last killing frost, May 10.

**11 - TAP WATER:** Acid, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall 85 stores.
**Neighborhood Shopping Centers**-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Whitestown | 4 | Great American, McCrory, Rite Aid |
| North Utica(16) | 2 | Price-Chopper, McCrory |
| Grand Union(11) | 2 | Grand Union |
| New Hartford | 5 | Steinbach, Zayres, Grand Union, Rosa & Sullivan, Present Co. |
| Plaza East(9) | 2 | Great American, Rite Aid |
| Nichols | 6 | Nichols Discount, Marcy, P&C |
| King Cole(7) | 2 | Dave Hayes Appl. |
| Riverside Mall(90) | 83 | Steinbach, Mont. Ward, Bradlees, Present Co. |
| Sangertown Mall (125) | NA | Sears, Hess, JCPenney, Bradlees |

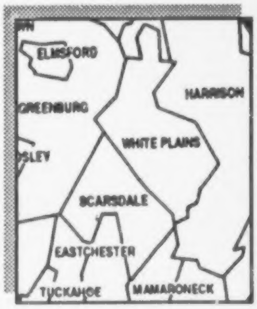
**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward; JCPenney; Hess; Zayre; Steinbach 2.
**Variety Store**-Woolworth 4.
**Discount Stores**-Nichols 2; K mart; Tehans; Bradlees 2; Present Co. 2.
**Chain Drug Stores**-Rite Aid 8; Carl's 4; Fays 4; CVS.
**Chain Supermarkets**-Great American Stores (Victory) 6; Grand Union 2; Foodland 10; Chanatry 2; Hapanowicz Bros.; P&C 2; Price Chopper 3.
**Other Chain Stores**-Endicott-Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; The Limited; Wall to Wall Sound; Pier 1 Imports; Lerner's; Barbara Moss 2; Radio Shack; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Grossman's; 84-Lumber.

**14 - NEWSPAPERS:** OBSERVER-DISPATCH (m) 54,993; (S) 66,111; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Charles Williams, Natl. Adv. Mgr., OBSERVER-DISPATCH, 221 Oriskany Plaza, Utica, NY 13501; Tel. (315) 792-5000.
**National Representative**: Gannett National Newspaper Sales.

## WATERTOWN

**1 - LOCATION:** Jefferson County, E&P Map D-2, County Seat. Shipping center for industrial & agricultural area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 30 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

White Plains


... is a part of New York's rich Westchester/Rockland suburbs (population 1.2 million, household buying income $52,493) covered by the morning, evening and Sunday editions of the...
Gannett Westchester Rockland Newspapers
Call (914) 694-9300
(Circle No. 24 on Market Request Card)

**2 - TRANSPORTATION: Railroad**-Conrail.
**Bus Line**-Central Greyhound.
**Airlines**-Piedmont; Catskill.

**3 - POPULATION:**
Corp. City 80 Cen. 27,861; E&P 89 Est. 26,441
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,363
County 80 Cen. 88,110; E&P 89 Est. 94,761
City & RTZ-ABC: (80) 238,263

**4 - HOUSEHOLDS:**
City 80 Cen. 11,630; E&P 89 Est. 10,519
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 80 Cen. 30,792; E&P 89 Est. 37,499
City & RTZ-ABC: (80) 78,234

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 3 | $339,990,027 |
| Commercial | 5 | $621,282,411 |

**6 - PASSENGER AUTOS:** County 49,572

**7 - ELECTRIC METERS:** Residence 43,594

**8 - GAS METERS:** Residence 11,645

**9 - PRINCIPAL INDUSTRIES:** Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elect. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Prods.; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First killing frost, Oct. 31; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Public Square, State, Arsenal & Court St.

**Nearby Shopping Centers**

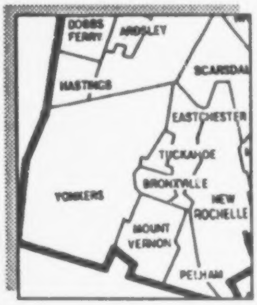
| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Salmon Ron Mall | NA | Sears, Penneys, Steinbach, Hills, Chappells |
| Zayre Plaza | NA | Price Chopper, Zayre |
| K mart | 1 | K mart |
| Northland Plz. (3) | 2 | A&P, Kinney Drug, Ames |
| Washington St. | 1 | Kinney Drug, Crosby's, Super Duper |
| Seaway Plz.(17) | 2 | Super Duper, P&C |
| Watertown Plz. | 2 | Nichol's, Great American, A&P |

**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Drug, discount, food, department.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; F.A. Empsall; Sears, Steinbach, Chappells.
**Discount Stores**-Nichols, Zayre; Woolworth; Ames, Fay's; K mart.
**Variety Store**-Bockman's.
**Chain Drug Stores**-Kinney; Fay's; Rite Aid 2.
**Chain Supermarkets**-A&P; Super Duper 2, Red & White; P&C 2, Great American 2; Price Chopper.
**Other Chain Stores**-Sherwin-Williams; Goodyear; Grossman's; Wickes Home Supply.

**14 - NEWSPAPERS:** TIMES (e) 40,909; (S) 40,027; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
**National Representative**: Landon Associates.

**Yonkers**



... is a part of New York's rich Westchester/Rockland suburbs (population 1.2 million, household buying income $52,493) covered by the morning, evening and Sunday editions of the...

**Gannett Westchester Rockland Newspapers**

**Call (914) 694-9300**

(Circle No. 25 on Market Request Card)

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**WAVERLY**
See SAYRE, PA

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## WELLSVILLE

**1 - LOCATION:** Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 5,769; E&P 89 Est. 4,837
County 80 Cen. 51,777; E&P 89 Est. 50,686

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 3,304; E&P 89 Est. 1,860
County 80 Cen. 16,505; E&P 89 Est. 18,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $95,000,000 |
| Savings & Loan | 2 | N.A. |
| Credit Union | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 22,047

**7 - ELECTRIC METERS:** Residence 2,616

**8 - GAS METERS:** Residence 1,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furn.; C-E Air Preheater.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. First killing frost, Oct. 1; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St.
**Principal Shopping Days**-Thur., Fri.
**Shopping Plaza**-Ames Big N; K mart; Park Ave. Plz.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Rockwells; Davies.
**Variety Stores**-Sears; Newberry.
**Discount Stores**-Latsons, S.S. Kresge; K mart; Ames Big N.
**Chain Supermarkets**-Giant; Bell's.
**Chain Drug Stores**-Peterson's; Rite Aid; Fays.
**Other Chain Stores**-Western Auto; Sherwin-Williams.

**14 - NEWSPAPERS:** REPORTER (e-mon to fri) 2,803; SPECTATOR (S) 11,628; sworn Mar. 31, 1989.
**Local Contact** for Advertising and Merchandising Data: Edward Coats, Gen. Mgr., REPORTER and SPECTATOR, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
**National Representative**: Landon Associates.

## WHITE PLAINS

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson; Cross-Westchester Expwy.

**2 - TRANSPORTATION: Railroad**-Metro North.
**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United; Midway Metrolink, Brockway Air.

**3 - POPULATION:**
Corp. City 80 Cen. 46,999; E&P 89 Est. 46,788
NDM-ABC: (80) 343,792
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 18,902; E&P 89 Est. 19,496
NDM-ABC: (80) 311,818
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,001 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
**Shopping Centers**-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cross Country, Yonkers(81) | NA | Sterns, Finast, Wanamaker |
| The Mall, New Rochelle(85) | NA | Shopwell, Macy's |

**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Dept.-Mon., Thur.; Food-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-B. Altman; Macy's, Saks 5th Ave.; Sears; Bloomingdale's; Marshall's; Abraham & Straus; JCPenney; Neiman-Marcus.
**Variety Stores**-Woolworth.
**Discount Stores**-Alexander's; Masters; Caldor.
**Chain Drug Stores**-Rite Aid; Post Road Phcy.; CVS.
**Chain Supermarkets**-Shopwell; Finast; Gristede; Pathmark; Waldbaum's, A&P; Grand Union.
**Other Chain Stores**-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's; Pergament.

**14 - NEWSPAPERS:** REPORTER DISPATCH (e) 48,014; (S) 55,084; Mar. 25, 1989 ABC.
**NOTE**: White Plains is the headquarters for the Gannett Westchester Rockland Newspapers. Combined circulation for all newspapers for the 6-month period to Mar. 25, 1989 was (e) 166,370; (S) 195,732.
**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604, Tel. (914) 694-5337.
**National Representative**: Gannett National Newspaper Sales.

## YONKERS

**1 - LOCATION:** Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9; State Hwys. 100, 9A; N.Y. Thruway, Saw Mill River Pkwy.

**2 - TRANSPORTATION: Railroads**-Metro North, Amtrak.
**Airlines**-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

**3 - POPULATION:**
Corp. City 80 Cen. 195,351; E&P 89 Est. 188,720
NDM-ABC: (80) 243,636
County 80 Cen. 867,782; E&P 89 Est. 874,787
PMSA 80 Cen. 8,281,761; E&P 89 Est. 8,451,237
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 73,892; E&P 89 Est. 73,961
NDM-ABC: (80) 91,133
County 80 Cen. 307,450; E&P 89 Est. 327,696
PMSA 80 Cen. 3,197,944; E&P 89 Est. 3,338,963

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 17 | $7,330,923,000 |
| Savings | 23 | $6,093,885,000 |
| Savings & Loan | 12 | $836,176,000 |

**6 - PASSENGER AUTOS:** County 637,667

**7 - ELECTRIC METERS:** County 292,835

**8 - GAS METERS:** County 186,475

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks at Getty Square incl. Main St., New Main St., S. Broadway, N. Broadway and Palisade Ave.
**Neighborhood Shopping Center**-South Yonkers-5 blocks on Lower S. Broadway.
**Nearby Shopping Center**-Cross County (3 mi.)-Wanamaker's, Finast, Stearns. Central Plz.-Alexander's; Caldor's.
**Principal Shopping Days**-Thur. through Sun.
**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Wanamakers; Stearns; Alexander's; Caldor.
**Variety Stores**-Green's; Woolworth.
**Discount Stores**-Trader Horn.
**Chain Drug Store**-Rite Aid.
**Chain Supermarkets**-Finast; Waldbaum; A&P; Shopwell; C Town; Pathmark; Pioneer; Shop-Rite; Key Food.

**14 - NEWSPAPERS:** HERALD STATESMAN (e) 26,192; (S) 33,610; Mar. 25, 1989 ABC.
**NOTE**: Member of Westchester Rockland Newspaper Group.
**Local Contact** for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-5337.
**National Representative**: Gannett National Newspaper Sales.

# NORTH CAROLINA SURVEYS

## METROPOLITAN STATISTICAL AREAS

**Asheville**-Buncombe County.
**Burlington**-Alamance County.
**Charlotte-Gastonia-Rock Hill, NC-SC**-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
**Fayetteville**-Cumberland County.
**Greensboro-Winston-Salem**-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
**Hickory**-Alexander, Burke and Catawba Counties.
**Jacksonville**-Onslow County.
**Raleigh-Durham**-Durham, Franklin, Wake and Orange Counties.
**Wilmington**-New Hanover County.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 437 | 410 | 562 |
| 5-14 Years | 1,017 | 929 | 998 |
| 15-24 Years | 984 | 1,144 | 1,105 |
| 25-44 Years | 1,234 | 1,645 | 2,219 |
| 45-64 Years | 1,000 | 1,158 | 1,202 |
| 65 and Over | 412 | 602 | 616 |
| TOTAL | 5,084 | 5,888 | 6,703 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,091 | 1,482 | 3,624 |
| General Mdse | 1,992 | 2,482 | 4,839 |
| Food | 3,831 | 6,003 | 10,387 |
| Automobiles | 3,769 | 4,673 | 11,678 |
| Gasoline Stations | 1,360 | 1,899 | 2,443 |
| Apparel | 805 | 1,356 | 2,536 |
| Furniture | 825 | 1,156 | 2,748 |
| Eat-Drink Places | 1.177 | 2,095 | 4,132 |
| Drugs | 558 | 858 | 1,642 |
| TOTAL SALES | 16,842 | 25,005 | 47,983 |

## ABERDEEN

**1 - LOCATION:** Moore County, E&P Map D-2. U.S. Hwys. 15 & 501. On Southern part of state. 50 mi. from Raleigh; 35 mi. from Fayetteville.

**2 - TRANSPORTATION: Railroads**-Amtrak.
**Intercity Bus Lines**-Trailways.
**Airlines**-Mid-South Atlantic.

**3 - POPULATION:**
Corp. City 80 Cen. 6,572; E&P 89 Est. 7,666
County 80 Cen. 50,803; E&P 89 Est. 58,980

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 3,019
County 80 Cen. 18,623; E&P 89 Est. 21,188

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 34,939

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Textile Mfg.; Tourism.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Overall Av. Temp. 72.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz.(4) | NA | K mart |
| Sandhill(7) | NA | Family Dollar |
| Town & Country (45) | NA | Winn-Dixie, Sears |

**Principal Shopping Days**-Food-Mon., Wed.; Retail-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Belk; JCPenney; Peebles.
**Discount Stores**-Wal-Mart; K mart; Rose's.
**Chain Drug Stores**-Eckerd; Revco; Kerr; Rite Aid.
**Chain Supermarkets**-Kroger; Harris-Teeter; Food Lion; Winn-Dixie; A&P; Big Star; Lowe's Food.

**14 - NEWSPAPERS:** CITIZEN NEWS-RECORD (e-mon to fri) 3,047; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Edna F. Douglas, Pub., CITIZEN NEWS-RECORD, 202 N. Sandhills Blvd.; PO Box 336, Aberdeen, NC 28315; Tel. (919) 944-2356.
**National Representative**: Landon Associates.

## ASHEBORO

**1 - LOCATION:** Randolph County (In Greensboro-Winston-Salem-High Point MSA). County Seat, E&P Map D-2. 23 mi. S of Greensboro on Hwys. 49, 64, 220.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 15,252; E&P 89 Est. 18,709
NDM-ABC: (80) 73,051
County 80 Cen. 91,861; E&P 89 Est. 103,790
MSA 80 Cen. 851,984; E&P 89 Est. 950,203

**4 - HOUSEHOLDS:**
City 80 Cen. 6,130; E&P 89 Est. 8,074
NDM-ABC: (80) 26,618
County 80 Cen. 32,964; E&P 89 Est. 39,230
MSA 80 Cen. 307,207; E&P 89 Est. 357,796

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $187,247,318 |
| Commercial | 8 | $209,319,444 |

**6 - PASSENGER AUTOS:** County 58,189; City 23,115

**7 - ELECTRIC METERS:** Residence 13,269

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Furn.; Textiles; Wood Prods.; Lumber; Wearing Apparel; Mach.; Batteries; Shoes; Paper Board; Elect. Prods.; Hosiery; Radial Tires.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-60; Summer 50-95; Fall 30-85; Winter 10-60.

**11 - TAP WATER:** Soft, treated.

**12 - RETAILING: Principal Shopping Centers**-Downtown-3 blocks on Sunset Ave.; 3 blocks on S Fayetteville St. and Randolph Mall on Dixie St.
**Neighborhood Shopping Centers**-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hammer Vlg.(10) | NA | Revco, Winn-Dixie, Bur-Mil, Advance |
| Hillside(8) | NA | Moores Bldg. Supplies |
| Randolph Mall | NA | Belk's, Rose's, SupeRx Drug, JCPenney, Sears |
| Northgate Plz. (10) | NA | Rose's, Eckerd |
| Crossroads | NA | Food Lion, Eckerd, Living Well Lady |
| Lowe's Plaza | NA | Lowe's Foods, Revco Drug |

**Principal Shopping Days**- Mon., Wed., Fri., Sat.
**Stores Open Evenings**-Dept. & discount open nightly until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Yates; JCPenney.
**Discount Stores**-Family Dollar; K mart; Rose's.
**Chain Drug Stores**-Revco; Eckerd; Value-Pak; SupeRx; Rite Aid.
**Chain Supermarkets**-Winn-Dixie; Lowes Foods 10; Harris-Teeter; Food Lion 2.
**Other Chain Stores**-Sears; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Auto Zone; Triad Tire; Fine's Mens Shop; Claire's; Lowe's Bldg. Supplies; J.E.'s; Tobias; Waldenbooks; Stewart Sporting Goods.

**14 - NEWSPAPERS:** COURIER TRIBUNE (e-mon to fri) 18,997; (S) 19,645; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Lawrence C. Brown Jr., Mktg. Dir., COURIER TRIBUNE, 500 Sunset Ave.; PO Box 340, Asheboro, NC 27204; Tel. (919) 625-2101.
**National Representative**: Landon Associates.

## ASHEVILLE

**1 - LOCATION:** Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy. (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; I-26 & I-40.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-45.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Airlines**-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 53,281; E&P 89 Est. 50,653
CZ-ABC: (80) 80,523
RTZ-ABC: (80) 406,661
County/MSA 80 Cen. 161,174; E&P 89 Est. 176,175
City & RTZ-ABC: (80) 487,184
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 21,711; E&P 89 Est. 22,086
CZ-ABC: (80) 31,594
RTZ-ABC: (80) 146,309
County/MSA 80 Cen. 60,274; E&P 89 Est. 61,128
City & RTZ-ABC: (80) 177,903

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $775,362,670 |
| Savings & Loan | 8 | (incl. above) |
| Savings | 6 | (incl. above) |

**6 - PASSENGER AUTOS:** County 97,857; City 56,213

**7 - ELECTRIC METERS:** Residence 59,927

**8 - GAS METERS:** Residence 13,578

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food 900; Apparel 2,600; Textile 2,400; Lbr./Wood-Furn./Fabr. Metals 3,100; Printing & Pub./Chem. (Nylon-Rayon & Allied Prods.) 3,600; Elect. Mach. 4,400. (Av. Wkly. Wage $323).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 17; last killing frost, April 29.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Downtown Shopping Centers**-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Innsbruck Mall (42) | 1 | Eckerd, Brendle's, Ingles Supermarket |
| Tri-City(10) | 12 | Bi-Lo, Western Auto |
| K mart No. 1(4) | 3 | K mart, Eckerd, Bi-Lo |
| K mart No. 2(10) | 3 | K mart, Winn-Dixie |
| K mart No. 3 | 6 | K mart, Winn-Dixie, Byrd's |
| Town & Country | 3 | Fine Fare, Byrd's |
| Asheville Mall | 3 | Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold |
| South Forest(25) | 3 | Inglis, Eckerd |
| Grace Plz.(3) | | Winn-Dixie, Eckerd |
| Westgate(46) | 2 | |
| Eastvale(8) | 3 | Catherine's Stout Shop |
| Northland | 4 | Margaret's Fashions, Bur-Carr Interiors, Fresh Market |
| WNC | 13 | Ward Drug |
| Valley View(9) | 12 | Dollar General, Davis Outlet, Davis Mkt. |
| Bi-Lo Plaza(2) | 12 | Bi-Lo, Revco |
| Ingles West Plz. | 4 | Revco, Rose's, Pic-N-Pay Shoes, Ingles |
| Enka Market Pl. | 8 | Winn-Dixie, |
| Westridge | 7 | Food Lion, Eckerd |
| River Ridge Mkt. Place | 5 | Food Lion, Eckerd |
| Dingles Creek Crossing | 6 | The Sports Fan, Dundies Outback |

**Principal Shopping Days**-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.
**Stores Open Evenings**-Some Fri., some Mon. Discount stores and shopping centers open every night & Sun. afternoons.

**13 - RETAIL OUTLETS: Department Stores**-Upton's; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.
**Discount Stores**-Sky City 4; K mart 3.
**Variety Stores**-Woolworth; Rose's 2; Davis 2; United; Family Dollar; Dollar General.
**Chain Drug Stores**-Eckerd 6; Revco 9; Rite Aid 5.
**Chain Supermarkets**-Winn-Dixie 5; Bi-Lo 6; Ingles 16; Ice Service Stores 14; Food Lion 2.
**Other Chain Stores**-Goodrich; Firestone 2; Western Auto; Helig Meyers Furn.; Lerner's; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; 84 Lumber.

**14 - NEWSPAPERS:** CITIZEN (m-mon to fri) 49,524; (e) 10,255; CITIZEN-TIMES (m-sat) 61,958; (S) 69,205; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.
**National Representative**: Sawyer-Ferguson-Walker.

## BURLINGTON

**1 - LOCATION:** Alamance County (MSA). E&P Map D-2. Manufacturing and agricultural center.

**2 - TRANSPORTATION: Railroads**-Southern; Amtrak.
**Motor Freight Carriers**-31.
**Intercity Bus Lines**-Carolina Trailways.
**Airlines**-American; Piedmont; USAir; Delta.

**3 - POPULATION:**
Corp. City 80 Cen. 37,266; E&P 89 Est. 41,870
CZ-ABC: (80) 55,414
RTZ-ABC: (80) 54,092
County/MSA 80 Cen. 99,136; E&P 89 Est. 107,285
City & RTZ-ABC: (80) 109,506
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,367; E&P 89 Est. 16,948
CZ-ABC: (80) 20,794
RTZ-ABC: (80) 18,627
County/MSA 80 Cen. 35,900; E&P 89 Est. 39,105
City & RTZ-ABC: (80) 39,421

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $1,491,193,647 |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 66,322; City 38,014

**7 - ELECTRIC METERS:** Residence 47,049

**8 - GAS METERS:** Residence 14,058

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,500 ($275); Furn. 600 ($302); Electronics 1,108 ($431); Foods 330 ($302).
**Principal Industrial Pay Days**-Thur., Fri

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73.

First killing frost, Nov. 1; last killing frost, Mar. 28.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (75 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cum-Park Plz.(35) | NA | Winn-Dixie, Rose's |
| Glen Raven(6) | NA | Winn-Dixie |
| Holly Hill East (4) | NA | Revco, Food Lion |
| Holly Hill Mall (43) | NA | Sears, Belk-Beck |
| Byrd's(3) | NA | Revco, Byrd's, Family Dollar |
| K mart Plz.(7) | NA | K mart, Eckerd, Food Lion |
| Bur-Mil Plz. | NA | |
| Northgate Plz.(4) | NA | Food World |
| New Market Sq. | NA | Rose's, Eckerd, Winn-Dixie |
| Spoon Plz.(5) | NA | Byrd's, Zayre |
| Edgewood Vlg.(11) | NA | Brendle's, SupeRx, Harris-Teeter |
| Huffman Mill Vlg.(10) | NA | Ashley Porters |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Fri.
**Stores Open Sundays**-Grocery and Discount.

**13 - RETAIL OUTLETS: Department Stores**-Sellars; JCPenney; Belk-Beck; Sears.
**Discount Stores**-Super $; Family Dollar; Zayre; Bur-Mil; Mann's Consumer Sales; K mart; Wal-Mart.
**Variety Stores**-Rose's 2; Woolworth; Bell's.
**Chain Drug Stores**-Eckerd 3; SupeRx; Revco 2.
**Chain Supermarkets**-Byrds 4; Winn-Dixie 2; Food Lion; Harris-Teeter.
**Other Chain Stores**-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks, Singer; Stereo Village; Wickes; Pic 'N Pay; Brendles; Piece Goods; Big Lots.

**14 - NEWSPAPERS:** TIMES-NEWS (e-mon to fri) 30,559; (m-sat) 30,116; (S) 32,119; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dale R. Pearson, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
**National Representative**: Landon Associates.

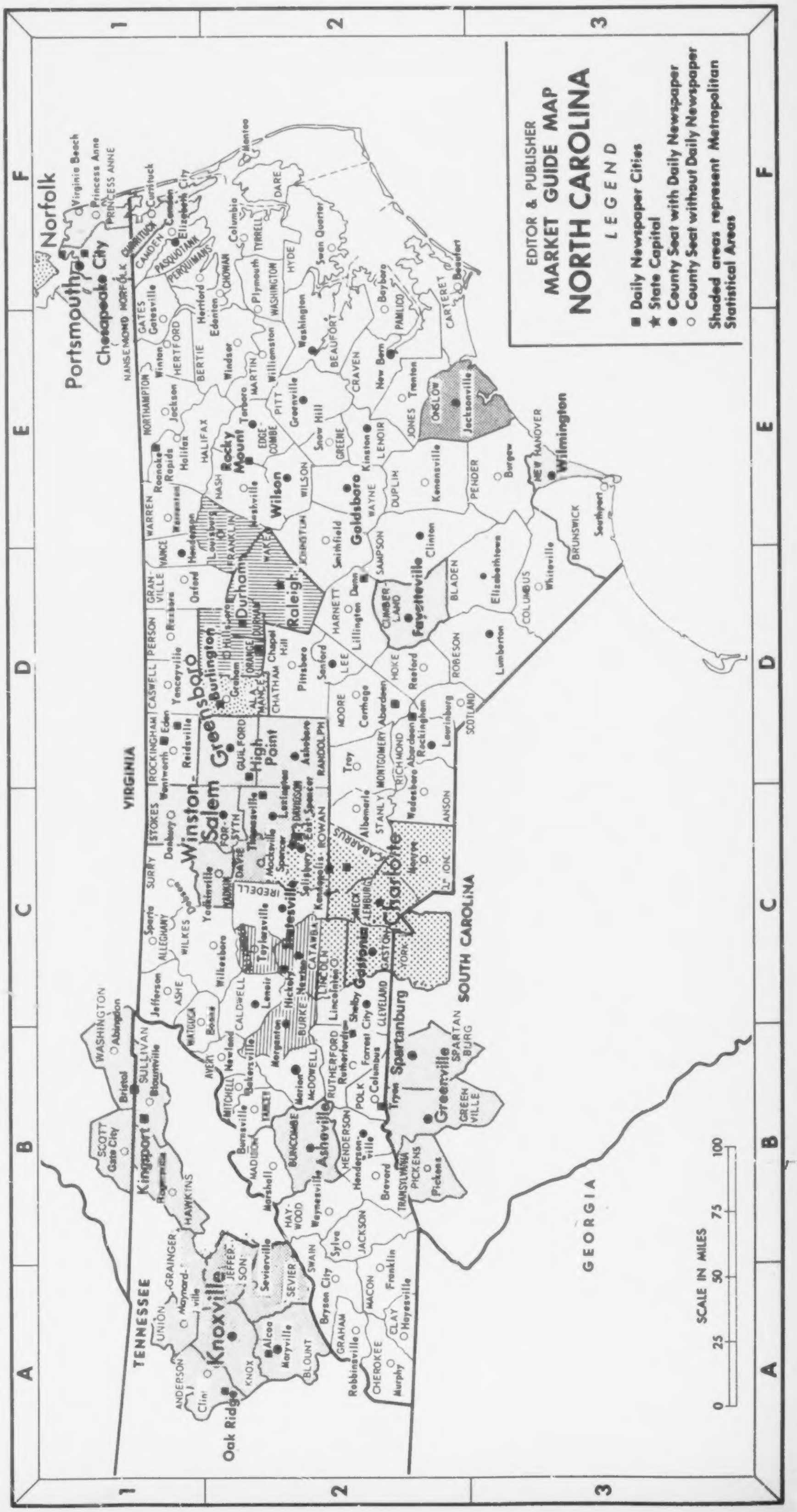
## CHAPEL HILL

**1 - LOCATION:** Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 mi. SW of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-85 & I-40.

**2 - TRANSPORTATION: Railroads**-Carrboro; Southern.
**Motor Freight Carriers**-6.
**Airlines**-(Raleigh-Durham) Pan Am; TWA; United; Eastern; Piedmont; Delta; USAir; American; Ozark.
**Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 32,421; E&P 89 Est. 37,306
Counties 80 Cen. 220,559; E&P 89 Est. 277,393
Orange County 80 Cen. 77,401; E&P 89 Est. 93,284
Durham County 80 Cen. 153,158; E&P 89 Est. 184,109
MSA 80 Cen. 563,301; E&P 89 Est. 716,211
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,019; E&P 89 Est. 12,388
Counties 80 Cen. 83,658; E&P 89 Est. 90,794
Orange County 80 Cen. 27,044; E&P 89 Est. 28,146


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
SCALE IN MILES
0
25
50
75
100

Durham County 80 Cen. 55,614; E&P 89 Est. 62,648
MSA 80 Cen. 198,995; E&P 89 Est. 262,254

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Orange 49,645; Durham 102,471

**7 - ELECTRIC METERS:** Residence 19,216

**8 - GAS METERS:** Residence 8,230

**9 - PRINCIPAL INDUSTRIES:** Education; Med. Servs.; Pub.; Health Ins.; Agric.: Dairy, Wheat, Corn, Tobacco.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29; last killing frost, Apr. 13.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastgate(25) | NA | Eckerd, Food Lion |
| Willow Creek | NA | Food Lion, Eckerd |
| Glen Lennox(62) | NA | |
| University Mall (62) | NA | Ivey's, Belk's, Rose's, Kerr Drug |
| Kroger(12) | NA | Kroger |
| Village Plz.(15) | NA | Harris Teeter |
| Carr Mill Mall (15) | NA | Harris Teeter, Revco |
| Rams Plaza(3) | NA | A&P, Sears, Revco |
| Plantation Plz. | NA | A&P, Rose's |
| Timberlyne | NA | Kerr Drugs, Food Lion |

**13 - RETAIL OUTLETS: Department Stores**-Sears; Ivey's.
**Chain Drug Stores**-Eckerd; Revco; Kerr's.
**Chain Supermarkets**-Food Lion; A&P; Kroger; Harris Teeter; Lowes.
**Variety Stores**-Belk's; Rose's; Brendle's.

**14 - NEWSPAPERS:** CHAPEL HILL NEWSPAPER (e-mon to fri) 4,557; (S) 5,178; Sept. 30, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: Ted Vallas, Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St.; PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
**National Representative**: Landon Associates.

## CHARLOTTE

**1 - LOCATION:** Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Amtrak; Southern Railroad.
**Motor Freight Carriers**-160.
**Intercity Bus Lines**-Charlotte Transit; Greyhound; Piedmont.
**Airlines**-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Eastern; Henson; Ozark; Pan Am; Piedmont; Sunbird; TWA; Tennessee; TranSouth; United; USAir; Wheeler.

**3 - POPULATION:**
Corp. City 80 Cen. 314,447; E&P 89 Est. 408,788
CZ-ABC: (80) 404,270
RTZ-ABC: (80) 1,034,276
County 80 Cen. 406,149; E&P 89 Est. 486,698
MSA 80 Cen. 975,873; E&P 89 Est. 1,135,261
City & RTZ-ABC: (80) 1,438,546
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 117,817; E&P 89 Est. 153,059
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 80 Cen. 146,967; E&P 89 Est. 173,388
MSA 80 Cen. 342,344; E&P 89 Est. 416,572
City & RTZ-ABC: (80) 502,727

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 10 | $1,716,000,000 |
| Commercial | 13 | $21,043,000,000 |

**6 - PASSENGER AUTOS:** County 307,740; City 281,242

**7 - ELECTRIC METERS:** Residence 170,801

**8 - GAS METERS:** Residence 60,485

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 14,432 ($314); Trans. & Util. 28,095 ($485); Trade 73,077 ($298); Fin., Ins. & R.E. 21,777 ($384); Servs. 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Mach. 10,937 ($417).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Temp.-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall, 42.4 in. First killing frost, Nov. 4.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Area**-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St.

**Neighborhood Shopping Centers**-No. of Stores-Amity Gardens 38; Carmel Commons 41; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 29; The Depot 13; Eastway Shopping Ctr. 29; Foxcroft 12; Freedom Drive 5; Freedom Mart 17; Freedom Plz. 5; Freedom Vlg. 33; Independence Shopping Ctr. 31; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 21; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 59; Providence Sq. 21; Quail Corners 22; Queensgate 25; Sardia Vlg. 5; Sedgefield 16; Seneca Shopping Ctr. 13; Sharon 18; Specialty Shops on the Pk. 19; Starmount 18; Tyvola 23; University Pk. 12; Vlg. Shopping Ctr. 11; Westerly Hills/Queensgate 25; Windsor Sq. 65.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Outlet Sq.(35) | 1 | Harris Teeter, Burlington Coat Factory |
| Cotswold(40) | 4 | Marshall's, Ivey's, Harris Teeter, A&P |
| Eastland Mall (120) | 6 | Belk's, Ivey's, JCPenney, Sears |
| Freedom Mall(50) | 3 | Peebles, Eckerd, Sears Surplus |
| Monroe Mall(43) | NA | Peebles, JCPenney, Belk's |
| Overstreet Mall (45) | | Belk's, Ivey's |
| Park Road Ctr. (51) | 4 | A&P, Eckerd, JCPenney |
| Quail Corners(22) | | Eckerd, Harris Teeter's |
| South Park Mall (89) | 6 | Belk's, Sears, Ivey's |
| Tryon Mall(47) | 4 | Eckerd, Peebles |
| Valley Hills Mall(80) | 1 | Belk's, Sears |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Most large community shopping ctrs.-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.

**Discount Stores**-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 3; Woolworth; Family Dollar 10.

**Chain Supermarkets**-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park 'N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.

**Other Retail Stores**-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic 'N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

**14 - NEWSPAPERS:** OBSERVER (m) 235,739; NEWS (S) 292,828; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Marketing Data: Gene Williams, V.P.-Mktg. & Sales, KNIGHT PUBLISHING CO., 600 S. Tryon St.; PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.

**National Representative**: Knight-Ridder Newspaper Sales.

## CLINTON

**1 - LOCATION:** Sampson County, E&P Map E-2, County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Hwys. 421, 701; State Hwy. 24.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline (freight).
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 7,552; E&P 89 Est. 7,217
County 80 Cen. 49,687; E&P 89 Est. 49,533
NDM-ABC: (80) 49,687

**4 - HOUSEHOLDS:**
City 80 Cen. 2,860; E&P 89 Est. 2,886
County 80 Cen. 16,646; E&P 89 Est. 19,578
NDM-ABC: (80) 16,646

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $120,000,000 |
| Savings | 3 | $80,000,000 |

**6 - PASSENGER AUTOS:** County 25,168; City 11,531

**7 - ELECTRIC METERS:** Residence 16,319

**8 - GAS METERS:** Residence 1,230

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Meat Packing 800; Elect. Appliances 750; Wood Prods. 200; Furn. 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
**Principal Industry Pay Days**-Thur., Fri.

**10 - CLIMATE:** An. Av. Temp. 62. First killing frost, Nov. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cohanie Plz.(14) | 1 | Rose's, Belk's, Revco |
| Jordan(20) | 1 | Piggly Wiggly, Mack's |
| Clinton Plaza | 1 | Family Dollar |
| Shamrock Plz.(5) | 1 | Piggly Wiggly, Eckerd |
| K mart Plaza | 1 | K mart, Revco, Wilson's |
| Northside Plaza | NA | Big Lots, Revco, Food Lion |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Cohanie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Leder Brothers.
**Variety Stores**-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Big Lots.
**Chain Drug Stores**-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
**Other Chain Stores**-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbach's.

**14 - NEWSPAPERS:** THE SAMPSON INDEPENDENT (e-mon to fri) 8,247; (S) 8,726; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Debby Butler, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
**National Representative**: Landon Associates.

## CONCORD

**1 - LOCATION:** Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. In Piedmont sect. Textile, hosiery & cigarette manufacturing center; agricultural area. Midway between Washington, DC & Atlanta, GA.

**2 - TRANSPORTATION: Railroads**-Southern.
**Intercity Bus Lines**-Kannapolis Transit; Carolina Trailways.
**Airlines**-Services by Douglas Airport, Charlotte, NC.

**3 - POPULATION:**
Corp. City 80 Cen. 16,942; E&P 89 Est. 16,541
CZ-ABC: (80) 31,610
RTZ-ABC: (80) 99,154
County 80 Cen. 86,323; E&P 89 Est. 95,018
MSA 80 Cen. 975,873; E&P 89 Est. 1,135,261
City & RTZ-ABC: (80) 130,764

**4 - HOUSEHOLDS:**
City 80 Cen. 6,818; E&P 89 Est. 6,635
CZ-ABC: (80) 11,332
RTZ-ABC: (80) 34,543
County 80 Cen. 32,468; E&P 89 Est. 35,756
MSA 80 Cen. 342,344; E&P 89 Est. 416,572
City & RTZ-ABC: (80) 46,375

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $344,712,001 |
| Savings & Loan | 4 | $396,679,791 |

**6 - PASSENGER AUTOS:** County 55,301; City 29,649

**7 - ELECTRIC METERS:** Residence 13,284

**8 - GAS METERS:** Residence 8,675

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Pub. 3 (175); Rubber Prods. 1 (60); Textile Prods. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
**Principal Industrial Pay Days**-Wed. & Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Carolina Mall (62) | NA | Winn-Dixie, Sears, Belk's |
| Concord Plz.(3) | NA | |
| Concord Parkade | NA | Wal-Mart, Watson's |
| Cloverleaf Plz. (14) | NA | Belk's, Brendle's |
| Branchview Plz. (8) | NA | Family Dollar, Food Lion, Revco |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Some Sun.
**Stores Open Evenings**-At shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-Belk's 2; JCPenney; The Hub; Sears; Zimmerman's.
**Variety Stores**-McClellan's; Mack's; McCrory; Zayre's; K mart.
**Chain Drug Stores**-Service; Revco; White Star; Eckerd; Medicine Shoppe.
**Chain Supermarkets**-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; Bi-Lo.
**Other Chain Stores**-Jarman; Kimbrell; K-Town; Heilig-Myers; Johnnie's Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer; Family Dollar; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 12,570; (S) 13,669; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sharon Fvdy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
**National Representative**: Landon Associates.

## DUNN

**1 - LOCATION:** Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. I-95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Durham & Southern.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Trailways; Southern.

**3 - POPULATION:**
Corp. City 80 Cen. 8,962; E&P 89 Est. 9,277
County 80 Cen. 59,570; E&P 89 Est. 65,436

**4 - HOUSEHOLDS:**
City 80 Cen. 3,280; E&P 89 Est. 3,568
County 80 Cen. 20,148; E&P 89 Est. 24,139

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $339,684,000 |
| Savings & Loan | 2 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 31,828; City 11,191

**7 - ELECTRIC METERS:** Residence 4,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Motor Parts 500; Clothing 1,145; Wood Prods. 181; Food Prods. 75; Constr. Prods. 126; Furn. 80; Truck Bodies & Equip. 127.
**Principal Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Harnett Crossing | NA | Belk, Food Lion, Wal-Mart |
| Dunn Plaza(14) | NA | Winn-Dixie, Rose's |
| Wayne Ave.(9) | NA | Sears |
| Floral Gardens (5) | NA | Pic 'N Pay, Heilig-Meyers Furn. |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Arnold's; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
**Variety Stores**-Rose's; Pope's Family Center; Sky City.
**Chain Drug Stores**-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr; Revco.
**Chain Supermarkets**-Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA; Food Lion.
**Other Chain Stores**-Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodali's; McDonald Lumber; Hallmark Shop.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 8,579; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
**National Representative**: None.

## DURHAM

**1 - LOCATION:** Durham County (In Raleigh-Durham MSA). E&P Map D-2, County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State Hwys. 55, 98, 751, 54.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-19.
**Intercity Bus Lines**-Carolina Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
**Airlines**-American, Delta, Eastern, Ozark, Pan Am, Piedmont, TWA, United, USAir, Continental. Commuter: Piedmont, Air-Lift Associates, American Eagle, Wheeler; Freight Carriers: Air Cargo; Air Couriers International; Airborne; Burlington-Northern; Emery; Federal Express; Flying Tigers; Purolator; WTC Air Freight.

**3 - POPULATION:**
Corp. City 80 Cen. 100,831; E&P 89 Est. 115,332
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 386,473
County 80 Cen. 153,158; E&P 89 Est. 184,109
MSA 80 Cen. 563,301; E&P 89 Est. 716,211
City & RTZ-ABC: (80) 499,247
59Demographic Information available from **Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**
City 80 Cen. 39,768; E&P 89 Est. 45,452
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 80 Cen. 55,614; E&P 89 Est. 62,648
MSA 80 Cen. 198,995; E&P 89 Est. 262,254
City & RTZ-ABC: (80) 176,139

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $955,347,000 |
| Savings & Loan | 8 | $468,794,000 |

**6 - PASSENGER AUTOS:** County 102,471; City 100,326

**7 - ELECTRIC METERS:** Residence 78,000

**8 - GAS METERS:** Residence 27,561

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,575 ($305); Mfg. 28,122 ($568); Trans., Commun. & Util. 4,468 ($474); Trade 13,403 ($193); Service 30,503 ($346); Fin., Ins. & R.E. 4,478 ($378).
**Principal Pay Days**-Factories: Fri.; Offices and Universities: 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
**Neighborhood Shopping Centers**-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Village(50) | 3 | Pope's Variety, Big Star, Rose's |
| Northgate(150) | 3 | Sears, Harris Teeter, Thalhimer's, Rose's |
| Lakewood(34) | 4 | Winn-Dixie, Kroger |
| Riverview(20) | 6 | |
| South Sq.(120) | 5 | JCPenney, Ivey's, Belk's |
| Loehmann's at Croasdaile(35) | 4 | Loehmann's, Winn-Dixie |
| Eno Sq. | 7 | Food Lion |
| Murdock(10) | 3 | K mart, Winn-Dixie |
| N. Duke Mall(39) | 5 | Rose's, Winn-Dixie |
| Shannon Plz.(7) | 5 | Revco Drugs |
| Triangle Sq.(20) | 9 | Winn-Dixie, Kerr Drug |
| Brightleaf Sq.(31) | | Morgan Imports |
| Parkway Plz.(34) | 5 | K mart, Food Lion |
| Regency Plaza(22) | | Rose's, Kroger |
| Willowdale(25) | | Kerr Drug, Harris-Teeter |
| Heritage Sq.(8) | 1 | Winn-Dixie, Family Dollar |
| Oak Creek(25) | 5 | T.J. Maxx |
| Woodcroft Shpg. Ctr.(25) | NA | Food Lion, Kerr Drugs |
| Cross Creek(5) | 8 | Food Lion |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Thalhimer's; Sears; Belk-Leggett; Ivey's; JCPenney.
**Variety Stores**-Woolworth 2; Pope's; Family Dollar 3.
**Discount Stores**-K mart 2; Rose's 4.
**Chain Drug Stores**-Eckerd 5; Kerr Drug 9; Revco 5; Treasury; Rite Aid 3.
**Chain Supermarkets**-A&P; Winn-Dixie 5; Kroger 4; Byrd's 3; Big Star 4; Food Lion 5; Farm Fresh; Harris Teeter.
**Other Chain Stores**-Auto: Advance 2, Firestone 2, Western 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson; Women's Clothing: Brooks, Baldwin's 3, Lerners, Paul Harris, Loehmann's, The Limited, Foxmoor, Marianne, Stuart's, Woman's World, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, S&K Famous Brands; Others: Radio Shack, Record Bar, Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, S. Galeski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neill's Card Shop, Waldenbooks, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Kay Jewelers, Reed's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co., Spencer Gifts, Ritz Camera, Toys-R-Us, T.J. Maxx, Tart's.

**14 - NEWSPAPERS:** HERALD (m) 47,852; SUN (e) 19,565; HERALD-SUN (S) 65,223; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Clark Godfrey, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
**National Representative**: Branham/Newspaper Sales.

### EAST SPENCER
**See SALISBURY**

## EDEN

**1 - LOCATION:** Rockingham County, E&P Map D-1, 38 mi. N of Greensboro.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-12.

**3 - POPULATION:**
Corp. City 80 Cen. 15,672; E&P 89 Est. 14,747
County 80 Cen. 83,616; E&P 89 Est. 86,646

**4 - HOUSEHOLDS:**
City 80 Cen. 6,116; E&P 89 Est. 6,115
County 80 Cen. 29,616; E&P 89 Est. 32,850

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 48,511; City 14,124

**7 - ELECTRIC METERS:** Residence 10,044

**8 - GAS METERS:** Residence 2,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

**11 - TAP WATER:** Fluoriated.

**12 - RETAILING: Principal Shopping Center**-Eden Mall.
**Neighborhood Shopping Centers**-Kingsway; Meadow Greens; Eden Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carolina Circle (88) | 38 | Ivey's, Belk's, Mont. Ward |
| Four Seasons (102) | 41 | Ivey's, JCPenney, Thalhimer's |
| Hanes Mall(90) | 50 | Sears, Belk's |
| Piedmont Mall(90) | 28 | JCPenney, Belk's |

**Principal Shopping Days**-Fri. & Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Sears; Ivey's.
**Discount Stores**-White Dot; Pope's; Rolane; Cape Craftsman.
**Chain Drug Stores**-Revco; Rite Aid; Peoples.
**Chain Supermarkets**-Winn-Dixie; Food Lion; Byrd's.

**14 - NEWSPAPERS:** NEWS (e) 6,537; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Am Fulcher, Gen. Mgr. & Editor; Clyde Dagenhart, Adv. Dir., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
**National Representative**: Landon Associates.

## ELIZABETH CITY

**1 - LOCATION:** Pasquotank County, E&P Map F-1, County Seat.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern.
**Intercity Bus Lines**-Norfolk Southern; Virginia Dare Trans.; Trailways.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 13,784; E&P 89 Est. 13,787
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 80 Cen. 28,493; E&P 89 Est. 29,765
City & RTZ-ABC: (80) 78,885

**4 - HOUSEHOLDS:**
City 80 Cen. 4,963; E&P 89 Est. 5,256
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 80 Cen. 9,723; E&P 89 Est. 10,687
City & RTZ-ABC: (80) 27,583

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 4 | $183,643,000 |
| Savings & Loan | 3 | $43,500,000 |
| Credit Unions | | $1,702,000 |

**6 - PASSENGER AUTOS:** County 14,811; City 15,029

**7 - ELECTRIC METERS:** Residence-City 8,847

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furn. Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Proc.; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Repair; Airborne Comm. Sys.; Fuel Sys. Components; Gov't Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

**11 - TAP WATER:** Alkaline, med. hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Southgate Mall (32 stores-JCPenney; Rose's; Sears; Belk-Tyler).
**Principal Shopping Days**-Mon., Fri., Sat. Some Sun.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Rose's.
**Variety Stores**-Eagle.
**Discount Stores**-K mart.
**Chain Drug Stores**-Apothecary-Rexall; Walgreens; Peoples; Revco.
**Chain Supermarkets**-Farm Fresh; S&R 5; Open Air; Winn-Dixie; Food Lion.
**Other Chain Stores**-Mangel's; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches; Wise Fashions.

**14 - NEWSPAPERS:** ADVANCE (e-mon to fri) 11,983; (S) 12,927; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Cary, Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
**National Representative**: Thomson Newspapers.

## ELIZABETHTOWN

**1 - LOCATION:** Bladen County, E&P Map D-3. County Seat. Southeastern part of state. On N.C. 87 & 701.

**2 - TRANSPORTATION: Inter City Bus Line**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 3,551; E&P 89 Est. 5,343
County 80 Cen. 30,487; E&P 89 Est. 30,909

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 2,023
County 80 Cen. N.A.; E&P 89 Est. 12,588

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 14,346

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Textile; Elect.; Yarn; Counting Devices. Av. Wkly. Wage-N.A.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Temp.-Summer 100; Winter 20. First killing frost Nov.; last killing frost Mar.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:** N.A.
**Principal Shopping Days**-Everyday.

**13 - RETAIL OUTLETS: Department Store**-BC Moore & Son's.
**Discount Stores**-Wal-Mart, Jones.
**Chain Drug Store**-Revco.
**Chain Food Supermarkets**-Food-Lion; Winn-Dixie; A&P; Hill's; Red & White.
**Other Chain Stores**-Western Auto; Show Show; Cato; Radio Shack; Carolina Tire Co.; Sears.

**14 - NEWSPAPERS:** BLADEN JOURNAL (e-mon to fri) 4,600; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Denise Raynor, Gen. Mgr., BLADEN JOURNAL, PO Box 67, Elizabethtown, NC 28337; Tel. (919) 862-4163.
**National Representative**: Landon Associates.

## FAYETTEVILLE

**1 - LOCATION:** Cumberland County (MSA). E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U.S. Army). On Cape Fear River. On U.S. Hwys. 13, 401, 301; I-95; State Hwys. 24, 53, 59, 87, 210.

**2 - TRANSPORTATION: Railroads**-CXS, Norfolk Southern; Aberdeen Rockfish & Cape Fear Railways.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-City Transit Dept.; Greyhound; Trailways.
**Airlines**-Piedmont; American; Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 59,507; E&P 89 Est. 61,201
CZ-ABC: (80) 173,264
RTZ-ABC: (80) 383,892
County/MSA 80 Cen. 247,032; E&P 89 Est. 263,818
City & RTZ-ABC: (80) 557,156
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 21,546; E&P 89 Est. 23,527
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 80 Cen. 74,934; E&P 89 Est. 97,825
City & RTZ-ABC: (80) 176,488

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | $213,118,000 |
| Commercial | 12 | $824,862,000 |

**6 - PASSENGER AUTOS:** County 121,392; City 98,782

**7 - ELECTRIC METERS:** Residence 98,453

**8 - GAS METERS:** Residence 16,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 12,360.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Av. Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, Mar.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Person St.; Ft. Bragg Rd.; Bragg Blvd.; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.; Rim Rd.; Reilly Rd.; Hope Mills Rd.; Yadkin Rd.; Cliffdale Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bordeaux(42) | 2 | Rose's, Winn-Dixie |
| Cross Creek Mall(90) | 4 | Belk's, Thalhimer's, JCPenney, Sears |
| Eutaw Vlg.(75) | 2 | Kerr Drug, Capitol |
| Highland Ctr.(3) | 2 | Eckerd, GGO, Harris-Teeter |
| Highland(29) | 1 | Wentz Supermkt. |
| Sycamore Sq.(48) | 4 | Rose's, Food Lion, Revco, Zayre |
| Northleigh(1) | 4 | Sav-A-Center |
| Tallywood(29) | 2 | Belk |
| Westwood S/C(43) | 3 | Rose's, Kerr Drug |
| Montibello(7) | 8 | Food Lion, Revco |
| Ponderosa(20) | 4 | Maxway, Winn-Dixie |
| Devonwood Plz.(65) | 5 | Pope's Family Center, Revco |
| Skyland(18) | 7 | Maxway, Family Dollar |
| Eastgate(4) | 2 | Winn-Dixie, Revco, Family Dollar |
| Pamalee Plz.(8) | 5 | Winn-Dixie, Family Dollar, Revco |
| Cliffdale Plz.(27) | 5 | Sav-A-Center, Kerr Drug |
| Windsor Mall(48) | 4 | Sam's, Phar-Mor Drug |
| Cross Pointe Ctr.(38) | 4 | Hechinger, T.J. Maxx |
| Cape Fear Plz.(12) | 2 | Food Lion, Revco, Roses |
| Falcon Vlg. S/C(8) | 7 | Winn-Dixie |
| College Lakes Plz.(3) | 2 | Food Lion, Revco |
| Village S/C(19) | 4 | Roses, Food Lion, Cato's |
| Strickland Bridge S/C(14) | 4 | Food Lion |
| Cross Creek Plz. | 4 | Toys 'R Us, Wal-Mart, Buy For Le$$ |
| Northgate S/C | 4 | Wal-Mart |
| Southwind's Plz. | 7 | Wal-Mart |

**Principal Shopping Days**-Mon. through Sun.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-The Capitol 2; Belk's 2; Sears; JCPenney; Thalhimer's.
**Discount Stores**-Best Prod.; Big Lots; Family Dollar 8; K mart 2; Sam's; Service Mdse.; Sky City; Wal-Mart 3; Zayre 2.
**Variety Stores**-Maxway; McCrory; Pope's Family Center 2; Roses 6.
**Chain Drug Stores**-Eckerd 2; Revco 15; Kerr 5; Medicine Shoppe 3.
**Chain Supermarkets**-Economy Food Ctr. 2; Express Stop 5; Food Lion 11; Harris Teeter 3; IGA Foodliner 3; Knight Bros. Food Mart 6; Kroger 3; O'Henry's Food Stores 4; The Pantry 21; Quick Stop 43; Sav-A-Ctr. 3; Scotchman Stores 7; Short Stop 12; Strictland's Grocery 6; V-Point Supermkt 2; Winn-Dixie 6.
**Building Supplies**-Economy Building Supply Co.; Eighty-Four Lumber; Fayetteville Bldg. Supply; Hechinger; Highland Lumber Co. Inc.; Lowe's; McDonald Lumber Co. 2; Moore's; Parks Building Supply Co.; Triangle Bldg. Supply Co. 2.
**Other Chain Stores**-Clothing: Added Dimensions, Amy Stoudt, Anderson-Little, Baby Superstore, Brooks Fashion, Burlington Brands, Carolina Clothiers 2, Casual Corner, Casual Male, Catherine's Stout Shoppe; Cato's 3; The Children's Shop; The Closet; D.A. Kelly's; The Dress Barn; Fashion Cents 2; Foxmoor Casuals; Just Pants; Lane Bryant; Lerner Shop; The Limited; Lots Of Labels; Maurices; Merry Go Round; Mitchell's Formal Wear; Nowells; One Price Clothing Store 2; Ormond Shop; Petite Shop; Plumms; S&K Famous Brands; Stitches Of Virginia; Stuarts; T.J. Maxx; Victoria's Secret; Webster Men's Wear; What's New.
**Furniture**-BedQuarters 2; Bullard; DeVault's Furniture Galleries; Ethan Allen Galleries; Heilig-Meyers Furn. Co.; Rhodes Furniture.
**Jewelry**-Carlyle & Co; Gordon's Jewelers; Heritage Jewelers 2; Hinkamp Jewelers 2; Jewel Box 2; The Pierced Ear Inc.
**Shoes**-Burlington; Butler; Gussini Shoes; Hamilton Luggage & Handbags; Hot Feet; Men's Name Brand Shoes 2; Michael's Shoes; Naturalizer; Pic 'N Pay 7; Silver Slipper; Stride Rite Bootery; Thom McAn.
**Linen/Fabrics**-Bill's Linen Closet; Cloth World Fabrics; Piece Goods Shop Inc. 2.
**Sporting Goods**-Athletic World; Clark Sporting Goods Co. 2; Divine's Sporting Goods; The Finish Line.
**Music/Electronics/Computers/Videos**-Circuit City; Entre' Computer Ctr.; Inacomp Computer Ctr.; McFadyen Music 2; Radio Shack 6.
**Books/Cards/Gifts/Crafts**-Grace's Hallmark 2; Hannah's Crafts; Kirklands; LaVerne's Hallmark; Micki's Hallmark; Paper & Paperbacks; Personala-tees; Spencer Gifts Inc.; Things Remembered; The Tinder Box; Waldenbooks; World Bazaar.
**Toys**-K&K Toys; Toys 'R Us.
**Food/Restaurants**-A J's Steaks & Hoagies 2; Annabelle's; Arby's 2; Baldino's; Bar-B-Que Hut 3; Baskin-Robbins Ice Cream 4; Bennigan's; Bojangles 6; Burger King 10; Canton Station; Chick-Fil-A; Cookie Store/Peanut Shoppe; Dairy Queen 2; Freshens Yogurt; Hardee's 14; Hickory Farms; Intenational House of Pancakes; Kentucky Fried Chicken 9; McDonald's 11; Morrison's; Oh! Brian's; Orange Julius; Pizza Hut 12; Pizza Inn; Pizza Palace 2; Rax 2; Shoney's 2; Subway 6; Taco Bell 3; Wendy's 6; Wiener Works 3.
**Miscellaneous**-Beauty Outlet 2; Color Tile Supermart; Dan's Fan City; Docktor Pet Center; Factory Firsts; Frame Whse; General Nutrition Ctr.; Lechter's; Merle Norman 2; Pearle Vision Ctr.; Sherwin-Williams; Speediprint 6.

**14 - NEWSPAPERS:** TIMES (m-mon to fri) 27,804; OBSERVER (e-mon to fri) 43,456; OBSERVER-TIMES (m-sat) 74,691; (S) 75,523; Mar. 31, 1989 ABC.
**Local Contact** For Advertising and Merchandising Data: Jerry Burton, Adv./Mkt. Dir., OBSERVER-TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
**National Representative**: Landon Associates.

## FOREST CITY

**1 - LOCATION:** Rutherford County, E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Hwys. 221 & 74; Interstate 26, 40 & 85.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard Coastline; Clinchfield.
**Intercity Bus Lines**-Trailways.
**Airlines**-Eastern; Piedmont; Delta; Southern; United; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 7,688; E&P 89 Est. 8,236
County 80 Cen. 53,896; E&P 89 Est. 59,426

**4 - HOUSEHOLDS:**
City 80 Cen. 2,860; E&P 89 Est. 3,301
County 80 Cen. 19,221; E&P 89 Est. 22,542

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | N.A. |
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 29,928; City 10,033

**7 - ELECTRIC METERS:** Residence 4,215

**8 - GAS METERS:** Residence 2,250

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $263.82)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furn. 600; Upholstery Material 400; Ladies' Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.

**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Av. Temp. Jan. 41.79; June 78.5; Av. An. Temp. 60; An. Rainfall 50 in. First killing frost, Oct. 31; last killing frost, May 1.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Tri-City Mall(17) | 2 | Belk's, Harris-Teeter |
| White Oak Plz. (12) | 3 | Winn-Dixie, Wal-Mart |
| Oak St. Mall(6) | 1 | Sky City, Ingles |
| Church St.(4) | 1 | K mart |
| Chimney Plaza(4) | 1 | Food Lion |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Tri-City Mall & 2 Shpg. Ctrs. open until 9.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Graham Cash; Dalton-Ward.
**Discount Stores**-Sky City; K mart; Family Dollar; Wal-Mart.
**Variety Stores**-Rose's.
**Chain Drug Stores**-Eckerd; Revco; Smith's; Hardins Drug.
**Chain Supermarkets**-Winn-Dixie; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; Food Lion.
**Other Chain Stores**-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's; Heilig-Myers Furn.

**14 - NEWSPAPERS:** COURIER (e-mon to fri) 10,560; sworn Sept. 15, 1988.
**Local Contact** for Advertising and Merchandising Data: Jim Deviney, Adv. Dir., COURIER, 1111 Oak St.; PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
**National Representative**: None.

## GASTONIA

**1 - LOCATION:** Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, 1-85.

**2 - TRANSPORTATION: Railroads**-Norfolk-Southern; Carolina Seaboard System.
**Motor Freight Carriers**-58 (County).
**Intercity Bus Lines**-Gastonia Transit; Trailways; American Charters Transit.
**Airlines**-Eastern; Delta; United; American; USAir; Pan Am; TWA.

**3 - POPULATION:**
Corp. City 80 Cen. 47,333; E&P 89 Est. 48,237
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 80 Cen. 162,568; E&P 89 Est. 175,157
MSA 80 Cen. 929,019; E&P 89 Est. 1,135,261
City & RTZ-ABC: (80) 218,506

**4 - HOUSEHOLDS:**
City 80 Cen. 17,195; E&P 89 Est. 18,683
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 80 Cen. 56,362; E&P 89 Est. 68,420
MSA 80 Cen. 342,344; E&P 89 Est. 416,572
City & RTZ-ABC: (80) 75,710

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 10 | NA |
| Commercial | 9 | NA |

**6 - PASSENGER AUTOS:** County 94,726; City 45,046

**7 - ELECTRIC METERS:** Residence 21,861

**8 - GAS METERS:** Residence & Commercial 24,668

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 20,646 ($346); Mach. 4,148 ($425); Motor Oil Filters 4,454 ($512); Corrugated Box 311 ($465); Chem. 100 ($574); Plastics 593 ($423); Auto & Truck Assembly 4,454 ($512).
**Principal Industrial Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** An. Av. Temp.-Spring 60; An. Av. Precipitation: Rain-43 in. Snow-6 in. First killing frost, Nov. 8; last killing frost, Mar. 24.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
**Neighborhood Shopping Centers**-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastridge Mall(100) | NA | JCPenney, Belk's |
| Gaston Mall(43) | NA | Harris-Teeter, Brendle's |

| | | |
|---|---|---|
| Dixie Vlg.(30) | NA | Eckerd, Winn-Dixie |
| Westgate(3) | NA | |
| Windsor(4) | NA | Winn-Dixie |
| Cherry Plz.(3) | NA | Foodtown |
| Food Lion Plz.(16) | NA | |
| Franklin(7) | NA | A&P, Family Dollar |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Matthews; Belk's; Sears; Ivey's; JCPenney.

**Discount Stores**-Target; Wal-Mart; K mart; Service Mdse.; Brendle's.

**Chain Drug Stores**-Smith's 2; Revco 5; Scottie's; Eckerd 5; Caldwell; Rite Aid.

**Chain Supermarkets**-Winn-Dixie; Pacemaker; Mighty Midget; Harris-Teeter; Food Lion; Ingle's; A&P; Kroger.

**Other Chain Stores**-Morris (jewelry); Reeds Jewelers; D. P. Paul; Gordon's; Anderson-Little; Lerner's; Endicott Johnson; Kinney (shoes); Star Furn.; 2; Heilig-Meyers; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2; B. Dalton; Waldenbooks; Mr. Sport; GNC; Computerland; Circuit City; Hechinger; Lowe's; Watson's; Upton's; Pep Boys; Tons of Toys; Toys 'R' Us.

**14 - NEWSPAPERS:** GAZETTE (e) 41,585; (S) 44,516; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538; 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293.

**National Representative**: Landon Associates.

## GOLDSBORO

**1 - LOCATION:** Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Southern (freight).

**Intercity Bus Lines**-Greyhound; Seashore Transportation.

**3 - POPULATION:**

Corp. City 80 Cen. 31,871; E&P 89 Est. 33,300
CZ-ABC: (80) 37,369
RTZ-ABC: (80) 91,833
County 80 Cen. 96,997; E&P 89 Est. 98,993
City & RTZ-ABC: (80) 129,202

**4 - HOUSEHOLDS:**

City 80 Cen. 10,880; E&P 89 Est. 11,993
CZ-ABC: (80) 12,332
RTZ-ABC: (80) 30,820
County 80 Cen. 32,300; E&P 89 Est. 37,281
City & RTZ-ABC: (80) 43,152

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $597,791,000 |
| Savings & Loan | 3 | $400,000,000 |

**6 - PASSENGER AUTOS:** County 50,016; City 34,001

**7 - ELECTRIC METERS:** Residence County 27,600

**8 - GAS METERS:** 4,230

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $264)-Textile Mfg. 200; Industrial Laundry 194; Metalworking 1,202; Food Prods. 517; Furn. 830; Elect. Generating 100; Roofing Materials 167; Textile Finishing 160; Agric. Research 112; Health Care 213; Apparel 2,310; Lumber 472; Auto Parts Mfg. 896; Bakery Equip. Mfg. 120; Distributors 86.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.

**Neighborhood Shopping Centers**-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N. on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Berkeley Mall(43) | 4 | Sears, JCPenney, Belk's, Weils |
| Oak Square(24) | 3 | Sherwin-Williams, Tart's TV |
| Eastgate(22) | 3 | Rose's, Winn-Dixie |
| Sunrise(15) | 2 | Woolworth, Kerr Drug |
| Ashley Plaza(9) | 3 | K mart |
| Barnyard(7) | 3 | Cloth Barn, Tru Value |
| Wayne Plaza(4) | 2 | Clinard, Big Star |
| Nichols(2) | 4 | Nichols, Winn-Dixie |
| Neuse River(4) | 6 | Winn-Dixie, Kerr's |
| North Plaza | 4 | Food Lion |
| Spence Pl.(9) | 4 | Farm Fresh, Wal-Mart |
| Cobblestone Plc. | 14 | |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Tyler; JCPenney; Leder Bros.; Brody's; Sears.

**Discount Stores**-Rose's; Wal-Mart; K mart.

**Chain Drug Stores**-Eckerd; Revco 2; Kerr's 3.

**Variety Stores**-Woolworth; McClellan; McCrory.

**Chain Supermarkets**-A&P; Winn-Dixie 3; Piggly Wiggly 3; Food Lion; Farm Fresh.

**Other Chain Stores**-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Jewel Box; Firestone 2; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furn.; Western Auto; S&H Green Stamps; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop; Baldwins; Dorothy's Ruffled Originals; Colortyme TV; Burlington Shoes; Sportsman's World; Barnes Jewelers; Zale's.

**14 - NEWSPAPERS:** NEWS-ARGUS (e-mon to fri) 22,863; (S) 25,206; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.

**National Representative**: Landon Associates.

## GREENSBORO

**1 - LOCATION:** Guilford County (In Greensboro-Winston Salem-High Point), E&P Map D-2, County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwys. 29, 70, 421, 220; I-40, I-85. State Hwys. 22, 150, 68, 61, 62, 6.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern.

**Intercity Bus Lines**-Southern Greyhound; Carolina Trailways; Duke Transit.

**Airlines**-American; Piedmont; United; Delta; 3 Commuter Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 155,642; E&P 89 Est. 169,344
CZ-ABC: (80) 196,229
RTZ-ABC: (80) 790,595
County 80 Cen. 317,154; E&P 89 Est. 348,873
MSA 80 Cen. 851,984; E&P 89 Est. 950,203
City & RTZ-ABC: (80) 986,824

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 56,702; E&P 89 Est. 65,101
CZ-ABC: (80) 71,114
RTZ-ABC: (80) 281,579
County 80 Cen. 114,084; E&P 89 Est. 121,406
MSA 80 Cen. 307,207; E&P 89 Est. 357,796
City & RTZ-ABC: (80) 352,693

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 10 | $763,834,000 |
| Commercial | 13 | $746,262,000 |
| Credit Unions | 29 | $64,106,000 |

**6 - PASSENGER AUTOS:** County 212,840; City 142,912

**7 - ELECTRIC METERS:** Residence 104,020

**8 - GAS METERS:** Residence 30,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Mach. 8,300; Other Durable Goods 19,400; Food & Kindred Prods. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prods. 2,600; Other Nondurable Goods 20,600; Non-Mfg. 275,900; Constr. 19,700; Trans., Commun. & Public Util. 23,200; Trade 93,000; Fin., Ins. & R.E. 19,400; Service & Misc. 68,700; Gov't 51,600; Chem. 4,300; Printing & Pub. 6,300.

**10 - CLIMATE:** Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ashley Sq.(3) | 4 | Big Star, Revco |
| Battleground Village(14) | 4 | Images, Rite Aid |
| Best(7) | 2 | Best, Peaches |
| Caldwell(6) | 3 | |
| Carolina Circle Mall(80) | 4 | Belk's, Ivey's, Mont. Ward |
| Coliseum(12) | 2 | Food Lion, Family Dollar |
| Cook's(3) | 3 | Brendle's |
| Bessemer(8) | 1 | |
| High Point Rd. (14) | 2 | 3 Guys |
| Forest Oaks(5) | 5 | Winn-Dixie |
| Four Seasons(101) | 3 | Belk's, Ivey's, JCPenney, Winn-Dixie |
| Friendly Center/ Forum Vlg.(10) | 3 | Belk's, Thalhimers, Sears, Montaldo's |
| Golden Gate(33) | 2 | Bestway, Food Lion, Revco |
| Greensboro Outlet Mall(35) | 4 | Dixie Bell, N.Y., Bag & Baggage, Burlington Coat |
| Holden Plaza(4) | 4 | Food Lion |
| Irving Park(19) | 2 | Edmonds |
| K mart West Market(3) | 4 | K mart, Food Lion |
| K mart Randleman | 3 | K mart, Food Lion, Food World |
| K mart-E. Cone(2) | 4 | K mart, Big Star |
| Kroger(13) | 3 | Aaron Rents |
| Oakcrest(9) | 5 | Omega Sports |
| O'Henry(6) | 2 | Winn-Dixie, Zayre |
| Palmer Plz.(12) | 2 | Eckerd, Kroger, Lowe's |
| Price Place(10) | 2 | Harris-Teeter, Eckerd |
| Quaker Vlg.(28) | 6 | Bestway, Edmonds |
| Sedgefield(19) | 5 | Family Dollar, Harris-Teeter |
| Spring Valley(23) | 2 | Eckerd, Harris Teeter, Sears Surplus |
| Sunset Hills(7) | 2 | Food Rite |
| Westgate(9) | 5 | Shoe Town |
| Westridge Square(10) | 5 | Kroger, Eckerd |
| West Market St.(12) | 4 | Kroger, Marshalls, Revco |
| Zayre(5) | 2 | Zayre, Revco, TJ. Maxx |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings & Sundays**-Drug; Discount; Department; Grocery; Shopping Centers.

**13 - RETAIL OUTLETS: Department Stores**-Belk's 3; Ivey's 2; Montgomery Ward; JCPenney; Sears; Thalhimers 2; Marshalls.

**Variety Stores**-Woolworth 3; McCrory.

**Discount Stores**-Best; Brendle's 2; Family Dollar 4; Service Merchandise; K mart 4; TJ. Maxx 2; Zayre 2.

**Chain Drug Stores**-Drug Emporium 2; Drug Palace; Eckerd 8; Edmonds 4; Rite Aid 8; Revco 8; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3.

**Chain Supermarkets**-Bestway; Big Star 4; Bi-Rite; Food Lion 7; Harris-Teeter 5; Kroger 5; Winn-Dixie 5; Food Rite 4; Fresh Market 2.

**Other Chain Stores**-Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich; Goodyear; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; Diamond Exchange; The Junction; K&K Toys; Kay's Jewelers; Kinney; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Limited Express; Lowe's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch.

**14 - NEWSPAPERS:** NEWS & RECORD (m) 114,958; (S) 129,604; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Vivienne Tyson, Gen. Adv. Mgr., NEWS & RECORD, 200 E. Market St.; PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111.

**National Representative**: None.

## GREENVILLE

**1 - LOCATION:** Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Norfolk Southern (freight only).

**Motor Freight Carriers**-8.

**Intercity Bus Line**-Trailways.

**Airlines**-Piedmont Commuter Service and American Eagle Service.

**3 - POPULATION:**

Corp. City 80 Cen. 35,740; E&P 89 Est. 46,647
CZ-ABC: (80) 35,740
RTZ-ABC: (80) 83,411
County 80 Cen. 83,810; E&P 89 Est. 105,568
City & RTZ-ABC: (80) 119,151

**4 - HOUSEHOLDS:**

City 80 Cen. 11,472; E&P 89 Est. 16,106
CZ-ABC: (80) 11,472
RTZ-ABC: (80) 28,880
County 80 Cen. 27,757; E&P 89 Est. 40,480
City & RTZ-ABC: (80) 40,352

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | N.A. |
| Savings | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 52,395; City 33,388

**7 - ELECTRIC METERS:** Residence 32,537

**8 - GAS METERS:** Residence 5,313

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners(Av. Wkly Wage-NA)-Pharmaceuticals 1,475; Food 90; Textile 1,160; Apparel 1,040; Lumber & Wood 140; Printing 230; Chemicals 1,600; Fabricated Metals 520; Machinery, Nonelectric & Electric 1,190; Transportation Equipment 820; Agricultural 1,910.

**10 - CLIMATE:** First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

**11 - TAP WATER:** Neutral, medium soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Carolina East Mall (57 stores); Sears, Belks, Brody's, The Plaza (approx. 100 stores); JCPenney Co., Roses, Eckerds, Brody's, Radio Shack.

**Other Shopping Areas**-10 block area in center of city; Coffman's, Robinson Jewelers, Inc., Greenville Sq., (12 stores); K mart, A&P, Buyer's Market (21 stores); Goodyear, Rack Room, Big Lots, Dress Ban.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pitt Plaza(26) | 2 | JCPenney, Eckerd, Rose's, Kroger |
| Greenville Sq.(14) | 2 | A&P, K mart |

| | | |
|---|---|---|
| Carolina East(74) | 3 | Sears, Belk, Winn-Dixie, Kerr's |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

**13 - RETAIL OUTLETS: Department Stores**-White 2; Belk 2; Rose's 2; Sears.
**Discount Stores**-K mart; Big Lots; Wal-Mart.
**Chain Drug Stores**-Hollowell 4; Eckerd 2; Rite Aid 2; Revco 2; Kerr 3.
**Chain Supermarkets**-Harris 7; A&P; Overton's; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion 3; Foodland; Harris-Teeter.
**Other Chain Stores**-Brody's 2; Carlyle & Co.; Zale's; Butler's; J.D. Dawson Co.; Brendles; Western Auto; Advance Auto.

**14 - NEWSPAPERS:** THE DAILY REFLECTOR (e-mon to fri) 18,379; (S) 20,679; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J. Tim Holt, Pres., THE DAILY REFLECTOR, 209 Cotanche St., Greenville, NC 27834, Tel. (919) 752-6166.
**National Representative**: Landon Associates.

## HENDERSON

**1 - LOCATION:** Vance County. E&P Map D-1. County Seat. Agricultural & manufacturing center. On U.S. Hwys. 1, 158; I-85 in NE part of state. 38 mi. to Raleigh, the state capital.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Southern Railway.
**Motor Freight Carriers**-16.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airports**-Raleigh-Durham.
**Airlines**-Delta; Eastern; United; Pan Am; TWA; Piedmont; NYAir; Ozark; USAir; Sunbird; American.

**3 - POPULATION:**
Corp. City 80 Cen. 13,522; E&P 89 Est. 13,121
CZ-ABC: (80) 20,273
RTZ-ABC: (80) 44,305
County 80 Cen. 36,821; E&P 89 Est. 38,881
City & RTZ-ABC: (80) 64,578

**4 - HOUSEHOLDS:**
City 80 Cen. 4,824; E&P 89 Est. 5,056
CZ-ABC: (80) 6,339
RTZ-ABC: (80) 15,077
County 80 Cen. 12,239; E&P 89 Est. 15,710
City & RTZ-ABC: (80) 21,416

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $200,000,000 |
| Savings | 2 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 19,562; City 17,789

**7 - ELECTRIC METERS:** Residence 8,500

**8 - GAS METERS:** Residence 1,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($250); Tobacco 760 ($200); Stone, Clay, Glass 775 ($450); Public Servs. 513 ($290); Trans. Equip. 300 ($390); Mfg. 2,000 ($260); Whol./Ret. 2,000 ($300).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-60; Jan. 42; June 78.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Corbitt Hill(7) | NA | Hill's Clothing |
| Henderson Mall(27) | NA | JCPenney, Rose's, Eckerd, Leggett's |
| Kings Plz.(2) | NA | A&P, Rose's |
| Northside Plz.(5) | NA | Food Lion, Revco |
| Vance Sq.(6) | NA | Winn-Dixie, Revco |
| Dabney Shpg. Ctr.(6) | NA | Food Lion, Rite Aid |
| Mill Outlet City(6) | NA | Fabric Shop, True Value Hdwe. |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Food Stores, Mall Stores, Other Shopping Areas.
**Stores Open Sundays**-4 Supermarkets & some retail.

**13 - RETAIL OUTLETS: Department Stores**-Aileen's; JCPenney; Leggett's; Baldwin's.
**Variety Stores**-Rose's; K mart.
**Discount Stores**-Dollar Store; Family Dollar; Super 10.
**Chain Drug Stores**-Eckerd; Henderson 2; Revco 3; Rite Aid 2.
**Chain Supermarkets**-Winn-Dixie; A&P; Byrd's 2; Food Lion 2.
**Other Chain Stores**-Larkins (clothing); Star Furn.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn.; The Junction (clothing); Perry Bros. Goodyear.

**14 - NEWSPAPERS:** DISPATCH (e) 9,717; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dennis Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
**National Representative**: Landon Associates.

## HENDERSONVILLE

**1 - LOCATION:** Henderson County. E&P Map B-2. County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

**2 - TRANSPORTATION: Railroads**-Southern (Cincinnati to Columbia, SC), Terminus Hendersonville-Toxaway Div.
**Motor Freight Carriers**-22.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Suburban Coach.
**Airlines**-Piedmont; Wheeler; Eastern Metro; ASA.

**3 - POPULATION:**
Corp. City 80 Cen. 6,862; E&P 89 Est. 7,279
CZ-ABC: (80) 6,862
RTZ-ABC: (80) 51,718
County 80 Cen. 59,005; E&P 89 Est. 71,965
City & RTZ-ABC: (80) 58,580

**4 - HOUSEHOLDS:**
City 80 Cen. 2,897; E&P 89 Est. 3,251
CZ-ABC: (80) 2,897
RTZ-ABC: (80) 19,492
County 80 Cen. 22,389; E&P 89 Est. 25,171
City & RTZ-ABC: (80) 22,389

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $83,437,222 |
| Commercial | 6 | $163,542,170 |

**6 - PASSENGER AUTOS:** County 40,752; City 25,173

**7 - ELECTRIC METERS:** Residence County 19,451

**8 - GAS METERS:** Residence 2,511

**9 - PRINCIPAL INDUSTRIES:** Elect. 1,400; Paper 900; Textile 1,867; Constr. 897; Food 878; Apparel 1,789; Chem. 800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St.; 2 each of 3rd, 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy. S. of Main & Church Sts.; Blue Ridge Mall (60 stores).
**Neighborhood Shopping Centers**-Southgate, 1/2 mi. S. of city; Rose's Plz., 2 mi. E. of city; Laurel Park Vlg., 2 mi. W. of city; Sky City Plaza, 1/2 mi. S. of city.
**Principal Shopping Days**-Mon., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Simpson; Schulman's; K mart.
**Variety Stores**-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
**Chain Drug Stores**-Eckerd; Revco; Rite Aid; Econo-Mart.
**Chain Supermarkets**-Winn-Dixie 3; Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.
**Other Chain Stores**-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

**14 - NEWSPAPERS:** TIMES-NEWS (m) 19,689; (S) 19,628; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Grady Smith, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd.; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
**National Representative**: Landon Associates.

## HICKORY

**1 - LOCATION:** Catawba County, (MSA). E&P Map C-2. Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127. 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

**2 - TRANSPORTATION: Railroads**-Southern; C&NW.
**Motor Freight Carriers**-42.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-Piedmont (Commuter to Charlotte, NC).

**3 - POPULATION:**
Corp. City 80 Cen. 20,757; E&P 89 Est. 22,320
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 80 Cen. 105,583; E&P 89 Est. 121,290
MSA 80 Cen. 203,490; E&P 89 Est. 230,368
City & RTZ-ABC: (80) 245,251

**4 - HOUSEHOLDS:**
City 80 Cen. 8,164; E&P 89 Est. 9,417
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 80 Cen. 37,308; E&P 89 Est. 45,481
MSA 80 Cen. 71,174; E&P 89 Est. 84,494
City & RTZ-ABC: (80) 85,989

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 41 | $1,200,000,000 |
| Savings & Loan | 5 | $39,279,386 |

**6 - PASSENGER AUTOS:** County 70,583; City 39,080

**7 - ELECTRIC METERS:** Residence 53,451

**8 - GAS METERS:** Residence 5,000

**9 - PRINCIPAL INDUSTRIES:** Constr.; Mfg.; Trans. & Util.; Whol. & Ret. Trade.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, Apr. 29.

**11 - TAP WATER:** Slightly alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW; 2 on Main Ave., NE.
**Neighborhood Shopping Centers**-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127 North Hickory; Westover Plz.; Southridge Shpg. Ctr., Hwy. 127 S.; Midland 4 blocks Fronting Hwy. 64-70-321; Hickory Plaza; 321 U.S. 64-70; Catawba Mall on Hwy. 64-70 S.W.; Valley Hills Mall; Starmount Plz. Hwy. 64-70 S.E.; St. Stephens Square.
**Shopping Centers**-Viewmont; 10 blocks distant (Hickman Hdwe., Fresh Air Galaxy No. 2); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park; 12 bldgs.; Lowe's Food.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Catawba Mall(30) | NA | Hamrick's, Eckerd, Radio Shack, Heilig-Meyers Furn., Spainhours |
| Kroger Center(6) | NA | Kroger, Rose's |
| Midland(16) | NA | Baskin-Robbins, Advance Auto |
| Northgate Plz.(4) | NA | Revco, Bi-Lo, Rose's |
| North Pointe(13) | NA | Eckerd, Radio Shack, Harris-Teeter |
| Valley Hills Mall(90) | NA | Sears, Zale's, Belk's, West-Deal, JCPenney |
| Valley Crossing(15) | NA | Phar-Mor, Goody's, TJ. Maxx |
| Hickory Corners(22) | NA | Wal-Mart, Food Lion, Carolina Waterbed, Red Lobster, Oh Brian's |
| Hickory Plaza | NA | K mart, Cheap Joe's, Radio Shack |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Colony Casuals; West-Deal.
**Variety Stores**-Woolworth; Rose's; Family Dollar.
**Chain Drug Stores**-Smith's; Eckerd; Viewmont 3; Revco; Peoples; Rite Aid; Crown Drug; Duo Drug.
**Chain Supermarkets**-Lowe's 2; Fresh Air Galaxy 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Bi-Lo; Fine Fare; Food Lion.
**Discount Stores**-Brendle's; K mart; Wal-Mart.
**Other Chain Stores**-Butler's; (shoes); Kinney Shoes; Clark Tire; Pic 'N Pay Shoes; Lowe's Hdwe.

**14 - NEWSPAPERS:** RECORD (e) 26,720; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
**National Representative**: Landon Associates.

## HIGH POINT

**1 - LOCATION:** Guilford County (In Greensboro-Winston-Salem-High Point MSA), E&P Map D-2. Center of furniture & hosiery manufacturing. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; I-85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

**2 - TRANSPORTATION: Railroads**-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
**Motor Freight Carriers**-49.
**Intercity Bus Lines**-Carolina Trailways; Queen City Trailways.
**Airlines**-American; Eastern; Piedmont; United; Delta; USAir; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 63,808; E&P 89 Est. 66,496
CZ-ABC: (80) 81,214
RTZ-ABC: (80) 96,854
County 80 Cen. 317,514; E&P 89 Est. 348,873
MSA 80 Cen. 854,148; E&P 89 Est. 950,203
City & RTZ-ABC: (80) 178,068
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,374; E&P 89 Est. 25,569
CZ-ABC: (80) 29,477
RTZ-ABC: (80) 33,352
County 80 Cen. 114,084; E&P 89 Est. 121,406
MSA 80 Cen. 307,207; E&P 89 Est. 357,796
City & RTZ-ABC: (80) 62,829

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 8 | $203,000,000 |
| Savings & Loan | 4 | $79,742,918 |

**6 - PASSENGER AUTOS:** County 212,840; City 48,826

**7 - ELECTRIC METERS:** Residence 22,885

**8 - GAS METERS:** Residence 13,172

**9 - PRINCIPAL INDUSTRIES:** Furniture; Textiles; Food; Chem.; Machinery; Ore Mfg.; Constr.; Fin., Ins. & R.E.; Servs.; Fab. Metals; Lumber & Wood; Printing & Publishing; Trans. Equip.; Trans., Commun. & Public Util.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| College Village (24) | 2 | Food Lion, Allied Radio, Eckerd |

| | | |
|---|---|---|
| East Green Plaza(6) | NA | Rite Aid, Remnant Shop |
| Fairfield Plz. (11) | 3 | Winn-Dixie, Sky City, Rite Aid |
| Southgate(10) | 2 | Rose's, Harris-Teeter |
| Northwood | 3 | K mart, Food Lion |
| Westchester Mall(32) | 1 | Thalhimer's, JCPenney, Belk-Beck, Cloverleaf Mkt. |
| Eastgate(10) | 3 | Harris-Teeter, SupeRx, Family Dollar |
| Southwood Sq. | 3 | Harris-Teeter, K mart, Eckerd |
| West-Burton, Westchester(32) | 3 | Zayre, Eckerd, Food World |
| High Pt. Mall(27) | NA | Rose's, Harris-Teeter, Winn-Dixie |
| Westchester Commons | 1 | Kerr Drug, Lowes Food |

**Principal Shopping Days**-Thurs., Fri., Sat.
**Stores Open Sunday**-Some drug, food, discount.
**Stores Open Evenings**-Principal to 9 p.m. nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belk-Beck; Sears; Rose's 2; Thalhimer's.
**Variety Stores**-One-Dollar; Family Dollar 3; Sky City; Zayre; K mart 2.
**Chain Supermarkets**-Food World 5; Big Star 2; 7-Eleven; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Lion 3; Fresh Market; Kroger; Lowes 2.
**Drug Stores**-Anderson; Arthur's; Calhoun; Cecil's; Eckerd 3; Hoffman; Leonards; Rite Aid 7; McLarty; SupeRx Washington St. 2; Revco 2.
**Other Chain Stores**-Shoes. Pic 'N Pay, Pic Way, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, Auto Shack, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts; Radio Shack.

**14 - NEWSPAPERS:** ENTERPRISE (e) 31,972; (S) 32,738; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Demi L. Foust, Adv. Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 841-5700.
**National Representative**: Landon Associates.

## JACKSONVILLE

**1 - LOCATION:** Onslow County (MSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Intercity Bus Lines**-Carolina Trailways; Seashore Trailways.
**Airlines**-Piedmont; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 18,237; E&P 89 Est. 19,976
CZ-ABC: (80) 59,156
RTZ-ABC: (80) 53,628
County/MSA 80 Cen. 112,784; E&P 89 Est. 133,446
City & RTZ-ABC: (80) 112,784
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,108; E&P 89 Est. 7,076
CZ-ABC: (80) 10,434
RTZ-ABC: (80) 19,873
County/MSA 80 Cen. 30,307; E&P 89 Est. 41,056
City & RTZ-ABC: (80) 30,307

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 6 | N.A. |
| Commercial | 4 | N.A. |
| Credit Unions | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 51,087; City 31,033

**7 - ELECTRIC METERS:** Residence 47,000

**8 - GAS METERS:** Residence 14,876

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 4,300 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment 1,500 ($145); Boating 300 ($190); Tool & Die ($220).
**Principal Industry Pay Days**-Fri.; Marine Corps-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING: Neighborhood Shopping Center**-New Bridge St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Branchwood | NA | Revco, Food Lion |
| Brynn Marr(10) | NA | Eckerd, Winn-Dixie, Rose's |
| College Plaza | NA | Food Lion, Revco |
| Jacksonville Mall | NA | Sears, Belk's, JCPenney |
| New River(38) | NA | Pollards, Rose's, Brendle's, Peebles, Kerr Drug |
| Northwoods(40) | NA | Piggly Wiggly, Northwood Drug |
| Onslow Mall(13) | NA | K mart, Harris-Teeter |
| West Park(8) | NA | Winn-Dixie, Maxway |
| Piney Green(16) | NA | Food Lion, K mart |
| Western Plz. | NA | Wal-Mart, Wilsons Supermarket |
| Sneads Ferry | 8 | Food Lion, Revco |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Fri., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Margolis, Belk; Sears; Boomtown; K mart; Brodys; Peebles; JCPenney.
**Variety Stores**-Rose's 3; K mart 2; Brendle's; Maxway 2; Wal-Mart.
**Chain Drug Stores**-Kerr 3; Johnson's; Rexall 2; Eckerd 2; Walgreens; Revco 3.
**Chain Supermarkets**-Big Star 2; Piggly Wiggly 2; Winn-Dixie 2; Pollard's; IGA 5; Food Lion 4; Farm Fresh.
**Other Chain Stores**-Cato's; Brooks; Pic 'N Pay; Lerner's; Endicott-Johnson; Kinney; K&K Toys; Zale's; Carlyle; Reed's Jewelers; Precision Tune; Midas Muffler; Furniture Fair; Advance Auto Parts; Western Auto.

**14 - NEWSPAPERS:** NEWS (e) 22,501; (S) 22,956; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Taylor, Adv. Dir., NEWS, PO Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
**National Representative**: Landon Associates.

## KANNAPOLIS

**1 - LOCATION:** Cabarrus and Rowan Counties. (In Charlotte-Gastonia-Rock Hill NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601, I-85.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-National Trailways; Carolina Coach.

**3 - POPULATION:**
Corp. City 80 Cen. 29,628; E&P 89 Est. 32,570
CZ-ABC: (80) 32,395
RTZ-ABC: (80) 87,122
Counties 80 Cen. 185,081; E&P 89 Est. 202,628
Cabarrus 80 Cen. 85,895; E&P 89 Est. 95,018
Rowan 80 Cen. 99,186; E&P 89 Est. 107,610
City & RTZ-ABC: (80) 119,517
MSA 80 Cen. 971,391; E&P 89 Est. 1,135,261
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 11,569; E&P 89 Est. 12,448
CZ-ABC: (80) 13,751
RTZ-ABC: (80) 29,469
Counties 80 Cen. 66,559; E&P 89 Est. 74,510
Cabarrus 80 Cen. 30,610; E&P 89 Est. 35,756
Rowan 80 Cen. 35,949; E&P 89 Est. 38,754
City & RTZ-ABC: (80) 43,220
MSA 80 Cen. 342,344; E&P 89 Est. 416,572

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $1,282,316,773 |
| Savings & Loan | 4 | $80,594,154 |

**6 - PASSENGER AUTOS:** Counties, Cabarrus 55,301; Rowan 60,027

**7 - ELECTRIC METERS:** Residence 16,000

**8 - GAS METERS:** Residence 4,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1; last killing frost, Apr. 19.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Main St., W. Ave.; Oak St., W. First, W. A St.; Chestnut St.; Cannon Vlg., 43 Mfg. Outlets & Specialty Shops.
**Neighborhood Shopping Centers**-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center, Landis; Enochville; K mart; Zayre.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carolina Mall(62) | NA | Belk's, Eckerd, Penney's, Sears |
| Cabarrus Shopping City(10) | NA | Eckerd |
| Cloverleaf Plz.(14) | NA | Belk's, Brendles |
| Concord Plz. | NA | Wal-Mart, Watsons, |
| Midway(19) | NA | |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Fri. Downtown; Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Sears; Budget Fair; McCrory.
**Variety Stores**-Family Dollar.
**Discount Stores**-Wal-Mart; K mart; Zayre; Brendles.
**Chain Drug Stores**-K mart; Wal-Mart; Eckerd 2; Revco 1; Medical Center.
**Chain Supermarkets**-A&P; Winn-Dixie; Food Lion 3; Bi-Lo; Harris Teeter.
**Other Chain Stores**-Shoes: Phil's, Pic 'N' Pay, Banister, Bass Outlet, Rock Room, Shoe Show; Auto Supply: Advance, Goodyear, Auto Zone, Crazy Joes. Clothing: Diana Shop, Watson's, One Price, Anderson Little; Furniture: Aelig Myers, K-Town, Carolina Interior; Building Supplies: Lowe's, Moore's; Factory Outlets: Bed 'n Bath, Corning, Jonathan Logan, Amity Leather, Hamilton Luggage, EVA Fashions, Aileen's, Clothes Barn, Paper Factory, Creighton, Kitchen Collection, London Fog, Banister Shoes; Others: Virginia's; Carter's; Van Heusen, Cannon Home Fashions.

**14 - NEWSPAPERS:** INDEPENDENT (e-mon to fri) 11,199; (S) 12,073; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
**National Representative**: Landon Associates.

## KINSTON

**1 - LOCATION:** Lenoir County, E&P Map E-2, County Seat. Residential center 78 mi. SE of Raleigh; on Neuse River. On U.S. Hwys. 70 & 258; State Hwys. 11, 55, 58.

**2 - TRANSPORTATION: Railroads**-Southern Railway & Seaboard Coast Line.
**Motor Freight Carriers**-12 (Terminal for 4 Trucking Lines).
**Intercity Bus Lines**-Seashore Trans.
**Airlines**-USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 25,234; E&P 89 Est. 25,945
CZ-ABC: (80) 26,175
RTZ-ABC: (80) 85,923
County 80 Cen. 59,854; E&P 89 Est. 61,090
City & RTZ-ABC: (80) 112,098

**4 - HOUSEHOLDS:**
City 80 Cen. 9,081; E&P 89 Est. 9,983
CZ-ABC: (80) 9,081
RTZ-ABC: (80) 29,198
County 80 Cen. 20,674; E&P 89 Est. 22,852
City & RTZ-ABC: (80) 38,279

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $221,000,000 |
| Savings & Loan | 2 | $167,000,000 |

**6 - PASSENGER AUTOS:** County 30,324; City 23,820

**7 - ELECTRIC METERS:** Residence 10,000

**8 - GAS METERS:** Residence 4,100

**9 - PRINCIPAL INDUSTRIES:** Tobacco (seasonal); Chem. Prods.; Constr.; Dacron; Textiles; Foods; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fab.; Grocery; Furn.; Pharmaceutical Supplies; Industrial Mach.; Consumer Electrical Prods; Distribution; Automotive Prods.; Fork Lifts; Dishwashers; China; Neckwear; Shirts.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20; last killing frost, Mar. 24.

**11 - TAP WATER:** Alkaline; very soft, Artesian wells, chemically pure, unfiltered. Fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Vernon Park Mall(55) | 4 | JCPenney, Rose's, Belks, Winn-Dixie, Brody's |
| Kinston Plz.(16) | 3 | Brendles, Piggly Wiggly, Eckerd, Family Dollar, Shoe Show |
| Heritage Plz. (10) | 3 | Food Lion, Kerr Drug, Radio Shack |
| Kingston Sq.(10) | 2 | K mart, Big Lots, Revco |
| McLewean Sq.(10) | NA | Piggly Wiggly, Family Dollar |
| Frenchman's Creek(15) | 1 | Piggly Wiggly, Neuse Sport Shop |
| Parkview Ctr.(10) | 1 | Swap-A-Book |

**Principal Shopping Days**-Thur., Fri. and Sat.

**13 - RETAIL OUTLETS: Department Stores**-H. Stadiem; Brody Bros.; K mart; White's; JCPenney; Allied; Brendles; Belks.
**Variety Stores**-Rose's; Dollar Store.
**Discount Stores**-Super 10; Family Dollar.
**Chain Drug Stores**-Eckerd 2; Revco; Kerr; Rite Aid.
**Chain Supermarkets**-Winn-Dixie; Piggly Wiggly 7; Food Lion 2.
**Other Chain Stores**-Shoes: Kinney, Auto Zone; Cato's; Firestone; Advance Store; Belk-Tyler; JCPenney; Dollar Store; Jewel Box; Gordon Jewelers; Lowe's; Endicott-Johnson; Baldwins; Waldenbooks; Wickes Lumber; Radio Shack; Pic 'N Pay.

**14 - NEWSPAPERS:** FREE PRESS (e-mon to fri) 14,224; (S) 15,058; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Billy Moore, Adv. Dir., FREE PRESS, 2103 N. Queen St.; PO Box 129, Kinston, NC 28501; Tel. (919) 527-3191.
**National Representative**: Landon Associates.

## LENOIR

**1 - LOCATION:** Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

**2 - TRANSPORTATION: Railroads**-C&NWRR (Southern).
**Intercity Bus Lines**-Queen City; Greyhound.
**Airlines**-Sunbird; Atlantis.

**3 - POPULATION:**
Corp. City 80 Cen. 13,748; E&P 89 Est. 13,015
CZ-ABC: (80) 16,636
RTZ-ABC: (80) 40,376
County 80 Cen. 68,010; E&P 89 Est. 74,050
City & RTZ-ABC: (80) 57,012

**4 - HOUSEHOLDS:**
City 80 Cen. 5,169; E&P 89 Est. 5,144
CZ-ABC: (80) 6,178
RTZ-ABC: (80) 13,463
County 80 Cen. 23,331; E&P 89 Est. 28,516
City & RTZ-ABC: (80) 19,641

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $47,063,387 |
| Commercial | 4 | $980,972,180 |

**6 - PASSENGER AUTOS:** County 38,248; City 23,316

**7 - ELECTRIC METERS:** Residence 15,752

**8 - GAS METERS:** Residence 2,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Furn. 9,000; Textile 1,500; Hosiery 785.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Nov. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Crossroads(5) | NA | Sears, Lowe's Foods, TG&Y |
| Fairway No. 1(5) | NA | Super Dollar Store |
| Food World Plz.(3) | NA | Food World, Revco Drug, Army Store |
| Holly Square(7) | NA | Revco, Holly Farms |
| Lenoir Crossings (6) | NA | Eckerd, Winn-Dixie |
| Lenoir Mall(48) | NA | Belk's, Woolworth, Spainhour's |
| Thrift(25) | NA | Family Dollar Store, Lenoir Drug |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Wed. afternoon except Dec.
**Stores Open Evenings**-Some mall stores Mon. through Sat.; others Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Sears; Shields; Spainhour's; Smithey's.
**Variety Stores**-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
**Discount Stores**-Variety Discount; Family Dollar; Scotties; K mart.
**Chain Drug Stores**-Peoples Drug; Rite Aid 2; Eckerd; Revco.
**Chain Supermarkets**-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
**Other Chain Stores**-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

**14 - NEWSPAPERS:** NEWS-TOPIC (e) 12,927; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jerry T. Hodge, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
**National Representative**: Landon Associates.

## LEXINGTON

**1 - LOCATION:** Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2, County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N of Charlotte.

**2 - TRANSPORTATION: Railroads**-Southern; Winston-Salem Southbound.
**Motor Freight Carriers**-21.
**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 15,711; E&P 89 Est. 14,732
CZ-ABC: (80) 15,711
RTZ-ABC: (80) 60,401
County 80 Cen. 113,631; E&P 89 Est. 123,382
MSA 80 Cen. 854,148; E&P 89 Est. 950,203
City & RTZ-ABC: (80) 76,112
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,019; E&P 89 Est. 6,074
CZ-ABC: (80) 6,019
RTZ-ABC: (80) 20,774
County 80 Cen. 40,010; E&P 89 Est. 47,321
MSA 80 Cen. 307,207; E&P 89 Est. 357,796
City & RTZ-ABC: (80) 26,793

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $38,497,541 |
| Commercial | 5 | $14,061,874,000 |

**6 - PASSENGER AUTOS:** County 69,463; City 33,451

**7 - ELECTRIC METERS:** Residence 19,000

**8 - GAS METERS:** Residence 4,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Stone, Clay & Glass 800; Textile 3,120; Food 385; Mach. 350; Veneer 540; Apparel 500; Furn. 4,500; Electronics 550; Printing 120; Metals 190; Other 750; Total Mfg. 12,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3; last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lexington Sq.(12) | NA | Winn-Dixie, Rose's |
| Norfex | NA | Thrifty Mart, Sky City, Sears (Mall) |
| Davidson Plz.(30) | NA | K mart, Thrifty Mart, Eckerd Drug |

**Principal Shopping Days**-Thur. through Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Martin; Rose's; Zimmerman's; National Outlet.
**Variety Stores**-Mack's.
**Discount Stores**-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.
**Chain Drug Stores**-Walgreens; Eckerd; Valu Pak; Lexington 2, Rexall 2; Revco; Rite Aid; Crown Drugs.
**Chain Supermarkets**-Winn-Dixie 2; Food Lion; Thrifty Mart; 3 Guys.
**Other Chain Stores**-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic-N-Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Sherwin-Williams.

**14 - NEWSPAPERS:** DISPATCH (e) 15,317; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
**National Representative**: Landon Associates.

## LUMBERTON

**1 - LOCATION:** Robeson County, E&P Map D-3, County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

**2 - TRANSPORTATION: Railroads**-Seaboard Virginia & Carolina Southern.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Queen City Coach.
**Airlines**-American; Piedmont; Fayetteville Airport 25 miles.

**3 - POPULATION:**
Corp. City 80 Cen. 18,340; E&P 89 Est. 19,195
CZ-ABC: (80) 18,241
RTZ-ABC: (80) 96,906
County 80 Cen. 101,577; E&P 89 Est. 113,530
City & RTZ-ABC: (80) 115,147

**4 - HOUSEHOLDS:**
City 80 Cen. 6,494; E&P 89 Est. 7,082
CZ-ABC: (80) 6,455
RTZ-ABC: (80) 29,536
County 80 Cen. 31,370; E&P 89 Est. 48,286
City & RTZ-ABC: (80) 35,991

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $650,000,000 |
| Savings & Loan | 3 | $40,000,000 |

**6 - PASSENGER AUTOS:** County 48,147; City 20,440

**7 - ELECTRIC METERS:** Residence 5,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
**Principal Pay Days**-Thur., Fri., Sat.

**10 - CLIMATE:** First killing frost, Oct. 29; last killing frost, Apr. 9.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St., Mall (36 units).
**Neighborhood Shopping Centers**-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Biggs Park Mall(36) | NA | Eckerd, JCPenney, Winn-Dixie, Wal-Mart, Belk's, Leders |
| K mart Plaza | NA | K mart, Revco, Family Dollar |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-All Shopping Centers; Discount and Food Stores open until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Hensdale; Leder Bros.; JCPenney; Sears.
**Chain Drug Stores**-Eckerd; Hedgpeth 2; Rite Aid; Revco; Medicine Shop.
**Discount Stores**-K mart; Rose's; Wal-Mart.
**Variety Stores**-Family Dollar; Jones Store.
**Chain Supermarkets**-Big Star; Winn-Dixie; Harris-Teeter; Food Town 2; Bo's 3; Hills; Foodland; Piggly Wiggly; Wilson's.
**Other Chain Stores**-Goodyear; Goodrich; Firestone; Sherwin-Williams; Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells.

**14 - NEWSPAPERS:** ROBESONIAN (e-mon to fri) 14,122; (S) 15,740; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert E. Dixon, Natl. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1028, Lumberton, NC 28359; Tel. (919) 739-4322.
**National Representative**: Landon Associates.

## MARION

**1 - LOCATION:** McDowell County, E&P Map B-2, County Seat.

**2 - TRANSPORTATION: Railroads**-Southern; Clinchfield.

**3 - POPULATION:**
Corp. City 80 Cen. 3,684; E&P 89 Est. 3,743
County 80 Cen. 35,283; E&P 89 Est. 36,635

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 1,570
County 80 Cen. N.A.; E&P 89 Est. 13,969

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 17,829; City 12,707

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,170 ($270); Furn. 1,480 ($270).

**10 - CLIMATE:** Av. Temp.-Summer 75; Winter 41.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Sky City; Marion City Square.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lady Marian Plz.(6) | 2 | Rose's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belks; B.C. Moore; Sears.
**Discount Stores**-Rose's; Sky City; Family Dollar.
**Chain Drug Stores**-Revco; Eckerd; Rite Aid.
**Chain Supermarkets**-Harris-Teeter; Winn-Dixie; Ingles; Bilo; Lowe's Foods.

**14 - NEWSPAPERS:** McDOWELL NEWS (e) 7,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Vangie Peek, Adv. Dir., McDOWELL NEWS, PO Box 610, Marion, NC 28752; Tel. (704) 652-3313.
**National Representative**: Landon Associates.

## MONROE

**1 - LOCATION:** Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwys. 74, 601; State Hwys. 207. 75, 200, 84.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Intercity Bus Lines**-Trailways.
**Motor Freight Carriers**-9.
**Airlines**-Commercial frt. & charter.

**3 - POPULATION:**
Corp. City 80 Cen. 12,639; E&P 89 Est. 14,668
CZ-ABC: (80) 14,579
RTZ-ABC: (80) 55,857
County 80 Cen. 70,853; E&P 89 Est. 88,497
MSA 80 Cen. 975,873; E&P 89 Est. 1,135,261
City & RTZ-ABC: (80) 70,436

**4 - HOUSEHOLDS:**
City 80 Cen. 4,471; E&P 89 Est. 5,406
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 80 Cen. 22,921; E&P 89 Est. 35,463
MSA 80 Cen. 342,344; E&P 89 Est. 416,572
City & RTZ-ABC: (80) 22,921

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $163,236,000 |
| Savings & Loan | 4 | $381,278,543 |

**6 - PASSENGER AUTOS:** County 44,968; City 22,616

**7 - ELECTRIC METERS:** City Residence 5,974

**8 - GAS METERS:** City Residence 2,232

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prods. 768 ($221); Fab. Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
**Principal Industry Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Monroe Mall(50) | NA | Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt. |
| Monroe Plz.(10) | NA | Sears, Roses, Eckerd, Radio Shack |
| Union County(25) | NA | |
| Union Vlg.(15) | NA | Winn-Dixie, Food Lion, Family Dollar |
| C & S(2) | NA | Bi-Lo, Sterchi Furn. |
| Sunset Plz.(3) | NA | Food Town, 3-Guys |
| K mart/Kroger | NA | K mart, Kroger |

| | | |
|---|---|---|
| Strip | | Sav-On |

**Stores Open Evenings**-Most Shopping Centers Mon.-Sat. until 9:00 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
**Discount Stores**-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.
**Chain Drug Stores**-Revco; Eckerd; Rexall; SupeRx.
**Chain Supermarkets**-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.
**Other Chain Stores**-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

**14 - NEWSPAPERS:** ENQUIRER-JOURNAL (e-mon to fri) 12,640; (S) 13,703; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Olin Sikes, Adv. Mgr., ENQUIRER-JOURNAL, 500 W. Jefferson; PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
**National Representative**: Landon Associates.

## MORGANTON

**1 - LOCATION:** Burke County, (In Hickory MSA), E&P Map B-2.

**2 - TRANSPORTATION: Railroads**-Southern.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-Piedmont; Morganton; Lenoir.

**3 - POPULATION:**
Corp. City 80 Cen. 13,763; E&P 89 Est. 13,840
CZ-ABC: (80) 15,083
RTZ-ABC: (80) 57,421
County 80 Cen. 72,504; E&P 89 Est. 80,513
City & RTZ-ABC: (80) 72,504
MSA 80 Cen. 202,711; E&P 89 Est. 230,368

**4 - HOUSEHOLDS:**
City 80 Cen. 4,945; E&P 89 Est. 5,243
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 80 Cen. 25,338; E&P 89 Est. 28,481
City & RTZ-ABC: (80) 25,338
MSA 80 Cen. 71,174; E&P 89 Est. 84,494

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 4 | $100,500,000 |
| Commercial | 7 | $515,000,000 |

**6 - PASSENGER AUTOS:** County 40,062; City 22,535

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Furn.; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chem.; Upholstery; Custom Marble; Ball Bearings; Glazed Tile.

**10 - CLIMATE:** Average Mean Temp.-59.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Avery Avenue(7) | NA | Family Dollar |
| Quaker Meadows | NA | Eckerd, K mart, Food Lion |
| Burkeley Sq.(5) | NA | Bi-Lo, Revco |
| Morganton Pl.(10) | NA | Rose's, Eckerd |
| Magnolia Plz.(28) | 6 | Wal-Mart, Goody's, Ingle's Supermkt, Revco Drug, Carolina Tire |
| Wes-Mor | NA | Sears, Lowe's, Sky City |
| Catawba Mall(20) | 23 | JCPenney, Belk's, K mart |
| Valley Hill(66) | 25 | Sears, Belk's, Penny's |
| Lenoir Mall(52) | 15 | Woolworth, Kinney, Rite Aid, Belk's |

**Principal Shopping Days**-Wed.-Sun.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Lazarus; Burand's.
**Discount Stores**-Family Dollar; K mart; Sky City; Rose's; Wal-Mart; Big Lots.
**Chain Drug Stores**-Eckerd; Cornwell 9; Rite Aid; Revco.
**Chain Supermarkets**-Winn-Dixie 2; Harris-Teeter 2; Ingle 2; Lowes; Bi-Lo; Food Lion 2.
**Other Chain Stores**-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire; Auto Zone; Goody's; Glidden Paints; Sherwin-Williams; Jewelry Exchange; Pic 'N Pay Shoes.

**14 - NEWSPAPERS:** NEWS HERALD (e-mon to fri) 12,075; (S) 11,628; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
**National Representative**: Landon Associates.

## MOUNT AIRY

**1 - LOCATION:** Surry County, NW part of state. 40 mi. N of Winston-Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-17.
**Intercity Bus Lines**-Trailways; Greyhound.
**Airlines**-Access to Greensboro and Smith Reynolds Airports.

**3 - POPULATION:**
Corp. City 80 Cen. 6,862; E&P 89 Est. 6,504
County 80 Cen. 59,449; E&P 89 Est. 63,257

**4 - HOUSEHOLDS:**
City 80 Cen. 2,836; E&P 89 Est. 2,892
County 80 Cen. 23,216; E&P 89 Est. 23,789

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 35,018; City 18,817

**7 - ELECTRIC METERS:** Residence County 28,742

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Children's Apparel 1,600 ($205); Men's Apparel 1,100 ($175); Socks 1,800 ($225); Appliances 850 ($220); National-Furn. 425 ($256); Women's Apparel 450 ($225).
**Principal Industrial Pay Days**-Every two wks.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-Mayberry Mall (20 stores) Hwy. 52 North.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mayberry Mall (21) | NA | Belk, K mart, JCPenney |
| Forrest Oaks(20) | NA | Wal-Mart, Lowe's Foods |
| Surry Plz.(12) | NA | Advance Auto Parts Food Lion, Family Dollar |
| Westwood Plz. (10) | NA | Food Lion, White Star Discount Ctr. |
| Thru-Way(10) | NA | Dollar General |
| Mount Airy Plz.(4) | NA | Sky City, Food Lion, Family Dollar |
| Northwood(2) | NA | Lowe's Foods, Big Lots |
| Three Oaks Plz.(2) | NA | Winn-Dixie, Revco |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-Belk; JCPenney; Rose's; K mart.
**Discount Stores**-Wal-Mart; Sky City.
**Variety Stores**-Family Dollar; Dollar General.
**Chain Drug Stores**-Eckerd; Revco; Rite Aid.
**Chain Supermarkets**-Winn-Dixie; Food Lion; Thrift-Mart; Ingles.
**Other Chain Stores**-Advance Store; Pic 'N Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 8,885; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
**National Representative**: Landon Associates.

## NEW BERN

**1 - LOCATION:** Craven County, E&P Map E-2, at confluence of Neuse and Tre[illegible] Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70; 176 mi. S of Norfolk, VA, 113 mi. E of Raleigh, 276 mi. N of Charleston SC. 13 foot intercoastal waterway connection.

**2 - TRANSPORTATION: Railroads**-A&EC Southern (freight); Seaboard Coast Line.
**Motor Freight Carriers**-14.
**Airlines**-Mid-South.

**3 - POPULATION:**
Corp. City 80 Cen. 14,557; E&P 89 Est. 14,835
NDM-ABC: (80) 91,146
County 80 Cen. 70,895; E&P 89 Est. 85,647
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,863; E&P 89 Est. 6,481
NDM-ABC: (80) 30,380
County 80 Cen. 23,499; E&P 89 Est. 30,696

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $7,000.000 |
| Commercial | 4 | $80,000,000 |

**6 - PASSENGER AUTOS:** County 39,483; City 24,826

**7 - ELECTRIC METERS:** Residence 8,870

**8 - GAS METERS:** Residence 2,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd.; Twin Rivers Mall, U.S. 17 S.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Twin Rivers Mall(60) | NA | Belk's, JCPenney |
| Triangle Plz.(3) | NA | Eckerd, Mont. Ward, Piggly Wiggly |
| Berne(10) | NA | Peoples, Rose's, Winn-Dixie |
| Neuse Village(9) | NA | Maxwell's |

**Principal Shopping Days**-Wed., Thur., Fri.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Montgomery Ward; JCPenney; Sears.
**Discount Stores**-Family Dollar; Wal-Mart; Lowe's; K mart.
**Variety Stores**-McClellan's; Rose's.
**Drug Stores**-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
**Chain Supermarkets**-Winn-Dixie; Pac-A-Sak 5; Parker's; Buy-For-Less; Piggly Wiggly 3; Food Lion.

**14 - NEWSPAPERS:** SUN JOURNAL (e) 15,751; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Bailey, Adv. Mgr., SUN JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
**National Representative**: Landon Associates.

## NEWTON

**1 - LOCATION:** Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Mfg. & agric. area in W Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16, 321, 10. 8 mi. SE of Hickory.

**2 - TRANSPORTATION: Railroads**-C&N; Southern.
**Motor Freight Carriers**-37.
**Intercity Bus Lines**-Trailways; Greyhound; Newton-Conover.
**Airlines**-Piedmont; Sunbird.

**3 - POPULATION:**
Corp. City 80 Cen. 7,624; E&P 89 Est. 7,422
County 80 Cen. 105,585; E&P 89 Est. 121,290
MSA 80 Cen. 203,490; E&P 89 Est. 230,368

**4 - HOUSEHOLDS:**
City 80 Cen. 2,859; E&P 89 Est. 2,986
County 80 Cen. 37,308; E&P 89 Est. 45,481
MSA 80 Cen. 71,174; E&P 89 Est. 84,494

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $77,606,000 |
| Commercial | 6 | $286,718,000 |

**6 - PASSENGER AUTOS:** County 70,583; City 11,687

**7 - ELECTRIC METERS:** Residence 32,600

**8 - GAS METERS:** Residence 25,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,446 ($304); Mfg. 38,583 ($312); Trans., Commun. & Util. 2,428 ($428); Trade 14,876 ($243); Service 6,530 ($287); Gov't 5,588 ($307); Fin., Ins., R.E. 1,357 ($309). Area Manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber and Furn.; Automotive Glass; Satellite Dishes; Agric. (includes Dairy Prods.); Wheat; Corn; Soybean; Apples.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

**11 - TAP WATER:** Neutral, alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 21 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Catawba Mall(30) | 14 | JCPenney, Belk |
| Midland Plz.(10) | 14 | Sky City |
| North Plaza(12) | 14 | Harris Teeter |
| Springs Rd. Plz. | 20 | Lowes Food |
| Valley Hills(90) | 7 | Belk, Sears |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Shpg. Ctr.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Brendles; Sears; JCPenney.
**Discount Stores**-Nichols; Crown Drug; TG&Y; Family Dollar; Sky City; Rose's.
**Chain Drug Stores**-Crown; Rexall; Eckerd; Revco; Rite Aid.
**Chain Supermarkets**-Winn-Dixie; Lowe's; Harris Teeter; Bi-Lo; Galaxy Stores.
**Other Chain Stores**-Pic-N-Pay; Goodyear.

**14 - NEWSPAPERS:** OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 4,031; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Gayle J. Smith, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave.; PO Box 48, Newton, NC 28658; Tel. (704) 464-0221.
**National Representative**: Landon Associates.

## RALEIGH

**1 - LOCATION:** Wake County (In Raleigh-Durham MSA), E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central NC. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59. 490 mi. S of NYC; 490 mi. N of Jacksonville; 120 mi. from Atlantic Ocean; I-40 (East-West).

**2 - TRANSPORTATION: Railroads**-Seaboard; Southern; Amtrak.
**Motor Freight Carriers**-16.
**Intercity Bus Lines**-Greyhound; Carolina Trailways; Raleigh Trans. Services.

**Airlines**-Delta; Eastern; USAir; United; Wheeler; AirLift; Pan Am; Continental; TWA; American; Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 150,255; E&P 89 Est. 190,078
CZ-ABC: (80) 152,185
RTZ-ABC: (80) 600,433
County 80 Cen. 302,576; E&P 89 Est. 404,282
MSA 80 Cen. 563,301; E&P 89 Est. 716,211
City & RTZ-ABC: (80) 752,618

**4 - HOUSEHOLDS:**
City 80 Cen. 54,643; E&P 89 Est. 72,350
CZ-ABC: (80) 55,402
RTZ-ABC: (80) 206,582
County 80 Cen. 106,525; E&P 89 Est. 138,242
MSA 80 Cen. 198,995; E&P 89 Est. 262,254
City & RTZ-ABC: (80) 261,984

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 22 | $2,885,104,000 |
| Savings & Loan | 7 | $978,580,000 |
| Credit Unions | 8 | $245,422,000 |

**6 - PASSENGER AUTOS:** County 259,657; City 177,720

**7 - ELECTRIC METERS:** County 206,600; City 113,000

**8 - GAS METERS:** County 66,000

**9 - PRINCIPAL INDUSTRIES:** Wake County Industry, (No. of Firms), No. of Wage Earners (Av. Wkly. Wage)-Constr. (1,468), 14,448 ($352); Manufacturing Food (20), 1,796 ($498); Textiles (9), 1,206 ($386); Apparel (19), 1,130 ($197); Printing & Pub. (133), 2,804 ($398); Chem. (15), 1,213 ($485); Fab. Metal Prods. (31), 2,140 ($481); Mach. exc. Elect. (40), 2,719 ($534); Elect. Equip. & Supplies (42), 5,837 ($530); Instruments & Related Prods. (19), 1,824 ($506); Trans., Commun., Util. (275), 11,994 ($549); Whol. & Ret. Trades (2,922), 56,511 ($316); Fin., Ins., R.E. (974), 15,022 ($445); Servs. (3,748), 48,803 ($321); Federal Gov't. (41), 3,436 ($577); State Gov't. (83), 26,435 ($460); Local Gov't. (26), 16,892 ($370).

**Principal Pay Days**-1st, 5th, 15th, 20th & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 16; last killing frost, Mar. 24.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Downtown Shopping Area**-6 blocks long, 4 blocks wide, starting at the State Capitol.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Avent Ferry(15) | 3 | Food Lion, Rite Aid |
| Beacon Plz.(10) | 7 | Eckerd Drugs |
| Brentwood Sq.(22) | 4 | Rite Aid |
| Cameron Vlg.(75) | 1 | Thalhimer's, JCPenney, Harris-Teeter |
| Cary Vlg. Mall(61) | 7 | Hudson-Belk, Ivey's |
| Cary Vlg. Sq.(29) | 7 | Winn-Dixie, Kerr's |
| Colony(14) | 5 | A&P, Sav-A-Center |
| Crabtree Valley(180) | 4 | Hudson-Belk, Sears, Thalhimer's |
| Creedmoor Crossings(18) | 6 | Food Lion, Eckerd |
| Eastgate(11) | 4 | A&P, Kerr Drugs, Sav-A-Center |
| Falls Village(30) | 7 | T.J. Maxx, Treasury Drug |
| Fayetteville Street Mall | | Hudson-Belk, Revco, McCrory's |
| Forest Hills(15) | 5 | Treasury Drug, Food Lion |
| Glenwood Vlg.(10) | 3 | Harris-Teeter |
| Holly Park(16) | 3 | Roses, Tons 'O Toys, Eckerd, Western Auto |
| Kidds Hill Plz.(11) | 4 | Brendle's, Food Lion |
| Kildaire Plz.(10) | 8 | Harris-Teeter, Revco |
| Hechinger Plz.(18) | 4 | Revco, Hechinger's |
| K mart Plz.(15) | 4 | K mart, Revco |
| Lake Boone Trail(17) | 4 | A&P, Kerr Drugs Sav-A-Center |
| Longview(34) | 2 | Winn-Dixie, Kerr Drugs |
| Mission Valley(26) | 2 | Kerr Drugs |
| North Boulevard Plaza(20) | 5 | Winn-Dixie, Kerr Drugs, Revco |
| North Hills Mall & Plaza(93) | 4 | Ivey's, JCPenney, Kerr Drug |
| North Market Sq. (16) | 4 | Kanki, Ace Hdwe. |
| Pleasant Valley Promenade(30) | 9 | Lechmere, Phar-Mor |
| North Ridge(34) | 6 | Winn-Dixie, Kerr Drugs, True Value Hdwe. |
| Northside(10) | 2 | Kerr Drugs |
| Oak Park(24) | 7 | Kuppenheimer's |
| Plaza West(20) | 4 | Harris-Teeter, Revco |
| Quail Corners(26) | 5 | Eckerd |
| The Marketplace (35) | 12 | Hit or Miss, Rack Room Linens 'n Things |
| Ridgewood(22) | 4 | Winn-Dixie, Kerr |
| Celebration at Six Forks(31) | 7 | Revco |
| Six Forks(19) Station(17) | 8 | Food Lion, Eckerd, K mart |
| South Hills(80) | 6 | Burlington Coat, Kerr Drug |
| Starmount(23) | 5 | Stylecraft Furn. |
| Stonybrook(16) | 5 | Harris-Teeter, Mutual Drug |
| Tower(35) | 4 | Food Lion, Kerr, Sears Surplus |
| Towne North(15) | 8 | Winn-Dixie, Kerr Drugs |
| Townridge(22) | 6 | Winn-Dixie, Revco |
| Southgate(10) | 4 | Winn-Dixie |
| Tryon(12) | 3 | Roses, Winn-Dixie, Eckerd |
| Wakefield Vlg.(17) | 3 | Revco |
| Western Blvd.(8) | 3 | A&P, Best Prods., Sav-A-Center, Revco, Advance Auto |
| Stonehenge(35) Marketplace | 8 | Harris-Teeter, Roses, Eckerd |
| Shoppes of Kildaire(32) | 8 | Roses, Winn-Dixie |
| Greystone Vlg.(20) | 7 | A&P, Kerr Drug, Sav-A-Center |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Food-Mon. through Sat., Dept.-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Ivey's 2; Hudson-Belk 5; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimer's 2; Upton's; Steinmart.
**Variety Stores**-Woolworth; G.C. Murphy; Roses 7; McCrory's.
**Discount Stores**-K mart 6; Super Dollar; Best Products; Brendles 2; Family Dollar 4.
**Chain Drug Stores**-Eckerd 12; Treasury 4; Kerr 27; Rite Aid 3; Revco 15; K mart 6; Farm Fresh 3.
**Chain Supermarkets**-Winn-Dixie 16; Save-A-Center; A&P 8; Piggly Wiggly 3; Food Lion 16; Kroger; Farm Fresh 3; Harris-Teeter 12.
**Other Chain Stores**-Western Auto; Thom McAn; Lerner Shops; Jarman; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; S&K Famous Brands; Upton's; Lechmere; Marshall's; T.J. Maxx; 84 Lumber; Ace Hdwe.; True Value Hdwe.

**14 - NEWSPAPERS:** NEWS & OBSERVER (m) 141,974; TIMES (e) 22,069; NEWS & OBSERVER (S) 187,534; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert L. Oney, Mktg. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St.; PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
**National Representative**: Branham/Newspaper Sales.

## REIDSVILLE

**1 - LOCATION:** Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, VA.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-35.

**3 - POPULATION:**
Corp. City 80 Cen. 12,492; E&P 89 Est. 11,315
County 80 Cen. 83,426; E&P 89 Est. 86,646

**4 - HOUSEHOLDS:**
City 80 Cen. 4,743; E&P 89 Est. 4,565
County 80 Cen. 29,616; E&P 89 Est. 32,850

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | N.A. |
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 48,511; City 19,884

**7 - ELECTRIC METERS:** Res./Ind. 17,797

**8 - GAS METERS:** Res./Ind. 10,425

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning N.A. ($475); Tobacco 2,000 ($520); Textile 900 ($250); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage $200.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. An. Av. Temp. 56.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on four sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Penrose Mall(21) | NA | Eckerd, Winn-Dixie |
| Southwood Vlg. | NA | Revco, K mart, Ashcroft, Food Lion |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk; JCPenney; Sears; Family Dollar; Super Dollar; K mart.
**Variety Stores**-Rose's; K mart
**Chain Drug Stores**-Eckerd; Revco; Rite Aid; Medicine Shop.
**Chain Supermarkets**-Winn-Dixie; Piggly Wiggly; Food Lion; Harris-Teeter.

**14 - NEWSPAPERS:** REVIEW (e-mon to fri) 8,050; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Rachel Southard, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
**National Representative**: Landon Associates.

## ROANOKE RAPIDS

**1 - LOCATION:** Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Intercity Bus Lines**-Trailways.
**Air Transportation**-At Rocky Mount, NC (43 mi.) and Raleigh, NC (80 mi.). Private planes, Roanoke Rapids Airport.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. City 80 Cen. 14,702; E&P 89 Est. 15,628
CZ-ABC: (80) 14,702
RTZ-ABC: (80) 43,113
County 80 Cen. 43,113; E&P 89 Est. 56,254
City & RTZ-ABC: (80) 53,088

**4 - HOUSEHOLDS:**
City 80 Cen. 5,491; E&P 89 Est. 6,262
CZ-ABC: (80) 5,491
RTZ-ABC: (80) 13,446
County 80 Cen. 18,286; E&P 89 Est. 22,408
City & RTZ-ABC: (80) 18,937

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | $106,000,000 |
| Savings & Loan | 4 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 26,522; City 12,809

**7 - ELECTRIC METERS:** Residence 8,000

**8 - GAS METERS:** Residence 2,075

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 3,400; Paper 680; Lumber & Wood Prods. 715; Elect. Transformers & Molded Prods. 260; Pub. 40; Chip Board 105; Constr. 260; Service 160; Ret. & Whol. Trade 1,100; Trans., Commun. and Util. 110; Gov't 280; Tourist Services 1,124; Milk Prods. 35; Concrete Prods. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Forest Hills(20) | NA | Drug Barn |
| Oakland(15) | NA | Brendle's, Sears, Winn-Dixie |
| Park Plaza(8) | NA | Mast Drug, Goodyear, Farm Fresh |
| Roanoke Rapids(28) | NA | Eckerd, Big Star, Rose's, Peebles, Baldwins, Firestone |
| Becker Village Mall(34) | NA | Leggett, JCPenney, K mart |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y.
**Discount Stores**-Dollar; Drug Barn; Rite Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K mart; Brendle's.
**Chain Supermarkets**-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Farm Fresh; Byrds.
**Other Chain Stores**-Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinney; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's; Fashion Cents.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 11,930; (S) 12,593; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
**National Representative**: None.

## ROCKINGHAM

**1 - LOCATION:** Richmond County, E&P Map D-2.

**2 - TRANSPORTATION: Railroads**-CSX.
**Intercity Bus Lines**-Trailways.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 8,300; E&P 89 Est. 9,618
CZ-ABC: (80) 15,583
RTZ-ABC: (80) 29,898
County 80 Cen. 45,481; E&P 89 Est. 47,127
City & RTZ-ABC: (80) 45,481

**4 - HOUSEHOLDS:**
City 80 Cen. 3,039; E&P 89 Est. 3,708
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 10,170
County 80 Cen. 15,809; E&P 89 Est. 17,753
City & RTZ-ABC: (80) 15,809

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $10,254,388 |
| Savings & Loan | 2 | $11,216,201 |

**6 - PASSENGER AUTOS:** County 21,758; City 12,476

**7 - ELECTRIC METERS:** Residence 20,000

**8 - GAS METERS:** Residence 2,800

**9 - PRINCIPAL INDUSTRIES:** Textiles; Timber; Paper; Plastic Cups; Farming; Paper; Furn.; R.R.; Total 7,300 employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

**11 - TAP WATER:** Constant pH of 6.7; soft.

**12 - RETAILING:** Shpg. ctr. 2 mi. from central business district, open nightly; 30 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Richmond Plz.(36) | NA | Belk's, JCPenney, Revco |
| Tri-City(21) | NA | K mart, A&P, Eckerd |
| Westside Sq.(6) | NA | Bi-Lo |

**13 - RETAIL OUTLETS: Department Stores**-Belk's; JCPenney; R.W. Goodman; Long's; Kay's; Gaddy's.

**Discount Stores**-Lowe's; Family Dollar; K mart; Wal-Mart; Carter Lumber.

**Variety Stores**-Rose.

**Chain Drug Stores**-Eckerd; Revco; Rite Aid.

**Chain Supermarkets**-A&P; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.

**Other Chain Stores**-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Cato's; Shoe Show; Firestone; Sherwin-Williams; Pic 'N Pay.

**14 - NEWSPAPERS:** RICHMOND COUNTY JOURNAL (e-mon to fri) 9,201; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: W.T. Walls, Adv. Mgr., or Marvin Enderle, Gen. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.

**National Representative**: Landon Associates.

## ROCKY MOUNT

**1 - LOCATION:** Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond; 51 mi. E of Raleigh. On U.S. I-95; U.S. 64.

**2 - TRANSPORTATION: Railroads**-CSX; Amtrak.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-Carolina Trailways; Seashore Trans.; Greyhound.

**Airlines**-Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 41,281; E&P 89 Est. 48,175
CZ-ABC: (80) 43,314
RTZ-ABC: (80) 88,041
Counties 80 Cen. 123,141; E&P 89 Est. 134,482
Edgecombe 80 Cen. 55,988; E&P 89 Est. 59,372
Nash 80 Cen. 67,153; E&P 89 Est. 75,110
City & RTZ-ABC: (80) 131,355

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,138; E&P 89 Est. 18,880
CZ-ABC: (80) 15,138
RTZ-ABC: (80) 28,986
Counties 80 Cen. 41,867; E&P 89 Est. 53,122
Edgecombe 80 Cen. 18,397; E&P 89 Est. 24,041
Nash 80 Cen. 23,470; E&P 89 Est. 29,081
City & RTZ-ABC: (80) 44,124

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $280,000,000 |
| Savings & Loan | 6 | $273,000,000 |

**6 - PASSENGER AUTOS:** Counties: Nash 41,999; Edgecombe 27,621

**7 - ELECTRIC METERS:** Residence 17,150

**8 - GAS METERS:** Residence 8,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $330)-Food & Drug Prods. 2,550; Tobacco Proc. (seasonal) 600; Textile Mill Prods. & Apparel 3,300; Lumber & Wood Furn. 1,250; Printing & Pub. 180; Chem. & Prods. 1,050; Stone, Clay, Glass & Concrete 220; Fab. Metal Prods. 1,500; Trans. 400; Constr. 2,200; Elect. Equip. & Supplies 175.

**Principal Pay Days**-1st, 15th & 30th; Mills, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Golden East Crossing | 2 | Belk's, JCPenney, Rose's, Sears |
| Oakwood(19) | 2 | Almand, Dollar Store Winn-Dixie, Advance Auto |
| Tarrytown Mall | 4 | Big Lots, Mont. Ward, Nichols |
| Westridge Vlg. | 5 | Harris Teeter, Almands |
| Edgecombe Park | 3 | Rose's, Colortyme, Kerr Drug |
| Englewood Sq. | 4 | Eckerd, Tarts |
| Fairview(6) | NA | Gurganus Bros., Oakwood Pharm. |
| K mart Plz.(15) | NA | K mart, Radio Shack |
| Peddler's Vlg.(12) | 4 | |
| Raleigh Road(5) | NA | Family Dollar, Kerr Drug |
| Walnut(14) | NA | Dollar Store, Piggly Wiggly |
| Weilongate(8) | 3 | Convenient Market, Raper Drug |
| Tiffany Square | 5 | Kerr Drug, Radio Shack |
| Sutter's Creek | 4 | Wal-Mart, Brendle's |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; JCPenney; Baldwin's; Montgomery Ward; Sears.

**Variety Stores**-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Tarts; Manns.

**Discount Stores**-K mart; Bailey's Discount Jewelry; Family Dollar.

**Chain Drug Stores**-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.

**Chain Supermarkets**-Gurganus 2; Piggly Wiggly 5; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Food Lion 3; Expressway 8; Farm Fresh; Harris-Teeter.

**Other Chain Stores**-Cato's; Lowe's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Lowes; Moore's; Diana Shops; Roscoe Griffin.

**14 - NEWSPAPERS:** TELEGRAM (e) 15,236; (sat) 15,095; (S) 16,375; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carl Worsley, Pub., TELEGRAM, Box 1080, Rocky Mount, NC 27802-1080; Tel. (919) 446-5161.

**National Representative**: Thomson Newspapers.

## SALISBURY-SPENCER-EAST SPENCER

**1 - LOCATION:** Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

**2 - TRANSPORTATION: Railroads**-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.

**Motor Freight Carriers**-45.

**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**

Corp. Cities 80 Cen. 27,765; E&P 89 Est. 28,855
Salisbury 80 Cen. 22,677; E&P 89 Est. 23,441
Spencer 80 Cen. 2,938; E&P 89 Est. 2,819
East Spencer 80 Cen. 2,150; E&P 89 Est. 2,595
CZ-ABC: (80) 31,376
RTZ-ABC: (80) 257,964
County 80 Cen. 99,465; E&P 89 Est. 107,610
MSA 80 Cen. 975,873; E&P 89 Est. 1,135,261
City & RTZ-ABC: (80) 289,340

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 10,290; E&P 89 Est. 11,410
Salisbury 80 Cen. 8,398; E&P 89 Est. 9,312
Spencer 80 Cen. 1,178; E&P 89 Est. 1,212
East Spencer 80 Cen. 714; E&P 89 Est. 886
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 80 Cen. 35,949; E&P 89 Est. 38,754
MSA 80 Cen. 343,836; E&P 89 Est. 416,572
City & RTZ-ABC: (80) 104,161

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $290,046,000 |
| Savings & Loan | 5 | $211,419,000 |
| Credit Unions | 5 | $4,841,000 |

**6 - PASSENGER AUTOS:** County 60,027

**7 - ELECTRIC METERS:** County 46,546

**8 - GAS METERS:** County 6,689

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,641 ($345); Chem. & Allied Prods. N.A. (N.A); Apparel & Other Finished Prods. 1,652 ($211); Trans., Commun. & Util. 995 ($504); Mach. (excluding electrical) 1,046 ($439); Fab. Metal 622 ($541); Stone, Clay, Glass and Concrete 766 ($415); Food & Kindred 345 ($384); Lumber & Wood 478 ($355); Rubber & Plastics 359 ($492); Furn. & Fixtures 482 ($325).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. Rainfall: 47 in. Snowfall: 6 in. First killing frost, Oct. 30; last killing frost, Apr. 7.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main; 2 on Innes.

**Neighborhood Shopping Centers**-1 1/2 blocks (one side) 800-900 S. Main, Salisbury; 3 blocks in Spencer; 2 blocks in E. Spencer; S. Fulton at Lincolnton Rd. 1 block.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Salisbury Mall(38) | 4 | Belks, JCPenneys, Roses, Eckerds |
| Salisbury Market Place(18) | 4 | Food Lion, Revco |
| Ketner Ctr.(15) | 2 | Food Lion, K mart |
| Rowan Mall(12) | 2 | Roses, Eckerds |
| Towne Mall(10) | 1 | Sky City |
| West Mkt. Sq.(9) | 3 | Lowes Food, Crown Drugs |
| Westland Ctr.(8) | 3 | Food Lion, Revco, Family Dollar |
| Avalon Ctr.(8) | 2 | Food Lion, Revco, Pic 'N Pay |

**13 - RETAIL OUTLETS: Department Stores**-Belk-Harry; JCPenney; Rose's; Zimmerman's.

**Variety Stores**-Woolworth; Family Dollar 3; Plej's.

**Discount Stores**-K mart; Sky City.

**Chain Drug Stores**-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.

**Chain Supermarkets**-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.

**Other Chain Stores**-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W.H. Leonard, Friedman; Furniture: Hometown Furniture, K-Town, Rustin's, Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin-Williams, New York Carpet, Ed Kelly's.

**14 - NEWSPAPERS:** POST (e) 25,486; (S) 25,552; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: J.P. Helms, Gen. Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.

**National Representative**: Landon Associates.

## SANFORD

**1 - LOCATION:** Lee County, E&P Map D-2, County Seat. Shipping and Industrial center in central part of state. Approx. 45 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. NW of Ft. Bragg on U.S. Hwys. 1, 15, 421, 501; State Hwy. 87.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Carolina Coach; Carolina Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,773; E&P 89 Est. 17,187
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 91,361
County 80 Cen. 36,842; E&P 89 Est. 41,846
City & RTZ-ABC: (80) 106,134

**4 - HOUSEHOLDS:**

City 80 Cen. 5,545; E&P 89 Est. 6,843
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 80 Cen. 12,914; E&P 89 Est. 15,888
City & RTZ-ABC: (80) 38,290

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $3,000,000,000 |
| Savings & Loan | 2 | $170,000,000 |

**6 - PASSENGER AUTOS:** County 23,191; City 23,075

**7 - ELECTRIC METERS:** Residence 7,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,375 ($360); Mfg. 7,583 ($250); Trans., Commun., Util. 690 ($270); Trade 4,231 ($230); Gov't. 2,142 (N.A.).

**Principal Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Av. Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kendale(36) | 3 | A&P, Sears, Winn-Dixie |
| Sanford(3) | NA | Food Lion, Revco |
| Zayre | 1 | Zayre, Big Star, Revco |
| Riverbirch Corner(35) | 2 | Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food-Thur., Fri.; Dept. & Furn. Stores-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk; Avent & Thomas; JCPenney; Moore's; Sears; Zayre.

**Discount Stores**-Family Dollar; Zayre; Revco; Advance; K mart; Big Lots.

**Variety Stores**-Macks; Maxway 2; Rose's.

**Chain Drug Stores**-Rite Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.

**Chain Supermarkets**-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Byrd's LoMark; Food Lion 2.

**Other Chain Stores**-Saslow's Jewelry; H&H Auto Parts; Lowe's; Dossenbach's Finer Furn. 3; Kimbrell's Furn.; Diana Shops; Firestone; Advance; Pic 'N Pay; Sew 'n Save; Heilig-Meyers; Radio Shack 2; Pantry 16; D.A. Kelly's; Cato's; Tucker Jones Furn.

**14 - NEWSPAPERS:** HERRALD (e) 13,609; Mar. 31, 1989 ABC.

**National Contact** for Advertising and Merchandising Data: Norman Branch, Adv. Dir., HERALD, 208 St. Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.

**National Representative**: None.

## SHELBY

**1 - LOCATION:** Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18, 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, SC.

**2 - TRANSPORTATION: Railroads**-Southern, Seaboard.

**Motor Freight Carriers**-30.

**3 - POPULATION:**

Corp. City 80 Cen. 15,310; E&P 89 Est. 14,212
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 80 Cen. 83,435; E&P 89 Est. 86,889
City & RTZ-ABC: (80) 108,390

**4 - HOUSEHOLDS:**

City 80 Cen. 5,731; E&P 89 Est. 5,570
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 80 Cen. 28,458; E&P 89 Est. 33,097
City & RTZ-ABC: (80) 37,352

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $175,000,000 |
| Commercial | 4 | $300,000,000 |

**6 - PASSENGER AUTOS:** County 45,724; City 25,480

**7 - ELECTRIC METERS:** Residence 7,429

**8 - GAS METERS:** Residence 4,344

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Constr. 1,178 ($261); Trades 6,238 ($226).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Center**-City Sq., 3 block radius around square. Cleveland Mall, 3-5 miles E. of Shelby.

**Neighborhood Shopping Centers**-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.

**Variety Stores**-Rose's 2; Blanton's; Scottie's.

**Discount Stores**-Sky City; Family Dollar 2; K mart; Wal-Mart.

**Chain Drug Stores**-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.

**Chain Supermarkets**-Harris-Teeter 3; Winn-Dixie; Lowe's 2; Ingle's; Bi-Lo; Food Lion.

**Other Chain Stores**-Sears; Goodyear.

**14 - NEWSPAPERS:** STAR (e) 18,782; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, PO Box 48, Shelby, NC 28150; Tel. (704) 484-7000.

**National Representative**: Thomson Newspapers.

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### SPENCER
### See SALISBURY

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## STATESVILLE

**1 - LOCATION:** Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 90, 115; 40 mi. N of Charlotte.

**2 - TRANSPORTATION: Railroads**-Southern; Alexander.

**Motor Freight Carriers**-27.

**Intercity Bus Lines**-Greyhound, Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 18,622; E&P 89 Est. 17,598
NDM-ABC: (80) 98,045
County 80 Cen. 82,538; E&P 89 Est. 91,801

**4 - HOUSEHOLDS:**

City 80 Cen. 7,056; E&P 89 Est. 7,167
NDM-ABC: (80) 34,477
County 80 Cen. 29,128; E&P 89 Est. 35,324

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $210,976,000 |
| Savings & Loan | 3 | $237,400,000 |

**6 - PASSENGER AUTOS:** County 53,446; City 30,977

**7 - ELECTRIC METERS:** City Residence 10,202

**8 - GAS METERS:** Residence 7,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furn. 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Constr. 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 15; last killing frost, Apr. 11.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on 3 central sts.

**Neighborhood Shopping Centers**-2 blocks on W. Front St.; 1 on N. Center St.; 2 on Davie Ave.; 3 on Broad St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Brookdale Sq.(14) | 1 | Food Lion |
| Forest Hts.(12) | 1 | Harris-Teeter |
| Newtowne Plz.(12) | 1 | Rose's, Harris-Teeter |
| Northwinds(6) | 3 | Bi-Lo, Revco |
| Signal Hill Mall(46) | 2 | Belk's, Woolworth, JCPenney, Winn-Dixie, Spainhour's |
| Westgate(7) | 2 | Lowe's Mkt. |
| Southland(5) | 1 | Family Dollar, Food Lion |
| Westpark(8) | 4 | Ingles, Sky City |
| Cross Roads(4) | 4 | K mart, A&P |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Thur., Fri., Sat.

**Stores Open Sundays**-All

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Spainhour's; JCPenney; Smithey's; Rose's.

**Discount Stores**-Family Dollar; Rose's; K mart.

**Variety Stores**-Woolworth; Sky City.

**Chain Drug Stores**-Statesville; Eckerd; Revco 8; Rite Aid 2; Crown Drug; Rite Aide.

**Chain Supermarkets**-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's; Food Lion 4; Ingle's; Bi-Lo.

**Other Chain Stores**-Jewel Box; Wooten's Jewelry; Goodrich; Goodyear; Western Auto; Advance Auto; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner; Mr. Sport; Pearl Vision Centers; White Star; R. Gregory, Jeweler.

**14 - NEWSPAPERS:** RECORD & LANDMARK (e-mon to fri) 17,322; (S) 17,255; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad St., Statesville, NC 28677; Tel. (704) 873-1451.

**National Representative**: Landon Associates.

## TARBORO

**1 - LOCATION:** Edgecomb County, E&P Map E-2.

**2 - TRANSPORTATION: Railroads**-Seaboard System; Amtrak.

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Carolina Trailways.

**Airlines**-Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 8,634; E&P 89 Est. 8,470
County 80 Cen. 55,987; E&P 89 Est. 59,372

**4 - HOUSEHOLDS:**

City 80 Cen. 3,243; E&P 89 Est. 3,349
County 80 Cen. 18,397; E&P 89 Est. 24,041

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $71,500,000 |
| Savings & Loan | 3 | $82,600,000 |

**6 - PASSENGER AUTOS:** County 27,621; City 11,142

**7 - ELECTRIC METERS:** Residence 5,229

**8 - GAS METERS:** Residence 2,208

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plastic Prods. 700; Power Tools 850; Textile Prods. 2,000; Farm Mach. 500; Masonite Prods. 250; Misc. 100; Commun. 500; Wire & Cable Prods. 250; Furn. Prods. 500; Av. Wkly. Wage $262.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 30-70; Winter 25-50. First killing frost, Oct. 31; last killing frost, Apr. 6.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-30 blocks on 14 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fairview(11) | NA | Goodyear, Revco, Piggly Wiggly |
| Parkhill Mall(32) | NA | Belk-Tyler, A&P, K mart, Radio Shack |
| Tarboro(14) | NA | Kerr |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Tyler; Alder's; Shugar's; Deena Casuals.

**Variety Stores**-Eagle; Dollar General; K mart; Aims.

**Discount Stores**-Family Dollar; Value Pak; Pic'N Pay Shoes.

**Chain Drug Stores**-Bryan Discount; People's; Kerr; Revco.

**Chain Supermarkets**-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.

**Other Chain Stores**-Goodyear; Radio Shack; FCX; Cato's; Heilig-Meyers; Pope's.

**14 - NEWSPAPERS:** SOUTHERNER (e-mon to fri) 6,405; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.

**National Representative**: General Advertising Service.

## THOMASVILLE

**1 - LOCATION:** Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

**2 - TRANSPORTATION: Railroads**-Southern (Main Line); High Point, Thomasville & Denton.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Carolina Trailways; Queen City Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,144; E&P 89 Est. 13,371
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 80 Cen. 113,162; E&P 89 Est. 123,382
MSA 80 Cen. 851,984; E&P 89 Est. 950,203
City & RTZ-ABC: (80) 84,994

**Demographic Information available from Newspaper. See Paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,164; E&P 89 Est. 5,253
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 80 Cen. 40,010; E&P 89 Est. 47,321
MSA 80 Cen. 307,207; E&P 89 Est. 357,796
City & RTZ-ABC: (80) 30,301

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 69,463; City 20,349

**7 - ELECTRIC METERS:** Residence 11,116

**8 - GAS METERS:** Residence 760

**9 - PRINCIPAL INDUSTRIES:** Textiles 4,210 Emp.; Furn. 4,269 Emp.

**10 - CLIMATE:** Av. An. Temp.-58; Av. An. rainfall 48 in.

**11 - TAP WATER:** Very soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Southgate(19) | NA | K mart, Eckerd, Winn-Dixie, Radio Shack |
| Midway Plz.(11) | NA | Food Lion, Revco |
| Randolph St.(5) | NA | A&P, Revco, Pic 'N Pay |
| Sky City Ctr.(4) | NA | Food Lion, Big Lots, Sky City |
| 708 Randolph(3) | NA | Advance Auto, Sherwin-Williams |
| Holly Hill Station(3) | NA | Great Escapes |
| Galleria(2) | NA | Classic Photography, Credit Union |
| Creekside(2) | NA | Century Video |
| Erwin Heights | NA | Lowes Food |

**Principal Shopping Days** Mon., Wed., Thur., Fri., Sat., Sun.

**Stores Open Evenings** Downtown Dept., Fri.; Southgate, Randolph St., Sky City Ctr., Mon. Through Sat.

**13 - RETAIL OUTLETS: Department Stores** Belk Yates.

**Discount Stores**-K mart; Sky City; Big Lots; Family Dollar.

**Chain Drug Stores**-Revco 2; Eckerd; Rite Aid 2.

**Chain Supermarkets**-A&P; Winn-Dixie; Food Lion 2; Lowes Food; Food Mart.

**Other Chain Stores**-Shoe Show; Cato; Clothes Whse.; Radio Shack; K mart; Ellis Jewelers; One Price Clothing; Kelway; Pic 'N Pay; Triad Tire; Advance Auto; Sherwin-Williams; Quality Hdwe.; Spencer-Parker Bros.; Carolina Tire; White Star; Firestone.

**14 - NEWSPAPERS:** TIMES (m) 8,057; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan Holland, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 472-9500.

**National Representative**: Landon Associates.

## TRYON

**1 - LOCATION:** Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

**2 - TRANSPORTATION: Railroads**-Southern.

**3 - POPULATION:**

Corp. City 80 Cen. 1,796; E&P 89 Est. 2,138
Countf02y 80 Cen. 13,039; E&P 89 Est. 14,349

**4 - HOUSEHOLDS:**

City 80 Cen. 807; E&P 89 Est. 948
County 80 Cen. 5,023; E&P 89 Est. 4,938

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 8,667

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agric.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Center**-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

**13 - RETAIL OUTLETS: Variety Stores**-Family Dollar; Popes United Variety; The Shop of Thomas; Blue Ridge Weavers.

**Chain Supermarkets**-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's; Food Lion.

**Other Chain Stores**-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

**14 - NEWSPAPERS:** BULLETIN (m-mon to fri) 2,413; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr.,

BULLETIN, 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
**National Representative**: None.

## WASHINGTON

**1 - LOCATION:** Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

**2 - TRANSPORTATION: Railroads**-Atlantic Coast Line; Norfolk Southern.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Seashore Trans.; Trailways.
**Waterways**-Pamlico River; Tar River.

**3 - POPULATION:**
Corp. City 80 Cen. 8,418; E&P 89 Est. 8,023
CZ-ABC: (80) 9,409
RTZ-ABC: (80) 70,920
County 80 Cen. 40,301; E&P 89 Est. 44,361
City & RTZ-ABC: (80) 80,329
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,191; E&P 89 Est. 3,197
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 80 Cen. 14,212; E&P 89 Est. 16,961
City & RTZ-ABC: (80) 28,024

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 2 | $193,000,000 |
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 21,974; City 12,244

**7 - ELECTRIC METERS:** Residence 9,338

**8 - GAS METERS:** Residence 2,150

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prods. 162; Trans. Equip. 65; Phosphate Mining 600; Elect. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost, Oct. 15; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Rose's; Lewis'; Save Mart.
**Variety Stores**-McClellan's; K mart; Family Dollar.
**Chain Supermarkets**-Foodland; Piggly Wiggly; Smith Brothers; Food Lion; Byrd's; Food King.
**Chain Drug Stores**-Peoples; Tayloe's; Hospital Phcy.; Revco; Rite Aid; May's.
**Other Chain Stores**-Kinney (Shoes); Helig-Meyers Furn.; Roscoe Griffin; Southern States; True Value Hdwe.

**14 - NEWSPAPERS:** NEWS (e) 10,330; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Eugene E. King, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
**National Representative**: Landon Associates.

## WILMINGTON

**1 - LOCATION:** New Hanover County, (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

**2 - TRANSPORTATION: Railroad**-Seaboard Coast Line.
**Motor Freight Carriers**-48.
**Intercity Bus Lines**-Greyhound; Seashore Transportation; Carolina Trailways.
**Airlines**-Piedmont; USAir; American Eagle (Commuter).

**3 - POPULATION:**
Corp. City 80 Cen. 44,000; E&P 89 Est. 41,534
CZ-ABC: (80) 94,947
RTZ-ABC: (80) 161,267
County/MSA 80 Cen. 103,471; E&P 89 Est. 120,124
City & RTZ-ABC: (80) 264,738
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,418; E&P 89 Est. 17,719
CZ-ABC: (80) 37,691
RTZ-ABC: (80) 54,754
County/MSA 80 Cen. 37,691; E&P 89 Est. 43,233
City & RTZ-ABC: (80) 92,445

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 18 | $709,219,000 |
| Savings & Loan | 10 | NA |

**6 - PASSENGER AUTOS:** County 67,128; City 59,653

**7 - ELECTRIC METERS:** Residence 69,248

**8 - GAS METERS:** Residence 7,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 8,980; Non Manufacturing 46,980; Agriculture 210; Non Agriculture 4,880.
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-20 blocks on Front, Second, Third, Grace, Chestnut, Princess and Market Streets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Azalea Plaza(4) | 3 | Winn-Dixie, Tarts Appliance, Haverty Furn. |
| Canterbury(10) | 2 | Hills Food, Revco Drug |
| College Sq.(10) | 5 | Kroger, Best Prod., Rolane |
| Hanover Ctr.(17) | 3 | Roses Stores, Eckerd Drug, Hills Food, Tempo Fashion |
| Independence Mall(92) | 3 | Belk-Beery, Sears, JCPenney |
| Long Leaf Mall(40) | 5 | Rose's, Eckerd Drug, Ben Franklin |
| University Landing(23) | 5 | |
| Cotton Exchange(33) | NA | |

**13 - RETAIL OUTLETS: Department Stores**-Belk-Beery; Brendles; JCPenney; Redix; Sears; Best Products; Tomlinson's; National Outlet; T.J. Maxx.
**Discount Stores**-Family Dollar 3; K mart 2; Wal-Mart; Maxway; Roses 4.
**Chain Drug Stores**-Eckerd 4; Phar-Mor; Revco 8; Rite Aid 3; Kerr.
**Chain Supermarkets**-Harris-Teeter 3; Hills Food 7; Kroger; Wilson's Food 5; Winn-Dixie; Food Lion 5.
**Other Chain Stores**-Radio Shack; Lowes; Rhodes Furn.; Haverty Furn.; Wickes; Heilig Meyer; New York Carpet; Tart's Appliance; Toys 'R' Us; 84 Lumber; Firestone.

**14 - NEWSPAPERS:** STAR-NEWS (m) 49,079; (S) 56,091; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dave Schuette, STAR/STAR-NEWS, PO Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
**National Representative**: Branham/Newspaper Sales.

## WILSON

**1 - LOCATION:** Wilson County, E&P Map E-2, County Seat. Agricultural & Manufacturing Center 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95; 264, 117; State Hwys. 42, 58.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Norfolk & Southern; Amtrak.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Carolina Trailways; Seashore Trans.
**Airlines**-Mid South.

**3 - POPULATION:**
Corp. City 80 Cen. 34,424; E&P 89 Est. 37,779
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 80 Cen. 63,132; E&P 89 Est. 67,306
City & RTZ-ABC: (80) 98,883

**4 - HOUSEHOLDS:**
City 80 Cen. 12,343; E&P 89 Est. 14,331
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 80 Cen. 21,549; E&P 89 Est. 25,410
City & RTZ-ABC: (80) 33,670

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 7 | $175,000,000 |
| Commercial | 12 | $250,000,000 |

**6 - PASSENGER AUTOS:** County 35,076; City 25,794

**7 - ELECTRIC METERS:** Residence 13,810

**8 - GAS METERS:** Residence 6,097

**9 - PRINCIPAL INDUSTRIES:** Tobacco Proc.; Textile Fab.; Meat Proc.; Auto Tire Mfg.; Feed & Grain Proc.; Bus & Truck Bodies; Fertilizers; Glass Containers.
**Principal Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown 8 Blocks on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
**Main Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Shopping Centers. Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Stantonburg | 12 | Baker's, Bailey's Gardners |
| Elm City | 6 | McKeel's, Cobb's |
| Bailey | 13 | W.H. Farmer, Clarks, Hagwood's |
| Brentwood Ctr. | 3 | Food Lion, Eckerd |
| Sims | 9 | Whitley's, Boykins |
| Lucama | 8 | Bass Bros. |
| Nichols City | NA | Nichols Discount, Food King |
| Kenly | 26 | J. Dobbin Bailey, IGA |
| Boulevard Plz.(13) | NA | Eckerd, Cook's, Family Dollar |
| Gold Park(11) | NA | Family Dollar, Revco |
| K mart Plaza(10) | NA | Heilig Meyers, Revco |
| Parkwood Mall (72) | NA | JCPenney, Winn-Dixie, Rose's, Belk-Tyler |
| Village(Lucama) | NA | Countryside Furn., Village Grocery |
| Winoca(18) | NA | Sears, Tucker's Furn. |
| Wren Village(23) | NA | Winn-Dixie, Bissette's Drug |
| Regency Plz. | 4 | Food Lion, Dail's Country Buffet, Brendle's Revco |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Leder's, Inc.; Belk-Tyler; Sears.
**Discount Stores**-S.E. Nichols; Brendle's.
**Variety Stores**-Rose's; Value Pak.
**Chain Drug Stores**-Eckerd 2; Kerr 2; Revco 3.
**Chain Supermarkets**-Food Lion 2; Piggly Wiggly; Winn Dixie 3; IGA; Food King 2.
**Other Chain Stores**-Firestone; Western Auto; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn. 2; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Scoops; Cato's; Short-Stop Mart.

**14 - NEWSPAPERS:** TIMES (e) 17,488; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
**National Representative**: Landon Associates.

## WINSTON-SALEM

**1 - LOCATION:** Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, DC and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Norfolk & Western; Winston-Salem Southbound; Union Pacific.
**Motor Freight Carriers**-46.
**Intercity Bus Lines**-Greyhound; Piedmont; Trailways.
**Airlines**-Piedmont; Eastern; United; Delta; American; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 131,885; E&P 89 Est. 132,752
CZ-ABC: (80) 174,733
RTZ-ABC: (80) 491,504
County 80 Cen. 243,683; E&P 89 Est. 275,433
MSA 80 Cen. 827,252; E&P 89 Est. 950,203
City & RTZ-ABC: (80) 666,237
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 50,338; E&P 89 Est. 54,688
CZ-ABC: (80) 63,357
RTZ-ABC: (80) 176,230
County 80 Cen. 90,146; E&P 89 Est. 95,674
MSA 80 Cen. 298,620; E&P 89 Est. 357,796
City & RTZ-ABC: (80) 239,587

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 7 | N.A. |
| Commercial | 13 | N.A. |

**6 - PASSENGER AUTOS:** County 163,944; City 121,330

**7 - ELECTRIC METERS:** Residence 140,940

**8 - GAS METERS:** Residence 22,902

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tobacco N.A.; Textile Mill Prods. 5,558; Elect. Equip. & Supplies 6,717; Mfg. Food & Kindred Prods. 42,282.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-Spring 67; Summer 74; Fall 49; Winter 42. First killing frost, Nov. 14; last killing frost, Apr. 3.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hanes Mall(128) | NA | Sears, JCPenney, Belk's, Thalhimer's |
| Cloverdale Plz. (14) | NA | Zayre, Kroger |
| Northside(47) | NA | Eckerd |
| Old Town(22) | NA | Food Fair |
| Parkview(27) | NA | Rose's, Winn-Dixie |
| Parkway Plz.(54) | NA | Eckerd, Food Fair |
| Pine Ridge Plz. (13) | NA | Rose's, Thrifti-Mart |
| Reynolds Manor(33) | NA | Brendle's, Davis |
| Sherwood Plz. (24) | NA | Food Fair, Revco, Ross, T.J. Maxx |
| Thruway(54) | NA | Rose's, Food Fair, Winn-Dixie, Thalhimer's |
| Winston-Salem Marketplace(41) | NA | Burlington Shoe, Hanes Mill Outlet |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; K mart; Davis; JCPenney; Sears; Thalhimer's.

**Discount Stores**-Zayre; Brendle's; Best; K mart; Rose's; Keymid; T.J. Maxx.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-Eckerd 10; Revco 15; Crown 12; SupeRx 2.

**Chain Supermarkets**-Food Fair 9; Harris-Teeter 4; Kroger 5; Winn-Dixie 4; Food Lion 14; Thrifti-Mart 5; Mount Tabor 3.

**Other Chain Stores**-Mother and Daughter 5; Advance 4; Western Auto 6; Firestone 3; Goodyear 3.

**14 - NEWSPAPERS:** JOURNAL (m) 94,652; (S) 105,935; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.

**National Representative**: Sawyer-Ferguson-Walker.

# NORTH DAKOTA SURVEY

### METROPOLITAN STATISTICAL AREAS

**Bismark**-Burleigh and Morton Counties.
**Fargo-Moorhead, ND-MN**-Cass County, ND; Clay County, MN.
**Grand Forks**-Grand Forks County.

### POPULATION ESTIMATES

(Thousands)

| Age Groups | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 51 | 56 | 63 |
| 5-14 Years | 135 | 100 | 104 |
| 15-24 Years | 114 | 133 | 114 |
| 25-44 Years | 130 | 168 | 216 |
| 45-64 Years | 122 | 116 | 115 |
| 65 and Over | 66 | 81 | 78 |
| TOTAL | 618 | 654 | 690 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 244 | 242 | 429 |
| General Mdse | 217 | 347 | 498 |
| Food | 370 | 559 | 710 |
| Automobiles | 559 | 818 | 1,508 |
| Gasoline Stations | 202 | 361 | 341 |
| Apparel | 130 | 171 | 237 |
| Furniture | 97 | 132 | 232 |
| Eat-Drink Places | 190 | 283 | 408 |
| Drugs | 69 | 95 | 133 |
| TOTAL SALES | 2,250 | 3,367 | 4,833 |

## BISMARCK

**1 - LOCATION:** Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical generation, manufacturing, distribution, wholesale and educational center 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W of Minneapolis.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo Line.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Greyhound; Star.
**Airlines**-Northwest Orient; Continental; Big Sky.

**3 - POPULATION:**
Corp. City 80 Cen. 44,485; E&P 89 Est. 47,231
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 80 Cen. 55,397; E&P 89 Est. 61,558
MSA 80 Cen. 80,764; E&P 89 Est. 87,676
City & RTZ-ABC: (80) 169,169

**4 - HOUSEHOLDS:**
City 80 Cen. 16,424; E&P 89 Est. 18,123
CZ-ABC: (80) 21,783
RTZ-ABC: (80) 36,462
County 80 Cen. 19,420; E&P 89 Est. 22,309
MSA 80 Cen. 27,549; E&P 89 Est. 31,865
City & RTZ-ABC: (80) 58,245

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| State | 3 | $497,219,000 |
| Savings & Loan | 5 | $231,756,000 |
| Commercial | 4 | $203,653,000 |

**6 - PASSENGER AUTOS:** County 36,550

**7 - ELECTRIC METERS:** Residence 19,599

**8 - GAS METERS:** Residence 15,568

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Mach. Mfg. 520; Machine Shops 90; Elect. Power 420; Gov't 4,500; Wood Working 150; Brick & Tile 200; R.R. 60.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22; last killing frost, May 8.

**11 - TAP WATER:** Medium hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main Ave., 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Ctrs.-3 neighborhood, 2 Regional.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northbrook(19) | 2 | Red Owl, Dayton's |
| Arrowhead(12) | 1 | Dan's Super Valu |
| Kirkwood Plz.(100) | | Mont. Ward, JCPenney, Target Dayton's |
| K mart | 2 | K mart |
| Gateway Mall(55) | 2 | Super Valu, Osco, Gateway, Sears |

**Principal Shopping Days**-Mon. through Sat.

**Stores Open Evenings**-Dept. Mon., Food Mon. through Sun.; Shopping Ctr. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; JCPenney; Herberger's; Labelles; Dayton's.

**Discount Stores**-K mart; Red Owl; Target.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Rexall; White; Osco.

**Chain Supermarkets**-Red Owl 2; Super Valu 4; Holiday Store; Warehouse Market.

**Other Chain Stores**-Bismarck; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hanks.

**14 - NEWSPAPERS:** TRIBUNE (m) 29,974; (S) 29,602; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Kment, Adv. Dir., TRIBUNE, 7th & Front Sts., PO Box 1498; Bismarck, ND 58501; Tel. (701) 223-2500.

**National Representative**: Branham/Newspaper Sales.

## DEVILS LAKE

**1 - LOCATION:** Ramsey County, E&P Map C-2, County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. WNW of Grand Forks.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch); Amtrak.
**Airlines**-Mesaba.

**3 - POPULATION:**
Corp. City 80 Cen. 7,442; E&P 89 Est. 7,496
County 80 Cen. 13,048; E&P 89 Est. 12,864
CZ-ABC: (80) 7,442
RTZ-ABC: (80) 20,615
City & RTZ-ABC: (80) 28,057

**4 - HOUSEHOLDS:**
City 80 Cen. 2,764; E&P 89 Est. 2,901
County 80 Cen. 4,618; E&P 89 Est. 4,580
CZ-ABC: (80) 2,764
RTZ-ABC: (80) 7,406
City & RTZ-ABC: (80) 10,170

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $23,356,447 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 7,154

**7 - ELECTRIC METERS:** Residence 2,434

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

**10 - CLIMATE:** Min. & Max. Temp.-40-110.

**11 - TAP WATER:** New Supply, Potable; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Brauns.

**Discount Stores**-TBA Wholesalers; Gateway Direct; White Mart; K mart.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-White's.

**Chain Supermarkets**-Wally's; Super Valu.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 5,099; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rick Schneider, Adv. Mgr., JOURNAL, 516 4th St., Devils Lake, ND 58301; Tel. (701) 662-2127

**National Representative**. Papert Companies.

## DICKINSON

**1 - LOCATION:** Stark County, E&P Map A-3. County Seat. Agricultural, Wholesale and educational center on I-94; U.S. Hwy. 10; State Hwy. 22, 300 mi. W of Fargo.

**2 - TRANSPORTATION: Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 15,924; E&P 89 Est. 17,859
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 80 Cen. 24,058; E&P 89 Est. 26,359
City & RTZ-ABC: (80) 42,293

**4 - HOUSEHOLDS:**
City 80 Cen. 5,473; E&P 89 Est. 6,659
County 80 Cen. 7,832; E&P 89 Est. 10,813
CZ-ABC: (80) 5,473
RTZ-ABC: (80) 8,788
City & RTZ-ABC: (80) 14,261

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $117,400,000 |
| Savings & Loan | 3 | $109,350,000 |

**6 - PASSENGER AUTOS:** County 12,604

**7 - ELECTRIC METERS:** Res. & Comb. 7,104

**8 - GAS METERS:** Residence 5,425

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Constr. 530 ($225); Mfg. 520 ($215); Trans., Commun. & Public Util. 460 ($230); Whol. Trade 360 ($175); Ret. Trade 1,730 ($175); Fin., Ins. & R.E. 300 ($275); Servs. 1,560 ($180); Gov't 1,220 ($225); Oil Related 400 ($375).

**Principal Industrial Pay Days**-Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17; last killing frost, May 20.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on 1st St.; 7 blocks on Villard St.
**Shopping Centers**-King's Royale Plz.; 4 blocks E.; TSC, Anfinsons 1.5 mi. E.; TSC Store 1 mi. E.; Fairway Vlg. Ctr. 10 Blks. W.; Downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Big Sky(13) | 1 | True Value Hdwe., Dickinson TV, Goldie's Furn. |
| Prairie Hills Mall(45) | 2 | Herberger, K mart, JCPenney |

**Principal Shopping Days**-Wed., Thur., Fri.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Groc., Drug.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds.

**Variety Stores**-Woolworth.

**Discount Stores**-TSC; Anfinson's; K mart.

**Chain Drug Stores**-White; Walgreens.

**Chain Supermarkets**-Red Owl; King's; Buttreys; Fairway Vlg.; Dan's County Mart.

**Other Chain Stores**-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

**14 - NEWSPAPERS:** PRESS (m-tues to sat) 7,418; (S) 7,926; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Erv Barth, Pub., PRESS, 127 1st St. West, Dickinson, ND 58601; Tel. (701) 225-8111.

**National Representative**: Landon Associates.

## FARGO, ND-MOORHEAD, MN

**1 - LOCATION:** E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing, distributing, retail, wholesale, processing & medical center on E boundary of ND sugar beet plant, manufacturing, wholesale & college center on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-94 and I-29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Greyhound; Jack Rabbit; Doyle.
**Airlines**-Northwest Orient; United.

**3 - POPULATION:**
Corp. Cities 80 Cen. 91,306; E&P 89 Est. 92,933
Fargo 80 Cen. 61,308; E&P 89 Est. 63,589
Moorhead 80 Cen. 29,998; E&P 89 Est. 29,347
CZ-ABC: (80) 104,065
RTZ-ABC: (80) 126,499
Counties/MSA 80 Cen. 137,835; E&P 89 Est. 143,793
Cass Co. ND 80 Cen. 88,533; E&P 89 Est. 95,375
Clay Co. MN 80 Cen. 49,302; E&P 89 Est. 48,418
City & RTZ-ABC: (80) 230,564

**4 - HOUSEHOLDS:**
Cities 80 Cen. 33,371; E&P 89 Est. 22,907
Fargo 80 Cen. 23,567; E&P 89 Est. 22,907
Moorhead 80 Cen. 9,804; E&P 89 Est. 10,187
CZ-ABC: (80) 37,729
RTZ-ABC: (80) 44,137
Counties/MSA 80 Cen. 48,812; E&P 89 Est. 50,532
Cass Co. ND 80 Cen. 32,613; E&P 89 Est. 31,452
Clay Co. MN 80 Cen. 16,199; E&P 89 Est. 15,384
City & RTZ-ABC: (80) 81,866

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $1,675,382,000 |
| Commercial | 6 | $492,900,000 |

**6 - PASSENGER AUTOS:** Counties: Cass (ND) 59,925; Clay (MN) 22,939

**7 - ELECTRIC METERS:** Residence 42,206

**8 - GAS METERS:** Residence 14,940

**9 - PRINCIPAL INDUSTRIES:** Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing; Skid-Steer Loaders.

**Principal Industrial Pay Days**-Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25; last killing frost, May 12.

**11 - TAP WATER:** Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, softened; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Fargo: 5 blocks on Broadway; 2 on Main

Ave.; 2 on N.P. Ave. and 1st Ave. N; 2 on 2nd Ave. N Moorhead: 4 on Ctr. Ave.; 5 on Main Ave.

**Neighborhood Shopping Centers**-Fargo: K mart Plz. 10; South Plz. 18; Southside 1-13; Southside 2 -14; Park Place Plz. 15, Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brookdale(10) | 2 | Northwest Fabrics |
| SunMart/Osco(6) | 3 | Osco Drugs, SunMart |
| Holiday Mall(15) | 2 | Best Buy, Coast-to-Coast |
| Moorhead Ctr. Mall(24) | NA | Herberger's, Foss Drug |
| Northport(6) | 4 | Hornbacher Foods |
| Village West(12) | 5 | Hornbacher Foods, Northwest Fabrics |
| West Acres(112) | 5 | DeLendrecie's, Sears, Dayton's, JCPenney |
| Southside(12) | 3 | Hornbacher Foods |
| Best Plz.(8) | 4 | Best |
| Outlet mall(12) | 5 | |

**Principal Shopping Days**-Mon. evening, Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours, 6 days a week.

**13 - RETAIL OUTLETS: Department Stores**-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.

**Discount Stores**-K mart 4; Target; LaBelle's.

**Variety Stores**-Woolworth; Ben Franklin 4.

**Chain Drug Stores**-Osco 3; Foss; Walgreens 2.

**Chain Supermarkets**-Fairway; Jack & Jill 2; SunMart 5; Super Valu; Hornbacher 3; Stop-n-Go 9.

**14 - NEWSPAPERS:** FORUM (m) 55,134; (S) 67,118; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Hiemenz, Adv. Dir., FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## GRAND FORKS, ND-E. GRAND FORKS, MN

**1 - LOCATION:** Grand Forks County, Polk County, MN (in Grand Forks MSA) E&P Map D-2, County Seat. Wholesale distribution, shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2; I-29.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Triangle; Star Bus.

**Airlines**-Northwest; United.

**3 - POPULATION:**

Corp. Cities 80 Cen. 52,302; E&P 89 Est. 57,021

Grand Forks, ND 80 Cen. 43,765; E&P 89 Est. 48,667

E. Grand Forks, MN 80 Cen. 8,537; E&P 89 Est. 8,354

CZ-ABC: (80) 52,302

RTZ-ABC: (80) 161,510

Counties 80 Cen. 100,944; E&P 89 Est. 105,082

Grand Forks, ND 80 Cen. 66,192; E&P 89 Est. 71,285

Polk, MN 80 Cen. 34,844; E&P 89 Est. 32,797

City & RTZ-ABC: (80) 213,812

MSA 80 Cen. 66,100; E&P 89 Est. 71,285

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 18,602; E&P 89 Est. 20,510

Grand Forks, ND 80 Cen. 15,577; E&P 89 Est. 17,344

E. Grand Forks, MN 80 Cen. 3,025; E&P 89 Est. 3,166

CZ-ABC: (80) 18,602

RTZ-ABC: (80) 55,398

Counties 80 Cen. 34,262; E&P 89 Est. 35,761

Grand Forks, ND 80 Cen. 22,108; E&P 89 Est. 23,389

Polk, MN 80 Cen. 12,154; E&P 89 Est. 12,372

City & RTZ-ABC: (80) 74,000

MSA 80 Cen. 22,108; E&P 89 Est. 23,844

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 5 | $3,250,000,000 |
| Commercial | 7 | $800,000,000 |

**6 - PASSENGER AUTOS:** Counties: Grand Forks (ND) 35,712; Polk (MN) 16,424

**7 - ELECTRIC METERS:** Residence 23,000

**8 - GAS METERS:** Residence 9,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($277); Flour Milling 120 ($350); Potato Prods. Mfg. 500 ($280); Air Base 6,463.

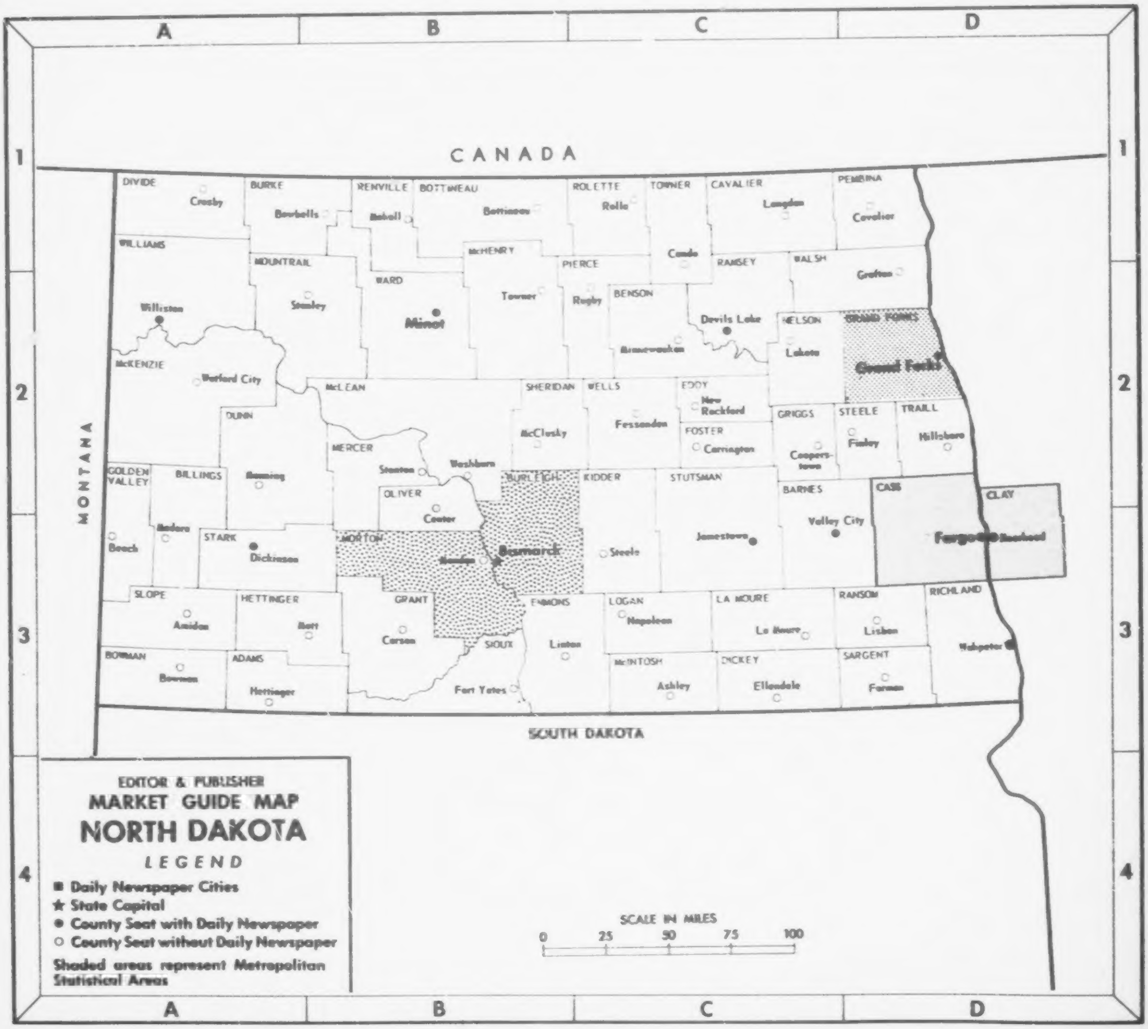
**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25; last killing frost, May 16.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Columbia Mall(80) | 5 | Daytons, JCPenney, Target |


A
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1
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CANADA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
GOLDEN VALLEY
Beach
BILLINGS
Medora
OLIVER
Center
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
STARK
Dickinson
MORTON
Mandan
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
SIOUX
Fort Yates
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

| | | |
|---|---|---|
| S. Forks Plz.(50) | 3 | Sears, K mart |
| Town & Country (12) | 3 | Columbia Sports |
| Holiday Mall(6) (E. Grand Forks) | 1 | White Mart, Ace Hdwe., |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Most shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Herberger's; Dayton's; JCPenney; Sears.

**Discount Stores**-Home of Economy; K mart; White Mart; Target; Best.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-White 2; Osco.

**Chain Supermarkets**-Hugo's 5; Leevers; Food Bonanza (Nash Finch); Albertson's.

**Other Chain Stores**-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice's; Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Black Photo; Firestone; Berman Leather; The Closet; The Better Half; Waldenbooks; Scheel's.

**14 - NEWSPAPERS:** HERALD (m) 38,512; (S) 40,168; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Kuchera, Jr., Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201; Tel. (701) 780-1160.

**National Representative**: Knight-Ridder Newspaper Sales.

## JAMESTOWN

**1 - LOCATION:** Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 20, 52, 281 and I-94.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Intercity Bus Lines**-Greyhound; Jack Rabbit.

**Airlines**-Mesaba.

**3 - POPULATION:**

Corp. City 80 Cen. 16,280; E&P 89 Est. 16,233

County 80 Cen. 24,225; E&P 89 Est. 23,269

**4 - HOUSEHOLDS:**

City 80 Cen. 5,980; E&P 89 Est. 6,091

County 80 Cen. 8,648; E&P 89 Est. 7,853

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $307,065,619 |

**6 - PASSENGER AUTOS:** County 12,635

**7 - ELECTRIC METERS:** Residence 7,098

**8 - GAS METERS:** Residence 4,655

**9 - PRINCIPAL INDUSTRIES:** Constr.; Farming; Farm Prods.; Aerospace Prods.; Farm Equip.; Steel Bldg. Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Av. Temp. 40.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Buffalo(40) | NA | K mart, JCPenney, Bostwick's |
| Jamestown(16) | NA | Leevers, White's Home Ctr., Maurice's |
| Park Plaza(11) | 28 | White Drug, County Market |

**Stores Open Evenings**-Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Fair Store; Bostwick's; Feinstein's; Coast-to-Coast.

**Discount Stores**-Pamida; K mart.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-White Drug 2; Medicine Shoppe.

**Chain Supermarkets**-County Market; Super Valu.

**14 - NEWSPAPERS:** SUN (e) 9,190; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St. N.W., Jamestown, ND 58401; Tel. (701) 252-3120.

**National Representative**: Landon Associates.

## MINOT

**1 - LOCATION:** Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys. 2, 52, 83.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo Line; Amtrak.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Interstate Trans.; JB Shortway; B&B Bus Line; D&J Bus Line; Turtle Mountain Line.

**Airlines**-Northwest; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 32,843; E&P 89 Est. 37,283

CZ-ABC: (80) 32,843

Bal. in NDM-ABC: (80) 81,795

County 80 Cen. 58,392; E&P 89 Est. 62,652

Total NDM-ABC: (80) 114,638

**4 - HOUSEHOLDS:**

City 80 Cen. 12,270; E&P 89 Est. 14,408

CZ-ABC: (80) 12,270

Bal. in NDM-ABC: (80) 27,523

County 80 Cen. 19,892; E&P 89 Est. 23,074

Total NDM-ABC: (80) 39,793

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $389,000,000 |
| Savings & Loan | 3 | $2,414,520,000 |

**6 - PASSENGER AUTOS:** County 31,503

**7 - ELECTRIC METERS:** Residence 13,331

**8 - GAS METERS:** Residence 12,276

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept.; last killing frost, May.

**11 - TAP WATER:** Neutral, medium 8-9 grains hardness; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Main and Side Streets Area, 6 blocks by 4 blocks.

**Neighborhood Shopping Areas**-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Arrowhead(22) | 2 | Piggly Wiggly, White Drug |
| Town & Country(34) | 2 | Sears, Piggly Wiggly |
| K mart | 2 | K mart, Miracle Mart |
| Dakota Square(80) | 4 | JCPenney, Target, Herberger's |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Herberger's.

**Discount Stores**-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.

**Chain Drug Stores**-White's 2; Osco.

**Chain Supermarkets**-Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.

**Other Chain Stores**-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdwe.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Northwest Fabrics; Maurice's; Great Plains Supply; Better Half; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Lerner; Jeans West; Musicland; Seiferts; Spencer Gifts; Thom McAn; B. Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Hallmark 3; Footlocker; Kay Bee Toys; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Rand's Shoes; Gordon's Jewelry; Riddle's Jewelry; Vanity; RCC Western Store; Hardware Hanks; Ben Franklin; Conlins Furniture; Nutri Systems; Diet Center; Benetton; Simolv Slim; Bermans Leather; Circus World; Lane Bryant.

**14 - NEWSPAPERS:** NEWS (e) 26,197; (S) 25,551; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Manny Padilla, Adv. Dir., NEWS, 301-04 4th St. S.E., Minot, ND 58701; Tel. (701) 852-3341.

**National Representative**: Papert Companies.

## VALLEY CITY

**1 - LOCATION:** Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94, U.S. Hwys. 10, 52; State Hwys. 1, 9.

**2 - TRANSPORTATION: Railroads**-Burlington Northern, Soo Line.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Northwest (at Fargo).

**3 - POPULATION:**

Corp. City 80 Cen. 7,774; E&P 89 Est. 6,945

County 80 Cen. 13,941; E&P 89 Est. 12,171

**4 - HOUSEHOLDS:**

City 80 Cen. 2,987; E&P 89 Est. 2,778

County 80 Cen. 5,094; E&P 89 Est. 4,146

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $94,806,000 |
| Savings & Loan | 2 | $72,100,000 |
| Credit Union | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 7,164

**7 - ELECTRIC METERS:** Residence 3,205

**8 - GAS METERS:** Residence 1,654

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circuit Board Mfg. ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).

**Stores Open Evenings**-Dept. Mon.; Food every evening.

**Principal Shopping Days**-Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Pamida; JCPenney; The Fair; Straus; Sears; Foss; Stevens.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-Pamida.

**Chain Drug Stores**-Rexall; Foss.

**Chain Supermarkets**-Jack & Jill; Super Valu; Red Owl.

**Other Chain Stores**-True Value; Ace Hdwe.; Goodyear.

**14 - NEWSPAPERS:** TIMES-RECORD (e-mon to fri) 4,200; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. N.E.; PO Box 697, Valley City, ND 58072; Tel. (701) 845-0463.

**National Representative**: American Newspaper Representatives.

## WAHPETON, ND-BRECKENRIDGE, MN

**1 - LOCATION:** Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; State College 125 acres, 3,000 enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; railroad; retail; hospital; processing center. Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29. Airport is the Harry Stern Airport with charter, instruction, ambulance service, hard surface for small multi-engine aircraft; 225 miles NW of Minneapolis-St. Paul.

**2 - TRANSPORTATION: Railroads**-Red River Valley; Western Railroad.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Jack Rabbit.

**3 - POPULATION:**

Corp. Cities 80 Cen. 12,973; E&P 89 Est. 15,500

Wahpeton, ND 80 Cen. 9,064; E&P 89 Est. 11,852

Breckenridge, MN 80 Cen. 3,909; E&P 89 Est. 3,648

Counties 80 Cen. 27,589; E&P 89 Est. 29,437

Richland, ND 80 Cen. 19,207; E&P 89 Est. 21,779

Wilkin, MN 80 Cen. 8,382; E&P 89 Est. 7,658

**4 - HOUSEHOLDS:**

Cities 80 Cen. 4,264; E&P 89 Est. 5,283

Wahpeton, ND 80 Cen. 2,818; E&P 89 Est. 3,869

Breckenridge, MN 80 Cen. 1,448; E&P 89 Est. 1,414

Counties 80 Cen. 9,322; E&P 89 Est. 11,316

Richland, ND 80 Cen. 6,413; E&P 89 Est. 7,375

Wilkin, MN 80 Cen. 2,909; E&P 89 Est. 2,941

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $266,427,277 |
| Savings & Loan | 3 | (incl. above) |

**6 - PASSENGER AUTOS:** Counties: Richland (ND) 9,720; Wilkin (MN) 3,924

**7 - ELECTRIC METERS:** Wahpeton and Breckenridge Counties 5,348

**8 - GAS METERS:** 1,481

**9 - PRINCIPAL INDUSTRIES:** Agric. & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats; sunflowers); Fabricating; Printing; Agricultural Mach. Mfg.; College, Bureau of Indian Affairs; School; Whol. Auto Parts; Medical Ctr.; Video Cassette Cartridges; Telecommun. Equip.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26; last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

**11 - TAP WATER:** Alkaline; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Wahpeton; 6 blocks. Breckenridge; 3 blocks.

**Principal Shopping Days**-Mon. through Sat., Breckenridge Also Sunday.

**Stores Open Evenings**-Thur.; Pamida Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Pamida; Holiday; Simonson's.

**Variety Store**-Ben Franklin.

**Chain Drug Stores**-Rexall 2; Snyder.

**Chain Supermarkets**-Super Valu; EconoFoods.

**Other Chain Stores**-Goodyear; Coast-to-Coast; Sears (catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; True Value Hdwe.

**14 - NEWSPAPERS:** NEWS (m-tues to sat) 5,218; (S) 5,396; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601

Dakota Ave.; PO Box 1018, Wahpeton, ND 58075; Tel. (701) 642-8585.
**National Representatives**: American Newspaper Representatives; Minnesota Newspaper Association.

## WILLISTON

**1 - LOCATION:** Williams County, E&P Map A-2. In NW corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak.
**Motor Freight Carriers**-4.
**Airlines**-Big Sky; Aircraft Charter; SerVair Air Taxi.

**3 - POPULATION:**
Corp. City 80 Cen. 13,336; E&P 89 Est. 15,518
County 80 Cen. 22,555; E&P 89 Est. 26,162

**4 - HOUSEHOLDS:**
City 80 Cen. 4,879; E&P 89 Est. 5,944
County 80 Cen. 7,939; E&P 89 Est. 10,175

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | NA |
| Savings & Loan | 3 | $92,210,000 |

**6 - PASSENGER AUTOS:** County 11,813

**7 - ELECTRIC METERS:** Residence 6,766

**8 - GAS METERS:** Residence 5,139

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 30 ($300); Oil Well Serv. 84 ($300); Trans., Commun. and Util. 637 ($150); Oil 320 ($350); Salt Plant 39 ($250); Oil Refinery 73 ($350); Ret. & Whol. 2,655; Gov't 1,095; Serv. 2,134; Agric. 32; Constr. 359; Fin., Ins. & R.E. 416; Other Mfg. 276.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks.
**Neighborhood Shopping Centers**-N. Main St.
**Principal Shopping Days**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog).
**Discount Stores**-Home of Economy; Gibson's; K mart.
**Variety Stores**-Woolworth; Ben Franklin.
**Chain Drug Stores**-Service; N.D. Pharmacy.
**Chain Supermarkets**-Family Thrift Ctr.; County Market; Buttrey's.
**Other Chain Stores**-Northern Auto; Western Auto; TCS Store; Sherwin-Williams; Maurices.

**14 - NEWSPAPERS:** HERALD (e-mon to fri; S) 6,201; Sept. 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Chad Kourajian, Adv. Dir., HERALD, 14 W 4th St.; PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
**National Representative**: None.

## OHIO SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Canton**-Carroll and Stark Counties.
**Columbus**-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
**Dayton-Springfield**-Clark, Greene, Miami and Montgomery Counties.
**Huntington-Ashland, WV-KY-OH**-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, O.
**Lima**-Allen and Auglaize Counties.
**Mansfield**-Richland County.
**Parkersburg-Marietta, WV-OH**-Wood County, WV; Washington County, OH.
**Steubenville-Weirton, OH-WV**-Jefferson County, OH; Brooke and Hancock Counties, WV.
**Toledo**-Fulton, Lucas, and Wood Counties.
**Wheeling, WV-OH**-OH and Marshall Counties, WV; Belmont County, OH.
**Youngstown-Warren**-Mahoning and Trumbull Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Akron**-Portage and Summit Counties.
**Cincinnati, OH-KY-IN**-Includes Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; and Dearborn County, IN.
**Cleveland**-Cuyahoga, Geauga, Lake and Medina Counties.
**Hamilton-Middletown**-Butler County.
**Lorain-Elyria**-Lorain County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Cincinnati-Hamilton, OH-KY-IN**-Includes Cincinnati, OH-KY-IN PMSA and Hamilton-Middletown, OH PMSA.
**Cleveland-Akron-Lorain**-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 922 | 787 | 955 |
| 5-14 Years | 2,189 | 1,708 | 1,670 |
| 15-24 Years | 1,848 | 2,103 | 1,659 |
| 25-44 Years | 2,517 | 2,923 | 3,572 |
| 45-64 Years | 2,188 | 2,197 | 2,080 |
| 65 and Over | 993 | 1,172 | 1,084 |
| TOTAL | 10,657 | 10,800 | 11,023 |

Based on U.S. Census

### POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according the U.S. 1980 Census.

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Lorain | 75 | 11 | 14.4 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 1,694 | 1,804 | 3,780 |
| General Mdse | 5,451 | 6,136 | 10,261 |
| Food | 7,838 | 10,956 | 16,308 |
| Automobiles | 7,713 | 7,881 | 16,986 |
| Gasoline Stations | 3,117 | 5,309 | 5,907 |
| Apparel | 1,363 | 1,925 | 3,093 |
| Furniture | 1,547 | 1,749 | 3,586 |
| Eat-Drink Places | 3,105 | 4,611 | 7,808 |
| Drugs | 1,043 | 1,626 | 2,681 |
| TOTAL SALES | 35,563 | 46,315 | 76,507 |

## AKRON

**1 - LOCATION:** Summit County (PMSA). E&P Map C-2. County Seat. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpke.; on U.S. Hwys. 224, I-77, I-76, I-71; State Hwys. 8, 18 and 91.

**2 - TRANSPORTATION: Railroads**-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk/Southern.
**Motor Freight Carriers**-146.
**Intercity Bus Lines**-Greyhound; Akron; Metropolitan Regional Transit Authority; Continental Trailways.
**Airlines**-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; Midway; Continental; Air Canada.
**Airports**-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

**3 - POPULATION:**
Corp. City 80 Cen. 237,177; E&P 89 Est. 221,583
CZ-ABC: (80) 512,978
RTZ-ABC: (80) 380,493
County 80 Cen. 524,661; E&P 89 Est. 516,971
PMSA 80 Cen. 660,748; E&P 89 Est. 660,408
City & RTZ-ABC: (80) 893,471

**4 - HOUSEHOLDS:**
City 80 Cen. 90,576; E&P 89 Est. 88,317
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 124,378
County 80 Cen. 189,850; E&P 89 Est. 188,756
PMSA 80 Cen. 234,064; E&P 89 Est. 245,720
City & RTZ-ABC: (80) 311,480

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $49,038,423,921 |
| Savings & Loan | 9 | $6,385,200,000 |

**6 - PASSENGER AUTOS:** County 369,632

**7 - ELECTRIC METERS:** Residence 282,508

**8 - GAS METERS:** Residence 192,881

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Util. 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Downtown. 14 blocks, Main St.
**Neighborhood Shopping Centers**-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Akron Square(8) | 6 | Gen. Nutrition, Mont. Ward |
| Arlington Plz.(26) | 5 | Kresge, Darrow Foods, JCPenney |
| Bel Par(17) | NA | Brown Derby, Ethel Wilson |
| Belden Vlg.(85) | 5 | Sears, May Co., Stern & Mann's, Higbee's, Carls |
| Carnation Mall(40) | NA | K mart, Revco |
| Chapel Hill(75) | 4 | Sears, Woolworth, May Co., Zayre, JCPenney, Twin Value |
| Coventry Plaza(7) | 10 | Sparkle, Stambugh's |
| Eastgate Plaza(7) | 6 | Home Fair, Nobil's |
| Edison Park(12) | 10 | Fisher's Big Wheel, Aid Drug, IGA |
| Evaporator Works(25) | 19 | The Bootery, Hood & Hoover |
| Fairlawn Plaza(40) | 7 | Woolworth, Carls, Gray Drug, Home Center |
| Great Oaks(23) | 15 | Big Wheel, Buehler's |
| Hawkins Plaza(18) | 3 | Acme |
| Hudson Plaza(16) | 15 | Acme |
| Lakemore Plaza(24) | 9 | Gray Drug, JCPenney, May Bros. |
| Liberty Commons (19) | 4 | Carnaby St. Inn |
| Magic City Plz.(18) | 10 | Acme, JoAnn Fabric |
| Midway Plaza(24) | 5 | Home Center |
| Northfield Plz.(23) | 14 | Gray Drug, JCPenney |
| Norton Village(18) | 15 | Acme, Revco |
| Quaker Sq.(50) | NA | Tavern In the Sq. |
| Rolling Acres Mall (134) | 11 | Sears, JCPenney, May Co., Higbee's |
| South Plaza(16) | 4 | Home Center, Gray Drug |
| State Road(27) | 5 | Mont. Ward, JCPenney, Firestone |
| Stow Kent(27) | 12 | May Co., Home Center, Stambaugh's |
| Streetsboro Plz.(21) | 9 | Sparkle, Fisher's Big Wheel |
| Summit Mall(93) | 5 | Higbees, Jewel Mart, Woolworth, May Co. |
| University Plz.(19) | 13 | Acme, Western Auto |

**Principal Shopping Days**-Dept.-Thur., Fri., Sat. Food-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; some open every evening until 9; some open 24 hours. Shopping Centers open until 9:30.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; May Co.; JCPenney; Sears; Higbees; Stern & Mann's.
**Variety Stores**-Woolworth.
**Discount Stores**-Click 10; K mart 16; Zayre 3; Hills 8; Fisher's Big Wheel 3; Twin Value.
**Chain Drug Stores**-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
**Chain Supermarkets**-IGA 27; Acme/Click 23; Sparkle 26; Carls 11; Stop 'N Shop; Buehler's 4; Darrow's 4; Bisson's; May Bros.; Giant Eagle 6; Apples.
**Other Chains Stores**-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

**14 - NEWSPAPERS:** BEACON JOURNAL (m) 152,929; (S) 221,258; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rick Brouse, Adv. Dir., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 996-3310.
**National Representative**: Knight-Ridder Newspaper Sales.

## ALLIANCE

**1 - LOCATION:** Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

**2 - TRANSPORTATION: Railroads**-Conrail; C&P.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 24,315; E&P 89 Est. 22,618
CZ-ABC: (80) 33,896
RTZ-ABC: (80) 52,051
County 80 Cen. 378,975; E&P 89 Est. 374,746
MSA 80 Cen. 404,562; E&P 89 Est. 402,061
City & RTZ-ABC: (80) 85,947
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,099; E&P 89 Est. 8,849
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 80 Cen. 134,094; E&P 89 Est. 139,851
MSA 80 Cen. 142,674; E&P 89 Est. 148,001
City & RTZ-ABC: (80) 29,498

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 3 | $650,000,000 |
| Commercial | 4 | $1,150,700,000 |

**6 - PASSENGER AUTOS:** County 259,339

**7 - ELECTRIC METERS:** Residence 11,000

**8 - GAS METERS:** Residence 13,744

**9 - PRINCIPAL INDUSTRIES: City Zone**-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, hard; municipal water softener; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alliance Plz.(4) | NA | Rite Aid, Murphy's |
| Carnation City(3) | NA | Grove Refrigeration |

| | | |
|---|---|---|
| College Plz.(22) | NA | Sears, Woolworth, Stambaugh |
| Carnation Mall | NA | K mart, Carlisles, JCPenney |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Mon. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Value City; Sears; Roberts; Carlisles.
**Discount Stores**-Jupiter; Murphy; Heck's; Value City; Buds Deep; Value City.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Rite Aid; Cunningham; Peoples; Revco.
**Chain Supermarkets**-Sparkle 2; Quaker City; Buckeye; Super Duper, No Frills Food & Drugs.

**14 - NEWSPAPERS:** REVIEW (e) 12,880; Mar 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW 40 S. Linden Ave.; PO Box 2180, Alliance, OH 44601; Tel. (216) 821-1200.
**National Representative**: Papert Companies.

## ASHLAND

**1 - LOCATION:** Ashland County, E&P Map B-2. County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

**2 - TRANSPORTATION: Railroads**-Ashland
**Motor Freight Carriers**-15.

**3 - POPULATION:**
Corp. City 80 Cen. 20,326; E&P 89 Est. 20,342
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 80 Cen. 46,313; E&P 89 Est. 46,628
City & RTZ-ABC: (80) 49,984

**4 - HOUSEHOLDS:**
City 80 Cen. 7,346; E&P 89 Est. 7,463
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 80 Cen. 15,913; E&P 89 Est. 16,674
City & RTZ-ABC: (80) 17,256

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $202,469,183 |
| Savings & Loan | 3 | $115,243,113 |

**6 - PASSENGER AUTOS:** County 29,330

**7 - ELECTRIC METERS:** Residence 12,906

**8 - GAS METERS:** Residence 10,136

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rubber 1,589; Printing 752; Pipe Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Industrial/Residential Pumps 700.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, soft, fluoridated

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ashland Plz.(2) | NA | Big Wheel |
| K mart | NA | K mart, Neff's Cardinal |
| Luray(4) | NA | Harlows, SupeRx |

**Principal Shopping Days**-Mon., Tues., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Discount Stores**-Harlows; K mart; Fisher's Big Wheel.
**Chain Drug Stores**-Rexall; SupeRx; Rite Aid; Family Independent Pharmacy.
**Chain Supermarkets**-Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
**Other Chain Stores**-Ashland Tire; Sears; Goodyear Auto Center; Bumper to Bumper Auto Parts; Wendy's; McDonald's; Pizza Hut; Friendly's; Taco Bell; Little Ceasars; Hardee's; Long John Silver, Dairy Queen.

**14 - NEWSPAPERS:** TIMES-GAZETTE (e) 12,220; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ellen Kauffman, Adv. Mgr., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 281-0581.
**National Representative**: Papert Companies.

## ASHTABULA

**1 - LOCATION:** Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

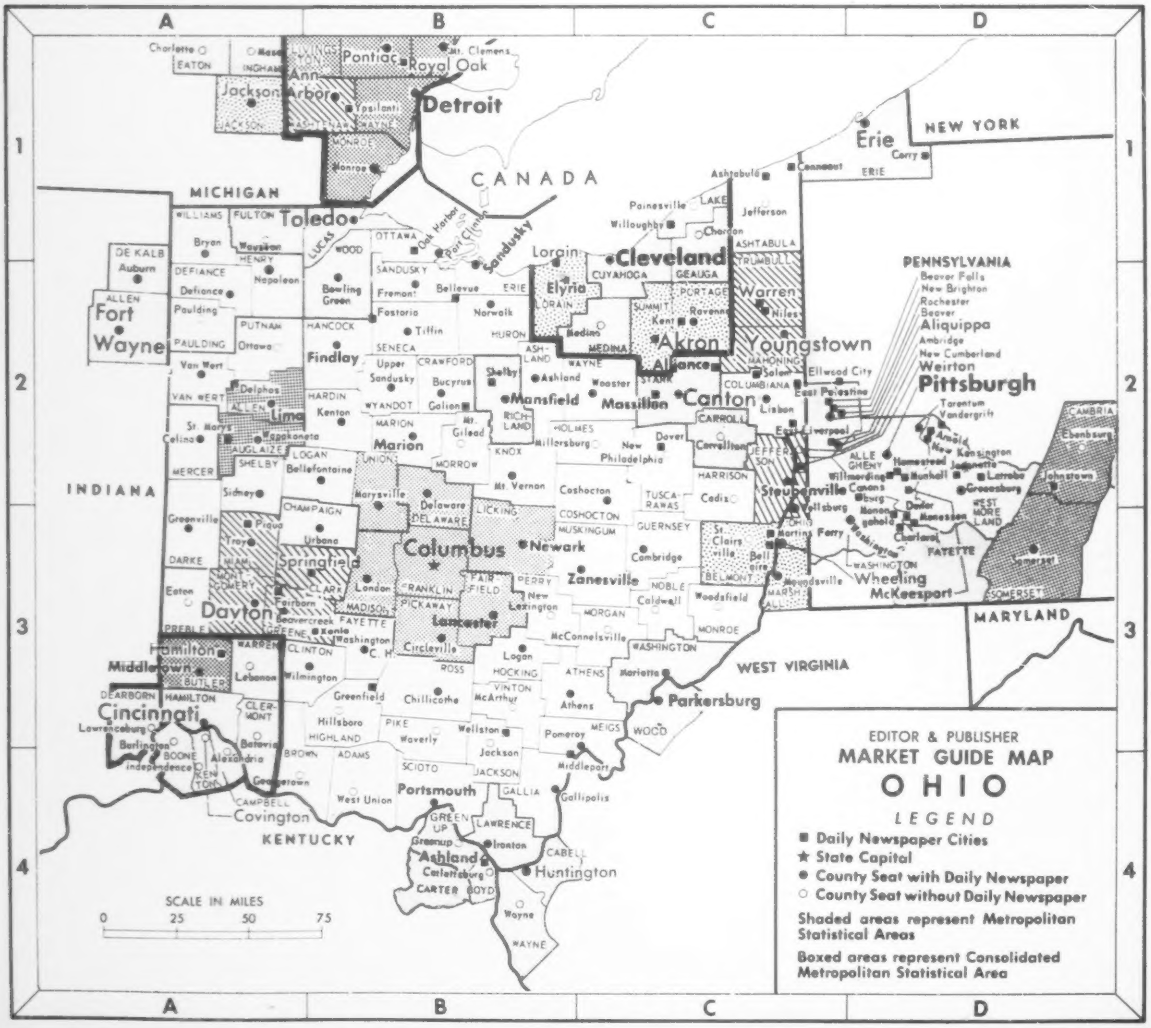
**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western; Bessemer and Lake Erie.
**Motor Freight Carriers**-19.
**Freight Steamship Lines**-28. 3 Docks; Great Lakes; International import/export shipping.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 23,449; E&P 89 Est. 21,522
NDM-ABC: (80) 104,215
County 80 Cen. 104,486; E&P 89 Est. 101,655

**4 - HOUSEHOLDS:**
City 80 Cen. 8,679; E&P 89 Est. 8,344
County 80 Cen. 35,825; E&P 89 Est. 39,261
NDM-ABC: (80) 35,825

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $1,336,074,566 |
| Savings & Loan | 2 | $539,903,000 |

**6 - PASSENGER AUTOS:** County 62,439


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
Detroit
Toledo
Sandusky
Lorain
Elyria
Cleveland
Akron
Canton
Youngstown
Warren
Erie
Ashtabula
Pittsburgh
Fort Wayne
Lima
Findlay
Mansfield
Ashland
Marion
Columbus
Newark
Zanesville
Springfield
Dayton
Hamilton
Middletown
Cincinnati
Covington
Portsmouth
Ashland
Huntington
Parkersburg
Wheeling
Steubenville
McKeesport
Lancaster
Chillicothe

**7 - ELECTRIC METERS:** Residence 12,900

**8 - GAS METERS:** Residence 10,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,871 ($400); Fabricated Metal 819 ($390); Electronics 958 ($527); Trans. & Pub. Utilities 1,688 ($505); Primary Metals 771 ($548); Chemicals & Allied Prods. 1,384 ($568).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, medium.

**12 - RETAILING: Principal Shopping Centers**-Downtown (Main Ave., W. 46th, Park Ave., Center St.) 146 Stores.
**Neighborhood Shopping Centers**-Lake Ave. & 5th St. in Harbor (80); Station Ave. W. 32nd (11); Nappi's Plaza-West Ave. (10); Nappi's Plaza W. 11th & Thayer (3); Edgewood Plaza-State Road (20); Rt. 20 East (23); Prospect & West Ave. (16).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Saybrook Plz.(22) | 2 | Hills Dept. Store, Giant Eagle, JCPenney, Big Lots |
| Ashtabula Plaza(24) | 1 | Dollar General, Rite-Aid, Valu-King |
| N. Kingsville Plz.(5) | 8 | Conley's Discount Store, Golden Dawn |
| Conneaut Plz.(24) | 15 | Fisher's Big Wheel, Valu-King, Bargain World |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.
**Stores Open Evenings**-Downtown Fri.; Shopping Centers-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
**Variety Store**-Harbor Emporium.
**Discount Store**-Big and Small Lots.
**Chain Drug Stores**-Revco 2; Walgreens; Rite Aid 3.
**Chain Supermarkets**-Finast; Giant Eagle; Golden Dawn 2, Super Duper 2; Valu-King; Convenient Food 6, Dairy Mart 9.
**Other Chain Stores**-Fashion Bug; Firestone; Goodyear; Dollar General; Pic-Way Shoes; Monro Muffler; JoAnn Fabric; Radio Shack; Fashion Barn; Payless Shoes; Family Dollar; GNC. 84 Lumber; Stambaugh; Bargain World; McCrory's; Sherwin-Williams; Dean & Barry; Endicott-Johnson; Rent-a-Center; Color Tyme.

**14 - NEWSPAPERS:** STAR-BEACON (e) 18,851; SUNDAY PAPER (S) 30,120; Mar. 31, 1989 ABC.
**NOTE**: The Sunday Paper is sold in combination with the Chardon Geauga Times Leader and the Conneaut News-Herald.
**Local Contact** for Advertising and Merchandising Data: Ron Anthony, Adv. Mgr., STAR-BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
**National Representative**: Landon Associates.

## ATHENS

**1 - LOCATION:** Athens County, E&P Map C-3, County Seat. Education (Ohio University, Hocking Technical College), business, and retailing service center in Southeastern Ohio. On U.S. Routes 33 and 50 (State Route 32), 74 miles SE of Columbus, 157 miles E of Cincinnati and 38 miles W of Parkersburg.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Line**-Greyhound.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 19,743; E&P 89 Est. 19,190
CZ-ABC: (80) 25,706
RTZ-ABC: (80) 39,714
County 80 Cen. 56,604; E&P 89 Est. 60,960
City & RTZ-ABC: (80) 65,420

**4 - HOUSEHOLDS:**
City 80 Cen. 5,496; E&P 89 Est. 5,656
CZ-ABC: (80) 7,525
RTZ-ABC: (80) 13,972
County 80 Cen. 18,356; E&P 89 Est. 19,524
City & RTZ-ABC: (80) 21,497

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $326,000,000 |
| Savings & Loan | 1 | $27,000,000 |

**6 - PASSENGER AUTOS:** County 27,658

**7 - ELECTRIC METERS:** Residence 6,749

**8 - GAS METERS:** Residence 4,117

**9 - PRINCIPAL INDUSTRIES:** Automotive manufacturing parts suppliers, shoe manufacturing, mining and printing.

**10 - CLIMATE:** Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, softened.

**12 - RETAILING: Principal Shopping Centers**-University Mall (17 stores); Athens Mall (11 stores); 3 blocks, Court St.
**Neighborhood Shopping Centers**-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 2 blocks on Public Square, Nelsonville; 1 block on The Plains.
**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-University Mall, 6 nights (closed Sunday); Athens Mall, 6 nights (closed Sunday).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Elder-Beerman; Elberfeld's (Logan).
**Discount Stores**-K mart; Sears Brand Central; Ames; L.S. Discount (Nelsonville).
**Variety Stores**-Woolworth; Odd Lots; General Dollar; Family Dollar.
**Chain Drug Stores**-Rite Aid; SupeRx 2; Trift; Fruth; Sundry Stores 3; Prescription Shops 3.
**Chain Supermarkets**-Kroger 4; Big Bear 2; Super Duper.
**Other Chain Stores**-Sherwin-Williams; Maxim's Beauty Salons; Fiesta Hair Salons; Foliett Books; Radio Shack; B. Dalton Books; JoAnn Fabrics; Kinney Shoes; Ford Jewelers; Gordon Jewelers; Fashion Bug; Autoworks; Subway; Firestone; Goodyear; Footlocker; Sycamore; Sharff's; Regis; Coach House Gifts; El-Bee Shoes; Royal Optical; E.B. Brown Optical; Ohio State Optical; Dexter's Subs; Kinko's; Hallmark Cards; McDonald's 3; Pizza Hut 2; Wendy's; Burger King; Taco John's; Long John Silver's.

**14 - NEWSPAPERS:** MESSENGER (e-mon to fri) 12,673; (S) 15,607; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Fred Weber, Mktg. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
**National Representative**: Papert Companies.

## BEAVERCREEK

**1 - LOCATION:** Greene County, (In Dayton-Springfield MSA), E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of OH, on U.S. Hwy. 35; I-675. 4 mi. E of Dayton; 4 mi. W of Xenia.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-96.
**Airlines**-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
**Intercity Bus Lines**-Greyhound (Dayton).

**3 - POPULATION:**
Corp. City 80 Cen. 31,589; E&P 89 Est. 52,737
County 80 Cen. 129,850; E&P 89 Est. 132,642
MSA 80 Cen. 942,725; E&P 89 Est. 939,679

**4 - HOUSEHOLDS:**
City 80 Cen. 9,922; E&P 89 Est. 17,813
County 80 Cen. 43,078; E&P 89 Est. 49,980
MSA 80 Cen. 340,279; E&P 89 Est. 356,951

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 7 | $3,391,557,073 |
| Commercial | 5 | $2,240,062,061 |

**6 - PASSENGER AUTOS:** County 92,008

**7 - ELECTRIC METERS:** Residence and Business 13,212

**8 - GAS METERS:** Residence and Business 1,571

**9 - PRINCIPAL INDUSTRIES:** Research & Technology 1,271 ($400); Light industry.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

**11 - TAP WATER:** Alkaline, hard, iron present.

**12 - RETAILING: Principal Shopping Center**-One block, Beaver Valley Centre (27 stores).
**Neighborhood Shopping Centers**-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beavercreek Plz. (20) | NA | Kroger, Chakers |
| Beaver Sq. Vlg.(6) | NA | Tiffany Shoppe |
| Spicer | 3 | Eaveys |
| Indian Ripple | 4 | K mart, Fulmer's |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Shopping Centers every evening to 9.

**13 - RETAIL OUTLETS: Discount Stores**-K mart.
**Variety Stores**-Dunnigans Hardware; Garden Center.
**Chain Drug Stores**-Revco; Fidelity; Medicine Shoppe.
**Chain Supermarkets**-Kroger; Lofinos 2; Fulmer's.
**Other Chain Stores**-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; JoAnn Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; G.D. Ritzy's; Warehouse Paint; Radio Shack; PIP; Fine Cleaners; Pantonum; Pro-Kut 2; Hair Happening; Gemini Optical; Coast-to-Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

**14 - NEWSPAPERS:** BEAVERCREEK DAILY NEWS (e) 5,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
**National Representative**: Landon Associates; US Suburban Press.

## BELLAIRE

**See MARTINS FERRY**

## BELLEFONTAINE

**1 - LOCATION:** Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Community Airport.
**Motor Freight Carriers**-16.

**3 - POPULATION:**
Corp. City 80 Cen. 11,888; E&P 89 Est. 12,247
CZ-ABC: (80) 11,888
RTZ-ABC: (80) 27,551
County 80 Cen. 39,217; E&P 89 Est. 39,827
City & RTZ-ABC: (80) 39,439
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,576; E&P 89 Est. 4,887
CZ-ABC: (80) 4,576
RTZ-ABC: (80) 9,777
County 80 Cen. 14,261; E&P 89 Est. 14,676
City & RTZ-ABC: (80) 14,353

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $209,614,000 |
| Savings & Loan | 3 | $146,212,000 |

**6 - PASSENGER AUTOS:** County 27,485

**7 - ELECTRIC METERS:** Residence 4,712

**8 - GAS METERS:** Residence 3,617

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage) Electric Motor & Circuit Breakers ($325); Automotive 2,400 ($625); Bearings 750 ($412); Commercial Printing & Publishing 221 ($309); Alum. Extrusions & Plat. 80 ($321); Sleeve Bearings 740 ($300); Food 408 ($268); Industrial Rubber Hose 325 ($318).
**Principal Industrial Pay Days**-Thur.; Fri.; 12th & 27th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, Apr. 21.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fontaine Plz. (14) | NA | Kroger, Murphy's Mart, Sears, Odd Lots |
| Hyland Hills Plaza(15) | NA | |

**Principal Shopping Days**-Mon., Fri., Sat.
**City Zone Stores Open**-Fri. and Mon. evenings.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Uhlman's.
**Variety Stores**-Murphy's Mart; Wal-Mart.
**Discount Stores**-Gray's.
**Chain Drug Stores**-Rexall; SupeRx, Rite-Aid; Revco.
**Chain Supermarkets**-Kroger; IGA 2; Food Mart; Trout Wine's (Super Value).
**Other Chain Stores**-Merit Shoes; Goodyear; Sears (catalog); Catos; Ten Below; Block Buster Video; Quality Farm and Fleet; TSC Store.

**14 - NEWSPAPERS:** EXAMINER (e) 11,137; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
**National Representative**: Landon Associates.

## BELLEVUE

**1 - LOCATION:** Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.
**Motor Freight Carriers**-10.

**3 - POPULATION:**
Corp. City 80 Cen. 8,187; E&P 89 Est. 7,747
Counties 80 Cen. 117,824; E&P 89 Est. 119,634
Huron Co. 80 Cen. 54,652; E&P 89 Est. 56,140
Sandusky Co. 80 Cen. 63,172; E&P 89 Est. 63,494
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,997; E&P 89 Est. 2,933
Counties 80 Cen. 40,243; E&P 89 Est. 47,282
Huron Co. 80 Cen. 18,690; E&P 89 Est. 22,105
Sandusky Co. 80 Cen. 21,553; E&P 89 Est. 25,177

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $101,912,000 |
| Savings & Loan | 2 | $119,666,000 |

**6 - PASSENGER AUTOS:** Counties: Huron 35,367; Sandusky 40,429

**7 - ELECTRIC METERS:** Residence 5,011

**8 - GAS METERS:** Residence 3,359

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Railroads 800; Safes; Toys 250;

Bean Proc. 200; Plastic 200; Metal Stamping 280.

**10 - CLIMATE:** Mean Temp. 50 degrees.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sandusky | 18 | JCPenney, Sears, Gray's, May Co. |
| Fremont | 18 | Fisher's Big Wheel, Heck's, Gray's |
| Norwalk | 12 | K mart |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin; Harts.

**Chain Drug Stores**-Rexall; SupeRx.

**Chain Supermarkets**-Hogue Super Mkt.; Whitely's Cardinal; Food Town.

**14 - NEWSPAPERS:** GAZETTE (e) 3,660; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811, Tel. (419) 483-4190.

**National Representative**: Landon Associates.

## BOWLING GREEN

**1 - LOCATION:** Wood County (In Toledo MSA). E&P Map B-2. County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-10.

**Airlines**-At Wood County Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 25,728; E&P 89 Est. 28,072
CZ-ABC: (80) 25,728
RTZ-ABC: (80) 73,804
County 80 Cen. 107,868; E&P 89 Est. 118,647
MSA 80 Cen. 616,864; E&P 89 Est. 620,356
City & RTZ-ABC: (80) 99,532

**4 - HOUSEHOLDS:**

City 80 Cen. 7,130; E&P 89 Est. 8,071
CZ-ABC: (80) 7,130
RTZ-ABC: (80) 25,513
County 80 Cen. 43,078; E&P 89 Est. 41,973
MSA 80 Cen. 220,252; E&P 89 Est. 229,108
City & RTZ-ABC: (80) 32,643

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $630,000,000 |
| Savings & Loan | 4 | $412,000,000 |

**6 - PASSENGER AUTOS:** County 70,997

**7 - ELECTRIC METERS:** Residence Est. 8,463

**8 - GAS METERS:** Residence 4,546

**9 - PRINCIPAL INDUSTRIES:** Power Floor Machines; Potato Chips; Auto and Sport Parts; Rubber Parts for Autos; Liquid Filtration Equip.; Elect. Terminal Blocks and Fuse Holders; Metal Assembly Stampings. Average hourly rate, $12.45 Education: BGSU; 2,250 full time employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct.; last killing frost, early May.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks; 4 on Main St., 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.

**Neighborhood Shopping Centers**-1000 & 1200 block of N. Main St., 800 and 1100 block of S. Main; 1600 block of E. Wooster St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames Plz. | 1 | Ames Dept. Store |
| B.G. Center(8) | 1 | Kroger, Hart Stores |
| Crossroads Plz.(6) | 1 | K mart, Churchill's |
| Woodland Mall (30) | 2 | JCPenney, Hills, Elder-Beerman |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept. Mon., Fri.; Food & Discount nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Uhlman's; Elder-Beerman.

**Discount Stores**-G.C. Murphy Mart; K mart.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Lane's; Revco.

**Chain Supermarkets**-Kroger; Food Town; Churchill's.

**Other Chain Stores**-Sterling (dairy); Lawson's Dairy; Fashion Bug; JoAnn Fabrics; Convenient Mart; Cato Fashions; Deb Shop; Claire's Boutique; Footlocker; K&K Toys; Kinney Shoes; Maurice's Fashion; Radio Shack; Record Den; Waldenbooks.

**14 - NEWSPAPERS:** SENTINEL-TRIBUNE (e) 14,309; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R.M. Reider, Gen. Mgr./Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.

**National Representative**: Landon Associates.

## BRYAN

**1 - LOCATION:** Williams County, E&P Map A-1 County Seat. Agricultural and industrial center 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.

**Motor Freight Carriers**-3.

**Airlines**-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

**3 - POPULATION:**

Corp. City 80 Cen. 7,879; E&P 89 Est. 8,285
CZ-ABC: (80) 7,879
RTZ-ABC: (80) 30,904
County 80 Cen. 36,445; E&P 89 Est. 37,553
City & RTZ-ABC: (80) 38,783

**4 - HOUSEHOLDS:**

City 80 Cen. 3,139; E&P 89 Est. 3,412
CZ-ABC: (80) 3,139
RTZ-ABC: (80) 10,531
County 80 Cen. 12,896; E&P 89 Est. 14,119
City & RTZ-ABC: (80) 13,670

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 24,445

**7 - ELECTRIC METERS:** Residence 4,091

**8 - GAS METERS:** Residence 6,907

**9 - PRINCIPAL INDUSTRIES:** Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires; Agriculture; Plastics.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-60; Summer 58-84; Fall 41-63; Winter 17-33.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Uhlmans; Hawks.

**Discount Stores**-K mart; Ames; Rite Aid; Food Mart; Dollar General.

**Chain Supermarkets**-Chief; Super Valu 3; IGA 4.

**14 - NEWSPAPERS:** TIMES (e) 10,793; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506, Tel. (419) 636-1111; FAX (419) 636-8937.

**National Representative**: None.

## BUCYRUS

**1 - LOCATION:** Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western (freight).

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 13,433; E&P 89 Est. 13,154
CZ-ABC: (80) 13,433
RTZ-ABC: (80) 42,741
County 80 Cen. 49,894; E&P 89 Est. 46,807
City & RTZ-ABC: (80) 56,174

**4 - HOUSEHOLDS:**

City 80 Cen. 5,221; E&P 89 Est. 5,315
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 80 Cen. 18,167; E&P 89 Est. 17,377
City & RTZ-ABC: (80) 20,240

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $210,900,839 |
| Savings & Loan | 2 | $109,182,580 |

**6 - PASSENGER AUTOS:** County 31,133

**7 - ELECTRIC METERS:** Residence 5,940

**8 - GAS METERS:** Residence 5,190

**9 - PRINCIPAL INDUSTRIES:** Roller Bearings; Rubber & Plastic Hose; Road Mach.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Jewelry; Trans. Seats; Pattern Making; Special Pkg.; Insulation.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

**11 - TAP WATER:** Alkaline, medium hard; some fluorides.

**12 - RETAILING: Principal Shopping Centers**-Southern Lights; Marion Road-Ames; Revco; Fashion Bug; Sycamore; Ponderosa; JoAnn Fabrics; Sack 'N Save; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave., Rt. 4; Subway; Bucyrus Ice Co.; Velvet Ice Cream; United Dairy Farmers; Suburban, Hopley Ave.-Geyer's Super Value; Odd Lots; Near Downtown Center; Fischer's; Revco; Lawson's; Walgreen-Ben Franklin; Whetstone Plaza; Smith's Dairy; Radio Shack; Classic Family Video; Kacey's Closet; Avon Dist.; Yvette's Hair.

**Principal Shopping Days**-Thur. & Fri.

**Stores Close**-Wed. afternoon.

**Stores Open Evenings**-K mart; Ames; Odd Lots-Fri.; Geyer's Mkt.; Foodtown; Neff's; Sack 'N Save; United Dairy Farmers; Lawsons; Hy-Miler-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's.

**Variety Stores**-Ames; K mart; Odd Lots.

**Chain Drug Stores**-Revco 2; Walgreens 2; Rexall; Cladys.

**Chain Supermarkets**-Geyer's Super Valu; Neff's; Foodtown; Sack 'N Save.

**Other Chain Stores**-Sherwin-Williams; Tru-Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; United Dairy Farmers; Brown Derby; Sycamore Foods; McDonalds; Rax; Hardees; Pomerosa; Subway; Kentucky Fried Chicken; Ikes.

**14 - NEWSPAPERS:** TELEGRAPH-FORUM (e) 7,775; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.

**National Representative**: Landon Associates.

## CAMBRIDGE

**1 - LOCATION:** Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

**2 - TRANSPORTATION: Railroads**-Chessie System.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 13,573; E&P 89 Est. 10,991
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 80 Cen. 42,251; E&P 89 Est. 40,597
City & RTZ-ABC: (80) 92,208

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,508; E&P 89 Est. 4,798
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 80 Cen. 15,048; E&P 89 Est. 14,945
City & RTZ-ABC: (80) 32,625

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $170,000,000 |
| Savings & Loan | 1 | $165,000,000 |

**6 - PASSENGER AUTOS:** County 24,360

**7 - ELECTRIC METERS:** Residental Industrial Commercial (county) 17,099.

**8 - GAS METERS:** Residence 7,872

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-94; Summer 28-99; Fall 13-88; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Wheeling Ave. (60 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cambridge(8) | NA | Party Time |
| Cambridge Sq.(4) | NA | K mart, Revco, Dewey Ave. Mkt. |
| Dewey Avenue(5) | NA | |
| North Star(8) | NA | IGA Foodliner |
| Southgate Plz.(10) | NA | Kroger, Zayre |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Hills; Zayre; K mart; Dollar General.

**Chain Drug Stores**-Nelson's; Revco.

**Chain Supermarkets**-Super Duper; Kroger; IGA Foodliners; Dairy Mart; Convenient; Cardinal Royal Blue; Riesbeck Food Stores.

**Other Chain Stores**-Sherwin-Williams; Sears (catalog); Arrow Associated; Radio Shack; Rogers Jewelers; Pic Way Shoes; JoAnn Fabrics; Fashion Bug.

**14 - NEWSPAPERS:** JEFFERSONIAN (e) 13,521; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Harry Eynon, Adv. Dir., JEFFERSONIAN, 831 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.

**National Representative**: Papert Companies.

## CANTON

**1 - LOCATION:** Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western (freight); Nickel Plate (freight); Amtrak; Chessie System.

**Motor Freight Carriers**-90.

**Intercity Bus Lines**-Greyhound; RTA.

**Airlines**-United; Piedmont; Allegheny Commuter; Republic; Delta; American Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 94,730; E&P 89 Est. 85,528
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 80 Cen. 378,975; E&P 89 Est. 374,746
MSA 80 Cen. 404,562; E&P 89 Est. 402,061
City & RTZ-ABC: (80) 478,911

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 36,394; E&P 89 Est. 34,352
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 80 Cen. 134,094; E&P 89 Est. 139,851
MSA 80 Cen. 142,674; E&P 89 Est. 148,001
City & RTZ-ABC: (80) 167,071

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $1,318,832,800 |
| Savings & Loan | 10 | $1,551,292,000 |

**6 - PASSENGER AUTOS:** County 259,339

**7 - ELECTRIC METERS:** Commercial & Residence 40,047

**8 - GAS METERS:** Commercial & Residence 94,905

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($470); Fab. Metal 7,000 ($520); Fab. Structural Metal 2,500 ($638); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($407); Util. 2,700 ($515); Nondurable Goods 11,500 ($382).
**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Downtown Shopping Center**-64 square blocks located in center of Canton.
**Neighborhood Shopping Centers**-23 units at Whipple Rd. & 12th St. NW; 24 units at W. Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S. (Rte. 800) at 30 St. 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| County Fair(29) | 6 | Josef's Furniture, Fleischers, Rite Aid |
| Plaza, 30th St. | 4 | Stern & Mann, A&D Foodarama, Stambaughs |
| Hills(15) | 7 | Hills |
| Tip Top Mart(13) | 4 | Ben Franklin, Rite Aid |
| Mahoning(15) | 2 | Rite Aid, Jay's Appl. |
| Myers Lake Plz. (34) | 5 | Cloth World, A&D Foodarama, Stambaughs, Odd Lots |
| Meilett Mall(70) | 4 | JCPenney, Radio Shack, Goodyear, Mont. Ward, May Co., Zakes |
| North Canton(8) | 5 | Acme, Stambaughs |
| Southgate(20) | 3 | Ben Franklin |
| Belden Vlg.(65) | 7 | Sears, Higbee, May Co., Radio Shack, Revco, Peoples Drug, Jewel Mart, Builder Sq. |
| Meyers Lake Plz. | 3 | Value City, Stambaughs |
| Buckeye Plaza(8) | 7 | Rite Aid, Quik Shop |
| Harmont Plz.(11) | 6 | Radio Shack, Firestone |
| Hillsdale(10) | 6 | Acme, Price King Drugs |
| Kimco(6) | 7 | Zayre |
| North Plaza(18) | 7 | Miller Sales |

**Stores Open Evenings**-Department Stores: Mon. through Sun.; Food: Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-May Co. 2; Stern & Mann 3; JCPenney; Sears; Hills 3.
**Discount Stores**-Stambaugh's 4; K mart 3; Zayre 2; Click 2; Conley's 2; Heck's; Odd Lots.
**Variety Stores**-Woolworth; Aimes; Kresge; Ben Franklin.
**Chain Drug Stores**-Norman 3; Finney's 3; Kings 2; Davies 2; Rice; Rite Aid 21; Revco 3; Price King; Sid's for Less.
**Chain Supermarkets**-Fisher 6; IGA Foodliner 8; Fazio's; Giant Eagle 2; Acme 2; A&D Foodarama 5; Valu King; Associated Grocers 25; Stoll's; Bordner's; Cardinal Foods.
**Other Chain Stores**-Bakers; Cleveland Fabrics; Petri's; Parisian; George Ann's 3; Harvard; Walker's; Richman Bros.; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Builder Square; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet; Cloth World; Miller Sales; Home Centers; Northeast Appliance; Jewel Mart.

**14 - NEWSPAPERS:** REPOSITORY (e) 56,672; (S) 76,138; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## CELINA

**1 - LOCATION:** Mercer County. E&P Map A-2. 70 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127; State Hwy. 29.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 9,137; E&P 89 Est. 9,296
County 80 Cen. 38,347; E&P 89 Est. 38,981

**4 - HOUSEHOLDS:**
City 80 Cen. 3,416; E&P 89 Est. 3,691
County 80 Cen. 12,166; E&P 89 Est. 16,780

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $331,917,434 |
| Savings & Loan | 1 | $34,873,000 |

**6 - PASSENGER AUTOS:** County 25,664

**7 - ELECTRIC METERS:** Residence 5,948

**8 - GAS METERS:** Residence 4,925

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 510 ($218); Ins. 452 ($150); Lithography 584 ($201); Bicycles 1,800 ($240).
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Av. Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, May 15.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on 4 streets.
**Shopping Centers**-Plaza Shopping Center (18 stores including Brown Drugs; Radio Shack; Sears; Shastar; Sycamore; Hallmark).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri., Mon. until 9 p.m.; Food nightly & grocery open Sun.

**13 - RETAIL OUTLETS: Department Stores**-Goldstein's; JCPenney; Style Shop; Pogue's; Male Fashions; Haines Fashions.
**Variety Stores**-The Barr; Rankin's; Dollar General.
**Discount Stores**-Harts.
**Chain Drug Stores**-Hooks; Rite Aid; Celina Sundry.
**Other Chain Stores**-Radio Shack; Sears; Shasta; Sycamore.

**14 - NEWSPAPERS:** STANDARD (e) 9,886; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Robin Link, Nat'l. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
**National Representative**: Landon Associates.

## CHARDON

**1 - LOCATION:** Geauga County, (In Cleveland PMSA). E&P Map C-1, County Seat. Manufacturing, agriculture & maple products. NE portion of state; 30 mi. E of Cleveland.

**2 - TRANSPORTATION: Railroads**-B&O.
**Motor Freight Carriers**-1.
**Airport**-2 mi. South; New County Airport, Middlefield, Ohio-12 mi.

**3 - POPULATION:**
Corp. City 80 Cen. 4,434; E&P 89 Est. 4,808
NDM-ABC: (80) 74,474
PMSA 80 Cen. 1,894,697; E&P 89 Est. 1,849,412
County 80 Cen. 74,667; E&P 89 Est. 83,770

**4 - HOUSEHOLDS:**
City 80 Cen. 1,589; E&P 89 Est. 1,765
NDM-ABC: (80) 22,880
County 80 Cen. 22,880; E&P 89 Est. 36,231
PMSA 80 Cen. 694,324; E&P 89 Est. 713,484

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $186,275,000 |
| Savings & Loan | 3 | $28,000,000 |

**6 - PASSENGER AUTOS:** County 58,662

**7 - ELECTRIC METERS:** Residence County 23,419

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Rubber; Plastics; Maple Prods.; Mining (constr. materials).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 40-60; Winter 10-35.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Burton | 9 | IGA |
| Chardon Plz.(5) | NA | Fisher's, Giant Eagle |
| Chesterland | 8 | IGA |
| Grant Plaza | 7 | Fisher's Big Wheel, Valu King, Revco |
| Great Lakes(114) | 14 | Higbee's, May Co., Sears, JCPenney, Joseph Horne |
| Middlefield | 12 | White's, Revco, Value King |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
**Variety Store**-Woolworth.
**Discount Store**-Conley's.
**Chain Drug Stores**-Rexall; Revco 2; Medic.
**Chain Supermarkets**-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Bi-Rite; Rogers.
**Other Chain Stores**-Fisher's Big Wheel.

**14 - NEWSPAPERS:** GEAUGA TIMES LEADER (e) 8,034; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Myron Kaiser, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St.; PO Box 349, Chardon, OH 44024; Tel. (216) 286-6101.
**National Representative**: Landon Associates.

## CHILLICOTHE

**1 - LOCATION:** Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. Hwys. 50, 35, 23. On State Routes 28, 104, 277, 772.

**2 - TRANSPORTATION: Railroads**-CSX; Norfolk & Western.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound; Dayton & Southeastern.

**3 - POPULATION:**
Corp. City 80 Cen. 23,420; E&P 89 Est. 23,062
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,181
County 80 Cen. 65,079; E&P 89 Est. 68,360
City & RTZ-ABC: (80) 95,650
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,759; E&P 89 Est. 9,333
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 80 Cen. 22,042; E&P 89 Est. 24,852
City & RTZ-ABC: (80) 32,557

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $126,662,800 |
| Savings & Loan | 4 | $45,604,494 |

**6 - PASSENGER AUTOS:** County 40,981

**7 - ELECTRIC METERS:** County 18,602

**8 - GAS METERS:** 10,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aluminum Material 750; Atomic 1,950; Concrete 40; Gov't 1,870; Paper Making 2,600; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wage $270).
**Principal Pay Days**-Thur., Sat.; 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
**Neighborhood Shopping Centers**-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Central Ctr.(38) | NA | Big Bear, Glick Furn., Woolworth, Gray's |
| Zane Plz.(25) | NA | Elder-Beerman |
| Chillicothe Mall(18) | NA | Sears, Big Bear, Woolworth, JCPenney |
| Western Ave. Plz.(5) | NA | Kroger, SupeRx |
| K mart Plz.(14) | NA | K mart, Kroger, SupeRx |

**Principal Shopping Days**-Shopping Ctrs. Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Downtown Dept. Fri.; Food 7 days; Shpg. Ctrs. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Elder-Beerman; Mack's.
**Variety Store**-Woolworth 2.
**Discount Stores**-K mart; Harts; Hill's.
**Chain Drug Stores**-Gray's; Thrift Drug; SupeRx.
**Chain Supermarkets**-Big Bear 2; Kroger Superstores 2; Super Duper; IGA 2.
**Other Chain Stores**-Wurlitzer (music); Singer Co.; Autoworks; Goodyear; Firestone; Pic-Way; Nationwise (automotive); Moore's (Building Supplies); Radio Shack.

**14 - NEWSPAPERS:** GAZETTE (e) 15,820; Mar. 29, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Scobey, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
**National Representative**: Gannett National Newspaper Sales.

## CINCINNATI

**1 - LOCATION:** Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (OH) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (KY) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, I-275, I-71, & I-75.

**2 - TRANSPORTATION: Railroads**-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
**Freight Forwarding Companies**-42.
**Motor Freight Carriers**-85.
**Water**-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
**Airlines**-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; ComAir; Pan Am; United.
**Intercity Bus Lines**-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 385,457; E&P 89 Est. 357,640
CZ-ABC: (80) 1,058,049
RTZ-ABC: (80) 795,363
County 80 Cen. 871,442; E&P 89 Est. 857,004
PMSA 80 Cen. 1,401,665; E&P 89 Est. 1,464,122
City & RTZ-ABC: (80) 1,853,412

**4 - HOUSEHOLDS:**
City 80 Cen. 157,677; E&P 89 Est. 149,821
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 80 Cen. 322,199; E&P 89 Est. 304,133
PMSA 80 Cen. 498,649; E&P 89 Est. 542,875
City & RTZ-ABC: (80) 652,781

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Cml. & Savings | N.A. | $7,295,592,000 |
| Savings & Loan | N.A. | $6,166,000,000 |

**6 - PASSENGER AUTOS:** County 569,698

**7 - ELECTRIC METERS:** Residence 497,704

**8 - GAS METERS:** Residence 366,287

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,600 ($441); Constr. 21,500 (N.A.); Trans. & Util. 31,100 ($477); Whol. Trade 39,200 ($365); Ret. Trade 109,300 ($165); Fin., Ins. & R.E. 34,200 ($230); Trans. Equip. 25,500 ($622); Mach. non-elect. 21,400 ($396); Food 12,900 ($378); Chem. 21,000 ($525); Fab. Metals 10,600 ($378); Printing & Pub. 12,100 ($430).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Average 54. First killing frost, Sept. 28; last killing frost, May 25.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Area**-61 blocks on 19 Sts. Bounded by Central Pkwy. on north, 3rd St. on south, Broadway on east and Plum St. on west.

**Neighborhood Shopping Centers in Metropolitan Area**: Avondale Town Center; Beechmont Mall; Beechmont; Bigg's Place; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Fair Mall; Forest Park Plz.; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Towne Centre; Latonia Plaza; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza, Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

**13 - RETAIL OUTLETS: Department Stores**-Lazarus; Sears; Elder-Beerman; McAlpin; JCPenney; Saks.

**Discount Stores**-Hills; Zayre; K mart; Van Leunen's; Value City; Service Mdse.; Swallen's; Bigg's; Big & Small Lots.

**Variety Stores**-Woolworth; J.J. Newberry; Ben Franklin.

**Chain Drug Stores**-Walgreens; SupeRx; Milo; Drug Emporium; Drug Palace; Revco; Becker; Rite Aid.

**Chain Supermarkets**-Kroger's; IGA; Thriftway, Marsh; Stop-N-Go; United Dairy Farmers 63; Convenient 23; U-Tote-M.

**Other Chain Stores**-National Shirt Shops; Richman Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Firestone; Goodyear; Nobil Shoes; Sherwin-Williams; Levitz Furn.; Foxmoor Casuals; Thayer McNeil; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; Gallenkamp Shoes; Carriage Trade; Children's Palace; Waldenbooks; Family Tree; JoAnn Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton; Benetton; T.J. Maxx; Marshall's; Loehman's; Saks Fifth Ave.; Brooks Brothers; J. Riggins; Spare Change; Toys R Us; Talbots.

**14 - NEWSPAPERS:** ENQUIRER (m) 196,883; (S) 337,413; POST (e) 109,262; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Temmen, Mktg. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.

**National Representatives**: Gannett National Newspaper Sales; American Publishers Representatives (Canada); Leonard Co.; Lenha Hawaii.

## CIRCLEVILLE

**1 - LOCATION:** Pickaway County (In Columbus MSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern; CXS System.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 11,700; E&P 89 Est. 11,679
MSA 80 Cen. 1,244,231; E&P 89 Est. 1,361,299
County 80 Cen. 43,569; E&P 89 Est. 45,084

**4 - HOUSEHOLDS:**

City 80 Cen. 4,335; E&P 89 Est. 4,519
County 80 Cen. 14,156; E&P 89 Est. 17,168
MSA 80 Cen. 449,260; E&P 89 Est. 514 926

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $95,000,000 |
| Commercial | 6 | $150,000,000 |

**6 - PASSENGER AUTOS:** County 27,609

**7 - ELECTRIC METERS:** Residence 5,600

**8 - GAS METERS:** Residence 5,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Containers 512; Feed 213; Elect. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes 500. (Av. Wkly. Wage $300).

**10 - CLIMATE:** First killing frost, Oct. 4; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Shopping Centers**-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wacker(14) | 2 | Lowes, Farm Fleet & Supply |
| North End(11) | 1 | Big Bear, Ames |

**Principal Shopping Days**-Mon. to Sat.

**Stores Open Evenings**-Fri.; Shopping centers every evening to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Ames; Sundry Store.

**Chain Drug Stores**-Risch; SupeRx; Revco.

**Chain Supermarkets**-Kroger; Cardinal; Big Bear.

**Other Chain Stores**-Fisher Big Wheel; Heck's; Radio Shack, Wal-Mart.

**14 - NEWSPAPERS:** HERALD (e) 8,184; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: J. David Tyo, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.

**National Representative**. Landon Associates.

## CLEVELAND

**1 - LOCATION:** Cuyahoga County, (PMSA). E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

**2 - TRANSPORTATION: Railroads**-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)

**Intercity Bus Lines**-Regional Transit Authority; Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve.-Astabula Bus Line; Cleve. Southeastern Trails; Maple Hts. Transit; N. Olmstead Municipal Line.

**Motor Coach Routes**-99.

**Airlines**-Air Canada; USAir; Braniff; Midway; ComAir; Continental; American; Delta; Eastern; Northwest; TWA; United; Texas International; Pan Am; BAS Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 573,822; E&P 89 Est. 505,717
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 840,356
County 80 Cen. 1,493,017; E&P 89 Est. 1,414,605
PMSA 80 Cen. 1,894,697; E&P 89 Est. 1,849,412
City & RTZ-ABC: (80) 2,338,756

**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**

City 80 Cen. 218,297; E&P 89 Est. 182,697
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 274,716
County 80 Cen. 563,401; E&P 89 Est. 502,036
PMSA 80 Cen. 694,324; E&P 89 Est. 713,484
City & RTZ-ABC: (80) 838,194

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 28 | N.A. |
| Savings & Loan | 22 | N.A. |

**6 - PASSENGER AUTOS:** County 920,648

**7 - ELECTRIC METERS:** Residence 695,682

**8 - GAS METERS:** Residence 601,447

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry, Fishing 2,789 (N.A.); Mining 574 ($671); Constr. 23,282 ($509); Mfg. 171,620 ($516); Trans. & Util. 35,923 ($517); Whol. & Ret. N.A.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-56; Summer 62-90; Fall 42-59; Winter 0-36. First killing frost, Nov. 2; last killing frost, Apr. 21.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beachwood Place | 11 | Saks Fifth Ave., Higbee |
| Cedar Ctr.(93) | 8 | Stop & Shop, Bi-Rite, May Co. |
| Euclid Sq.(106) | 11 | Higbee, May Co., |
| Great Lakes(92) | 21 | Higbee, May Co., Sears, JCPenney, Jos. Horne |
| Great Northern (90) | 13 | May Co., JCPenney, Sears |
| Parmatown(175) | 9 | Higbee, May Co., JCPenney |
| Randall Park Mall(142) | 9 | JCPenney, Higbee, Sears, May Co., Horne's |
| Richmond(88) | 11 | JCPenney, Sears |
| Severance(75) | 7 | Higbee, Horne's |
| Southland(100) | 10 | Sears |
| Westgate(82) | 9 | Jos. Horne, Higbee |

**Principal Shopping Days**-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri., Sat., & Sun.

**Stores Open Evenings**-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 pm.

**13 - RETAIL OUTLETS: Department Stores**-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.

**Discount Stores**-Value City; Zayre; K mart; Forest City; Handy Andy; Hill's; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; U.S. Merchandise; Builders Sq.; Diy Warehouse; Burlington's; D&K Stores; Marshall's.

**Variety Stores**-Woolworth; Kresge; Cargo Express; Murphy's Mart.

**Chain Drug Stores**-Rite Aid 49; Leader 11; Medic 20; Revco 63; Discount Drug Mart 19; Fox Drugs 9; Marc's/Bernie Schulman 18.

**Supermarkets**-Pick-N-Pay 20; Acme/Click 32; Bi-Rite/Sparkle 23; Heinen's 12; Finast 25; Carl's 5; Dave's 3; Stop-N-Shop 55; Food Centre 15; Convenient Food Mart 89; Dairy Mart 112; SavMor 12; Eagle 19; Twin Valu 2.

**Other Chain Stores**-Women's: Winkleman's, Weiss Furs, Casual Corner, Cikra, Petrie Plus, Kelly-Kitt, Lerner's, T.J. Fox, Fashion Bug Plus, Women's World, Loehman's; Men's: Richman Bros., Diamond's, Davidson's, Gentry, Brooks Brothers, Joseph A. Banks; Shoes: Dallas, Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart, Gussini Shoes, Michael Stern, Golland, Red Wing, Revelations, Stride-Rite; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Jo-Ann Fabric, Minnesota Fabrics, Singer Co., Uniroyal, General Tire, Tire America, Home Centers, Freeter's, Mc Sporting, Herman's, Radio Shack, Tokyo Shapiro.

**14 - NEWSPAPERS:** PLAIN DEALER (m-mon to fri) 447,822; (m-sat) 423,882; (S) 570,737; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John C. Maloney, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.

**National Representative**: Newhouse Newspapers Metro Suburbia.

## COLUMBUS

**1 - LOCATION:** Franklin County, (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Conrail; Chessie; Burlington Northern; Union Pacific.

**Intercity Bus Lines**-Trailways; Greyhound.

**Airlines**-American; TWA; USAir; Delta; United; ComAir; Eastern; Commuter Express; Florida Express; Mid-State; American Eagle; Northwest; Pan Am.

**3 - POPULATION:**

Corp. City 80 Cen. 564,987; E&P 89 Est. 632,264
CZ-ABC: (80) 869,126
RTZ-ABC: (80) 530,288
County 80 Cen. 868,125; E&P 89 Est. 953,945
MSA 80 Cen. 1,244,231; E&P 89 Est. 1,361,299
City & RTZ-ABC: (80) 1,399,414

**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**

City 80 Cen. 217,150; E&P 89 Est. 230,248
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 80 Cen. 322,810; E&P 89 Est. 327,101
MSA 80 Cen. 449,260; E&P 89 Est. 514,926
City & RTZ-ABC: (80) 502,739

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 12 | $9,587,440,000 |
| Commercial | 11 | $140,627,280,000 |

(statewide banking system)

**6 - PASSENGER AUTOS**: County 659,245

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 103,100; Ret. 133,300; Whol. 33,900; Fin., Ins., R.E. 57,200; Servs. 154,900; Federal/State/Local Gov't. 119,400; Trans. and Util. 27,900; Contract Constr. 27,100; Forestry & Fisheries N.A.; Mining N.A.

**Principal Pay Days**-Fri.; 15th & 30th.

**10 - CLIMATE:** Av. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31; last killing frost, Apr. 16.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Neighborhood Shopping Centers**-66 different locations throughout the MSA.

**Principal Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastland Mall (74) | 7 | Lazarus, Sears, JCPenney |
| Northland Mall(87) | 7 | Lazarus, Sears, JCPenney |
| Westland Mall(84) | 6 | Lazarus, Sears, JCPenney |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Sundays**-Most in major shopping areas.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Elder-Beerman 2; F&R Lazarus 11; Hills 2; JCPenney 10; Sears 8.

**Discount Stores**-Andersons 2; Best 2; Gold Circle 6; Harts 12; K mart 13; Marshalls 3; McCrory's 5; Meijer 4; Odd Lots 13; Schottenstein's 2; Service Merchandise 3; T.J. Maxx 4; Woolworth 7.

**Chain Drug Stores**-Crosby's 2; Dane 12; Drug Emporium 6; Drug World 6; Lynn 7; Mediplex 5; Neil Pharmacy 5; Phar-Mor 2; Revco 18; Rite Aid 37.

**Chain Supermarkets**-Big Bear 33; Convenient 18; Cub Foods 2; Food World 3; Gateway 2; Kash-N-Karry 4; Kroger 39; Stop-N-Go 26, Super Duper 18; United Dairy Farmers 46.

**Other Chain Stores**-The Limited 6; Madison 7.

**14 - NEWSPAPERS:** DISPATCH (m) 257,366; (S) 380,375; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Leonard A. Zane, Nat'l. Adv. Mgr., DISPATCH, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.

**National Representative**: Sawyer, Ferguson & Walker.

## CONNEAUT

**1 - LOCATION:** Ashtabula County, E&P Map C-1. On Lake Erie Shore; Railroad dividing point, iron ore & coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.

**2 - TRANSPORTATION: Railroads**-Main div. point; N&W; Conrail; B&LE main lines.

**Motor Freight Carriers**-All mainline firms operating between Cleveland-Buffalo.

**Freight Steamship Lines**-15.

**3 - POPULATION:**

Corp. City 80 Cen. 13,835; E&P 89 Est. 12,604
NDM-ABC: (80) 13,835
County 80 Cen. 104,486; E&P 89 Est. 101,655

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,062; E&P 89 Est. 4,831
NDM-ABC: (80) 5,062
County 80 Cen. 35,825; E&P 89 Est. 39,261

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $86,349,021 |
| Savings & Loan | 2 | $87,034,000 |

**6 - PASSENGER AUTOS:** County 62,439

**7 - ELECTRIC METERS:** Residence 6,069

**8 - GAS METERS:** Residence 4,187

**9 - PRINCIPAL INDUSTRIES:** Plastics & Rubber Mfg.; Docks; Wood Prods.; R.R.

**Principal Industrial Pay Days**-15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-5 blocks on 4 sts.; Gateway Shpg. Plz.; Conneaut Shopping Plz. Harbor Area; East Conneaut.

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Mon. to Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Western Auto; Cooper's; Dollar General.

**Discount Stores**-Fisher Big Wheel; K mart.

**Chain Drug Stores**-Rite Aid; Revco.

**Chain Supermarkets**-Golden Dawn; Giant Eagle; Valu King.

**14 - NEWSPAPERS:** NEWS-HERALD (e) 4,085; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Larry Latva, Adv. Mgr., NEWS-HERALD, Broad St.; P.O. Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.

**National Representative**: Landon Associates.

## COSHOCTON

**1 - LOCATION:** Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western (freight only).

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Pittsburgh & Weirton.

**3 - POPULATION:**

Corp. City 80 Cen. 13,405; E&P 89 Est. 12,775
CZ-ABC: (80) 15,415
RTZ-ABC: (80) 42,467
County 80 Cen. 36,110; E&P 89 Est. 36,384
City & RTZ-ABC: (80) 57,882

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,411; E&P 89 Est. 5,453
County 80 Cen. 13,064; E&P 89 Est. 13,569
CZ-ABC: (80) 6,149
RTZ-ABC: (80) 14,347
City & RTZ-ABC: (80) 20,496

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $78,060,807 |
| Savings & Loan | 2 | $7,728,689 |

**6 - PASSENGER AUTOS:** County 22,155

**7 - ELECTRIC METERS:** Residence 11,849

**8 - GAS METERS:** Residence 6,742

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Elect. 95; Stainless Steel 125.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22; last killing frost, May 24.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on two streets plus downtown shopping plaza.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Downtowner Plaza | NA | G.C. Murphy, Radio Shack, Revco |

**Principal Shopping Days**-Fri., Sat.
**Stores Close**-Thur. afternoon.
**Stores Open Evenings**-All Stores-Fri., Food-Fri., Sat.; Some Mon.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney; Newberry; Ulhmans.

**Discount Stores**-Big Wheel; Aims.

**Chain Drug Stores**-Revco.

**Chain Supermarkets**-Brooks IGA; Buehlers.

**Other Chain Stores**-Tru Valu Hardware; Coshocton Hat; Sears; Dairy Mart; Convenience Food.

**14 - NEWSPAPERS:** TRIBUNE (e) 7,735; (S) 8,035; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Raymond Stipes, Adv. Mgr., TRIBUNE, 550 Main St., Coshocton, OH 43812; Tel. (614) 622-1122.

**National Representative**: Thomson Newspapers.

## DAYTON

**1 - LOCATION:** Montgomery County, (In Dayton-Springfield MSA), E&P Map A-3, County Seat. Industrial, research, & wholesale center. On Miami River, Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie System; Detroit-Toledo-Ironton.

**Motor Freight Carriers**-60.

**Intercity Bus Lines**-Greyhound; Regional Transit Authority; Trailways.

**Airlines**-TWA; United; Delta; USAir; ComAir; Piedmont; American; Northwest Orient; Commuter Express; Jetstream.

**3 - POPULATION:**

Corp. City 80 Cen. 193,536; E&P 89 Est. 192,794
CZ-ABC: (80) 443,945
RTZ-ABC: (80) 498,226
County 80 Cen. 572,196; E&P 89 Est. 572,679
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
City & RTZ-ABC: (80) 942,171

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 84,213, E&P 89 Est. 76,521
CZ-ABC: (80) 168,491
RTZ-ABC: (80) 168,524
County 80 Cen. 211,857; E&P 89 Est. 204,011
MSA 80 Cen. 340,279; E&P 89 Est. 356,951
City & RTZ-ABC: (80) 337,015

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 14 | N.A. |
| Savings & Loan | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 405,451

**7 - ELECTRIC METERS:** Residence County 239,177

**8 - GAS METERS:** Residence County 173,129

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 30,300 ($532); Trans. Equip. 21,400 ($575); Durable Goods 75,400 ($494); Printing & Pub. 8,700 ($432); Rubber & Plastics 7 800 ($554); Nondurable Goods 29,300 ($466); Total Mfg. 104,700 ($487); Trans. & Util. 15,000 ($539); Whol. Trade 19,100 ($404); Ret. Trade 78,600 ($158); Fin., Ins. & R.E. 117,800 (N.A.); Servs. 105,300 (N.A.); Gov't 74,800 (N.A.); Total Non-Mfg. 329,100 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

**11 - TAP WATER:** City-alkaline, soft; County-alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St. downtown (110); Arcade-Enclosed Mall (40).

**Neighborhood Shopping Centers**-No. of Stores-Airway Center 32; Alex-Ball Plaza 20; Beaver Valley Mall Center 31; Breitenstrater Square 17; Broadmoor Plaza 13; Carrollton Plaza 16; Centerville Place 24; Country Square 21; Corners at the Mall 24; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales 8; Huber Heights 33; Indian Ripple 19; Kettering 20; Marian Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Far Hills Center 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28; Park Hills 33; Rikes Kettering 20.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cross Pointe Ctr. (41) | 8 | Marshall's |
| Dayton Mall(143) | 11 | Lazarus, JCPenney, Sears |
| Northwest Plz.(44) | 6 | Elder-Beerman, Kroger |
| Salem Mall(108) | 8 | Lazarus, Sears, JCPenney |
| Town & Country(62) | 6 | The Union, Kroger, |
| South Town Centre(49) | 11 | Elder-Beerman, K mart, Children's World |

**Principal Shopping Days**-Wed. through Sun. Most stores open evenings and Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Lazarus 4; Elder-Beerman 9; JCPenney 3; Sears 3.

**Variety Stores**-Woolworth 3; McCrory's 3; Ben Franklin.

**Discount Stores**-K mart 10; Gold Circle 3; Hills 4; Murphy Mart 2; Kroger Sav-on 4; Zayre.

**Chain Drug Stores**-Revco 16; Gray Drug 17; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 9; Hook's 5; Drug Mart 4.

**Chain Supermarkets**-Kroger 23; Fulmers 7; IGA 21; Eavey's 3; Stump's 8; Freedom Foods 4; Kash 'N' Karry 4; Metro 6.

**Other Chain Stores**-Major Clothing Stores: Walker's, Donenfeld's; Shoes: Thom McAn, Florsheim, Gallenkamp, Baker's, Fitzharris, Nobil, Butler's Shoe Market, Kinney, Red Cross, Pic-Way, Regal, El-Bee, Hanover, Roderer, Red Wing; Automotive: FAS Auto Works, Standard Auto Parts, Nationwise, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber, Carter, Furrows, Builders Square; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Margo's, National Shirts, Brooks, Casual Corner, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, T.J. Maxx, Bottom Half, Marshalls; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward, Best Products, Children's Palace, Dollar General, Family Dollar, Toys R Us.

**14 - NEWSPAPERS:** NEWS (m) 179,823; (S) 228,581; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jay Campbell, Adv. Mgr., NEWS, 4th & Ludlow Sts., Dayton, OH 45401; Tel. (513) 225-2089.

**National Representative**: Sawyer-Ferguson-Walker.

## DEFIANCE

**1 - LOCATION:** Defiance County, E&P Map A-2, County Seat. Industrial and dairy products ctr., 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

**2 - TRANSPORTATION: Railroads**-Chessie Systems; Norfolk Southern.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 16,810; E&P 89 Est. 16,682
County 80 Cen. 40,112; E&P 89 Est. 39,138
CZ-ABC: (80) 16,810
RTZ-ABC: (80) 75,081
City & RTZ-ABC: (80) 91,891

**4 - HOUSEHOLDS:**

City 80 Cen. 5,839; E&P 89 Est. 5,928
County 80 Cen. 13,306; E&P 89 Est. 13,565
CZ-ABC: (80) 5,839
RTZ-ABC: (80) 24,919
City & RTZ-ABC: (80) 30,758

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $366,417,106 |
| Commercial | 3 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 26,119

**7 - ELECTRIC METERS:** Residence 6,700

**8 - GAS METERS:** Residence 4,250

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Primary & Fab. Metals 7,300; Food Prods. 735; Misc. Mfg. 2,510; Non-Mfg. 1,870.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Clinton St.; Northwest Mall on North Clinton St.; 2 Blocks on 2nd St.

**Neighborhood Shopping Centers**-Baltimore Rd.; Clinton & High; Plz. Ctr., E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kroger Family(12) | NA | Kroger, TG&Y |
| Northtown Mall(15) | NA | Murphy's, Rinks |
| Sun Rise Plz.(5) | NA | Lane Drug |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Charles; Sherman's Men's Wear; Elder Beerman.

**Variety Stores**-Stop 'N Shop.

**Discount Stores**-Ames.

**Chain Drug Stores**-Revco; Cooks; Lane's; Medicine Shoppe.

**Chain Supermarkets**-Kroger; Chief 2; Sterling.

**Other Chain Stores**-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward; Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; JoAnn Fabrics; Dollar General; Shoes: Family Owned Stores; Daoust Drugs; Leever Glass; Restaurants: McDonald's; Rax's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Maag's; Domino's Pizza; The Fort; Frankie's Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Kissner, Barley Pop Shoppe; Villa Shoes; Sycamore; Claires Boutique; Royal Optical; Natl. Record Mart; Maurices; Kinney Shoes; Gateway Books;

House of Cards; El-Bee Shoes; Sox Plus; Keidman's Jewelry; General Nutrition.

**14 - NEWSPAPERS:** CRESCENT-NEWS (e) 16,662; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James Eitniear, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.

**National Representative**: Papert Companies.

## DELAWARE

**1 - LOCATION:** Delaware County (In Columbus MSA). E&P Map B-2, County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37; 8 mi. E of I-71.

**2 - TRANSPORTATION: Railroads**-Conrail, Norfolk & Southern, CSX.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Municipal Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 18,780; E&P 89 Est. 22,799
County 80 Cen. 54,118; E&P 89 Est. 62,209
MSA 80 Cen. 1,243,810; E&P 89 Est. 1,244,231

**4 - HOUSEHOLDS:**

City 80 Cen. 6,310; E&P 89 Est. 6,687
County 80 Cen. 17,624; E&P 89 Est. 20,588
MSA 80 Cen. 449,260; E&P 89 Est. 514,926

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $317,477,600 |
| Savings & Loan | 6 | $98,570,000 |

**6 - PASSENGER AUTOS:** County 43,172

**7 - ELECTRIC METERS:** Residence 12,500

**8 - GAS METERS:** Residence 8,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Transit Bus Mfg. 1,000; Gas & Electric Ranges 1,000; Industrial & Automotive Paints 600; Environmental Computer Controls 470; Private University 400; Cold-Formed Copper Products 235; Automotive Parts Distribution 230; Preformed Concrete Castings 185; Packaging Materials 175; Services 1,225; Gov't 1,300; Whol./Ret. 2,600. (Av. Wkly Wage-$350).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Delaware Sq.(20) | 2 | Big Wheel, Revco, Fashion Bug |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Downtown Dept., Mon. through Sat.; Delaware, Delaware Sq., Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Harts; Big Wheel; Peoples Store.

**Variety Store**-Pilsner's 5 and Dime.

**Chain Drug Stores**-Revco; SupeRx; Medicine Shoppe.

**Chain Supermarkets**-Kroger; Buehler's; U.S. Store.

**14 - NEWSPAPERS:** GAZETTE (e) 9,752; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Dierdre Warden, Adv. Dir., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.

**National Representative**: Landon Associates.

## DELPHOS

**1 - LOCATION:** Allen & Van Wert Counties, E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

**2 - TRANSPORTATION: Railroads**-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 7,314; E&P 89 Est. 6,932
Counties 80 Cen. 143,075; E&P 89 Est. 141,350
Allen 80 Cen. 112,613; E&P 89 Est. 110,729
Van Wert 80 Cen. 30,462; E&P 89 Est. 30,621
MSA 80 Cen. 155,249; E&P 89 Est. 155,894

**4 - HOUSEHOLDS:**

City 80 Cen. 2,498; E&P 89 Est. 2,499
Counties 80 Cen. 49,107; E&P 89 Est. 53,919
Allen 80 Cen. 38,168; E&P 89 Est. 42,245
Van Wert 80 Cen. 10,939; E&P 89 Est. 11,674
MSA 80 Cen. 53,700; E&P 89 Est. 56,126

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $4,412,273,920 |
| Savings & Loan | 2 | $1,163,139,730 |

**6 - PASSENGER AUTOS:** Counties: Allen 72,832; Van Wert 20,578

**7 - ELECTRIC METERS:** Residence 3,300

**8 - GAS METERS:** Residence 2,300

**9 - PRINCIPAL INDUSTRIES:** Trailers; Galvanized Roofing & Siding; Soybean Prods.; Axle Mfg.; Egg Proc.; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prods.; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; TV Towers; Grain Hauling Bodies; Pizza Mfg. Co.; Bindery and Mailing Service Plant; Commercial Printing Plant; Military Vehicle Mfg.; Plastic Mfg.; Cml. Uniform & Cleaning Towel Co.; Egg Proc. Plant.

**10 - CLIMATE:** Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

**11 - TAP WATER:** Alkaline, hard. Soft water available for manufacturers; 2,350 Meters; not fluoridated.

**12 - RETAILING: Principal Shopping Days**-Thur.; Fri.; Sat.

**13 - RETAIL OUTLETS: Variety Stores**-Val Discount.

**Chain Drug Stores**-Rite-Aid Pharmacy; Rexall Family Independent Phcy.; Delphos Sundry Store.

**Chain Supermarkets**-IGA; Red & White 2; Meyer's IGA 2; Chief 9.

**14 - NEWSPAPERS:** HERALD (e) 3,806; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Adv. Mgr., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 695-0015.

**National Representative**: Landon Associates.

## DOVER-NEW PHILADELPHIA

**1 - LOCATION:** Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State Hwys. 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Southern; CSX (both freight).

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Greyhound.

**Airport**-Harry Clever (New Phila).

**3 - POPULATION:**

Corp. Cities 80 Cen. 28,665; E&P 89 Est. 29,152
Dover 80 Cen. 11,782; E&P 89 Est. 11,943
New Philadelphia 80 Cen. 16,883; E&P 89 Est. 17,209
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 80 Cen. 84,816; E&P 89 Est. 86,438
City & RTZ-ABC: (80) 94,728

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 11,191; E&P 89 Est. 12,003
Dover 80 Cen. 4,448; E&P 89 Est. 4,755
New Philadelphia 80 Cen. 6,743; E&P 89 Est. 7,248
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 80 Cen. 30,485; E&P 89 Est. 32,676
City & RTZ-ABC: (80) 33,665

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | $742,172,000 |

**6 - PASSENGER AUTOS:** County 56,023

**7 - ELECTRIC METERS:** Residence 28,683

**8 - GAS METERS:** Residence 9,287

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric./Forestry/Fishing 240 ($259.53); Mining 936 ($499.22); Constr. 997 ($369.21); Mfg. 8,769 ($410.33); Durables Goods 4,958 ($448.82); Nondurable Goods 3,811 (360.26); Trans. & Util. 1,086 ($434.82); Whol. & Ret. Trade 7,649 (212.31); Fin. Ins., & R.E. 783 ($335.44); Servs. 5,372 ($233.05); Gov't 3,525 ($346.36); State 569 ($435.50); Local 2,956 ($329.20).

**Principal Pay Days**-Tues., Wed., Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

**11 - TAP WATER:** Alkaline, hard (Dover); Alkaline, soft (New Phila.).

**12 - RETAILING: Principal Shopping Center**-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets; 600,000 sq. ft. New Towne Mall.

**Neighborhood Shopping Centers**-Dover-Boulevard, 2 blocks; Miracle Lane; 18 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway. & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| New Towne Mall(80) | 1 | Sears, Hills, Elder Beerman, JCPenney |
| Miracle Lane Plaza(18) | NA | |
| Village Sq.(6) | NA | JCPenney |
| Monroe Mall(30) | NA | Radio Shack, S. Kline |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri. (Dover); Thur. & Fri. (New Phila.).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Jaz; Pricewise; Sears; S. Kline; Elder Beerman.

**Discount Stores**-Hart's Family Store; K mart; Hills; Big & Small Lots.

**Variety Stores**-Dollar General; Family Dollar; Radio Shack; Hobby Center; Fisher's Big Wheel.

**Chain Drug Stores**-Rite Aid; Hart's; Marlowe's 2; K mart; Discount Drug Mart.

**Chain Supermarkets**-Buehler's; Hart's; Teters IGA; Market Basket; Gordon's Fine Foods; Bag-N-Save; Clayland IGA; East High IGA; Ross' Market Basket.

**Other Chain Stores**-Endicott Johnson; Dairy Marts; House of Stones; Quik Shop; Moores; Carter Lumber-Plumbing; Bobbi Gee; Klar's Athletic Supply; Quick Chek; Pricewize; Roberts Men's Stores; Moore's Center; Quality Farm & Fleet; Ziegler Tire; K&K Toys; Dollar Tree; Dean and Barry; Sherwin-Williams; Crown Jewels; Art's Jewelers; Beauty Fair USA; Recordland; Nationwise Auto Parts; Quality Stores; Rental King Rent-a-Vision; Dr. Stein Optical Clinic; Cindy's Cinnamon Rolls; Sycamore; Royal Optical; Deb Shop; Claires Boutique; Waldenbooks; GNC Nutrition Center; CPI Photo Finish; Regis Hairstylists; The Great American Choc. Chip Cookie Co.; Casual Corner; Gordon's Jewelers; Hot Dogs & More; Dexter's Subs; Wendy's; Kinney Shoes; Yum Yum Tree; Canary & The Elephant; Naturalizer; Footlocker; Payless Shoe Source; Fashion Bug & Plus Stores; Ten Below; Burrow Bros. Stationers; Record Town; Master Cuts; Joey's Candies; First Federal of E.O.

**14 - NEWSPAPERS:** TIMES-REPORTER (e) 27,377; (S) 28,891; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Stien, Natl. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.

**National Representative**: Landon Associates.

## EAST LIVERPOOL

**1 - LOCATION:** Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39, 139, Bridges to Chester and Newell, W. VA.

**2 - TRANSPORTATION: Railroads**-Cleveland & Pittsburgh Division, Conrail (Freight).

**Motor Freight Carriers**-16 (4 with local terminals).

**Intercity Bus Lines**-Interstate; Greyhound; All American.

**Airlines**-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

**3 - POPULATION:**

Corp. City 80 Cen. 16,687; E&P 89 Est. 14,452
CZ-ABC: (80) 40,112
RTZ-ABC: (80) 67,321
County 80 Cen. 113,437; E&P 89 Est. 111,699
City & RTZ-ABC: (80) 107,433

**4 - HOUSEHOLDS:**

City 80 Cen. 6,323; E&P 89 Est. 5,721
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 80 Cen. 39,996; E&P 89 Est. 43,039
City & RTZ-ABC: (80) 37,471

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | N.A. | $93,615,334 |
| Savings & Loan | N.A. | $116,563,378 |

**6 - PASSENGER AUTOS:** County 69,726

**7 - ELECTRIC METERS:** Residence 17,000

**8 - GAS METERS:** Residence 9,526

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Prods. 4,400 ($151); Steel & Fab. 5,400 ($252); Brick & Tile 400 ($154).

**Principal Pay Days**-Steel Mon., Tues., Wed.; Brick Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| St. Clair Plz. (10) | 5 | Hills, Foodland |
| Skyview Plz. (12) | 5 | K mart, Giant Eagle, Radio Shack |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Ogilvie; JCPenney; Sears (catalog).

**Variety Stores**-McCrory's.

**Discount Stores**-Thrifty-City; K mart; Hills.

**Chain Drug Stores**-Thrift; Lane; Rite Aid.

**Chain Supermarkets**-Valu King; IGA; Foodland 2; Convenient Food Mart; Giant Eagle 2.

**Other Chain Stores**-Goodyear; Sherwin-Williams; Radio Shack; Bobbie Gee; Dollar General; Fashion Factory; Nation Wise; Stop-N-Go; Lawsons; Fagan Lumber; Jo Ann Fabrics; Pic Way.

**14 - NEWSPAPERS:** REVIEW (e) 12,852; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ken Page, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.

**National Representative**: Thomson Newspapers.

## ELYRIA

**1 - LOCATION:** Lorain County (In Lorain-Elyria PMSA). E&P Map B-2, County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy. 20; the Ohio Tpke.; State Hwys. 10, 57, 58, 76, 113, 301, 254, I-90, I-480.

**2 - TRANSPORTATION: Railroads**-Conrail; N&W; Amtrak; Chessie Systems.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Greyhound, Lorain County Transit Authority.

**Airlines**-Most Airlines at Cleveland (14 mi.).

**3 - POPULATION:**

Corp. City 80 Cen. 57,538; E&P 89 Est. 57,586
NDM-ABC: (80) 138,131
County/PMSA 80 Cen. 274,842; E&P 89 Est. 265,249

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 20,600; E&P 89 Est. 21,227
NDM-ABC: (80) 44,979
County/PMSA 80 Cen. 90,819; E&P 89 Est. 105,895

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 19 | $361,155,000 |
| Savings & Loan | 9 | $245,325,000 |

**6 - PASSENGER AUTOS:** County 180,572

**7 - ELECTRIC METERS:** Residence 27,200

**8 - GAS METERS:** Residence 22,795

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($650); Plastics 433 ($500); Screw Mach. Prods. 1,037 ($525); Foundry 365 ($425); Furnace Mfg. 200 ($400); Spring Mfg. 394 ($450); Chem. 385 ($475).

**Principal Pay Days**-Fri.; 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.

**Neighborhood Shopping Areas**-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Sheffield(15) | 4 | May Co., Finast |
| Midway Mall(60) | 2 | Higbee, Sears, JCPenney, Stop N Shop |
| Westgate | 14 | Higbee, Pic 'N Pay |
| Oakwood Plaza | 6 | Stop N Shop |
| Ridgeview(22) | 1 | |
| W'gate(Lorain) (18) | 8 | Stop N Shop |
| Shoreway(28) | 8 | Woolworth, Stop N Shop |
| Great Northern | 12 | JCPenney, Sears, Finast, May Co. |
| Elyria Plaza(15) | NA | |
| Northgate(9) | 2 | Zayre, Revco |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.

**Stores Close**-Some on Wed. afternoon.

**Stores Open Evenings**-Mon., Thur., Fri.

**Stores Open Sundays**-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart.

**Discount Stores**-Value City Discount; Zayre; J & B; Discount Drug Mart.

**Variety Store**-Woolworth.

**Chain Drug Stores**-Hess & Hess; Revco 3; Rite Aid.

**Chain Supermarkets**-Stop N Shop 6; Sparkle; IGA; Foodliner; Convenient Food Mart 20.

**Other Chain Stores**-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery; Jewelry: Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Ted Jacobs; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist: Carek's; Botaman; Puffers; Automobiles: J.R. Dall; Spitzer; Abraham; Stang; Prout; Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn., Powers & Dawley; Sam Klein.

**14 - NEWSPAPERS:** CHRONICLE-TELEGRAM (e) 35,976; (S) 37,231; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jack Weaver, Adv. Dir., CHRONICLE-TELEGRAM, 225 East Ave.; PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.

**National Representative**: Landon Associates

## FAIRBORN

**1 - LOCATION:** Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. I-675; U.S. Hwy. I-70; SR 444, 235.

**2 - TRANSPORTATION: Railroads**-Erie-Lackawanna; Conrail.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 29,702; E&P 89 Est. 23,901
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
County 80 Cen. 129,850; E&P 89 Est. 132,642

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,050; E&P 89 Est. 9,562
County 80 Cen. 43,078; E&P 89 Est. 49,980
MSA 80 Cen. 340,279; E&P 89 Est. 356,951

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $283,000,000 |
| Savings & Loan | 3 | $221,000,000 |

**6 - PASSENGER AUTOS:** County 92,008

**7 - ELECTRIC METERS:** Residence 10,918

**8 - GAS METERS:** Residence 10,325

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 34,000 (WP AFB); University Educ. (Wright State Univ.).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown: 6 blocks on Main, 6 blocks on Broad.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park Hills Ctr.(4) | 8 | Kash-n-Karry, Rite Aid, Odd Lots |
| Fairborn Plz.(18) | 2 | Gray Drugs, Fulmers |
| Skyway Plz.(13) | 5 | Hook's, McCrory, Eaveys, Elder Beerman |
| Five Points(7) | NA | Kroger, K mart Revco |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.; Food-every night.

**Stores Open Sunday**-Grocery; drug; discount; major retail.

**13 - RETAIL OUTLETS: Variety Stores**-Foy's; McCrory; Handyman; K mart; Elder Beerman.

**Chain Drug Stores**-Gray's; Revco; Rite Aid; Hooks; PK Lumber.

**Chain Supermarkets**-Kroger; Fulmer; Eaveys; Kash-n-Karry.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 6,265; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Janet Knotts, Adv. Dir., HERALD, PO Box 1817, Fairborn, OH 45324-1817; Tel. (513) 878-3993.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## FINDLAY

**1 - LOCATION:** Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

**2 - TRANSPORTATION: Railroads**-Amtrak; Norfolk & Western.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-6.

**3 - POPULATION:**

Corp. City 80 Cen. 35,594; E&P 89 Est. 36,053
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 80 Cen. 64,555; E&P 89 Est. 68,610
City & RTZ-ABC: (80) 122,877

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,466; E&P 89 Est. 14,417
CZ-ABC: (80) 13,466
RTZ-ABC: (80) 28,120
County 80 Cen. 23,058; E&P 89 Est. 25,829
City & RTZ-ABC: (80) 41,586

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $3,600,000,000 |
| Savings & Loan | 3 | $3,600,000,000 |

**6 - PASSENGER AUTOS:** County 45,972

**7 - ELECTRIC METERS:** Residence 15,316

**8 - GAS METERS:** Residence 13,801

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,500 ($300); Gas & Oil 2,000 (N.A.); Integrated Circuits 1,300 (N.A.); Photographic Proc. 220 (N.A.); Plastics 200 ($340); Plastic Drainage 500 (N.A.); Appliances 2,240 ($325); Can Mfg. 410 ($394); Plastic Fab. 180 ($352); Farm Drainage & Excavating Equip. 130 ($300); Rubber-Plastic Appliances 250 ($235); Environmental Restoration (N.A.).

**Principal Pay Days**-Fri.; 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.; Findlay Village Mall (26 stores); Market Square; Carriage House Sq.; Northview Plz.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Elder-Beerman; Sears; Meijer Sq.

**Discount Stores**-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Hill's; K mart; W.D. Discount; Big Lots; Sun TV & Appl.; Servex.

**Chain Drug Stores**-Rite-Aid; People's 3; Revco.

**Chain Supermarkets**-Foodtown 2; Great Scot 3; Sur-Sav; Kroger.

**Farm Supply**-Quality Farm & Fleet; Mastersons.

**14 - NEWSPAPERS:** COURIER (m) 25,143; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gene Weber, Adv. Mgr., COURIER, 701 W. Sandusky; P.O. Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.

**National Representative**: None.

## FOSTORIA

**1 - LOCATION:** Seneca, Hancock, and Wood Counties (In Toledo MSA). E&P Map B-2, NW of center of state.

**2 - TRANSPORTATION: Railroads**-C&O; N&W; Conrail.

**3 - POPULATION:**

Corp. City 80 Cen. 15,743; E&P 89 Est. 15,382
Counties 80 Cen. 234,242; E&P 89 Est. 249,200
  Seneca 80 Cen. 61,819; E&P 89 Est. 61,943
  Hancock 80 Cen. 64,555; E&P 89 Est. 68,610
  Wood 80 Cen. 107,868; E&P 89 Est. 118,647
MSA 80 Cen. 617,838; E&P 89 Est. 620,356

**4 - HOUSEHOLDS:**

City 80 Cen. 5,775; E&P 89 Est. 5,929
Counties 80 Cen. 79,353; E&P 89 Est. 91,722
  Seneca 80 Cen. 20,818; E&P 89 Est. 23,920
  Hancock 80 Cen. 23,058; E&P 89 Est. 25,829
  Wood 80 Cen. 35,477; E&P 89 Est. 41,973
MSA 80 Cen. 220,252; E&P 89 Est. 229,108

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $176,391,000 |
| Credit Union | 1 | $16,472,345 |

**6 - PASSENGER AUTOS:** Counties: Hancock 45,972; Wood 70,997; Seneca 37,584.

**7 - ELECTRIC METERS:** Residence 8,314

**8 - GAS METERS:** Residence 5,816

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; R.R. Signals 25; Rubber Prods. 235; Mach. Tools 300; Elevators, Steel Fab. 35; Mach. Shops; Aluminum Fab. 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixt. 300; Soybean Oil 51; Cement Blocks 500; Printing 208; Jet Blades 460; Refrigeration 300; Automotive 1,000.

**Principal Industrial Pay Days**-Wed. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fostoria Plz.(12) | NA | Lane Drug, K mart, Fisher's Big Wheel |
| K mart Ctr. | NA | K mart |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**Stores Open Evenings**-Dept., Mon., Fri.; Food, Nightly.

**13 - RETAIL OUTLETS: Department Stores**-Hills; JCPenney; Macy's; Sears; K mart.

**Variety Stores**-Dollar General; Rite Aid.

**Discount Stores**-K mart; Heck's.

**Chain Drug Stores**-Lane.

**Chain Supermarkets**-Kroger; Nye's; Great Scott; Seaway Food Town; IGA.

**Other Chain Stores**-Sherwin-Williams.

**14 - NEWSPAPERS:** REVIEW-TIMES (e) 7,471; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW-TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.

**National Representative**: Landon Associates.

## FREMONT

**1 - LOCATION:** Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western (freight).

**Motor Freight Carriers**-20.

**3 - POPULATION:**

Corp. City 80 Cen. 17,834; E&P 89 Est. 17,252
CZ-ABC: (80) 22,440
RTZ-ABC: (80) 37,531
City & RTZ-ABC: (80) 59,971
County 80 Cen. 63,172; E&P 89 Est. 63,494

**4 - HOUSEHOLDS:**

City 80 Cen. 6,559; E&P 89 Est. 6,618
CZ-ABC: (80) 8,060
RTZ-ABC: (80) 12,212
City & RTZ-ABC: (80) 20,272
County 80 Cen. 21,553; E&P 89 Est. 25,177

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 40,429

**7 - ELECTRIC METERS:** Residence 21,988

**8 - GAS METERS:** Residence 12,477

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners. (Av. Wkly. Wage)-Total 28,100 ($328); Agric. 486 ($145); Constr. 654 ($434); Mfg. 8,687 ($527); Trans. 543 ($578); Whol. 496 ($361); Ret. 2,994 ($159); Fin. 586 ($232); Servs. 3,315 ($231); Gov't 2,506 ($287).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. an. rainfall 38. Frost-free period, May 10-Oct. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.

**Neighborhood Shopping Areas**-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fremont Plaza(12) | 3 | Gray Drugs, Murphy Mart |
| Potter Village(33) | 3 | Foodtown, Great Scot, Fisher's Big Wheel |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Most stores-Fri.; Food (chain) and shopping centers-nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); Uhlmans.
**Variety Stores**-Woolworth.
**Discount Stores**-Associated Buyers; Ames; Fisher's Big Wheel; Big Lots.
**Chain Drug Stores**-Revco; Gray's 2; Lane's.
**Chain Supermarkets**-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
**Other Chain Stores**-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Radio Shack; Super America.

**14 - NEWSPAPERS:** NEWS-MESSENGER (e) 13,655; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Genia Lovett, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.

**National Representative**: Gannett National Newspaper Sales.

## GALION

**1 - LOCATION:** Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On OH Rtes. 309, 61.

**2 - TRANSPORTATION: Railroads**-Conrail; Erie-Lackawanna.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Galion-Mansfield Transit; Greyhound.
**Airlines**-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 12,391; E&P 89 Est. 10,889
County 80 Cen. 49,894; E&P 89 Est. 46,807

**4 - HOUSEHOLDS:**
City 80 Cen. 4,852; E&P 89 Est. 4,433
County 80 Cen. 18,167; E&P 89 Est. 17,377

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $51,430,000 |
| Savings & Loan | 2 | $40,132,000 |

**6 - PASSENGER AUTOS:** County 31,133

**7 - ELECTRIC METERS:** Residence 4,928

**8 - GAS METERS:** Residence 4,975

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonics 2,300 ($192); Road Mach. 745 ($193); Metallic Vaults 210 ($170); Custom Tool 330 ($167); Printing 275 ($148); Hydraulic Components 120 ($140); Custom Uniforms 95 ($136); Annual Payroll $63,000,000
**Principal Industrial Pay Days**-15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on 3 sts. (Harding Way).
**Neighborhood Shopping Centers**-Galion; Murphy's Mart; West.
**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Close**-Small stores Wed. p.m.
**Stores Open Evenings**-All Stores Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwe.; Galion Sentry Hdwe.
**Variety Store**-Dean's.
**Discount Store**-Murphy's Mart.
**Chain Drug Stores**-Quay; SupeRx; H-K; Gray.
**Chain Supermarkets**-Geyer's; Charlie's; Neff Bros.;

**14 - NEWSPAPERS:** INQUIRER (e) 5,250; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ms Sandy Butterfield, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.

**National Representative**: Landon Associates.

## GALLIPOLIS

**1 - LOCATION:** Gallia County, E&P Map B-4. County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State Hwys. 7, 141, 160, 218.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 5,576; E&P 89 Est. 4,416
County 80 Cen. 30,164; E&P 89 Est. 31,368

**4 - HOUSEHOLDS:**
City 80 Cen. 2,067; E&P 89 Est. 1,711
County 80 Cen. 10,278; E&P 89 Est. 11,611

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $179,359,240 |
| Savings & Loan | 2 | $21,824,387 |

**6 - PASSENGER AUTOS:** County 17,565

**7 - ELECTRIC METERS:** Residence 5,900

**8 - GAS METERS:** Residence 3,710

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electric Prods. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plz.; K mart; Murphy's Mart; Big Bear Supermarket; Hills Department Store.

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Most on Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Gallipolis; Knight's; Dollar General; Hills Dept. Store.

**Variety Stores**-Murphy's Mart; G.C. Murphy Co.

**Discount Stores**-Small/Big Lots; K mart; Hills.
**Chain Drug Stores**-Revco; Rite Aid.
**Chain Supermarkets**-Kroger; Foodland 2; Big Bear.
**Other Chain Stores**-Sears (catalog); Montgomery Ward; JCPenney (catalog).

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 6,017; TIMES-SENTINEL (S) 12,357; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Larry L. Boyer, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.

**National Representatives**: Landon Associates.

## GREENFIELD

**1 - LOCATION:** Highland County, E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 70, 41 & 28.

**2 - TRANSPORTATION: Motor Freight Carriers**-Commercial; Hillsboro Trans.

**3 - POPULATION:**
Corp. City 80 Cen. 5,150; E&P 89 Est. 5,233
County 80 Cen. 33,477; E&P 89 Est. 35,063

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 2,005
County 80 Cen. N.A.; E&P 89 Est. 13,381

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $26,956,465 |
| Savings & Loan | 3 | $11,221,063 |

**6 - PASSENGER AUTOS:** County 21,404

**7 - ELECTRIC METERS:** Residence 2,574

**8 - GAS METERS:** Residence 2,160

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Shoe Mfg. 675; Meat Proc. 297; Show Cases 225; Stone 165; Mortuary Supplies 63; Small Tools 30; Printing; Plastics 210; Iron Castings 35.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost, Oct. 15; last killing frost, Apr. 29.

**11 - TAP WATER:** Aklaline, hard; not fluoridated

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
**Neighborhood Shopping Centers**-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Fri., Sat.
**Stores Open Sundays**-Food; Drug.

**13 - RETAIL OUTLETS: Department Stores**-United; Sears.
**Discount Stores**-Wholesale Supply; Mason's; Bays; Sundry.
**Chain Drug Stores**-Rexall 3.
**Chain Food Supermarkets**-Kroger; Uhl Bros.; IGA 2; Bob's Super Value 2.
**Other Chain Stores**-Western Auto; Moore's; Dairy Queen.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 4,420; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Gary Schluep, Adv. Mgr., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel. (513) 981-2141.

**National Representative**: Landon Associates.

## GREENVILLE

**1 - LOCATION:** Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

**2 - TRANSPORTATION: Railroads**-Conrail; Baltimore & Ohio.
**Airlines**-Dayton International Airport, 25 mi.
**Motor Freight Carriers**-10.

**3 - POPULATION:**
Corp. City 80 Cen. 12,999; E&P 89 Est. 11,892
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 80 Cen. 55,096; E&P 89 Est. 53,533
City & RTZ-ABC: (80) 59,004
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,009; E&P 89 Est. 4,692
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 80 Cen. 18,864; E&P 89 Est. 20,401
City & RTZ-ABC: (80) 20,354

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $178,816,000 |
| Savings & Loan | 4 | $1,374,188,000 |

**6 - PASSENGER AUTOS:** County 35,765

**7 - ELECTRIC METERS:** City 5,906

**8 - GAS METERS:** City 4,582

**9 - PRINCIPAL INDUSTRIES:** Industry, (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Prods. (125); Plastics (100); Chemicals (125).
**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-covers ten blocks.
**Neighborhood Shopping Centers**-Harts; Ames; K mart (8); Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
**Nearby Shopping Centers**-Salem Mall (Dayton)-Lazarus, Sears.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon. & Fri. Food and Shopping centers every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Harts; Uhlman's.
**Discount Stores**-Ames; Harts; K mart.
**Chain Drug Stores**-Revco 2; SupeRx; Bonfligio's; Medicine Shoppe.
**Chain Supermarkets**-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
**Other Chain Stores**-Sears; Endicott-Johnson Shoes; Firestone; Jo-Ann Fabrics; Quality Farm Fleet; Holthouse Furniture.

**14 - NEWSPAPERS:** ADVOCATE (e) 8,460; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gary K. Yount, Pub. or Ed Wooley, ADVOCATE, W. Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.

**National Representative**: Thomson Newspapers.

## HAMILTON

**1 - LOCATION:** Butler County (In Hamilton-Middletown PMSA). E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State Hwys. 4, 129, 177, 138.

**2 - TRANSPORTATION: Railroads**-Baltimore & Ohio; Norfolk & Western.
**Motor Freight Carriers**-50.
**Intercity Bus Lines**-All major lines.

**3 - POPULATION:**
Corp. City 80 Cen. 63,189; E&P 89 Est. 57,947
CZ-ABC: (80) 118,499
RTZ-ABC: (80) 96,817
County/PMSA 80 Cen. 259,909; E&P 89 Est. 275,847
City & RTZ-ABC: (80) 215,316
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,793; E&P 89 Est. 22,783
CZ-ABC: (80) 42,269
RTZ-ABC: (80) 29,041
County/PMSA 80 Cen. 88,130; E&P 89 Est. 102,287
City & RTZ-ABC: (80) 71,310

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 6 | $461,922,000 |
| Commercial | 4 | $354,200,000 |

**6 - PASSENGER AUTOS:** County 184,624

**7 - ELECTRIC METERS:** Residence 23,771

**8 - GAS METERS:** Residence 23,497

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610.
**Principal Pay Days**-1st & 2nd, Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-Downtown area about 16 sq. blocks.

**Neighborhood Shopping Centers**-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fair Plaza(12) | NA | Hart's, Marsh Mkt. |
| Hamilton Plaza(19) | NA | Durham, U Save, Odd Lots |
| Hamilton West(15) | NA | SupeRx, K mart |
| Town & Country (18) | NA | Woolworth, Marsh |
| Hicks Manor(15) | NA | Marsh, SupeRx |
| Tri-County(60) | NA | Sears, Lazarus |
| Northgate(47) | NA | Sears, McAlpins |
| Forest Fair Mall | NA | B. Altman, Bonwit Teller, Parisian |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. & Fri.; Supermarkets Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Elder-Beerman; Sears; JCPenney.

**Discount Stores**-K mart; Van Leunen's; Hart's.

**Variety Stores**-Woolworth; McCrory's; Odd Lots.

**Chain Drug Stores**-Revco 3; SupeRx 2; Walgreen's 2.

**Chain Supermarkets**-Kroger 4; Marsh Foodliners 4; IGA 2.

**Other Chain Stores**-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, Fashion Bug, Fashion Discovery; Misc.: National, Singer Co., Spiegel (catalog).

**14 - NEWSPAPERS:** JOURNAL-NEWS (e) 27,961; (S) 29,751; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Elkins, Adv. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.

**National Representative**: Landon Associates.

## IRONTON

**1 - LOCATION:** Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Chesapeake & Ohio.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Piedmont; USAir; Delta connection.

**3 - POPULATION:**

Corp. City 80 Cen. 14,290; E&P 89 Est. 12,615
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 80 Cen. 63,849; E&P 89 Est. 62,426
MSA 80 Cen. 336,410; E&P 89 Est. 334,708
City & RTZ-ABC: (80) 84,962

**4 - HOUSEHOLDS:**

City 80 Cen. 5,658; E&P 89 Est. 5,241
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 80 Cen. 22,041; E&P 89 Est. 24,455
MSA 80 Cen. 119,007; E&P 89 Est. 122,696
City & RTZ-ABC: (80) 29,140

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $97,353,000 |
| Savings & Loan | 4 | $72,113,289 |

**6 - PASSENGER AUTOS:** County 38,302

**7 - ELECTRIC METERS:** Residence 18,198

**8 - GAS METERS:** Residence 11,476

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Trans. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).

**Principal Pay Days**-15th, 30th, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

**12 - RETAILING: Principal Shopping Centers**: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Ctr. & 1 on Park Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mid-Town(17) | 6 | Krogers |
| Ashland Plz.(25) | 4 | Hills, Radio Shack, K mart |
| K mart Plz. | NA | K mart |
| Wheelersburg Mall(7) | 15 | Rink's, Krogers |
| Greenup Mall(15) | 4 | G.C. Murphy, K mart |
| Huntington Mall(23) | 23 | Sears, JCPenney, Lazarus |

**Principal Shopping Days**-Mon., Fri, Sat.

**Stores Open Evenings**-Dept. Stores-Mon., Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Store**-S.S. Kresge.

**Discount Store**-Dollar Store.

**Chain Drug Stores**-Revco; Staley's 2.

**Chain Supermarkets**-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.

**Other Chain Stores**-Artwil (Women's); Goodyear.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 8,364; (S) 8,917; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Rattenbury, Adv. Mgr., TRIBUNE, P.O. Box 666, Ironton, OH 45638; Tel. (614) 532-1441.

**National Representative**: Landon Associates.

## KENT-RAVENNA

**1 - LOCATION:** Portage County (In Akron PMSA). E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 11, 14, 44, 59. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

**2 - TRANSPORTATION: Railroads**-Ravenna and Kent-Conrail; Conrail; Chessie System; Kent-Norfolk & Western.

**Motor Freight Carriers**-35

**3 - POPULATION:**

Corp. Cities 80 Cen. 38,151; E&P 89 Est. 37,781
  Kent 80 Cen. 26,164; E&P 89 Est. 25,545
  Ravenna 80 Cen. 11,987; E&P 89 Est. 12,236
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 80 Cen. 136,087; E&P 89 Est. 143,437
PMSA 80 Cen. 660,748; E&P 89 Est. 660,408
City & RTZ-ABC: (80) 138,917

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 13,147; E&P 89 Est. 13,543
  Kent 80 Cen. 8,655; E&P 89 Est. 8,779
  Ravenna 80 Cen. 4,492; E&P 89 Est. 4,764
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 80 Cen. 44,214; E&P 89 Est. 55,311
PMSA 80 Cen. 274,001; E&P 89 Est. 245,720
City & RTZ-ABC: (80) 45,239

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $350,207,512 |
| Savings & Loan | 4 | $137,420,312 |

**6 - PASSENGER AUTOS:** County 91,938

**7 - ELECTRIC METERS:** Residence Ravenna 5,650; Kent 9,650

**8 - GAS METERS:** Residence Ravenna 7,383; Kent 8,889

**9 - PRINCIPAL INDUSTRIES:** Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Area**-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.

**Neighborhood Shopping Centers**-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brimfield Plz.(10) | NA | Sparke Mkt. |
| Chapel Hill Mall | 8 | Sears, May Co., JCPenney |
| University Plz.(26) | NA | Acme |
| Stow-Kent Plz.(28) | 2 | Stambaugh |
| Streetsboro Plz.(22) | 8 | Big Wheel |

**Principal Shopping Days**-Wed., Thur., Fri., Sun.

**Stores Open Evenings**-Nightly at shopping centers.

**13 - RETAIL OUTLETS: Department Stores**-May Co.

**Discount Stores**-Click; Ames; Big Wheel; Hills; K mart.

**Chain Drug Stores**-Revco 3; Gray.

**Chain Supermarkets**-Acme 3; Giant Eagle 4; Sparkle 4; IGA; Country Counter.

**Other Chain Stores**-Heinen's.

**14 - NEWSPAPERS:** RECORD-COURIER (e-mon to fri) 22,525; (S) 23,043; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna, OH 44240; Tel. (216) 296-9657.

**National Representative**: Branham/Newspaper Sales.

## KENTON

**1 - LOCATION:** Hardin County. E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68; State Hwys. 31, 53, 67.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-9

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 8,605; E&P 89 Est. 8,186
County 80 Cen. 32,719; E&P 89 Est. 31,921

**4 - HOUSEHOLDS:**

City 80 Cen. 3,306; E&P 89 Est. 3,230
County 80 Cen. 11,131; E&P 89 Est. 11,270

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | NA |
| Savings | 1 | NA |
| Savings & Loan | 2 | $52,000,000 |

**6 - PASSENGER AUTOS:** County 18,452

**7 - ELECTRIC METERS:** Residence 3,042

**8 - GAS METERS:** Residence 2,860

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Machine Tools 205; Truck & Trailer Axles 750; Plastic 200; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 200; Flagpoles 20; Castings 20.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 47-69; Summer 56-85; Fall 34-54; Winter 12-35.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kenton | 9 | Uhlmans, TG&Y, K mart, Kroger, SupeRx |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Downtown Fri.; Daily Shpg. Ctr.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's; K mart; Ames

**Variety Stores**-Barr.

**Chain Drug Stores**-Rexall; SupeRx; Rite Aid.

**Chain Supermarkets**-Kroger; Super Valu; Sack-N-Save; Clyde Evans.

**Other Chain Stores**-Sears (catalog); Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware; Radio Shack.

**14 - NEWSPAPERS:** KENTON TIMES (e) 7,800; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jeff Barnes, Pub., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.

**National Representative**: Landon Associates.

## LAKE COUNTY

**1 - LOCATION:** Lake County (In Cleveland PMSA) E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90; State Hwys. 6, 84, 91, 283, 640, 306, and 271.

**2 - TRANSPORTATION: Railroads**-Conrail; Nickel Plate.

**Intercity Bus Lines**-Lake Front.

**3 - POPULATION:**

Corp. Cities 80 Cen. 61,394; E&P 89 Est. 64,090
  Willoughby 80 Cen. 19,329; E&P 89 Est. 20,228
  Mentor 80 Cen. 42,065; E&P 89 Est. 43,862
NDM-ABC: (80) 212,801
County 80 Cen. 213,084; E&P 89 Est. 229,483
PMSA 80 Cen. 1,894,697; E&P 89 Est. 1,849,412

**4 - HOUSEHOLDS:**

Cities 80 Cen. 21,082; E&P 89 Est. 22,485
  Willoughby 80 Cen. 7,434; E&P 89 Est. 7,869
  Mentor 80 Cen. 13,648; E&P 89 Est. 14,616
NDM-ABC: (80) 72 064
County 80 Cen. 72,064; E&P 89 Est. 89,757
PMSA 80 Cen. 694,324; E&P 89 Est. 713,484

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | N.A. |
| Savings & Loan | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 161,602

**7 - ELECTRIC METERS:** County 82,000

**8 - GAS METERS:** County 44,304

**9 - PRINCIPAL INDUSTRIES:** Rubber Prods.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Prods.; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Great Lakes Mall(120) | NA | May Co., Sears, Hornes, JCPenney, Higbee |
| Mentor(20) | NA | Zayres, K mart, Radio Shack |
| New Market(40) | NA | Carlisles, Revco |
| Painesville(32) | NA | Finast, Rite Aid, |
| Richmond Mall(81) | NA | Sears, JCPenney |
| Euclid Square Mall(80) | NA | Higbee, May Co., Revco |
| Willo Plaza(32) | NA | Rite Aid |
| Shoregate(67) | NA | Hills, Best Prods. |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Newberry; JCPenney; May Co.; Carlisles; Higbee; Joseph Horne.

**Discount Stores**-Zayre; K mart; Hills; Forest City.

**Chain Drug Stores**-Revco; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.

**Chain Supermarkets**-Finast 2; Heinens 3; Bi-Rite 2; Stop N Shop 3; Giant Eagle.

**14 - NEWSPAPERS:** NEWS-HERALD (e) 55,362; (S) 63,680; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard T. Stenger, Gen. Mgr., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
**National Representative**: Landon Associates.

## LANCASTER

**1 - LOCATION:** Fairfield County (In Columbus MSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

**2 - TRANSPORTATION: Railroads**-Chessie.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 34,953; E&P 89 Est. 34,740
CZ-ABC: (80) 34,953
RTZ-ABC: (80) 69,502
County 80 Cen. 94,401; E&P 89 Est. 101,310
MSA 80 Cen. 1,244,231; E&P 89 Est. 1,361,299
City & RTZ-ABC: (80) 104,455

**4 - HOUSEHOLDS:**
City 80 Cen. 13,345; E&P 89 Est. 14,001
CZ-ABC: (80) 13,345
RTZ-ABC: (80) 22,047
County 80 Cen. 31,776; E&P 89 Est. 40,449
MSA 80 Cen. 397,027; E&P 89 Est. 514,926
City & RTZ-ABC: (80) 35,392

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 6 | $186,405,000 |
| Savings & Loan | 3 | $167,000,000 |

**6 - PASSENGER AUTOS:** County 68,079

**7 - ELECTRIC METERS:** Residence 19,300

**8 - GAS METERS:** Residence 12,352

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elect. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-2 blocks on Main St., 3 on Columbus St., 3 on Broad St., Several Shopping Ctrs.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| East Main(2) | NA | SupeRx, Kroger |
| Hocking Valley(13) | NA | K mart, Kroger |
| Plaza(8) | NA | Sears, Odd Lots, Woolworth, Big Bear |
| Center Point(4) | NA | Value City |
| Harts(9) | NA | Harts, Big Bear |
| River Valley Mall(58) | NA | Lazarus, Hills, Elder Beerman, JC Penneys |

**Principal Shopping Days**-Fri. & Sat.
**Stores Open Evenings**-Downtown Fri., Mall nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Lazarus; Elder Beeman; Hills.
**Variety Stores**-K mart; Woolworth.
**Discount Stores**-Lancaster Sales; Harts; Value City; Odd Lots.
**Chain Drug Stores**-SupeRx 2; Heritage Walgreens; Rexall 2.
**Chain Supermarkets**-Big Bear 2; Kroger 2; Bay's R&W 2.
**Other Chain Stores**-Moore's; Lowes; Quality Fleet; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 3; Convenient Food Market 2; Autoworks; Nationwise; Goodyear; Sohio Procare; GNC; Best Fabrics; Piece Goods; Radio Shack; Best Jewelers; Nat'l. Record Mart; Kenney Shoes; Walden Books; Le Rays; Fashion Bug 2; Bobbi Gee; Casual Corner; Footlocker; Thom McAn; CPI Photo; Regis/Mastercuts; Noah's Ark; Petland; Kay Bee Toys; Payless; Silverman's; Deb; Naturalizer.

**14 - NEWSPAPERS:** EAGLE-GAZETTE (e) 17,354; (S) 16,843; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Nancy Andrews, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St.; P.O. Box 848, Lancaster, OH 43130; Tel. (614) 654-1321
**National Representative**: Thomson Newspapers.

## LIMA

**1 - LOCATION:** Allen County (In Lima MSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 309; I-75; State Hwys. 117, 65, 81.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Norfolk Southern (freight); Conrail (freight); Detroit, Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & Elgin (freight).
**Motor Freight Carriers**-36
**Intercity Bus Lines**-Greyhound-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 47,381; E&P 89 Est. 43,042
CZ-ABC: (80) 81,344
RTZ-ABC: (80) 226,412
County 80 Cen. 112,613; E&P 89 Est. 110,729
MSA 80 Cen. 155,249; E&P 89 Est. 155,894
City & RTZ-ABC: (80) 307,756

**4 - HOUSEHOLDS:**
City 80 Cen. 19,050; E&P 89 Est. 16,752
CZ-ABC: (80) 29,169
RTZ-ABC: (80) 75,410
County 80 Cen. 39,168; E&P 89 Est. 42,245
MSA 80 Cen. 53,700; E&P 89 Est. 56,126
City & RTZ-ABC: (80) 104,579

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $3,430,428,000 |
| Savings & Loan | 3 | $359,662,331 |

**6 - PASSENGER AUTOS:** County 72,832

**7 - ELECTRIC METERS:** County 49,062

**8 - GAS METERS:** County 31,192

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 18,180 ($586); Trans. & Util. 2,471 ($524); Whol. Ret. Trade 14,445 ($226); Constr. 2,362 ($541).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-1 block on 6 sts.: Main, Market, High, North, Elizabeth, West Sts.
**Neighborhood Shopping Centers**-Cole & North; Main & Kibby.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| American Mall(32) | NA | Phar Mor Drug, Value City |
| Clock Tower Plz | NA | Wal-Mart, Clyde Evans Mkt. |
| K mart Plz (8) | NA | K mart, Rite Aid Drug, Warehouse Paint |
| Lima Mall(65) | NA | JCPenney, Woolworth, Sears, Elder Beerman, Lazarus |
| Northland Plz (43) | NA | Odd Lots, Ray's, Kash & Karry, Dollar General, Rite Aid Drug |
| Eastgate(19) | NA | Harts Discount, Ray's |

**Principal Shopping Days**-Sun. through Sat.
**Stores Open Evenings**-Dept. Mon. through Sat.
**Stores Open Sundays**-Mall Stores and K mart Plaza.

**13 - RETAIL OUTLETS: Department Stores**-Elder Beerman; K mart; JCPenney; Sears; Lazarus; Value City; Harts Discount; Hills.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Thrift; Revco; Drug Castle; Rite Aid; Phar-Mor.
**Chain Supermarkets**-Shawnee IGA; Clyde Evans 5; Kash & Karry; Ray's 4; County Market; Aldi Foods.
**Discount Stores**-Odd Lots; Value City; Harts Discount; Lima Bargain Ctr.; K mart 2; Hills.
**Other Chain Stores**-Abrahams; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Jo-Ann Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; National Records; Petland; Naturalizer Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Lane Bryant; Furrows Lumber; Moore's Building Supplies; Curtis Mathes TV; Rex TV; Fiesta Beauty; Waterbed Room; Systems 60; Little World; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland; Clothes Hanger; Royal Optical; Mattress Mart; Sycamore; Circus World; Finish Line; Footlocker; Rave Clothes; Card Cage; House of Cards; So-Fro Fabrics; Price Appeal; Fashion Bug-Kids; The Limited; Burlington Coat; Accessory Place; Family Dollar; Major Video; Video Towne; Big A Auto; Toy R Us; Catherine's Stout Shoppe; $5-$10 Apparel; $9.99 Stockroom.

**14 - NEWSPAPERS:** NEWS (e) 38,811; (S) 49,348; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## LISBON

**1 - LOCATION:** Columbiana County. E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 3,159; E&P 89 Est. 2,835
County 80 Cen. 113,437; E&P 89 Est. 111,699
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,197; E&P 89 Est. 1,122
County 80 Cen. 39,996; E&P 89 Est. 43,039

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $28,000,000 |
| Savings & Loan | 2 | $2,700,000 |

**6 - PASSENGER AUTOS:** County 69,726

**7 - ELECTRIC METERS:** Residence 1,350

**8 - GAS METERS:** Residence 1,400

**9 - PRINCIPAL INDUSTRIES:** Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr. Fab.; Electric Hoists; Buffing Wheels for Belt Sanders; Bldg. Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

**10 - CLIMATE:** Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Columbiana Plz (7) | NA | Ben Franklin |
| Columbiana Mall | NA | |
| St. Clair Plz (10) | 15 | Hill's Dept. Store, Bobbi Gee Fashion |
| Thrifty City Plz (6) | NA | T.C. Annex |
| Eastgate Plz. | NA | |
| Salem Plz (10) | 12 | Penneyfare Mkt. |
| Solon Shpg. Ctr. | NA | Pick-N-Pay |
| Southeast Plz (8) | NA | Franklin |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-The Mart.
**Variety Stores**-Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
**Chain Drug Stores**-Morgan's/McKesson.
**Chain Supermarkets**-Value King; Hillyer's; IGA.
**Other Chain Stores**-Lawsons; True Value.

**14 - NEWSPAPERS:** MORNING JOURNAL (mS) 16,849; sworn Oct. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Rhonda Geer, Nat'l. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
**National Representative**: Landon Associates.

## LOGAN

**1 - LOCATION:** Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

**2 - TRANSPORTATION: Railroads**-C&O.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,557; E&P 89 Est. 6,648
County 80 Cen. 24,456; E&P 89 Est. 25,184
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,615; E&P 89 Est. 2,754
County 80 Cen. 8,591; E&P 89 Est. 9,485

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $63,264,000 |
| Savings & Loan | 1 | $75,700,000 |

**6 - PASSENGER AUTOS:** County 15,030

**7 - ELECTRIC METERS:** Residence 6,500

**8 - GAS METERS:** Residence 4,541

**9 - PRINCIPAL INDUSTRIES:** Industry, No. Wage Earners-Tires 600; Carborundum 92; Metalbestos 126; Mfg. 170; Clay Prods. 214; Oil Drilling 200; Constr. 103; Appliances 197; Metal Prods. 100.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St., 5 on Hunter.
**Neighborhood Shopping Centers**-West Hunter St. & E. Front St.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Dept. Fri.; Food every evening and Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Elberfeld's; JCPenney.
**Discount Stores**-Odd Lot's; LS Department Store; Super Dollar.
**Variety Stores**-Ames.
**Chain Drug Stores**-Risch 7; Rexall; Revco.
**Chain Supermarkets**-Super Thrift; Kroger; Super Duper; Fox East 2.
**Other Chains Stores**-Sears; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e) 6,149; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Dan Rodenfels, Pub., NEWS, 72 E. Main; PO Box 758, Logan, OH 43138; Tel. (614) 385-2107.
**National Representative**: Landon Associates.

## LONDON

**1 - LOCATION:** Madison County (In Columbus MSA). E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

**3 - POPULATION:**

Corp. City 80 Cen. 6,958; E&P 89 Est. 7,135
County 80 Cen. 33,004; E&P 89 Est. 35,532
MSA 80 Cen. 1,243,810; E&P 89 Est. 1,361,299
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,631; E&P 89 Est. 2,865
County 80 Cen. 10,661; E&P 89 Est. 13,659
MSA 80 Cen. 449,260; E&P 89 Est. 514,926

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 21,160

**7 - ELECTRIC METERS:** Residence 3,485

**8 - GAS METERS:** Residence 2,336

**9 - PRINCIPAL INDUSTRIES:** Agriculture; Steel Wool Prods.; Ohio Criminal Identification Bureau; Printing; Truck Rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Servs. (police, fire, janitorial) $268.

**10 - CLIMATE:** Av. An. Temp. 51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8; First killing frost, Oct. 31; last killing frost, Apr. 10.

**11 - TAP WATER:** 650,000 to 700,000 gallons daily; Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation and added fluoridation total 1 mg. per litre.

**12 - RETAILING:** Stores Open Fri. & Sat. to 8:30 or 9.

**13 - RETAIL OUTLETS: Variety**-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Watermelon Patch; Calico Basket; Blue Goose; Carolina Fabrics; Outlet Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Paperback Exchange; Sims Tires; Johnson Florist; Branwell Video; Cottage House; Tim's Carpet; Precision Trans.; London Florist; Crown Hdwe.; London Elect. Supply.
**Discount Stores**-Bare Bones; K mart; Traders Mart; Sycamore.
**Chain Drug Stores**-SupeRx; Rexall; Revco; Days.
**Chain Supermarkets**-Kroger; Cardinal; Super Duper.
**Other Chain Stores**-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Auto Works; Convenient Food Store; Kar Gard; Network Video; Video Barn; Pizza Hut.
**Independent Food**-Carters; Davis Market; London Super Duper.

**14 - NEWSPAPERS:** MADISON PRESS (e-mon to fri) 6,500; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
**National Representative**: Landon Associates.

## LORAIN

**1 - LOCATION:** Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. North central part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6; State Hwys. 57, 58, I-90, I-480, 254, 301, 611, 2 and Exit 8 on Ohio Turnpike.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
**Water Transport**-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Greyhound.
**Airlines**-22 mi. to Cleveland Hopkins Airport; Most airlines scheduled; Lorain County Regional Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 75,416; E&P 89 Est. 64,456
NDM-ABC: (80) 147,423
County/PMSA 80 Cen. 274,842; E&P 89 Est. 265,249
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 25,999; E&P 89 Est. 22,865
NDM-ABC: (80) 49,321
County/PMSA 80 Cen. 90,819; E&P 89 Est. 105,895

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $398,698,000 |
| Savings & Loan | 2 | $272,939,000 |

**6 - PASSENGER AUTOS:** County 180,572

**7 - ELECTRIC METERS:** Residence 28,289

**8 - GAS METERS:** Residence 35,948

**9 - PRINCIPAL INDUSTRIES:** Mfg. (more than 105,000 emp. Av. Wkly. Wage-$437). Auto Trucks; Passenger Cars; Steel; Pipe; Building Prods.; Bearing; Screw Machine Prods.; Electronics; Chem.; Water Purification Equip.; Traffic Signals; Stud Welding Guns.
**Principal Pay Days**-Mon., Tues., Wed., Fri.

**10 - CLIMATE:** First killing frost, Oct. 12; last killing frost, May 5.

**11 - TAP WATER:** Alkaline, 7.6 hardness; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-downtown, central and south Lorain.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Midway Mall(72) | 6 | Higbee, Sears, Woolworth, JCPenney |
| Sheffield(15) | 3 | May Co., Finast |
| Oakwood Plz.(14) | 3 | Rini's, Rite Aid, Dollar Bargain |
| Shoreway(15) | 5 | Rite Aid, Rini's |
| Lorain Plz.(16) | 2 | Rini's, Revco, TJ. Maxx, Nationwise Auto 1 |
| Midway Crossings(12) | 7 | U.S. Mdse., Kids Mart, TJ. Maxx, Toys 'R Us |
| South Shore(21) | 10 | Geyer's, Rini's, Fisher's Big Wheel |
| Avon Lake(17) | 8 | Rini's, IGA |
| Amherst Plaza(22) | 5 | K mart, Rini's, Petries, Revco |
| North Ridge(6) | 17 | Revco, Rini's |

**Principal Shopping Days**-Department Stores: Mon., Fri., and Sat., Food Stores: Thur., Fri. and Sat.
**Stores Open Evenings**-All major stores.
**Stores Open Sundays**-All major stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; May Co.; Higbee Co.
**Discount Stores**-K mart; Dollar Bargain; Zayre; Hills; Big and Small Lots; Fisher's Big Wheel; Value City; Family Dollar; Dollar General.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Rite Aid; Revco; Discount Drug Mart.
**Chain Supermarkets**-Geyer's 2; Rini's 9; IGA 10; Sparkle 3; Eagle 6; Finast.
**Other Chain Stores**-Builder's Square; Wickes'; True Value; Goodrich; Firestone; Goodyear; Nationwise Auto; Carter Lumber; 84 Lumber; Richman Brothers; Zales Jewelry; J.B. Robinson Jewelry; Sherwin-Williams; Northeast Appliance; Radio Shack; Osterman Jewelry; Color Tile; TJ. Maxx; Pearle Vision Center; Union Eye Care; Royal Optical; D.O.C.; Dunham; Kids Mart; Toys 'R Us; U.S. Merchandise; Furniture Stores: Jonathan's, Value City, Lee, Kaplan, Wukie, Shane, Statman, Mars, Herman-Kirchner, Dewey, T.N. Molas, Furniture Land; Food Stores: Convenient, 7-Eleven, Dairy Mart.

**14 - NEWSPAPERS:** JOURNAL (e) 41,537; (S) 45,601; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.

**Nadional Representative**: Landon Associates.

## MANSFIELD

**1 - LOCATION:** Richland County (MSA). E&P Map B-2. County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O; Amtrak.
**Motor Freight Carriers**-41
**Intercity Bus Lines**-Greyhound.
**Airlines**-G.C.S.

**3 - POPULATION:**
Corp. City 80 Cen. 53,927; E&P 89 Est. 53,375
CZ-ABC: (80) 86,948
RTZ ABC: (80) 106,412
County/MSA 80 Cen. 131,285; E&P 89 Est. 133,574
City & RTZ-ABC: (80) 193,360
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 20,702; E&P 89 Est. 21,383
CZ-ABC: (80) 31,739
RTZ-ABC: (80) 36,480
County/MSA 80 Cen. 46,408; E&P 89 Est. 49,392
City & RTZ ABC: (80) 68,219

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $918,917,000 |
| Savings & Loan | 4 | $986,331,000 |

**6 - PASSENGER AUTOS:** County 86,465

**7 - ELECTRIC METERS:** Residence 23,928

**8 - GAS METERS:** Residence 18,350

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($290); Metal 2,288 ($298); Fab. Metal Prods. 4,530 ($320); Mach. 1,505 ($318); Elect. 1,370 ($270); Printing & Pub. 1,048 ($260); Rubber & Plastic Prods. 675 ($313); Trans. & Util. 2,460 ($292); Whol. 1,378 ($286); Ret. 7,574 ($162); Banks, Securities & Fin. 615 ($226); Ins. 986 ($254); Servs. 3,185 ($170).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd. & Rt. 30.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Kingsgate Mall(24) | 3 | Mont. Ward, JCPenney |
| Johnny Appleseed (31) | 4 | Neff's |
| West Park(40) | 3 | Neff's, TJ Maxx |
| Richland Mall(52) | 5 | Sears, O'Neil's, Lazarus, New Line |
| Eastgate(6) | 3 | |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Shpg. Ctrs. Mon.-Sat.; Food Mon.-Sun.

**13 - RETAIL OUTLETS: Department Stores**-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed, Lazarus.
**Discount Stores**-Odd Lots; Zayre; Swallens; K mart 2; Value City.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Rite Aid; Shaw & Ott 2; SupeRx 2; Peoples 3; Phar-Mor.
**Chain Supermarkets**-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
**Other Chain Stores**-Thom McAn; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode O'Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Waldenbooks.

**14 - NEWSPAPERS:** NEWS JOURNAL (e) 38,912; (S) 53,451; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Carl Gilbert, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
**National Representative**: Landon Associates.

## MARIETTA

**1 - LOCATION:** Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3, County Seat. Agricultural, manufacturing and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. Hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

**2 - TRANSPORTATION: Railroads**-C & O/Chessie System.
**Motor Freight Carriers**-22.
**Intercity Bus Line**-Greyhound.
**Airlines**-USAir; Christman Air Service.

**3 - POPULATION:**
Corp. City 80 Cen. 16,467; E&P 89 Est. 15,139
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 80 Cen. 64,498; E&P 89 Est. 64,862
MSA 80 Cen. 158,231; E&P 89 Est. 158,474
City & RTZ-ABC: (80) 74,574

**4 - HOUSEHOLDS:**
City 80 Cen. 6,204; E&P 89 Est. 6,073
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 80 Cen. 22,358; E&P 89 Est. 24,906
MSA 80 Cen. 56,100; E&P 89 Est. 58,416
City & RTZ-ABC: (80) 26,212

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $57,267,398 |
| Commercial | 4 | $237,738,701 |

**6 - PASSENGER AUTOS:** County 39,390

**7 - ELECTRIC METERS:** 7,025

**8 - GAS METERS:** 5,923

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chem. 1,224; Office Equip. 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fab. 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Util. 141; Dairy 170; Other 689. Av. Wkly. Wage $215.
**Principal Industrial Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost, Oct. 7-15; last killing frost, May 1-15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Frontier(17) | 1 | Big Bear, Revco, Hart's, Woolworth |
| K mart Plaza | | K mart |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-Woolworth; Dollar General.
**Discount Stores**-Hart's; K mart; Big Lots; Hills.
**Chain Drug Stores**-Revco 2; Nelson's; K mart; Rite Aid; Kroger; SupeRx.
**Chain Supermarkets**-Kroger; B Bear; County Market.
**Other Chain Stores**-Sherwin-Williams; Moore's; Sears; Montgomery Ward; Roberts Mens

Shop; Jo Ann Fabrics; Carter Lumber; Shoe World; Coffman Music; 20/20 Vision, Lowes; EB Brown.

**14 - NEWSPAPERS:** TIMES (e) 13,474; Mar. 25, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.

**National Representative**: Gannett National Newspaper Sales.

## MARION

**1 - LOCATION:** Marion County, E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western, Chesapeake & Ohio.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; City Bus Authority.

**3 - POPULATION:**

Corp. City 80 Cen. 37,040; E&P 89 Est. 33,736
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 45,397
County 80 Cen. 68,155; E&P 89 Est. 65,513
City & RTZ-ABC: (80) 91,785

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 13,764; E&P 89 Est. 13,250
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 15,659
County 80 Cen. 23,798; E&P 89 Est. 24,591
City & RTZ-ABC: (80) 32,183

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $350,000,000 |
| Savings & Loan | 3 | $290,000,000 |

**6 - PASSENGER AUTOS:** County 40,701

**7 - ELECTRIC METERS:** Residence 21,239

**8 - GAS METERS:** Residence 18,047

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Power Shovels 700; Dryers, Air Conditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Industrial Hose 483; Conveyors 260; Soybean Prods. 123.

**10 - CLIMATE:** First killing frost, Oct. 24.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Delco Plaza(3) | 2 | Hills |
| Marion Plaza(18) | 3 | Revco, Big Bear, Meijer Square |
| Southland Mall(52) | 3 | Food Town, JCPenney, Sears |
| The Forum(9) | 3 | Kroger, SuperRx |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Ulhman's; Sutton & Lightner; Elder-Beerman.

**Variety Stores**-Woolworth.

**Discount Stores**-Hills; K mart; Meijer Square; Quality Farm & Fleet; Odd Lots.

**Chain Drug Stores**-Henney & Cooper (Walgreens) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.

**Chain Supermarkets**-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'N Karry Warehouse.

**Other Chain Stores**-Nobil Shoes; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's, Lowe Bros., Dupont, Dutch Boy; Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Misc.: Cashway Lumber, Ohio Edison.

**14 - NEWSPAPERS:** STAR (e) 17,914; (S) 18,152; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Pam Butler, Adv. Dir., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.

**National Representative**: Thomson Newspapers.

## MARTINS FERRY-BELLAIRE

**1 - LOCATION:** Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center. 2 mi. NW of Wheeling, WV. On I-70, I-470; State Hwy. 7.

**2 - TRANSPORTATION: Railroads**-B&O; Chessie; Conrail.

**Motor Freight Carriers**-36.

**Intercity Bus Lines**-Greyhound; Trailways; Local Transit Authority.

**Airlines**-Pittsburgh International Airport.

**3 - POPULATION:**

Corp. Cities 80 Cen. 17,572; E&P 89 Est. 13,582
Martins Ferry 80 Cen. 9,331; E&P 89 Est. 7,240
Bellaire 80 Cen. 8,241; E&P 89 Est. 6,342
NDM-ABC: (80) 90,837
County 80 Cen. 82,633; E&P 89 Est. 76,534
MSA 80 Cen. 185,453; E&P 89 Est. 171,557

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 6,964; E&P 89 Est. 5,824
Martins Ferry 80 Cen. 3,789; E&P 89 Est. 3,181
Bellaire 80 Cen. 3,175; E&P 89 Est. 2,643
NDM-ABC: (80) 33,329
County 80 Cen. 30,250; E&P 89 Est. 29,102
MSA 80 Cen. 67,532; E&P 89 Est. 68,774

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $500,000,000 |
| Savings | 4 | $375,000,000 |

**6 - PASSENGER AUTOS:** County 46,369

**7 - ELECTRIC METERS:** Residence 26,641

**8 - GAS METERS:** Residence 15,187

**9 - PRINCIPAL INDUSTRIES:** Steel-Making; Blast Furnaces; Coal Mining; Trans.; Castings; Elect. Power; Ferro-Alloys.

**10 - CLIMATE:** Av. Temp.-Spring 45; Summer 77; Fall 60; Winter 20.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING:**

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ohio Valley Mall(150) | 10 | Sears, K mart, Best Products, Kroger, JCPenney, Hills, Kaufman's |

**13 - RETAIL OUTLETS: Department Stores**-Murphy's; Kaufmann's; May Co.; Sears; JCPenney; Stone & Thomas.

**Variety Stores**-Woolworth; McCrory.

**Discount Stores**-Big Bear Plus; Hills; K mart.

**Chain Drug Stores**-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite Aid; Grey.

**Chain Supermarkets**-Kroger 4; Big Bear Plus; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh; AG 4; Giant Eagle.

**14 - NEWSPAPERS:** TIMES-LEADER (e-mon to fri) 21,027; (S) 22,503; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Jeff Herr, Adv. Dir., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.

**National Representative**: Landon Associates.

## MARYSVILLE

**1 - LOCATION:** Union County, (In Columbus MSA), E&P Map B-2, County Seat. 28 mi. NW of Columbus.

**2 - TRANSPORTATION: Railroads**-Conrail; CCC & StL.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 7,414; E&P 89 Est. 9,242
County 80 Cen. 29,563; E&P 89 Est. 35,993
MSA 80 Cen. 1,244,231; E&P 89 Est. 1,361,299

**4 - HOUSEHOLDS:**

City 80 Cen. 2,862; E&P 89 Est. 3,736
County 80 Cen. 10,015; E&P 89 Est. 13,936
MSA 80 Cen. 449,260; E&P 89 Est. 514,926

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $80,000,000 |
| Savings & Loan | 3 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 23,155

**7 - ELECTRIC METERS:** Residence 4,100

**8 - GAS METERS:** Residence 2,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prods. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prods. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prods. 350; Hydraulic Piston Pumps & Motors 450; Automobile Prods. 3,000.

**10 - CLIMATE:** Min. & Max. Temp.-20-80.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Five Points(3) | NA | |
| Stocksdale Plz.(9) | NA | Community Mkts. |
| Marysville Plz.(12) | NA | Kroger, Hecks |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Weiss Bros.; Otte's.

**Variety Stores**-Hecks; Revco; K mart; McAuliffe's.

**Chain Supermarkets**-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

**14 - NEWSPAPERS:** JOURNAL-TRIBUNE (e-mon to fri) 5,993; sworn Jan. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Peyton Rardin, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.

**National Representative**: Landon Associates.

## MASSILLON

**1 - LOCATION:** Stark County (In Canton MSA), E&P Map C-2. Industrial center On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern (freight); Conrail.

**Motor Freight Carriers**-50.

**Airlines**-United; USAir; Commuter; Eastern; Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 30,557; E&P 89 Est. 28,775
CZ-ABC: (80) 30,041
RTZ-ABC: (80) 98,529
County 80 Cen. 378,975; E&P 89 Est. 374,746
City & RTZ-ABC: (80) 130, 570
MSA 80 Cen. 404,562; E&P 89 Est. 402,061

**4 - HOUSEHOLDS:**

City 80 Cen. 11,431; E&P 89 Est. 11,254
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,935
County 80 Cen. 134,094; E&P 89 Est. 139,851
City & RTZ-ABC: (80) 44,366
MSA 80 Cen. 142,174; E&P 89 Est. 148,001

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 259,339

**7 - ELECTRIC METERS:** Residence 37,352

**8 - GAS METERS:** Residence & Comm. 19,311

**9 - PRINCIPAL INDUSTRIES:** Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Mach.; Baked Prods.; Whol. Groceries; Meats.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Mayflower; Amherst Ctr.; Meadows Plz.; Oak Park Centre; Towne Plz.; Wales Sq.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Amherst Centre (28) | 1 | Ben Franklin, A&D Foods, Bordner's, IGA |
| Oak Park Ctr.(40) | 1 | Zayre, Ames, Bordner's |
| Belden Vlg.(64) | 7 | Higbee, Sears, May Co. |
| Country Fair(29) | 5 | Western Auto, Rite Aid |
| Towne Plaza(13) | NA | Rite Aid, Massillon's |
| Mayflower(12) | 1 | Ben Franklin, Bordner's |
| Meadows Plz.(12) | NA | Radio Shack, Piggly Wiggly, Hills |
| Canton Centre(70) | 5 | JCPenney, May Co., Mont. Ward, Rite Aid |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Close**-Dept. 9 p.m.

**Stores Open Evenings**-Food Thur., Fri.; Dept. Mon., Thur.; Shopping Ctr. every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; May Co.; Montgomery Ward; Higbees.

**Discount Stores**-Hills; K mart; Coniey; D&K; Ames; Zayre; Dollar General; Family Dollar.

**Variety Store**-Ben Franklin.

**Chain Drug Stores**-SupeRx; Baltzly 2; Revco; Rite Aid 2.

**Chain Supermarkets**-A&D Piggly Wiggly 4; Bordner's 3; Apples, Fisher Foods.

**14 - NEWSPAPERS:** INDEPENDENT (e) 15,003; Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: William M. McCarty, Pub., INDEPENDENT, Box 809, 50 North Ave. N.W., Massillon, OH 44648-0809; Tel. (216) 833-2631; FAX (216) 833-2635.

**National Representative**: Landon Associates.

## MEDINA

**1 - LOCATION:** Medina County, (In Cleveland PMSA), E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 mi. SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on U.S. Hwy. 42; S.R. 3-57-18 and I-71.

**2 - TRANSPORTATION: Railroads**-N&S.

**Motor Freight Carriers**-7.

**3 - POPULATION:**

Corp. City 80 Cen. 15,268; E&P 89 Est. 15,838
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 80 Cen. 113.929; E&P 89 Est. 121,554
PMSA 80 Cen. 1,894.697; E&P 89 Est. 1,849,412
City & RTZ-ABC: (80) 94,421

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,553; E&P 89 Est. 5,998
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 80 Cen. 35,979; E&P 89 Est. 51,223
PMSA 80 Cen. 694,324; E&P 89 Est. 713,484
City & RTZ-ABC: (80) 29,318

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 88,795

**7 - ELECTRIC METERS:** Residence 29,030

**8 - GAS METERS:** Residence 21,000

**9 - PRINCIPAL INDUSTRIES:** Bee Keeping Supplies; Mattress Mfg.; Plastic Prods.; Auto Speed Equip.; Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 24; last killing frost, Apr. 21.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Medina(27) | 2 | Sears, Ziegler's |
| Laurel Square(20) | 7 | Rexall, Drug Mart, Fazio's |
| Summit Mall(94) | 12 | O'Neil, Higbee |
| Victorian Vlg.(14) | NA | Stop-N-Go, Fabric Attic |
| Rolling Hills(10) | NA | |
| Rolling Acres(100) | NA | JCPenney, Sears |
| K mart Plz.(15) | | K mart |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Zieglers; Sears; Carliles.

**Discount Stores**-Conley's; Fisher's Big Wheel; K mart; Odd Lots; Ames; Little General.

**Chain Drug Stores**-Revco; Discount Drug Mart.

**Chain Supermarkets**-Buehler's; Drug Palace; Stop-N-Go 7; Country Counter; Hawkins Mkt; Finast.

**Other Chain Stores**-Auto Accessories: Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

**14 - NEWSPAPERS:** MEDINA COUNTY GAZETTE (m) 15,790; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty; PO Box 407, Medina, OH 44256; Tel. (216) 725-4166.

**National Representative**: Landon Associates.

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**MENTOR**
**MENTOR-ON-THE-LAKE**
**See LAKE COUNTY**

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**MIDDLEPORT**
**See POMEROY**

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**NEW PHILADELPHIA**
**See DOVER**

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## MIDDLETOWN

**1 - LOCATION:** Butler County (In Hamilton-Middletown PMSA), E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and State Rte. 122.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie System.

**Motor Freight Carriers**-55.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Cincinnati and Dayton International Airports one hour drive by I-75.

**3 - POPULATION:**
Corp. City 80 Cen. 43,719; E&P 89 Est. 39,365
CZ-ABC: (80) 85,348
RTZ-ABC: (80) 50,783
County/PMSA 80 Cen. 259,909; E&P 89 Est. 275,847
City & RTZ-ABC: (80) 136,131

**4 - HOUSEHOLDS:**
City 80 Cen. 16,909; E&P 89 Est. 15,898
CZ-ABC: (80) 30,660
RTZ-ABC: (80) 15,386
County/PMSA 80 Cen. 110,790; E&P 89 Est. 102,287
City & RTZ-ABC: (80) 46,046

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 184,624

**7 - ELECTRIC METERS:** Residence 17,922

**8 - GAS METERS:** Residence 13,729

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,000 ($654); Paper & Packaging 5,590 ($508); Fabricated Metal Prods. 5,560 ($638); Machinery, Electrical 400 ($459); Machinery, Non-electrical 2,319 ($629); Trans., Utilities 2,400 ($436); Trans. Allied Services 1,761 ($414).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 43-71; Winter 10-58.

**11 - TAP WATER:** Neutral; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Meijer | 5 | Meijer |
| Target Plaza | 1 | Target, Super Valu |
| Wildwood | 2 | Marsh Foods, SupeRx |
| East Gate | 3 | K mart, Super Valu |
| Hill's Plaza(8) | 4 | Hill's |
| Towne Mall(59) | 4 | McAlpin's, Sears, Elder Beerman |
| City Centre Mall(15) | NA | Swallen's |

**Principal Shopping Days**-Thur. through Sun.

**Stores Open Evenings**-Most stores open evening and Sunday, except Swallen's which is closed Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Sears; McAlpin's; Elder Beerman.

**Chain Drug Stores**-Revco; Lewis 2; Rite Aid 6; SupeRx 4.

**Chain Supermarkets**-Kroger 3; Marsh 2; Super Valu 4; IGA 4; Meijer; Sav-on.

**Discount Stores**-Meijer; Hills; K mart; Swallens; Target.

**Other Chain Stores**-Sherwin-Williams; Auto Work; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack; Odd Lots; Family Dollar; Colortile; JoAnn Fabrics; Picway Shoes; Piece Goods; Franks Nursery; Sterling Optical.

**14 - NEWSPAPERS:** JOURNAL (e) 22,173; (S) 23,703; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Deanna DaVault, Adv. Mgr., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611.

**National Representative**: Thomson Newspapers.

## MOUNT VERNON

**1 - LOCATION:** Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229, and U.S. 36. Within 30 minutes of I-70, I-71, and I-77.

**2 - TRANSPORTATION: Railroads**-B&O

**3 - POPULATION:**
Corp. City 80 Cen. 14,323; E&P 89 Est. 14,695
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 80 Cen. 46,309; E&P 89 Est. 48,409
City & RTZ-ABC: (80) 53,143

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,657; E&P 89 Est. 6,143
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 80 Cen. 15,900; E&P 89 Est. 17,303
City & RTZ-ABC: (30) 18,281

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $301,921,000 |
| Savings | 1 | $21,950,000 |
| Savings & Loan | 1 | $65,450,000 |

**6 - PASSENGER AUTOS:** County 28,253

**7 - ELECTRIC METERS:** Residence 13,200

**8 - GAS METERS:** Residence 5,348

**9 - PRINCIPAL INDUSTRIES:** Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Educ. (three colleges).

**10 - CLIMATE:** Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

**11 - TAP WATER:** Soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart | 2 | K mart, Harts, Murphy's Mart |
| Mt. Vernon Plaza(18) | 2 | Big Bear, Revco, Odd Lots, Corvairs, Kroger, SupeRx |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Uhlmans; JCPenney; J.S. Ringwalt; Harts.

**Discount Stores**-Murphy's Mart; K mart; Conley's; Odd Lots.

**Chain Drug Stores**-Revco; SupeRx.

**Chain Supermarkets**-Kroger; Big Bear; Neff's Cardinal Markets.

**Other Chain Stores**-Sears (catalog); True Value Hdwe. 3; Sherwin-Williams; Firestone; Carter Lumber; Corvairs; Nationwise; Sutton & Lightner.

**14 - NEWSPAPERS:** NEWS (e) 10,707; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Phil Burris, Adv. Dir.; Dave Culbertson, V.P. Mktg., NEWS, PO Box 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.

**National Representative**: Landon Associates.

## NAPOLEON

**1 - LOCATION:** Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Manufacturing Center. NW portion of State. 45 mi. SW of Toledo.

**2 - TRANSPORTATION: Railroads**-Detroit, Toledo & Ironton; Norfolk & Western.

**3 - POPULATION:**
Corp. City 80 Cen. 8,614; E&P 89 Est. 9,014
County 80 Cen. 28,302; E&P 89 Est. 28,769

**4 - HOUSEHOLDS:**
City 80 Cen. 3,270; E&P 89 Est. 3,514
County 80 Cen. 9,732; E&P 89 Est. 11,044

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 3 | $98,400,000 |

**6 - PASSENGER AUTOS:** County 18,201

**7 - ELECTRIC METERS:** Residence 3,568

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on N. Scott.

**Neighborhood Centers**-N. Scott St.; S. Perry St.; Oakwood Ave.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri.; some every evening.

**13 - RETAIL OUTLETS: Department Stores**-Charles Co.; Uhlman's; Fisher's; Big Wheel.

**Chain Supermarkets**-Chief; Bernicke; County Pride; Super Valu.

**Other Chain Stores**-Sears; Gamble's; Rexall; Lane's; McCrory; Rite Aid; JCPenney; Sterling's.

**14 - NEWSPAPERS:** NORTHWEST SIGNAL (e-mon to fri) 5,710; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Christine Ganske, Adv. Dir., NORTHWEST SIGNAL, 424 E. Riverview; PO Box 567, Napoleon, OH 43545; Tel. (419) 424-5055.

**National Representative**: Landon Associates.

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**NEW PHILADELPHIA**
**See DOVER**

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## NEWARK

**1 - LOCATION:** Licking County (In Columbus MSA). E&P Map B-3.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie System.

**Motor Freight Carriers**-45.

**Intercity Bus Lines**-Ashland City Lines.

**Airlines**-American; Eastern; Delta; United; TWA; ComAir; People Express; Republic; Wright; Aeromech; USAir; through Columbus, Ohio.

**3 - POPULATION:**
Corp. City 80 Cen. 41,200; E&P 89 Est. 40,033
CZ-ABC: (80) 51,620
RTZ-ABC: (80) 77,366
County 80 Cen. 121,334; E&P 89 Est. 127,226
City & RTZ-ABC: (80) 128,986
MSA 80 Cen. 1,244,231; E&P 89 Est. 1,361,299

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,112; E&P 89 Est. 16,409
CZ-ABC: (80) 19,346
RTZ-ABC: (80) 25,624
County 80 Cen. 44,520; E&P 89 Est. 48,411
City & RTZ-ABC: (80) 44,970
MSA 80 Cen. 449,260; E&P 89 Est. 514,926

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $393,746,897 |
| Savings & Loan | 4 | $224,920,913 |

**6 - PASSENGER AUTOS:** County 84,792

**7 - ELECTRIC METERS:** Residence 46,259

**8 - GAS METERS:** Residence 29,720

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$357)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,800; Plastics 500; Glass 470.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southgate(33) | 3 | Sears, Odd Lots, |
| Indian Mound Mall(75) | 4 | Penneys, Lazarus, Elder Beerman, Hills Value City, Sears |
| Southgate Corners(8) | 4 | |
| Colonial(16) | 3 | Connell's Furn., Gray Drug |
| Indian Valley(14) | 4 | Kroger, K mart |
| Plaza(16) | 3 | |
| Dugway(10) | 4 | Case Cardinal |
| Rt. 79 & 30th St.(89) | 7 | Quality Farm & Fleet, Kroger |
| 21st St.(55) | 4 | Harts, Super Duper, Meijers, Big Bear |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon. & Fri.; Food: Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's; Sears; JCPenney; Value City; Elder Beerman; Lazarus.

**Variety Store**-Woolworth.

**Discount Stores**-Meijer; Hart's Family Center; K mart; Sav-On; Hill's; Odd Lots.

**Chain Drug Stores**-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.

**Chain Supermarkets**-Kroger Sav-On 2; Big Bear 3; Case Cardinal; Super Duper 2; Meijer Thrifty Acre.

**Other Chain Stores**-Shoes: Picway, El Bee, Thom McAn; Auto Supplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Stambough's; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar, Christian St. John; Electronic: Radio Shack.

**14 - NEWSPAPERS:** ADVOCATE (e) 21,583; (S) 21,691; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jeffrey M. Pezzano, Adv. Mgr., ADVOCATE, 25 W. Main St., Newark, OH 43055; Tel. (614) 345-4053.

**National Representative**: Thomson Newspapers; Landon Associates.

## NILES

**1 - LOCATION:** Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O (freight).

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Greyhound.

**Airlines**-United (at Youngstown); Piedmont; USAir; Republic.

**3 - POPULATION:**

Corp. City 80 Cen. 23,088; E&P 89 Est. 24,070
County 80 Cen. 241,452; E&P 89 Est. 235,824
MSA 80 Cen. 530,562; E&P 89 Est. 512,387

**4 - HOUSEHOLDS:**

City 80 Cen. 8,534; E&P 89 Est. 9,180
County 80 Cen. 84,151; E&P 89 Est. 90,706
MSA 80 Cen. 186,711; E&P 89 Est. 190,777

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $58,000,000 |
| Savings & Loan | 2 | $69,000,000 |

**6 - PASSENGER AUTOS:** County 161,320

**7 - ELECTRIC METERS:** Residence 11,000

**8 - GAS METERS:** Residence 7,258

**9 - PRINCIPAL INDUSTRIES:** Steel; Titanium; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furn.; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Cml. Printing; Foundry; Total 1,400 emp.; Av. Wkly. Wage: $346. Paydays staggered.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1; last killing frost, Mar 31.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Liberty Plaza(42) | 7 | Hills, JCPenney, Stambaugh-Thompson |
| Austintown Plaza(35) | 5 | Stambaugh-Thompson, Isaly's, Gray Drug |
| McKinley Hts.(5) | NA | Stambaugh-Thompson |
| Eastwood Mall(92) | NA | Sears, JCPenney, Carlisle's, Woolworth |
| Village Ctr. | NA | Thrift Drug, Valu King, Maxwells |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Eastwood, Village Center and McKinley Heights every night; Downtown open Fri.

**13 - RETAIL OUTLETS: Department Stores**-Carlisle-Allen; Sears; Strouss; Reisman's; Maxwells; JCPenney.

**Discount Stores**-Hills; K mart; Best; Jewel Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Thrift; Gray's; Theis; Pharmor.

**Chain Supermarkets**-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.; Giant Eagle.

**14 - NEWSPAPERS:** TIMES (m) 4,279; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mary DeNiro, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.

**National Representative**: Ohio Newspaper Services; Landon Associates.

## NORWALK

**1 - LOCATION:** Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. S OH Tpke. Exit 7.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.

**Motor Freight Carriers**-14.

**3 - POPULATION:**

Corp. City 80 Cen. 14,358; E&P 89 Est. 14,448
CZ-ABC: (80) 14,358
RTZ-ABC: (80) 47,797
County 80 Cen. 54,652; E&P 89 Est. 56,140
City & RTZ-ABC: (80) 62,155

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,264; E&P 89 Est. 5,479
CZ-ABC: (80) 5,264
RTZ-ABC: (80) 16,055
County 80 Cen. 18,690; E&P 89 Est. 22,105
City & RTZ-ABC: (80) 21,319

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $267,784,000 |
| Savings & Loan | 2 | $97,000,000 |

**6 - PASSENGER AUTOS:** County 35,367

**7 - ELECTRIC METERS:** Residence 5,296

**8 - GAS METERS:** Business & Residence 5,180

**9 - PRINCIPAL INDUSTRIES:** Food Prods.; Plastic Coloring; Truck Bodies; Furn.; Rubber Prods.; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy; Ind. Powder Coatings.

**10 - CLIMATE:** Min. & Max. Temp.-10 & 95.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping District**-4 1/2 blocks on Main St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Town Plz.(3) | 1 | Sherwin-Williams, Radio Shack, SupeRx |
| Shoppers Sq.(4) | 1 | Cardinal Foods, Rite Aid, P&R Hdwe. |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Store**-JCPenney.

**Variety Store**-Woolworth.

**Discount Stores**-Cooks; K mart; Big-N-Small Lots.

**Chain Drug Stores**-SupeRx; Kaiser-Wells; Rite Aid.

**Chain Supermarkets**-Cardinal; Foodtown; Schild's IGA; Fast Food 2; Apple's; Dairy Mart.

**Other Chain Stores**-Goodrich; Maxie-Firestone; Sears; Gift Gallery; Singer; White Lumber; Wickes; Wolohan; Caryl Crane; Maurice's.

**14 - NEWSPAPERS:** REFLECTOR (e) 9,605; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.

**National Representative**: Landon Associates.

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**OAK HARBOR**
**See PORT CLINTON**

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## PIQUA

**1 - LOCATION:** Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

**2 - TRANSPORTATION: Railroads**-Penna.; B&O.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound.

**Airlines**-TWA; United; Delta; USAir; ComAir; Piedmont; Simmons; Mid-State; Trans-Midwest.

**3 - POPULATION:**

Corp. City 80 Cen. 20,480; E&P 89 Est. 18,324
CZ-ABC: (80) 22,339
RTZ-ABC: (80) 62,087
County 80 Cen. 90,470; E&P 89 Est. 88,708
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
City & RTZ-ABC: (80) 84,426

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,515; E&P 89 Est. 6,984
CZ-ABC: (80) 8,171
RTZ-ABC: (80) 21,305
County 80 Cen. 31,968; E&P 89 Est. 33,873
MSA 80 Cen. 340,279; E&P 89 Est. 356,951
City & RTZ-ABC: (80) 29,476

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $192,595,000 |
| Savings & Loan | 2 | $133,894,850 |

**6 - PASSENGER AUTOS:** County 65,779

**7 - ELECTRIC METERS:** Residence 8,965

**8 - GAS METERS:** Residence 9,921

**9 - PRINCIPAL INDUSTRIES:** Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry; Bearing & Transmission Prods.; Aerosol Pkg.; Zinc Plating. Total employees 8,642.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Areas**-5 blocks on Main St. (downtown); 4 Shpg. Ctrs.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Piqua East(35) | NA | Sears, Woolworth, Uhlman's |
| Sunset Mall(9) | NA | Mr. McThrifty, Quality Farm & Fleet |
| Miami Valley(47) Center | | Elder Beerman Hill, JC Penney |
| Piqua Plaza(15) | NA | K mart, Kroger |

**Stores Open Evenings**-Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.; Shpg. Ctrs. 6 nights and 7 days.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm & Fleet; Hills.

**Variety Stores**-K mart; Woolworth; Odd Lots.

**Chain Drug Stores**-Revco 2; Crosby's; Kroger.

**Chain Supermarkets**-Kroger; IGA 3; Super Valu; Mr. McThrifty.

**Other Chain Stores**-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Gallenkamp Shoes.

**14 - NEWSPAPERS:** CALL (e) 9,551; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sandy F. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.

**National Representative**: Thomson Newspapers.

## POMEROY- MIDDLEPORT

**1 - LOCATION:** Meigs County, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio.

**3 - POPULATION:**

Villages 80 Cen. 5,699; E&P 89 Est. 6,073
  Pomeroy 80 Cen. 2,728; E&P 89 Est. 2,874
  Middleport 80 Cen. 2,971; E&P 89 Est. 3,199
County 80 Cen. 23,834; E&P 89 Est. 27,378

**4 - HOUSEHOLDS:**

Villages 80 Cen. 2,235; E&P 89 Est. 2,536
  Pomeroy 80 Cen. 1,040; E&P 89 Est. 1,166
  Middleport 80 Cen. 1,195; E&P 89 Est. 1,370
County 80 Cen. 8,412; E&P 89 Est. 10,565

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $69,480,000 |

**6 - PASSENGER AUTOS:** County 13,711

**7 - ELECTRIC METERS:** Residence 2,384

**8 - GAS METERS:** Residence 2,633

**9 - PRINCIPAL INDUSTRIES:** Salt; Elect. Apparatus; Cement Blocks; Steel Rails; Electricity.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Nearby Shopping Centers**-Pomeroy Plaza-Kroger.

**13 - RETAIL OUTLETS: Department Stores**-Family Dollar; Middleport Dept. Store; Sundry Stores 2; Fisher Big Wheel.

**Chain Supermarkets**-Kroger; Foodland; Super Valu.

**14 - NEWSPAPERS:** SENTINEL (e-mon to fri) 5,191; TIMES-SENTINEL (S) 12,484; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Larry Boyer, Adv. Dir., SENTINEL, 111 Court St.; PO Box 729, Pomeroy, OH 45769; Tel. (614) 992-2155.

**National Representatives**: Landon Associates.

## PORT CLINTON-OAK HARBOR

**1 - LOCATION:** Ottawa County, E&P Map B-1, County Seat. Resort, manufacturing, industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

**2 - TRANSPORTATION: Railroads**-Conrail; E&W.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-6.

**Airlines**-Island.

**3 - POPULATION:**

Corp. Cities 80 Cen. 9,901; E&P 89 Est. 9,914
  Port Clinton 80 Cen. 7,223; E&P 89 Est. 7,280
  Oak Harbor 80 Cen. 2,678; E&P 89 Est. 2,634
CZ-ABC: (80) 7,223
RTZ-ABC: (80) 21,484
City & RTZ-ABC: (80) 28,707
County 80 Cen. 40,025; E&P 89 Est. 41,857

**4 - HOUSEHOLDS:**

Cities 80 Cen. 3,471; E&P 89 Est. 3,803
  Port Clinton 80 Cen. 2,703; E&P 89 Est. 2,766
  Oak Harbor 80 Cen. 1,038; E&P 89 Est. 1,037
CZ-ABC: (80) 2,703
RTZ-ABC: (80) 7,762
City & RTZ-ABC: (80) 29,300
County 80 Cen. 14,202; E&P 89 Est. 15,588

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $100,000,000 |

**6 - PASSENGER AUTOS:** County 28,319

**7 - ELECTRIC METERS:** 15,750

**8 - GAS METERS:** 5,825

**9 - PRINCIPAL INDUSTRIES:** Aircraft Parts; Gypsum Prods.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prods.; Vinyl Coated Fabrics.

**10 - CLIMATE:** Mean Temp. 50; Av. Rainfall 28.72 in.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping District**-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).

**Principal Shopping Days**-Mon., Fri.

**Stores Open Evenings**-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

**13 - RETAIL OUTLETS: Department Stores**-Ulman's

**Variety Stores**-W.R. Thomas; Heck's.

**Drug Stores**-Green; Dean's; Revco; Rite Aid.

**Chain Supermarkets**-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.

**Other Chain Stores**-Leo Marks Jewelry; Mizener-Drynan Hdwe.; Radio Shack.

**14 - NEWSPAPERS:** NEWS-HERALD (e) 5,762; Mar. 25, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Barth, Gen. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.

**National Representative**: Gannett National Newspaper Sales.

## PORTSMOUTH

**1 - LOCATION:** Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy: trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 25,943; E&P 89 Est. 22,899
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 80 Cen. 84,653; E&P 89 Est. 82,107
City & RTZ-ABC: (80) 158,410

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,530; E&P 89 Est. 9,905
CZ-ABC: (80) 16,391
RTZ-ABC: (80) 38,337
County 80 Cen. 29.534; E&P 89 Est. 30,858
City & RTZ-ABC: (80) 54,728

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 4 | N.A. |
| Credit Union | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 47,420

**7 - ELECTRIC METERS:** Residence 25,778

**8 - GAS METERS:** Residence 14,673

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); R.R. 800 ($190); Pkg. 150 ($170).

**Principal Pay Days**-Railroad: 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.

**Neighborhood Shopping Area**-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 east; Kroger, Hart's and additional ret. outlets.

**Shopping Centers**-K mart (one of 12 stores).

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| New Boston Mall(9) | NA | K mart, Revco |

**Principal Shopping Days**-Dept. stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.

**Stores Open Evenings**-Dept.-Fri. & Sun. 1-5; Supermkts.-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Marting's; JCPenney.

**Variety Stores**-Big & Small Lots; Family Dollar; H.L. Green; Wil-Car Sundry.

**Discount Stores**-Hart's; Heck's; K mart.

**Chain Drug Stores**-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2.

**Chain Supermarkets**-Kroger 2; Royal Blue 7; Foodland 2; Super Value 5; IGA; Big Bear.

**Other Chain Stores**-Nobils 2.

**14 - NEWSPAPERS:** TIMES (e) 17,492 Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: Mark D. Fortune, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.

**National Representative**: Thomson Newspapers.

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**RAVENNA**
**See KENT**

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## ST. MARYS

**1 - LOCATION:** Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.

**Motor Freight Carriers**-7.

**3 - POPULATION:**

Corp. City 80 Cen. 8,414; E&P 89 Est. 8,874
County 80 Cen. 42,554; E&P 89 Est. 45,165
MSA 80 Cen. 154,795; E&P 89 Est. 155,894

**4 - HOUSEHOLDS:**

City 80 Cen. 2,956; E&P 89 Est. 3,254
County 80 Cen. 14,532; E&P 89 Est. 17,843
MSA 80 Cen. 53,700; E&P 89 Est. 56,126

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $93,092,500 |
| Savings & Loan | 2 | $20,625,000 |

**6 - PASSENGER AUTOS:** County 28,963

**7 - ELECTRIC METERS:** Residence 2,911

**8 - GAS METERS:** Residence 2,680

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rubber Prods. 1,800; Foundry 150; Canning 60; Hydraulic Prods. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart | 1 | K mart |

**Principal Shopping Days**-Mon., Fri. & Sat.

**Stores Open Evenings**-Mon. & Fri.

**Stores Open Sundays**-3 Supermarkets; 2 Dept.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-K mart.

**Chain Supermarkets**-Pantry Pride; Super Valu; Cardinal.

**14 - NEWSPAPERS:** LEADER (e) 6,600, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Dianna Epperly, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.

**National Representative**: Landon Associates.

## SALEM

**1 - LOCATION:** Columbiana County, E&P Map C-2. Industrial & farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland & Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton, U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

**2 - TRANSPORTATION: Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound

**Airlines**-United; USAir; Eastern; American.

**3 - POPULATION:**

Corp. City 80 Cen. 12,869; E&P 89 Est. 11,613
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 80 Cen. 113,437; E&P 89 Est. 111,699
City & RTZ-ABC: (80) 81,845

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,974; E&P 89 Est. 4,689
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 80 Cen. 39,996; E&P 89 Est. 43,039
City & RTZ-ABC: (80) 28,194

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $2,392,128,978 |
| Savings & Loan | 2 | $777,053,221 |

**6 - PASSENGER AUTOS:** County 69,726

**7 - ELECTRIC METERS:** Residence 6,300

**8 - GAS METERS:** Residence 5,870

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fab. Metal Prods. 1,114; Machine Mfg. Tool & Die 710; Furn. & Fixt. 75; Print. & Pub. 236; Primary Metals Foundry 80; Util. 120; Constr. 75; Food Proc. 300; Total Ind. Employment 3,495.

**Principal Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Av. Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on State St.; 1 block on S. Broadway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Salem Plz.(10) | 2 | Rite Aid, Foodland, Stambaugh, Heck's |
| Southeast Plz.(8) | NA | |

**Principal Shopping Days**-Dept. Stores-Mon., Thur., Fri., Sat. Groceries-Mon.

**Stores Open Evenings**-Food Mon. through Sun. All others-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Murphy's Mart; Heck's.

**Chain Drug Stores**-Rexall; Lanes; Walgreens; Rite Aid.

**Chain Supermarkets**-IGA; Sparkle; Foodland.

**Other Chain Stores**-Firestone; Stambaugh; Radio Shack; Sherwin-Williams; Sears (catalog).

**14 - NEWSPAPERS:** NEWS (e) 8,787; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Waite, Adv. Dir., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.

**National Representative**: Thomson Newspapers.

## SANDUSKY

**1 - LOCATION:** Erie County, E&P Map B-1, County Seat. Industrial center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 6, 250; State Hwys. 4, 13. 11 mi. N of Ohio Tpke., Interchange 7.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O; N&W (all freight); Amtrak.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Greyhound.

**Airport**-Private & charter service.

**3 - POPULATION:**

Corp. City 80 Cen. 31,360; E&P 89 Est. 28,925
CZ-ABC: (80) 51,628
RTZ-ABC: (80) 87,289
County 80 Cen. 79,655; E&P 89 Est. 77,827
City & RTZ-ABC: (80) 138,917

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,955; E&P 89 Est. 11,428
CZ-ABC: (80) 18,622
RTZ-ABC: (80) 29,795
County 80 Cen. 27,740; E&P 89 Est. 29,087
City & RTZ-ABC: (80) 48,417

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $1,305,686,000 |
| Savings & Loan | 4 | $1,446,259,928 |

**6 - PASSENGER AUTOS:** County 53,545

**7 - ELECTRIC METERS:** Residence 24,000

**8 - GAS METERS:** Residence 18,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 12,000 ($310); Whol.-Ret. 7,716 ($140); Non-Mfg. 2,350 ($170); Trans. & Util. 988 ($210); Constr. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Downtown Shopping Centers**-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.

**Neighborhood Shopping Centers**-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St.; 14 blocks on Perkins Ave. from Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Perkins Plaza(20) | 2 | Hill's |
| Sandusky Pl.(27) | 2 | Gray Drug |
| Sandusky Mall(80) | 4 | Sears, JCPenney, K mart, May Co., Pick 'N Pay, Elder Beerman |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Downtown Fri.; Shpg. ctr. & groc. every night, except Sun.

**Stores Open Sundays**-JCPenney; Hill's; Hecks; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; May Co.; Elder Beerman; Rink's.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; May Co.; Elder Beerman.

**Variety Stores**-Jupiter; Woolworth.

**Discount Stores**-Hecks; Hill's; K mart; Rink's.

**Chain Drug Stores**-Gray 3; Revco; Drug Mart.

**Chain Supermarkets**-Kroger; Pick-N-Pay 2; Foodtown 2; IGA 2; Sandusky Cardinal.

**Other Chain Stores**-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; Pic Way Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn; Spencer's; Cole's Books.

**14 - NEWSPAPERS:** REGISTER (e) 24,423; (S) 27,469; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: W.E. Gray, Adv. Dir.; James Rusincovitch, Class. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.

**National Representative**: Landon Associates.

## SHELBY

**1 - LOCATION:** Richland County (In Mansfield MSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

**2 - TRANSPORTATION: Railroads**-Conrail; Baltimore & Ohio; and truck lines.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 9,645; E&P 89 Est. 9,547
County/MSA 80 Cen. 131,285; E&P 89 Est. 133,574

**4 - HOUSEHOLDS:**

City 80 Cen. 3,624; E&P 89 Est. 3,744
County/MSA 80 Cen. 46,408; E&P 89 Est. 49,392

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $68,088,707 |
| Savings & Loan | 2 | $52,384,376 |

**6 - PASSENGER AUTOS:** County 86,465

**7 - ELECTRIC METERS:** Residence 4,119

**8 - GAS METERS:** Business & Residence 3,402

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Steel Tubing 850; Bus. Forms 300; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 400;

Household Prods. 100; Warehousing 300; Packing & Shipping 100; Plastics 125.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**: Rt 39; 7 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Variety Stores**-Ben Franklin; Big Wheel.

**Chain Drug Stores**-Rite Aid; Struble's.

**Chain Supermarkets**-IGA; Great Scot; TJ's Scot Lad.

**Other Chain Stores**-NAPA, Radio Shack, Wickes.

**14 - NEWSPAPERS:** GLOBE (e) 4,212; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Barbara Sponseller Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.

**National Representative**: Landon Associates.

## SIDNEY

**1 - LOCATION:** Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

**2 - TRANSPORTATION: Railroads**-B&O; Conrail.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 17,657; E&P 89 Est. 18,165
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 80 Cen. 43,089; E&P 89 Est. 43,252
City & RTZ-ABC: (80) 43,089

**4 - HOUSEHOLDS:**

City 80 Cen. 6,373; E&P 89 Est. 6,864
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 80 Cen. 14,184; E&P 89 Est. 17,608
City & RTZ-ABC: (80) 14,184

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $208,119,000 |
| Savings & Loan | 5 | $134,288,000 |

**6 - PASSENGER AUTOS:** County 28,658

**7 - ELECTRIC METERS:** County 14,000

**8 - GAS METERS:** County 9,000

**9 - PRINCIPAL INDUSTRIES:** Compressors; Metal Finishing Fab.; Refrigeration; Lathes.

**Principal Industrial Pay Days**-Tues., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-2 city blocks surrounding Court House Sq., W. end of city.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Sidney Plz.(12) | 3 | Cain's, Heck's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's; Heck's.

**Chain Drug Stores**-SupeRx; Revco; Hooks; Lane.

**Chain Supermarkets**-Kroger; Cain's; Liberty Foods; Independent.

**Other Chain Stores**-Western Auto; Radio Shack; Warehouse Paint; P.K. Lumber.

**14 - NEWSPAPERS:** NEWS (e) 13,342; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; P.O. Box 4099, Sidney, OH 45365; Tel. (513) 498-2111.

**National Representative**: Landon Associates.

## SPRINGFIELD

**1 - LOCATION:** Clark County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

**2 - TRANSPORTATION: Railroads**-Conrail; DT&I.

**Airlines**-American; TWA; United; Delta; USAir; Piedmont; Northwest at James M. Cox Airport, Dayton.

**Motor Freight Carriers**-32 (10 local terminals).

**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 72,563; E&P 89 Est. 67,287
CZ-ABC: (80) 96,174
RTZ-ABC (80) 116,991
County 80 Cen. 150,209; E&P 89 Est. 145,650
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
City & RTZ-ABC: (80) 213,165

**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 27,384; E&P 89 Est. 26,415
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 39,029
County 80 Cen. 53,376; E&P 89 Est. 53,515
MSA 80 Cen. 340,279; E&P 89 Est. 356,951
City & RTZ-ABC: (80) 74,650

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $473,228,831 |
| Savings & Loan | 5 | $370,233,744 |

**6 - PASSENGER AUTOS:** County 98,067

**7 - ELECTRIC METERS:** County 58,132

**8 - GAS METERS:** County 49,303

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,753 ($366); Mfg. 13,194 ($530); Trans. 1,330 ($494); Whol.-Ret. 11,906 ($213); Fin., Ins. & R.E. 2,807 ($309); Servs. 10,396 ($273).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Hard, 7 grains per gal.; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Upper Valley Mall(75) | NA | JCPenney, Sears, Lazarus, Block's |
| Southern Vlg.(28) | NA | Big Bear |
| Park Shpg.(35) | NA | Harts, Odd Lots |
| Burnett Rd. Plz.(13) | NA | Meijer Square, Fulmers |
| Northridge(10) | NA | IGA |
| Western Plz.(7) | NA | Floor Store |
| Bushnell Sq.(7) | NA | Pic Way Shoes, Howards |
| Circus Plz.(13) | NA | Odd Lots |
| Moorfield Sq.(13) | NA | Kroger, SupeRx |
| Springfield Plz.(9) | NA | Hills, Fulmers, Gold Circle |
| Northland(19) | | Big Bear, K mart |
| South Gate Ctr.(10) | NA | Rite Aid, Howards |
| E. Main Plz.(6) | NA | Kroger, SupeRx |

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Lazarus.

**Discount Stores**-Meijer Square; Harts; Hills; K mart; Odd Lots.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Revco 2; SupeRx 3; Drug Castle 2; Rite Aid.

**Chain Supermarkets**-Big Bear 4; Fulmer's 4; Kroger 4; Super Valu 6.

**Other Chain Stores**-Firestone; Thom McAn; Richman Bros.; Lowe's; Valu City Furniture; Goodyear; Jo-Ann Fabrics; Kinney Shoes; Wickes; Roberd's Furn. & Appliance; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Bobbie Gee; Furrows; Perry & Derrick; Color Tile.

**14 - NEWSPAPERS:** NEWS-SUN (m) 36,776; (S) 44,216; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rob Mercer, Adv. Dir., NEWS-SUN, 202 N. Limestone, Springfield, OH 45503; Tel. (513) 328-0239.

**National Representative**: Sawyer-Ferguson-Walker.

## STEUBENVILLE

**1 - LOCATION:** Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

**2 - TRANSPORTATION: Railroads**-Conrail; Norfolk & Western.

**Intercity Bus Lines**-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.

**Airlines**-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

**3 - POPULATION:**

Corp. City 80 Cen. 26,400; E&P 89 Est. 20,517
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 137,086
County 80 Cen. 91,449; E&P 89 Est. 80,022
MSA 80 Cen. 163,173; E&P 89 Est. 144,771
City & RTZ-ABC: (80) 174,457

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,137; E&P 89 Est. 8,304
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 47,279
County 80 Cen. 32,705; E&P 89 Est. 30,039
MSA 80 Cen. 57,577; E&P 89 Est. 58,035
City & RTZ-ABC: (80) 61,213

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 3 | $1,038,000,000 |
| Savings & Loan | 2 | $245,000,000 |

**6 - PASSENGER AUTOS:** County 51,921

**7 - ELECTRIC METERS:** Residence 30,485

**8 - GAS METERS:** Residence 16,623

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners, (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Constr. 1,947 ($528); Trans. & Util. 2,693 ($416); Commun. 386 ($355); Whol. Trade 744 ($338); Ret. Trade 5,188 ($153); Fin., Ins. & R.E. 876 ($251); Banking, Fin., Securities 551 ($243); Ins. Carriers & Agents 227 ($320); R.E. & Investment 99 ($130); State Gov't 143 ($320); Local Gov't 2,793 ($263); Lumber & Wood Prods. 69 ($303); Stone, Clay, and Glass Prods. 160 ($351); Fab. Metal Prods. 188 ($324); Mach. (N.A.); Food and Kindred Prods. 120 ($324); Printing and Pub. 183 ($206); Electric, Gas, and Sanitary Servs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Servs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Servs. 2,813 ($289).

**Principal Industrial Pay Days**-Wed., Thur., Fri.; 5th, 10th, 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.

**Neighborhood Shopping Centers**-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Rt. 22 W; 7th St. & Washington to North Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Weirton Hgts.(9) | 8 | A&P, Kroger, Thrift Drug |
| K mart Plz.(8) | 7 | K mart, Kroger |
| Kusic Ctr.(6) | 4 | G.C. Murphy, Kroger, Stone & Thomas |
| Big Bear Plus | NA | Big Bear Plus |
| Hecks Plz | NA | Hecks, Foodland, Rite Aid |
| Ft. Steuben Mall(85) | 5 | Kaufmann's, Sears, Woolworth, Hills JCPenney |
| Steuben Plz.(2) | NA | Kroger, Treasure Island |
| Hollywood Plz.(2) | 1 | K mart, Kroger, SupeRx |

**Principal Shopping Days**-Mon., Thur., Sat., Sun.

**Stores Open Evenings**-Department-Mon., Thur.; Food & Discount every nite.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).

**Discount Stores**-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.

**Variety Stores**-McCrory; Woolworth; Odd Lots.

**Chain Drug Stores**-Thrift 2; SupeRx; Rite Aid.

**Chain Supermarkets**-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Foodland.

**Other Chain Stores**-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furn.; Fisher's Big Wheel; Kay Jewelers; Rogers Jewelers; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Waldenbooks; Cole Books; Fotomat; Susie's Casuals; JoAnn Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

**14 - NEWSPAPERS:** HERALD-STAR (e) 20,849; (S) 20,552; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Leonard A. Pagnanelli, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.

**National Representative**: Thomson Newspapers.

## TIFFIN

**1 - LOCATION:** Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

**2 - TRANSPORTATION: Railroads**-Conrail; Chessie System.

**Motor Freight Carriers**-13.

**Airlines**-General Aviation.

**3 - POPULATION:**

Corp. City 80 Cen. 19,549; E&P 89 Est. 18,357
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 23,596
County 80 Cen. 61,819; E&P 89 Est. 61,943
City & RTZ-ABC: (80) 50,208

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,998; E&P 89 Est. 6,905
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 7,503
County 80 Cen. 20,818; E&P 89 Est. 23,920
City & RTZ-ABC: (80) 16,707

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 4 | $3,884,817,000 |
| Savings & Loan | 3 | $748,910,456 |

**6 - PASSENGER AUTOS:** County 38,110

**7 - ELECTRIC METERS:** Residence 6,847

**8 - GAS METERS:** Residence 5,750

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Elect. Wire and Cable 160; Food Proc. 100; Solar Heating Devices 60; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Mach. 760; Sheet Metal Fab., Lockers 185; Hardboard &

Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Av. wkly. earnings (Seneca County): All industries-$311; Constr.-$399; Mfg.-$415; Trans. & Util.-$420; Whol. & Ret.-$221; Fin., Ins. & R.E.-$283; Servs.-$243; State & Local Gov't-$269.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Mean An. Temp., 51. Av. rainfall, 36.44 . Altitude, 777 ft. above sea level.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Washington St.; 2 blocks each way from Washington on 2 sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Westgate Vlg.(32) | 2 | Sears, Foodtown, Sack N' Save |
| Tiffin Mall(47) | 2 | JCPenney, K mart, Kroger |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Uhlman's.

**Chain Drug Stores**-Lane's; Rite Aid.

**Discount Stores**-Ames; K mart; Odd Lots.

**Chain Supermarkets**-Foodtown; Kroger; Sack N' Save.

**Other Chain Stores**-Sherwin-Williams; Merit; Olan Mills; Radio Shack; JoAnn Fabrics; Osterman Jrs.; Petrie's; Kinney Shoes; Nobil Shoes; Fashion Bug; Hobby Center Toys; Tractor Supply Co. (T.S.C); Musicland.

**14 - NEWSPAPERS:** ADVERTISER-TRIBUNE (e) 11,110; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John T. Elchert, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.

**National Representative**: None.

## TOLEDO

**1 - LOCATION:** Lucas County, (In Toledo MSA). E&P Map B-1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24; State Hwys. 2, 51, 65, 120.

**2 - TRANSPORTATION: Railroads**-Amtrak; Chessie System; Conrail; Norfolk & Western.

**Motor Freight Carriers**-100.

**Intercity Bus Lines**-Greyhound; Short Way; Trailways; TARTA (Toledo Area Regional Transit Authority).

**Airlines**-Delta; USAir; United Express; Com-Air; Continental Express; TWA; American Eagle; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 354,635; E&P 89 Est. 336,456
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 80 Cen. 472,177; E&P 89 Est. 462,457
MSA 80 Cen. 617,838; E&P 89 Est. 620,356
City & RTZ-ABC: (80) 1,238,887

**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 133,042; E&P 89 Est. 128,344
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 80 Cen. 172,239; E&P 89 Est. 166,704
MSA 80 Cen. 220,252; E&P 89 Est. 229,108
City & RTZ-ABC: (80) 429,533

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 311,711

**7 - ELECTRIC METERS:** Residence 282,708

**8 - GAS METERS:** Residence 159,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Manufacturing 61,600; Constr. 11,000; Trans. & Util 13,000; Whole Trade 15,300; Ret. Trade 57,100; Fin., Ins., & R.E. 12,700; Serv. 76,200; Gov't 45,300.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

**11 - TAP WATER:** From Lake Erie, fluoridated.

**12 - RETAILING: Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Country Charm(25) | NA | Rite Aid |
| Great Eastern(45) | NA | Foodtown, Kroger, Value City |
| Miracle Mile(48) | NA | Kroger, JCPenney, T.J. Maxx, Rite Aid, Value City Furniture |
| Parkway Plz.(28) | NA | Food Town, Value City |
| Southland(42) | NA | Foodtown, Kroger, JCPenney, Rite Aid |
| Starlite Plz.(36) | NA | The Pharm, Churchill's, Damschroder's |
| Westgate Vlg.(53) | NA | Lion, Elder-Beerman, Sears |
| Franklin Pk. Mall(80) | NA | JL Hudson's, Jacobson's, JCPenney JCPenney |
| North Towne Sq.(90) | NA | Lion, Elder-Beerman, Mont. Ward |
| Southwyck Mall (115) | NA | Lion, Lion's Home, Mont. Ward |
| Greenwood Mall(30) | NA | Value City |
| Woodville Mall(75) | NA | Elder-Beerman, The Andersons |
| Portside(80) | NA | Sears |

**13 - RETAIL OUTLETS: Department Stores**-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 3; J. L. Hudson; Montgomery Ward 2; Jacobson's.

**Variety Stores**-Woolworth 4.

**Discount Stores**-K mart 6; TG&Y; The Andersons 3; Hills 4; Big & Small Lots 4.

**Chain Drug Stores**-Rexall 14; F.I.P. 12; Rite Aid 41; Pharm Deep Discount 7.

**Chain Supermarkets**-Kroger 13; Foodtown 25; Five Star 10; IGA 3; Centre 3; Churchill's 5; Farmer Jack; Kash and Karry Warehouse Market 6; Cub Food 2.

**Other Chain Stores**-Damschroder; Richman 3; Al Thomas 2; Florsheim 2; Thom McAn 4; Pic Way 6; Endicott-Johnson 2; Baker 5; Foot Saver; Kinney 4; Phillips; Famous Footwear 2; Hanover Shoes 3; Athlete's Foot 3; Sneaker Circus 2; Brendamour's 3; Western Auto; Jiffy Mart 13; Sterling Milk 12; Lawson's 11; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5; Herman's; M-C Sporting Goods 2; Best Prods.; Murray's Auto 3; Autoworld 3; Radio Shack 15; Toys 'R Us; Wickes Lumber 4; 84 Lumber 3; Carter Lumber 3; Builder's Square; B.J. Wholesale; ABC Warehouse 3; Highland Appliance 3; Fretter Appliance; Service Merchandise 2.

**14 - NEWSPAPERS:** BLADE (e) 154,592; (S) 219,289; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Donald E. Earnhart, Gen. Adv. Sales Div. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6408.

**National Representative**: None.

## TROY

**1 - LOCATION:** Miami County, (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville, 15 minutes from Dayton International Airport, I-75; 15 minutes from I-70. State Hwys.: Routes 55, 41, 202, 718.

**2 - TRANSPORTATION: Railroads**-B&O; Conrail; Chessie System.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Greyhound.

**Airlines**-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight; People Express.

**3 - POPULATION:**

Corp. City 80 Cen. 19,086; E&P 89 Est. 18,196
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 80 Cen. 90,470; E&P 89 Est. 88,708
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
City & RTZ-ABC: (80) 91,968

**Demographic Information Available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,068; E&P 89 Est. 7,079
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 80 Cen. 32,427; E&P 89 Est. 33,873
MSA 80 Cen. 340,279; E&P 89 Est. 356,951
City & RTZ-ABC: (80) 32,502

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $476,132,309 |
| Savings & Loan | 3 | $238,367,532 |

**6 - PASSENGER AUTOS:** County 65,779

**7 - ELECTRIC METERS:** Residence 8,551

**8 - GAS METERS:** Residence 6,646

**9 - PRINCIPAL INDUSTRIES:** Commercial Food Equip.; Meat; Paper Prods.; Arc Welders; Aviation Prods.; Tube Prods.; Ice Cream; Polstyrene Foam Prods.; Auto Manufacturing.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-14 blocks on Square. Also 4 Shpg. Ctrs., one each on North and South edges of town, plus two at West edge of town.

**Neighborhood Shopping Centers**-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; K mart/Kroger, W. Market St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sherwood(14) | 1 | McCrory, Marsh, Coast-to-Coast, M&R Health Mart Drugs |
| Trojan Vlg.(38) | 2 | Ames, Ray's Supermarket, Radio Shack, Goodyear |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Dept., Discount, Food-every evening.

**13 - RETAIL OUTLETS: Variety Stores**-McCrory; Family Dollar.

**Discount Stores**-K mart; Ames.

**Chain Drug Stores**-M&R Health Mart 2; Revco; Rite Aid Drugs.

**Chain Supermarkets**-Marsh; Kroger; Rays; Cardinal Markets; IGA.

**Other Chain Stores**-Uhlman's; El Bee Shoes; Auto Works; National Video; Lawson's; Radio Shack; Main Auto Parts; Warehouse Paint; Sherwin-Williams; Sycamore Shop; United Dairy Farmers; Shastar-Renting to Own.

**14 - NEWSPAPERS:** NEWS (e) 11,196; (S) 13,061; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.

**National Representative**: Landon Associates.

## UNION CITY
**See WINCHESTER, IN**

## UPPER SANDUSKY

**1 - LOCATION:** Wyandot County, E&P Map B-2, County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N; and State Hwys. 53, 67.

**2 - TRANSPORTATION: Railroads**-Conrail; Chesapeake & Ohio.

**Intercity Bus Lines**-Great Lakes; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 5,967; E&P 89 Est. 6,175
County 80 Cen. 22,641; E&P 89 Est. 23,171

**4 - HOUSEHOLDS:**

City 80 Cen. 2,282; E&P 89 Est. 2,501
County 80 Cen. 7,838; E&P 89 Est. 8,928

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $175,000,000 |
| Savings & Loan | 2 | $177,000,000 |

**6 - PASSENGER AUTOS:** County 14,086

**7 - ELECTRIC METERS:** Residence 2,742

**8 - GAS METERS:** Residence 2,545

**9 - PRINCIPAL INDUSTRIES:** Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fab. Steel; Automotive Glass.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Artz Bros.; Michael's; Armstrong's.

**Variety Stores**-Ben Franklin; Big Wheel.

**Chain Drug Stores**-Rexall; Rite-Aid.

**Chain Supermarkets**-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Dairy Mart.

**14 - NEWSPAPERS:** CHIEF-UNION (e) 4,530; sworn Oct. 1, 1989.

**Local Contact** for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 W. Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.

**National Representative**: Landon Associates.

## URBANA

**1 - LOCATION:** Champaign County, E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus, On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,762; E&P 89 Est. 9,718
County 80 Cen. 33,687; E&P 89 Est. 33,068

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,174; E&P 89 Est. 4,064
County 80 Cen. 11,795; E&P 89 Est. 12,919

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $94,000,000 |
| Savings | 3 | $153,000,000 |

**6 - PASSENGER AUTOS:** County 23,333

**7 - ELECTRIC METERS:** Residence 4,400

**8 - GAS METERS:** Residence 3,950

**9 - PRINCIPAL INDUSTRIES:** Fine Paper; Aircraft and Airport Lighting Equip.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Prods.; Electric Controls and Distribution Equip.; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-1 block east, 2 south, 1 west and 3 north of Monument Sq.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Upper Valley Mall(80) | 14 | Sears, JCPenney, Rike, Blocks |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-K mart; TG&Y; Revco; Crosby; Lanes.

**13 - RETAIL OUTLETS: Department Stores**-Uhlman's; Boston.

**Variety Stores**-McCrory's; K mart; Ames.

**Chain Drug Stores**-Revco; Lanes.

**Chain Supermarkets**-Kroger; Troutwine's (Super Valu); IGA.

**Other Chain Stores**-Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

**14 - NEWSPAPERS:** CITIZEN (e) 7,574; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Linda Anderson, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.

**National Representative**: Landon Associates.

## VAN WERT

**1 - LOCATION:** Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

**2 - TRANSPORTATION: Railroads**-Conrail (frt. only).

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Municipal Airport, Charter only.

**3 - POPULATION:**

Corp. City 80 Cen. 11,035; E&P 89 Est. 10,700
County 80 Cen. 30,462; E&P 89 Est. 30,621

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,363; E&P 89 Est. 4,534
County 80 Cen. 10,939; E&P 89 Est. 11,674

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $155,266,000 |
| Savings & Loan | 2 | $71,815,460 |

**6 - PASSENGER AUTOS:** County 20,578

**7 - ELECTRIC METERS:** Residence 7,863

**8 - GAS METERS:** Residence 5,513

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialities 240; Ins. 300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, soft 5 1/2 grains.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Mkt. St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Summit(17) | NA | Fisher's Big Wheel |
| Van Wert Plz. | NA | Heck's, Lane's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open**-Fri. & Mon. evenings.

**13 - RETAIL OUTLETS: Department Stores**-Heck's; JCPenney.

**Chain Drug Stores**-Revco; Derry's; Hook's; Peoples.

**Variety Stores**-Fisher's Big Wheel.

**Chain Supermarkets**-Marsh; Chief; Triangle Super-Dollar; Cardinal.

**Other Chain Stores**-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast-to-Coast Hdwe.; Ace Hdwe.; Quality Farm & Fleet; Fashion Bug; Sycamore; Spurgeons.

**14 - NEWSPAPERS:** TIMES-BULLETIN (e) 8,104; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.

**National Representative**: Landon Associates.

## WAPAKONETA

**1 - LOCATION:** Auglaize County (In Lima MSA). E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-15.

**3 - POPULATION:**

Corp. City 80 Cen. 8,402; E&P 89 Est. 9,089
County 80 Cen. 42,636; E&P 89 Est. 45,165
MSA 80 Cen. 155,249; E&P 89 Est. 155,894

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,226; E&P 89 Est. 3,418
County 80 Cen 15,504; E&P 89 Est. 17,843
MSA 80 Cen. 53,700; E&P 89 Est. 56,126

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $50,000,000 |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 28,963

**7 - ELECTRIC METERS:** Residence 3,500

**8 - GAS METERS:** Residence 2,555

**9 - PRINCIPAL INDUSTRIES:** Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain; Meat Packer; Automotive & Airplane Interiors; Rubber Prods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Auglaize St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grandview Plz.(12) | NA | Coast-to-Coast, Radio Shack, Sycamore, Shastar |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Val Corp.

**Chain Drug Stores**-People's; Rite Aid.

**Variety Stores**-Wapak Sundry.

**Chain Supermarkets**-Pantry Pride; Lawsons; Clyde Evans.

**14 - NEWSPAPERS:** NEWS (e) 5,000; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: L.R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.

**National Representative**: Landon Associates.

## WARREN

**1 - LOCATION:** Trumbull County (In Youngstown-Warren MSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

**2 - TRANSPORTATION: Railroads**-Baltimore & Ohio; Erie-Lackawanna; Conrail.

**Motor Freight Carriers**-47.

**Intercity Bus Lines**-Ohio Greyhound; Continental Trailways.

**Airlines**-United; Piedmont Commuter; Crown; Northwest; Bas Commuter; Allegheny.

**3 - POPULATION:**

Corp. City 80 Cen. 56,629; E&P 89 Est. 50,254
CZ-ABC: (80) 65,460
RTZ-ABC: (80) 156,437
County 80 Cen. 241,452; E&P 89 Est. 235,824
MSA 80 Cen. 530,562; E&P 89 Est. 512,387
City & RTZ-ABC: (80) 221,897

**4 - HOUSEHOLDS:**

City 80 Cen. 21,068; E&P 89 Est. 19,292
CZ-ABC: (80) 24,059
RTZ-ABC: (80) 51,535
County 80 Cen. 84,151; E&P 89 Est. 90,706
MSA 80 Cen. 186,711; E&P 89 Est. 190,777
City & RTZ-ABC: (80) 75,598

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $386,702,171 |
| Savings & Loan | 7 | $222,512,817 |

**6 - PASSENGER AUTOS:** County 161,320

**7 - ELECTRIC METERS:** Residence 54,250

**8 - GAS METERS:** Residence 49,081

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fabrication 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Employees (Annual Payroll $650,450,200).

**Principal Pay Days**-10th & 25th; Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 on W. Market; 5 on E. Market; 6 on N. Park; 3 on High NE.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| McKinley Hts.(5) | NA | Stambaugh-Thompson, Handyman |
| Warren Plaza(34) | NA | Giant Eagle |
| Trumbull Plaza(24) | NA | K mart |
| Village Plz(13) | NA | Value City Furn. |
| Ridgeview(14) | NA | |
| Eastwood Mall(100) | NA | Sears, Kaufmann's, Woolworth, JCPenney, Carlisle |
| Plaza West(7) | NA | Ames |
| Champion Plz.(10) | NA | Hills |
| Austin Vlg.(20) | NA | Super Duper, Big Lots |
| Gretchen Vlg. (16) | NA | Ames |
| Howland Plz.(8) | 3 | Giant Eagle |
| Great East Plz.(10) | 5 | Sparkle, Best, Phar-Mor |

**Principal Shopping Days**-Dept. Stores-Mon. & Thur. night.

**Stores Open Evenings**-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmann's; Carlisle; Sears; JCPenney.

**Discount Stores**-Hills; K mart; Ames; Best; Big Lots; Burlington Coat, TJ Maxx.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Revco 2; Rite Aid 8; Phar-Mor; Thrift; Aid-N-Save 3; Drug Castle.

**Chain Supermarkets**-Sparkle Markets 7; Valu King 3; Riverside 2; Woodland Market 2; Howland IGA; Super Duper 4; Giant Eagle 5; Apples.

**14 - NEWSPAPERS:** TRIBUNE-CHRONICLE (e) 40,494; (S) 45,847; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Roszczyk, Mktg. Dir., TRIBUNE-CHRONICLE, 240 Franklin St. S.E., Warren, OH 44482; Tel. (216) 841-1620.

**National Representative**: Landon Associates.

## WASHINGTON COURT HOUSE

**1 - LOCATION:** Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

**2 - TRANSPORTATION: Railroads**-Grand Trunk Western; Chessie System.

**Intercity Bus Lines**-Pennsylvania Greyhound.

**Motor Freight Carriers**-5.

**Air Travel**-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

**3 - POPULATION:**

Corp. City 80 Cen. 12,682; E&P 89 Est. 12,647
County 80 Cen. 27,531; E&P 89 Est. 27,915

**4 - HOUSEHOLDS:**

City 80 Cen. 4,898, E&P 89 Est. 5,183
County 80 Cen. 9,781; E&P 89 Est. 10,809

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $63,336,000 |
| Savings & Loan | 3 | $51,802,516 |

**6 - PASSENGER AUTOS:** County 16,945

**7 - ELECTRIC METERS:** County 19,018

**8 - GAS METERS:** Residence 8,720

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Proc. 150; Steel Bldgs. 330. Wages-Unskilled ($165); Semiskilled ($210); Skilled ($340).

**10 - CLIMATE:** Av. Annual Temp. 52, max. 96, min.-10. First killing frost, Oct. 18; last killing frost, May 13.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Washington Sq.(13) | 1 | Radio Shack Revco, Cato, Ames, Big Wheel |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Downtown-Fri., Shopping Centers-nightly.

**13 - RETAIL OUTLETS: Department Stores**-Craig; Foster Haines; JCPenney; Uhlman's.

**Discount Stores**-Sundry Store; TSC.

**Variety Stores**-Fisher's Big Wheel; K mart; Ames.

**Chain Drug Stores**-Medicine Shoppe; Downtown; Revco; Kroger.

**Chain Supermarkets**-Kroger; Sack-n-Save; Convenient Mart; Bob & Carl's.

**Other Chain Stores**-Sears (catalog); Belden Jewelers; Firestone; Cato; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Odd Lots; McDonald's; Wendy's; Long John Silver; Kentucky Fried Chicken; Golden Corral; Nationwise.

**14 - NEWSPAPERS:** RECORD-HERALD (e) 6,742; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Debbie Mangus, Mktg. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.

**National Representative**: Landon Associates.

**WILLOUGHBY**
**See LAKE COUNTY**

## WILMINGTON

**1 - LOCATION:** Clinton County, E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, I-71; State Hwys. 3, 73, 730. Agricultural section.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express; Airborne Express Hub.

**3 - POPULATION:**

Corp. City 80 Cen. 10,431; E&P 89 Est. 10,627
County 80 Cen. 34,645; E&P 89 Est. 36,439

**4 - HOUSEHOLDS:**

City 80 Cen. 4,018; E&P 89 Est. 4,254
County 80 Cen. 12,148; E&P 89 Est. 13,706

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $101,223,415 |
| Savings & Loan | 3 | $98,441,002 |

**6 - PASSENGER AUTOS:** County 22,324

**7 - ELECTRIC METERS:** Residence 20,000

**8 - GAS METERS:** Residence 4,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 1,500; Retail 625; Servs. 455; Constr. 150; Util. 100; Quarry 40; Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Parts & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furn. & Equip.;

Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Paper Bags; Forklift Mfg.; Air Freight Service 2,000.

**10 - CLIMATE:** Av. Annual Temp.-49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall: Annual-39 in.

**11 - TAP WATER:** Not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wilmington Plz.(18) | NA | Kroger, Revco, Coast-to-Coast |
| Southridge(9) | NA | K mart |
| Rombach Ctr.(9) | NA | Radio Shack, SupeRx, Pic-Way Shoes |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Shpg. ctr. every evening; Downtown Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Foster-Haines; Murphy-Benham; Pick 'N Save; Heck's; Haines; Adairs; Coast-to-Coast.
**Variety Stores**-K mart; Sundry Store; Odd Lot; Cato; Meadow Park.

**Chain Drug Stores**-Revco; SupeRx.
**Chain Supermarkets**-Kroger; Bob & Carl's Finer Foods; Walmart.

**14 - NEWSPAPERS:** NEWS-JOURNAL (e) 7,227; sworn Sept. 30, 1989.

**Local Contact** for Advertising and Merchandising Data: Rick Irvin, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.

**National Representative**: Landon Associates.

## WOOSTER

**1 - LOCATION:** Wayne County, E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 19,289; E&P 89 Est. 19,873
CZ-ABC: (80) 23,390
RTZ-ABC: (80) 110,348
County 80 Cen. 97,701; E&P 89 Est. 105,233
City & RTZ-ABC: (80) 133,738

**4 - HOUSEHOLDS:**
City 80 Cen. 7,105; E&P 89 Est. 7,606
CZ-ABC: (80) 8,549
RTZ-ABC: (80) 35,101
County 80 Cen. 32,233; E&P 89 Est. 40,774
City & RTZ-ABC: (80) 43,650

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $152,076,000 |
| Savings & Loan | 3 | $412,849,000 |

**6 - PASSENGER AUTOS:** County 68,421

**7 - ELECTRIC METERS:** Residence 8,781

**8 - GAS METERS:** Residence 6,993

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Brass Couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Common Carriers 150; Constr. 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Pub. 123; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agric. Research 512; Colleges 760.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Liberty St. and 7 blocks on Market St.

**Neighborhood Shopping Centers**-U.S. 30 East.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| College Hills(15) | NA | Sears, Woolworth |
| Portage Sq.(5) | NA | K mart, Radio Shack |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.; Food: Mon. to Sat.

**13 - RETAIL OUTLETS: Department Stores**-H. Freedlander; Wm. Annat; Sears; Buehler's.
**Variety Stores**-Newberry; Woolworth; Retzler.
**Discount Stores**-Heck's; Nichols; K mart; Qual. Farm & Fleet; Big Wheel.
**Chain Drug Stores**-Revco; Drug Mart; Rite Aid.
**Chain Supermarkets**-Buehler 2; Hawkin's; Smith's; Convenient Food; Stop-N-Go; Youngs 2; IGA 2; Dairy Mart.
**Other Chain Stores**-Moore's; Yum Yum Tree; Servex; Radio Shack; S. Kline; Sherwin-Williams; Goodrich; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

**14 - NEWSPAPERS:** RECORD (e) 25,146, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob Anderson, Adv. Dir., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.

**National Representative**: Branham/Newspaper Sales.

## XENIA

**1 - LOCATION:** Greene County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light manufacturing; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, I-71 and I-75.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

**3 - POPULATION:**
Corp. City 80 Cen. 24,653; E&P 89 Est. 20,364
CZ-ABC: (80) 31,971
RTZ-ABC: (80) 64,983
County 80 Cen. 129,850; E&P 89 Est. 132,642
MSA 80 Cen. 942,725; E&P 89 Est. 939,679
City & RTZ-ABC: (80) 96,954

**4 - HOUSEHOLDS:**
City 80 Cen. 8,703; E&P 89 Est. 7,731
CZ-ABC: (80) 10,523
RTZ-ABC: (80) 20,463
County 80 Cen. 43,078; E&P 89 Est. 49,980
MSA 80 Cen. 340,279; E&P 89 Est. 356,951
City & RTZ-ABC: (80) 30,986

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $73,403,000 |
| Savings & Loan | 2 | $144,814,430 |

**6 - PASSENGER AUTOS:** County 92,008

**7 - ELECTRIC METERS:** County 34,566

**8 - GAS METERS:** County 20,854

**9 - PRINCIPAL INDUSTRIES:** 53,779 total county labor force.

**Principal Industrial Pay Days**-Fri., Wed.

**10 - CLIMATE:** Av. Temp. 50. Max.: 94; Min.: -6. Annual rainfall 35.87 in.; Av. snowfall 50 snows/yr. Total precipitation 25.63 in.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; Zayre Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S. Bellbrook & 35 Bypass (West) 7 units; W. 2nd & Orange 5 units; W. 2nd & Bellbrooks 4 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ledbetter Rd.(6) | NA | JoAnn Fabrics, Revco, Yum Yum Tree |
| Xenia Plz.(12) | NA | Sears, Revco |
| Xenia Town Sq.(4) | NA | Fashion Bug, Rite Aid, K mart, Radio Shack |
| Ames Plz.(2) | NA | Ames, Kroger |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Fri.; Food-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Foster Haines.
**Discount Stores**-K mart; Ames.
**Variety Stores**-Family Dollar; Dollar General.
**Chain Drug Stores**-Revco; Rite Aid; Hooks; Medicine Shoppe.
**Chain Supermarkets**-Super Valu 2; IGA 2; Stop N' Go 3; Fulmer's; Kroger.
**Other Chain Stores**-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

**14 - NEWSPAPERS:** GAZETTE (e) 10,619; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dan L. Emerich, Adv. Mgr., GAZETTE, 37 S. Detroit St.; P.O. Box 400, Xenia, OH 45385; Tel. (513) 372-4444.

**National Representative**: Thomson Newspapers.

## YOUNGSTOWN

**1 - LOCATION:** Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2, County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpke.; I-80 & 80S; U.S. Hwys. 422, 62, 224; State Hwys. 11, 18, 164, 170, 616.

**2 - TRANSPORTATION: Railroads**-Conrail; P&LE.
**Motor Freight Carriers**-72.
**Intercity Bus Lines**-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania; Columbiana Coach Lines.
**Airlines**-United Express; USAir; Beaver Aviation (BAS).

**3 - POPULATION:**
Corp. City 80 Cen. 115,436; E&P 89 Est. 101,989
CZ-ABC: (80) 229,123
RTZ-ABC: (80) 268,514
Counties/MSA 80 Cen. 530,562; E&P 89 Est. 511,387
Mahoning Co. 80 Cen. 289,110; E&P 89 Est. 276,563
Trumbull Co. 80 Cen. 241,452; E&P 89 Est. 235,824
City & RTZ-ABC: (80) 497,637

**Demographic Information (Limited) available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 41,990; E&P 89 Est. 39,403
CZ-ABC: (80) 83,006
RTZ-ABC: (80) 92,997
Counties/MSA 80 Cen. 190,900; E&P 89 Est. 197,309
Mahoning Co. 80 Cen. 103,700; E&P 89 Est. 106,603
Trumbull Co. 80 Cen. 87,200; E&P 89 Est. 90,706
City & RTZ-ABC: (80) 176,003

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $3,298,764,000 |
| Savings & Loan | 3 | $1,445,676,000 |

**6 - PASSENGER AUTOS:** Counties: Mahoning 181,758; Trumbull 161,320

**7 - ELECTRIC METERS:** Residence 150,351

**8 - GAS METERS:** Residence 136,420

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 96,082 ($316); Constr. 2,433 ($367); Mfg. 15,734 ($413); Trans. & Util. 3,735 ($446); Whol. & Ret. 27,471 ($227); Fin., Ins., R.E. 5,289 ($309).

**Principal Industrial Pay Days**-Staggered.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost, Oct. 15; last killing frost, Apr. 23. Annual Precipitation 44.50.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Area**-Southern Park Mall; Greater Boardman Plz.; 5 blocks on Fed. Plz. East and West; Belmont Ave. Rte. 193; Austintown Plz., Rt. 18.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Boardman Plaza(52) | 6 | Hill's, Carlisle's Jewel Mart, Children's Palace, Dunhams, D&K Stores, Super Duper |
| Mahoning | 5 | Family Dollar, Whitlocks |
| Plaza(17) | 3 | Rite Aid |
| McGuffey Mall(30) | 3 | Rite Aid, Super Duper |
| Lincoln Knolls Plaza(30) | 4 | Hill's, Stambaugh's, Apples, Big Lots, Radio Shack, Family Dollar, Rite Aid, Giant Eagle |
| Liberty Plaza(42) | 4 | Big Lots, Hill, Stambaugh's, Jewel Mart |
| Austintown Plaza(35) | 7 | Dollar Bargain, Hill's, Stambaugh's, Penny's |
| Canfield Colonial(17) | 10 | Sparkle, Thrift Drug |
| Struthers 5th Street(16) | 7 | Sparkle, Revco |
| Village Sq. | 10 | Value City, Giant Eagle |
| Southern Park Mall(106) | 6 | Sears, Kaufmann's, Horne's, JCPenney |
| Eastwood Mall(135) | 12 | Sears, Kaufmann's, JCPenney, Carlisles |
| Belmont Plaza(8) | 2 | Patient Care |
| Cornersburg Plaza(8) | 5 | Giant Eagle, Rite Aid |
| Valley View Plz. | 11 | Valley View Dept. Store |
| Kirkmere Plaza(12) | 4 | |
| Marwood(8) | 3 | Yum Yum Tree |
| Market St. Plz. | 6 | Sassy Slacks, B&J Sales |
| Union Square Plaza(24) | 3 | Radio Shack, Sparkle |
| Wedgewood Plaza(15) | 5 | Rite Aid Drug, Bargain Port |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Food, Shopping Plazas and Malls every evening. Some Food Stores open 24 hours.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmann's 2; Horne's; JCPenney 2; Sears; Carlisle's.
**Discount Stores**-Hill's 5; Bargain Port 3; K mart 3; Valley View; Ames 2.
**Variety Stores**-Woolworth; McCrory; Ben Franklin 2.
**Chain Drug Stores**-Thrift; Revco 7; Rite Aid 20; Allen's 6; Lester's; Phar-Mor 3.
**Chain Supermarkets**-Dairy Marts 12; Giant Eagle 10; Valu-King 3; United Family 10; Foodland 6; Apples 3; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 14; Tic-Toc; Sami Quick Stop 15; Lil Shoppers 2; Fast Check 9; Super Duper 6.
**Other Chain Stores**-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Toys 'R Us; Kids 'R Us; Catherine's Stout; Fashion Barn; Tops and Bottom; Birnbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; JoAnn Fabrics; The Appliance Store 2; Home Centers;

Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Dunham's; Koenigs; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Ormonds; Parklane Hosiery; Petris; Stambaugh's 8; TJ. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics 2; Garment Center; Radio Shack; Linens and More; Maaco Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Busy Beaver Ctr.; Carter Lumber 4.

**14 - NEWSPAPERS:** VINDICATOR (e) 90,608; (S) 138,056; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780; Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.

**National Representative**: Sawyer-Ferguson-Walker Co.

## ZANESVILLE

**1 - LOCATION:** Muskingum County, E&P Map C-3, County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22, I-70.

**2 - TRANSPORTATION: Railroads**-N&W; Chessie; Conrail.

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 28,655; E&P 89 Est. 26,121
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 80 Cen. 83,403; E&P 89 Est. 85,499
City & RTZ-ABC: (80) 113,916

**4 - HOUSEHOLDS:**

City 80 Cen. 11,211; E&P 89 Est. 10,786
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 80 Cen. 29,442; E&P 89 Est. 32,175
City & RTZ-ABC: (80) 39,869

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $262,000,000 |
| Savings & Loan | 3 | $254,000,000 |

**6 - PASSENGER AUTOS:** County 51,125

**7 - ELECTRIC METERS:** Residence 29,218

**8 - GAS METERS:** Residence 17,950

**9 - PRINCIPAL INDUSTRIES:** Industry, (Av. Wkly. Wage)-Mfg. ($226); Trans. & Util. ($290); Constr. ($262).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Colony Square Mall(84) | 5 | JCPenney, Gray's, Sears, Elder Beerman |
| Country Fair(25) | 4 | Kroger, Woolworth, Odd Lots |
| Sunrise Center | 2 | IGA |
| Zane Trail(18) | 3 | Big Bear, Hart's |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Open Evenings**-Downtown Mon., Fri.; Mall Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Nader & Sons; Sears; Elder Beerman.

**Discount Stores**-Bargain City; Dollar Saver; K mart; Odd Lots.

**Variety Stores**-Woolworth; Hart's.

**Chain Drug Stores**-Revco 2; Thrift; SupeRx; Hart's; Gray; Nelson; Fox.

**Chain Supermarkets**-Kroger; Big Bear 3; Apple; Pick N Save.

**Other Chain Stores**-Moore's; Sherwin-Williams; Stambaugh's; Pittsburgh Plate Glass; Singer Co.; Pic-Way; Robert's Men Store; Radio Shack; Sun TV & Appliances; Kinney Shoes.

**14 - NEWSPAPERS:** TIMES RECORDER (m) 23,188; (S) 22,322; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Simons, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.

**National Representative**: Thomson Newspapers.

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# OKLAHOMA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Enid**-Garfield County.

**Fort Smith, AR-OK**-Crawford and Sebastian Counties, Ar; Sequoyah County, OK.

**Lawton**-Comanche County.

**Oklahoma City**-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.

**Tulsa**-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 197 | 233 | 295 |
| 5-14 Years | 492 | 465 | 499 |
| 15-24 Years | 449 | 568 | 527 |
| 25-44 Years | 586 | 813 | 1,087 |
| 45-64 Years | 537 | 583 | 599 |
| 65 and Over | 299 | 376 | 367 |
| TOTAL | 2,560 | 3,038 | 3,375 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 542 | 920 | 1,608 |
| General Mdse | 1,093 | 1,800 | 2,515 |
| Food | 2,096 | 3,684 | 4,601 |
| Automobiles | 2,884 | 3,649 | 6,545 |
| Gasoline Stations | 655 | 1,100 | 1,028 |
| Apparel | 549 | 938 | 1,249 |
| Furniture | 423 | 693 | 1,170 |
| Eat-Drink Places | 715 | 1,394 | 1,954 |
| Drugs | 211 | 337 | 463 |
| TOTAL SALES | 9,228 | 16,071 | 22,271 |

## ADA

**1 - LOCATION:** Pontotoc County, E&P Map E-3, County Seat. Industrial, educational, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of Oklahoma City.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-6.

**3 - POPULATION:**

Corp. City 80 Cen. 15,902; E&P 89 Est. 16,053
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 36,223
County 80 Cen. 32,715; E&P 89 Est. 34,777
City & RTZ-ABC: (80) 52,125

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 6,440; E&P 89 Est. 6,695
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 13,037
County 80 Cen. 12,268; E&P 89 Est. 12,538
City & RTZ-ABC: (80) 19,447

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | $90,000,000 |
| Commercial | 3 | $209,300,000 |

**6 - PASSENGER AUTOS:** County 23,095

**7 - ELECTRIC METERS:** Residence 6,100

**8 - GAS METERS:** Residence 6,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass containers 440 ($265); Cement 165 ($320); Concrete prods. N.A. ($150); Meat packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic cups 450 ($165); Plastic and rubber prods. 350 ($225); Mfg. and service of oilfield drilling tools 100 ($275); Trap & skeet targets 50 ($175); Overhead door mfg. 100 ($225).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Area**-8 blocks on Main St. and Broadway.

**Neighborhood Shopping Centers**-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; 15 units, 600 N. B'dwy.; North Hills Center, Lonnie Abbot & Industrial Blvd.

**Principal Shopping Days**-Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dillon's; Katz; C.R. Anthony; Bealls; Cato.

**Variety Stores**-Bargain Mart.

**Discount Stores**-Wal-Mart; Wall's; Dollar General; K mart; Family Dollar.

**Chain Drug Stores**-Revco.

**Chain Supermarkets**-Safeway; IGA.

**Other Chain Stores**-Singer Co.; Sears (catalog); Sherwin-Williams; Payless; Athlete's Foot.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 9,006; (S) 9,309; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ronald A. Vodenichar, Pub., NEWS, P.O. Box 489, Ada, OK 74820; Tel. (405) 332-4433.

**National Representatives**: Thomson Newspapers; Papert Companies.

## ALTUS

**1 - LOCATION:** Jackson County, E&P Map C-3, County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW of Oklahoma City.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Frisco; Hollis & Eastern.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Midcontinent.

**3 - POPULATION:**

Corp. City 80 Cen. 23,101; E&P 89 Est. 23,593
County 80 Cen. 30,143; E&P 89 Est. 30,707

**4 - HOUSEHOLDS:**

City 80 Cen. 7,918; E&P 89 Est. 8,030
County 80 Cen. 10,543; E&P 89 Est. 11,714

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $204,023,000 |
| Savings & Loan | 3 | $101,660,000 |

**6 - PASSENGER AUTOS:** County 17,485

**7 - ELECTRIC METERS:** Residence 10,498

**8 - GAS METERS:** Residence 7,695

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Proc. 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($281); Univ. Educ. 650 ($304); Ladies Garments 90 ($137).

**10 - CLIMATE:** First killing frost, Nov. 7; last killing frost, Mar. 28.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Altus Plaza(24) | NA | JCPenney, Safeway, Zale's, Otasco |
| Bunker Hill(12) | NA | Anthony, Winn's, Furr's |

**Shopping Days**-Fri., Sat., Mon.

**Stores Open Sundays**-Supermarkets; Winn's; Surplus City; K mart; Wal-Mart; Braum's; JCPenney.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney.

**Discount Stores**-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.

**Variety Stores**-Winn's 2; Dollar General; Wal-Mart.

**Chain Drug Stores**-Bunker Hill; United Discount; Revco.

**Chain Supermarkets**-United 2; Safeway.

**Other Chain Stores**-Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Sherwin-Williams; 7-Eleven; Radio Shack; Love's Country Stores.

**14 - NEWSPAPERS:** TIMES (e-mon to fri; S) 6,796; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218-20 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.

**National Representative**: Papert Companies.

## ALVA

**1 - LOCATION:** Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Oklahoma City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

**2 - TRANSPORTATION: Railroads**-AT&SF (Santa Fe); CRI & PRR (Rock Island).

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Mid-Continent.

**3 - POPULATION:**

Corp. City 80 Cen. 6,416; E&P 89 Est. 5,625
County 80 Cen. 10,923; E&P 89 Est. 10,243

**4 - HOUSEHOLDS:**

City 80 Cen. 2,584; E&P 89 Est. 2,294
County 80 Cen. 4,425; E&P 89 Est. 3,395

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $100,000,000 |

**6 - PASSENGER AUTOS:** County 6,867

**7 - ELECTRIC METERS:** Residence 2,808

**8 - GAS METERS:** Residence 2,491

**9 - PRINCIPAL INDUSTRIES:** Industry-Agric.; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Educ.; Farm Implement Mfg.

**Principal Pay Days**-Sat.; 1st & 15th; 5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Neighborhood Shopping Centers**-12 blocks at College & Okla. Blvd.

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; E.W. Tanner; Montgomery Ward; Sears.

**Variety Stores**-Wal-Mart.

**Discount Stores**-Dollar General.

**Chain Drug Stores**-Rexall; Holder-Southern; Ideal Pharmacy; Safeway Pharmacy.

**Chain Supermarkets**-Safeway; Ideal.

**14 - NEWSPAPERS:** REVIEW-COURIER (m-tues to fri; S) 1,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: David Maze, Pub., REVIEW-COURIER, 620 Choctaw; PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.

**National Representative**: Papert Companies.

## ANADARKO

**1 - LOCATION:** Caddo County, E&P Map D-2, County Seat. 60 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

**2 - TRANSPORTATION: Railroads**-Rock Island.

**Motor Freight Carriers**-3.

**Intercity Bus Line**-Oklahoma Trans. Co.

**3 - POPULATION:**
Corp. City 80 Cen. 6,378; E&P 89 Est. 6,182
County 80 Cen. 30,711; E&P 89 Est. 32,878

**4 - HOUSEHOLDS:**
City 80 Cen. 2,355; E&P 89 Est. 2,326
County 80 Cen. 11,069; E&P 89 Est. 13,022

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $115,427,000 |
| Savings & Loan | 2 | $61,389,000 |

**6 - PASSENGER AUTOS:** County 20,973

**7 - ELECTRIC METERS:** 3,000

**8 - GAS METERS:** 2,836

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Carpet Mfg. 471; Elect. Generation 265; Peanut Shelling 50; Bureau of Indian Affairs 313; City employees 113. (Gross payroll yearly $25.8 million.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80. Winter 25-65.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Shopping Centers**-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).

**Principal Shopping Days**-Fri., Sat.; Food-Wed.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Famous; George's; The Green Apple.

**Discount Stores**-Wal-Mart; Dollar General.

**Chain Supermarkets**-Homeland; Warehouse Discount Foods; Dunn's Food Center.

**Other Chain Stores**-Otasco; Derby Wag-A-Bag; Sears (catalog); Radio Shack; True Value; Western Auto.

**Other Stores**-Jay's Jewelry; Allen Western Wear; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furn.; Hallmark.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; wknd) 5,910; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy., Anadarko, OK 73005; Tel. (405) 247-3331.

**National Representatives**: Papert Companies; Oklahoma Press Service.

## ARDMORE

**1 - LOCATION:** Carter County, E&P Map D-3, County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Burlington Northern.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-America; Okla. Trans.; Trailways; S.W. Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 23,689; E&P 89 Est. 25,217
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,880
County 80 Cen. 43,632; E&P 89 Est. 48,423
City & RTZ-ABC: (80) 79,569

**4 - HOUSEHOLDS:**
City 80 Cen. 9,261; E&P 89 Est. 10,151
CZ-ABC: (80) 9,261
RTZ-ABC: (80) 20,615
County 80 Cen. 16,096; E&P 89 Est. 18,487
City & RTZ-ABC: (80) 29,876

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $417,100,000 |
| Savings & Loan | 3 | $96,100,000 |

**6 - PASSENGER AUTOS:** County 29,979

**7 - ELECTRIC METERS:** Residence 13,286

**8 - GAS METERS:** Residence 9,051

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Equip.; Dairy; Concrete; Sportswear; Millwork; Roofing.

**Principal Industrial Pay Days**-Mon., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 4 on N. Wash.; 5 on Grand Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ardmore Mall(9) | NA | Midwest Showcase, Mont. Ward |
| Broadlawn(10) | NA | Red & White |
| Mid-Way(13) | NA | T&M Phmcy., Larrys |
| Tiffany Plaza(6) | NA | Anthony's, Bestyet Food, TG&Y |
| Mountain View Mall(24) | NA | K mart, Beall's, JCPenney, United |

**Principal Shopping Days**-Tues., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon.; Food-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.

**Variety Stores**-TG&Y.

**Discount Stores**-Wal-Mart; K mart; TG&Y; United.

**Chain Drug Stores**-Rexall; I.D.L.; Reavis; Family Drugs; Revco.

**Chain Supermarkets**-Foodway; Safeway; Dicus; IGA; Draper's; Red & White; Bestyet; Winn-Dixie 2.

**Other Chain Stores**-White's Auto; The Automotive; Goodyear; Firestone; Babcock.

**14 - NEWSPAPERS:** ARDMOREITE (e-mon to fri) 12,631; (S) 14,804; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway; PO Box 1328, Ardmore, OK 73402; Tel. (405) 223-2200.

**National Representative**: Landon Associates.

## BARTLESVILLE

**1 - LOCATION:** Washington County, E&P Map E-1, County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy. 123; 49 mi. N of Tulsa, OK; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.

**Intercity Bus Lines**-K.G. Lines, Inc.

**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 34,568; E&P 89 Est. 32,650
CZ-ABC: (80) 41,993
RTZ-ABC: (80) 26,560
County 80 Cen. 48,681; E&P 89 Est. 45,649
City & RTZ-ABC: (80) 68,553

**4 - HOUSEHOLDS:**
City 80 Cen. 13,761; E&P 89 Est. 13,054
CZ-ABC: (80) 16,527
RTZ-ABC: (80) 10,264
County 80 Cen. 20,742; E&P 89 Est. 16,872
City & RTZ-ABC: (80) 26,791

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $388,760,102 |
| Savings & Loan | 3 | $236,990,720 |

**6 - PASSENGER AUTOS:** County 25,800

**7 - ELECTRIC METERS:** Residence 14,639

**8 - GAS METERS:** 14,788

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil field supply and mfg. 1,627; Zinc smelting 394. Payroll est. $1,422,380.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers** Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.

**Neighborhood Shopping Centers**-Limestone Complex; East Bartlesville Complex (22 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastland(38) | NA | Mont. Ward |
| The Quarters(15) | NA | Specialty Shops |
| Pennington Hills Plz. | NA | IGA, Otasco, Mays Drug |
| Washington Park Mall(68) | NA | Dillards, Sears, JCPenney |

**Principal Shopping Days**-Mon., Sat.

**Stores Open Sundays**-9 Food; 6 Drug. Shpg. Ctrs. open Thur. evenings & Sundays.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillards.

**Discount Stores**-Wal-Mart; K mart.

**Chain Drug Stores**-Rexall 2; Mays.

**Chain Supermarkets**-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; United.

**Other Chain Stores**-Otasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S&H Green Stamps; Radio Shack; Sherwin-Williams; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

**14 - NEWSPAPERS:** EXAMINER-ENTERPRISE (e-mon to fri) 12,470; (m-sat) 11,740; (S) 14,858; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Thompson, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.

**National Representative**: Papert Companies.

## BLACKWELL

**1 - LOCATION:** Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 8,400; E&P 89 Est. 8,278
County 80 Cen. 49,829; E&P 89 Est. 53,487

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,344; E&P 89 Est. 3,336
County 80 Cen. 19,431; E&P 89 Est. 19,949

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 38,066

**7 - ELECTRIC METERS:** Residence 3,360

**8 - GAS METERS:** Residence 3,516

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees-Foundry 230; Gas 38; Foods 38; Oil 125; Corset 165.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Graves Drug; Rexall; Homeland; United; Wal-Mart; Anthony's; 7-Eleven.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony's.

**Chain Drug Stores**-Rexall; Graves.

**Chain Supermarkets**-Homeland; United of Oklahoma.

**Other Chain Stores**-Wal-Mart.

**14 - NEWSPAPERS:** JOURNAL-TRIBUNE (e-mon to fri) 3,410; (S) 3,540; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.

**National Representative**: Papert Companies.

## BROKEN ARROW

**1 - LOCATION:** Tulsa County (In Tulsa MSA), E&P Map E-2, County Seat. 18 mi. SE of Tulsa, NE portion of state; on I-44; U.S. Hwys. 66, 69; State Hwy. 51.

**2 - TRANSPORTATION: Railroads**-Missouri; Kansas; Texas.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Trailways.

**Airlines**-Major airlines at Tulsa.

**3 - POPULATION:**
Corp. City 80 Cen. 35,761; E&P 89 Est. 68,039
County 80 Cen. 474,521; E&P 89 Est. 502,700
MSA 80 Cen. 663,105; E&P 89 Est. 727,819

**4 - HOUSEHOLDS:**
City 80 Cen. 11,618; E&P 89 Est. 21,246
County 80 Cen. 181,620; E&P 89 Est. 182,041
MSA 80 Cen. 246,380; E&P 89 Est. 275,379

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 5 | $128,170,482 |
| Commercial | 5 | $245,583,228 |

**6 - PASSENGER AUTOS:** County 365,391

**7 - ELECTRIC METERS:** Residence 18,000

**8 - GAS METERS:** Residence 16,000

**9 - PRINCIPAL INDUSTRIES:** Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas fittings; Boat parts; Electronic structure; Atmosphere coolers; Medical Supplies; Thermoweld prods.; Cultured marble. Agric.-Pecans; Grain; Dairy Cattle; Quarterhorses; Apparel.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Non-alkaline; medium.

**12 - RETAILING: Neighborhood Shopping Centers**-Alps; Arrow Vlg.; Arrowhead; Aspen Sq.; Boardwalk; Downtown; Broken Arrow Plz.; Broken Arrow Town Ctr.; Central Park; County Line; Elmwood Place; Indian Springs; Laurenwood Sq.; Lynn Lane; Mapleleaf; Market Sq.; Meadow Heights; North Main Plz.; Oakcrest; Oakwood; Washington Sq.; Quail Run; Sequoyah; South Main Plz.; Vlg. at Aspen Creek; Turtle Creek; Vandever Acres; Vandever East; Outlet Malls of America; Mayfair Shoppes; Wal-Mart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Oakcrest(15) | 3 | Bud's Thrif-T-Wise |
| Sequoyah Ctr. | 2 | Hancock Fabrics, Ben Franklin, IGA |
| Towne Ctr. | 3 | Bealls, Skaggs |
| Woodland Hills | 5 | Sears, Dillard, JCPenney |

**Principal Shopping Days**-Wed., Fri. & Sat.

**Stores Open Evenings**-Wal-Mart; K mart.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; Bealls.

**Discount Stores**-K mart; Wal-Mart 2.

**Variety Stores**-Ben Franklin 2.

**Chain Drug Stores**-Ross; May's.

**Chain Supermarkets**-Safeway 2; Warehouse Market; IGA; Skaggs; Bud's Thrif-T-Wise; B.A. Discount; Aspen Discount.

**Other Chain Stores**-Goodyear; Otasco; Handy Dan.

**14 - NEWSPAPERS:** LEDGER (e-tues to fri) 3,696; (S) 5,300; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: David Fordonski, Gen. Mgr., LEDGER, 524 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.

**National Representative**: Landon Associates.

## CHICKASHA

**1 - LOCATION:** Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 40 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19, 39, 92; I-44.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; DKT-MKT.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Oklahoma Trans.; Mid-Continent; Denco.

**3 - POPULATION:**
Corp. City 80 Cen. 15,828; E&P 89 Est. 16,525
County 80 Cen. 39,716; E&P 89 Est. 44,142

**4 - HOUSEHOLDS:**
City 80 Cen. 6,229; E&P 89 Est. 6,898
County 80 Cen. 14,302; E&P 89 Est. 18,033

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $244,000,000 |
| Savings & Loan | 4 | $1,078,328,000 |

**6 - PASSENGER AUTOS:** County 24,163

**7 - ELECTRIC METERS:** Residence 5,905

**8 - GAS METERS:** Residence 4,857

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

**11 - TAP WATER:** Alkaline, very hard (lake water).

**12 - RETAILING: Principal Shopping Center**-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand; Shpg. Ctr. at 1000 Choctaw.
**Principal Shopping Days**-Dept Stores-Thur., Sat.; Food-Fri., Sat.
**Stores Open Evenings**-Thur.; Supermarkets every evening.

**13 - RETAIL OUTLETS: Department Stores**-Dixie; JCPenney; Anthony; Hick's.
**Discount Stores**-Gibson's; Wal-Mart; Bargain Time.
**Chain Drug Stores**-Rexall; The Medicine Shoppe; Wal-Mart; Revco.
**Chain Supermarkets**-Safeway; Petty's IGA; Dunn's Red Bud.
**Other Chain Stores**-Goodyear; Sears; S&H Green Stamps.

**14 - NEWSPAPERS:** EXPRESS (e-mon to fri) 5,248; (S) 6,311; sworn Sept. 30, 1988
**Local Contact** for Advertising and Merchandising Data: Tami Butler, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
**National Representative**: Papert Companies.

## CLAREMORE

**1 - LOCATION:** Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Burlington Northern.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 12,085; E&P 89 Est. 13,064
CZ-ABC:(80) 12,805
RTZ-ABC:(80) 25,027
County 80 Cen. 47,032; E&P 89 Est. 58,953
MSA 80 Cen. 663,105; E&P 89 Est. 727,819
City & RTZ ABC: (80) 37,112

**4 - HOUSEHOLDS:**
City 80 Cen. 4,460; E&P 89 Est. 4,919
CZ-ABC:(80) 4,460
RTZ-ABC:(80) 8,195
County 80 Cen. 15,650; E&P 89 Est. 25,388
MSA 80 Cen. 246,380; E&P 89 Est. 275,379
City & RTZ-ABC:(80) 12,655

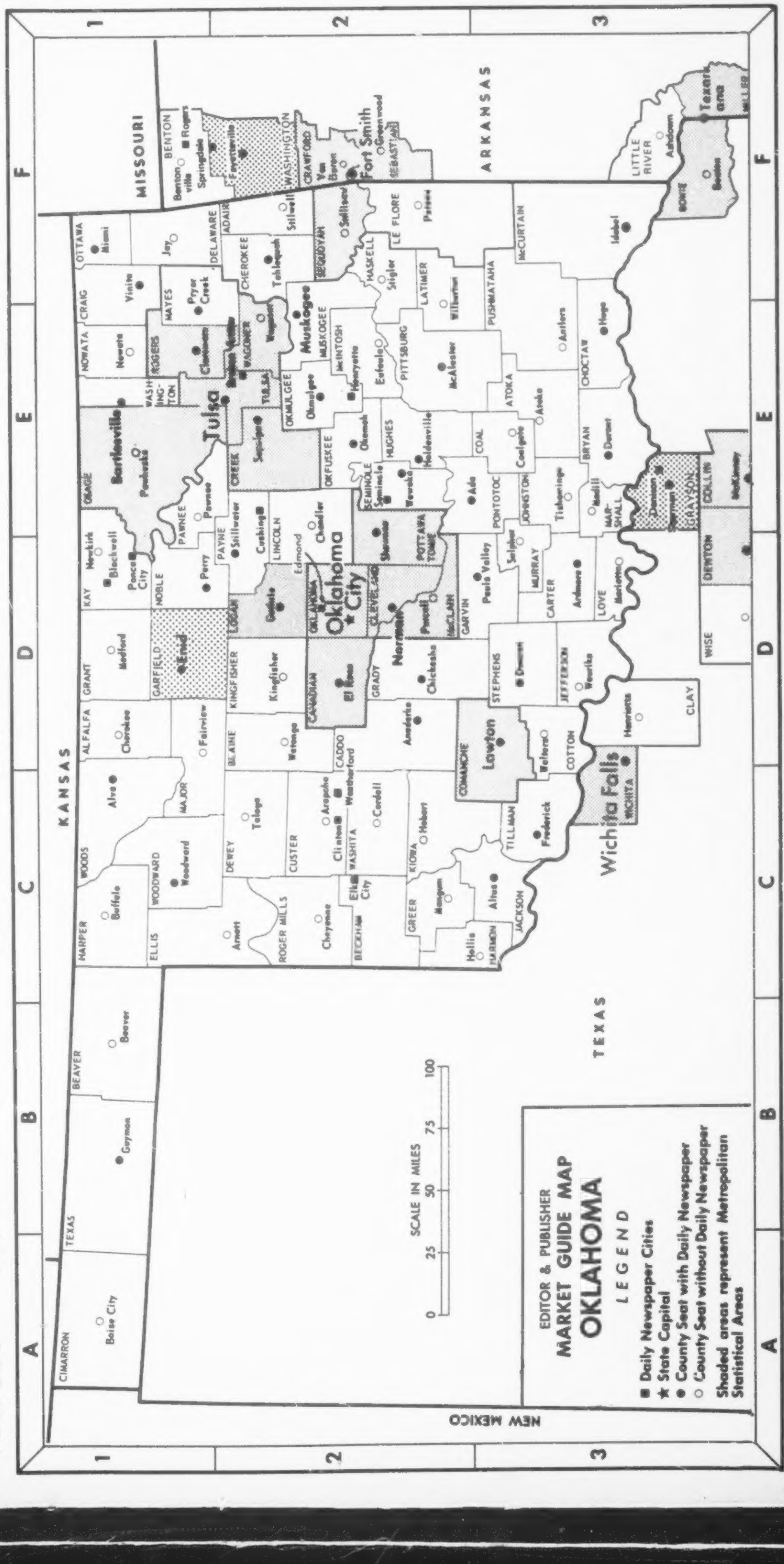
| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $277,000,000 |
| Savings & Loan | NA | NA |

**6 - PASSENGER AUTOS:** County 39,601

**7 - ELECTRIC METERS:** Residence 5,101

**8 - GAS METERS:** Residence 4,612

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
1
2
3
A
B
C
D
E
F
KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Lawton
Wichita Falls
Fort Smith
Norman
Enid
Bartlesville
Muskogee
OTTAWA
CRAIG
NOWATA
WASHINGTON
OSAGE
KAY
GRANT
ALFALFA
WOODS
HARPER
ELLIS
WOODWARD
MAJOR
GARFIELD
NOBLE
PAWNEE
PAYNE
CREEK
TULSA
ROGERS
MAYES
DELAWARE
ADAIR
CHEROKEE
WAGONER
MUSKOGEE
SEQUOYAH
OKMULGEE
OKFUSKEE
LINCOLN
LOGAN
KINGFISHER
BLAINE
DEWEY
CUSTER
ROGER MILLS
BECKHAM
WASHITA
CADDO
CANADIAN
OKLAHOMA
CLEVELAND
POTTAWATOMIE
SEMINOLE
HUGHES
McINTOSH
HASKELL
LE FLORE
LATIMER
PITTSBURG
COAL
PONTOTOC
GARVIN
McCLAIN
GRADY
COMANCHE
KIOWA
GREER
HARMON
JACKSON
TILLMAN
COTTON
STEPHENS
JEFFERSON
CARTER
MURRAY
JOHNSTON
MARSHALL
LOVE
BRYAN
ATOKA
CHOCTAW
PUSHMATAHA
McCURTAIN
BEAVER
TEXAS
CIMARRON
BENTON
WASHINGTON
CRAWFORD
SEBASTIAN
LITTLE RIVER
BOWIE
GRAYSON
COOKE
DENTON
COLLIN
WISE
CLAY
WICHITA
Miami
Vinita
Nowata
Pryor Creek
Claremore
Jay
Tahlequah
Stilwell
Sallisaw
Poteau
Wagoner
Sapulpa
Pawhuska
Newkirk
Blackwell
Ponca City
Perry
Stillwater
Cushing
Pawnee
Chandler
Edmond
Guthrie
Medford
Cherokee
Alva
Fairview
Kingfisher
Watonga
Taloga
Arapaho
Clinton
Weatherford
Cordell
Elk City
Cheyenne
Arnett
Buffalo
Woodward
Beaver
Guymon
Boise City
Hobart
Mangum
Altus
Hollis
Frederick
Anadarko
Chickasha
El Reno
Purcell
Shawnee
Seminole
Wewoka
Holdenville
Okemah
Okmulgee
Henryetta
Eufaula
Stigler
Wilburton
McAlester
Antlers
Hugo
Idabel
Atoka
Coalgate
Ada
Tishomingo
Sulphur
Pauls Valley
Ardmore
Marietta
Madill
Durant
Duncan
Waurika
Walters
Henrietta
Sherman
Denison
McKinney
Texarkana
Boston
Ashdown
Bentonville
Rogers
Springdale
Fayetteville
Van Buren
Greenwood

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Will Rogers Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ne-Mar(20) | NA | Otasco, Sears, JCPenney's, Anthony's |
| Plaza Ctr.(4) | 1 | TG&Y, Coast-to-Coast |
| Mason Ctr.(4) | NA | |
| Claremont Ctr.(7) | NA | Cato |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony.

**Variety Stores**-TG&Y.

**Discount Stores**-Wal-Mart; Discount City.

**Chain Drug Stores**-Wal-Mart; Warehouse Mkt.

**Chain Supermarkets**-Safeway; Warehouse; Hobo.

**14 - NEWSPAPERS:** PROGRESS (e-tues to fri) 6,513; (S) 7,326; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., PROGRESS, 315 W. Will Rogers Blvd., Claremore, OK 74017; Tel. (918) 341-1101.

**National Representatives**: Papert Companies; Oklahoma Press Service.

## CLINTON

**1 - LOCATION:** Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 183 and I-40.

**2 - TRANSPORTATION: Railroads**-St. Louis and San Francisco; AT&SF-Santa Fe.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 8,796; E&P 89 Est. 9,945

County 80 Cen. 26,106; E&P 89 Est. 31,207

**4 - HOUSEHOLDS:**

City 80 Cen. 3,360; E&P 89 Est. 3,911

County 80 Cen. 9,482; E&P 89 Est. 11,268

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $144,742,115 |
| Savings & Loan | 3 | $121,667,918 |

**6 - PASSENGER AUTOS:** County 17,251

**7 - ELECTRIC METERS:** Residence 3,612

**8 - GAS METERS:** Residence 3,510

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Proc. 620 ($275); Oil Field Supply 402 ($528); Other 830 ($315).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

**11 - TAP WATER:** Less than 300 parts per million dissolved solids.

**12 - RETAILING: Neighborhood Shopping Centers**-J.C. Lane; Darko Square West, K mart, Wal-Mart.

**Principal Shopping Days**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Simon's; C.R. Anthony; Guthrie's; Sears.

**Discount Stores**-K mart; Wal-Mart (Weatherford); Wonder World.

**Chain Drug Stores**-S&D 2; Salisbury's; Safeway.

**Chain Supermarkets**-Safeway; United; Puckett's.

**Other Chain Stores**-S&H Green Stamps; Dollar General; Family Dollar.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 5,500; sworn Apr. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Ed., NEWS, 522 Avant Ave.; PO Box 489, Clinton, OK 73601; Tel. (405) 323-5151.

**National Representative**: Papert Companies $f1.

## CUSHING

**1 - LOCATION:** Payne County, E&P Map E-2. Situated on State Hwys. 18, 33. 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

**2 - TRANSPORTATION: Railroads**-Cimarron Valley (Shortline).

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-MK&O.

**3 - POPULATION:**

Corp. City 80 Cen. 7,720; E&P 89 Est. 7,800

County 80 Cen. 62,623; E&P 89 Est. 65,752

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,222; E&P 89 Est. 3,173

County 80 Cen. 22,119; E&P 89 Est. 20,101

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $97,086,400 |
| Savings & Loan | 2 | $10,000,000 |

**6 - PASSENGER AUTOS:** County 39,315

**7 - ELECTRIC METERS:** Residence 3,153

**8 - GAS METERS:** Residence 3,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil 950; Food 300; Trucking 180; Plastic Bottles 25.

**Industrial Pay Days**-9th & 24th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

**11 - TAP WATER:** Neutral, 15 grains hard, chlorinated.

**12 - RETAILING: Principal Shopping Centers**-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts., Summit Ridge, Cushing Plaza (both on East edge of city).

**Principal Shopping Days**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Peters; Sears.

**Discount Stores**-Wal-Mart.

**Chain Drug Stores**-City (IDL); Revco; Kew's Health Mart.

**Chain Supermarkets**-Escott's.

**Other Chain Stores**-Otasco Supply; Hughes Lumber; Coast-to-Coast; Cato's; Radio Shack; Sherwin-Williams; Payless Shoes.

**14 - NEWSPAPERS:** CITIZEN (e-mon to fri; S) 3,000; sworn Oct. 4, 1988.

**Local Contact** for Advertising and Merchandising Data: Jimmie R. Stephenson, Pub., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.

**National Representative**: Papert Companies.

## DUNCAN

**1 - LOCATION:** Stephens County, E&P Map D-3. County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

**2 - TRANSPORTATION: Railroads**-Texas-Oklahoma; Union Pacific.

**Motor Freight Carriers**-L&L Motor Freight.

**Intercity Bus Lines**-Oklahoma Transport.

**3 - POPULATION:**

Corp. City 80 Cen. 22,517; E&P 89 Est. 23,777

CZ-ABC: (80) 22,517

RTZ-ABC: (80) 26,580

County 80 Cen. 43,740; E&P 89 Est. 45,193

City & RTZ-ABC: (80) 49,097

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,981; E&P 89 Est. 9,916

CZ-ABC: (80) 8,981

RTZ-ABC: (80) 9,750

County 80 Cen. 16,512; E&P 89 Est. 17,441

City & RTZ-ABC: (80) 18,731

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $255,821,319 |
| Savings & Loan | 3 | $156,700,051 |

**6 - PASSENGER AUTOS:** County 32,548

**7 - ELECTRIC METERS:** Residence 9,857

**8 - GAS METERS:** Residence 9,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Services, Research, Development & Equip. Mfg. 2,500 ($371); Farm Equip. Mfg. 40 ($225); Horse Trailer Mfg. 87 ($300); Oil Co. Area Office 20 ($450).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| McCasland(2) | NA | Duncan Drug |
| Ward Mall(24) | NA | Woolworth, Market Basket |
| Elk Plaza(15) | NA | Goodner's, Bargain Time, C.R. Anthony |
| Oak Tree | NA | K mart, Video Appliances, RJ's Video, Wilson's |
| Sledge Center(2) | NA | Goodners, R&S Drug |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Sundays**-Food and Drug; some in Ward Mall; K mart; Orscheln; Gibsons; Wal-Mart.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Crutcher's; Sears; Rags.

**Discount Stores**-Wal-Mart; Gibson's; K mart; Woolworth; Bargain Time.

**Drug Stores**-R&S 3; Duncan Discount Drug; Star Discount Pharmacy 2.

**Variety Stores**-Dollar General.

**Chain Supermarkets**-Goodner's (Scrivner, Inc.) 3; Homeland; Market Basket.

**Other Chain Stores**-Firestone; Payless Shoes; Orscheln; Auto Zone.

**14 - NEWSPAPERS:** BANNER (e-mon to fri) 10,194; (S) 11,768; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bob Lindstrom, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.

**National Representative**: Papert Companies.

## DURANT

**1 - LOCATION:** Bryan County, E&P Map E-3, County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E; U.S. Hwys. 69, 70, 75.

**2 - TRANSPORTATION: Railroads**-MK&T, main line Burlington Northern; KO&G; Missouri Pacific.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 11,972; E&P 89 Est. 12,657

County 80 Cen. 30,693; E&P 89 Est. 34,461

**4 - HOUSEHOLDS:**

City 80 Cen. 4,769; E&P 89 Est. 5,219

County 80 Cen. 11,619; E&P 89 Est. 12,521

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $199,729,000 |
| Savings & Loan | 2 | $85,514,996 |

**6 - PASSENGER AUTOS:** County 22,211

**7 - ELECTRIC METERS:** Residence 8,838

**8 - GAS METERS:** Residence 6,449

**9 - PRINCIPAL INDUSTRIES:** Boxes; Crates; Peanut & Cotton Proc.; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prods.; Toys; Women's Clothing; Rebuilding Turbine Engines.

**10 - CLIMATE:** Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

**11 - TAP WATER:** Alkaline, average hardness; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Briarwood(6) | 1 | TG&Y, Bestyet, Anthony's |
| Northwest Hts.(5) | 1 | Winn-Dixie |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.

**Variety Stores**-Winn's; TG&Y; K mart; Trails End; Wal-Mart.

**Chain Drug Stores**-Rexall; Gibson.

**Chain Supermarkets**-Safeway; Best Yet Foods; Winn-Dixie.

**Other Chain Stores**-Goodyear; Babcock's; Western Auto; Otasco; Dollar General; Sears (catalog); Payless Shoe Stores; Radio Shack.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri; S) 6,410; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St., Durant, OK 74701; Tel. (405) 924-4388.

**National Representative**: Papert Companies.

## EDMOND

**1 - LOCATION:** Oklahoma County (In Oklahoma City MSA), E&P Map D-2; In Central Oklahoma, 15 mi. N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

**2 - TRANSPORTATION: Railroads**-Amtrak; Rock Island & Sante Fe.

**Motor Freight Carriers**-41.

**Intercity Bus Lines**-Continental Trailways; Greyhound; MK&O Lines.

**Airlines**-American; Continental; TWA; Southwest; Eastern.

**3 - POPULATION:**

Corp. City 80 Cen. 34,637; E&P 89 Est. 53,674

County 80 Cen. 569,583; E&P 89 Est. 625,315

MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 11,831; E&P 89 Est. 17,536

County 80 Cen. 220,580; E&P 89 Est. 229,355

MSA 80 Cen. 321,546; E&P 89 Est. 385,962

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $296,160,692 |
| Savings | 9 | $4,350,000,000 |

**6 - PASSENGER AUTOS:** County 509,302

**7 - ELECTRIC METERS:** Residence 18,361

**8 - GAS METERS:** Residence 16,922

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Educ. 1,362; Furn./Fixtures 197; Food 320; Light 250; Whse. 148.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14; last killing frost, Mar. 28.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Downtown on Broadway (27 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Edmond Plaza(17) | 1 | TG&Y |
| Bryant Sq.(33) | 1 | TG&Y, Anthony's, Beall's |
| Kickingbird Plaza(8) | 1 | Foodworld |
| Broadway South(20) | NA | |
| Market Place(25) | 3 | Wynn's |
| North Oaks(13) | 2 | Hyde Rx, Wynn's |
| Eagle Crest(2) | 4 | Food World |
| Shepherd Mall (83) | 14 | TG&Y, JCPenney, Dillard |
| Quail Springs (180) | 6 | JCPenney, Sears, Dillard |

| | | |
|---|---|---|
| Penn Square(50) | 11 | Mont. Ward |
| North Park Mall(40) | 7 | Streets, Safeway |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Every evening until 9: TG&Y; JCPenney; Montgomery Ward; John A. Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Sears; Dillards; John A. Brown; C.R. Anthony; Beall's.

**Discount Stores**-TG&Y 3; Wal-Mart; Super Saver.

**Chain Supermarkets**-Safeway 3; Humpty; IGA 3; Foodworld 3.

**Other Chain Stores**-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Payless Cashways; Big 'L' Lumber.

**14 - NEWSPAPERS:** SUN (e-tues to fri; S) 9,437; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Cliff Condy, Adv. Dir., SUN, 123 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.

**National Representatives**: U.S. Suburban Press; Oklahoma Press Service.

## ELK CITY

**1 - LOCATION:** Beckham County, E&P Map C-2. Midway on Will Rogers U.S. Hwy. 66 (I-40) between Okla. City and Amarillo.

**2 - TRANSPORTATION: Railroads**-Farmrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Southwestern Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 9,579; E&P 89 Est. 11,042

County 80 Cen. 19,520; E&P 89 Est. 21,900

**4 - HOUSEHOLDS:**

City 80 Cen. 3,749; E&P 89 Est. 4,498

County 80 Cen. 7,476; E&P 89 Est. 8,347

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $129,000,000 |
| Savings & Loan | 3 | $175,000,000 |

**6 - PASSENGER AUTOS:** County 13,432

**7 - ELECTRIC METERS:** Residence 8,849

**8 - GAS METERS:** Residence 4,775

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).

**Principal Pay Days**-Fri., Sat.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.

**Neighborhood Shopping Centers**-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren; 20th to 25th Sts. on S. Main; S. Plaza Shpg. Ctr.

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Retail Stores Open Evenings**-Wal-Mart; TG&Y; K mart.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Saied's; Jones; Khouries; Ryan & Elliott's; Atwood's; Fashion Corner; Butcher's Shoes; June's; Maurice's.

**Variety Stores**-TG&Y.

**Discount Stores**-K mart; Wal-Mart.

**Chain Drug Stores**-Family; Puckett's; United; Safeway; Paul Jones; Swartz.

**Chain Supermarkets**-Safeway; Puckett's; United Super.

**Other Chain Stores**-Western Auto; Midwest Farms Supply (John Deere); Elk City Lumber (Higgambotham-Barlett); Okla. Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; McKesson; Love's 2; Wag-A-Bag 2; Currell's Lumberjack; Western Lumber.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 4,677; sworn Sept. 25, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway; Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.

**National Representative**: Papert Companies.

## EL RENO

**1 - LOCATION:** Canadian County (In Oklahoma City MSA). E&P Map D-2. County Seat. 30 mi. W of Oklahoma City at intersection of State Hwy. 66, U.S. 81 & 270; I-40.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Okla. Kansas & Texas (OKT).

**Intercity Bus Lines**-Greyhound; Mid-Continent Trailways.

**Airlines**-30 minutes from Will Rogers Airport connecting with American; Altus; Delta; Braniff; Southwest; Sunworld; Continental; Northwest; TWA; United; Trio Charter Service. El Reno Air Park.

**Motor Freight Carriers**-50.

**3 - POPULATION:**

Corp. City 80 Cen. 15,486; E&P 89 Est. 15,145

County 80 Cen. 57,278; E&P 89 Est. 80,857

MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,521; E&P 89 Est. 5,444

County 80 Cen. 18,648; E&P 89 Est. 35,188

MSA 80 Cen. 321,546; E&P 89 Est. 385,962

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $137,000,000 |
| Savings & Loan | 2 | $33,000,000 |

**6 - PASSENGER AUTOS:** County 44,094

**7 - ELECTRIC METERS:** Residence 6,063

**8 - GAS METERS:** Residence 5,540

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 480 ($177); Mfg. 540 ($196); Constr. 279 ($172); Mining-Oil & Gas 60 ($290).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

**11 - TAP WATER:** Alkaline, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St. Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (4 stores); Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (11 stores).

**Neighborhood Shopping Centers**-Elm Plz.; 3 blocks on Elm and 3 blocks on Choctaw (10 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Yukon Town Plz. | 12 | Conrad Drugs, The Answer |
| Okarche | 10 | Eischen's |
| Yukon Chisholm | 10 | Wal-Mart |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Groceries 4; Drugs; Variety 2; Downtown open evenings.

**Stores Open Sundays**-2 drug, 4 groceries.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony.

**Variety Stores**-Wal-Mart; Family Dollar.

**Chain Drug Stores**-Revco; Health Mart.

**Chain Supermarkets**-Safeway; Beachier's IGA; Shop 'N' Save.

**Other Chain Stores**-Goodyear; 6 to 8; El Reno Lumber; Felt's Shoes; National; PayLess Shoes; Sears; Radio Shack; Braums; True Value Hdwe.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 4,112; (S) 4,461; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.

**National Representatives**: Oklahoma Press Service; Papert Companies.

## ENID

**1 - LOCATION:** Garfield County (MSA). E&P Map D-1. County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

**2 - TRANSPORTATION: Railroads**-Sante Fe; Burlington Northern; Oklahoma-Kansas-Texas.

**Intercity Bus Lines**-MK&O Lines; Oklahoma Transportation & Trailways.

**Airlines**-Executive Express.

**Motor Freight**-13.

**3 - POPULATION:**

Corp. City 80 Cen. 50,363; E&P 89 Est. 50,407

CZ-ABC: (80) 54,327

RTZ-ABC: (80) 55,031

County/MSA 80 Cen. 62,865; E&P 89 Est. 62,577

City & RTZ-ABC: (80) 109,358

**4 - HOUSEHOLDS:**

City 80 Cen. 19,463; E&P 89 Est. 19,742

CZ-ABC: (80) 20,799

RTZ-ABC: (80) 21,069

County/MSA 80 Cen. 23,844; E&P 89 Est. 24,394

City & RTZ-ABC: (80) 41,868

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 42,212

**7 - ELECTRIC METERS:** Residence 21,003

**8 - GAS METERS:** Residence 18,025

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Constr. 1,180 ($336); Mfg. 2,700 ($305); Public Util. 210 ($273); Trades 5,860 ($210); Fin. and Ins. 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).

**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** First killing frost, Nov. 4; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on ten streets.

**Neighborhood Shopping Centers**-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Van Buren Sq.(5) | 2 | Boys Market, Hancock's Sav-Mor |
| Indian Hills(13) | 2 | Phillips Drug |
| Westgate(3) | 2 | Evans |
| Sunset Plaza(33) | 2 | Safeway, Zale's, Anthonys, Otasco |
| Northgate(5) | 2 | Evans Drug, United |
| Varsity Sq.(2) | 3 | Boys Market, TG&Y |
| Heritage Hills(19) | 3 | Plant Patch, The Grocery Store |
| Oakwood Mall(61) | 5 | Dillards, JCPenney, Newmans, Eckerd, Service Mdse. |
| Sycamore Sq.(10) | 3 | McCartney's, Revco |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Thurs.; Oakwood Mall every weeknight, Sun.

**13 - RETAIL OUTLETS: Department Stores**-Newman's; C.R. Anthony; JCPenney; Montgomery Ward; Sears; Dillard.

**Discount Stores**-TG&Y Family Center; K mart; Wal-Mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Evans 3; Scheffe's 3; Family Pharmacy; Eckerd; Revco.

**Chain Supermarkets**-McCartney's; Skaggs Alpha Beta.

**Other Chain Stores**-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

**14 - NEWSPAPERS:** NEWS & EAGLE (m) 23,093; (S)25,471; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., NEWS & EAGLE, 227 W. Broadway; PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.

**National Representative**: Landon Associates.

## FREDERICK

**1 - LOCATION:** Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 6,153; E&P 89 Est. 5,763

County 80 Cen. 12,431; E&P 89 Est. 10,740

**4 - HOUSEHOLDS:**

City 80 Cen. 2,384; E&P 89 Est. 2,261

County 80 Cen. 4,681; E&P 89 Est. 3,944

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 1 | $49,368,000 |
| Savings & Loan | 2 | $29,000,000 |

**6 - PASSENGER AUTOS:** County 6,271

**7 - ELECTRIC METERS:** Residence 2,612

**8 - GAS METERS:** Residence 2,514

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98; Fybrant Inc. 65; Schlegel Oklahoma Inc. 360.

**Principal Industrial Pay Days**-Wed., Thur., Sat.

**10 - CLIMATE:** First killing frost, Nov. 9; last killing frost, Mar. 30.

**11 - TAP WATER:** Neutral, fluoridated.

**12 - RETAILING: Principal Shopping Days**-Wed., Thur., Sat.

**13 - RETAIL OUTLETS: Chain Supermarkets**-United; Coy's.

**Other Chain Stores**-Gibson Discount Center; Sears (catalog).

**14 - NEWSPAPERS:** LEADER (e-tues to fri; S) 2,891; sworn Sept. 29, 1988.

**Local Contact** for Advertising and Merchandising Data: Barbara Tucker, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.

**National Representatives**: Papert Companies; Oklahoma Press Service.

## GUTHRIE

**1 - LOCATION:** Logan County, (In Oklahoma City MSA), E&P Map D-2, County Seat. 24 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

**2 - TRANSPORTATION: Railroads**-AT&SF.

**Intercity Bus Lines**-Trailways.

**Motor Freight Carrier**-Mistletoe Express.

**3 - POPULATION:**

Corp. City 80 Cen. 10,312; E&P 89 Est. 10,641

County 80 Cen. 27,076; E&P 89 Est. 32,420

MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564

**4 - HOUSEHOLDS:**

City 80 Cen. 3,790; E&P 89 Est. 4,151

County 80 Cen. 9,414; E&P 89 Est. 12,780

MSA 80 Cen. 321,546; E&P 89 Est. 385,962

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $80,598,000 |

**6 - PASSENGER AUTOS:** County 15,677

**7 - ELECTRIC METERS:** Residence 3,200

**8 - GAS METERS:** Residence 3,100

**9 - PRINCIPAL INDUSTRIES:** Oil Field Equip.; Grain Elevator; Steel Fab. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames; Caskets; Fertilizers; Animal Feeds; Flowers.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Days**-Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Sears.
**Discount Stores**-Wal-Mart; Dollar Store.
**Chain Supermarkets**-Safeway; IGA.

**14 - NEWSPAPERS:** LEADER (e-tues to fri; S) 3,517; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Tom Stallbaumer, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
**National Representative**: Papert Companies.

## GUYMON

**1 - LOCATION:** Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Agricultural center. 100 mi. N of Amarillo, TX; 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Cotton Belt.
**Motor Freight**-Hofferber Truck Lines (home office); Graves Truck Lines; Shupe Brothers Co.; Beaver Express.

**3 - POPULATION:**
Corp. City 80 Cen. 8,492; E&P 89 Est. 8,264
County 80 Cen. 17,671; E&P 89 Est. 17,545
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,084; E&P 89 Est. 3,009
County 80 Cen. 6,332; E&P 89 Est. 6,867

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $114,000,000 |
| Savings & Loan | 2 | $680,500,000 |

**6 - PASSENGER AUTOS:** County 12,715

**7 - ELECTRIC METERS:** Residence 3,595

**8 - GAS METERS:** Residence 3,300

**9 - PRINCIPAL INDUSTRIES:** Chem.; Irrigation Equip.; Feed & Fertilizer Mfg.; Natural Gas; Gas Well Serv.; Farm Mach. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Commercial Cattle Feed Lots (Av. Wkly. Wage, all industries; $213); (County av. farm family income highest in Okla., USDA Census).

E&P

The communication link of the newspaper industry every week since 1884.

**10 - CLIMATE:** Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northridge(11) | NA | TG&Y |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Conrad's; C.R. Anthony; D&J Store; Sears.
**Discount Stores**-Gibson's.
**Variety Stores**-TG&Y.
**Chain Supermarkets**-United Supermarkets; Homeland; Jack & Jill.
**Other Chain Stores**-PayLess Shoes; Radio Shack.

**14 - NEWSPAPERS:** HERALD (e-mon to fri; S) 3,805; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Tom Quinn, Gen. Mgr., HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
**National Representative**: Papert Companies.

## HENRYETTA

**1 - LOCATION:** Okmulgee County, E&P Map E-2. 85 mi. E of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Tpke.; Tulsa Bee-Line; U.S. Hwys. 62, 75, 266; State Hwys. 52, 124.

**2 - TRANSPORTATION: Railroads**-Main line Burlington Northern; Missouri-Pacific.
**Intercity Bus Lines**-Trailways; Southwestern Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,432; E&P 89 Est. 6,524
County 80 Cen. 39,257; E&P 89 Est. 41,983
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,613; E&P 89 Est. 2,718
County 80 Cen. 14,314; E&P 89 Est. 15,541

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| City | 2 | $78,286,000 |
| County | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 27,099

**7 - ELECTRIC METERS:** Residence 5,287

**8 - GAS METERS:** Residence 3,962

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Glass Mfg. 350; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Filtration Mfg. 48; Pipeline X-Ray 30; Draperies & Bedspread Mfg. 70.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Center**-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Archer's.
**Chain Drug Stores**-Rexall; Associated; Health Mart.
**Discount Stores**-Dollar General; Wal-Mart.
**Chain Supermarkets**-Safeway; IGA.
**Other Chain Stores**-Oklahoma Tire & Supply; Western Auto; Green Light; NAPA Auto Parts.

**14 - NEWSPAPERS:** FREE-LANCE (e-tues to fri; S) 3,283; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Charlotte Klutts, Adv. Mgr., FREE-LANCE, 812-16 W. Main St.; Henryetta, OK 74437; Tel. (918) 652-3311.
**National Representative**: Papert Companies.

## HOLDENVILLE

**1 - LOCATION:** Hughes County, E&P Map E-2, County Seat. Center of agricultural, oil & manufacturing area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; MKT.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Interstate; Oklahoma; Ada.

**3 - POPULATION:**
Corp. City 80 Cen. 5,469; E&P 89 Est. 5,240
County 80 Cen. 14,342; E&P 89 Est. 14,013

**4 - HOUSEHOLDS:**
City 80 Cen. 2,329; E&P 89 Est. 2,375
County 80 Cen. 5,588; E&P 89 Est. 5,378

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $85,000,000 |
| Savings & Loan | 1 | $25,000,000 |

**6 - PASSENGER AUTOS:** County 10,303

**7 - ELECTRIC METERS:** Residence 2,940

**8 - GAS METERS:** Residence 2,625

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
**Principal Industrial Pay Days**-Mon. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; Sharpe's; Dollar General Store.
**Variety Stores**-Wal-Mart.
**Chain Supermarkets**-Larry's Red Bud; H&H; IGA.
**Other Chain Stores**-Otasco, Western Auto.

**14 - NEWSPAPERS:** NEWS (e-tues to fri; S) 3,350; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Bill Murphy, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
**National Representative**: Papert Companies; Oklahoma Press Service.

## HUGO

**1 - LOCATION:** Choctaw County, E&P Map E-3, County Seat.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Jordan; Continental Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 7,172; E&P 89 Est. 6,667
County 80 Cen. 17,009; E&P 89 Est. 16,113

**4 - HOUSEHOLDS:**
City 80 Cen. 2,799; E&P 89 Est. 2,664
County 80 Cen. 6,366; E&P 89 Est. 6,319

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 8,908

**7 - ELECTRIC METERS:** Residence 6,333

**8 - GAS METERS:** Residence 4,891

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elect. Generating 180 ($200).
**Principal Pay Days**-1st, 10th & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

**11 - TAP WATER:** Soft (lake water).

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
**Variety Stores**-Perry's; Revco.
**Discount Stores**-Wal-Mart.
**Chain Supermarkets**-Ford; Safeway; Winn Dixie.
**Other Chain Stores**-Goodyear; Babcock Bros. Auto; White's Auto; Automotive, Inc.; Sherwin-Williams.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 3,100; sworn Nov. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
**National Representative**: Papert Companies; Oklahoma Press Service.

## IDABEL

**1 - LOCATION:** McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 7,622; E&P 89 Est. 8,175
County 80 Cen. 35,988; E&P 89 Est. 37,812

**4 - HOUSEHOLDS:**
City 80 Cen. 2,870- E&P 89 Est. 3,175
County 80 Cen. 12,366; E&P 89 Est. 16,098

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $94,000,000 |

**6 - PASSENGER AUTOS:** County 22,639

**7 - ELECTRIC METERS:** Residence 2,444

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Lumber; Wood Preserving; Home Constr.; Garment Mfg.; Poultry Proc.; Steel Fab.

**10 - CLIMATE:** Av. an. Temp. 63.7; Av. an. Rainfall 44.3 in.; Snowfall 2.5 in.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Shopping Centers**-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

**13 - [illegible]AIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** GAZETTE (e-mon to fri) 5,500; (S) 7,600; sworn Sept 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Bruce Willingham, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
**National Representative**: Oklahoma Press Service; Papert Companies.

## LAWTON

**1 - LOCATION:** Comanche County (MSA), E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light Manufacturing; Cattle Raising; Shipping ctr. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Oklahoma Trans.
**Airlines Serving City**-American Eagle; Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 80,054; E&P 89 Est. 92,725
CZ-ABC: (80) 80,487
RTZ-ABC: (80) 107,927
County/MSA 80 Cen. 111,602; E&P 89 Est. 123,429
City & RTZ-ABC: (80) 188,414

**4 - HOUSEHOLDS:**
City 80 Cen. 28,129; E&P 89 Est. 32,064
CZ-ABC: (80) 28,287
RTZ-ABC: (80) 34,188
County/MSA 80 Cen. 35,142; E&P 89 Est. 45,559
City & RTZ-ABC: (80) 62,475

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $410,046,272 |
| Savings & Loan | 5 | $376,551,000 |

**6 - PASSENGER AUTOS:** County 68,035

**7 - ELECTRIC METERS:** Residence 36,840

**8 - GAS METERS:** Residence 29,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,500 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 28,794.

**Principal Pay Days**-15th; 30th or 31st

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6, last killing frost, Mar. 31.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on C; 7 on D; 6 on E; & cross streets between.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Central Mall(64) | NA | Sears, JCPenney, Dillard |
| Cache Rd. Sq.(25) | NA | Cloth World |
| Sheridan Mall(4) | NA | Mont. Ward, C.R. Anthony |
| Erwin Acres(13) | NA | Scott's |
| Lee Blvd.(8) | NA | Winns |
| Regency Sq.(20) | NA | Wal-Mart, Kinney |
| Willow Pk. | NA | Herbs |

**Principal Shopping Days**-Thur., Sat., Sun.

**Stores Open Evenings**-Dept., food and Central Mall nightly.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.

**Discount Stores**-K mart; Gibson's; Wal-Mart.

**Variety Stores**-McCrory.

**Chain Drug Stores**-Eckerd.

**Chain Supermarkets**-Homeland 4; Herbs 6.

**Other Chain Stores**-Goodyear; Firestone; Gordon Jewelers; Zale's; PayLess; Sight & Sound; Color Tile; Radio Shack.

**14 - NEWSPAPERS:** CONSTITUTION (m-mon to fri) 14,650; (e-mon to fri) 10,870; (m-sat) 23,896; (S) 28,437; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Owensby, Adv. Mgr., CONSTITUTION, PO Box 2069, Lawton, OK 73502; Tel. (405) 353-0620.

**National Representative**: Landon Associates.

## McALESTER

**1 - LOCATION:** Pittsburg County. E&P Map E-2. County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Tpke.; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 270; State Hwy. 31; Rainbow Hwy. and Eastern Tpke. On So. Shore Lake Eufaula (160 sq. miles hydroelectric navigation project).

**2 - TRANSPORTATION: Railroads**-MKT.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Oklahoma Trans. Co.; Continental Trailways.

**Airlines**-Executive Express.

**3 - POPULATION:**

Corp. City 80 Cen. 17,255; E&P 89 Est. 16,372
CZ-ABC: (80) 19,009
RTZ-ABC: (80) 35,221
County 80 Cen. 40,417; E&P 89 Est. 44,291
City & RTZ-ABC: (80) 54,230

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,526; E&P 89 Est. 6,473
CZ-ABC: (80) 7,201
RTZ-ABC: (80) 12,808
County 80 Cen. 15,036; E&P 89 Est. 16,325
City & RTZ-ABC: (80) 20,009

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $365,291,237 |
| Savings & Loan | 2 | $73,835,097 |

**6 - PASSENGER AUTOS:** County 26,666

**7 - ELECTRIC METERS:** Residence 6,863

**8 - GAS METERS:** Residence 6,300

**9 - PRINCIPAL INDUSTRIES:** Mfg. 6,229 (An. Payroll $76,599,000).

**Principal Pay Days**-1st, 15th, 30th; Fri.

**10 - CLIMATE:** Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-8 blocks on two main thoroughfares.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carl Albert Pkwy.(3) | NA | Gibson's, Otasco |
| Tandy Town(25) | NA | Ben Franklin, JCPenney, Sears |
| Eastgate(2) | NA | Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Tandy Town Mall & Wal-Mart. 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony.

**Discount Stores**-Dollar General; Wal-Mart; Ben Franklin.

**Chain Drug Stores**-Rexall; Wood's 2; Clinic Rx; Family Drugs.

**Chain Supermarkets**-Safeway; AG 2; IGA 2; Nichols Super Saver; Winn-Dixie; Food Whse.; Cash Saver.

**Other Chain Stores**-Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack; Payless Shoes; Braums; Curtis Mathis.

**14 - NEWSPAPERS:** NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,837; (S) 12,046; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Owen Jones, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 S. 2nd St., PO Box 987, McAlester, OK 74501; Tel. (918) 423-1700.

**National Representative**: Landon Associates.

## MIAMI

**1 - LOCATION:** Ottawa County. E&P Map F-1. County Seat. Residential center.

**2 - TRANSPORTATION: Railroads**-St. Louis & San Francisco.

**Motor Freight Carriers**-18.

**Intercity Bus Lines**-Greyhound; MK&O Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,237; E&P 89 Est. 14,371
CZ-ABC: (80) 20,614
RTZ-ABC: (80) 33,172
County 80 Cen. 32,849; E&P 89 Est. 34,011
City & RTZ-ABC: (80) 53,786

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,480; E&P 89 Est. 5,695
CZ-ABC: (80) 7,904
RTZ-ABC: (80) 12,686
County 80 Cen. 12,244; E&P 89 Est. 12,387
City & RTZ-ABC: (80) 20,590

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $171,323,213 |
| Savings & Loan | 2 | $70,000,000 |

**6 - PASSENGER AUTOS:** County 22,724

**7 - ELECTRIC METERS:** Residence 5,565

**8 - GAS METERS:** Residence 5,490

**9 - PRINCIPAL INDUSTRIES:** Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furn.; Leather Goods; Mushroom Farm; Innertube Factory.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-Spring 59; Summer 84; Fall 53; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

**11 - TAP WATER:** Deep wells, neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.

**Neighborhood Shopping Centers**-Thunderbird Strip (8 small businesses).

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Grocery; Wal-Mart.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; C.R. Anthony; Sears (catalog).

**Discount Stores**-Wal-Mart.

**Chain Drug Stores**-Osborn; Wal-Mart Phcy.; Mays.

**Chain Supermarkets**-Consumers 2; IGA; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.

**Other Chain Stores**-Jeanie's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furn.; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Oklahoma Furn.; Miami Sales Co.; Merle Norman; Goodyear.

**14 - NEWSPAPERS:** NEWS-RECORD (e-mon to fri) 6,282; (S) 8,585; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.

**National Representative**: Papert Companies.

## MUSKOGEE

**1 - LOCATION:** Muskogee County. E&P Map E-1. County Seat. Agricultural & industrial center 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

**2 - TRANSPORTATION: Railroads**-MK&T (freight); Missouri Pacific (freight); Burlington Northern.

**Intercity Bus Lines**-Continental Trailways.

**Motor Freight Carriers**-13.

**Waterway**-Barge canal to Mississippi River.

**3 - POPULATION:**

Corp. City 80 Cen. 40,011; E&P 89 Est. 41,561
CZ-ABC: (80) 40,011
RTZ-ABC: (80) 104,619
County 80 Cen. 66,992; E&P 89 Est. 71,470
City & RTZ-ABC: (80) 144,630

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,605; E&P 89 Est. 16,883
CZ-ABC: (80) 15,605
RTZ-ABC: (80) 37,000
County 80 Cen. 24,736; E&P 89 Est. 27,614
City & RTZ-ABC: (80) 52,605

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $4,183,945,503 |
| Savings & Loan | 2 | $782,629,118 |

**6 - PASSENGER AUTOS:** County 46,803

**7 - ELECTRIC METERS:** Residence 19,465

**8 - GAS METERS:** Residence 14,284

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Automotive Prods. 213; Food Proc. 834; Feed Proc. 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Paper 1,000.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on Broadway & Okmulgee St.

**Neighborhood Shopping Centers**-E. Side Blvd. & Broadway, 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arrowhead Mall | 1 | Dillard, Sears, JCPenney |
| Broadway(13) | 1 | Weddle's |
| Curt's(55) | 2 | Beall's, Anthony's, TG&Y |
| Honor Heights | 3 | TG&Y |
| Lakeland(16) | 1 | Otasco, TG&Y |
| Wal-Mart(12) | 4 | Wal-Mart |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; C.R. Anthony 2; Dillard's.

**Discount Stores**-Wall's; K mart; Wal-Mart.

**Variety Stores**-TG&Y 2.

**Chain Drug Stores**-Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's Thrifty.

**Chain Supermarkets**-Safeway 2; Weddle 2; Muskogee Discount 2; Johnsons 3; 7-Eleven 4.

**Other Chain Stores**-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Big J Store; S&H Green Stamps; Zale's; Hobby Lobby; Burts Tires; Kinney Shoes; Family Dollar.

**14 - NEWSPAPERS:** PHOENIX & TIMES-DEMOCRAT (m) 18,501; (S) 20,239; Mar. 29, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Al Bonner, Adv. Dir., PHOENIX & TIMES-DEMOCRAT, PO Box 1968, Muskogee, OK 74402-1968; Tel. (918) 682-3311.

**National Representative**: Gannett National Newspaper Sales.

## NORMAN

**1 - LOCATION:** Cleveland County, (In Oklahoma City MSA). E&P Map D-3. County Seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

**2 - TRANSPORTATION: Railroads**-Railpax (Santa Fe).

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Continental; Oklahoma Trans.

**3 - POPULATION:**

Corp. City 80 Cen. 68,020; E&P 89 Est. 71,873
CZ-ABC: (80) 72,094
RTZ-ABC: (80) 19,671
County 80 Cen. 134,883; E&P 89 Est. 174,435
MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564
City & RTZ-ABC: (80) 91,765

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 24,831; E&P 89 Est. 25,754
CZ-ABC: (80) 26,239
RTZ-ABC: (80) 6,544
County 80 Cen. 45,776; E&P 89 Est. 65,139
MSA 80 Cen. 321,546; E&P 89 Est. 385,962
City & RTZ-ABC: (80) 32,793

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $694,634,350 |

**6 - PASSENGER AUTOS:** County 101,246

**7 - ELECTRIC METERS:** Residence 26,600

**8 - GAS METERS:** Residence 20,696

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.

**Neighborhood Shopping Centers**-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial Estates Mall(17) | NA | Homeland, Treasury Drugs |

| | | |
|---|---|---|
| Downtown(13) | NA | TG&Y Zale's |
| Heisman Sq.(26) | NA | |
| Hollywood(24) | NA | Homeland |
| Normandy Creek(19) | NA | Homeland |
| Sooner Fashion Mall(70) | NA | Dillard, JCPenney, Sears |
| Stubbeman Vig.(10) | NA | Fashion Tree |
| Target(5) | NA | Target |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon.

**13 - RETAIL OUTLETS: Department Stores**-Wacker's; C.R. Anthony; Sears; JCPenney; Target; Dillard.

**Variety Stores**-TG&Y 2; Wal-Mart.

**Chain Drug Stores**-Hyde's; Taylor; Treasury 2.

**Chain Supermarkets**-Homeland 4; IGA 3; McCall's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs.

**Other Chain Stores**-Singer Co.; Goodrich; Firestone; Zale's; Payless Shoes; Oliver's Shoes; Service Mdse.

**14 - NEWSPAPERS:** TRANSCRIPT (e-mon to fri) 14,527; (m-sat) 14,518; (S) 15,602; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Reg Freemyer, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.

**National Representative**: Papert Companies.

## OKLAHOMA CITY

**1 - LOCATION:** Oklahoma County (MSA). E&P Map D-2. State Capital. County Seat. Wholesale & distribution center. Geographical, retail, financial & transportation center of state. Operational headquarters for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Burlington Northern; Union Pacific.

**Motor Freight**-67 regular routes & more than 170 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.

**Intercity Bus Lines**-Trailways; Greyhound; Oklahoma Transportation Co.

**Airlines**-American; Braniff; Emerald; Nothwest; TWA; South West; Delta; United; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 403,213; E&P 89 Est. 432,232
CZ-ABC: (80) 657,872
Bal. in MSA-ABC: (80) 203,097
Bal. in NDM-ABC: (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 80 Cen. 569,583; E&P 89 Est. 625,315
MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 160,002; E&P 89 Est. 164,058
CZ-ABC: (80) 249,097
Bal. in MSA-ABC: (80) 72,449
Bal. in NDM-ABC: (80) 407,361
Total NDM-ABC: (80) 728,907
County 80 Cen. 220,580; E&P 89 Est. 229,355
MSA 80 Cen. 321,546; E&P 89 Est. 385,962

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 64 | $5,712,400,000 |
| Savings & Loan | 7 | $1,858,600,000 |

**6 - PASSENGER AUTOS:** County 509,302

**7 - ELECTRIC METERS:** 356,675

**8 - GAS METERS:** 281,438

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 48,700; Mining 11,700; Constr. 12,300; Trans. 9,700; Util. 9,800; Ret. 79,400; Whol. 21,500; Fin./R.E. 24,100; Service 95,000; Gov't 95,900.

**Principal Pay Days**-1st, 15th, 30th; Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-71; Summer 70-92; Fall 50-71; Winter 30-49. First killing frost, Nov. 7; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Nearby Shopping Centers** (No. of Stores)-Sooner Fashion Mall (73); Almonte (25); Casady Sq. (44); Bryant Sq. (53); Crossroads (135); Kickingbird Sq. (31); Edmond Plz. (30); Mayfair (38); Economy Sq. (12); 50 Penn Pl. (27); French Mkt. (21); Downtown (MWC/29); Grant Sq. (24); Heritage Pk. (72); Lakewood (12); Southern Hills (29); Meridian (28); North Pk. Mall (29); City of Moore (25); Penn Sq. (94); Northwest Plz. (17); Quail Plz. (18); Quail Springs (125); Reding (21); Shepherd (97); Shields So. (16); Chisholm West (17); Springdale (38); Uptown (33); Westoaks (11); Windsor Hills (24); Lakeside (20).

**Principal Shopping Days**-Dept.-Mon. & Sat., Food-Fri. & Sat.

**Stores Open Evenings**-Mon.-Sat.; Supermarkets every evening.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward 3; Sears 6; JCPenney 5; C.R. Anthony 23; Dillard's 6; Langston 3; Bealls; Foley's 3.

**Discount Stores**-Gibson's Factory Distributing; Target 5; Service Merchandise 4; Walls Bargain Center 2; Wal-Mart 9; Sam's Wholesale Club 4; Venture 3.

**Variety Stores**-McCrory's 29.

**Chain Drug Stores**-United Discount 4; Hyde's 7; Conrad Marr 4; Rexall 2; Gilliam 1; Gibson's 2; Skaggs 6; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 13; Treasury Drugs 4; Revco 4; Drugs-For-Less 3; Wal-Mart 8; Venture 2; Thrifty 4.

**Chain Supermarkets**-Homeland 25; IGA 29; Brannons United Super Mkts. 2; Buchanon 4; Best Yet 3; Stones; Skaggs 6; Buy-for-Less 4; Food-for-Less; Griders 2; Super Thrift 5; Pratts 4; Crest 2.

**14 - NEWSPAPERS:** DAILY OKLAHOMAN (m-mon to fri) 299,008; (m-sat) 212,891; SUNDAY OKLAHOMAN (S) 323,118; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Thompson, Adv. Dir., DAILY OKLAHOMAN, 500 N. Broadway; PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 231-3672.

**National Representative**: Sawyer-Ferguson-Walker.

## OKMULGEE

**1 - LOCATION:** Okmulgee County. E&P Map E-2. County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Intercity Bus Lines**-Continental; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 16,263; E&P 89 Est. 17,072
County 80 Cen. 39,257; E&P 89 Est. 41,983

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,015; E&P 89 Est. 6,476
County 80 Cen. 14,314; E&P 89 Est. 15,541

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $131,599,991 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 27,099

**7 - ELECTRIC METERS:** Residence 9,445

**8 - GAS METERS:** Residence 5,549

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).

**Principal Pay Days**-Mon., Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Neighborhood Shopping Centers**-30 blocks on 8 sts.; East & West of R.R. on 12 streets.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Food; Wal-Mart; Cash/Saver Wholesale Whse.

**13 - RETAIL OUTLETS: Department Stores**-Sharpe's; Anthony's; Dollar General; Family Dollar.

**Discount Stores**-Wal-Mart; Cash/Saver Wholesale Whse.

**Chain Drug Store**-Key Rexall.

**Chain Supermarkets**-Safeway; Warehouse Market; Mission Lane; Okmulgee IGA.

**Other Chain Stores**-Sears (catalog); Oklahoma Tire.

**14 - NEWSPAPERS:** TIMES (m-tues to sat) 5,269; (S) 5,438; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.

**National Representative**: Papert Companies; Oklahoma Press Service.

## PAULS VALLEY

**1 - LOCATION:** Garvin County. E&P Map D-3. County Seat. 50 mi. S of Oklahoma City. On U.S. Hwys. 77, I-35; State Hwy. 19.

**2 - TRANSPORTATION: Railroads**-Sante Fe.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 5,664; E&P 89 Est. 5,566
County 80 Cen. 27,904; E&P 89 Est. 30,161

**4 - HOUSEHOLDS:**

City 80 Cen. 2,410; E&P 89 Est. 2,489
County 80 Cen. 10,511; E&P 89 Est. 11,276

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $115,000,000 |
| Savings & Loan | 2 | $333,014,770 |

**6 - PASSENGER AUTOS:** County 21,393

**7 - ELECTRIC METERS:** Residence 2,722

**8 - GAS METERS:** Residence 2,720

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agric. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Mach. Coating (N.A.); Film Pkg. (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Prods. (N.A.); State School for Mentally Handicapped 750 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Burr(4) | 1 | David's Foods, Winns, Anthony's |
| Valley Plz.(8) | 2 | Whse Foods, Bargain Time |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Lintz; C.R. Anthony; Reba Jo's; Alpha's; Jeans; Cottie's.

**Variety Stores**-Winns; Bargain Time; Dollar General; Wal-Mart.

**Chain Drug Stores**-Reavis Rexall; Crabtree; Wal-Mart.

**Chain Supermarkets**-David's Discount Foods; Homeland; Warehouse Foods.

**Other Discount Stores**-Greenlight Automotives; Coast To Coast; Sears (catalog); Penneys (catalog); Hardees; Pizza Hut; Braums; McDonald's; Western Sizzlin'; Mazzio's.

**14 - NEWSPAPERS:** DEMOCRAT (e-tues to fri, S) 3,506; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jan Williams, Adv. Dir., DEMOCRAT, 108 S. Willow; PO Box 790, Pauls Valley, OK 73075; Tel. (405) 238-6464.

**National Representative**: Papert Companies.

## PERRY

**1 - LOCATION:** Noble County, E&P Map D-1. County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City; on I-35, U.S. Hwys. 77, 64.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Burlington Northern.

**Motor Freight Carriers**-3.

**Intercity Bus Line**-Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 5,796; E&P 89 Est. 5,945
County 80 Cen. 11,653; E&P 89 Est. 11,819

**4 - HOUSEHOLDS:**

City 80 Cen. 2,385; E&P 89 Est. 2,547
County 80 Cen. 4,348; E&P 89 Est. 4,489

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $117,046,000 |

**6 - PASSENGER AUTOS:** County 8,120

**7 - ELECTRIC METERS:** Residence 2,500

**8 - GAS METERS:** Residence 2,335

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Field Supplies 25; Ditching Mach. 300; Pipeline Constr. 20; Div. HQ State Highway Dept. 145.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.

**Neighborhood Shopping Centers**-Kaw St.; Fir Ave.

**Principal Shopping Days**-Thur., Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.

**Stores Close**-Sun.

**Stores Open Evenings**-Thur.; Supermarkets 7 nights.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Safeway; Best Yet.

**Other Chain Stores**-Western Auto; Coast-to-Coast; Family Dollar.

**14 - NEWSPAPERS:** JOURNAL (e) 3,292; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.

**National Representative**: None.

## PONCA CITY

**1 - LOCATION:** Kay County, E&P Map D-1. Oil refining and production, manufacturing, stock raising, dairy and agricultural center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77; State Hwys. 11, 15, 177. 106 mi. N of Oklahoma City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

**2 - TRANSPORTATION: Railroad**-Santa Fe.

**Motor Freight Carriers**-14.

**Intercity Bus Line**-Greyhound-Trailways.

**Airline**-Exec. Express.

**3 - POPULATION:**

Corp. City 80 Cen. 26,238; E&P 89 Est. 28,354
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 80 Cen. 49,829; E&P 89 Est. 53,487
City & RTZ-ABC: (80) 56,073

**4 - HOUSEHOLDS:**

City 80 Cen. 11,397; E&P 89 Est. 11,636
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 80 Cen. 19,431; E&P 89 Est. 19,949
City & RTZ-ABC: (80) 21,573

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $259,013,000 |
| Savings & Loan | 2 | $221,000,000 |

**6 - PASSENGER AUTOS:** County 38,066

**7 - ELECTRIC METERS:** Residence 16,400

**8 - GAS METERS:** Residence 14,330

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 719 ($508); Metal Mfg. 1,260 ($341); Agric. Proc. 880 ($336).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

**11 - TAP WATER:** Neutral, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Grand Ave.
**Neighborhood Shopping Centers**-4th & South Ave.; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ponca Plaza(22) | NA | JCPenney, Bealls |
| Hartford Sq.(8) | NA | Jackson Jewelry |
| Pioneer(6) | NA | Homeland |
| Hartford Plz.(6) | NA | Hartford Sq. |

**Principal Shopping Days**-Mon. & Thur.
**Stores Open Evenings**-Dept. Stores-Thur. Food-Daily.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Sears (catalog); Bealls.
**Variety Stores**-K mart; Wal-Mart; Bargain Time.
**Discount Store**-Dollar Saver.
**Chain Drug Stores**-Graves; Pioneer Pharmacy.
**Chain Supermarkets**-United; Miller's; Homeland 2; Pioneer IGA; Buy-For-Less.
**Other Chain Stores**-Goodyear; Sherwin-Williams; Brown Shoe Fit Co.; Hughes Lumber; Edwards (women's); Page Sewing Center; Payless Shoes; Western Auto; S&H Green Stamps; Shafer's; Kinney Shoes; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 12,887; (S) 14,166; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third; PO Box 191; Ponca City, OK 74602; Tel. (405) 765-3311.
**National Representative**: Landon Associates.

## PRYOR

**1 - LOCATION:** Mayes County. E&P Map E-1. County Seat. On U.S. Hwy. 69; State Hwy. 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

**2 - TRANSPORTATION: Railroads**-MKT.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 8,483; E&P 89 Est. 8,736
County 80 Cen. 32,476; E&P 89 Est. 36,620

**4 - HOUSEHOLDS:**
City 80 Cen. 3,308; E&P 89 Est. 3,621
County 80 Cen. 11,622; E&P 89 Est. 14,933

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $127,866,462 |
| Savings & Loan | 2 | $98,686,021 |

**6 - PASSENGER AUTOS:** County 24,197

**7 - ELECTRIC METERS:** Residence 3,300

**8 - GAS METERS:** Residence 3,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chem. 425; Carbide 75; Cement 125; Tools 50; Meat Pkg.; Plastic 75; Heat Exchangers 100.
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Graham Ave.; 2 each side of Graham Ave.
**Shopping Centers**-Wal-Mart (8 stores-Wal-Mart, Sav-Mor).
**Principal Shopping Days**-Tues., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Peters; C.R. Anthony; Sharpe's.
**Variety Stores**-Pryor; McCrory's; Dollar General.
**Discount Stores**-Wal-Mart.
**Chain Supermarkets**-Safeway; Sav-Mor; Price Buster.
**Other Chain Stores**-Western Auto; Goodrich; Goodyear; Sears.

**14 - NEWSPAPERS:** TIMES (e-tues to fri) 5,211; (S) 6,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Henry Goodman, Gen. Mgr., TIMES, Box 308, Pryor, OK 74362; Tel. (918) 825-3292.
**National Representative**: Landon Associates.

## SAPULPA

**1 - LOCATION:** Creek County (In Tulsa MSA). E&P Map E-2. County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On State Hwys. 33, 66, 75, 97, I-44.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Tulsa-Sapulpa Union.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; MK&O.

**3 - POPULATION:**
Corp. City 80 Cen. 15,853; E&P 89 Est. 16,735
CZ-ABC: (80) 15,853
RTZ-ABC: (80) 26,434
MSA 80 Cen. 663,105; E&P 89 Est. 727,819
County 80 Cen. 59,414; E&P 89 Est. 71,494
City & RTZ-ABC: (80) 42,287
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,942; E&P 89 Est. 6,465
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 8,956
City & RTZ-ABC: (80) 14,898
County 80 Cen. 20,960; E&P 89 Est. 29,751
MSA 80 Cen. 246,380; E&P 89 Est. 275,379

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $162,618,982 |
| Savings & Loan | 2 | $91,470,199 |

**6 - PASSENGER AUTOS:** County 38,954

**7 - ELECTRIC METERS:** Residence 7,161

**8 - GAS METERS:** Residence 8,638

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 750 ($305); Pottery 25 ($220).
**Principal Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-21 blocks on eight streets, plus 4 strip shopping centers.
**Principal Shopping Days**-Sat. & Fri.
**Stores Open Evenings**-Shopping Ctr. nightly.
**Stores Open Sundays**-Shopping Centers & Supermarkets.

**13 - RETAIL OUTLETS: Department Stores**-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Wal-Mart Phcy.; May's.
**Chain Supermarkets**-Safeway; Family Market; Tru-Discount; Reasor's Discount Foods.
**Other Chain Stores**-Otasco; Zale's.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 6,788; (S) 7,114; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joy Kordis, Adv. Mgr., HERALD, P.O. Box 1370, Sapulpa, OK 74067; Tel. (918) 224-5185.
**National Representatives**: Landon Associates.

## SEMINOLE

**1 - LOCATION:** Seminole County. E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 3, 9 & 99; 54 mi. SE of Oklahoma City.

**2 - TRANSPORTATION: Railroads**-M.K.& T.
**Intercity Bus Lines**-Okla. Trans.; Midco; Jefferson.
**Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 8,590; E&P 89 Est. 9,111
County 80 Cen. 27,491; E&P 89 Est. 29,176

**4 - HOUSEHOLDS:**
City 80 Cen. 3,488; E&P 89 Est. 3,910
County 80 Cen. 10,158; E&P 89 Est. 11,601

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $55,108,000 |
| Savings & Loan | 2 | $40,855,000 |

**6 - PASSENGER AUTOS:** County 18,037

**7 - ELECTRIC METERS:** Residence 3,844

**8 - GAS METERS:** Residence 3,568

**9 - PRINCIPAL INDUSTRIES:** Oil Well Drilling; Oil Prod.; Oil Field Servs. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St. & 6 on intersecting streets.
**Neighborhood Shopping Centers**-Strothers St.; W. Broadway; N. Milt Phillips Ave.
**Stores Open Evenings**-Some on Sat. evenings.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Sharpes; Hammons; Newton Wall.
**Discount Stores**-Wall's Family Bargain Center; Wal-Mart.
**Chain Drug Stores**-I.D.L.; Wal-Mart.
**Chain Supermarkets**-IGA; Homeland; Best Yet.
**Other Chain Stores**-Firestone; Goodyear; Neil's; Perry McGee Furn.; Cato; Ace Hdwe.; Sherwin-Williams; Home Bldg. Materials; Vogue; True Value Hardware.

**14 - NEWSPAPERS:** PRODUCER (e-tues to fri; S) 5,087; sworn Sept. 26, 1988.
**Local Contact** for Advertising and Merchandising Data: Jim Keisman, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100.
**National Representatives**: Papert Companies; Oklahoma Press Service.

## SHAWNEE

**1 - LOCATION:** Pottawatomie County (In Oklahoma City MSA). E&P Map D-2. County Seat. Residential ctr. 42 mi. SE of Oklahoma City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3, 18, 99A.

**2 - TRANSPORTATION: Railroads**-AT&SF; OCA&A; Missouri, Kansas, & Texas R.R.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Jordan; O.T.C.; Greyhound; Mid Continent Coaches; Oklahoma Transportation.
**Airlines**-at Oklahoma City Airport 37 mi. W; American, Continental, Eastern, Southwest, Texas Intl., Trans Central, TWA.

**3 - POPULATION:**
Corp. City 80 Cen. 26,506; E&P 89 Est. 26,720
CZ-ABC: (80) 26,506
RTZ-ABC: (80) 82,799
County 80 Cen. 55,470; E&P 89 Est. 63,957
MSA 80 Cen. 864,628; E&P 89 Est. 1,003,564
City & RTZ-ABC: (80) 109,305
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,334; E&P 89 Est. 10,936
CZ-ABC: (80) 10,334
RTZ-ABC: (80) 29,535
County 80 Cen. 20,062; E&P 89 Est. 25,186
MSA 80 Cen. 321,546; E&P 89 Est. 385,962
City & RTZ-ABC: (80) 39,869

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $109,000,000 |
| Commercial | 4 | $480,000,000 |

**6 - PASSENGER AUTOS:** County 36,374

**7 - ELECTRIC METERS:** Residence 11,993

**8 - GAS METERS:** Residence 9,961

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric.; Mineral Prods.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.
**Neighborhood Shopping Centers**-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 5; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 9.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Del Plaza(12) | 2 | Ben Franklin, Brannon, Star Disc. |
| Northridge Sq.(15) | 15 | K mart, Winn-Dixie |
| Shawnee Plz.(7) | NA | Revco, Wal-Mart |
| N. Harrison | 3 | K mart, Big-O-Tires, Wendy's, Pratt |
| Shawnee Mall | 4 | Dillard's, Sears, JCPenney, Wal-Mart |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri.-Sat.
**Stores Open Evenings**-Dept.-Mon. and Thur.; Food & Discount-nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
**Discount Stores**-Wal-Mart; K mart.
**Variety Stores**-Dollar General.
**Chain Drug Stores**-Rexall 6; Shawnee; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco; Eckerd.
**Chain Supermarkets**-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

**14 - NEWSPAPERS:** NEWS-STAR (m-tues to sat) 12,611; (S) 13,648; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
**National Representative**: Landon Associates.

## STILLWATER

**1 - LOCATION:** Payne County. E&P Map D-2. County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqtrs. U.S. Dept. of Agriculture, State Office for Technical Training. 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-MK&O.

**3 - POPULATION:**
Corp. City 80 Cen. 38,268; E&P 89 Est. 39,717
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 80 Cen. 62,623; E&P 89 Est. 65,752
City & RTZ-ABC: (80) 84,000

**4 - HOUSEHOLDS:**
City 80 Cen. 12,829; E&P 89 Est. 12,979
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 80 Cen. 22,119; E&P 89 Est. 20,101
City & RTZ-ABC: (80) 30,279

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $317,546,410 |
| Savings & Loan | 3 | $143,000,000 |

**6 - PASSENGER AUTOS:** County 39,315

**7 - ELECTRIC METERS:** Residence 14,729

**8 - GAS METERS:** Residence 10,491

**9 - PRINCIPAL INDUSTRIES:** Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
**Principal Pay Days**-1st & 15th; Fri. & Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

**11 - TAP WATER:** Slightly alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St.; 10 on side streets off Main.

**Neighborhood Shopping Centers**-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Katz; JCPenney; C.R. Anthony; Gibson's; Sears; Newton Wall.

**Discount Stores**-Gibson's; Wal-Mart.

**Variety Stores**-Ace Hdwe. Mart.

**Chain Drug Stores**-Thrifty; Revco; Treasury.

**Chain Supermarkets**-IGA 2; Homeland; Food 4 Less.

**Other Chain Stores**-Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; Captain D's; Atwoods; Sight 'N Sound; Hughes Lumber.

**14 - NEWSPAPERS:** NEWS-PRESS (e-mon to fri) 10,354; (S) 11,161; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Walt Disney, Adv. Dir., NEWS-PRESS, 211 W. 9th; PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.

**National Representative**: Landon Associates.

## TAHLEQUAH

**1 - LOCATION:** Cherokee County, E&P Map F-2. County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area. 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On U.S. Hwy. 62; State Hwy. 51.

**2 - TRANSPORTATION: Airlines**-All major airlines at Tulsa Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 9,708; E&P 89 Est. 9,838

County 80 Cen. 30,839; E&P 89 Est. 34,903

**4 - HOUSEHOLDS:**

City 80 Cen. 3,510; E&P 89 Est. 3,624

County 80 Cen. 10,595; E&P 89 Est. 13,228

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $245,905,935 |

**6 - PASSENGER AUTOS:** County 19,828

**7 - ELECTRIC METERS:** 4,594

**8 - GAS METERS:** 5,777

**9 - PRINCIPAL INDUSTRIES:** Agric.; Forestry; Machine Shops; Cannery; Nursery Prods.; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Box Center | NA | IGA |
| Cherokee Hills(5) | NA | Wal-Mart |
| Downing Square | NA | |
| Plaza(8) | NA | |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Shopping Centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Hinds; Anthony's; Workman's.

**Discount Stores**-Wal-Mart; Family Dollar.

**Chain Drug Stores**-Cherokee Hills Phcy.; Sun Drug.

**Chain Supermarkets**-Box's IGA; Reasor's; Safeway; Consumers; Food-4-Less.

**Other Chain Stores**-Doyles Shoes; Sirloin Stocade; Merle Norman; Pay-less Shoes; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Hardee's; Wendys; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Fashion Crossroads; Domino Pizza; Western Sizzlin'; Cato's; Charlie's Fried Chicken.

**14 - NEWSPAPERS:** PRESS (m-tues to fri; S) 6,500; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Brad Sugg, Pub., PRESS, 106 W. 2nd; PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.

**National Representatives**: Papert Companies; Oklahoma Press Service.

## TULSA

**1 - LOCATION:** Tulsa County (MSA), E&P Map E-2. County Seat. Administrative center for many oil companies; electronics and aviation maintenance center. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Oklahoma City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.

**Motor Freight Carriers**-46.

**Intercity Bus Lines**-Greyhound/Trailways; MK&O; KG Lines.

**Airlines**-American; Delta; TWA; Ozark; Eastern; Air Midwest; Scheduled Skyways; Southwest; United. (Three Airports)

**3 - POPULATION:**

Corp. City 80 Cen. 360,919; E&P 89 Est. 347,739

CZ-ABC: (80) 483,484

RTZ-ABC: (80) 452,107

County 80 Cen. 474,521; E&P 89 Est. 502,700

MSA 80 Cen. 663,105; E&P 89 Est. 727,819

City & RTZ-ABC: (80) 935,591

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 145,414; E&P 89 Est. 134,662

CZ-ABC: (80) 185,501

RTZ-ABC: (80) 162,583

County 80 Cen. 181,620; E&P 89 Est. 182,041

MSA 80 Cen. 246,380; E&P 89 Est. 275,379

City & RTZ-ABC: (80) 348,084

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | $1,876,679,000 |
| Commercial | 29 | $4,296,260,000 |

**6 - PASSENGER AUTOS:** County 365,391

**7 - ELECTRIC METERS:** Residence 160,323

**8 - GAS METERS:** Residence 186,126

**9 - PRINCIPAL INDUSTRIES: Metro Area**. Industry, No. of Wage Earners-Mfg. 53,040; Mining 18,104; Constr. 12,069; Trans. & Pub. Util. 24,138; Whol. Trade 22,492; Ret. Trade 56,592; Fin., Ins. & R.E. 18,104; Servs. 74,954; Gov't 13,975.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl. South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; Memorial 51st to 71st.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fontana Ctr.(78) | NA | Cort, Ross, Luby's |
| Promenade(35) | NA | JCPenney, Dillards, Mervyn's |
| Southroads Mall (69) | NA | Foley's, Vandever, Renbergs |
| Utica Sq.(71) | NA | Dillards, Miss Jackson, Saks |
| Woodland Hill Mall | NA | Dillards, JCPenney Foley's, Renbergs, Sears |
| Alameda(31) | NA | Casa Bonita, Whitlocks |
| Country Club Plz. (47) | NA | Skaggs |
| Crossing Oaks(36) | NA | Homeland, Target |
| Kensington Galleria(55) | NA | Dillards |
| Walnut Creek(60) | NA | Homeland, Furr's, Med-X |
| Eastland Mall | NA | Dillards, JCPenney, Mervyn's |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Vandever's; Dillard's 4; Woolf Bros.; Renberg's 3; Sears 3; C.R. Anthony 11; JCPenney 3; Foley's 2.

**Discount Stores**-Target 2; K mart 5; Mervyn's 3.

**Variety Stores**-McCrory's 7.

**Chain Drug Stores**-Med-X 9; Walgreens 3; Getman 2; Skaggs 5; Mayes 8.

**Chain Supermarkets**-Thrift-T-Wise & Affiliated Food Stores 10; Homeland 23; Sipes 3; Superettes Git-N-Go 35, Quick-Trip 39; In-N-Out.

**Other Chain Stores**-Jewelry: Boswell's 3, Zale's 3, Moody's 5, Sloan's; Automotive: Firestone 3, Goodyear 10, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2.

**14 - NEWSPAPERS:** WORLD (m) 126,909; TRIBUNE (e) 68,990; WORLD (S) 238,495; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave.; PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.

**National Representative**: Branham/Newspaper Sales.

## VINITA

**1 - LOCATION:** Craig County, E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 69, 60; Will Rogers Tpke.

**2 - TRANSPORTATION: Railroads**-M.K.&T.; Burlington Northern.

**Intercity Bus Lines**-Greyhound; Continental Trailways; Natl. Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 6,740; E&P 89 Est. 7,211

County 80 Cen. 14,961; E&P 89 Est. 15,049

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,514; E&P 89 Est. 2,775

County 80 Cen. 5,685; E&P 89 Est. 5,500

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $112,947,000 |
| Savings & Loan | 1 | $379,103,054 |

**6 - PASSENGER AUTOS:** County 10,056

**7 - ELECTRIC METERS:** Residence 3,300

**8 - GAS METERS:** Residence 2,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Connector Mfg. 225; Agric.; Flag and Apron Mgr. 40; Eastern State Hospital 851; Tower Manufacturers 43; Automotive Parts 75; Ready Mix Concrete 9; Soft Drinks 42.

**10 - CLIMATE:** Av. Temp.-Spring 60; Summer 80; Fall 59; Winter 36; Av. Precip.-43.14 in.

**11 - TAP WATER:** 30 in. line from Grand Lake.

**12 - RETAILING: Principal Shopping Days**-Sat., Thur., Fri.

**Stores Open Evenings**-Supermarkets; Wal-Mart; Anthony's.

**13 - RETAIL OUTLETS: Department Stores**-Draper's; Anthony's; Vanity Fair.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Safeway; Warehouse Foods.

**Other Chain Stores**-Western Auto; Sherwin-Williams; Sears (catalog); Westco; Otasco.

**14 - NEWSPAPERS:** JOURNAL (e-mon to fri) 3,832; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: David Reid, Pub., JOURNAL, 140 S. Wilson; PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.

**National Representatives**: Oklahoma Press Service; Papert Companies.

## WEATHERFORD

**1 - LOCATION:** Custer County, E&P Map C-2, University Community; Agricultural Area; Nursery area; 73 mi. W of Oklahoma City. On I-40; State Hwy. 54.

**2 - TRANSPORTATION: Railroads**-Farmrail.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**Airlines**-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

**3 - POPULATION:**

Corp. City 80 Cen. 9,64[illegible] E&P 89 Est. 11,755

County 80 Cen. 26,106, E&P 89 Est. 31,207

**4 - HOUSEHOLDS:**

City 80 Cen. 3,438; E&P 89 Est. 3,911

County 80 Cen. 9,482; E&P 89 Est. 11,268

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $109,027,000 |

**6 - PASSENGER AUTOS:** County 17,251

**7 - ELECTRIC METERS:** Residence 5,480

**8 - GAS METERS:** Residence 4,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo. Proc. 100 (N.A.); Printing Prods. 270 (N.A.); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.).

**10 - CLIMATE:** Av. An. Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

**11 - TAP WATER:** Well water; soft.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St. plus shpg. ctr. continuation.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Weatherford(14) | NA | Pucketts |
| Northpark Shoppes(6) | NA | Kwik Korner, Wal-Mart |

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Dixie; Anthony's; In Crowd; Kloset; Frankie's; Smart Shop; Sears (catalog).

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Clink's; United.

**14 - NEWSPAPERS:** NEWS (e-tues to fri; S) 3,670; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Phillip R. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301; FAX (405) 772-7329.

**National Representative**: Oklahoma Press Service.

## WEWOKA

**1 - LOCATION:** Seminole County, E&P Map E-2.

**2 - TRANSPORTATION: Railroads**-Rock Island.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Oklahoma Trans. Co.

**3 - POPULATION:**

Corp. City 80 Cen. 5,480; E&P 89 Est. 5,666

County 80 Cen. 27,491; E&P 89 Est. 29,176

**4 - HOUSEHOLDS:**

City 80 Cen. 2,132; E&P 89 Est. 2,330

County 80 Cen. 10,158; E&P 89 Est. 11,601

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $54,178,128 |
| Savings & Loan | 1 | $39,035,000 |

**6 - PASSENGER AUTOS:** County 18,037

**7 - ELECTRIC METERS:** Residence 2,600

**8 - GAS METERS:** Residence 2,425

**9 - PRINCIPAL INDUSTRIES:** Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Wewoka Ave.; 4 blocks on Mekusukey Ave.; all cross streets in between.
**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Cohen's; Dollar General; Sharpe's.
**Chain Supermarkets**-Red Bud; IGA.
**Other Chain Stores**-Nelson (furn.); Otasco (auto & home supplies).

**14 - NEWSPAPERS:** TIMES (e-tues to fri) 1,300; (S) 1,350; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Judith Collis, Gen. Mgr., TIMES, 210 S. Wewoka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
**National Representatives**: Papert Companies.

## WOODWARD

**1 - LOCATION:** Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 15, 34. 140 mi. NW of Oklahoma City.

**2 - TRANSPORTATION: Railroads**-Atchinson, Topeka & Santa Fe; NW Oklahoma.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Oklahoma Trans.

**3 - POPULATION:**
Corp. City 80 Cen. 13,610; E&P 89 Est. 14,716
County 80 Cen. 21,368; E&P 89 Est. 22,653

**4 - HOUSEHOLDS:**
City 80 Cen. 5,068; E&P 89 Est. 5,765
County 80 Cen. 7,582; E&P 89 Est. 9,330

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $171,000,000 |
| Savings & Loan | 2 | $137,000,000 |

**6 - PASSENGER AUTOS:** County 13,513

**7 - ELECTRIC METERS:** Residence 5,052

**8 - GAS METERS:** Residence 4,416

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage-N.A.) Metal Working; Livestock; Meat Packing; Natural Gas; Farming; Oil affiliates; Oil & Gas Drilling & Prod.; Iodine Mfg.; Fertilizer.
**Principal Industrial Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct.; last killing frost, Apr.

**11 - TAP WATER:** 8 gr. per gal.

**12 - RETAILING: Principal Shopping Center**-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 5; Southgate 5; Westwood 4.
**Stores Open Evenings**-Food; Discount.
**Stores Open Sundays**-Food; Discount.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Trego's; Hopkins; Star Model; Sears; Hopkins.
**Variety Stores**-TG&Y/McCrory.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Safeway; Medco.
**Chain Supermarkets**-Safeway; United; Economart.
**Other Chain Stores**-Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Maurices; Radio Shack; Payless Shoes; Fashion Crossroads.

**14 - NEWSPAPERS:** NEWS (m-tues to sat; S) 6,400; sworn Sept. 29, 1988.
**Local Contact** for Advertising and Merchandising Data: Debbie McCord, Adv. Dir., NEWS, 904 Oklahoma; PO Box 928, Woodward, OK 73802-0928; Tel. (405) 256-2200.
**National Representatives**: Oklahoma Press Service; Papert Companies.

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# OREGON SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Eugene-Springfield**-Lane County.
**Medford**-Jackson County.
**Salem**-Marion and Polk Counties.

### PRIMARY METROPOLITAN STATISTICAL AREA

**Portland**-Clackamas, Multnomah, Washington and Yamhill Counties.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Portland-Vancouver, OR-WA**-Includes Portland, OR PMSA and Vancouver, WA PMSA.

### POPULATION ESTIMATES

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 164 | 198 | 229 |
| 5-14 Years | 406 | 392 | 386 |
| 15-24 Years | 366 | 464 | 388 |
| 25-44 Years | 481 | 790 | 959 |
| 45-64 Years | 499 | 491 | 481 |
| 65 and Over | 226 | 303 | 303 |
| TOTAL | 2,092 | 2,638 | 2,746 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 629 | 549 | 1,202 |
| General Mdse | 1,256 | 1,780 | 3,058 |
| Food | 1,822 | 2,660 | 4,123 |
| Automobiles | 2,083 | 2,217 | 4,930 |
| Gasoline Stations | 655 | 1,107 | 1,271 |
| Apparel | 391 | 588 | 974 |
| Furniture | 481 | 493 | 1,036 |
| Eat-Drink Places | 879 | 1,323 | 2,309 |
| Drugs | 307 | 372 | 641 |
| TOTAL SALES | 9,348 | 12,634 | 21,568 |

## ALBANY

**1 - LOCATION:** Linn County, E&P Map A-2, County Seat. On Willamette River, 75 mi. S of Portland, NW corner of county. 20 mi. S of Salem, 38 mi. N of Eugene, 12 mi. NE of Corvallis. Wholesale and shipping center for lumber export, heavy metals, dairy & agricultural prods. (primarily grass seed). On U.S. Hwys. 20, 99E & I-5.

**2 - TRANSPORTATION: Railroads**-Amtrak; Southern Pacific; Burlington Northern (freight).
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Greyhound-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 26,546; E&P 89 Est. 26,886
NDM-ABC: (80) 89,604
County 80 Cen. 89,514; E&P 89 Est. 89,161

**4 - HOUSEHOLDS:**
City 80 Cen. 10,415; E&P 89 Est. 11,013
NDM-ABC: (80) 32,640
County 80 Cen. 32,773; E&P 89 Est. 37,090

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $148,798,000 |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 73,975

**7 - ELECTRIC METERS:** Residence City 10,500

**8 - GAS METERS:** Residence City 5,128

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metals 2,480; Wood Prods. 4,755; Food Proc. 1,012; Agric. 1,741; Utilities & Trans 322; Constr. 1,633.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Oct. 25, last killing frost, Apr. 12.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Heritage Mall: 14th Ave. between Geary & Clay Streets; Target, JC Penney, Sears, Emporium; Heritage Plaza: 14th Ave. & Geary St; G.I. Joe's; Downtown: area bounded by 1st and 6th Aves. and Broadalbin & Lyon Sts.; K mart/Mervyn's: I-5 & Pacific Blvd.; Albany Plaza: Santiam Hwy. & Waverly Dr.; Fred Meyer: Santiam Hwy. & Waverly Dr.
**Neighborhood Shopping Centers**-Santiam Hwy. & Pacific Blvd.; entire length of Pacific Blvd.
**Principal Shopping Days**-Tues., Thur. and Sat.
**Stores Open Evenings**-Mon. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; The Broadway; The Emporium; Mervyn's.
**Discount Stores**-Target; Bi-Mart; Fred Meyer; K mart; Coastal Farm & Home.
**Chain Drug Stores**-Payless; Fred Meyer; Bi-Mart; Ervin's.
**Chain Supermarkets**-Safeway; IGA; Fred Meyer; The Market Place; Thriftway 1; Albertson's; Hoovers.

**14 - NEWSPAPERS:** DEMOCRAT-HERALD (e) 21,525; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Marcum, Ret. Adv. Mgr.; John Hauck, Mktg. Dir., DEMOCRAT-HERALD, 138 S.W. 6th Ave., Albany, OR 97321-0609; Tel. (503) 926-2211.
**National Representative**: Branham/Newspaper Sales.

## ASHLAND

**1 - LOCATION:** Jackson County (In Medford MSA). E&P Map A-3, 12 mi. SE of Medford; 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist & Southern Oregon College center.

**2 - TRANSPORTATION: Motor Freight Carriers**-12.
**Intercity Bus Lines**-Greyhound; Trailways; Rogue Rapid Transit.
**Airlines**-United; Horizon; Cascade; PSA.

**3 - POPULATION:**
Corp. City 80 Cen. 14,943; E&P 89 Est. 17,300
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 80 Cen. 132,675; E&P 89 Est. 142,460
City & RTZ-ABC: (80) 20,749

**4 - HOUSEHOLDS:**
City 80 Cen. 5,909; E&P 89 Est. 7,064
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 80 Cen. 49,011; E&P 89 Est. 55,530
City & RTZ-ABC: (80) 8,087

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $68,835,000 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 116,205

**7 - ELECTRIC METERS:** Residence 6,602

**8 - GAS METERS:** Residence 3,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-N.A.-Tourism; Lumbering Wood Prods. Factory; Steel Tanks; R.R.; Box Factory; Planting Mill; Dental Equip.; Univ. Educ.; Ski Resort; Printing.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.
**Neighborhood Shopping Centers**-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gateway(8) | 2 | Buy Rite |
| Commercial Ctr. | 2 | Butler Ford, Town & Country Chev. |
| Ashland(20) | 2 | Kacy's |
| Tolman-66 | 3 | Bi-Mart, Safeway |

**Principal Shopping Days**-Tues., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Fortmiller's; Beno's.
**Variety Stores**-Sprouse-Reitz.
**Chain Supermarkets**-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.
**Chain Drug Stores**-Rexall; Bi-Mart; Thrifty.
**Other Chain Stores**-Taco Bell; Radio Shack; McDonald's.

**14 - NEWSPAPERS:** TIDINGS (e) 5,641; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sue Boyano, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.
**National Representative**: None.

## ASTORIA

**1 - LOCATION:** Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.
**Intercity Bus Lines**-Greyhound; North Coast Transit.
**Motor Freight Carriers**-5.
**Freight Steamship Lines**-15.

**3 - POPULATION:**
Corp. City 80 Cen. 9,998; E&P 89 Est. 9,051
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 37,699
County 80 Cen. 32,455; E&P 89 Est. 32,224
City & RTZ-ABC: (80) 47,697

**4 - HOUSEHOLDS:**
City 80 Cen. 4,235; E&P 89 Est. 4,079
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 14,705
County 80 Cen. 12,795; E&P 89 Est. 11,952
City & RTZ-ABC: (80) 18,940

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $166,920,000 |
| Savings & Loan | 2 | (Incl. above) |

**6 - PASSENGER AUTOS:** County 28,160

**7 - ELECTRIC METERS:** Residence County 15,262

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Wood Prods. 780; Durable Goods 220; Paper and Allied Prods. 850; Food & Kindred Prods. 600; Contract Constr. 220; Trans., Commun. & Public Util. 590; Trade 2,750; Fin., Ins. & R.E. 460; Servs. & Misc. 7,210; Gov't 2,120.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Young's Bay Plaza(13) | 5 | Payless Drug, Young's Bay Mkt., Fred Meyer, Inc. |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Palms.
**Variety Stores**-J.J. Newberry.
**Chain Supermarkets**-Safeway; Sentry; Thriftway; AG.
**Other Chain Stores**-Coast-to-Coast; Maytag Appliances; Firestone; Napa Auto Parts; Bumper to Bumper; Les Schwab Tires; OK Tires; Sears (appliance & catalog).

**14 - NEWSPAPERS:** ASTORIAN (e-mon to fri) 9,812; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Val W. Holyoak, Ad. Dir., ASTORIAN, 949 Exchange; PO Box 210, Astoria, OR 97103; Tel. (503) 325-3211.
**National Representative**: Landon Associates.

## BAKER

**1 - LOCATION:** Baker County, E&P Map D-2.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 9,471; E&P 89 Est. 9,120
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 80 Cen. 16,116; E&P 89 Est. 15,480
City & RTZ-ABC: (80) 16,564

**4 - HOUSEHOLDS:**
City 80 Cen. 3,728; E&P 89 Est. 3,631
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602
County 80 Cen. 6,169; E&P 89 Est. 5,936
City & RTZ-ABC: (80) 6,330

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 3 | $38,000,000 |
| Savings & Loan | 2 | $25,000,000 |

**6 - PASSENGER AUTOS:** County 13,948

**7 - ELECTRIC METERS:** Residence 3,754

**8 - GAS METERS:** Residence 1,848

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodwork 710 ($210); Agric. 500 ($175).
**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Maxi Mart(4) | 2 | True Value, Wilson's |

**Principal Shopping Days**-Wed., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Neuberger & Heilner; Big V.
**Variety Stores**-True Value; Hirsch Value Ctr.
**Chain Supermarkets**-Safeway; Albertson's.
**Other Chain Stores**-Coast-to-Coast; Mode O'Day; Western Auto.

**14 - NEWSPAPERS:** DEMOCRAT HERALD (e) 3,021; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jack R. Turner, Pub., DEMOCRAT HERALD, 1915 First St., Baker, OR 97814; Tel. (503) 523-3673.
**National Representative**: Papert Companies.

## BEND

**1 - LOCATION:** Deschutes County, Central Oregon, E&P Map B-2, County Seat. Wholesale lumber mfg. & re-mfg., Tourism; Retail sales & service center; area medical center & agriculture. 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Boise. On junction of U.S. Hwys. 97, 20.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific; USA Amtrak.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Pacific Trailways, Resort.
**Airlines**-Horizon Air; United Express.

**3 - POPULATION:**
Corp. City 80 Cen. 17,263; E&P 89 Est. 16,021
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 56,639
County 80 Cen. 63,094; E&P 89 Est. 70,051
City & RTZ-ABC: (80) 83,871

**4 - HOUSEHOLDS:**
City 80 Cen. 7,011; E&P 89 Est. 6,851
CZ-ABC: (80) 10,726
RTZ-ABC: (80) 20,263
County 80 Cen. 22,976; E&P 89 Est. 28,706
City & RTZ-ABC: (80) 30,989

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $337,060,000 |
| Savings | 2 | (included above) |
| Savings & Loan | 3 | (included above) |

**6 - PASSENGER AUTOS:** County 67,854

**7 - ELECTRIC METERS:** Residence 16,500

**8 - GAS METERS:** Residence County 8,334

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ret. trade & services including medical 13,230; Gov't. 4,080; Lumber mfg. 3,150; Mfg. & other 1,540.
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12.

**11 - TAP WATER:** pH 7 to 7.5, very soft.

**12 - RETAILING: Principal Shopping Centers**-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon Aves. Approx. 100 retail businesses. 7 mile strip of Third St. (Hwy. 97) approx. 150 retail businesses; 3 mile strip of Greenwood Ave. (Hwy. 20), approx. 50 retail businesses.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bend River Mall(28) | 1 | The Bon, Sears, Walden Books |
| Mountain View Mall(48) | 2 | Emporium, K mart, Food-4-Less, G.I. Joes |
| Bend Towne Ctr.(3) | 3 | Safeway, Andersch, Sprouse-Reitz |
| Coast-to-Coast | NA | Coast-to-Coast, Food Towne |
| Erickson's Ctr.(5) | 1 | Erickson's Sentry |
| Wagner Mall(11) | 1 | Payless, Wagner's |

**Principal Shopping Days**-Department Stores-Mon.-Sun.; Food Stores Mon-Sun.(24hrs).
**Stores Open Evenings**-Mon-Fri.

**13 - RETAIL OUTLETS: Department Stores**-The Bon; Emporium; JCPenney.
**Chain Supermarkets**-Albertson's; Safeway; Food Value; Food-4-Less; Erickson's Sentry; Wagner's.
**Major Retailers and Chain Stores**-Sears; K mart; Payless 2; Bi-Mart; Pay 'N Pak; G.I. Joes; Coast-to-Coast; Zale's; Waldenbooks; Radio Shack; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine; Volume Shoe Source; Sprouse-Reitz; Hickory Farms.

**14 - NEWSPAPERS:** BULLETIN (e-mon to fri) 20,995; (S) 21,640; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr.; Vanessa Johnston, Natl. Clerk, BULLETIN, 1526 N.W. Hill, Bend, OR 97701; Tel. (503) 382-1811.
**National Representative**: Branham Newspaper Sales.

## COOS BAY-NORTH BEND

**1 - LOCATION:** Coos County, E&P Map A-3. 219 mi. SW of Portland, 530 mi. N of San Francisco, CA; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-3.
**Airlines**-Horizon.

**3 - POPULATION:**
Corp. Cities 80 Cen. 24,203; E&P 89 Est. 22,328
Coos Bay 80 Cen. 14,424; E&P 89 Est. 12,986
North Bend 80 Cen. 9,779; E&P 89 Est. 9,342
CZ-ABC: (80) 28,960
RTZ-ABC: (80) 59,494
County 80 Cen. 63,947; E&P 89 Est. 60,241
City & RTZ-ABC: (80) 88,454
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 9,142; E&P 89 Est. 8,698
Coos Bay 80 Cen. 5,573; E&P 89 Est. 5,179
North Bend 80 Cen. 3,569; E&P 89 Est. 3,519
CZ-ABC: (80) 10,321
RTZ-ABC: (80) 23,137
County 80 Cen. 23,870; E&P 89 Est. 23,932
City & RTZ-ABC: (80) 33,458

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 6 | $453,700,000 |
| Savings & Loan | 3 | $112,700,000 |

**6 - PASSENGER AUTOS:** County 51,058

**7 - ELECTRIC METERS:** Residence 14,275

**8 - GAS METERS:** Residence 1,284

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Constr. 790 ($300); Food Prods. 460. (Wage Averages are State figures).
**Principal Pay Days**-Lumber 10th & 25th; Retail 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Public Sq.(18) | 7 | Bi-Mart, Radio Shack |
| Pony Vlg.(88) | 7 | Sprouse-Reitz, Pay Less, The Bon, Safeway, H.R. Jeweler |
| Coos Bay Plz.(20) | NA | K mart, Fred Meyer |

**Principal Shopping Days**-Sat., Mon., Fri.
**Stores Open**-Mon. thru Sun. evening. All stores.

**13 - RETAIL OUTLETS: Department Stores**-Emporium; JCPenney; The Bon.
**Variety Stores**-Sprouse-Reitz 2; Big Value.
**Chain Drug Stores**-Pay Less 2; K mart; Bi-Mart; Fred Meyer.
**Chain Supermarkets**-Safeway 2; McKays 5; Albertson's; Fred Meyer.
**Other Chain Stores**-Coast-to-Coast; Firestone; Singer Co.; Viking Sewing Ctr.

**14 - NEWSPAPERS:** WORLD (e) 15,319; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jerry Baron, Pub.; Jim Maxwell, Adv. Dir., WORLD, 350 Commercial St.; P.O. Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.
**National Representative**: Papert Companies.

## CORVALLIS

**1 - LOCATION:** Benton County, E&P Map A-2. County Seat. Lumber, wood by-products and agriculture, electronics & high tech, College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99 W., 55 mi. east of Pacific Ocean.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 40,960; E&P 89 Est. 41,939
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 80 Cen. 68,062; E&P 89 Est. 68,227
City & RTZ-ABC: (80) 62,235
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,637; E&P 89 Est. 15,478
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 80 Cen. 23,973; E&P 89 Est. 23,978
City & RTZ-ABC: (80) 22,064

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $243,844,000 |
| Savings & Loan | 5 | $222,590,000 |
| Credit Unions | 19 | $290,000,000 |

**6 - PASSENGER AUTOS:** County 50,445

**7 - ELECTRIC METERS:** Residence 18,750

**8 - GAS METERS:** Residence 7,272

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Total Gov't 11,760; Service & Misc. 5,620; Lumber & Wood 1,520; Mach. 2,620; Fin., Ins., R.E. 1,110; Trade 5,220.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
**Neighborhood Shopping Centers**-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.; 815 N.W. Ninth St.; Kings and Walnut.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Avery Sq.(13) | 1 | Kaufman's |
| Circle 9(31) | 3 | Payless, Richey's |
| King Circle(26) | 4 | Albertson's |
| Cannery Mall(21) | 1 | |
| Timberhill Shpg. Ctr.(17) | 4 | Cub Foods |
| Northgate(8) | 2 | Canned Foods Grocery |
| Plaza 9(12) | 2 | |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Most Retail-Fri., Some Retail-Mon.-Fri.; Foods-every evening.
**Stores Open Sundays**-Most Food, Dept. & Discount Stores.

**13 - RETAIL OUTLETS: Department Stores**-Lamonts Closet; JCPenney; Fred Meyer; Clothes Tree; Emporium; Kaufman's; Jay Jacobs; Fashion Connection.
**Variety Stores**-McGregor's; Sprouse-Reitz; Yellow Front.
**Discount Stores**-Bi-Mart; Fred Meyer; Payless.
**Chain Drug Store**-Payless.
**Chain Supermarkets**-Safeway; Roth's IGA; Albertson's; Fred Meyer; Cub Foods.

**14 - NEWSPAPERS:** GAZETTE-TIMES (m) 13,078; (S) 12,856; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Eric Elander, Ret. Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson; PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641.
**National Representative**: Landon Associates.

## EUGENE

**1 - LOCATION:** Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Burlington Northern; Amtrak.
**Motor Freight Carriers**-29.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-United; American; Horizon Air; PSA.

**3 - POPULATION:**
Corp. City 80 Cen. 105,624; E&P 89 Est. 110,843
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 80 Cen. 276,033; E&P 89 Est. 265,087
City & RTZ-ABC: (80) 290,246
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 42,323; E&P 89 Est. 45,792
CZ-ABC: (80) 74,003
RTZ-ABC (80) 34,786
County/MSA 80 Cen. 103,525; E&P 89 Est. 105,165
City & RTZ-ABC: (80) 108,789

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 11 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 223,840

**7 - ELECTRIC METERS:** Residence 55,710

**8 - GAS METERS:** Residence 14,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,400 ($380); Lumber 10,900 ($464); Trans. 2,600

(N.A.); Whol. 4,800 (N.A.); Ret. 19,600 (N.A.); Gov't 22,100 (N.A.); Misc. 35,100 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Downtown Shopping Centers**-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Coburg Plaza(8) | NA | Safeway, Thrifty's |
| Edgewood(11) | 3 | Safeway, Tiffany Drugs |
| Emerald(10) | 3 | |
| Farmdale(10) | 4 | Safeway |
| Gilbert(15) | 4 | Safeway, Sprouse-Reitz |
| Mohawk Center | 6 | BiMart |
| Oakway Mall(40) | 1 | Albertson's, Tiffany |
| Riviera(15) | 5 | |
| Springfield Mall | 6 | PayLess, Emporium, Albertson's |
| Valley River(86) | 2 | JCPenney, Meier & Frank, Ward's, Frederick & Nelson |
| West 11th(14) | NA | Drive-n-Save Mkt. |
| Willamette Plaza(12) | 3 | Emporium, Food Value, PayLess |

**Principal Shopping Days**-Thur., Fri., Sat.; Food-Wed. through Sat.

**Stores Open Evenings**-Most open nightly; Downtown Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson; Nordstrom Place II; Winston's.

**Discount Stores**-Fred Meyer 3; Bi-Mart 4; PayLess 3; K mart 2; Jafco; G.I. Joe's.

**Variety Stores**-Woolworth; Newberry; Tiffany-Davis; Sprouse-Reitz.

**Chain Drug Stores**-Tiffany-Davis 5; Hirons 2; PayLess 3; Thrifty.

**Chain Supermarkets**-Safeway 14; Albertson's 7; McKay's 5; Thriftway 2; Drive-n-Save 2; IGA 2; United Grocers 2; Waremart 2; Food Value 2.

**Other Chain Stores**-Weisfield Jewelers; Firestone 3; Leeds Shoes; Goodrich; Gallenkamps Shoes; Arden's; Mode O'Day; Goodyear 3; Kaufman Bros. 2; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade 2; Hallmark; House of Uniforms; Petries; See's Candies; Thom McAn Shoes; Topps & Trowsers; M. Jacobs Furniture; Brooks; Everybody's Records; Smith's Home Furnishings.

**14 - NEWSPAPERS:** REGISTER-GUARD (m) 72,960; (S) 75,098; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael Raz, Adv. Dir., REGISTER-GUARD, 975 High St.; PO Box 10188-2188, Eugene, OR 97440; Tel. (503) 485-1234.

**National Representative**: Sawyer-Ferguson-Walker.

## GRANTS PASS

**1 - LOCATION:** Josephine County, E&P Map A-3, County Seat. Lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-United; PSA; Continental; Horizon.

**3 - POPULATION:**

Corp. City 80 Cen. 15,032; E&P 89 Est. 16,637
CZ-ABC: (80) 15,032
RTZ-ABC: (80) 57,600
County 80 Cen. 58,972; E&P 89 Est. 69,260
City & RTZ-ABC: (80) 72,632

**4 - HOUSEHOLDS:**

City 80 Cen. 6,045; E&P 89 Est. 6,870
CZ-ABC: (80) 6,057
RTZ-ABC: (80) 20,871
County 80 Cen. 21,866; E&P 89 Est. 27,795
City & RTZ-ABC: (80) 26,928

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 8 | $257,495,000 |
| Savings & Loan | 6 | $261,000,000 |

**6 - PASSENGER AUTOS:** County 58,672

**7 - ELECTRIC METERS:** Residence County 29,229

**8 - GAS METERS:** Residence 5,000

**9 - PRINCIPAL INDUSTRIES:** Lumber, Wood Prods., Light Ind., Tourism, Gov't, High Tech Electronic Assemblers.

**Principal Pay Days**-1st, 10th, 15th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-100; Summer 51-97; Fall 42-62; Winter 20-55. First killing frost, Sept. 28; last killing frost, May 9.

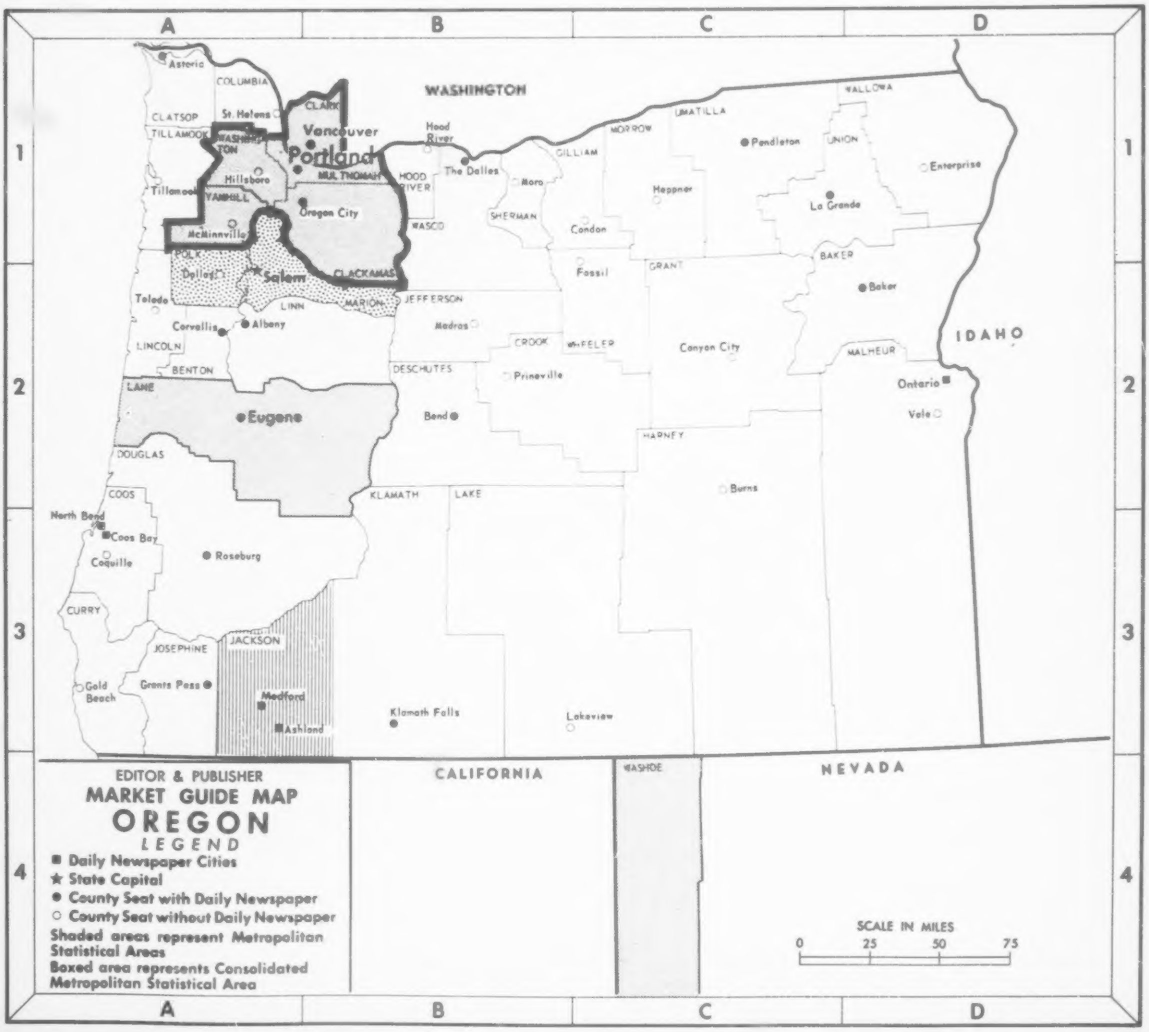
**11 - TAP WATER:** Neutral, slightly soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on 6th & 7th Sts.; 2 on G St.; 2 on H St.; 2 on Williams Hwy.

**Neighborhood Shopping Centers**-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mart Plz.(7) | NA | K mart |
| Cavean Plz.(12) | NA | Kacy's |
| Williams Plz. So.(9) | NA | Payless |
| Northgate(10) | NA | Drive 'N Save Mkt. |


A
B
C
D
1
2
3
4
WASHINGTON
Astoria
COLUMBIA
CLATSOP
St. Helens
CLARK
Vancouver
TILLAMOOK
WASHINGTON
Portland
Hood River
Hillsboro
MULTNOMAH
Tillamook
YAMHILL
HOOD RIVER
The Dalles
Moro
Oregon City
WASCO
SHERMAN
McMinnville
POLK
Dallas
Salem
CLACKAMAS
MARION
LINN
Toledo
Corvallis
Albany
LINCOLN
BENTON
JEFFERSON
Madras
CROOK
WHEELER
DESCHUTES
Prineville
LANE
Eugene
Bend
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
KLAMATH
LAKE
Klamath Falls
Lakeview
GILLIAM
MORROW
UMATILLA
WALLOWA
Pendleton
UNION
Enterprise
Heppner
La Grande
Condon
Fossil
GRANT
BAKER
Baker
Canyon City
IDAHO
MALHEUR
Ontario
Vale
HARNEY
Burns
CALIFORNIA
WASHOE
NEVADA
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

Grant's Pass(34) NA Payless, Mont. Ward

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Most on Fri.

**13 - RETAIL OUTLETS: Department Stores**-Golden Rule; JCPenney; Montgomery Ward; Griffiths.

**Variety Stores**-Sprouse-Reitz.

**Chain Supermarkets**-Safeway; Independent 3; Warehouse Foods 2; Albertson's.

**Other Chain Stores**-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart; Fred Meyer.

**14 - NEWSPAPERS:** COURIER (e) 17,242; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wes Van DeWarker, Adv. Dir., COURIER, PO Box 1468, Grants Pass, OR 97526; Tei. (503) 474-3733.

**National Representative**: None.

## KLAMATH FALLS

**1 - LOCATION:** Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas, Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

**2 - TRANSPORTATION: Railroads**-Amtrak; S. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Horizon Air; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 16,661; E&P 89 Est. 14,558

County 80 Cen. 58,987; E&P 89 Est. 56,921

**4 - HOUSEHOLDS:**

City 80 Cen. 6,691; E&P 89 Est. 6,068

County 80 Cen. 21,688; E&P 89 Est. 23,065

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $240,158,764 |
| Savings & Loan | 5 | $230,320,000 |
| Credit Unions | 4 | $55,390,000 |

**6 - PASSENGER AUTOS:** County 51,320

**7 - ELECTRIC METERS:** Residence 23,000

**8 - GAS METERS:** Residence 7,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,632 ($467); Agric. 3,000 ($206); Trans./Util. 1,040 ($376); Local Gov't. 2,340 ($274); Educ. 1,500 ($330).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.; 8 blocks on Washburn Way.

**Neighborhood Shopping Centers**-12 blocks on East Main St.; 2 blocks on Oregon Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grocery Whse. | NA | Albertson's Foods |
| Town & Country (50) | NA | Payless Drug |
| K mart Plaza | NA | K mart |
| Shasta Plz.(24) | NA | JCPenney, Woolworth |
| Jefferson Sq.(20) | NA | Emporium, Payless |
| Fred Meyer Shpg. Ctr. | NA | Fred Meyer |
| Campus Sq.(5) | NA | Market Basket |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Fri.

**Stores Open Sundays**-JCPenney; Woolworth; PayLess; Big R; Bi-Mart; K mart, Fred Meyer and most food stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Emporium; Fred Meyer.

**Discount Stores**-Payless 2; Jefferson Square, Town & Country; Big R; Bi-Mart; K mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Payless 2; Bi-Mart.

**Chain Supermarkets**-Sherm's Thunderbird; Safeway 2; Gil's Grocery Warehouse; Albertson's; Fred Meyer.

**Other Chain Stores**-Goodyear; Weisfields (jewelry); Singer Co.; McMahan's; Volume Shoes; Radio Shack; Kinney's Shoes; Maurice's.

**14 - NEWSPAPERS:** HERALD & NEWS (e-mon to fri) 18,694; (S) 18,694; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Loren Abbott, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.

**National Representative**: None.

## LA GRANDE

**1 - LOCATION:** Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Amtrak.

**[illegible]r Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Wallowa Valley Stages.

**3 - POPULATION:**

Corp. City 80 Cen. 11,354; E&P 89 Est. 12,153

CZ-ABC: (80) 12,270

RTZ-ABC: (80) 18,924

County 80 Cen. 23,942; E&P 89 Est. 24,099

City & RTZ-ABC: (80) 31,194

**4 - HOUSEHOLDS:**

City 80 Cen. 4,375; E&P 89 Est. 5,075

County 80 Cen. 8,707; E&P 89 Est. 10,286

CZ-ABC: (80) 4,541

RTZ-ABC: (80) 6,979

City & RTZ-ABC: (80) 11,520

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 3 | $100,400,000 |
| Savings & Loan | 4 | $48,418,472 |

**6 - PASSENGER AUTOS:** County 19,796

**7 - ELECTRIC METERS:** 11,364

**8 - GAS METERS:** 4,278

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($400); Feed Milling 12 ($250); Logging 300 ($500); Railroad 450 ($600); Food Pkg. 45 ($300); State & Fed. Gov't 1,050 ($400); Chem. 21 ($400); Trailer Mfg. 150 ($350).

**Principal Industrial Pay Days**-1st, 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grande Ronde(15) | 1 | Sprouse-Reitz, Payless, Maurices |

**Principal Shopping Days**-Mon., Wed., Thur.

**Stores Open Evenings**-Drug, Food and some neighborhood stores during summer.

**13 - RETAIL OUTLETS: Department Stores**-Arrow; JCPenney; Emporium.

**Variety Stores**-Sprouse-Reitz.

**Chain Drug Stores**-Rexall; Payless; Bi-Mart.

**Chain Supermarkets**-Safeway; Albertson's.

**Other Chain Stores**-Coast To Coast; Sears; Maurice's; Yellow Front; Fashion Outlet.

**14 - NEWSPAPERS:** OBSERVER (e) 7,502; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., PO Box 3170, La Grande, OR 97850; Tel. (503) 963-3161.

**National Representative**: Papert Company.

## MEDFORD

**1 - LOCATION:** Jackson County (MSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA. 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA. 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. 99).

**2 - TRANSPORTATION: Railroads**-Southern Pacific; White City.

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-Greyhound; Trailways; Rogue Valley Transit.

**Airlines**-United; Horizon (Alaska); USAir; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 39,603; E&P 89 Est. 40,922

CZ-ABC: (80) 54,779

Bal. in NDM-ABC: (80) 77,677

County/MSA 80 Cen. 132,675; E&P 89 Est. 142,460

Total NDM-ABC: (80) 132,456

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 15,559; E&P 89 Est. 16,600

County/MSA 80 Cen. 49,011; E&P 89 Est. 55,530

CZ-ABC: (80) 20,750

Bal. in NDM-ABC: (80) 28,261

Total NDM-ABC: (80) 49,011

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | NA |
| Savings & Loan | 7 | NA |
| Credit Union | 2 | $61,900,000 |

**6 - PASSENGER AUTOS:** County 116,205

**7 - ELECTRIC METERS:** County 65,520

**8 - GAS METERS:** County 16,442

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 9,270 ($420); Lumber & Wood 5,940 ($439); Nondurable goods 1,580 ($398); Non-Mfg. 42,870 ($299); Trade 14,260; Servs. 11,230; Gov't 9,860.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44. Av. An. Temp. 54.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-Medford Ctr. Jackson St. at Hawthorne Park (28 acres); Downtown Medford 12 block area between 5th, 9th, Holly St. and Riverside Ave; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.; Poplar Sq.; Poplar Ave.; Rogue Valley Mall, junction of McAndrews and Riverside, adjacent to I-5 interchange (54 acres).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Rogue Valley Mall(100) | 3 | JCPenney<br>Meier & Frank,<br>Mervyn's |
| Medford Ctr.(42) | 1 | Sears, Emporium,<br>Safeway, Payless,<br>Newberry |
| Downtown Medford(52) | NA | Larson's |
| K mart(15) | 1 | K mart |
| Bi-Mart | 2 | Bi-Mart |
| Bear Creek Plz. | 2 | Bi-Mart, Albertson's,<br>Lamonts |
| Thunderbird(4) | 1 | Sherms-Sprouse |
| Black Oak(17) | 2 | Foodland |
| Fred Meyer(8) | 3 | Fred Meyer |
| Poplar Sq.(25) | 3 | G.I. Joe's, Ross |
| Target(1) | 3 | Target |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon. through Sat.

**Stores Open Sundays**-Food; Discount; Drug; Dept.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Fred Meyer; Lamonts; Ross Dress for Less; Mervyn's; Meier & Frank.

**Variety Stores**-Newberry; Sprouse.

**Discount Stores**-K mart; Bi-Mart; Black Bird; Target; Fred Meyer; Pay-N-Pak; G.I. Joe's; Grover Elec.

**Chain Drug Stores**-Payless; Bi-Mart.

**Chain Supermarkets**-Safeway 2; John's Super Save 3; Albertson's; Sentry 2; Foodland 2.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; Michelin; Uni-Royal; Kinney; Lerner's; Leed's; Best Fabrics; Sherwin-Williams; Weisfields; Fabric House; General Tire; The Closet; McMahan's Furn.; Radio Shack 2; Fabricland; Color Tile; Copeland Lumber; Friedman's Microwave; Larson's Appliance; Self-Service Furn.; Grover's Electric; Computerland; Emporium; Volume Shoe Source.

**14 - NEWSPAPERS:** MAIL TRIBUNE (e-mon to thur) 28,609; (e-fri) 37,763; (S) 32,037; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Grady Singletary, Adv. Dir., or Phil Hollen, Ret. Adv. Mgr., MAIL TRIBUNE, Fir at 6th St.; PO Box 1108, Medford, OR 97501; Tel. (503) 776-4430/25.

**National Representative**: Branham/Newspaper Sales.

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**NORTH BEND**

**See COOS BAY**

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## ONTARIO

**1 - LOCATION:** Malheur County, E&P Map D-2. 72 mi. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84; U.S. Hwy. 30; State Hwys. 7, 30 & 86.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Amtrak.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 8,814; E&P 89 Est. 10,128

CZ-ABC: (80) 8,814

RTZ-ABC: (80) 43,909

County 80 Cen. 26,912; E&P 89 Est. 28,474

City & RTZ-ABC: (80) 52,723

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,305; E&P 89 Est. 3,866

CZ-ABC: (80) 3,305

RTZ-ABC: (80) 15,146

County 80 Cen. 9,279; E&P 89 Est. 12,185

City & RTZ-ABC: (80) 18,451

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 5 | N.A. |
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** County 24,152

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Vegetable & Fruit Proc.; Livestock Packing; Lumber Proc. & Finishing; Recreation; Educ. (Treasure Valley Community College); Agric./Food Production.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park Center(7) | | Bonanza Variety |
| W. Park Plaza(30) | 1 | Albertson's, Sears,<br>Anthony's, Osco,<br>Emporium |
| K mart Center(2) | 1 | McDonalds, K mart |
| Bi-Mart Ctr.(3) | 1 | Bi-Mart, Paul's |

**13 - RETAIL OUTLETS: Chain Drug Stores**-Osco; PayLess; Ontario Pharmacy.

**Chain Supermarkets**-Albertson's; Farmer Jack's; Paul's; Smith's.

**Variety Stores**-Anthony's; Sprouse-Reitz; Emporium; Bonanza; Bi-Mart; K mart.

**Other Chain Stores**-Sears; Montgomery Ward; Les Schwab; Pietro's; K-G Men's, Volume Shoe; Hudson's; D&B; Blackers.

**14 - NEWSPAPERS:** ARGUS OBSERVER (e-mon to fri) 7,252; (S) 7,827; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Francis R. McLean, Pub.; Linda Warren, Adv. Mgr., ARGUS OBSERVER, 1160 S.W. 4th St.; PO Box 130, Ontario, OR 97914; Tel. (503) 889-5387.

**National Representative**: Landon Associates.

## OREGON CITY

**1 - LOCATION:** Clackamas County (In Portland PMSA). E&P Map A-1. County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

**3 - POPULATION:**

Corp. City 80 Cen. 14,673; E&P 89 Est. 16,786
County 80 Cen. 242,515; E&P 89 Est. 266,409
PMSA 80 Cen. 1,107,070; E&P 89 Est. 1,171,876

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,348; E&P 89 Est. 6,245
County 80 Cen. 84,698; E&P 89 Est. 112,023
PMSA 80 Cen. 456,127; E&P 89 Est. 471,660

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 11 | $120,000,000 |
| Savings & Loan | 5 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 218,395

**7 - ELECTRIC METERS:** Tri-City Area 34,390

**8 - GAS METERS:** Tri-City Area 23,167

**9 - PRINCIPAL INDUSTRIES:** Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.

**Principal Pay Days**-Paper Mills, every other Tues.; other industries, 15th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

**11 - TAP WATER:** Neutral, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Modalla.

**Neighborhood Shopping Centers**-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shpg. Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Oregon City(36) | NA | Emporium, Payless Drugs |
| Southridge | NA | Bi-Mart, Albertson's |

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.

**Stores Open Sundays**-Grocery; some in Shpg. Ctrs.; Drugs.

**13 - RETAIL OUTLETS: Department Stores**-Fred Meyer; G.I. Joes; Bi-Mart.

**Variety Stores**-Crown Discount.

**Chain Drug Stores**-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Ctr.

**Chain Supermarkets**-Danielson's Thriftway 4; Fred Meyer; Tradewell; Prairie Mkts.; Albertson's; Safeway.

**Other Chain Stores**-Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

**14 - NEWSPAPERS:** ENTERPRISE-COURIER (e-mon to fri) 3,838; Dec. 30, 1988. VAC.

**Local Contact** for Advertising and Merchandising Data: Linda Mahan, Adv. Dir., ENTERPRISE-COURIER, 821 Main St.; PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.

**National Representative**: Papert Companies.

## PENDLETON

**1 - LOCATION:** Umatilla County, E&P Map C-1. County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi. from Portland. On Old Oregon Trail and I-84.

**2 - TRANSPORTATION: Railroads**-N.P.; U.P.; Amtrak.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Horizon.

**3 - POPULATION:**

Corp. City 80 Cen. 14,521; E&P 89 Est. 12,905
CZ-ABC: (80) 14,521
RTZ-ABC: (80) 51,859
County 80 Cen. 59,060; E&P 89 Est. 59,280
City & RTZ-ABC: (80) 66,380

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,534; E&P 89 Est. 5,224
CZ-ABC: (80) 5,534
RTZ-ABC: (80) 18,185
County 80 Cen. 21,077; E&P 89 Est. 24,678
City & RTZ-ABC: (80) 23,719

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $87,136,000 |
| Savings & Loan | 3 | $121,000,000 |

**6 - PASSENGER AUTOS:** County 52,107

**7 - ELECTRIC METERS:** Residence 7,400

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Sawmills 800; Furn. 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144; Corrections 300.

**Principal Pay Days**-1st & 15th; 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Pendleton; 4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.; Hermiston Downtown; Hermiston Plz.

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Freds Meyer; Emporium; Hatfields; K mart; Bi-Mart; Hermiston; Yellow Front.

**Chain Drug Store**-Payless.

**Chain Supermarkets**-Albertson's; Safeway; Price Plus.

**Other Chain Stores**-Sherwin-Williams; Les Schwab (tires); Radio Shack; Pendleton Tire & Auto Ctr.; Pay 'N Pak.

**14 - NEWSPAPERS:** EAST OREGONIAN (e) 12,781; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ken Larson, Adv. Dir., EAST OREGONIAN, 211 S.E. Byers St.; PO Box 1089, Pendleton, OR 97801; Tel. (503) 276-2211.

**National Representative**: Landon Associates.

## PORTLAND

**1 - LOCATION:** Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224, I-5, 84, 205.

**2 - TRANSPORTATION: Railroads**-Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.

**Motor Freight Carriers**-194.

**Steamship Lines**-15.

**Intercity Bus Lines**-Greyhound; Trailways; Tri-Met.

**Airlines**-Alaska; American; Eastern; Northwest Orient; United; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; TWA; Pacific Southwest; Sunworld Intl.

**3 - POPULATION:**

Corp. City 80 Cen. 366,383; E&P 89 Est. 336,593
CZ-ABC: (80) 810,920
RTZ-ABC: (80) 576,215
County 80 Cen. 561,558; E&P 89 Est. 554,314
PMSA 80 Cen. 1,107,070; E&P 89 Est. 1,171,876
City & RTZ-ABC: (80) 1,387,135

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 158,847; E&P 89 Est. 138,604
CZ-ABC: (80) 327,725
RTZ-ABC: (80) 200,712
County 80 Cen. 233,135; E&P 89 Est 198,286
PMSA 80 Cen. 456,127; E&P 89 Est. 471,660
City & RTZ-ABC: (80) 528,437

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 10 | $17,285,515,000 |
| Savings & Loan | 5 | $7,805,991,494 |

**6 - PASSENGER AUTOS:** County 382,438

**7 - ELECTRIC METERS:** Residence 190,160

**8 - GAS METERS:** Residence 59,904

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 8,100 ($446); Metals 7,900 ($458); Food 7,500 ($418); Paper Prods. 3,800 ($586); Textiles & Apparel 1,400 ($275); Mach. 10,100 ($504); Print. & Pub. 6,500 ($410); Instruments & Related Prods. 13,900 ($484).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-61; Summer 55-77; Fall 44-64; Winter 35-47. First killing frost, Nov. 8; last killing frost, Apr. 2.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.

**Neighborhood Shopping Centers**-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Tanasbourne Farmington Mall, Galleria, New Market Theater, John's Landing, Yamhill Market Place, Water Tower.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Eastport Plz.(48) | 4 | JCPenney, Mervyn's, Newberry |
| Gateway(38) | 5 | Fred Meyer, Mervyn's |
| Lloyd Center(98) | 1 | Meier & Frank, Nordstrom, JCPenney |
| Oregon City(30) | 13 | Payless, JCPenney |
| Washington Sq.(104) | 9 | Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's |
| Mall 205(75) | 6 | Mont. Ward, Payless, Emporium |
| Jantzen Beach(123) | 7 | Frederick & Nelson, Mont. Ward, K mart, Payless |
| Beaverton Mall (98) | 8 | Payless, Emporium, G.I. Joe's |
| Vancouver Mall(110) | 21 | Meier & Frank, Sears, JCPenney, Mervyn's |
| Clackamas Town Center(159) | 11 | JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward |
| Holly Farm Mall(21) | 12 | Jafco |

**Principal Shopping Days**-Dept. Stores: Mon., Fri., Sat.; Food: Wed. through Sat.

**Stores Close**-Sun ex. Shopping Centers and Super Mkts.

**Stores Open Evenings**-Dept. & Furn.-Mon., Fri.; Super Mkts. Every evening.

**13 - RETAIL OUTLETS: Department Stores**-Meier & Frank 5; Montgomery Ward 6; Frederick & Nelson; JCPenney 4; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 6; Jafco 3.

**Discount Stores**-G.I. Joe's 6; K mart 8.

**Variety Stores**-Sprouse-Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 3.

**Chain Drug Stores**-Payless 6; Cent-Wise; Century 3.

**Chain Supermarkets**-Safeway 21; Fred Meyer 27; Kienow's 13; Thriftway 31; Tradewell 5; Albertson's 18; AG Stores 8; Sentry 3; Prairie Market 7; IGA 5; 8 to 1 Stores; Plaid Pantry's 76; Swift Mart 7; Quick Shop Minute Mart 7; 7-Eleven Food Stores 49.

**Other Chain Stores**-Bart's Hush Puppies 5; Naturalizer 4; Volume Shoe 4; Goodyear 9; Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 11; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 6; Kinney Shoes 9; Lerner Shops 4; Thom McAn 3; Van Duyn Candy 13; Weisfield's 4; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 6; B. Dalton 8; Maurices; Toys 'R Us 2; I. Magnin.

**14 - NEWSPAPERS:** OREGONIAN (all day-mon to fri) 327,603; (m-sat) 319,875; (S) 415,926; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 229-4175.

**National Representative**: Newhouse Newspapers/Metro Suburbia.

## ROSEBURG

**1 - LOCATION:** Douglas County, E&P Map A-3. County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean; 124 mi. N of California state line.

**2 - TRANSPORTATION: Railroad**-Southern Pacific.

**Motor Freight Carriers**-5.

**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 16,644; E&P 89 Est. 17,851
NDM-ABC: (80) 93,748
County 80 Cen. 93,824; E&P 89 Est. 94,602

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,406; E&P 89 Est. 7,122
County 80 Cen. 33,367; E&P 89 Est. 39,331
NDM-ABC: (80) 33,367

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $475,668,000 |
| Savings & Loan | 1 | $110,840,561 |

**6 - PASSENGER AUTOS:** County 81,131

**7 - ELECTRIC METERS:** Residence 36,414

**8 - GAS METERS:** Residence 6,380

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 8,555 ($476); Primary Metals 125 ($436); Printing & Pub. 332 ($354); Constr. 731 ($369); Trans., Commun. & Util. 1,429 ($389); Whol. Trade 667 ($309); Ret. Trade 5,421 ($201).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5

**11 - TAP WATER:** Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.

**Neighborhood Shopping Centers**-2 blocks on S. Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. E. of City Center; Shopping Center on Harvard Ave., 2 mi. W. of City; Roseburg Plaza, 1 1/2 block area.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Roseburg Valley Mall | 2 | Sears, The Bon, Pay Less |
| W. Roseburg | 2 | Mark 'N Save |
| N.W. Roseburg | 2 | |
| Garden Valley(30) | 2 | Emporium, The Hub, JCPenney |
| N. Roseburg Plaza(31) | 1 | Albertson's, Payless |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.

**Stores Open Evenings**-Food-daily to 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Pay Less 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer; Emporium.

**Variety Store**-Newberry.

**Chain Drug Stores**-Rexall; Payless; Bi-Mart; Fred Meyer.

**Chain Supermarkets**-Safeway 2; Shop 'N Kart 2; Albertson's; Mark 'N Save 2; Dee's; IGA.

**Other Chain Stores**-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

**14 - NEWSPAPERS:** NEWS-REVIEW (e-mon to fri) 20,574; (S) 20,706; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kelly Gant, Adv. Dir., NEWS-REVIEW, 345 N.E. Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.

**National Representative**: None.

## SALEM

**1 - LOCATION:** Marion and Polk Counties (MSA). E&P Map A-6, County Seat. Capital of state in heart of Willamette Valley, 47 mi. S of Portland. Farming, food processing center. On I-5 and Willamette River.

**2 - TRANSPORTATION: Railroads**-Amtrak; Southern Pacific; Burlington.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Horizon.

**3 - POPULATION:**

Corp. City 80 Cen. 89,233; E&P 89 Est. 100,549
CZ-ABC: (80) 139,138
Bal. in NDM-ABC: (80) 288,239
Counties/MSA 80 Cen. 250,518; E&P 89 Est. 255,349
Marion 80 Cen. 205,469; E&P 89 Est. 209,015
Polk 80 Cen. 45,049; E&P 89 Est. 46,834
Total NDM-ABC: (80) 427,377

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 34,183; E&P 89 Est. 40,137
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 103,658
Counties/MSA 80 Cen. 90,656; E&P 89 Est. 100,552
Marion 80 Cen. 74,246; E&P 89 Est. 81,445
Polk 80 Cen. 16,410; E&P 89 Est. 19,107
Total NDM-ABC: (80) 156,193

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 19 | $416,298,000 |
| Savings & Loan | 8 | $380,186,000 |

**6 - PASSENGER AUTOS:** Counties: Marion 177,005; Polk 37,647.

**7 - ELECTRIC METERS:** Residence 49,944.

**8 - GAS METERS:** Residence 12,000.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Wood Prods. 7,790; Food Proc. 5,192; State Admin. 15,551; Federal Gov't 2,184; Fin., Ins., R.E. 5,499.

**Principal Pay Days**-Canneries, Thur. & Fri.; Pulp, Paper, Ins., 1st., 15th; Gov't, 1st.

**10 - CLIMATE:** Av. Temp. Jan.-39; Av. Temp. June-61; First killing frost, Oct. 28; last killing frost, Apr. 14.

**11 - TAP WATER:** Soft mountain water.

**12 - RETAILING: Principal Shopping Center**-14 sq. blocks from Marion St. S. to Ferry St. and Commercial St. E. to High St.

**Neighborhood Shopping Centers**-4 blocks at Ctr. & Capitol Sts.; Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N. of city; S. Salem Business District about 4 mi. along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 mi. at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Capitol(13) | NA | Sears |
| Keizer | 5 | Albertson's, Payless, Coast-to-Coast, Best Fabrics |
| Westgate(2) | 2 | Frey's Thriftway |
| Sunnyslope(23) | 4 | IGA |
| Oak Hills(32) | 2 | Safeway |
| Roseland(6) | 3 | IGA |
| Keizer Vlg. | 4 | IGA |
| Lancaster Mall(53) | 2 | Payless, Emporium, The Bon, Wards |
| Lancaster | NA | Waremart |
| Fred Meyer North(7) | NA | Fred Meyer Stores |
| Fred Meyer East(7) | NA | Fred Meyer Stores |
| Fred Meyer South Salem(7) | NA | Fred Meyer Stores |
| K mart Plz. N | NA | K mart |
| K mart Plz. S(4) | NA | K mart |
| Salem Ctr. | NA | Nordstrom, Mervyn's, Radio Shack |

**Principal Shopping Days**-Dept. Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.

**Stores Open Evenings**-Mon., Thur. & Fri.

**Stores Open Sundays**-Supermarkets; Major Dept. & Drug Stores.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Nordstrom; The Bon; Mervyn's.

**Variety Stores**-Metropolitan; Sprouse-Reitz 4.

**Discount Stores**-K mart 2; Fred Meyer 3; Pay-N-Pak; Payless 4; G.I. Joe's 2; Smith's Furnishing; Jafco; Bi-Mart 3; Ross Dress for Less.

**Chain Drug Stores**-Rexall 5; Payless 4; Fred Meyer 3.

**Chain Supermarkets**-Safeway 5; IGA 5; Fred Meyer 3; Albertson's 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; IGA 4.

**Other Chain Stores**-Singer Co.; Coast-to-Coast; Firestone; Leeds; Fuller; Kinney Shoes; Zale's Jewelers; Sure-Fit-Seat Covers; Fabricland; LaPointe's; Hickory Farms; Baskin-Robbins 3; Rubenstein Furn.; Norris Paint; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Harry Ritchies; See's Candies; Weisfield's; Lerner; Goodyear; Les Schwab; J.K. Gill; Toys R Us; The Limited.

**14 - NEWSPAPERS:** STATESMAN-JOURNAL (m) 56,811; (S) 62,271; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Evans, Adv. Dir. or Barbara Adams, Mktg. Dir., STATESMAN-JOURNAL, 280 Church St. N.E.; PO Box 13009, Salem, OR 97309; Tel. (503) 399-6611.

**National Representative**: Gannett National Newspaper Sales.

## THE DALLES

**1 - LOCATION:** Wasco County, E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. Hwy. 30 (OR); I-84 (Boise-Portland); U.S. Hwy. 830 (WA); U.S. Hwy. 197 in The Dalles.

**2 - TRANSPORTATION: Railroads**-Union Pacific; S&PS; Great Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily.)

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 10,820; E&P 89 Est. 10,131
County 80 Cen. 21,732; E&P 89 Est. 21,041

**4 - HOUSEHOLDS:**

City 80 Cen. 4,309; E&P 89 Est. 4,168
County 80 Cen. 8,212; E&P 89 Est. 8,376

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 5 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 19,687.

**7 - ELECTRIC METERS:** Residence 6,000.

**8 - GAS METERS:** Residence 1,500.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 350 ($400); Fruit Proc. 300 ($200); Trans. & Util. 370 ($300); Wood Prods. 390 ($275).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-2nd, 3rd, 4th and W. 6th streets.

**Neighborhood Shopping Centers**-W. 6th, W. 9th; Trevitt & W. 6th, Kelley Ave. & Chenowith Loop; Cascade Square.

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-The Hub; Maurice's; JCPenney.

**Variety Stores**-Coast-to-Coast; Newberry; Fred Meyer.

**Chain Drug Stores**-PayLess.

**Chain Supermarkets**-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

**14 - NEWSPAPERS:** CHRONICLE (e-mon to fri) 5,706; (S) 5,861; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Charlie Thompson, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.

**National Representative**: Papert Companies.

# PENNSYLVANIA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Allentown-Bethlehem, PA-NJ**-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ.
**Altoona**-Blair County.
**Erie**-Erie County.
**Harrisburg-Lebanon-Carlisle**-Cumberland, Dauphin, Lebanon and Perry Counties.
**Johnstown**-Cambria and Somerset Counties.
**Lancaster**-Lancaster County.
**Reading**-Berks County.
**Scranton-Wilkes Barre**-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.

**Sharon**-Mercer County.
**State College**-Centre County.
**Williamsport**-Lycoming County.
**York**-Adams and York Counties.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Beaver County**-Beaver County.
**Philadelphia, PA-NJ**-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ.
**Pittsburgh**-Allegheny, Fayette, Washington and Westmoreland Counties.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD**-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD.
**Pittsburgh-Beaver Valley**-Includes Beaver County PMSA and Pittsburgh PMSA.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 927 | 748 | 930 |
| 5-14 Years | 2,254 | 1,738 | 1,720 |
| 15-24 Years | 1,931 | 2,149 | 1,769 |
| 25-44 Years | 2,686 | 3,068 | 3,791 |
| 45-64 Years | 2,736 | 2,646 | 2,497 |
| 65 and Over | 1,267 | 1,531 | 1,404 |
| TOTAL | 11,801 | 11,880 | 12,110 |

Based on U.S. Census

**POPULATION ESTIMATES**
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Lancaster | 55 | 7 | 12.0 |

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr. | 1,720 | 2,075 | 4,418 |
| General Mdse. | 5,097 | 6,099 | 10,282 |
| Food | 8,304 | 11,679 | 17,537 |
| Automobiles | 7,386 | 8,593 | 18,700 |
| Gasoline Stations | 2,857 | 4,272 | 4,779 |
| Apparel | 1,832 | 2,703 | 4,370 |
| Furniture | 1,616 | 1,896 | 3,912 |
| Eat-Drink Place | 2,992 | 4,319 | 7,363 |
| Drugs | 1,092 | 1,662 | 2,759 |
| TOTAL SALES | 37,244 | 50,776 | 84,551 |

**ALIQUIPPA**
**See BEAVER**

## ALLENTOWN

**1 - LOCATION:** Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; NE Ext., PA Turnpike.

**2 - TRANSPORTATION: Railroads**-Conrail (freight); Amtrak.

**Motor Freight Carriers**-49.

**Intercity Bus Lines**-Carl Bieber; Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.

**Airlines**-United; Eastern; USAir; Henson/Piedmont; Northwest Republic; Allegheny Commuter; PBA; Bar Harbor Airways; Air Toronto; United Express (Presidential).

**3 - POPULATION:**

Corp. City 80 Cen. 103,758; E&P 89 Est. 101,702
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 80 Cen. 273,582; E&P 89 Est. 289,031
MSA 80 Cen. 636,714; E&P 89 Est. 669,136
City & RTZ-ABC: (80) 506,269

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 41,307; E&P 89 Est. 42,049
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 80 Cen. 101,684; E&P 89 Est. 101,784
MSA 80 Cen. 230,764; E&P 89 Est. 248,686
City & RTZ-ABC: (80) 182,706

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | NA | N.A. |

| | | |
|---|---|---|
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** County 159.594

**7 - ELECTRIC METERS:** County 105,181

**8 - GAS METERS:** County 35,962

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners-Primary & Fab. Metals 11.900; Elect. Equip. 6,800; Trans. Equip. 5.500; Apparel & Related Prods. 13,400; Textile Prods. 2.500; Chem. & Allied Prods. 7,400; Food & Related Prods. 7,300; Servs. 67,700; Fin., Ins., & R.E. 12,700; Whol. Trade 11,500; Ret. Trade 49,600; Gov't. 30,400. Total Resident Employment 316,900; Av. Wkly. Mfg. Wage $399.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crest Plz.(21) | NA | Woolworth, Rickel's |
| Whitehall Mall (60) | NA | Sears, H. Leh, Clover, Woolworth |
| Lehigh Valley Mall(120) | NA | Macy's, JCPenney, John Wanamaker |
| Hamilton Mall(55) | NA | Hess's, H. Leh |
| Parkway(21) | NA | Woolworth |
| Mountainville(12) | NA | K mart, Channel |
| South Mall(20) | NA | Hess's, Jamesway |
| Airport Plz.(9) | NA | K mart |
| Westgate Mall(44) | NA | Hess's |
| Bethlehem Plz.(8) | NA | Rea & Derick |
| Stefko(9) | NA | Lane Dept. |
| Valley Plz.(22) | NA | Service Mdse. |
| Allen St.(11) | NA | Foodlane |
| K Mart(10) | NA | K mart |
| Whitehall Sq.(18) | NA | Bradlees, Phar-Mor, Rickel's, Kids-R-Us |

**Principal Shopping Days**-Mon., Thur., Sun.
**Stores Open Evenings**-Thur., Fri.
**Shopping Centers**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Hess; Leh's; Sears; Macy's; JCPenney; John Wanamaker; Orr's.
**Discount Stores**-Laneco Dept. (Lane); Bradlees; K mart; Clover; Jamesway.
**Variety Stores**-Woolworth; McCrory; Ben Franklin; S & E Novelty; Wertman's.
**Chain Drug Stores**-CVS; Carriage Drug; Drug Emporium; Revco; Rite Aid Discount; Thrift Drug; Rea & Derick; Phar-Mor.
**Chain Supermarkets**-Acme; Weis; Foodlane; Pathmark; Super Fresh; ShopRite; Jewel-T; Giant; Thriftway; 7-Eleven; Wawa; PenSupreme.
**Other Chain Stores**-Auto: Firestone, Pep Boys, Penn Jersey, NAPA; Shoes: Baker's, Dollar, Endicott Johnson, Father & Son, Fayva, Foot Locker, Kinney, Knapp, New York City Shoes; Thom McAn, Hanover, Shoe Rack; Jewelers: Bailey Banks & Biddle, Freeman, Gordon, Kay Littman, Zale; Others: Stover Candies, Allentown Paints, Glidden Paints, Singer Co., Pittsburgh Plate Glass, Spencer Gifts, Ormond's, Mother-to-Be, Fabric Center, Levitz Furn., Moore's; Dries', Triangle Home Centers, Kiddie City, Sherwin-Williams, Goodyear, Channel, Franks Nursery.

**14 - NEWSPAPERS:** CALL (m) 136,973; (S) 182,776; Apr. 2, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Howard Renner, Adv. Dir., MORNING CALL, 101 N. 6th St.; PO Box 1260, Allentown, PA 18105; Tel. (215) 820-6149.
**National Representative**: Million Market Times Mirror Marketing

## ALTOONA

**1 - LOCATION:** Blair County (MSA), E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of PA Tpke. on Routes 22, 220.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Conrail (freight).
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Amtran; Blue & White; Greyhound.
**Airlines**-USAir; Penn-Air, Inc.; Allegheny Commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 57,078; E&P 89 Est. 53,109
CZ-ABC: (80) 94,785
RTZ-ABC: (80) 44,510
County/MSA 80 Cen. 136,603; E&P 89 Est. 135,056
City & RTZ-ABC: (80) 139,295

**4 - HOUSEHOLDS:**
City 80 Cen. 21,156; E&P 89 Est. 20,711
CZ-ABC: (80) 34,456
RTZ-ABC: (80) 15,581
County/MSA 80 Cen. 49,088; E&P 89 Est. 50,948
City & RTZ-ABC: (80) 50,037

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $831,249,000 |
| Savings & Loan | 4 | $278,041,562 |

**6 - PASSENGER AUTOS:** County 69,426

**7 - ELECTRIC METERS:** Residence 68,000

**8 - GAS METERS:** Residence 30,787

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Health Services 4,802; Food & Drink 3,559; Food Stores 2,161; Whol. Trade, Nondurable Goods 1,495; Gen. Mdse. Stores 1,392; Printing & Pub. 1,635; Whol. Trade, Durable Goods 1,135; Bus. Servs. 1,264; Gen. Bldg. Contractors 996; Apparel & Textile Prods. 1,137; Trucking & Warehousing 1,092; Mach., except Electrical 1,021; Food & Kindred Prods. 1,048; Misc. Retail 989; Furniture & Fixtures 1,375; Textile Mill Prods. 956; Railroads 1,866.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-85; Summer 44-99; Fall 17-80; Winter -12-47. First killing frost, Oct. 8; last killing frost, Mar 27.

**11 - TAP WATER:** Alkaline, medium soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Area-30 stores; 6 blocks on 11th Ave., 4 blocks on 12th Ave. Principal stores: H & H. Appliance & TV; Ford Music; Shirley's Shoe; Meyer Jonasson; Young Men's Shop; Kaufman's Gallery; F.W. Woolworth.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Logan Valley Mall(94) | 4 | Hess, Sears, JCPenney, G.C. Murphy |
| Pleasant Valley Shpg. Ctr.(22) | 3 | Kresge-McCrory, Fishers, Thrift Drug |
| Pleasant Valley Area(28) | 3 | Value City, Revco, David Weis, Penn Furn. |
| Park Hills Plz.(12) | 4 | Gee Bee, Weis Mkt., Dollar Bargain |
| Valley View(2) | 3 | Weis Mkt., Kopp's Drug |
| Station Mall(34) | NA | Hills Dept. Store, Riverside Market |
| Wissinger's Shpg. Vlg.(3) | 1 | Wissinger's IGA |
| Cricket Field Plz.(1) | NA | Thrift Drug |
| Orchard Plz.(8) | 4 | BiLo Mkt., Rex |
| Plank Rd.(4) | 4 | K mart, Fiore Furn., Helsel Hdwe. |
| Meadows Intersection (2) | 6 | Wissinger's IGA, Lowe's |

**Principal Shopping Days**-Department Stores: Sat., Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., most open Sun.
**Stores Close**-Downtown: some on Mon. a.m.
**Stores Open Evenings**-Dept.: Mon., Thur.; Super Mkts., Shpg. Ctrs. every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Fisher's; Hills; Hess.
**Discount Stores**-Unkel Joe's Woodshed; Value City; Revco 4; K mart; Pic-Way Shoe Mart; Gee Bee.
**Variety Stores**-Woolworth; Kresge's; G. C. Murphy.
**Chain Drug Stores**-Thrift 3; Kopp's Leader 4; Revco 4; Pharmor.
**Chain Supermarkets**-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale; BiLo.
**Other Chain Stores**-Shoes: Hanover, Payless Shoes, Kinney, Father & Son, Red Cross; Sherwin-Williams; Firestone; Singer Co.; Appliance Store; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Giant Auto; Pittsburgh Paint; General Tire; Fanny Farmer; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Gatlings; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Radio Shack; Fines Sportswear; Teeks; Waldenbooks; Spotts; Motherhood Maternity; Spencer Gifts; Hart's Home Center; B. Dalton; Piece Goods; Rex; TBCY.

**14 - NEWSPAPERS:** MIRROR (e) 35,374; (S) 37,480; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William C. Keagle, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
**National Representative**: Landon Associates.

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### AMBRIDGE
See BEAVER

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### ASHLAND
See SHENANDOAH

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### ATHENS
See SAYRE

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## BANGOR

**1 - LOCATION:** Northampton County, (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

**2 - TRANSPORTATION: Railroads**-DL&W; Lehigh & New England.
**Motor Freight Carriers**-6.
**Intercity Bus Line**-Keystone Tours.
**Airlines**-Eastern; TWA; USAir; United.

**3 - POPULATION:**
Corp. City 80 Cen. 5,006; E&P 89 Est. 4,908
County 80 Cen. 225,840; E&P 89 Est. 235,922
MSA 80 Cen. 638,375; E&P 89 Est. 669,136

**4 - HOUSEHOLDS:**
City 80 Cen. 1,975; E&P 89 Est. 2,037
County 80 Cen. 80,032; E&P 89 Est. 87,264
MSA 80 Cen. 230,764; E&P 89 Est. 248,686

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $60,000,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 157,582

**7 - ELECTRIC METERS:** Residence 5,225

**8 - GAS METERS:** Residence 3,000

**9 - PRINCIPAL INDUSTRIES:** Slate for Roofing and Blackboards; Textile Prods.; Electronics.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Shopping Centers**-Capitol Plz.; Bangor; Laneco; Windgap.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Variety Stores**-G.C. Murphy.
**Chain Drug Stores**-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
**Chain Supermarkets**-American Acme; Food Lane; Keppel's; Shop-Rite.
**Other Chain Store**-Army & Navy (clothing).

**14 - NEWSPAPERS:** DAILY NEWS (e-mon to fri) 2,700; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Kathleen J. McFall, Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
**National Representative**: Landon Associates.

## BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

**1 - LOCATION:** Beaver County (PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, OH. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expwy.; Rte. 60.

**2 - TRANSPORTATION: Railroads**-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
**Intercity Bus Lines**-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
**Motor Freight Carriers**-33.
**Airlines**-County Airport.
**Ohio River Waterway Carriers**-32; River Lock Tonnage: Annual 18,000,000 Tons.

**3 - POPULATION:**
Corp. Areas 80 Cen. 36,869; E&P 89 Est. 28,979
  Beaver 80 Cen. 5,441; E&P 89 Est. 4,423
  Rochester 80 Cen. 4,759; E&P 89 Est. 4,081
  Ambridge 80 Cen. 9,575; E&P 89 Est. 7,575
  Aliquippa 80 Cen. 17,094; E&P 89 Est. 12,900
NDM-ABC: (80) 204,441
County/PMSA 80 Cen. 204,441; E&P 89 Est. 186,944
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 14,682; E&P 89 Est. 12,148
  Beaver 80 Cen. 2,341; E&P 89 Est. 2,000
  Rochester 80 Cen. 1,904; E&P 89 Est. 1,716
  Ambridge 80 Cen. 4,054; E&P 89 Est. 3,370
  Aliquippa 80 Cen. 6,383; E&P 89 Est. 5,062
NDM-ABC: (80) 71,691
County/PMSA 80 Cen. 71,691; E&P 89 Est. 68,446

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $220,779,292 |
| Savings & Loan | 17 | $184,800,000 |
| Federal Credit Unions | 38 | N.A. |

**6 - PASSENGER AUTOS:** County 92,677

**7 - ELECTRIC METERS:** Residence Co. Est. 37,531

**8 - GAS METERS:** Residence Co. Est. 42,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Firms, (No. of Wage Earners)-Basic Steel 17 (4,300); Steel Fabrication 19 (7,150); Elect. Mach. 2 (3,750); Stone, Clay & Glass 25 (1,400); Chem. 9 (1,270); Non-Elect. Mach. (13,475); Food (22,380); Mining (21,390).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season: Average 163 days.

**11 - TAP WATER:** Varies from 4 to 15 gr.; not fluoridated.

**12 - RETAILING: Principal Shopping Districts**-3 on Third St., Beaver; 6 on Merchant St., Ambridge; 2 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
**Neighorhood Shopping Districts**-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 6 blocks 7th Ave., Beaver Falls.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beaver Valley Mall(108) | NA | Sears, Kaufman's, Hornes, Woolworth |
| Northern Lights(56) | NA | JCPenney, Hill's, Shop-N-Save |
| Hopewell(23) | NA | Big N Small Lots |
| Gee Bee Plz.(2) | NA | Gee Bee, Giant Eagle |
| Green Garden Plaza(8) | NA | Hill's, Giant Eagle |
| K mart Plaza | NA | K mart Auto, |

| | | |
|---|---|---|
| (8) | | Shop-N-Save |
| Aliquippa(16) | NA | Giant Eagle |
| Sheffield Plz.(20) | NA | |
| Chippewa Mall(21) | NA | K mart |

**Principal Shopping Days**-Mon., Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Midland-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Kaufman's; Jos. Horne.
**Discount Stores**-K mart; Hill's.
**Variety Stores**-Murphy; Woolworth.
**Chain Drug Stores**-Thrift 4; Rowse 2; Economy 2; Health City; Revco; Rite Aid.
**Chain Supermarkets**-Giant Eagle 2; Food Land 10; Shop-N-Save; Stop & Go 4; Fast 'N Friendly; C&L; IGA 2.
**Other Chain Stores**-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Richman Bros.

**14 - NEWSPAPERS:** BEAVER COUNTY TIMES (e-mon to fri) 44,759; (S) 50,216, Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400; 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
**National Representative**: Landon Associates.

## BEDFORD

**1 - LOCATION:** Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Connection with Blair-Bedford Airport for USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 3,326; E&P 89 Est. 3,002
County 80 Cen. 46,986; E&P 89 Est. 46,265

**4 - HOUSEHOLDS:**
City 80 Cen. 1,430; E&P 89 Est. 1,343
County 80 Cen. 16,201; E&P 89 Est. 18,164

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $544,437,546 |
| Savings & Loan | 1 | $26,000,000 |

**6 - PASSENGER AUTOS:** County 25,620

**7 - ELECTRIC METERS:** Residence 1,820

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furn. & Wheel Goods 421; Westinghouse 75.
**Principal Pay Days**-Every second Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bedford Plaza(6) | NA | Riverside Mkt., Thrift Drug, Murphy's Mart |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Food: Mon. through Sat. Other stores: Fri.

**13 - RETAIL OUTLETS: Discount Stores**-American Outfitters; Village Fashion Outlet.
**Variety Stores**-Murphy Mart; Dollar General.
**Chain Drug Stores**-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
**Chain Supermarkets**-Lowry's IGA; Riverside; Giant Eagle.
**Other Chain Stores**-Sears (catalog); JCPenney (catalog).

**14 - NEWSPAPERS:** GAZETTE (m) 8,572; June 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: John Nebel, Adv. Mgr., GAZETTE, 424 W. Penn St.; PO Box 671, Bedford, PA 15522; Tel. (814) 623-1151.
**National Representative**: Landon Associates.

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## BELLEFONTE
**See STATE COLLEGE**

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## BERWICK
**See BLOOMSBURG**

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## BETHLEHEM

**1 - LOCATION:** Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Philadelphia; 90 mi. W of NYC.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Motor Freight Carriers**-38.
**Intercity Bus Lines**-Greyhound; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
**Airlines**-United; Eastern; USAir; Allegheny Commuter; Suburban; Piedmont; PBA; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 70,419; E&P 89 Est. 68,377
CZ-ABC: (80) 108,667
RTZ-ABC: (80) 93,675
Counties 80 Cen. 500,237; E&P 89 Est. 524,953
Lehigh 80 Cen. 274,397; E&P 89 Est. 289,031
Northampton 80 Cen. 225,840; E&P 89 Est. 235,922
MSA 80 Cen. 638,375; E&P 89 Est. 669,136
City & RTZ-ABC: (80) 202,342
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 26,177; E&P 89 Est. 26,744
CZ-ABC: (80) 39,366
RTZ-ABC: (80) 32,050
Counties 80 Cen. 181,716; E&P 89 Est. 189,048
Lehigh 80 Cen. 101,684; E&P 89 Est. 101,784
Northampton 80 Cen. 80,032; E&P 89 Est. 87,264
MSA 80 Cen. 230,764; E&P 89 Est. 248,686
City & RTZ-ABC: (80) 71,416

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $795,074,000 |
| Savings & Loan | 3 | $190,064,000 |

**6 - PASSENGER AUTOS:** Counties: Lehigh 159,594; Northampton 157,582

**7 - ELECTRIC METERS:** Residence 34,046

**8 - GAS METERS:** Residence 16,678

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fab. Metals 8,900 ($515); Food Prods. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
**Principal Pay Days**-Wed., Thur., bi-wkly.

**10 - CLIMATE:** Av. Temp.-Spring 29-80; Summer 61-85; Fall 42-75; Winter 19-48. First killing frost, Sept. 24; last killing frost, Apr. 23.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
**Neighborhood Shopping Centers**-500 & 600 blocks of W. Broad St.; 700-800 blocks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Ctr.; Shoppers Village; K mart Plz.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lehigh(17) | 3 | Foodlane, Rickels |
| Shoppers Vlg.(8) | 3 | Keppel's |
| Stefco Blvd.(19) | 3 | G.C. Murphy, IGA, Laneco |
| Westgate(50) | 3 | Hess Dept., Thrift Drug |
| K mart Plaza(10) | 5 | K mart, Thrift Drug, Food Lane |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Mon., Thur.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Orr's; Hess.
**Variety Stores**-Woolworth; McCrory; G.C. Murphy.
**Discount Stores**-K mart; Lane's; Rickel's; Jamesway.
**Chain Drug Stores**-Rite Aid; Thrift; Regal; Rea & Derick.
**Chain Supermarkets**-Acme; IGA 2; A&P; Shop-Rite; Food Lane 5; Superfresh.
**Other Chain Stores**-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Pic-Way Shoes; Kay Jewelers; Hickory Farms.

**14 - NEWSPAPERS:** GLOBE-TIMES (e) 21,260; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Sandy Cheszar, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
**National Representative**: Landon Associates.

## BLOOMSBURG-BERWICK

**1 - LOCATION:** Columbia County, (In Scranton-Wilkes-Barre MSA). E&P Map D-2. (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11, near Interstate 80.

**2 - TRANSPORTATION: Railroads**-Erie Lackawanna; Reading; Conrail.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Lakes to Sea.
**Airlines**-Eastern; USAir.

**3 - POPULATION:**
Corp. Cities 80 Cen. 23,567; E&P 89 Est. 22,602
Bloomsburg 80 Cen. 11,717; E&P 89 Est. 11,607
Berwick 80 Cen. 11,850; E&P 89 Est. 10,995
County 80 Cen. 61,967; E&P 89 Est. 63,409
MSA 80 Cen. 728,796; E&P 89 Est. 748,051

**4 - HOUSEHOLDS:**
Cities 80 Cen. 8,449; E&P 89 Est. 8,216
Bloomsburg 80 Cen. 3,705; E&P 89 Est. 3,788
Berwick 80 Cen. 4,744; E&P 89 Est. 4,428
County 80 Cen. 21,678; E&P 89 Est. 22,403
MSA 80 Cen. 263,271; E&P 89 Est. 277,071

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $10,058,450 |
| Commercial | 9 | $89,763,428 |

**6 - PASSENGER AUTOS:** County 34,815

**7 - ELECTRIC METERS:** Residence Est. 9,500

**8 - GAS METERS:** Residence Est. 5,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal Prod. 1,800; Apparel 1,309; Textiles 358; Food Prods. 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fab., Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

**11 - TAP WATER:** Soft, alkaline; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-In Berwick: 4 blocks on Front, Market and Mulberry Sts.; in Bloomsburg: 8 blocks on Main St.

**Neighborhood Shopping Centers**-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek; in Bloomsburg: Market St. Shpg. Ctr. (6 units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Scott Town(4) | 1 | K mart, Rea & Derick Drugs, D & R Sports |
| Nichols Mall | 2 | Giant Food, Nichols, Radio Shack, Fay's |
| Berwick (Front St.)(5) | 2 | Acme, K mart, Revco, Radio Shack |
| Bloomsburg Columbia Mall(41) | NA | |
| Market St.(6) | NA | The Medicine Shop, IGA |

**Principal Shopping Days**-Thur., Fri., Sat.
**Storas Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears, Hills, Bon-Ton.
**Discount Stores**-Ames; Nichols Discount City; K mart.
**Variety Store**-Woolworth; Ben Franklin.
**Chain Drug Stores**-Eppley; Rea & Derick; Medicine Shoppe; Fay's Drug; Revco.
**Chain Supermarkets**-Weis; Acme; Giant; IGA.
**Other Chain Stores**-Raub's (shoes); Walker's (jewelry); Radio Shack; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

**14 - NEWSPAPERS:** PRESS-ENTERPRISE (m) 21,682; June 30, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: M. Gibson Loyd, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
**National Representative**: Landon Associates.

## BRADFORD

**1 - LOCATION:** McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Baltimore & Ohio; Conrail.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Bluebird; Fullerton.
**Airlines**-USAir; Allegheny Commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 11,211; E&P 89 Est. 9,250
CZ-ABC: (80) 22,288
RTZ-ABC: (80) 106,356
County 80 Cen. 50,558; E&P 89 Est. 46,096
City & RTZ-ABC: (80) 128,644
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,505; E&P 89 Est. 3,833
CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 80 Cen. 18,294; E&P 89 Est. 16,873
City & RTZ-ABC: (80) 45,443

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $550,494,000 |
| Savings & Loan | 2 | $136,438,000 |

**6 - PASSENGER AUTOS:** County 21,046

**7 - ELECTRIC METERS:** Residence 9,103

**8 - GAS METERS:** Residence 10,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
**Principal Pay Days**-Mfg.: Tues., Thur.; Offices: Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-Main St., intersecting streets and Foster

Brook Crossroads.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bradford Mall(30) | NA | Jamesway, K mart |
| Jacob Moses | NA | |

**Principal Shopping Days**-Tues., Thur., Fri.
**Stores Open Evenings**-Downtown Fri.; Food and Bradford Mall week nights.

**13 - RETAIL OUTLETS: Variety Stores**-McCrory; Woolworth.
**Discount Stores**-Big Wheel; K mart; Jamesway.
**Chain Drug Stores**-Rea & Derick; Ott & McHenry 2; Eckerd; Revco.
**Chain Supermarkets**-Bells; Sal's; Tops.
**Other Chain Stores**-Ash Shoe; Sears (catalog); Firestone; Monroe.

**14 - NEWSPAPERS:** ERA (m) 11,542; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
**National Representative**: Landon Associates.

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**BRISTOL**
**See LEVITTOWN**

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## BUTLER

**1 - LOCATION:** Butler County, E&P Map B-2. County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie; 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Ben Franklin) and State Hwys. 68 and 356.

**2 - TRANSPORTATION: Railroads**-Bessemer & Lake Erie; Chessie System; Conrail.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Greyhound; Lincoln.

**3 - POPULATION:**
Corp. City 80 Cen. 17,026; E&P 89 Est. 15,452
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 80 Cen. 148,360; E&P 89 Est. 154,227
City & RTZ-ABC: (80) 168,084

**4 - HOUSEHOLDS:**
City 80 Cen. 13,500; E&P 89 Est. 6,571
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 80 Cen. 49,352; E&P 89 Est. 59,247
City & RTZ-ABC: (80) 56,085

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | N.A. |
| Savings & Loan | 8 | N.A. |

**6 - PASSENGER AUTOS:** County 82,348

**7 - ELECTRIC METERS:** Residence 35,400

**8 - GAS METERS:** Residence 45,977

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Supplies 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Supplies 150; Recovery Steel Scrap 100; Oil & Gas Well Supplies 75; Hdwe., Auto Supplies 350; Staples 200; Paper 140; Pkg. 100; Poultry & Dairy N.A.

**10 - CLIMATE:** Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bon Aire(15) | 1 | The Appliance Store, Super Dollar |
| Butler Mall(34) | 2 | Mont. Ward, Ames |
| Clearview Mall (80) | 2 | Bon-Ton, Hills, Sears, JCPenney |
| Greater Butler Mart(26) | NA | Friedman's, Warehouse Sales |
| Point Plz.(28) | NA | K mart, Friedman's |

**Principal Shopping Days**-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
**Stores Open Evenings**-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9. Malls-10 to 9.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Bon-Ton.
**Discount Stores**-Warehouse Sales; K mart; Ames; Hills.
**Variety Stores**-Woolworth; McCrory.
**Chain Drug Stores**-Thrift 3; Rite Aid 2; Revco.
**Chain Supermarkets**-Friedman's 9; Shop 'N Save 4; Giant Eagle; Food Arena 2.
**Other Chain Stores**-Thom McAn; Zale's; Kay Jewelers.

**14 - NEWSPAPERS:** EAGLE (e) 30,819; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Art Kephart, Adv. Dir. or Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
**National Representative**: Landon Associates.

## CARLISLE

**1 - LOCATION:** Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641 I-76 (Pennsylvania Tpke.).

**2 - TRANSPORTATION: Railroads**-Conrail; Reading.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Wolf; Greyhound.
**Airlines**-TWA; USAir; Altair; United; American; Piedmont; Florida Express.

**3 - POPULATION:**
Corp. City 80 Cen. 18,314; E&P 89 Est. 19,537
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 80 Cen. 178,914; E&P 89 Est. 202,583
MSA 80 Cen. 558,110; E&P 89 Est. 596,300
City & RTZ-ABC: (80) 58,426
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,879; E&P 89 Est. 7,588
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 80 Cen. 62,624; E&P 89 Est. 72,980
MSA 80 Cen. 200,990; E&P 89 Est. 221,456
City & RTZ-ABC: (80) 20,271

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | $1,300,000,000 |
| Savings & Loan | 4 | $265,000,000 |

**6 - PASSENGER AUTOS:** County 122,483

**7 - ELECTRIC METERS:** Residence 19,500

**8 - GAS METERS:** Residence 5,889

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rugs/Carpets 1,700; Shoes 300; Tires 600; Crystals 1,096; Misc. 7,123.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Hanover, High, Louther & Pitt Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carlisle Plz.(50) | 1 | K mart, Giant Food, The Bon-Ton, JCPenney, Peoples, Sears Surplus |
| M.J. Carlisle(42) | 1 | Mont. Ward, Hills, Peoples Drug, A&P |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Department Stores-Mon., Fri.; Food-Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
**Variety Stores**-Woolworth 2.
**Chain Drug Stores**-Peoples 2; Drug Fair; MGM 3; Rite Aid.
**Chain Supermarkets**-A&P; Giant 2; Nells; IGA 2; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
**Other Chain Stores**-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

**14 - NEWSPAPERS:** SENTINEL (e) 17,189; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bill Shufflebarger, Adv. Dir., SENTINEL, P.O. Box 130, Carlisle, PA 17013-0130; Tel. (717) 243-2611.
**National Representative**: Landon Associates.

## CHAMBERSBURG

**1 - LOCATION:** Franklin County, E&P Map C-3. County Seat. On U.S. Hwy. 11, 30; I-81, and free PA Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

**2 - TRANSPORTATION: Railroads**-Western Maryland (freight); Conrail (freight).
**Intercity Bus Line**-Greyhound.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 16,174; E&P 89 Est. 15,431
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 80 Cen. 114,095; E&P 89 Est. 120,514
City & RTZ-ABC: (80) 98,663
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,656; E&P 89 Est. 6,543
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 80 Cen. 39,952; E&P 89 Est. 45,156
City & RTZ-ABC: (80) 34,415

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $640,327,000 |
| Savings & Loan | 1 | $91,000,000 |
| Credit Unions | 2 | $65,000,000 |

**6 - PASSENGER AUTOS:** County 64,216

**7 - ELECTRIC METERS:** Residence 6,939

**8 - GAS METERS:** Residence 4,313

**9 - PRINCIPAL INDUSTRIES:** Men's & Women's Clothing; Food Proc. & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31; last killing frost, May 9.

**11 - TAP WATER:** Acidic, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; Lincoln Way.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southgate Mall(22) | NA | JCPenney, People's Drug, Ames, County Market |
| Lincoln Way(16) | NA | Thrift Drug, Kennie's, Triangle Bldg. Ctr., Nichols |
| K mart(6) | NA | K mart, Giant Food |
| Chambersburg Mall(58) | NA | Hess, Gee Bee, Bon Ton/Eyerlys, Sears |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Dept. Mon., Fri. Food and Discount every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Bon-Ton/Eyerlys; Hess.
**Discount Stores**-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D. E. Jones; McCrory's.
**Variety Store**-Newberry.
**Chain Drug Stores**-Peoples; Thrift; Rite Aid; Revco.
**Chain Supermarkets**-Associated Grocers 19; Weis Markets; Giant; Cressler's 2; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market; Sav-A-Center.
**Other Chain Stores**-Agway; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K & K Toys; Claire's Boutique; American Outfitters; Foot Locker; Radio Shack; Lumber Yard; Triangle Building Centers; Moores; Goodyear.

**14 - NEWSPAPERS:** PUBLIC OPINION (e) 20,253; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
**National Representative**: Gannett National Newspaper Sales.

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**CHARLEROI**
**See MONESSEN**

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## CHESTER

**1 - LOCATION:** Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

**2 - TRANSPORTATION: Railroads**-Conrail; Baltimore & Ohio (freight); Reading (freight).
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Pennsylvania Greyhound; Trailways; Red Arrow.
**Airlines**-All major airlines at Philadelphia Intl. Airport (6 mi.).
**Port Facilities**-Accommodate largest ocean going vessels.

**3 - POPULATION:**
Corp. City 80 Cen. 45,794; E&P 89 Est. 45,673
NDM-ABC: (80) 314,071
County 80 Cen. 554,071; E&P 89 Est. 556,180
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,637; E&P 89 Est. 16,470
NDM-ABC: (80) 106,678
County 80 Cen. 192,332; E&P 89 Est. 209,464
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 8 | $1,635,895,000 |
| Savings & Loan | 27 | $697,212,000 |

**6 - PASSENGER AUTOS:** County 313,861

**7 - ELECTRIC METERS:** Residence County 139,507

**8 - GAS METERS:** Residence County 84,190

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Prods. 1,525 ($260); Elect. Mach. 1,309 ($219); Fab. Metal Prods. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prods. 3,115 ($319); Printing & Pub. 1,618 ($202); Trans. Equip. including Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| West End | 3 | Pickwell |
| Granite Run(131) | 7 | Sears. Sterns. JCPenney |
| Springfield Mall (75) | 7 | Wanamaker's. Bamberger's |
| Swarthmore | 3 | Acme. Shop 'N Bag |
| Vlg. Green(18) | 4 | Super Fresh |
| Springfield | 8 | Clover. Kresge |
| Tri-State Mall | NA | The Dry Goods |
| Northtowne Plz. | 5 | Jamesway, K mart. Super-Saver. Acme |
| Glenolden | 7 | Designer Depot. Bradlees |
| MacDade Mall(48) | NA | K mart. Acme |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.; Food Stores-Tues. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Strawbridge & Clothier; Wanamaker; Sterns; JCPenney; Bamberger's.

**Discount Stores**-Bradlees; Clover; Jamesway; K mart.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-Thrift Drug; Rite Aid; Tri-State Wholesale 2; CVS.

**Chain Supermarkets**-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.

**Other Chain Stores**-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

**14 - NEWSPAPERS:** DELAWARE COUNTY TIMES (m-mon to fri) 61,535; (S) 49,485 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank Gothie, Pub., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 622-8800.

**National Representatives**: Landon Associates; Robert Hitchings & Co.

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**CLAIRTON**
**See McKEESPORT**

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## CLEARFIELD-CURWENSVILLE

**1 - LOCATION:** Clearfield County. E&P Map C-2. County Seat. Routes 322, 219, 153. 90 mi. from Pittsburgh. Keystone Shortway Interstate Route 80.

**2 - TRANSPORTATION: Railroads**-Chessie System; Conrail.

**Intercity Bus Lines**-Fullington's.

**Airlines**-USAir; Alleghany Commuter.

**3 - POPULATION:**

Corp. Cities 80 Cen. 10,696; E&P 89 Est. 9,340
  Clearfield 80 Cen. 7,580; E&P 89 Est. 6,706
  Curwensville 80 Cen. 3,116; E&P 89 Est. 2,834
NDM-ABC: (80) 71,624
County 80 Cen. 83,716; E&P 89 Est. 82,731

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 4,254; E&P 89 Est. 3,917
  Clearfield 80 Cen. 3,085; E&P 89 Est. 2,819
  Curwensville 80 Cen. 1,169; E&P 89 Est. 1,098
NDM-ABC: (80) 24,955
County 80 Cen. 29,151; E&P 89 Est. 31,900

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $264,961,000 |
| Savings & Loan | 1 | $30,000,000 |

**6 - PASSENGER AUTOS:** County 38,562

**7 - ELECTRIC METERS:** Residence 13,074

**8 - GAS METERS:** Residence: City 964; Bottled Gas 3,920

**9 - PRINCIPAL INDUSTRIES:** Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Food; Tannery; Coal; Cabinets; Plastic; Heavy Equip.; Trans.

**Principal Pay Days**-Fri.; 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Center**-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall, 23 stores located 1 mi. E of Clearfield: JCPenney, Ames, Fashion Bug; K mart Plaza; Wolf Run Interchange; Holiday Hair; Card Gallery; County Market; Shoe Tree.

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Leitzinger's; JCPenney; Sears; Ames.

**Discount Stores**-Widmann's; Laurel; K mart.

**Variety Stores**-McCrory.

**Chain Drug Stores**-L.F. Widmann; Walgreens; Peoples Drug; Rite Aid.

**Chain Supermarkets**-Riverside 4; AG Mkts. 9; IGA Foodliner 3; Market Basket; Comet Mkt.; County Market; J.G. Food Warehouse; Weis.

**Other Chain Stores**-Singer Co.; J.S. Raub; Wolf Furniture; Sherwin-Williams; Kinney's; General Nutrition Ctr.

**14 - NEWSPAPERS:** PROGRESS (e) 16,509; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jeannine S. Selfridge, Adv. Mgr., PROGRESS, 206 E. Locust St., PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.

**National Representative**: Landon Associates.

## COATESVILLE

**1 - LOCATION:** Chester County. E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center. 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy., U.S. Hwy. 82 and State Hwys. 162, 273.

**2 - TRANSPORTATION: Railroads**-Reading (freight); Amtrak.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound; Reeder's Royal Limo.

**3 - POPULATION:**

Corp. City 80 Cen. 10,698; E&P 89 Est. 10,324
NDM-ABC: (80) 76,576
County 80 Cen. 318,735; E&P 89 Est. 352,180
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

**4 - HOUSEHOLDS:**

City 80 Cen. 3,928; E&P 89 Est. 3,910
NDM-ABC: (80) 25,247
County 80 Cen. 104,752; E&P 89 Est. 135,454
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 201,974

**7 - ELECTRIC METERS:** Residence 15,440

**8 - GAS METERS:** Residence 3,472

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabrication 800 ($295).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

**11 - TAP WATER:** Alkaline, moderately soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Lincoln Hwy. between 1st and 4th Aves.; 3 blocks between 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr.-furn., automobile sales serving new housing development.

**Nearby Shopping Centers**-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount; Penn Jersey Auto Store; Thrift Drug); Ingleside (Acme Mkt.); K mart; Downingtown Farmers Mkt., 4 mi. E. on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE. Exton Sq. Mall, 11 mi. E.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Jamesway; K mart.

**Variety Stores**-Newberry.

**Chain Drug Stores**-Thrift; Rite Aid.

**Chain Supermarkets**-Acme; Super-Thrift Food Bank; IGA; Super Fresh.

**Other Chain Stores**-Penn Jersey; Atomic Tires; Sherwin-Williams; Jiffy Lube.

**14 - NEWSPAPERS:** RECORD (e) 5,949; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Timothy V. Biringer, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.

**National Representatives**: Landon Associates; Robert Hitchings & Co.

## COLUMBIA

**1 - LOCATION:** Lancaster County (In Lancaster MSA). E&P Map D-3. On U.S. Hwy. 30, State Hwy. 462. 12 mi. from Lancaster or York, 72 mi. from Philadelphia.

**2 - TRANSPORTATION: Railroads**-Reading.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Lancaster-Columbia.

**3 - POPULATION:**

Corp. City 80 Cen. 10,466; E&P 89 Est. 9,909
County/MSA 80 Cen. 363,928; E&P 89 Est. 409,075

**4 - HOUSEHOLDS:**

City 80 Cen. 3,877; E&P 89 Est. 3,785
County/MSA 80 Cen. 123,864; E&P 89 Est. 154,627

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $21,500,000 |
| Savings & Loan | 3 | $15,400,000 |

**6 - PASSENGER AUTOS:** County 223,758

**7 - ELECTRIC METERS:** Residence 3,400

**8 - GAS METERS:** Residence 2,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-15 blocks on 5 streets.

**Neighborhood Shopping Centers**-Columbia Plz. and Columbia Shopping Ctr.

**Principal Shopping Days**-Thur., Fri., Sat.

**Some Stores Close**-Wed. afternoon.

**Stores Open Evenings**-Mon., Fri.; some open every evening except Sun.

**13 - RETAIL OUTLETS: Variety Store**-McCrory.

**Discount Stores**-Jamesway.

**Chain Drug Stores**-Peoples; Hinkle's; Rite Aid.

**Chain Supermarkets**-Andy's; Weis; Musser's.

**Other Chain Stores**-Western Auto; C.A. Herr Howe; Columbia Hdwe.; Motter Supply Co.

**14 - NEWSPAPERS:** NEWS (e) 4,436; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Christina L. Gatehouse, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.

**National Representative**: Landon Associates.

## CONNELLSVILLE
## SOUTH
## CONNELLSVILLE

**1 - LOCATION:** Fayette County, (In Pittsburgh PMSA). E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

**2 - TRANSPORTATION: Railroads**-B&O (Main line); Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. Cities 80 Cen. 12,615; E&P 89 Est. 10,474
  Connellsville 80 Cen. 10,313; E&P 89 Est. 8,397
  S. Connellsville 80 Cen. 2,296; E&P 89 Est. 2,077
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 80 Cen. 160,415; E&P 89 Est. 153,194
City & RTZ-ABC: (80) 74,006
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046

**4 - HOUSEHOLDS:**

Cities 80 Cen. 6,017; E&P 89 Est. 3,972
  Connellsville 80 Cen. 5,211; E&P 89 Est. 3,232
  S. Connellsville 80 Cen. 806; E&P 89 Est. 740
CZ-ABC: (80) 4,636
RTZ-ABC: (80) 21,224
County 80 Cen. 56,925; E&P 89 Est. 58,281
City & RTZ-ABC: (80) 25,860
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $152,000,000 |
| Savings & Loan | 3 | $55,000,000 |

**6 - PASSENGER AUTOS:** County 79,668

**7 - ELECTRIC METERS:** Residence 21,439

**8 - GAS METERS:** Residence 6,000

**9 - PRINCIPAL INDUSTRIES:** R.R. Shops 3; Glass Making; Sportswear; Auto Trailers.

**Principal Pay Days**-Glass & Sportswear-Fri.; R.R. 10-11, 25-26.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

**11 - TAP WATER:** Soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-13 blocks on Crawford Ave., 4 on Pittsburgh St.

**Neighborhood Shopping Centers**-8 blocks on W. Crawford Ave., 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave., 1-5 mi. N. on 4 Lane Hwy. (4 stores). 4 mi. S. on 4 Lane Hwy. (29 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Laurel Mall(20) | 4 | Murphy's Mart, Mont. Ward |
| Connellsville(9) | NA | Thrift Drug |
| Foodland(5) | NA | Laurel Foods, Fox Groc. |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Metzler's.

**Variety Stores**-McCrory; Green; McClellan.

**Discount Stores**-Ames.

**Chain Drug Stores**-Thrift; Burns; Health Mart; Revco; Healthland.

**Chain Supermarkets**-Red & White 4; Foodland; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Warehouse Grocery.

**Other Chain Stores**-Sears.

**14 - NEWSPAPERS:** COURIER (e) 12,288; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert J. Collins, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.

**National Representative**: Thomson Newspapers.

## CORRY

**1 - LOCATION:** Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-8.

**3 - POPULATION:**
Corp. City 80 Cen. 7,149; E&P 89 Est. 6,812
County/MSA 80 Cen. 280,254; E&P 89 Est. 283,742

**4 - HOUSEHOLDS:**
City 80 Cen. 2,690; E&P 89 Est. 2,642
County/MSA 80 Cen. 96,820; E&P 89 Est. 106,807

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 1 | $291,600,000 |
| Commercial | 3 | $645,000,000 |

**6 - PASSENGER AUTOS:** County 134,582

**7 - ELECTRIC METERS:** Residence 4,390

**8 - GAS METERS:** Residence 3,450

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($325); Springs 654 ($510); Aircraft Parts 350 ($300); Engines & Pumps 310 ($400); Steel Fabrication. 138 ($340); Electronics Comp. 100 ($270).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Ctr. St.; 6 on Main St.; 3 on 1st Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Downtown Plz.(6) | | Rite Aid |
| Corry Plz.(8) | NA | Buyers Fair, G.C. Murphy, Bell's |

**Principal Shopping Days**-Mon., Fri., Sat.
**Store Close**-Wed. afternoon.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Discount Stores**-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
**Variety Stores**-Murphy Mart; Widmann's; Dollar Value.
**Chain Drug Stores**-Eckerd; Rite Aid.
**Chain Supermarkets**-Bell's; Quality Market; Super Duper; Golden Dawn.
**Other Chain Stores**-Brown Shoes; Barney's; Firestone; Sears (catalog); Radio Shack; Sherwin-Williams; Kentucky Fried Chicken; McDonald's; Perkins; Pizza Hut.

**14 - NEWSPAPERS:** JOURNAL (e) 4,062; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: George R. Sample, Pub., JOURNAL, 28 W. South St., Corry, PA 16407; Tel. (814) 665-8291.
**National Representative** None.

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## CURWENSVILLE
See CLEARFIELD

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## DANVILLE

**1 - LOCATION:** Montour County. E&P Map D-2. County Seat. On Susquehanna River. State Hwy 54; U.S. Hwys. 11, I-80.

**2 - TRANSPORTATION: Railroads**-DL&W, Reading.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Intercity, Greyhound, Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 5,239; E&P 89 Est. 4,763
County 80 Cen. 16,704; E&P 89 Est. 19,213

**4 - HOUSEHOLDS:**
City 80 Cen. 2,125; E&P 89 Est. 1,999
County 80 Cen. 5,551; E&P 89 Est. 6,592

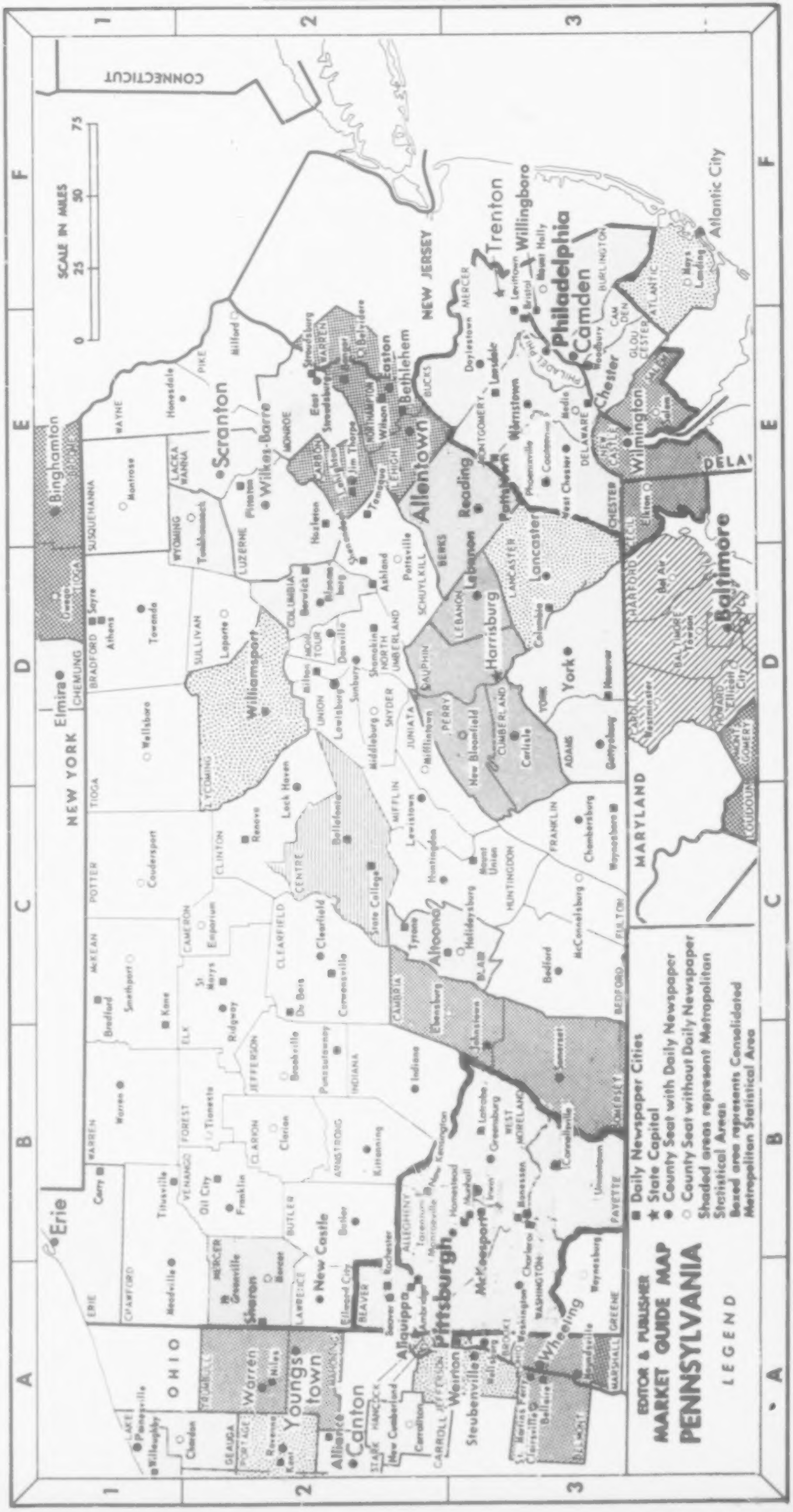
| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $327,411,000 |

**6 - PASSENGER AUTOS:** County 9,500

**7 - ELECTRIC METERS:** Residence 4,933

**8 - GAS METERS:** Residence 1,192

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 550; Auto Valves 603;


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES 0 25 50 75
NEW YORK
NEW JERSEY
OHIO
MARYLAND
CONNECTICUT
DELA
Pittsburgh
Philadelphia
Harrisburg
Erie
Scranton
Wilkes-Barre
Allentown
Reading
Lancaster
York
Altoona
Johnstown
Williamsport
Baltimore
Wilmington
Camden
Trenton
Youngstown
Canton
Wheeling
Binghamton
Elmira
1 2 3
A B C D E F

Mach. 575; Hospitals 3,425; Textiles 120; Woodworking 225

**10 - CLIMATE:** Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Mill St.
**Neighborhood Shopping Centers**-Ferry St.; North Continental Blvd.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Fri.; Food, Thur., Fri.

**13 - RETAIL OUTLETS: Discount Stores**-Dollar General; Midway Distributors.
**Variety Stores**-Coles Hdwe.; Ben Franklin.
**Chain Drug Stores**-Rea & Derick; Thrift.
**Chain Supermarkets**-Weis.
**Other Chain Store**-Firestone.

**14 - NEWSPAPERS:** NEWS (e) 4,246; sworn Sept. 28, 1988.
**Local Contact** for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., or Donna Shoemaker, Adv. Mgr., 14 E. Mahoning St., Danville, PA 17821-0020; Tel. (717) 275-3235.
**National Representative**: Landon Associates.

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**DONORA**
**See MONESSEN**

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## DOYLESTOWN

**1 - LOCATION:** Doylestown (County Seat). In Bucks County, (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound; SEPTA. Train SEPTA.

**3 - POPULATION:**
Corp. City 80 Cen. 8,717; E&P 89 Est. 9,331
NDM-ABC: (80) 340,744
County 80 Cen. 481,061; E&P 89 Est. 558,535
PMSA 80 Cen 4,720,929; E&P 89 Est. 4,880,325

**4 - HOUSEHOLDS:**
City 80 Cen. 3,516; E&P 89 Est. 3,239
NDM-ABC: (80) 115,274
County 80 Cen. 156,648; E&P 89 Est. 226,935
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $126,000,000 |

**6 - PASSENGER AUTOS:** County 317,875

**7 - ELECTRIC METERS:** Residence 2,891

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Clothing; Textiles; Rubber Prods.; Bldg. Materials; Electronics.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Centers**-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank).
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Doylestown(20) | NA | Hess's, Acme |
| Montgomery Mall(120) | 12 | Macy's, Sears, JCPenney, Wanamaker |
| Willow Grove(170) | 15 | Bloomingdale's |

**13 - RETAIL OUTLETS: Department Stores**-J.K.; Sears; Acme 10; Hess; JCPenney; Macy's; John Wanamaker; Bloomingdale's; Clover; Strawbridge and Clothier.
**Variety Stores**-Woolworth, K mart.
**Chain Drug Stores**-Thrift; Rite Aid; Brooks.
**Chain Supermarkets**-Acme 9; Shopping Center 3; Super Fresh 2; Shop-Rite; Pathmark; Thriftway; Supersaver; Gemardi.

**14 - NEWSPAPERS:** INTELLIGENCER (m-mon to fri) 40,898; (S) 44,718; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
**National Representative**: Sawyer-Ferguson-Walker.

## DU BOIS

**1 - LOCATION:** Clearfield County. E&P Map C-2. 90 mi. NE of Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

**2 - TRANSPORTATION: Railroads**-Baltimore & Ohio; Conrail.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Dufast; Continental Trailways.
**Airlines**-USAir; Crown Airways Commuter Service.

**3 - POPULATION:**
Corp. City 80 Cen. 9,290; E&P 89 Est. 8,180
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 80 Cen. 83,716; E&P 89 Est. 82,731
City & RTZ-ABC: (80) 61,753

**4 - HOUSEHOLDS:**
City 80 Cen. 3,593; E&P 89 Est. 3,268
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 80 Cen. 29,151; E&P 89 Est. 31,900
City & RTZ-ABC: (80) 21,733

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $125,000,000 |

**6 - PASSENGER AUTOS:** County 38,562

**7 - ELECTRIC METERS:** Residence 6,278

**8 - GAS METERS:** Residence 5,240

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($375); Machine Shop 200 ($320); Meter Mfg. 750 ($325); Auto Springs 225 ($325); Gas Drilling 250 ($400); Graphic Arts 75 ($300); Refractories 40 ($275); Hospitals 500 ($385).
**Principal Pay Days**-1st, 15th, Fridays.

**10 - CLIMATE:** First killing frost, Oct. 2; last killing frost, May 16.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
**Neighborhood Shopping Centers**-Sandy Township (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sandy Plz.(8) | NA | K mart, Revco |
| DuBois Arca Plz | NA | Brody's |
| DuBois Mall(52) | NA | Mont. Ward, Ames, JCPenney, Sears |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon., Fri. downtown, daily at Mall & Plz.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Town & Country (women's).
**Variety Store**-McCrory; Ben Franklin.
**Chain Drug Stores**-The Medicine Shoppe; Thrift; Revco.
**Chain Supermarkets**-Shop 'N Save; Riverside 2; Bi-Lo.
**Other Chain Stores**-Sherwin-Williams; Western Auto; J.S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson; Hallmark; National; Record Mart.

**14 - NEWSPAPERS:** COURIER EXPRESS (e) 10,609; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Dir., COURIER-EXPRESS, 52-58 W. Long Ave.; PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
**National Representative**: Landon Associates.

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**DUQUESNE**
**See McKEESPORT**

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**EAST STROUDSBURG**
**See STROUDSBURG**

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## EASTON, PA-PHILLIPSBURG, NJ

**1 - LOCATION:** Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

**2 - TRANSPORTATION: Railroads**-Conrail; CRR of N.J.; DL&W; L&H (freight).
**Motor Freight Carriers**-54.
**Intercity Bus Lines**-Lanta; Greyhound; Transport of N.J.; Trailways.
**Airlines**-Eastern; United; USAir; Suburban; Henson; Northwest; Allegheny Commuter; Piedmont.

**3 - POPULATION:**
Corp. Cities 80 Cen. 42,674; E&P 89 Est. 43,900
Easton 80 Cen. 26,027; E&P 89 Est. 25,009
Phillipsburg 80 Cen. 16,647; E&P 89 Est. 15,562
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 80 Cen. 309,847; E&P 89 Est. 332,[illegible]
Northampton 80 Cen. 225,840; E&P 89 Est. 235,922
Warren 80 Cen. 84,841; E&P 89 Est. 95,459
MSA 80 Cen. 638,375; E&P 89 Est. 669,136
City & RTZ-ABC: (80) 293,771

**4 - HOUSEHOLDS:**
Cities 80 Cen. 15,605; E&P 89 Est. 16,164
Easton 80 Cen. 9,363; E&P 89 Est. 9,466
Phillipsburg 80 Cen. 6,242; E&P 89 Est. 6,132
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 80 Cen. 109,438; E&P 89 Est. 123,900
Northampton 80 Cen. 80,032; E&P 89 Est. 87,264
Warren 80 Cen. 29,406; E&P 89 Est. 32,428
MSA 80 Cen. 230,764; E&P 89 Est. 248,686
City & RTZ-ABC: (80) 101,540

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $656,250,000 |
| Savings & Loan | 5 | $299,250,000 |

**6 - PASSENGER AUTOS:** Counties: Northampton, PA 150,000; Warren, NJ N.A.

**7 - ELECTRIC METERS:** Residence 37,030

**8 - GAS METERS:** Residence 18,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 7,200 ($481); Textile & Apparel 5,257 ($269); Paper & Printing 3,966 ($420); Elect. 1,950 ($558); Chem. Prods. 2,020 ($549); Food 525 ($506).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter 4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping District**-6 blocks on Northampton St., 6 on Third St., 2 on Ferry St.
**Neighborhood Shopping Areas**-4 blocks at Cattell & March Sts., 2 at Berwick & Centre Sts., 2 at Washington, Butler & 17th Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Palmer Park(50) | 4 | Hess, Clover |
| 25th St. (Easton)(20) | 3 | Woolworth |
| K mart Plaza (Easton) | 3 | K mart, Weis |
| Wm. Penn Plz.(14) | 4 | Giant, Thrift Drug |
| Phillipsburg(75) Mall | 4 | Hess's, Sears, K mart, Gordon's Jewelers, Radio Shack, JCPenney |
| Hillcrest Mall (Phillipsburg) (33) | 3 | Orr's, Acme, Super Fresh, Channel, Woolworth |
| Bangor, PA(3) | 15 | Acme |
| Washington, NJ | 13 | Acme, Shop Rite, Ames |
| Flemington, NJ | 25 | Shop Rite, A&P, Orrs |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Dept.-Tues. & Fri.; Food-Mon. through Sat.; Shopping Centers-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Hess 2; Orr's 2; Clover.
**Discount Stores**-Laneco 5; K mart 2.
**Variety Stores**-Woolworth 2.
**Chain Drug Stores**-Rea & Derick; Thrift 4; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
**Chain Supermarkets**-Acme; Super Fresh; Weis Mkt.; Food Lane 6; Shop Rite 2; Giant.
**Other Chain Stores**-Sears; Farr's; Kinney; Penn Jersey Auto; Gordon Jewelers 2; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack 2; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

**14 - NEWSPAPERS:** THE EXPRESS (m) 43,072; (S) 45,316; Mar. 31, 1989 ABC.
**Note**: Effective May 1, 1989. The Express converted from an (eS) paper to a morning and (S) paper.
**Local Contact** for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St.; PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ELLWOOD CITY

**1 - LOCATION:** Beaver and Lawrence Counties (In Beaver County PMSA). E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Pittsburgh & Lake Erie; Baltimore & Ohio.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Ellwood; Greyhound; Grove City; Smeal.

**3 - POPULATION:**
Corp. City 80 Cen. 9,998; E&P 89 Est. 8,470
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 20,889
Counties 80 Cen. 311,846; E&P 89 Est. 288,222
Beaver/PMSA 80 Cen. 204,484; E&P 89 Est. 186,944
Lawrence 80 ~~Cen. 107,362; E&P~~ 89 Est. 101,278
City & RTZ-ABC: (80) 30,887

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 3,885; E&P 89 Est. 3,439
CZ-ABC: (80) 3,885
RTZ-ABC: (80) 6,941
Counties 80 Cen. 109,192; E&P 89 Est. 108,670
Beaver/PMSA 80 Cen. 71,691; E&P 89 Est. 72,058
Lawrence 80 Cen. 37,501; E&P 89 Est. 36,612
City & RTZ-ABC: (80) 10,826

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $278,000,000 |
| Savings & Loan | 3 | $481,000,000 |

**6 - PASSENGER AUTOS:** Beaver County 92,677; Lawrence County 53,319

**7 - ELECTRIC METERS:** Residence 3,631

**8 - GAS METERS:** Residence 3,575

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 420 ($375); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter Pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Water Softener 190 (N.A.); Powdered Metal Parts 90; Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240); Grey Iron & Bronze Castings N.A. ($240).

**Principal Pay Days**-Alternate Tues.; Some Mills pay Fri. every week.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Lawrence Ave.

**Neighborhood Shopping Centers**-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. N. of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S. of Ellwood; Franklin Plaza 1 mi. E. on Rte. 288.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.; dept. & food nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Fisher's Big Wheel.

**Discount Stores**-K mart; Ames.

**Chain Drug Stores**-Rexall; Health Mart.

**Chain Supermarkets**-Shop 'n Save; Golden Dawn; Giant Eagle.

**14 - NEWSPAPERS:** LEDGER (e) 7,512, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## ERIE

**1 - LOCATION:** Erie County (MSA). E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

**2 - TRANSPORTATION: Railroads**-New York, Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.

**Freight Steamship lines**-24.

**Motor Freight Carriers**-40.

**Intercity Bus Lines**-Greyhound; Bluebird.

**Airlines**-USAir; Northwest Orient.

**3 - POPULATION:**

Corp. City 80 Cen. 119,123; E&P 89 Est. 111,147
CZ-ABC: (80) 199,551
RTZ-ABC: (80) 110,595
County/MSA 80 Cen. 279,780; E&P 89 Est. 283,742
City & RTZ-ABC: (80) 310,146

**4 - HOUSEHOLDS:**

City 80 Cen. 43,639; E&P 89 Est. 41,969
CZ-ABC: (80) 70,803
RTZ-ABC: (80) 36,809
County/MSA 80 Cen. 96,820; E&P 89 Est. 106,807
City & RTZ-ABC: (80) 107,612

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | N.A. |

**6 - PASSENGER AUTOS:** County 134,582

**7 - ELECTRIC METERS:** Residence 81,201

**8 - GAS METERS:** Residence 73,741

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Prods. 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Mach. & Trans. Equip. 14,100 ($285); Elect. Mach. 5,400 ($229); Food 1,800 ($216).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1; last killing frost, Apr. 25.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-State St. from 6th to 18th, 7th through 18th Sts. between French & Peach Sts. (two blocks).

**Neighborhood Shopping Centers**-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| West Erie Plz.(30) | 3 | Hornes |
| Perry Plaza(17) | 2 | Value City |
| Liberty Plz.(27) | 2 | Carlisle's |
| Colony(26) | 3 | Foodtown |
| Eastway Plz.(15) | 5 | Dahlkemper |
| Central Mall(25) | NA | Revco |
| Grandview Plz.(8) | 2 | K mart |
| Park Plaza(16) | 5 | Giant Eagle |
| Zuck Rd. Plz.(2) | 4 | Rex |
| Millcreek Mall(153) | 7 | Sears, JCPenney, Kaufmann, Horne |
| York Town Plz.(10) | 3 | |
| Village West(11) | 5 | |

**Principal Shopping Days**-Sat., Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Hornes, Carlisle's, Sears, JCPenney, Kauffman's.

**Discount Stores**-Value City 2; K mart 3; Hills 2.

**Variety Stores**-Murphy 2; Woolworth 2; McCrory.

**Chain Drug Stores**-People's 7; Eckerd 11; Arrow 2; White Cross; Thrift 4; Revco 2.

**Chain Supermarkets**-Loblaw's 11; Giant Eagle 3; Super Duper 4; Shur Fine 7.

**Other Chain Stores**-Ladies' Apparel: Lane Bryant, Ups 'N Downs, Jean Nicole, Lerners, Brooks, Chic, Foxmoor, Hit or Miss, Fashion Flair, Ormond's; Men's: Richman Bros.; Diamonds; Shoes: Thom McAn 2, Kinney, Nobil, Giant PickWay, Hanover; Others: Tagway, Pittsburgh Plate Glass, Sherwin-Williams; Singer Co.; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 29,711; TIMES (e-mon to fri) 40,825; TIMES-NEWS (m-sat) 61,667; (S) 102,492, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gerald J. Szorek, Natl. Adv. Mgr. or John Andersen, Adv. Dir., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 870-1818.

**National Representative**: Landon Associates.

## FARRELL
See SHARON

## FRANKLIN-OIL CITY

**1 - LOCATION:** Venango County. E&P Map B-2. Adjacent cities in NW PA, on Allegheny River at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea), State Hwys. 8, 257, 428.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Continental Trailways; Lincoln Coach.

**Airlines**-USAir.

**3 - POPULATION:**

Corp. Cities 80 Cen. 22,027; E&P 89 Est. 20,249
Oil City 80 Cen. 13,881; E&P 89 Est. 12,708
Franklin 80 Cen. 8,146; E&P 89 Est. 7,541
County 80 Cen. 64,340; E&P 89 Est. 62,683

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 8,577; E&P 89 Est. 8,206
Oil City 80 Cen. 5,331; E&P 89 Est. 5,079
Franklin 80 Cen. 3,246; E&P 89 Est. 3,127
County 80 Cen. 22,700; E&P 98 Est. 23,398

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $2,318,051,470 |

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A DEFINITIVE GUIDE TO SELECTING TEST MARKETS
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Represented by Landon & Associates

(Circle No. 26 on Market Request Card)

| | | |
|---|---|---|
| Savings & Loan | 2 | $144,454,282 |

**6 - PASSENGER AUTOS:** County 26,947

**7 - ELECTRIC METERS:** Residence 36,054

**8 - GAS METERS:** Residence 21,501

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 1,800 ($380); Steel 1,068 ($631); Glass 475 ($379); Printing 300 ($369); Chem. 191 ($369); Machine 3,123 ($397); Trans. & Public Utilities 1,000 ($379); Wholesale & Retail 3,000 (N.A.); Services 2,500 ($240); Gov't 2,500 (N.A.); Misc. 7,043 (N.A.)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Area**-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.

**Shopping Centers**-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Dept. Fri.; Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney 3; Brody's; Bon-Ton

**Variety Stores**-Woolworth; G. C. Murphy; Oil City Variety; K mart; Hills.

**Discount Stores**-Buyers Fair; Jamesway; McCrory

**Chain Drug Stores**-Thrift 3; Eckerd; Health Mart; Rita Aid; General Nutrition.

**Chain Supermarkets**-Foodland 2; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save; Giant Eagle.

**Other Chain Stores**-Isaly's; Sherwin-Williams; Western Auto; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto 3.

**14 - NEWSPAPERS:** DERRICK (m) 16,254; NEWS-HERALD (e) 7,651; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Edward B. Cowart, Adv. Dir., Venango Newspapers, Inc., DERRICK and NEWS-HERALD, Box 928, Oil City, PA 16301; Tel. (814) 676-7444.

**National Representative**: Landon Associates.

## GETTYSBURG

**1 - LOCATION:** Adams County. E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

**2 - TRANSPORTATION: Railroads**-Gettysburg (freight); Western Maryland (freight).

**3 - POPULATION:**

Corp. City 80 Cen. 7,194; E&P 89 Est. 7,003
CZ-ABC: (80) 11,992
RTZ-ABC: (80) 67,521
County 80 Cen. 68,655; E&P 89 Est. 74,457
MSA 80 Cen. 382,993; E&P 89 Est. 408,517
City & RTZ-ABC: (80) 79,513

**4 - HOUSEHOLDS:**

City 80 Cen. 2,523; E&P 89 Est. 2,513
CZ-ABC: (80) 4,075
RTZ-ABC: (80) 22,019
County 80 Cen. 22,897; E&P 89 Est. 28,154
MSA 80 Cen. 135,210; E&P 89 Est. 148,898
City & RTZ-ABC: (80) 26,094

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 14 | $300,018,929 |
| Savings & Loan | 2 | $73,516,829 |

**6 - PASSENGER AUTOS:** County 41,502

**7 - ELECTRIC METERS:** Residence 8,630

**8 - GAS METERS:** Residence 7,313

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Furn. 518; Shoes 1,950; Textile 974; Food Proc. 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

**11 - TAP WATER:** Neutral, soft; not fluoridated; chlorinated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| N. Gettysburg(10) | 1 | Ames, Radio Shack, Rea & Derick |
| Springs Ave.(9) | NA | Factory Outlet, Discount Fabric, Dollar General |
| N. Hanover Mall | 14 | K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown |
| Chambersburg Mall | 17 | Hess, Gee Bees |

**Principal Shopping Days**-Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Ames; Rea & Derick; Jamesway.

**Variety Store**-Murphy Mart; Dollar General; Dollar Bargain.

**Chain Drug Stores**-Rea & Derick 2; Peoples; Rite Aid.

**Chain Supermarkets**-Kennies 2; Giant; Weis; Festival Foods.

**Other Chain Stores**-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Martins Shoes; Wall & Ochs; Radio Shack; McDonald's; Hardee's; Kentucky Fried Chicken; Bonanza.

**14 - NEWSPAPERS:** TIMES (m) 8,956; (wknd) 9,051; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cynthia A. Ford, Asst. to Pres./Adv. Mgr., TIMES, 18 Carlisle St., PO Box 3669, Gettysburg, PA 17325; Tel. (717) 334-1131.

**National Representative**: Landon Associates.

## GREENSBURG

**1 - LOCATION:** Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to PA Tpke.; 30 mi. E of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Conrail; Amtrak.

**Motor Freight Carriers**-34

**Intercity Bus Lines**-Greyhound; Lincoln; Penn.

**Airports**-Greater Pittsburgh International; Westmoreland County/Latrobe.

**3 - POPULATION:**

Corp. City 80 Cen. 17,558; E&P 89 Est. 17,824
NDM-ABC: (80) 284,599
County 80 Cen. 392,294; E&P 89 Est. 387,991
PMSA 80 Cen. 2,219,848; E&P 89 Est. 2,169,046

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,973; E&P 89 Est. 7,393
NDM-ABC: (80) 99,416
County 80 Cen. 139,233; E&P 89 Est. 147,841
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 3 | N.A. |
| Commercial | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 194,910

**7 - ELECTRIC METERS:** Residence County Est. 147,100

**8 - GAS METERS:** Residence County Est. 83,150

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Whol. Food Dist. 700; Carbide Tungsten Prods. 100; Auto Glass 575; Surgical Supply Distr. 245; Metal Stamping 100; Elect. Util. 1,084.

**Principal Pay Days**-Fri., 1st & 15th, 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on both sides of Main St. & Pennsylvania Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Greengate Mall | NA | JCPenney, Hornes, Mont. Ward |
| K mart Plz | NA | K mart, Freight Liquidators |
| Eastgate Plz.(9) | NA | Wolf's Furn. |
| Greensburg(120) | NA | Advance Furn., Dave Flamm |
| Latrobe(32) | NA | K mart, Jamesway, Foodland, Action Home Center |
| Westmoreland Mall(136) | NA | Pomeroy's, Sears, Kaufman's, Ames, Shop-N-Save |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Mon., Thur., Fri. Shpg. Ctrs. every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears 3; Pomeroy's; Langs; Montgomery Ward 3; Hornes; JCPenney 3; Bon-Ton; Kaufmann's.

**Variety Stores**-Ames 4; G.C. Murphy.

**Discount Stores**-K mart 4; Jamesway; Hills; Fisher's Big Wheel.

**Chain Drug Stores**-Thrift 4; Rite Aid 5; Revco.

**Chain Supermarkets**-Foodland 7; Red & White 3; Davis Mkt. 2; Giant Eagle 6; Shop-N-Save 11; Country Market.

**Other Chain Stores**-Thom McAn 3; Kinney 2; Gatling Auto 2; Singer Co.; Kamps Shoes 3; Sun Tile; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann; Spencer Gift 2; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Kelley & Cohen 4; Hart's; Radio Shack 16; Fabric Fair; Baker Shoes 2; Misc. Shop; Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Children Palace; Waldenbooks 2; Watchmaker; Tobacco Vlg. 2; Busy Beaver; 84 Lumber; Widmann; Hermans; Kay Bee Toy; Fotomat; Anderson Little; Casual Corner; Wicks Lumber; Occluss; Action Home Center.

**14 - NEWSPAPERS:** TRIBUNE-REVIEW (m) 52,484; (S) 81,505; Mar. 31, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Daniel C. Martini, Mktg./Adv. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.

**National Representative**: Landon Associates.

## GREENVILLE

**1 - LOCATION:** Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie, PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

**2 - TRANSPORTATION: Railroads**-Conrail; Bessemer & Lake Erie; E&P Div.

**Motor Freight Carriers**-4

**Intercity Bus Lines**-1

**Airlines**-Youngstown, OH (25 mi.)

**3 - POPULATION:**

Corp. City 80 Cen. 7,730; E&P 89 Est. 6,883
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 35,391
County/MSA 80 Cen. 128,587; E&P 89 Est. 123,405
City & RTZ-ABC: (80) 43,121

**4 - HOUSEHOLDS:**

City 80 Cen. 2,787; E&P 89 Est. 2,592
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 11,897
County/MSA 80 Cen. 44,657; E&P 89 Est. 45,724
City & RTZ-ABC: (80) 14,684

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 3 | $286,000,000 |

**6 - PASSENGER AUTOS:** County 59,828

**7 - ELECTRIC METERS:** Residence 5,641

**8 - GAS METERS:** Residence 3,822

**9 - PRINCIPAL INDUSTRIES:** Iron Castings; Aluminum Ladders; Stainless Steel Pipe; R.R. Cars; Health; Tourism; Agric.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Downtown Shopping Center**-5 blocks.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Greenville Plz.(22) | NA | Ames, Jamesway, Bilo Foods |
| Colonial Plz.(5) | NA | |
| Reynolds Plz.(6) | 3 | |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-L.L. Keck; N.N. Moss; Jamesway; Ames.

**Variety Stores**-Ames; Jamesway.

**Chain Supermarkets**-Golden Dawn; Giant Eagle; Bilo Foods.

**Other Chain Stores**-Sears (catalog); King of Parts; NAPA; Radio Shack; Hallmark; Servistar; True Value; Firestone; Eastern Medical; Rexall; Carter; J.S. Raub.

**14 - NEWSPAPERS:** RECORD-ARGUS (e) 5,104; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Janet Wilmouth, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.

**National Representative**: Thomson Newspapers.

## HANOVER

**1 - LOCATION:** York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore; 40 mi. SE of Harrisburg.

**2 - TRANSPORTATION: Railroads**-Maryland-Penna.; Western Maryland.

**Motor Freight Carriers**-23.

**3 - POPULATION:**

Corp. City 80 Cen. 14,890; E&P 89 Est. 14,223
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 193,068
County 80 Cen. 312,963; E&P 89 Est. 334,160
MSA 80 Cen. 381,255; E&P 89 Est. 408,617
City & RTZ-ABC: (80) 218,728

**4 - HOUSEHOLDS:**

City 80 Cen. 6,149; E&P 89 Est. 6,099
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 62,653
County 80 Cen. 112,313; E&P 89 Est. 126,079
MSA 80 Cen. 135,210; E&P 89 Est. 148,898
City & RTZ-ABC: (80) 72,633

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $450,000,000 |
| Savings & Loan | 2 | $53,000,000 |

**6 - PASSENGER AUTOS:** County 196,906

**7 - ELECTRIC METERS:** Residence 30,850

**8 - GAS METERS:** Residence & Commercial 9,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fab. Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Clearview(16) | 1 | People's, Woolworth, A&P |
| Hanover Plz.(3) | 2 | Value City, Kiddie City |
| N. Hanover Mall(66) | 2 | Bon-Ton, Sears, K mart |
| South Hanover(8) | 3 | Nichols, Hill's, Drug Fair |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown: Mon., Fri., Sat.; Shpg. Ctrs.: every night.

**13 - RETAIL OUTLETS: Department Stores** Bon Ton; Sears; JCPenney.

**Discount Stores**-Nichols; Value City; K mart.

**Variety Stores**-McCrory; Woolworth.

**Chain Drug Stores**-People's; Thrift; Drug Fair; Rite Aid; Revco.

**Chain Supermarkets**-A&P; Weis; Giant; Super Thrift.

**Other Chain Stores**-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames.

**14 - NEWSPAPERS:** SUN (e) 19,713, Mar 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gloria Baker, Adv. Mgr., SUN, 135 Baltimore St., PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.

**National Representative** Thomson Newspapers.

## HARRISBURG

**1 - LOCATION:** Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River, 100 mi. from Phila., 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230, Interstates 76, 81, 83, & 283.

**2 - TRANSPORTATION: Railroads**-Amtrak, Conrail Main Line. Largest freight classification yards on PA System.

**Motor Freight**-100 Carriers, 65 terminals.

**Intercity Bus Lines**-Greyhound; Trailways; Capitol Area Transit.

**Airlines**-TWA; USAir; United; American; Allegheny Commuter; Henson; Florida Express; Air Wisconsin; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 53,264; E&P 89 Est. 47,484
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 80 Cen. 233,211; E&P 89 Est. 242,091
MSA 80 Cen. 558,110; E&P 89 Est. 596,300
City & RTZ-ABC: (80) 477,655

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 22,024; E&P 89 Est. 20,682
County 80 Cen. 88,088; E&P 89 Est. 85,039
MSA 80 Cen. 200,990; E&P 89 Est. 221,456
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| All Banks | 204 | $4,832,534,000 |

**6 - PASSENGER AUTOS:** County 148,939

**7 - ELECTRIC METERS:** Residence 176,016

**8 - GAS METERS:** Residence 61,330

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,900 ($422); Primary Metals 7,100 ($432); Electric Mach. 3,100 ($407); Non-Durable Goods 27,600 ($360); Food Prods. 10,900 ($439); Trans. and Util. 18,600 ($403); Printing & Pub. 3,900 ($400); State-Local Govt. 52,700; Federal Service 13,900.

**Principal Pay Days**-Staggered.

**10 - CLIMATE:** Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 26; last killing frost, May 11.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown; Strawberry Square Complex King Blvd., 1 block on Walnut Street.

**Major Shopping Centers**-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); The Point (Union Deposit); Camp Hill Mall (Camp Hill).

**Minor Shopping Centers**-Derrytown Mall (Hershey); East Park Center (Lawnton); Carlisle Plaza (Carlisle); Summerdale Plaza Shopping Center (Summerdale); Liberty Sq. (Colonial Park); West Shore Plaza (Lemoyne); Dauphin Plz (Harrisburg).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Harrisburg East Mall(79) | 3 | John Wanamaker, Hess's, JCPenney |
| Capital City Mall(83) | 5 | Hess's, Sears, Ames |
| Kline Vlg (12) | 1 | Peoples Drug |
| Camp Hill(68) | 3 | Peoples Drug, Boscov's |
| Colonial Park (78) | 6 | Sears, Pomeroy's, Boscov's |
| Jamesway Plz | NA | Jamesway |
| Carlisle Plz | NA | JCPenney, Bon-Ton |
| The Point(38) | 5 | Mandee, Thrift Drug, Ames |
| Valley Green(36) | 15 | Jamesway |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Shopping Centers every night.

**13 - RETAIL OUTLETS: Department Stores**-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess's 2; Boscov 2; Bon-Ton.

**Discount Stores**-K mart 4; Hills 3; Ames 2; Jamesway 2; Best; Zayre; Ollie's; Jewelcor.

**Variety Stores**-Woolworth; Bills.

**Chain Drug Stores**-Peoples 20; Rite-Aid 5; Revco 5; Thrift Drugs 4.

**Chain Supermarkets**-Uni-Mart 12; Weis 16; Super Fresh 2; Giant 13; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Turkey Hill 8; Karns 5; Festival Foods 2; Fox's 4.

**Other Chain Stores**-Irvings; Kinney; Stuarts; Stephenson's; Moore's; Hickory Farms; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us; Phar-Mor.

**14 - NEWSPAPERS:** PATRIOT (m-mon to fri) 57,794; NEWS (e-mon to fri) 51,440; PATRIOT-NEWS (m-sat) 95,015; (S) 170,332, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 King Blvd., PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.

**National Representative** Newhouse Newspapers Metro Suburbia.

## HAZLETON

**1 - LOCATION:** Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County, shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from NYC, 102 mi. from Philadelphia.

**2 - TRANSPORTATION: Motor Freight Carriers**-34.

**Intercity Bus Lines**-Hazleton Transit; Luzerne & Carbon County; Motor Transportation; Valley Transit; Susquehanna Trailway; Capitol Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 27,318; E&P 89 Est. 25,138
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 37,362
County 80 Cen. 343,094; E&P 89 Est. 337,408
MSA 80 Cen. 729,316; E&P 89 Est. 748,051
City & RTZ-ABC: (80) 84,760

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,762; E&P 89 Est. 10,360
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,911
County 80 Cen. 125,502; E&P 89 Est. 122,497
MSA 80 Cen. 263,271; E&P 89 Est. 277,071
City & RTZ-ABC: (80) 31,343

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 14 | $890,165,000 |
| Savings & Loan | 6 | $309,110,130 |

**6 - PASSENGER AUTOS:** County 188,891

**7 - ELECTRIC METERS:** Residence 58,958

**8 - GAS METERS:** Residence 5,677

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 2,500; Textiles 1,000; Printing 1,275; Mining 750; Bakery & Candy 590; Dist. Center 325.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, May 15.

**11 - TAP WATER:** very soft.

**12 - RETAILING: Principal Shopping Center**-6 blocks on E & W Broad St., 5 blocks on Wyoming St., 1 block on Laura St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Church Hill Mall(14) | 2 | Gee Bee, Acme, Rea & Derick, Peoples Drug |
| Laurel Mall(40) | 4 | Boscov's, Ames, McCrory, Rea & Derick |
| Hazleton(8) | 2 | K mart, Sears, Acme, Weis |
| Hometown Mall(6) | 10 | Laneco, Food Lane |
| Valmont Plz (10) | 3 | Hill's, Insalaco's, Fay's Drugs |

**Principal Shopping Days**-Dept. Stores-Mon., Wed., Fri., Sat.; Food-Wed., Thur., Fri.

**Stores Open Evenings**-Downtown: Wed., Fri.; All Malls every night & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Boscov's; P. Deisroth's.

**Discount Stores**-Ames; K mart; Gee Bee; Hill's.

**Chain Drug Stores**-Rea & Derick; Rite Aid; Associated Druggist; Fays.

**Chain Supermarkets**-Acme 2; Weis; Insalaco's; IGA 5; Thriftway; Freeland ShurSave; Food Lane.

**Other Chain Stores**-Thom McAn; Musselman Jewelers; Gordon Jewelers; Toy Works; Junior Colony; Plums; Jack Lang; Colony II; J.S. Raub; Stop at 10.

**14 - NEWSPAPERS:** STANDARD-SPEAKER (all day) 24,396, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard Rybarczyk, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.

**National Representative** Landon Associates.

## HONESDALE

**1 - LOCATION:** Wayne County. E&P Map E-1. County Seat. NE part of state, 20 mi. NW of Scranton; 20 mi. NW of Lake Wallenpaupac. On Rtes. 6 & 191.

**2 - TRANSPORTATION:** N.A.

**3 - POPULATION:**

Corp. City 80 Cen. 5,128; E&P 89 Est. 5,076
County 80 Cen. 35,331; E&P 89 Est. 40,996

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. 2,127
County 80 Cen. N.A.; E&P 89 Est. 15,929

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 26,564

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Utilities, N.A.; Mfg. 1,177. Average Wkly. Wage-N.A.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Moderate.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Route 6 Plaza; Sturbridge Mall.

**Neighborhood Shopping Center**-Great H. Shpg. Ctr. on Maple Ave.

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Great H.(14) | NA | JCPenney, Radio Shack, Endicott-Johnson |

**13 - RETAIL OUTLETS: Department Stores**-Katz; Sears Catalog; Arts for Her; Arts for Him.

**Variety Store**-McCrory's.

**Chain Drug Stores**-Rea & Derick; Rite-Aid.

**Chain Food Supermarkets**-Giants; Dave's Super Duper.

**Other Chain Stores**-Arthur Treachers; McDonald's; Hallmark; Fashion Bug; Radio Shack; Video World.

**14 - NEWSPAPERS:** WAYNE INDEPENDENT (m-mon to fri) 8,229; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Sue Donohue, Adv. Sales Mgr., WAYNE INDEPENDENT, 220 8th St.; PO Box 122, Honesdale, PA 18431; Tel. (717) 253-3055.

**National Representative**-Landon Associates.

## HUNTINGDON-MOUNT UNION

**1 - LOCATION:** Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-6.

**3 - POPULATION:**

Corp. Boroughs 80 Cen. 10,143; E&P 89 Est. 9,791
  Huntingdon 80 Cen. 7,042; E&P 89 Est. 7,032
  Mount Union 80 Cen. 3,101; E&P 89 Est. 2,759
County 80 Cen. 42,578; E&P 89 Est. 43,269

**4 - HOUSEHOLDS:**

Boroughs 80 Cen. 3,976; E&P 89 Est. 3,907
  Huntingdon 80 Cen. 2,552; E&P 89 Est. 2,724
  Mount Union 80 Cen. 1,244; E&P 89 Est. 1,183
County 80 Cen. 14,459; E&P 89 Est. 16,039

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $156,227,000 |
| Savings & Loan | 2 | $2,740,000 |

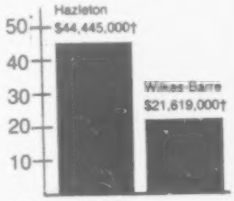
**6 - PASSENGER AUTOS:** County 21,774

**7 - ELECTRIC METERS:** Residence 8,275

**8 - GAS METERS:** Residence 2,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Brick 300; Glass 700; Garment

A Pennsylvania Advertising Fact



*millions of dollars
†*E&P Market Guide* 1989 estimate

For the 6th straight year HAZLETON, PA auto sales out-paced Wilkes-Barre. In '89 by a 2 to 1 margin.

Total Retail sales in HAZLETON, PA *increased* this year, exceeding $274,845,000.

Setting the Standard and Growing

Standard Speaker

21 North Wyoming Street
Hazleton, PA 18201
Call 717-455-3636

Represented by Landon Associates

(Circle No. 27 on Market Request Card)

940; Printing 475; Footwear 495; Electronics 500; Engraving & Mach. Prods. 100; Railroad & Utility 325; State Gov't 450; Sand-Stone 265; Wood Prods. 400.

**Principal Industrial Pay Days**-Textiles, Thur.; Brick Refractories, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66. First killing frost, Oct. 6; last killing frost, May 12.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-14 blocks on 5 streets, 7 units.

**Principal Shopping Days**-Fri., Sat., Thur.

**Stores Open Evenings**-Huntingdon, Fri.; Mount Union, Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Poser's, Miller's, Ames.

**Variety Stores**-McCrory.

**Chain Drug Stores**-Hilly's, Rite-Aid 2, Widmann's, Health Mart.

**Chain Supermarkets**-Weis 2, IGA 2, Riverside 2.

**Discount Stores**-Widmann's.

**Other Chain Stores**-Sears (catalog) 2, Western Auto 2, Sherwin-Williams, Wolf Furn., Claster's, Ace Hdwe.

**14 - NEWSPAPERS:** NEWS (e) 11,110, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Lenora M. Harris, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.

**National Representative**: Landon Associates.

## INDIANA

**1 - LOCATION:** Indiana County, E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

**2 - TRANSPORTATION: Railroads**-Conrail, B&O.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Fullington Trailways, Blue & White, Grove City.

**3 - POPULATION:**

Corp. City 80 Cen. 16,051; E&P 89 Est. 14,727
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 80 Cen. 92,644; E&P 89 Est. 89,231
City & RTZ-ABC: (80) 92,281

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,473; E&P 89 Est. 4,131
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 80 Cen. 29,998; E&P 89 Est. 32,891
City & RTZ-ABC: (80) 29,998

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 7 | $878,593,000 |
| Savings & Loan | 3 | $100,000,000 |

**6 - PASSENGER AUTOS:** County 43,109.

**7 - ELECTRIC METERS:** Residence 19,000.

**8 - GAS METERS:** Residence 7,700.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 5,200 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Mining Equip. 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 30 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($310); Utility 1,350 ($550).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1.

**11 - TAP WATER:** Slightly acidic for indiv. wells; medium pH for city water.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Philadelphia St.

**Shopping Centers**-Route 119 South, Wayne Ave. extension, Route 119 North-4th St.; Regency Mall, Indiana Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Rt. 286 S. | NA | David Weis |
| Riverside Mini Mall(3) | NA | Woolworth, Eckerd, Riverside |
| Regency Mall(23) | NA | Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills |
| Indiana Mall(59) | NA | K mart, Bon Ton, Sears, JCPenney |

**13 - RETAIL OUTLETS: Department Stores**-Brody Bros., Montgomery Ward, JCPenney, Hills, Sears, Bon Ton.

**Discount Stores**-Distributors, Hills, David Weis, Murphy Mart, K mart, Heck's.

**Variety Stores**-G.C. Murphy, Woolworth.

**Chain Drug Stores**-Thrift 3, Eckerd, Revco, CVS, Rite Aid 3.

**Chain Supermarkets**-Riverside 3, Shop & Save 2, Comet, Giant Eagle.

**Other Chain Stores**-Ben Franklin, Brown's Boot, Penn Furniture.

**14 - NEWSPAPERS:** INDIANA GAZETTE (e) 19,613, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joseph L. Geary, Adv. Mktg. Dir., INDIANA GAZETTE, 899 Water St., PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.

**National Representative**: Landon Associates.

## IRWIN

**1 - LOCATION:** Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area. 20 mi. SW of Pittsburgh, near junction of U.S. Hwys. 30 and I-76.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-10.

**Airlines**-USAir, American, Eastern, Nordair Ltd., Northwest, TWA, United (all at Pittsburgh).

**3 - POPULATION:**

Corp. City 80 Cen. 4,995; E&P 89 Est. 5,347
County 80 Cen. 393,078; E&P 89 Est. 387,991
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,163,046

**4 - HOUSEHOLDS:**

City 80 Cen. 2,201; E&P 89 Est. 2,461
County 80 Cen. 139,233; E&P 89 Est. 147,881
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 194,910.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg. Machine Tools, Elect. Equip., Mine Cars, Foundry and Castings, Farming.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall N.A.; Winter 20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Norwin(41) | NA | Thrift Drug, Foodland |
| Murphy's Mart | NA | Ames, K mart, Giant Eagle |
| Norwin Hills(20) | NA | Hills, Shop N Save |

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** STANDARD OBSERVER (e) 11,172, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.

**National Representative**: Landon Associates.

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**JERSEY SHORE**
**See LOCK HAVEN**

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**JIM THORPE**
**See LEHIGHTON**

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## JOHNSTOWN

**1 - LOCATION:** Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stonycreek and Little Conemaugh River. 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel, coal, regional health service center. Univ. of Pittsburgh at Johnstown.

**2 - TRANSPORTATION: Railroads**-Amtrak, Conrail, Conemaugh & Blacklick, Johnstown & Stoney Creek.

**Motor Freight Carriers**-10 local, 27 steel carriers, 23 general commodity carriers.

**Intercity Bus Lines**-Blue & White, Greyhound, Cambria Co. Transit, De Bolt, Somerset.

**Airlines**-USAir Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 35,496; E&P 89 Est. 25,535
CZ-ABC: (80) 100,456
RTZ-ABC: (80) 250,712
County 80 Cen. 183,263; E&P 89 Est. 158,962
MSA 80 Cen. 264,506; E&P 89 Est. 239,174
City & RTZ-ABC: (80) 351,168

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,211; E&P 89 Est. 10,712
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 80 Cen. 63,375; E&P 89 Est. 60,518
MSA 80 Cen. 91,924; E&P 89 Est. 86,221
City & RTZ-ABC: (80) 121,246

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $1,822,076,125 |
| Savings & Loan | 2 | $424,201,446 |

**6 - PASSENGER AUTOS:** County 85,610.

**7 - ELECTRIC METERS:** City Residence 12,391.

**8 - GAS METERS:** City Residence 12,062.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metalworking Industries 5,500 ($357); Mining 5,400 (N.A.); Apparel 3,200 ($187); Health Servs. 7,200 (N.A.).

**Principal Pay Days**-Thur., Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main, 2 on Market, 2 on Clinton, 2 on Washington; 2 1/2 miles on Rt. 56.

**Neighborhood Shopping Centers**-4 blocks on Central Ave., Moham; 3 on Fairfield Ave., Morrellville.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Geistown(11) | 3 | Ideal |
| Westmont(41) | 3 | Gee Bee, Jr. Cambria Hdwe. |
| Bel Air(4) | 3 | Value City, Wolf's, Today's Living |
| Richland(60) | 5 | Bi-Lo, Giant Eagle |
| Westwood(23) | 3 | U-Save, Hess |
| University Park(10) | 7 | JCPenney, Gee Bee, Hills, Phar-Mor, Rex TV |
| Richland Mall(105) | 7 | Sears, Hess, K mart, Riverside Mkt. |

**Principal Shopping Days**-Thur., Sun.

**Stores Open Evenings**-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Hess 2, Sears, JCPenney.

**Variety Stores**-Woolworth, McCrory.

**Chain Drug Stores**-Rite-Aid 2; Thrift 3; Eckerd; Rexall Group 4; Phar-Mor; Revco 2.

**Chain Supermarkets**-Giant Eagle 3; AG-Economy 9; Ideal Food 2; U-Save 6; Shop-N-Save 3; Riverside 12.

**Discount Stores**-Gee Bee; K mart; Hills; Value City.

**Other Chain Stores**-Auto: Gatlings, Goodyear; Shoes: Kinney, Thom McAn, Hanover, Pic-Way; Clothing: American Outfitters, Brooks, Burton's, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Fine's, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Musselman, Gordon's Jewelers; Furniture: Penn, Wolf.

**14 - NEWSPAPERS:** TRIBUNE-DEMOCRAT (m) 49,913; (S) 51,862; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jean Block, Natl. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048.

**National Representative**: Landon Associates.

## KANE

**1 - LOCATION:** McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; PA Hwy. 321; 66.

**2 - TRANSPORTATION: Railroads**-B&O; Chessie; Allegheny.

**Motor Freight Carriers**-2.

**Bus Lines**-Continental Trailways; Fullington Trailways.

**Airlines**-USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 4,916; E&P 89 Est. 4,285
County 80 Cen. 50,558; E&P 89 Est. 46,096

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 1,919; E&P 89 Est. 1,725
County 80 Cen. 18,294; E&P 89 Est. 16,873

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 21,046.

**7 - ELECTRIC METERS:** Residence 5,385.

**8 - GAS METERS:** Residence 2,575.

**9 - PRINCIPAL INDUSTRIES:** Elect. Components; Wood Prods.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Spring and well water; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at W end of Kane on Rt. 6.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Food-Wed., Thur., Fri.; General-Fri.

**13 - RETAIL OUTLETS: Variety Stores**-McCrory.

**Chain Drug Stores**-Widmann; Eckerd; Rite Aid.

**Chain Supermarkets**-Market Basket; Quality.

**14 - NEWSPAPERS:** REPUBLICAN (e) 3,100; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Kay Pearson, Adv. Dir.; Joseph C. Piccinillo, Gen. Mgr.; Richard Coleman, Ed., REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.

**National Representative**: Landon Associates.

## KITTANNING

**1 - LOCATION:** Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Conrail; Pittsburgh & Shawmut; B&O with 3 mi. connections via Pittsburgh & Shawmut; Chessie System.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Butler Motor Transit; Mid-County Transit Authority.

**3 - POPULATION:**

Corp. City 80 Cen. 5,432; E&P 89 Est. 4,592
CZ-ABC: (80) 18,552
RTZ-ABC: (80) 67,506
County 80 Cen. 77,776; E&P 89 Est. 75,758

City & RTZ-ABC: (80) 86,058

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,287; E&P 89 Est. 2,087
CZ-ABC: (80) 7,283
RTZ-ABC: (80) 23,785
County 80 Cen. 28,066; E&P 89 Est. 29,660
City & RTZ-ABC: (80) 31,068

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $353,000,000 |
| Savings & Loan | 3 | $252,583,000 |

**6 - PASSENGER AUTOS:** County 44,834

**7 - ELECTRIC METERS:** Residence 29,400

**8 - GAS METERS:** Residence 12,632

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 801; Coal Mining 1,200; Mushroom Mining 1,000; Arms. Co. Mem. Hospital 616; Arms. School Dist. 782.

**Principal Industrial Pay Days**-1st, 15th, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.

**Neighborhood Shopping Centers**-Ford City: 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center.

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Dept. Stores & Food-every night; Kittanning and Ford City-Fri. eve.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney (catalog); Sears (catalog).

**Discount Stores**-Jamesway; C. Murphy.

**Variety Store**-Ames.

**Chain Drug Stores**-Thrift.

**Chain Supermarkets**-Foodland; Shop 'N Save 2; Riverside.

**Other Chain Stores**-Rocket Markets; Sherwin-Williams; Radio Shack; Agway; JoAnn Fabrics; 84 Lumber; Fashion Bug; Payless Shoes; Montgomery Ward Auto.

**14 - NEWSPAPERS:** LEADER-TIMES (e) 10,902; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Daryl N. Neve, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.

**National Representative**: Thomson Newspapers.

## LANCASTER

**1 - LOCATION:** Lancaster County (MSA). E&P Map D-3. County Seat. Widely diversified manufacturing, tourist and agricultural area. College center 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.); U.S. Hwy. 283.

**2 - TRANSPORTATION: Railroads**-Amtrak (passenger); Conrail (freight).

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-23.

**Airlines**-Allegheny Commuter; Eastern Express/British Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 54,725; E&P 89 Est. 52,670
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 247,509
County/MSA 80 Cen. 363,928; E&P 89 Est. 409,075
City & RTZ-ABC: (80) 436,111

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 24,746; E&P 89 Est. 20,491
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 81,117
County/MSA 80 Cen. 123,864; E&P 89 Est. 154,627
City & RTZ-ABC: (80) 148,295

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | N.A. |
| Savings & Loan | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 223,758

**7 - ELECTRIC METERS:** County 180,410

**8 - GAS METERS:** County 32,153

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Durable Goods 35,300 ($422); Lumber & Furn. 3,100 ($360); Stone, Clay & Glass Prods. 2,200 ($430); Primary Metals 3,200 ($358); Fabricated Metal Prods. 7,200 ($436); Mach. & Electrical Equip. 10,800 ($455); Other Durable Goods 8,800 ($434); Food Prods. 6,900 ($370); Textiles 1,700 ($252); Apparel & Related Prods. 4,100 ($232); Printing & Pub. 6,600 ($431); Leather Prods. 300 ($171); Other Non-durable Goods 4,900 ($374); Contract Constr. 9,800 (N.A.); Trans. & Pub. Util. 7,200 (N.A.); Whol. & Ret. Trade 42,700 (N.A.); Fin., Ins., R.E. 6,800 (N.A.); Servs. 36,100 (N.A.); Gov't 15,800 (N.A.).

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Area**-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St. Downtown Stores 140.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Lancaster(32) | 2 | Weis, Provident Book, Peoples, Giant, Kinney |
| Wheatland(26) | 3 | Thrift Drug, Dollar General, Morgan & Mailman, Rebman's |
| Manor(30) | 2 | Weis, Cloth World, Radio Shack, Maxwell's, Kinney, Hit or Miss |
| Lincoln Plaza(22) | 3 | Weis, Peoples, Jamesway, Stauffer's |
| Bridgeport(6) | 2 | Save-A-Lot, Peoples, Weis |
| Park City(190) | 3 | Sears, Boscov's, Woolworth, Watt & Shand, Peoples, JCPenney |
| Parkview(22) | 3 | T.J. Maxx, Children's Palace, Phar-Mor, Herman's |
| K mart Plaza(20) | 2 | K mart, Rite Aid, Cash & Carry, Mill Store, Weis, Savemart |
| East Towne Mall(42) | 4 | Weis, Kinney, K mart, Radio Shack, Maxwell's, People's, Jamesway, Pearle Vision |
| Lancaster Outlet City(39) | 5 | Reading China & Glass, Manhattan Factory Outlet, Warnaco Knitwear |
| Willow Valley Square(24) | 4 | Willow Valley Farms IGA, Peoples |
| Stone Mill Plz.(12) | 2 | Giant, Rite Aid |

**Principal Shopping Days**-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.

**Stores Open Evenings**-Downtown-Fri.; Shopping Centers & Food-6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Watt & Shand 2; Sears; JCPenney; Maxwell's; Boscov's; Clover.

**Variety Stores**-Woolworth 2; McCrory.

**Discount Stores**-Nichols 2; K mart 4; Morgan & Mailman; Jamesway 3; Silo.

**Chain Drug Stores**-Peoples 16; Savemart; Thrift; Rite-Aid 3; White Shield; Phar-mor.

**Chain Supermarkets**-Acme; Weis 15; Save-A-Lot 2; IGA 8; Food Rite 2; Giant 5; Jay's.

**Other Chain Stores**-Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2; Shoes: Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe; Men's Clothing: Hamburgers, Fillings 2, Anderson-Little, Chess King, David Martin 2, Formal Affairs; Women's Apparel: Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Maxwell's 2, Marianne, Limited, Benetton, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter 2, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Encore; Catalog Stores: Jewelcor, S&H Green Stamps, Service Merchandise.

**14 - NEWSPAPERS:** INTELLIGENCER-JOURNAL (m) 43,731; NEW ERA (e) 55,067; NEWS (S) 103,100; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8811.

**National Representative**: None.

## LANSDALE

**1 - LOCATION:** Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

**2 - TRANSPORTATION: Motor Freight Carriers**-1.

**3 - POPULATION:**

Corp. City 80 Cen. 16,526; E&P 89 Est. 15,567
CZ-ABC: (80) 62,178
RTZ-ABC: (80) 64,821
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325
County 80 Cen. 645,157; E&P 89 Est. 709,552
City & RTZ-ABC: (80) 126,999

**4 - HOUSEHOLDS:**

City 80 Cen. 6,216; E&P 89 Est. 6,089
County 80 Cen. 223,290; E&P 89 Est. 265,314
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961
CZ-ABC: (80) 22,161
RTZ-ABC: (80) 21,444
City & RTZ-ABC: (80) 43,605

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 21 | $8,175,000,000 |
| Savings & Loan | 15 | $185,755,000 |

**6 - PASSENGER AUTOS:** County 457,950

**7 - ELECTRIC METERS:** Residence 6,000

**8 - GAS METERS:** Residence 4,503

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tile Mfg. 1,000; Elect. Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Elect. Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Elect. Laboratories 1,000; Steel Desks, Shelving, etc. 400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

**11 - TAP WATER:** Alkaline, hard, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Montgomery Mall(122) | NA | Macy's, JCPenney, Wanamaker, Sears |
| Hillcrest(14) | NA | |
| Pennwood Plz.(20) | NA | Stockade, Finnaren & Haley |
| South Broad(11) | NA | |
| Sumney Forge Sq.(15) | NA | Colonial Vlg. Meats, North Penn Drugs |
| Airport Sq.(15) | NA | K mart, Best, Toys 'R Us, Marshall's |
| 5 Points Plz. | NA | Weis, Bradlees, Builders Square, Thrift Drug |

**Neighborhood Shopping Centers**-S. Broad St. Hillcrest Shpg. Ctr., E. Main St.; English Vlg. Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg. Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz.; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shpg. Ctr.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Every evening, Sun.

**13 - RETAIL OUTLETS: Department Stores**-Clover; JCPenney; Wanamakers; Macy's; Sears; Marshall's.

**Variety Store**-Woolworth.

**Chain Drug Stores**-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.

**Discount Stores**-Jamesway; Clover; K mart 3; Ames; Bradlees.

**Chain Supermarkets**-Acme 3; Clemens 6; Genuardi's; Stop N Shop; Shop N Bag; Super Fresh; Weiss.

**Other Chain Stores**-Penn-Jersey Auto; Firestone; Levitz; Builder's Square; Toys 'R Us; Kids 'R Us; Stereo Discounters; Pep Boys; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chandlers; Zale's; Anderson-Little.

**14 - NEWSPAPERS:** THE REPORTER (e) 19,349; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rick Racchino, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.

**National Representatives**: Gannett National Newspaper Sales; Robert Hitchings; U.S. Suburban Press.

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**LANSFORD**
**See LEHIGHTON**

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## LATROBE

**1 - LOCATION:** Westmoreland County, (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

**2 - TRANSPORTATION: Motor Freight Carriers**-8.

**Intercity Bus Lines**-Westmoreland County Transit Authority.

**Airlines**-Westmoreland County Airport, Latrobe.

**3 - POPULATION:**

Corp. City 80 Cen. 10,799; E&P 89 Est. 9,896
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 80 Cen. 393,078; E&P 89 Est. 387,991
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046
City & RTZ-ABC: (80) 66,802

**4 - HOUSEHOLDS:**

City 80 Cen. 4,336; E&P 89 Est. 4,150
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 80 Cen. 139,233; E&P 89 Est. 147,881
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477
City & RTZ-ABC: (80) 23,407

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $250,000,000 |
| Savings & Loan | 3 | $75,000,000 |

**6 - PASSENGER AUTOS:** County 194,910

**7 - ELECTRIC METERS:** Residence 20,400

**8 - GAS METERS:** Residence 6,480

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 4,316; Commun. 313; Chem. 1,270; Constr. 991; Machine Tool & Die 716; Plastics 275; Trans. 250; Engineering & Related 47; Industrial related 528; Pattern Shops/Castings 275; Ceramics 363; Foams 310; Printing, Adv., Media 191.

**Principal Industrial Pay Days**-15th & 30th; 10th & 25th.

**10 - CLIMATE:** Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Latrobe Shpg. Plz.(36) | 3 | Foodland Mkt., Thrift Drug, K mart |
| Lincoln Road(10) Lincoln Ave. | NA | Shop 'N Save, Thrift Drug, Foodland Mkt., McCrory's |
| Unity | 3 | Giant Eagle, Revco |

**Principal Shopping Days**-Dept.-Thur., Sat.; Food daily until 10; Shopping Ctrs. until 9:30.

**13 - RETAIL OUTLETS: Discount Stores**-Keystone Candy; American Candy.

**Variety Stores**-G.C. Murphy.

**Chain Drug Stores**-Revco; Thrift.

**Chain Supermarkets**-Foodland; Shop'N Save; Red & White; Giant Eagle.

**Other Chain Stores**-Shoes. Evans, Mendler; Action Hdwe.; K mart; Jamesway; Weiss; Goodyear.

**14 - NEWSPAPERS:** BULLETIN (e) 9,180; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ken Seremet, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.

**National Representative**: Landon Associates.

## LEBANON

**1 - LOCATION:** Lebanon County, (In Harrisburg-Lebanon-Carlisle MSA), E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-29.

**Intercity Bus Lines**-Trailways; Colt.

**3 - POPULATION:**

Corp. City 80 Cen. 25,711; E&P 89 Est. 23,281
CZ-ABC: (80) 25,711
RTZ-ABC: (80) 82,871
County 80 Cen. 110,078; E&P 89 Est. 111,723
City & RTZ-ABC: (80) 108,582
MSA 80 Cen. 558,110; E&P 89 Est. 596,300

**4 - HOUSEHOLDS:**

City 80 Cen. 10,121; E&P 89 Est. 9,388
CZ-ABC: (80) 10,121
RTZ-ABC: (80) 27,812
County 80 Cen. 38,327; E&P 89 Est. 40,450
City & RTZ-ABC: (80) 37,933
MSA 80 Cen. 200,990; E&P 89 Est. 221,456

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $313,100,000 |

**6 - PASSENGER AUTOS:** County 63,935

**7 - ELECTRIC METERS:** Residence 12,100

**8 - GAS METERS:** Residence 4,830

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 3,400 ($345); Apparel-Textiles 3,250 ($215); Food Prods. 2,100 ($175); Chem.-Pharmaceuticals 1,200 ($265); Leather Prods. 1,100 ($180); Machine Industries 1,100 ($320).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lebanon Plz.(39) | 3 | Sears, JCPenney, Hess's |
| Lebanon Mall | 4 | Ames, Boscov's |
| Palmyra(23) | 10 | Weis |
| Plaza 422 | 2 | Giants, Hills |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Tues., Fri.; Shopping Centers every night and Sun. afternoon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Boscov's; Ames; Sears; Nicols; Hess's.

**Discount Stores**-Hill's; Nichols.

**Variety Store**-Woolworth.

**Chain Drug Stores**-People's; Rite Aid 2; Thrift; Revco.

**Chain Supermarkets**-Weis 2; Giant; Foodland.

**Other Chain Stores**-Firestone; Gordon's Jewelry; Ormond's; Waldenbooks; Radio Shack; Feel Fine; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

**14 - NEWSPAPERS:** NEWS (e) 24,792; (S) 24,536; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ray C. Sites, Adv. Mgr., NEWS, 718 Poplar Street, Lebanon, PA 17042; Tel. (717) 272-5611.

**National Representative**: Thomson Newspapers.

## LEHIGHTON-JIM THORPE-LANSFORD-PALMERTON

**1 - LOCATION:** Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

**2 - TRANSPORTATION: Intercity Bus Lines**-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

**3 - POPULATION:**

Corp. Cities 80 Cen. 21,010; E&P 89 Est. 20,203
Lehighton 80 Cen. 5,826; E&P 89 Est. 5,641
Jim Thorpe 80 Cen. 5,263; E&P 89 Est. 5,119
Lansford 80 Cen. 4,466; E&P 89 Est. 4,121
Palmerton 80 Cen. 5,455; E&P 89 Est. 5,322
MSA 80 Cen. 638,375; E&P 89 Est. 669,136
NDM-ABC: (80) 107,930
County 80 Cen. 53,297; E&P 89 Est. 54,729

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 18,079; E&P 89 Est. 8,187
Lehighton 80 Cen. 2,181; E&P 89 Est. 2,228
Jim Thorpe 80 Cen. 1,880; E&P 89 Est. 1,929
Lansford 80 Cen. 1,883; E&P 89 Est. 1,833
Palmerton 80 Cen. 2,135; E&P 89 Est. 2,197
County 80 Cen. 19,642; E&P 89 Est. 20,508
NDM-ABC: (80) 38,954
MSA 80 Cen. 230,764; E&P 89 Est. 248,686

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | $120,000,000 |

**6 - PASSENGER AUTOS:** County 32,783

**7 - ELECTRIC METERS:** Residence Est. 17,300

**8 - GAS METERS:** Residence Est. 5,000

**9 - PRINCIPAL INDUSTRIES:** Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Woodworking; Clothing & Textiles; Fur Proc.; Chem.; Furn.; Zinc Refinery; Truck Manufacturing & Refurbishing; Coal Mining.

**Principal Pay Days**-R.R. 15th & 30th; others on Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Shopping Center**-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza; Brodheadsville.

**Principal Shopping Days**-Tues., Fri., Sat.

**Stores Open Evenings**-Fri., Sat. some Tues., Thur. & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bright's; Segel's; Jamesway; Bosco's.

**Variety Stores**-Newberry's; Spillanes.

**Discount Stores**-Lane; Mahoning Mart; K mart.

**Chain Supermarkets**-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.

**Other Chain Stores**-G.C. Murphy; Surefine Prods.; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

**14 - NEWSPAPERS:** TIMES NEWS (e) 16,907; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Reese, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.

**National Representative**: Landon Associates.

## LEVITTOWN-BRISTOL-LANGHORNE

**1 - LOCATION:** Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. Hwys. 1 and 13.

**2 - TRANSPORTATION: Railroads**-Conrail; Reading; Amtrak; Septa.

**Motor Freight Carriers**-21.

**Intercity Bus Lines**-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.

**Airlines**-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

**3 - POPULATION:**

Corp. Cities 80 Cen. 66,738; E&P 89 Est. 76,290
Levittown 80 Cen. 54,174; E&P 89 Est. 63,642
Bristol 80 Cen. 10,867; E&P 89 Est. 9,923
Langhorne 80 Cen. 1,697; E&P 89 Est. 2,725
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,430
County 80 Cen. 481,061; E&P 89 Est. 558,535
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325
City & RTZ-ABC: (80) 306,153

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 20,820; E&P 89 Est. 27,348
Levittown 80 Cen. 16,245; E&P 89 Est. 22,729
Bristol 80 Cen. 4,033; E&P 89 Est. 3,739
Langhorne 80 Cen. 542; E&P 89 Est. 880
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 80 Cen. 156,648; E&P 89 Est. 226,935
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961
City & RTZ-ABC: (80) 99,710

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 4 | N.A. |
| Savings & Loan | 16 | N.A. |
| Commercial | 20 | N.A. |

**6 - PASSENGER AUTOS:** County 317,875

**7 - ELECTRIC METERS:** Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Machine Shops; Metals; Plastics & Chems.; Corrugated & Parchment; Steel; Constr.; Fabrics; Food; Concrete; Explosives; Hdwe.; Electrical; Trucking; Trans.; Detergents; Lumber; Adhesives.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne; Neshaminy Mall, Cornwells Heights; Franklin Mills, Village of Newtown; Crossroads Plaza.

**Neighborhood Shopping Centers**-Levittown, Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton, Pennsbury Plaza, Bucks County Mall, Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopping Ctr., Woodhaven Mall; Richboro: (Cornwells Heights), Richboro Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairless Hills | 2 | Super Fresh, CVS Phcy., Caldor, Channel |
| Falls(6) | 3 | Best, Clover, Acme |
| Country Club(25) | 6 | Goodyear, Bradlees, Marshalls |
| Morrisville(25) | 6 | Acme |
| Leeper Village | 2 | Buckley Hdwe. |
| Croydon | 7 | Acme |
| Richboro Plz. | 15 | Great Scot, Shop 'N Bag, Thrift Drug |
| Southampton | 14 | Great Scot, Acme |
| Feasterville(20) | 12 | Clover, Channel |
| Neshaminy Mall (100) | 12 | Woolworth, Sears, Strawbridge & Clothier, Pomeroy's |
| Levittown(60) | 1 | Woolworth, Thriftway, Pomeroy's |
| Oxford Valley (140) | 4 | Macy's, Stern's, Acme, Woolworth, JCPenney, Builders Sq., John Wanamaker, T.J. Maxx |

**Principal Shopping Days**-Mon., Thur., Sun.

**Stores Open Evenings**-Mon., Thur., Fri.; Food nightly & Sun.

**13 - RETAIL OUTLETS: Department Stores**-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Macy's.

**Discount Stores**-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Bradlee's; Jamesway 2; Caldor.

**Variety Stores**-Woolworth 3; McCrory 2.

**Chain Drug Stores**-York 2; Thrift 7; Rite Aid 2; CVS 2; Drug Emporium; Rx Place; Phar-Mor.

**Chain Supermarkets**-Acme 11; Super Fresh 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Gervardi.

**Convenience Food Stores**-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; Clemens; 32 others.

**Other Chain Stores**-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer; Lafayette; Radio Shack.

**14 - NEWSPAPERS:** BUCKS COUNTY COURIER TIMES (m-mon to fri) 64,317; (S) 71,606; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Scnalk, Natl. Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 949-4150.

**National Representatives**: Sawyer-Ferguson-Walker; Robert Hitchings & Co.

## LEWISBURG

**1 - LOCATION:** Union County, E&P Map D-2. County Seat.

**2 - TRANSPORTATION:** N.A.

**3 - POPULATION:**

Corp. City 80 Cen. 5,407; E&P 89 Est. 5,180
County 80 Cen. 32,924; E&P 89 Est. 37,072

**4 - HOUSEHOLDS:**

City 80 Cen. N.A.; E&P 89 Est. 1,686
County 80 Cen. 10,043; E&P 89 Est. 12,437

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | NA | N.A. |
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** County 17,613

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Farming.

**10 - CLIMATE:** Av. Temp.-Summer 85; Winter 28.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames Plz.(12) | 2 | Ames |
| Plaza 15 Mall(18) | NA | Murphy's Mart, Acme Supermkt. |

**13 - RETAIL OUTLETS: Chain Drug Stores**-Rea & Derrick.

**Chain Supermarkets**-A&P; Weis.

**14 - NEWSPAPERS:** DAILY JOURNAL (m-mon to fri) 2,097; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Virginia Tompkins, Man. Ed. or Kathy Rising, Adv. Mgr., JOURNAL, 27 S. 5th St., Lewisburg, PA 17837; Tel. (717) 523-1268.

**National Representative**. None.

## LEWISTOWN

**1 - LOCATION:** Mifflin County, E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Intercity Bus Lines**-Greyhound.

**Motor Freight Carriers**-6.

**Airlines**-New local airport with 32,000 ft. paved runway.

**3 - POPULATION:**

Corp. City 80 Cen. 9,830; E&P 89 Est. 8,982

CZ-ABC: (80) 15,471

RTZ-ABC: (80) 51,649

County 80 Cen. 47,009; E&P 89 Est. 46,742

City & RTZ-ABC: (80) 67,120

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,322; E&P 89 Est. 4,118

CZ-ABC. (80) 6,358

RTZ-ABC: (80) 17,525

County 80 Cen. 16,813; E&P 89 Est. 17,630

City & RTZ-ABC: (80) 23,883

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $162,000,000 |
| Savings & Loan | 2 | $41,000,000 |

**6 - PASSENGER AUTOS:** County 21,636

**7 - ELECTRIC METERS:** County Residence 15,203

**8 - GAS METERS:** City Residence 1,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717 (N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Nearby Shopping Centers**-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Fashion Bug, Radio Shack, JCPenney.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.; some Sat.

**13 - RETAIL OUTLETS: Department Stores**-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney.

**Variety Stores**-McCrory; G.C. Murphy.

**Chain Drug Stores**-People's 2; Rite Aid; Thrift Drug.

**Discount Stores**-Jamesway 2.

**Chain Supermarkets**-Giant 2; Weis.

**Other Chain Stores**-Glick; Diana; Arlene; Sears (catalog); Wolf.

**14 - NEWSPAPERS:** SENTINEL (e) 13,760; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dennis J. Sheely, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741.

**National Representative**: Landon Associates.

## LOCK HAVEN-JERSEY SHORE

**1 - LOCATION:** Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Philadelphia; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

**2 - TRANSPORTATION: Motor Freight Carriers**-6.

**Intercity Bus Lines**-Continental Trailways; New York & Cleveland.

**3 - POPULATION:**

Corp. Cities 80 Cen. 14,248; E&P 89 Est. 12 462
  Lock Haven 80 Cen. 9,617; E&P 89 Est. 8,377
  Jersey Shore 80 Cen. 4,631; E&P 89 Est. 4,085
CZ-ABC: (80) 15,467
RTZ-ABC: (80) 23,504
Counties 80 Cen. 157,645; E&P 89 Est. 156,773
  Clinton 80 Cen. 39,090; E&P 89 Est. 38,084
  Lycoming/MSA 80 Cen. 118,555; E&P 89 Est. 116,250
City & RTZ-ABC: (81) 38,971

**4 - HOUSEHOLDS:**

Cities 80 Cen. 4,947; E&P 89 Est. 4,530
  Lock Haven 80 Cen. 3,261; E&P 89 Est. 2,968
  Jersey Shore 80 Cen. 1,686; E&P 89 Est. 1,562
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Counties 80 Cen. 55,631; E&P 89 Est. 57,156
  Clinton 80 Cen. 13,534; E&P 89 Est. 13,967
  Lycoming/MSA 80 Cen. 42,097; E&P 89 Est. 43,189
City & RTZ-ABC: (80) 13,534

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $242,066,792 |
| Savings & Loan | 1 | $41,113,926 |

**6 - PASSENGER AUTOS:** Counties: Clinton 16,968; Lycoming 61,301

**7 - ELECTRIC METERS:** Residence 3,800

**8 - GAS METERS:** Residence 1,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prods. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Mach. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoewear 110 ($175).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.

**Neighborhood Shopping Centers**-One block at Mill Hall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mill Hall | 3 | Roming's |
| Ames | NA | Thrift Drug, Sears |
| Clinton Plaza | NA | Acme, K mart, Rea & Derick |
| Plaza Mall(15) | 30 | Gee Bee, Nichols |
| Lycoming Mall(40) | 36 | Sears, Hess |
| Nittany Mall(42) | 30 | Sears, Hess |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Most Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 2; Sears.

**Discount Stores**-K mart; Ames.

**Variety Stores**-Woolworth; Newberry 2.

**Chain Drug Stores**-Widmann & Revco; Rea & Derick.

**Chain Supermarkets**-Weis 3; IGA; Acme.

**Other Chain Stores**-Wolf; Regal & Blum; Agway; Firestone; Clasters.

**14 - NEWSPAPERS:** EXPRESS (e) 10,945; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.

**National Representative**: Thomson Newspapers.

### MAHANOY CITY

See SHENANDOAH

## McKEESPORT-DUQUESNE-CLAIRTON

**1 - LOCATION:** Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwys. 48 and 148.

**2 - TRANSPORTATION: Railroads**-B&O; C&O; P&LE.

**Motor Freight**-Daily pickup and delivery.

**Intercity Bus Lines**-Greyhound; Port Authority of Allegheny County.

**Airlines**-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair.

**3 - POPULATION:**

Corp. Cities 80 Cen. 53,294; E&P 89 Est. 50,259
  McKeesport 80 Cen. 31,012; E&P 89 Est. 29,185
  Duquesne 80 Cen. 10,094; E&P 89 Est. 9,646
  Clairton 80 Cen. 12,188; E&P 89 Est. 11,428
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,856
County 80 Cen. 1,448,332; E&P 89 Est. 1,418,752
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046
City & RTZ-ABC: (80) 226,453

**4 - HOUSEHOLDS:**

Cities 80 Cen. 21,179; E&P 89 Est. 20,852
  McKeesport 80 Cen. 12,321; E&P 89 Est. 12,160
  Duquesne 80 Cen. 4,069; E&P 89 Est. 3,983
  Clairton 80 Cen. 4,789; E&P 89 Est. 4,709
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 80 Cen. 540,547; E&P 89 Est. 509,119
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477
City & RTZ-ABC: (80) 82,873

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $5,500,000,000 |
| Savings & Loan | 6 | $225,000,000 |

**6 - PASSENGER AUTOS:** County 678,902

**7 - ELECTRIC METERS:** Residence 22,073

**8 - GAS METERS:** Residence 16,583

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe Fabrication 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Constr. 2,380 (N.A.); Tool and Die 830 (N.A.).

**Principal Industrial Pay Days**-Tues., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-all blocks on Fifth Ave.; 4 on Walnut St.

**Neighborhood Shopping Centers**-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley Center; Irwin: Norwin Center; Pleasant Hills: Southland Center; Duquesne: Hilltop Center; Norwin Hills: Ames; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro: Century III Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastland Plz.(6) | NA | Foodland |
| Olympia(38) | NA | Shop 'N Save, Zayre, Murphy's |
| Rainbow Garden(18) | NA | Thrift Drug, Maraccini's |
| Rt. 30 Plz.(12) | NA | K mart, Revco |
| Southland(47) | NA | Shop & Save |
| Builder's Sq.(25) | NA | Builder's Square, Foodland |
| Century III(200) | NA | JCPenney, Sears, Kaufmann's, Horne's, Gimbels |
| Hills Plz. | NA | Hills |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Department Stores, Mon., Thur., Sat.; Food, every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Helmstadter Bros.; Kaufmann's; Sears; Horne's.

**Variety Stores**-Woolworth; Hills.

**Discount Stores**-Kelly & Cohen; K mart; Zayre; Ames.

**Chain Drug Stores**-Revco; Thrift Drug 10.

**Chain Supermarkets**-Giant Eagle 6; Foodland 7; Shop 'N Save 5; Marraccini 3; Super Dollar 2.

**Other Chain Stores**-Goodrich; Firestone; Goodyear.

**14 - NEWSPAPERS:** NEWS (e) 28,699; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: D.M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.

**National Representative**: Landon Associates.

## MEADVILLE

**1 - LOCATION:** Crawford County, E&P Map A-1, County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 6, 19, 322; State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland; 40 mi. S of Erie.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-CATA; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 15,544; E&P 89 Est. 14,120
CZ-ABC: (80) 22,336
RTZ-ABC: (80) 48,761
County 80 Cen. 89,087; E&P 89 Est. 88,143
City & RTZ-ABC: (80) 71,097

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,972; E&P 89 Est. 5,622
CZ-ABC: (80) 8,315
RTZ-ABC: (80) 16,550
County 80 Cen. 30,960; E&P 89 Est. 32,816
City & RTZ-ABC: (80) 24,865

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $2,826,397,000 |
| Savings & Loan | 4 | $789,014,956 |

**6 - PASSENGER AUTOS:** County 39,569

**7 - ELECTRIC METERS:** Residence 20,878

**8 - GAS METERS:** Residence 15,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Meadville Mall (31) | NA | K mart, Mont. Ward, Thorne's |
| Park Ave. Plz. (26) | NA | Carlisle's, Gee Bee, Dollar Bargain, Valu Home Center |

| | | |
|---|---|---|
| Downtown Mall(14) | NA | Riverside, Big Wheel, Weldon's, Rite Aid |
| Saegertown Plz. (5) | NA | Super Duper |
| Penn-Plz.(7) | NA | County Market |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Wolff's; JCPenney; Carlisle's.

**Variety Stores**-Dahlkempers.

**Discount Stores**-Gee Bee; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.

**Chain Drug Stores**-Eckerd; Thrift; Rite Aid; CVS.

**Chain Supermarkets**-Golden Dawn; Riverside; Quality Mkt.; County Market; Thorne.

**Other Chain Stores**-Firestone; Goodyear; Wickes Lumber; Radio Shack; 84 Lumber; Valu Home Center.

**14 - NEWSPAPERS:** TRIBUNE (m) 16,197; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Linda L. Seiver, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.

**National Representative**: Thomson Newspapers.

## MILTON

**1 - LOCATION:** Northumberland County. E&P Map D-2. On W branch of the Susquehanna River, 19 mi. S of Williamsport.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 6,730; E&P 89 Est. 6,144

County 80 Cen. 100,266; E&P 89 Est. 99,054

**4 - HOUSEHOLDS:**

City 80 Cen. 2,628; E&P 89 Est. 2,500

County 80 Cen. 37,846; E&P 89 Est. 35,631

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $1,567,237,000 |
| Savings & Loan | 2 | $33,225,000 |

**6 - PASSENGER AUTOS:** County 49,993

**7 - ELECTRIC METERS:** Residence 3,374

**8 - GAS METERS:** 2,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Proc. 1,400 ($280); Textiles 180 ($240); Furn. 900 ($280); Shoes 575 ($180).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

**11 - TAP WATER:** Acid, very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sunbury Plz.(18) | 14 | Acme, Mont. Ward, Zayre, McCrory |
| Plaza(15) | 5 | Acme, Super Saver, Murphy's Mart |
| Susquehanna Valley Mall(70) | 18 | Boscov's, Bon-Ton, JCPenney |
| Lycoming Valley(94) | 16 | Hess, Gee Bee, Rea & Derick, Sears, Bon Ton |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping Centers daily.

**13 - RETAIL OUTLETS: Department Stores**-Famous.

**Variety Stores**-Newberry.

**Discount Stores**-Plaza Discount; K mart.

**Chain Drug Stores**-Rea & Derick; Rite Aid.

**Chain Supermarkets**-Acme; Weis; Riverside Markets.

**Other Chain Stores**-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

**14 - NEWSPAPERS:** STANDARD (e) 4,052; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Kathy Rising, Adv. Mgr., STANDARD, 19 Arch St.; P.O Box 259; Milton, PA 17847-0259; Tel. (717) 742-9671.

**National Representative**: Landon Associates.

## MONESSEN-CHARLEROI-DONORA

**1 - LOCATION:** Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

**2 - TRANSPORTATION: Railroads**-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-88 Transit Lines; Greater Charleroi; Hilltop; Mid Mon Valley Transit Authority.

**3 - POPULATION:**

Corp. Cities 80 Cen. 25,169; E&P 89 Est. 21,027

Monessen 80 Cen. 11,928; E&P 89 Est. 10,132

Charleroi 80 Cen. 5,717; E&P 89 Est. 4,701

Donora 80 Cen. 7,524; E&P 89 Est. 6,194

CZ-ABC: (80) 26,929

RTZ-ABC: (80) 46,641

PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046

Counties 80 Cen. 610,698; E&P 89 Est. 597,100

Washington 80 Cen. 216,820; E&P 89 Est. 209,109

Westmoreland 80 Cen. 393,078; E&P 89 Est. 387,991

City & RTZ-ABC: (80) 73,570

**4 - HOUSEHOLDS:**

Cities 80 Cen. 10,178; E&P 89 Est. 8,865

Monessen 80 Cen. 4,715; E&P 89 Est. 4,183

Charleroi 80 Cen. 2,552; E&P 89 Est. 2,186

Donora 80 Cen. 2,911; E&P 89 Est. 2,496

CZ-ABC: (80) 10,886

RTZ-ABC: (80) 17,127

PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

Counties 80 Cen. 216,266; E&P 89 Est. 226,325

Washington 80 Cen. 77,033; E&P 89 Est. 78,444

Westmoreland 80 Cen. 139,233; E&P 89 Est. 147,881

City & RTZ-ABC: (80) 28,013

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $261,928,000 |
| Savings & Loan | 3 | $147,421,000 |
| Credit Unions | 9 | $21,913,000 |

**6 - PASSENGER AUTOS:** Counties: Westmoreland 194,910; Washington 107,302

**7 - ELECTRIC METERS:** Residence 15,706

**8 - GAS METERS:** Residence 11,802

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,700 ($563); Iron Steel Foundries 2,000 ($362); Fab. Metal Prods., 3,000 ($376); Non-electric Mach. & Trans Equip. 7,100 ($620); Food & Kindred Prods., 4,900 ($370); Textile Mill Prods., 3,600 ($290); Knitting Mills 2,400 ($267); Apparel & Other Textile Prod. 3,100 ($248); Women's & Misses Outerwear 800 ($248); Paper & Allied Prods. 1,500 ($568); Petroleum, Rubber & Misc. Plastic Prods. 2,100 ($389); Leather & Leather Prods. 1,000 ($374).

**10 - CLIMATE:** Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi: Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.

**Neighborhood Shopping Centers**-Monessen: Eastgate, Park Plan, Grand Blvd.; Charleroi: Chamber Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| TriCounty(20) | 3 | Radio Shack, Hills, Revco, Murphy's, Giants Eagle |
| K mart Plaza | 3 | Foodland, Thrift, K mart |
| Rostraver | 8 | Foodland |
| Mon-Valley Plaza(13) | 2 | Giant Eagle, Valumart |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Monessen-Fri.; Charleroi-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Fisher's Big Wheel; Eisenberg's.

**Discount Stores**-Health Mart 4; Army & Navy; Atlas; K mart; VSCI; Labels for Less; Fashion Factory; Toy City; Gabriel's; Bargain World.

**Variety Stores**-G.C. Murphy; Valumart; McCrory's 2; Family Dollar.

**Chain Drug Stores**-Thrift; Revco; Health Mart 3; Rite Aid.

**Chain Supermarkets**-Foodland 3; IGA 2; Shop & Save 3; Uni Mart; Giant Eagle 3.

**Other Chain Stores**-Sherwin-Williams; Radio Shack; Pic Way; 84 Lumber; JoAnn Fabric; Pearle Vision; Payless Shoes; Rag Shop; Fantastic Sams; Fashion Bug.

**14 - NEWSPAPERS:** VALLEY INDEPENDENT (e) 17,762; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John J. Bennati, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.

**National Representative**: Thomson Newspapers.

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### MOUNT CARMEL

**See SHAMOKIN**

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### MOUNT UNION

**See HUNTINGDON**

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## NEW CASTLE

**1 - LOCATION:** Lawrence County. E&P Map A-2. County Seat in W part of PA. On U.S. Hwys. 422, 224; State Hwys. 18, 88, 108, 168.

**2 - TRANSPORTATION: Railroads**-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).

**Motor Freight Carriers**-11.

**City Owned Intercity Bus Lines**-Central Greyhound; Grove City.

**3 - POPULATION:**

Corp. City 80 Cen. 33,621; E&P 89 Est. 27,712

CZ-ABC: (80) 39,525

RTZ-ABC: (80) 68,420

County 80 Cen. 107,362; E&P 89 Est. 101,278

City & RTZ-ABC: (80) 107,945

**4 - HOUSEHOLDS:**

City 80 Cen. 12,581; E&P 89 Est. 10,835

CZ-ABC: (80) 14,638

RTZ-ABC: (80) 23,155

County 80 Cen. 37,501; E&P 89 Est. 36,612

City & RTZ-ABC: (80) 37,793

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $884,838,484 |
| Savings & Loan | 2 | $319,802,157 |

**6 - PASSENGER AUTOS:** County 53,319

**7 - ELECTRIC METERS:** 37,433

**8 - GAS METERS:** 23,630

**9 - PRINCIPAL INDUSTRIES:** industry, No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.

**Neighborhood Shopping Centers**-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N., 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N., 3 mi. beyond city limits.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lawrence Vlg.(30) | 4 | Radio Shack, Rocky's, K mart, Stambaugh's |
| Westgate Plz.(14) | 4 | Brooks, A&M Supermkt., Treasure Island |
| Call's Plz.(8) | 2 | Thrift Drug, Ralph's |
| Towne Mall(31) | 1 | Thrift Drug, Sears |
| Neshannock Plz.(8) | NA | Union Prescription, Betty's Bridal |
| North City Plz.(21) | 2 | Radio Shack, K mart, Joseph's, Revco |
| Union Plz.(8) | 4 | Spiegels |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Troutman's; Sears.

**Discount Stores**-Fisher's Big Wheel 2; Treasure Island; K mart 2.

**Variety Store**-G.C. Murphy.

**Chain Drug Stores**-Brooks; Thrift 2; Revco 3; Medical Center Phcy.; Rite Aid.

**Chain Supermarkets**-A&M; Joseph's; Tic Toc 2; Ralph's; Valu King 2; Rocky's 2.

**14 - NEWSPAPERS:** NEWS (e) 20,578; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David C. Jones, Adv. Dir., NEWS, 27-35 N. Mercer St.; PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.

**National Representative**: Landon Associates.

## NEW KENSINGTON-TARENTUM

**1 - LOCATION:** New Kensington in Westmoreland County; Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Tpke.

**2 - TRANSPORTATION: Railroads**-Conrail; Conemaugh & West Penn Branches.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Port Authority Transit.

**3 - POPULATION:**

Corp. Cities 80 Cen. 24,079; E&P 89 Est. 21,961

New Kensington 80 Cen. 17,660; E&P 89 Est. 15,748

Tarentum 80 Cen. 6,419; E&P 89 Est. 6,213

NDM-ABC: (80) 178,306

Counties 80 Cen. 1,841,410; E&P 89 Est. 1,806,743

Allegheny 80 Cen. 1,448,332; E&P 89 Est. 1,418,752

Westmoreland 80 Cen. 393,078; E&P 89 Est. 387,991

PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046

**4 - HOUSEHOLDS:**

Cities 80 Cen. 9,731; E&P 89 Est. 9,279

New Kensington 80 Cen. 7,147; E&P 89 Est. 6,656

Tarentum 80 Cen. 2,584; E&P 89 Est. 2,623

Counties 80 Cen. 679,780; E&P 89 Est. 657,000

Allegheny 80 Cen. 540,547; E&P 89 Est. 509,119

Westmoreland 80 Cen. 139,233; E&P 89 Est. 147,881

NDM-ABC: (80) 64,566

PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 25 | $697,800,000 |

| | | |
|---|---|---|
| Savings & Loan | 9 | $332,500,000 |

**6 - PASSENGER AUTOS:** Counties: Allegheny 678,902; Westmoreland 194,910

**7 - ELECTRIC METERS:** Residence 31,693

**8 - GAS METERS:** Residence 27,342

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aluminum Fabrication N.A.; Technical 293; Glass Prods. 763; Paint Prods. 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prods. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Distributors 189.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Downtown-New Kensington (13 blocks plus discount center); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).

**Neighborhood Centers**-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hillcrest(30) | NA | Hills |
| Heights Plz.(56) | NA | Joseph Horne Co. |
| Highlands Mall(25) | NA | Gee Bee |
| Kiskipark Plz.(15) | NA | Ben Franklin |
| Riverview Plz.(13) | NA | K mart |
| Allegheny Plz.(10) | NA | Fisher's Big Wheel |
| Apollo Plz.(10) | NA | |
| Cheswick(13) | NA | |
| Leechburg Plz. | NA | K mart |
| Harmar Plz. | NA | Murphy's Mart |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-All Major and Discount Stores; Food Stores.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.

**Discount Stores**-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.

**Variety Stores**-G.C. Murphy; Ben Franklin.

**Chain Drug Stores**-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.

**Chain Supermarkets**-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; IGA 3.

**Other Chain Stores**-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin-Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

**14 - NEWSPAPERS:** VALLEY NEWS DISPATCH (e) 38,773; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George Scott, Ret. & Natl. Adv. Mgr., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.

**National Representatives**: Gannett National Newspaper Sales; U.S. Suburban Press.

## NORRISTOWN

**1 - LOCATION:** Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3. County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422, 202; State Hwys. 23, 73, 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of PA Turnpike.

**2 - TRANSPORTATION: Railroads**-Reading; Philadelphia Western.

**Motor Freight Carriers**-13.

**Intercity Bus Lines**-SEPTA; Trailways; Greyhound; North Penn.

**3 - POPULATION:**

Corp. City 80 Cen. 34,684; E&P 89 Est. 33,093

NDM-ABC: (80) 194,895

County 80 Cen. 645,157; E&P 89 Est. 709,552

PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 12,343; E&P 89 Est. 12,248

NDM-ABC: (80) 65,946

County 80 Cen. 223,290; E&P 89 Est. 265,314

PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 24 | $1,320,176,000 |
| Savings | 5 | $42,720,000 |
| Savings & Loan | 15 | $1,440,520,000 |

**6 - PASSENGER AUTOS:** County 457,950

**7 - ELECTRIC METERS:** Residence 14,322

**8 - GAS METERS:** Residence 7,800

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chem. 7,240; Metal Industries 13,274; Whol. Trade 12,172; Business of Repair 8,919; Ins., Real Estate & Fin. 11,072; Constr. 12,964; Mach. Equip. & Supplies 21,114.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 20-80; Winter 10-50. First killing frost, Oct. 10; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Logan Sq.(35) | 1 | Ports of the World, Rite Aid |
| Plymouth Sq.(22) | 2 | Woolworth, Super Fresh, Thrift Drug |
| Valley Forge(55) | 2 | Marshall's, Thriftway Foods, Big Marty's |
| Norriton Sq.(17) | 2 | Shop-Rite, Silo, Dee's Appliance |
| Park Ridge(20) | 3 | Thriftway, Zummo's |
| Sandy Hill(9) | 2 | Genuardi's |
| King of Prussia (152) | 4 | Stern's, Wanamaker, Acme, Woolworth, JCPenney, Sears, Bloomingdale's, Macy's |
| Swede Sq.(24) | 2 | Genuardi's, Channel's |
| Plymouth Mall(116) | 6 | Hess, Woolworth, Strawbridge & Clothier |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Fri.; Food-every evening except Sat.; Shopping Centers-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; John Wanamaker; Strawbridge & Clothier; Macy's; Bloomingdale's; Hess.

**Discount Stores**-K mart; Clover; Silo's; Dee's Appliance.

**Variety Stores**-Woolworth 3; Berlin Spillane 4.

**Chain Drug Stores**-Rite Aid 2; Thrift Drugs 4; Drug Emporium.

**Chain Supermarkets**-Acme 4; Super Fresh 3; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite.

**Other Chain Stores**-Channel; Grossmans.

**14 - NEWSPAPERS:** TIMES-HERALD (e) 29,789; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Gehringer, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-2500.

**National Representatives**: Landon Associates; Robert Hitchings & Co.

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**OIL CITY**
**See FRANKLIN**

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**PALMERTON**
**See LEHIGHTON**

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## PHILADELPHIA

**1 - LOCATION:** Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 8-County Primary Market hub of over 4.8 million people. 90 mi. from N.Y. City; 135 mi. from Washington, D.C. In SE PA. on Delaware River; 88 nautical mi. from Atlantic Ocean.

**2 - TRANSPORTATION: Railroads**-Chessie System; Conrail; Amtrak.

**Motor Freight Carriers**-100.

**Steamship lines, agents and companies**-94.

**Freight Steamship Lines**-28.

**Intercity Bus Lines**-SEPTA; Red Arrow; 20 smaller bus companies.

**Airlines**-17; Air Freight-13.

**3 - POPULATION:**

Corp. City/County 80 Cen. 1,688,210; E&P 89 Est. 1,549,738

NDM-ABC: (80) 1,688,210

Bal. in NDM-ABC: (80) 3,028,349

PMSA 80 Cen. 4,716,818; E&P 89 Est. 4,880,325

Total NDM-ABC: (80) 4,716,559

**4 - HOUSEHOLDS:**

City/County 80 Cen. 619,781; E&P 89 Est. 549,522

NDM-ABC: (80) 619,781

Bal. in NDM-ABC: (80) 1,019,549

PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

Total NDM-ABC: (80) 1,639,330

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 35 | $174,692,000,000 |

**6 - PASSENGER AUTOS:** County 508,031

**7 - ELECTRIC METERS:** 1,400,000

**8 - GAS METERS:** 1,500,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fab. Metal Prods. 28,400; Mach., Elect., & Electronic Equip. 76,400; Trans. Equip. 25,300; Apparel & Other Textile Prods. 25,200; Printing & Pub. 39,800; Chem. & Allied Prods. 36,800; Contract Constr. 107,400; Trans. & Public Util. 99,700; Whol. Trade 138,300; Ret. Trade 368,800; Fin., Ins. & R.E. 162,300; Service 614,900; Gov't 303,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

**11 - TAP WATER:** Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

**12 - RETAILING: Principal Shopping Center**-Philadelphia Central Business District-Market Street to South Street between Front and 24th Streets (includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).

**Major Regional Shopping Centers**-(Philadelphia County) Roosevelt Mall; Franklin Mills; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Sq.; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall, Cedarbrook Mall, Cheltenham Sq., Suburban Sq., Wynnewood Ctr., Abington/Jenkintown, Willow Grove Pk.; (Burlington County) Moorestown Mall, Burlington Ctr.; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.

**Principal Shopping Days**-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.

**Stores Open Evenings**-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

**13 - RETAIL OUTLETS: Department Stores**-Bloomingdale's (2 in suburbs); Hess (3 in suburbs); Macy's (6 in suburbs); JCPenney 11 (1 in Phila., 10 in suburbs); Pomeroy's (2 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Stern's (1 in Phila., 1 in suburbs); Strawbridge & Clothier, 11 (1 in Phila., 10 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).

**Chain Specialty Stores**-B. Altman; Bonwit Teller; Lord & Taylor; Saks Fifth Avenue.

**Major General Merchandise Stores**-Clover; K mart; Bradlees; Caldor; Jamesway; Ames; Ports of the World.

**Variety Stores**-McCrory; Kress; Murphy's Mart; Newberry; Valu Stores; Woolworth.

**Chain Drug Stores**-Brooks; CVS; Drug Emporium; Drug Fair; Eckerd; Gene's; Medic-Fair; Peoples; Rite Aid; Thrift; Rexall.

**Chain Supermarkets**-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; IGA; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop-Rite; Super Fresh; Thriftway; Wawa.

**Other Chain Stores**-Women's Apparel: Cameo Stores, Deb Shops, Dress Barn, Fashion Bug, Frederick's of Hollywood, The Gap, Hit or Miss, Ladybug, The Limited, Loehmann's, Marianne, Roaman's, 16 Plus, Talbot's; Men's Apparel: Adams, Anderson Little, Brooks Brothers, The Hub, Eugene Jacobs, Jack Lang, Mitchell Daroff, Today's Man; Shoe Stores: Baker's, Bally, Chandler, Endicott-Johnson, Father & Son, Fayva, Flagg Brothers, Florsheim, Hahn Shoes, Hanover, Kinney, Knapp, Lloyd & Haig, Massey, Naturalizer, Pappagallo, Shoe Factory, Shoe Town, Steigerwalt, Stride-Rite, Thayer McNeil, Thom McAn; Automotive: Avellino, Firestone, General Tire, Goodrich, Goodyear, R&S Strauss, Pep Boys, Royal Auto, Uniroyal.

**14 - NEWSPAPERS:** INQUIRER (m-mon to fri) 500,136; (m-sat) 447,498; (S) 1,010,530; Mar. 31, 1989 ABC.

NEWS (e-mon to fri) 237,822; (e-sat) 147,367; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Parichy, Senior VP/Adv. Dir., INQUIRER and NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-5425.

**National Representatives**: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales; Metropolitan Sunday Newspapers; RJR/Media Sales.

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**PHILLIPSBURG**
**See EASTON**

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## PHOENIXVILLE

**1 - LOCATION:** Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

**2 - TRANSPORTATION: Railroads**-Conrail; Reading.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Werner; SEPTA; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,165; E&P 89 Est. 13,573

CZ-ABC: (80) 14,165

RTZ-ABC: (80) 62,774

County 80 Cen. 318,735; E&P 89 Est. 352,180

PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

City & RTZ-ABC: (80) 76,939

**4 - HOUSEHOLDS:**

City 80 Cen. 5,415; E&P 89 Est. 5,351

CZ-ABC: (80) 5,415

RTZ-ABC: (80) 20,338

County 80 Cen. 104,752; E&P 89 Est. 135,454

PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

City & RTZ-ABC: (80) 25,753

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $210,769,000 |

**6 - PASSENGER AUTOS:** County 201,974

**7 - ELECTRIC METERS:** Residence 4,622

**8 - GAS METERS:** Residence 2,978

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-65; Summer 62-85; Fall 43-59; Winter 22-46. First killing frost, Sept. 20; last killing frost, Apr. 9.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.

**Neighborhood Shopping Centers**-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| King of Prussia Plaza | 10 | Sears, Wanamaker's, JCPenney, Conran's |
| Norco Mall(42) | 8 | Britts, Fields, Sears |
| Phoenix/Kimberton Mall | 2 | Jamesway, Thrift Drug, Super Fresh |
| King of Prussia Court | 10 | Bloomingdale's, A&S, |

**Principal Shopping Days**-Dept.-Fri.; Food-Wed., Thur., Fri.

**Stores Open Evenings**-Fri. to 9; Food to 10

**13 - RETAIL OUTLETS: Variety Stores**-Jamesway.

**Chain Drug Stores**-White Shield; Thrift.

**Chain Supermarkets**-Acme; Genuardi; Mad Grocer; Super Fresh.

**Other Chain Stores**-Sherwin-Williams; B.F. Goodrich.

**14 - NEWSPAPERS:** EVENING PHOENIX (e) 6,072; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Thomas Hipp, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.

**National Representatives**: Landon Associates; Robert Hitchings & Co.

## PITTSBURGH

**1 - LOCATION:** Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

**2 - TRANSPORTATION: Railroads**-20 railroads including Conrail; Pittsburgh & Lake Erie; Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.

**Motor Freight Carriers**-163.

**Intercity Bus Lines**-Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.

**Airlines**-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin.

**3 - POPULATION:**

Corp. City 80 Cen. 423,938; E&P 89 Est. 398,649
CZ-ABC: (80) 1,136,038
RTZ-ABC: (80) 1,562,743
County 80 Cen. 1,448,332; E&P 89 Est. 1,418,752
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046
City & RTZ-ABC: (80) 2,698,781

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 166,067; E&P 89 Est. 163,762
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 80 Cen. 540,547; E&P 89 Est. 509,119
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477
City & RTZ-ABC: (80) 979,599

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 12 | $21,270,640,000 |
| Savings | 2 | $1,411,142,000 |
| Savings & Loan | 89 | $7,878,554,000 |

**6 - PASSENGER AUTOS:** County 678,902

**7 - ELECTRIC METERS:** Residence 1,027,720 (Pittsburgh MSA)

**8 - GAS METERS:** Residence 391,837 (Pittsburgh MSA)

**9 - PRINCIPAL INDUSTRIES:** (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prods. 2,100 ($295); Printing & Pub. 9,200 ($353); Chem. Prods. 10,500 ($413); Oil & Coal Prods. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fab. Metal 19,100 ($404); Non-Elect. Mach. 22,700 ($417); Elect. Mach. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

**10 - CLIMATE:** Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

**11 - TAP WATER:** Alkaline, soft 9 months, hard 3 months (June, July, Aug.); fluoridated.

**12 - RETAILING: Principal Shopping Center**-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.

**Neighborhood Shopping Centers**-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-E. Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.; Station Sq. Carson St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Allegheny Center(70) | 1 | Sears, Zayre, Woolworth |
| Beaver Valley Mall(75) | 23 | Kaufmann's, Sears, Horne's, Woolworth |
| Century III Mall(145) | 8 | JCPenney, Sears, Mont. Ward, Kaufmann's |
| East Hills(63) | 8 | Zayre, Giant Eagle |
| Eastland(68) | 10 | Eckerd, Foodland |
| Franklin Mall(46) | 35 | Sears, Hills, Thrift Drug, Pomeroy's |
| Great Southern(47) | 7 | JCPenney, Thrift Drug, TJ Maxx |
| Greengate Mall(95) | 23 | Horne's, JCPenney, G.C. Murphy |
| Heights Plaza(56) | 20 | Horne's, G.C. Murphy, Shop 'N Save, Giant Eagle |
| Miracle Mile(47) | 13 | Pharmor, Thrift Drug, David Weis |
| Monroeville Mall(125) | 12 | Kaufman's, Horne's, JCPenney, Giant Eagle, Thrift Drug |
| Northern Lights | 18 | JCPenney, Hills, |
| North Hills Vlg. | 7 | TJ Maxx, Giant Eagle, Gee Bee |
| Northway Mall(35) | 8 | Horne's, Woolworth, Thrift Drug |
| Parkway Ctr. | 2 | Zayre, Giant Eagle, K mart, Thrift Drug |
| Penn Ctr.(10) | 10 | Sears, Thrift Drug |
| Penn Hills(60) | 11 | Giant Eagle |
| Ross Park Mall(125) | 8 | Kaufman's, Horne's, JCPenney, Sears |
| South Hills Vlg.(120) | 8 | Kaufmann's, Sears, Horne's, Woolworth, Eckerd |
| Southland(54) | 9 | Shop 'N Save, TJ Maxx, Thrift Drug, Burlington Coat Fac. |
| Washington Mall(100) | 23 | JCPenney, Giant Eagle, G.C. Murphy, Thrift Drug, K mart |
| Westmoreland Mall(90) | 30 | Kaufmann's, Sears, Rite Aid, Pomeroy's |
| Whitehall Terrace | 6 | Horne's, Revco |
| Village Sq. | NA | Giant Eagle, Hills, Loehmann's, David Weis |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmann's; Joseph Horne; Sears; JCPenney; Montgomery Ward.

**Discount Stores**-Zayre; Ames; K mart; Hills.

**Variety Stores**-McCrory; Murphy; Woolworth.

**Chain Drug Stores**-Thrift 55; Revco 52; Rite Aide 33; Leader 19; Eckerd 27; Pharmor.

**Chain Supermarkets**-Foodland 66; Giant Eagle 44; Shop 'N Save 57; Golden Dawn 10; Super Dollar 25.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey Banks & Biddle; TJ Maxx; The Appliance Store; David Weis; Toys R Us; Builders Sq.; Busy Beaver; Wickes; Hechingers; General Nutrition Ctr.; Marshalls; National Record Mart.

**14 - NEWSPAPERS:** POST GAZETTE (m-mon to fri) 166,942; (m-sat) 153,558; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jerry Dunning, Adv. Dir., POST-GAZETTE, 50 Blvd. of the Allies, Pittsburg, PA 15222; Tel. (412) 263-1100.

**National Representative**: Sawyer-Ferguson-Walker; Leonard Company.

PRESS (e-mon to fri) 227,434; (e-sat) 197,851; (S) 560,199; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jerry Dunning, Adv. Dir., PRESS, 34 Blvd. of the Allies, Pittsburgh, PA 15230; Tel. (412) 263-1100.

**National Representatives**: Sawyer-Ferguson-Walker; Leonard Company.

## POTTSTOWN

**1 - LOCATION:** Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. Industrial center 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuyikill River. On U.S. Hwy. 422, Benjamin Franklin Hwy.; State Hwys. 724, 100 & 663 (to PA Tpke. & I-80).

**2 - TRANSPORTATION: Railroads**-Rail freight only.

**Intercity Bus Lines**-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.

**Motor Freight Carriers**-11.

**Airlines**-Limousine service to Philadelphia International Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

**3 - POPULATION:**

Corp. City 80 Cen. 22,729; E&P 89 Est. 21,426
NDM-ABC: (80) 137,717
County 80 Cen. 645,157; E&P 89 Est. 709,552
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,867; E&P 89 Est. 8,693
NDM-ABC: (80) 47,458
County 80 Cen. 223,290; E&P 89 Est. 265,314
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $5,719,651,423 |
| Savings & Loan | 11 | $112,500,000 |

**6 - PASSENGER AUTOS:** County 457,950

**7 - ELECTRIC METERS:** Residence 75,653

**8 - GAS METERS:** Residence 9,732

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Steel Fab. 422; Food Equip. Prods. 1,328; Boilers, Heating 643; Automotive Prods., Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Prods. Metal Prods., Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Servs. 1,000.

**Principal Industrial Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1; last killing frost, Feb. 15.

**11 - TAP WATER:** Acid, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-15 blocks on High St., Hanover St., Charlotte St., Washington St.

**Neighborhood Shopping Centers**-E. End (Moser Rd.), N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Rte. 724.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Ctr. | 2 | K mart |
| Coventry Mall(60) | 1 | Sears, Hess, Pomeroys, Jefferson Ward |
| North End Ctr.(19) | 1 | Acme, Woolworth, Rea & Derick |

**Principal Shopping Days**-Mon., Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Bradlee's; Hess, Boscov's; Pomeroys.

**Discount Stores**-Ice City, K mart 2; Jamesway; Ames 2.

**Variety Stores**-Newberry, Woolworth 2.

**Chain Drug Stores**-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.

**Chain Supermarkets**-Super Fresh 2; Acme 2; Thriftway; Weis 3; Shop Rite; IGA 2; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Save-A-Lot.

**Other Chain Stores**-A.D. Moyer Lumber 2; Penn Jersey; Western Auto; Pep Boys, 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickels; The Gap; Rax. Brooks Fashion; CPI Photo Fashion; Circus World; Fashion Bus; Fashion Colony; Hickory Farms; Joy Shop; Kids Point of View; Kinney Shoes; Sixteen Plus; Wall to Wall Sound.

**14 - NEWSPAPERS:** MERCURY (m) 29,334; (S) 29,857; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dennis Pfeiffer, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.

**National Representatives**: Landon Associates; Robert Hitchings & Co; U.S. Suburban Press.

## POTTSVILLE

**1 - LOCATION:** Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61; State Hwys. 209 & 183.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Schuylkill Transportation; Capital Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 18,195; E&P 89 Est. 15,357
NDM-ABC: (80) 97,470
County 80 Cen. 160,684; E&P 89 Est. 150,741

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,944; E&P 89 Est. 6,214
County 80 Cen. 59,948; E&P 89 Est. 55,543
NDM-ABC: (80) 35,589

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $1,989,645,000 |
| Savings & Loan | 5 | $288,490,299 |

**6 - PASSENGER AUTOS:** County 83,523

**7 - ELECTRIC METERS:** Residence 7,200

**8 - GAS METERS:** Residence 2,651

**9 - PRINCIPAL INDUSTRIES:** Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appliances (lamps, etc.); Leather Prods. (shoes); Mirrors; Mach. Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers.
**Principal Industrial Pay Days**-Thur., Fri.; 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pottsville Plz.(6) | 1 | Automotion, Acme |
| Pottsville-Minersville(4) | 3 | |
| Cressona Mall(26) | 3 | Hills, Acme, Laneco, Rea & Derrick |
| Fairlane Mall(60) | 1 | Boscov's, Rea & Derick, Radio Shack, Listening Booth |
| Schuylkill Mall(90) | 8 | Sears, Hess, Pomeroy's |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Downtown. Thur., Fri.; Food; Mon. through Sat.; Shpg. Ctrs.. Mon. through Sat. Most malls and food mkts. open Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Pomeroy's; Sears; Boscov's; Hess.
**Discount Stores**-Hills; Gee Bee; K mart; Laneco.
**Variety Store**-McCrory.
**Chain Drug Stores**-Rite Aid 2; Rea & Derrick 3.
**Chain Supermarkets**-Acme 6; UGA 2; Weis 2; IGA 3; Giant Food.
**Other Chain Stores**-Firestone; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn.

**14 - NEWSPAPERS:** REPUBLICAN (e) 29,667; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James M. Vitale, Adv. Mgr., REPUBLICAN, 111-113 Mahantong St., Pottsville, PA 17901; Tel. (717) 622-3456.
**National Representative**: Landon Associates.

## PUNXSUTAWNEY

**1 - LOCATION:** Jefferson County, E&P Map B-2. New industrial site. 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**3 - POPULATION:**
Corp. City 80 Cen. 7,479; E&P 89 Est. 6,895
County 80 Cen. 48,384; E&P 89 Est. 48,731
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,950; E&P 89 Est. 2,893
County 80 Cen. 17,260; E&P 89 Est. 18,770

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $495,000,000 |

**6 - PASSENGER AUTOS:** County 23,582

**7 - ELECTRIC METERS:** Residence 6,206

**8 - GAS METERS:** Residence 3,182

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loudspeakers 758.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on 2 streets.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Punxy Plz.(12) | 1 | Sears, Thrift Drug |
| Groundhog Plz.(8) | NA | County Mkt., Dollar General |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Department Stores-Mon., Fri.; Food-7 nights.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-Ames; Jamesway.
**Chain Drug Stores**-Thrift; Rite Aid.
**Chain Supermarkets**-Comet Mkt. 2; Riverside; County Mkt.
**Other Chain Stores**-Wolf; Western Auto; Radio Shack; Dollar General.

**14 - NEWSPAPERS:** SPIRIT (m) 6,225; sworn Sept. 17, 1988.
**Local Contact** for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 111 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
**National Representative**. Landon Associates.

## READING

**1 - LOCATION:** Berks County (in Reading MSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuykill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

**2 - TRANSPORTATION: Motor Freight Carriers**-30.
**Intercity Bus Lines**-Trailways; Bieber.
**Airlines**-USAir; Suburban; General Aviation; Air Pennsylvania; United Express.

**3 - POPULATION:**
Corp. City 80 Cen. 78,686; E&P 89 Est. 74,729
CZ-ABC: (80) 187,934
RTZ-ABC: (80) 126,549
County/MSA 80 Cen. 313,348; E&P 89 Est. 324,736
City & RTZ-ABC: (80) 314,483
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 31,902; E&P 89 Est. 31,678
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 80 Cen. 114,544; E&P 89 Est. 116,735
City & RTZ-ABC: (80) 115,270

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 6 | $12,977,290,000 |
| Savings | 2 | $38,600,000 |
| Savings & Loan | 4 | $10,792,516,000 |

**6 - PASSENGER AUTOS:** County 192,756

**7 - ELECTRIC METERS:** County 153,378

**8 - GAS METERS:** County 50,948

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,700 ($563); Iron & Steel Foundries 2,000 ($362); Fab. Metal Prods. 3,000 ($376); Non-Electric Mach. & Trans. Equip. 7,100 ($620); Food & Kindred Prods. 4,900 ($370); Textile Mill Prods. 3,600 ($290); Knitting Mills 2,400 ($267); Apparel & Other Textile Prods. 3,100 ($248); Women's & Misses' Outerwear 800 ($248); Paper & Allied Prods. 1,500 ($568); Petroleum, Rubber & Misc. Plastic Prods. 2,100 ($389); Leather & Leather Prods. 1,000 ($374).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Penn St., 3 blocks on N. 5th St., 3 blocks on N. 9th St.
**Neighborhood Shopping Centers**-Penn Ave in West Reading.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Antietam Valley(7) | 2 | Thrift Drug |
| Berkshire Mall(90) | 3 | Sears, Pomeroy's, Wanamaker |
| Berkshire Mall West(14) | 3 | Acme, Wall to Wall |
| Fairgrounds Sq.(61) | 3 | JCPenney, Boscov's, Rite Aid, Phar-Mor |
| Maderia Plz.(28) | 3 | Nichol's, K mart, Acme |
| Muhlenberg(20) | 3 | McCrory, Weis, Channel Home Ctr. |
| K mart(11) | 7 | Weis, K mart, Revco |
| Reading Mall(17) | 3 | Boscov's, Weis, Thrift Drug |
| Shillington(12) | 2 | Nichol's, Thriftway, Rite Aid |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Downtown Stores-Mon., Thur.; Shopping Centers every night.

**13 - RETAIL OUTLETS: Department Stores**-Pomeroy's (Allied); Sears; Wanamakers; JCPenney.
**Discount Stores**-Nichols 2; Boscov's 3; K mart 3; Jamesway.
**Variety Stores**-Kresge; Woolworth; Jamesway; McCrory 4.
**Chain Drug Stores**-W. B. Boyer 4; Revco 4; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe; Phar-Mor.
**Chain Supermarkets**-Redner's 9; Weis 6; Acme 7; IGA 10; Thriftway 5; Wawa; Pathmark 2; Giant 2; AM Markets; Turkey Hill 17; Mr. Food; Jewel T.

**14 - NEWSPAPERS:** TIMES (m) 46,022; EAGLE (e) 32,806; EAGLE (S) 112,747; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Wanner, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 371-5105.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## RIDGWAY

**1 - LOCATION:** Elk County, E&P Map C-2. County Seat. Residential center. 125 mi. NE of Pittsburgh. 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

**2 - TRANSPORTATION: Railroads**-Baltimore & Ohio; Allegheny.
**Motor Freight Carriers**-4.
**Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 5,604; E&P 89 Est. 5,152
County 80 Cen. 38,501; E&P 89 Est. 37,335

**4 - HOUSEHOLDS:**
City 80 Cen. 2,142; E&P 89 Est. 1,980
County 80 Cen. 12,902; E&P 89 Est. 14,587

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 17,739

**7 - ELECTRIC METERS:** Residence 4,680

**8 - GAS METERS:** Residence 4,890

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
**Principal Pay Days**-Wkly., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on N. Broad.
**Neighborhood Shopping Centers**-St. Mary's Shopping Plz.; St. Mary's Downtown; Johnsonburg.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Variety Store**-G.C. Murphy.
**Chain Supermarkets**-Riverside; Market Basket.

**14 - NEWSPAPERS:** RECORD (e) 3,400; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Lynne Roseto, Adv. Mgr., RECORD, 20 Main St.; PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
**National Representative**: Landon Associates.

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### ROCHESTER
See BEAVER

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## ST. MARYS

**1 - LOCATION:** Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

**2 - TRANSPORTATION: Railroads**-Allegheny.
**Intercity Bus Lines**-Trailways; A.T.A.
**Motor Freight Carriers**-2.
**Airlines**-American; United; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 5,604; E&P 89 Est. 5,152
County 80 Cen. 38,501; E&P 89 Est. 37,335

**4 - HOUSEHOLDS:**
City 80 Cen. 2,321; E&P 89 Est. 1,980
County 80 Cen. 12,902; E&P 89 Est. 14,587

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Banks | 4 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 17,739

**7 - ELECTRIC METERS:** Residence County 23,300

**8 - GAS METERS:** Residence County 10,391; City 5,633

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prods. 2,950 ($350); Light Bulbs 478 ($380); Powder Metal Prods. 678 ($350).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

**11 - TAP WATER:** Acidic, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks in center of town; St. Mary's Plz. on Rt. 255.
**Neighborhood Shopping Centers**-Rt. 255.
**Principal Shopping Days**-Tues., Thur., Fri., Sat., Sun.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Ames; Big Wheel.
**Variety Store**-G. C. Murphy.
**Chain Drug Store**-Thrift Drug.
**Chain Supermarkets**-Nation Wide 4; Bi-Lo; Pfaffs; Bells; Market Basket.

**14 - NEWSPAPERS:** PRESS (e) 5,716; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1539.
**National Representative**: Landon Associates.

## SAYRE-ATHENS, PA-WAVERLY, NY

**1 - LOCATION:** Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Guthrie Clinic, Robert Packer Hospital & Guthrie Medical Center.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. Cities 80 Cen. 15,311; E&P 89 Est. 14,819
  Sayre 80 Cen. 6,951; E&P 89 Est. 6,740
  Athens 80 Cen. 3,622; E&P 89 Est. 3,400
  Waverly 80 Cen. 4,738; E&P 89 Est. 4,679
Counties 80 Cen. 112,947; E&P 89 Est. 119,992
  Bradford, PA 80 Cen. 63,043; E&P 89 Est. 66,345

Tioga, NY 80 Cen 49,904; E&P 89 Est. 53,647

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 5,791; E&P 89 Est. 5,690
Sayre 80 Cen. 2,572; E&P 89 Est. 2,523
Athens 80 Cen. 1,427; E&P 89 Est. 1,355
Waverly 80 Cen. 1,792; E&P 89 Est. 1,812
Counties 80 Cen. 37,969; E&P 89 Est. 47,951
Bradford, PA 80 Cen. 21,449; E&P 89 Est. 25,599
Tioga, NY 80 Cen. 16,520; E&P 89 Est. 22,352

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** Counties: Bradford, PA 29,812; Tioga, NY 28,631

**7 - ELECTRIC METERS:** Residence 9,640

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Proc.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sayre Plz.(4) | NA | K mart |
| Valley(3) | NA | P&C Foods |

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Ames; K mart.

**Variety Store**-Newberry.

**Chain Drug Stores**-Rite-Aid; Fay's; Rea & Derick; Widmann's.

**Chain Supermarkets**-Acme; Great American 2; P&C Foods.

**Other Chain Stores**-National Auto; Firestone; Western Auto; Sears (catalog).

**14 - NEWSPAPERS:** TIMES (e) 8,723; sworn Sept. 20, 1988.

**Local Contact** for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.

**National Representative**: Landon Associates.

## SCRANTON

**1 - LOCATION:** Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. Hwys. 11; State Hwys. 106, 611, 11, 435 and 307; PA. Tpke.

**2 - TRANSPORTATION: Railroads**-D&H; Conrail; Lackawanna; Pocono Northeast.

**Motor Freight Carriers**-80.

**Intercity Bus Lines**-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.

**Airlines**-USAir; Allegheny Commuter; Piedmont; Henson; Eastern; Florida Express; Britt.

**3 - POPULATION:**

Corp. City 80 Cen. 88,117; E&P 89 Est. 81,882
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 80 Cen. 227,607; E&P 89 Est. 226,667
MSA 80 Cen. 729,316; E&P 89 Est. 748,051
City & RTZ-ABC: (80) 352,731

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 36,189; E&P 89 Est. 32,688
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 80 Cen. 89,572; E&P 89 Est. 82,826
MSA 80 Cen. 263,271; E&P 89 Est. 277,071
City & RTZ-ABC: (80) 126,732

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 20 | $6,525,000,000 |
| Savings & Loan | | (Incl. above) |

**6 - PASSENGER AUTOS:** County 113,686

**7 - ELECTRIC METERS:** Residence 100,000

**8 - GAS METERS:** Residence 45,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees (Av. Wkly. Wage)-Fab. Metal Prods. 2,500 ($374); Elect. Mach. and other Durable Goods 10,600 ($404); Food Prods. 1,600 ($295); Textile Prods. 1,200 ($232); Apparel Prods. 7,300 ($182); Printing & Publishing 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).

**Principal Pay Days**-9th, 10th, 15th, 22nd, 23rd, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

**11 - TAP WATER:** Spring and mountain water. Slightly acid, very soft, neutral.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn. Ave.; 4 on Linden St.; 3 on Wyoming Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Viewmont(60) | 4 | Sears, JCPenney, Hess |
| IMA Plz. | 7 | Shop-Rite, Revco, Rolane, NBO, Burlington Outlet |
| South Side | 1 | IGA, Super Saver, Rea & Derick, Rite-Aid |
| Keyser Oak | 3 | Giant, Thrift Drug, Woolworth, Maxwells |
| Abington | 6 | Super Saver, Weis |
| Dunmore Plz.(7) | 3 | Jamesway, Super Saver, Picway, Rea & Derick |
| Eynon Plz.(20) | 7 | Sugarman's |
| Pittston Plz.(31) | 8 | Giant Food, Thrift Drug, K mart, McCrory |
| Birney Plz.(20) | 3 | K mart, Radio Shack, Super Saver |
| Taylor Hill(4) | 3 | Jamesway, IGA, Picway |
| West Side Plz.(2) | 2 | Price Chopper, Fays Drug |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-The Globe Store; Maxwell's; Racusin's; Sears; JCPenney; Hess.

**Discount Stores**-Sugerman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman; Service Merchandise.

**Variety Stores**-McCrory; Woolworth.

**Chain Drug Stores**-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Xwik-Save; Revco 3; Fays Drug 6.

**Chain Supermarkets**-American (Acme/Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.

**Other Chain Stores**-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps; Kinney; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Pic-Way Shoes; Jewelcor; B. Levy & Son; Children's Palace; Pearle Vision Center; Bennetton; A&A Auto; Hill's; Kids Port; Catherine's Stout Shoppe.

**14 - NEWSPAPERS:** TIMES (m-mon to fri) 12,008; (e-mon to fri) 53,265; (m-sat) 54,480; (S) 65,071; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Hal Marion, Adv. Dir., TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.

**National Representative**: Sawyer-Ferguson-Walker Co.

SCRANTONIAN TRIBUNE (m) 38,028; (S) 50,148; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joseph J. McDonald, V.P./Gen. Mgr., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18501; Tel. (717) 344-7221.

**National Representative**: Landon Associates.

## SHAMOKIN-MOUNT CARMEL

**1 - LOCATION:** Northumberland County. E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

**2 - TRANSPORTATION: Motor Freight Carriers**-10.

**Intercity Bus Lines**-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

**3 - POPULATION:**

Corp. Cities 80 Cen. 18,547; E&P 89 Est. 17,027
Shamokin 80 Cen. 10,357; E&P 89 Est. 9,519
Mount Carmel 80 Cen. 8,190; E&P 89 Est. 7,508
County 80 Cen. 100,266; E&P 89 Est. 99,054

**4 - HOUSEHOLDS:**

Cities 80 Cen. 8,873; E&P 89 Est. 7,553
Shamokin 80 Cen. 4,457; E&P 89 Est. 4,268
Mount Carmel 80 Cen. 4,416; E&P 89 Est. 3,285
County 80 Cen. 37,846; E&P 89 Est. 35,631

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 49,993

**7 - ELECTRIC METERS:** Residence 22,902

**8 - GAS METERS:** Residence 2,734

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Garment 1,741; Paper Prods. 210; Meat & Poultry 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.

**Principal Pay Days**-1st, 15th; 2nd, 4th Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1; last killing frost, Mar. 30.

**11 - TAP WATER:** Very soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Anthra Plz.(9) | 2 | Jamesway, Sears (catalog) |
| Ames Big N Mall(2) | 1 | Ames, Acme |
| Susquehanna Valley Mall(66) | NA | JCPenney, Boscov's, Bon Ton, Acme |
| Schuylkill Mall(100) | NA | Sears, K mart, Hess, Weis, Pomeroy's |
| Fairlane Vlg. Mall(52) | NA | Boscov's, Weis, GeeBee |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.; Food: Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Jamesway; Ames; K mart.

**Variety Stores**-Newberry; Woolworth; Dollar General.

**Drug Stores**-Sun Ray; Rea & Derick 2; Rite Aid; White Shield.

**Chain Supermarkets**-Acme 2; Weis; Bi-Lo Food.

**Other Chain Stores**-Sears (catalog); Radio Shack.

**14 - NEWSPAPERS:** NEWS-ITEM (e) 14,014; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St.; PO Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.

**National Representatives**: Landon Associates; Thomson Newspapers.

## SHARON-FARRELL-SHARPSVILLE-HERMITAGE

**1 - LOCATION:** Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On U.S. Hwys. 18, 60, 62; I-79 and I-80.

**2 - TRANSPORTATION: Motor Freight Carriers**-22.

**Intercity Bus Lines**-Grove City; Trailways.

**Airlines**-United Express; USAir Express; BAS Airline.

**3 - POPULATION:**

Corp. Cities 80 Cen. 49,462; E&P 89 Est. 28,543
Sharon 80 Cen. 19,057; E&P 89 Est. 16,526
Farrell 80 Cen. 8,645; E&P 89 Est. 7,260
Sharpsville 80 Cen. 5,375; E&P 89 Est. 4,757
Hermitage 80 Cen. 16,385; E&P 89 Est. N.A.
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 93,670
County/MSA 80 Cen. 128,587; E&P 89 Est. 123,405
City & RTZ-ABC: (80) 144,244

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 18,580; E&P 89 Est. 11,256
Sharon 80 Cen. 7,310; E&P 89 Est. 6,622
Farrell 80 Cen. 3,146; E&P 89 Est. 2,760
Sharpsville 80 Cen. 2,027; E&P 89 Est. 1,874
Hermitage 80 Cen. N.A.; E&P 89 Est. N.A.
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 32,049
County/MSA 80 Cen. 44,657; E&P 89 Est. 45,724
City & RTZ-ABC: (80) 49,831

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 8 | $889,000,000 |
| Savings & Loan | 4 | $207,000,000 |
| Credit Unions | 13 | $25,000,000 |

**6 - PASSENGER AUTOS:** County 59,828

**7 - ELECTRIC METERS:** Residence County 55,497

**8 - GAS METERS:** Residence County 35,307

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fabricated Metal Prods. 1,100; Food Whol. N.A.

**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

**11 - TAP WATER:** Neutral; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown mall; 5 shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Hermitage Sq.(12) | 3 | Treasure Island |
| Hickory Plz.(26) | 2 | Zayre |
| Middlesex Vlg.(4) | 4 | Lil Shopper Foods |
| Hermitage Hills (6) | 3 | Hills |
| Shenango Mall(47) | 3 | Sears, Kaufmanns, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Close**-Mon. morning.

**Stores Open Evenings**-until 9 or 10.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmanns; Hills; JCPenney; Sears.

**Discount Stores**-Warehouse Sales; Valley View; Treasure Island; Zayre.

**Chain Drug Stores**-Eckerd; Thrift; Medicine Shoppe; Rite Aid; Revco; Big & Small Lots.

**Chain Supermarkets**-Bi-Lo; Golden Dawn 9; Donofrio's; County Market; Giant Eagle.

**Other Chain Stores**-Firestone; Goodyear.

**14 - NEWSPAPERS:** HERALD (e) 27,250; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.

**National Representative**: Landon Associates.

## SHENANDOAH-ASHLAND-MAHANOY CITY

**1 - LOCATION:** Schuylkill County, E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

**2 - TRANSPORTATION: Intercity Bus Lines**-Trailways.

**Motor Freight Carriers**-14.

**3 - POPULATION:**
Corp. Cities 80 Cen. 17,991; E&P 89 Est. 14,890
Shenandoah 80 Cen. 7,589; E&P 89 Est. 6,380
Ashland 80 Cen. 4,235; E&P 89 Est. 3,517
Mahanoy City 80 Cen. 6,167; E&P 89 Est. 4,993
NDM-ABC: (80) 46,124
County 80 Cen. 160,684; E&P 89 Est. 150,741

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 7,653; E&P 89 Est. 6,716
Shenandoah 80 Cen. 3,327; E&P 89 Est. 2,966
Ashland 80 Cen. 1,654; E&P 89 Est. 1,456
Mahanoy City 80 Cen. 2,672; E&P 89 Est. 2,294
NDM-ABC: (80) 17,907
County 80 Cen. 59,948; E&P 89 Est. 55,543

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $94,000,000 |
| Savings & Loan | 1 | $24,426,000 |

**6 - PASSENGER AUTOS:** County 83,523

**7 - ELECTRIC METERS:** Residence 1,701

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Home Building 180.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Frackville(90) | NA | Anthony's IGA, Acme |
| Mahanoy City | NA | Stop & Go, Acme |
| Fairlane Vlg.(60) | NA | Boscov's |
| Cressona Mall(30) | NA | Acme Mkt., Hills |
| Schuylkill Mall(125) | NA | Sears, Hess, K mart, Pomeroy's |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Hess; Sears; K mart; Pomeroy's.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-F.C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.

**Chain Supermarkets**-IGA; Acme 4; Capitol; Weis Mart 2.

**Other Chain Stores**-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints 'N Things; Pearle Vision Ctr.; American Vision Ctr.

**14 - NEWSPAPERS:** HERALD (e) 10,183; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Neil Rodino, Ret. Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.

**National Representative**: Landon Associates.

## SOMERSET

**1 - LOCATION:** Somerset County (In Johnstown MSA). E&P Map B-3, County Seat. In SW PA 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Tpke.

**2 - TRANSPORTATION: Railroads**-Chessie; Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Somerset; Greyhound; Schrock; Cambria County Transit Authority

**3 - POPULATION:**
Corp. City 80 Cen. 6,474; E&P 89 Est. 6,711
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 80 Cen. 81,243; E&P 89 Est. 80,212
MSA 80 Cen. 264,115; E&P 89 Est. 239,174
City & RTZ-ABC: (80) 81,243

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 2,787; E&P 89 Est. 2,931
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 80 Cen. 28,549; E&P 89 Est. 30,964
MSA 80 Cen. 91,924; E&P 89 Est. 86,221
City & RTZ-ABC: (80) 28,549

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $637,542,000 |
| Savings & Loan | 2 | $107,500,000 |

**6 - PASSENGER AUTOS:** County 41,725

**7 - ELECTRIC METERS:** Residence County 40,095

**8 - GAS METERS:** Residence County 4,812

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 8,400 ($379); Primary, Fab. Metals & 2nd Mach. 7,100 ($385); Other Durable Goods 1,300 ($344); Nondurable Goods 5,100 ($253); Food & Kindred Prods. 1,200 ($358); Apparel & Other Textile Prods. 2,800 ($212); Other Nondurable Goods 1,100 ($313).

**Principal Industrial Pay Days**-Fri., Sat.

**10 - CLIMATE:** Av. Summer, low 70's. Growing season, 132 days. First frost Sept. 27; last frost May 18 Rainfall 44; snowfall 90.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks E. and W. on Main. 4 blocks N. and S. on Center.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Somerset Mall(12) | 3 | Riverside, Penn Furn., Rite Aid, Radio Shack Hess |
| Somerset Plz.(6) | 2 | Revco, K mart, County Mkt. |
| Jamesway(4) | 2 | Jamesway, Giant Eagle, Sears, Revco |
| Laurel Hill Vlg.(4) | 1 | Gatling's, Revco, Fisher's Big Wheel, Foodland |
| Community | NA | Latshaw's Dairy |

**Principal Shopping Days**-Mon., Fri.

**Stores Open Evenings**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Newberry.

**Discount Stores**-K mart; Jamesway; Fisher's Big Wheel.

**Chain Drug Stores**-Health Mart; Revco; Rite Aid.

**Chain Supermarkets**-Giant Eagle; Foodland; Riverside; Foodlane; IGA; County Market.

**Other Chain Stores**-Sears; Penn Furn.; Giant Auto.

**14 - NEWSPAPERS:** AMERICAN (m) 12,448; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, PO Box 638, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.

**National Representative**: Landon Associates.

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**SO. CONNELLSVILLE**
**See CONNELLSVILLE**

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## STATE COLLEGE-BELLEFONTE

**1 - LOCATION:** Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-Bellefonte-Central.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound; Fullington; Continental Trailways.

**Airlines**-Allegheny; Wings Airways.

**3 - POPULATION:**
Corp. Cities 80 Cen. 42,430; E&P 89 Est. 44,963
State College 80 Cen. 36,130; E&P 89 Est. 38,763
Bellefonte 80 Cen. 6,300; E&P 89 Est. 6,200
NDM-ABC:(80) 112,760
County/MSA 80 Cen. 113,080; E&P 89 Est. 123,542

**4 - HOUSEHOLDS:**
Cities 80 Cen. 12,217; E&P 89 Est. 13,291
State College 80 Cen. 9,830; E&P 89 Est. 10,870
Bellefonte 80 Cen. 2,387; E&P 89 Est. 2,421
NDM-ABC: (80) 36,122
County/MSA 80 Cen. 36,122; E&P 89 Est. 39,786

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $733,102,000 |
| Savings & Loan | 1 | $312,209,000 |
| Comm. Branches | 38 | $519,685,000 |
| Savings Branches | 10 | $232,683,000 |
| Credit | 7 | $14,078,000 |

**6 - PASSENGER AUTOS:** County 51,813

**7 - ELECTRIC METERS:** Residence County 35,166

**8 - GAS METERS:** Residence 3,710

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Educ. 13,690 ($350); Engin. 2,080 ($400).

**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** Av. Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18; last killing frost, May 28.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Nittany Mall(71) | 6 | Sears, Hess, Gee Bee |
| University Pk. Plz.(11) | 1 | Goodyear, IGA |
| Westerly Pkwy. Plz.(22) | 1 | Weis Mkt., Thrift, Scott's, Wolf |
| Hill's Plz. | 3 | Riverside, Hill's, Firestone |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-O.W. Houts; Danks; Hess; Hills; Sears; K mart.

**Variety Stores**-G.C. Murphy.

**Discount Stores**-Hills; Gee Bee; David Weis; Wilson's Sporting Goods.

**Chain Drug Stores**-Rea & Derick; Widman; Thrift 3; Peoples; McLanahan's 4; Rite Aid 2.

**Chain Supermarkets**-Weis 4; Riverside 4; IGA; U-Save.

**Other Chain Stores**-Wolf Furn.; S&H Green Stamps; Fashion Bug; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers; Wall to Wall Sound.

**14 - NEWSPAPERS:** CENTRE DAILY TIMES (m) 24,662; (S) 31,254; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Shine, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave.; PO Box 89, State College, PA 16804; Tel. (814) 238-5000.

**National Representatives**: Knight-Ridder Newspaper Sales; Landon Associates.

## STROUDSBURG-EAST STROUDSBURG

**1 - LOCATION:** Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia on State Hwys. 191, 115, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (I-80).

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Martz; Delaware Valley; MCTA.

**3 - POPULATION:**
Corp. Cities 80 Cen. 13,187; E&P 89 Est. 12,894
Stroudsburg 80 Cen. 5,148; E&P 89 Est. 4,754
E. Stroudsburg 80 Cen. 8,039; E&P 89 Est. 8,141
CZ-ABC: (80) 22,337
RTZ-ABC: (80) 48,520
County 80 Cen. 70,033; E&P 89 Est. 91,321
MSA 80 Cen. 729,316; E&P 89 Est. 748,051
City & RTZ-ABC: (80) 70,857

**4 - HOUSEHOLDS:**
Cities 80 Cen. 4,760; E&P 89 Est. 4,806
Stroudsburg 80 Cen. 2,282; E&P 89 Est. 2,194
E. Stroudsburg 80 Cen. 2,478; E&P 89 Est. 2,612
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 80 Cen. 25,170; E&P 89 Est. 32,794
MSA 80 Cen. 263,271; E&P 89 Est. 277,071
City & RTZ-ABC: (80) 25,716

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 4 | $160,000,000 |
| Savings & Loan | 2 | $25,000,000 |

**6 - PASSENGER AUTOS:** County 54,344

**7 - ELECTRIC METERS:** Residence 7,300

**8 - GAS METERS:** Residence 2,954

**9 - PRINCIPAL INDUSTRIES:** Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furn. and Fixt. 186; Printing and Pub. 500; Chem. Prods. 225; Fab. Metal Prods. 1,005; Mach. Mfg. 200; Elect. Mach., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million).

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

**11 - TAP WATER:** Acid, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Main; 2 on 7th; 2 on 6th.

**Neighborhood Shopping Areas**-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pocono Plz.(14) | NA | Rite Aid, K mart, Weiss Mkt. |
| Stroud Mall(50) | NA | Hess, JCPenney |

**Principal Shopping Days**-Dept. Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.

**Stores Open Evenings**-Dept.-Mon., Thur., Fri.; Food-every night.

**13 - RETAIL OUTLETS: Department Stores**-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess.

**Discount Stores**-Big N; Jamesway; K mart.

**Chain Drug Stores**-Rea & Derick; Rexall; Rite Aid; Fay's.

**Chain Supermarkets**-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shop Rite.

**Other Chain Stores**-Shursave; Firestone; Dunlop; Community Jewelers; Strouds.

**14 - NEWSPAPERS:** POCONO RECORD (m) 19,962; (S) 22,287; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peter Berry, Ret. Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.

**National Representative**. Branham/Newspaper Sales.

## SUNBURY

**1 - LOCATION:** Northumberland County, E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound, Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,292; E&P 89 Est. 11,663

Total NDM-ABC: (80) 139,907

County 80 Cen. 100,266; E&P 89 Est. 99,054

**4 - HOUSEHOLDS:**

City 80 Cen. 5,030; E&P 89 Est. 4,972

County 80 Cen. 37,846; E&P 89 Est. 35,631

Total NDM-ABC: (80) 46,963

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 13 | $75,000,000 |
| Savings & Loan | 1 | $18,500,000 |

**6 - PASSENGER AUTOS:** County 49,993

**7 - ELECTRIC METERS:** Residence 5,600

**8 - GAS METERS:** Residence 2,954

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Materials 600; Wire Rope 160.

**Principal Industrial Pay Days**-Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp. N.A.-First killing frost, Oct. 25; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores); Montgomery Ward, McCrory, Rea & Derick, Ames, Acme.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Susquehanna Valley Mall (69) | 5 | Boscovs, Acme, JCPenney, Bon Ton |
| Weis Plaza(5) | 1 | Weis |
| Plaza 15(12) | 14 | Ames, Acme |
| Lycoming Mall(95) | 12 | Sears, Hess, Gee Bee, Bon Ton |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Close**-Some on Wed. afternoon.

**Stores Open Evenings**-Every eve.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.

**Discount Stores**-Murphy Mart, K mart, Gee Bee; Ames.

**Variety Stores**-Newberry; Dollar General; Dollar Bargain.

**Chain Drug Stores**-Rea & Derick 5; Rite Aid.

**Chain Supermarkets**-Weis 7; Super Saver 4; Giant.

**Other Chain Stores**-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furn.; Wahl-Braun; Radio Shack; Wickes; Carter Lumber; So Fro Fabrics; Agway.

**14 - NEWSPAPERS:** ITEM (e) 25,834; (S) 25,280; Mar. 25, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Martin J. Hughes, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.

**National Representative**: Branham/Newspaper Sales.

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## TARENTUM

**See NEW KENSINGTON**

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## TITUSVILLE

**1 - LOCATION:** Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.

**Intercity Bus Lines**-Grove City.

**Airlines**-USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 6,884; E&P 89 Est. 6,257

County 80 Cen. 89,087; E&P 89 Est. 88,143

**4 - HOUSEHOLDS:**

City 80 Cen. 2,566; E&P 89 Est. 2,417

County 80 Cen. 30,960; E&P 89 Est. 32,816

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 2 | $1,414,900,000 |
| Savings & Loan | 1 | $519,100,000 |

**6 - PASSENGER AUTOS:** County 39,569

**7 - ELECTRIC METERS:** Residence 5,200

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13, last killing frost, May 7.

**11 - TAP WATER:** Alkaline, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on 4 Sts. in center of town.

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Discount Stores**-Ellis Day; Buyers Fair; Big Wheel.

**Chain Drug Store**-Eckerd.

**Variety Stores**-McCrory; Bargain World.

**Chain Supermarkets**-Quality Mkts.; Riverside.

**14 - NEWSPAPERS:** HERALD (m) 4,774; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Margaret Lucas, Adv. Dir., HERALD, 209 W. Spring St., PO Box 328, Titusville, PA 16354. Tel. (814) 827-3634.

**National Representative**. Landon Associates.

## TOWANDA

**1 - LOCATION:** Bradford County, E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, NY.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 3,526; E&P 89 Est. 3,252

County 80 Cen. 63,043; E&P 89 Est. 66,345

**4 - HOUSEHOLDS:**

City 80 Cen. 1,723; E&P 89 Est. 1,232

County 80 Cen. 21,449; E&P 89 Est. 25,599

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $110,581,666 |

**6 - PASSENGER AUTOS:** County 29,812

**7 - ELECTRIC METERS:** Residence 8,618

**8 - GAS METERS:** Residence 2,771

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Prods. 700.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St. and Shopping Plazas.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Monrocton Rd. | 2 | Ames |
| Colonial Plaza(9) | 1 | A&P |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Department-Fri; Food-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Hoffman's; The Hub.

**Variety Stores**-Ben Franklin.

**Discount Store**-Ames.

**Chain Drug Stores**-Widman & Teah; Medicine Shoppe 3.

**Chain Supermarkets**-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.

**Other Chain Stores**-Thom McAn; True Value; Sears (catalog); Montgomery Ward; Village Casuals; Harolds Army & Navy.

**14 - NEWSPAPERS:** REVIEW (m) 9,169; (S) 9,139; Sept. 30, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: James E. Towner, Pub., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.

**National Representative**. Landon Associates.

## TYRONE

**1 - LOCATION:** Blair County, (In Altoona MSA). E&P Map C-2. Residential and Industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Philadelphia. On U.S. Hwys. 220, 453.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Logan Valley; Greyhound; Fullington; Blue & White.

**Airlines**-USAir (Blair Co. Airport); Altoona Aviation Corp.

**3 - POPULATION:**

Corp. City 80 Cen. 6,346; E&P 89 Est. 5,883

County/MSA 80 Cen. 136,603; E&P 89 Est. 135,056

**4 - HOUSEHOLDS:**

City 80 Cen. 2,445; E&P 89 Est. 2,385

County/MSA 80 Cen. 49,088; E&P 89 Est. 50,948

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $267,135,000 |
| Savings & Loan | 1 | $10,321,000 |

**6 - PASSENGER AUTOS:** County 69,426

**7 - ELECTRIC METERS:** Residence 7,568

**8 - GAS METERS:** Residence 1,782

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivets 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on 2 streets; Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.

**Principal Shopping Days**-Thur. Fri., Sat.

**Stores Close**-Wed. afternoon.

**Stores Open Evenings**-Thurs., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Bee Gee Jr.; Boutique; Ames.

**Variety Store**-Dollar General.

**Chain Drug Stores**-Widmann's; Kopp's; Rite Aid.

**Chain Supermarkets**-Riverside; Foodland; Sheetz; Minit-Mart; Uni-Mart; IGA.

**Other Chain Stores**-Wolf Furn.; Sears (catalog); Montgomery Ward; Radio Shack.

**14 - NEWSPAPERS:** HERALD (e) 3,012; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Sally C. Shaffer, Adv. Dir., HERALD, 1018 Pennsylvania Ave., Tyrone, PA 16686; Tel. (814) 684-4000.

**National Representative**: Landon Associates.

## UNIONTOWN

**1 - LOCATION:** Fayette County, (In Pittsburgh PMSA). E&P Map B-3. County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

**2 - TRANSPORTATION: Railroads**-B&O; Conrail.

**Intercity Bus Lines**-Eastern Greyhound.

**Motor Freight Carriers**-4.

**Air Express**-1.

**3 - POPULATION:**

Corp. City 80 Cen. 14,51[illegible]; E&P 89 Est. 13,026

CZ-ABC: (80) 40,842

RTZ-ABC: (80) 85,256

County 80 Cen. 160,395; E&P 89 Est. 111,147

City & RTZ-ABC: (80) 126,098

PMSA 80 Cen. 2,219,848; E&P 89 Est. 2,169,046

**4 - HOUSEHOLDS:**

City 80 Cen. 5,864; E&P 89 Est. 5,520

CZ-ABC: (80) 15,197

RTZ-ABC: (80) 29,659

County 80 Cen. 56,925; E&P 89 Est. 41,969

City & RTZ-ABC: (80) 44,856

PMSA 80 Cen. 885,070; E&P 89 Est. 833,477

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $969,197,890 |
| Savings & Loan | 3 | $212,579,371 |

**6 - PASSENGER AUTOS:** County 79,668

**7 - ELECTRIC METERS:** County 59,100

**8 - GAS METERS:** County 25,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Mfg. 150; Glass & Closures 2,158.

**Principal Industrial Pay Days**-Every other Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18, last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Uniontown Ctr.(27) | 2 | Super Dollar, K mart |
| Fayette Plz.(10) | 2 | Hill's, Giant Eagle, Revco |
| Uniontown Mall(66) | 2 | Sears, Bon Ton, Gee Bee, Hess's |
| Laurel Mall(30) | 5 | Mont. Ward, Metzler's, Murphy's |

**Principal Shopping Days**-Mon., Fri.

**Stores Open Evenings**-Mon. Thru Sat.; Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton; Hess.

**Variety Stores**-McCrory.

**Discount Stores**-Moss; K mart; Hills; Big Lots.

**Chain Drug Stores**-Health Mart 3; Revco 1; Blumenscheins' 3.

**Chain Supermarkets**-Super Dollar 2; Foodland 2; Shop 'N Save; Giant Eagle.

**Other Chain Stores**-Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; The Limited; Jean Nicole; Gordon's Jewelers; Altmeyer's Home Stores; Brooks Fashions; Card Cage; Deb Shop; Circus World Toys/Playland; Duling Optical; Fotomat; Earring Palace; Footlocker; Gemstone Jewelry; Hanover Shoes; Haynes Triangle; House of Cards/Trends; JoAnn Fabrics; Lane Bryant; Leeds Candies; Main Event; Marianne Shoppe; National Record Mart; Orange Julius; Payless Shoe Source; Pearle Vision Center; Radio Shack; Regis Hairstylists; Silverman's; 16 Plus; Original Cookie Co.; Tid Bit Alley; Village Buster Brown; Waldenbooks; Coles Bookstore; Hub; Claire's Boutique; Royal Optical; Dwight Dental; Teeks Shoes; Things Remembered; Gordon's Jewelers.

**14 - NEWSPAPERS:** HERALD-STANDARD (mon to fri) 30,986; (S) 32,039; Mar. 31, 1989

ABC.

**Local Contact** for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.

**National Representative**: Landon Associates.

## WARREN

**1 - LOCATION:** Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

**2 - TRANSPORTATION: Railroads**-Allegheny.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 12,146; E&P 89 Est. 11,290
CZ-ABC: (80) 15,639
RTZ-ABC: (80) 31,810
County 80 Cen. 47,519; E&P 89 Est. 46,478
City & RTZ-ABC: (80) 47,449

**4 - HOUSEHOLDS:**

City 80 Cen. 4,898; E&P 89 Est. 4,774
CZ-ABC: (80) 6,159
RTZ-ABC: (80) 10,560
County 80 Cen. 16,719; E&P 89 Est. 17,520
City & RTZ-ABC: (80) 16,719

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $944,156,000 |
| Commercial | 2 | $645,529,206 |

**6 - PASSENGER AUTOS:** County 21,233

**7 - ELECTRIC METERS:** Residence 15,377

**8 - GAS METERS:** Residence 13,170

**9 - PRINCIPAL INDUSTRIES:** Electronic Parts & Equip.; Wire & Cable; Steel Fab.; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furn. & Shelving; Plastic Molding; Large Valves.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 43 in.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Penna. Ave. W.; 2 on Penna. Ave. E.; 2 on Liberty St.; 2 on 2nd Ave.

**Neighborhood Shopping Centers**-Penna. Ave. E.; Market St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Warren Mall(40) | 4 | K mart, JCPenney, Bon Ton, Sears |
| Market St.(4) | 1 | Turner's |
| North Warren(4) | 1 | Jamesway |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.

**Variety Stores**-G.C. Murphy; K mart.

**Discount Stores**-Jamesway.

**Chain Drug Stores**-Cowdrick's; CVS; Eckerd; Thrift.

**Chain Supermarkets**-Anderson's; Super Duper; Holiday Market; Quality; County Mkt; Thorns.

**14 - NEWSPAPERS:** TIMES-OBSERVER (m) 12,516; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kevin Mead, Pub., TIMES-OBSERVER, 205 Pennsylvania Ave. W.; PO Box 188, Warren, PA 16365; Tel. (814) 723-8200.

**National Representative**: Landon Associates.

## WASHINGTON

**1 - LOCATION:** Washington County, (In Pittsburgh PMSA). E&P Map A-3, County Seat. SW corner of state. 26 mi. S of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-B&O; Amtrak (freight only).

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; GG&C Lines.

**3 - POPULATION:**

Corp. City 80 Cen. 18,363; E&P 89 Est. 15,751
CZ-ABC: (80) 20,604
RTZ-ABC: (80) 80,101
County 80 Cen. 216,820; E&P 89 Est. 209,109
PMSA 80 Cen. 2,218,645; E&P 89 Est. 2,169,046
City & RTZ-ABC: (80) 100,705

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 7,137; E&P 89 Est. 6,377
CZ-ABC: (80) 8,132
RTZ-ABC: (80) 27,907
County 80 Cen. 77,033; E&P 89 Est. 78,444
PMSA 80 Cen. 885,070; E&P 89 Est. 833,477
City & RTZ-ABC: (80) 36,039

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $1,482,403,000 |
| Savings & Loan | 3 | $233,390,000 |
| Credit Union | 24 | $90,302,000 |
| Savings Bank | 2 | $267,576,000 |
| Savings Assoc. | 3 | $150,329,000 |

**6 - PASSENGER AUTOS:** County 107,302

**7 - ELECTRIC METERS:** Residence 79,378

**8 - GAS METERS:** Residence 36,825

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,239 ($493); Primary Metals 2,709 ($640); Electrical Mach. 1,827 ($588); Fabricated Metals 830 ($483); Non-Electrical Mach. 1,827 ($588); Printing & Allied 435 ($305); Chemicals 595 ($515).

**Principal Pay Days**-Every other Thur.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

**11 - TAP WATER:** Alkaline, moderately soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.

**Neighborhood Shopping Centers**-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Washington Plz. | 2 | K mart |
| Washington Mall | 2 | JCPenney |
| Northgate Plz.(8) | 3 | Gee Bee |
| Franklin Mall(44) | 3 | Sears |

**Principal Shopping Days**-Dept.: Mon., Thur., Fri., Sat.; Food: Fri., Sat., Tues.

**Stores Open Evenings**-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Pomeroy's; Hess's.

**Discount Stores**-Seig's; K mart; Gee Bee; Hills.

**Variety Store**-G.C. Murphy.

**Chain Drug Stores**-Thrift 2; Revco 2.

**Chain Supermarkets**-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; PX Super Mkts. 17.

**Other Chain Stores**-Richman Bros.; Murphy Mart; Tire America; Color Tile; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Waldenbooks; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Hofheimer's Shoes.

**14 - NEWSPAPERS:** OBSERVER-REPORTER (m) 38,782; (S) 35,548; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert McFeely, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS.

**National Representative**: Landon Associates; US Suburban Press.

## WAYNESBORO

**1 - LOCATION:** Franklin County, E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA. Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

**2 - TRANSPORTATION: Motor Freight Carriers**-8.

**Airlines**-USAir (Hagerstown Airport).

**3 - POPULATION:**

Corp. City 80 Cen. 9,726; E&P 89 Est. 9,460
County 80 Cen. 114,095; E&P 89 Est. 120,514

**4 - HOUSEHOLDS:**

City 80 Cen. 3,981; E&P 89 Est. 3,990
County 80 Cen. 39,952; E&P 89 Est. 45,156

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $150,511,366 |
| Savings & Loan | 1 | $15,898,000 |

**6 - PASSENGER AUTOS:** County 64,216

**7 - ELECTRIC METERS:** Residence 5,000

**8 - GAS METERS:** Residence 1,456

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Printing 100; Refrigeration-Air Conditioning; Farm Mach. 1,300; Textiles 510.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15; last killing frost, May 12.

**11 - TAP WATER:** Very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 2 on Potomac.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Potomac(10) | NA | Super Thrift |
| Wayne Hghts.(13) | NA | Ames, Thrift Drug, Martin's Food |
| Waynesboro Mall (25) | NA | A&P, K mart, Radio Shack |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Department Stores-every day; Food-every day.

**13 - RETAIL OUTLETS: Variety Stores**-McCrory.

**Discount Stores**-K mart; Ames.

**Chain Drug Stores**-Thrift Drugs; Drug Fair; People's.

**Chain Supermarkets**-A&P; Super Thrift; Henicle; Martin's.

**Other Chain Stores**-Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

**14 - NEWSPAPERS:** RECORD HERALD (e) 10,400; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St.; PO Box 271, Waynesboro, PA 17268; Tel. (717) 762-2151.

**National Representative**: Landon Associates.

## WEST CHESTER

**1 - LOCATION:** Chester County, (In Philadelphia, PA-NJ PMSA). E&P Map E-3, in SE part of county. 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

**2 - TRANSPORTATION: Railroads**-Conrail.

**Motor Freight Carriers**-4

**Intercity Bus Lines**-SEPTA; Reeder.

**Airport**-Commuter-noncommercial.

**3 - POPULATION:**

Corp. City 80 Cen. 17,435; E&P 89 Est. 17,136
CZ-ABC: (80) 33,599
Bal. in NDM-ABC: (80) 137,564
County 80 Cen. 318,735; E&P 89 Est. 352,180
PMSA 80 Cen. 4,720,929; E&P 89 Est. 4,880,325
Total NDM-ABC: (80) 171,163

**4 - HOUSEHOLDS:**

City 80 Cen. 5,761; E&P 89 Est. 5,840
CZ-ABC: (80) 11,254
Bal. in NDM-ABC: (80) 44,270
County 80 Cen. 104,752; E&P 89 Est. 135,454
PMSA 80 Cen. 1,639,330; E&P 89 Est. 1,751,961
Total NDM-ABC: (80) 55,524

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 19 | N.A. |
| Savings | 3 | N.A. |
| Savings & Loan | 11 | N.A. |

**6 - PASSENGER AUTOS:** County 201,974

**7 - ELECTRIC METERS:** Residence 101,057

**8 - GAS METERS:** Residence County 15,765

**9 - PRINCIPAL INDUSTRIES:** Type of Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Prods. 2,146; Food Packing 3,684; Chem. 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Exton Sq.(83) | 7 | Strawbridge & Clothier, K mart |
| West Goshen(18) | 1 | K mart, Sears, Acme |
| King of Prussia(330) | 18 | JCPenney, Sears, Wanamaker's, A&S, Bloomingdale's |
| Granite Run(131) | 12 | JCPenney, Sears |
| Thorndale(13) | 9 | Rite Aid, Jamesway, K mart |

**Principal Shopping Days**-N.A.

**Stores Open Evenings**-N.A.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Wanamaker's; Bloomingdale's; Abraham & Strauss; Sears; Strawbridge & Clothier.

**Discount Stores**-K mart; Jamesway.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Rite Aid; Thrift.

**Chain Supermarkets**-Acme 14; Shop Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh; Genuardi's; Giant.

**Other Chain Stores**-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel; Frank's Nursery; Gaudio's.

**14 - NEWSPAPERS:** DAILY LOCAL NEWS (e-mon to fri) 37,171; (S) 33,753; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: J. Peter Lindquist, Gen. Mgr., DAILY LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775.

**National Representatives**: Landon Associates; Robert Hitchings & Co.

### WHEATLAND

**See SHARON**

## WILKES-BARRE

**1 - LOCATION:** Luzerne County (In Scranton-Wilkes-Barre MSA), E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81, I-80, NE extension of Pennsylvania Turnpike.

**2 - TRANSPORTATION: Railroads**-Conrail; Pocono Northeast; Delaware & Hudson.

**Motor Freight Carriers**-12.

**Intercity Bus Lines**-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley; Capitol; Price.

**Airlines**-Eastern; USAir; Florida Express; Piedmont; (Pocono) Allegheny Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 51,551; E&P 89 Est. 46,879
CZ-ABC: (80) 124,509
RTZ-ABC: (80) 218,570
County 80 Cen. 343,094; E&P 89 Est. 337,408
City & RTZ-ABC: (80) 343,079
MSA 80 Cen. 729,316; E&P 89 Est. 748,051

**4 - HOUSEHOLDS:**

City 80 Cen. 21,606; E&P 89 Est. 19,040
CZ-ABC: (80) 47,542
RTZ-ABC: (80) 77,960
County 80 Cen. 125,502; E&P 89 Est. 122,497
City & RTZ-ABC: (80) 125,502

MSA 80 Cen. 263,271; E&P 89 Est. 277,071

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 19 | $4,775,004,595 |
| Savings & Loan | 3 | $814,031,615 |

**6 - PASSENGER AUTOS:** County 188,891

**7 - ELECTRIC METERS:** Residence 112,376

**8 - GAS METERS:** Residence 45,155

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Health Services 10,535 ($315); Apparel & Other Textile Prods. 8,517 ($186); Eating & Drinking Places 6,965 ($99); Food Stores 3,811 ($207); Durable Goods Wholesaling 3,283 ($336); General Mdse. Stores 3,202 ($175); Business Services 2,984 ($206); Fabricated Metal Prods. 2,940 ($419); Spec. Trade Contractors 2,841 ($337); Electric, Gas & Sanitary Servs. 2,666 ($607); Banking 2,440 ($268); Rubber & Misc. Plastic Prods. 2,394 ($376); Food & Kindred Prods. 2,393 ($328); Auto Dealers & Service Stations 2,391 ($239); Misc. Retail 2,391 ($198); Non-Durable Goods Wholesaling 2,279 ($321); Stone, Clay & Glass Prods. 2,275 ($493); Printing & Publishing 2,145 ($349); Communications 2,100 ($446); Social Services 2,071 ($219).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; Annual snowfall: 40 inches.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; (Principal Stores: Boscov's); Wyoming Valley Mall (95 stores incl. Sears, JCPenney, Hess's, Pomeroy's).

**Neighborhood Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Downtown Pittston(40) | 8 | Mark Data |
| Downtown Nanticoke(40) | 9 | Rea & Derick, Rite Aid |
| West Side Mall/ Narrows Shpg. Ctr.(60) | 3 | Bergman's, Woolworth, Hills, Flemington Fashion |
| Gateway Shpg. Ctr. | | Jewelcor, McCrory |
| Pittston Plz.(25) | 8 | K mart, Thrift Drug |
| Dallas Shopping Ctr.(20) | 9 | IGA, Humphrey's |
| Midway Shopping Ctr.(17) | 9 | Pomeroy's, McCrory, Acme Mkt., Rea & Derick, Radio Shack |
| Insalaco Shpg. Ctr.(15) | 8 | Insalaco's Mkt., Rite Aid |
| United Penn Plz.(15) | 2 | B. Levy |
| Hanover Mall(10) | 6 | K mart, Thrift Drug |
| Luzerne Shopping Ctr. | 5 | Jamesway, Fay's Drug |
| Mark Plz.(9) | 5 | K mart, Fay's Drug |
| Shavertown Shpg. Ctr.(7) | 8 | Acme, McCrory |
| Blackman Plz.(6) | 2 | K mart |
| Crestwood Plz.(6) | 9 | Weis Market, Thrift Drug |
| Country Club Plz.(10) | 10 | Insalaco's, Thrift Drug |
| Triangle Plz.(11) | 2 | Triangle Bldg. Supplies |
| East End Ctr.(25) | 3 | Hills |

**Principal Shopping Days**-Retail: Thur. through Sat.; Food: Tues. through Thur.

**Stores Open Evenings**-Dept. Stores & Malls: Mon. through Sat.; Downtown: Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Bergman's; Boscov's; Hess; JCPenney; Pomeroy's 2; Sears.

**Discount Stores**-Argo Factory Outlet; Clothing Warehouse; Jamesway; Jay Dee; Jewelcor; Hills 2; K mart 6; Keefer's Army & Navy 2; Leslie Fay 2; Stroud's Distributing; Suburban Casuals 2; Unclaimed Freight.

**Variety Stores**-Woolworth 2; McCrory 5.

**Chain Drug Stores**-Cook's 2; Fay's 3; Rea & Derick 9; Revco 2; Rite Aid 7; Stapinski's 3; Thrift 5.

**Chain Supermarkets**-Acme 14; Insalaco's 5; IGA 4; Giant 3; Shoprite; Sunshine Markets; Weis 4; Bargains Galore 4.

**Other Chain Stores**-84 Lumber; AT&T Phone Stores; A.S. Beck; Big Sky; Computerland; Corner House; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Deb Shop; Flemington Fashions; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 2; Jean King 3; Jo Ann Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes; Royal Optical 2; The Shoe Spot 6; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Susie's Casuals; Mary Taylor; Toy 'R Us; Kids 'R Us; Triangle Building; Waldenbooks 2; Waterbed Gallery; Jack Williams Tire 3; Color Tile; Wall-to-Wall Sound 2.

**14 - NEWSPAPERS:** CITIZENS' VOICE (m) 46,370; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Walter Vukovich, Adv. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2042.

**National Representative**: U.S. Suburban Press.

TIMES LEADER (m) 48,250; (S) 52,273; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ronald A. Bartizek, Adv. Dir., TIMES LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## WILLIAMSPORT

**1 - LOCATION:** Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

**2 - TRANSPORTATION: Railroads**-Conrail (freight).

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Trailways; Susquehanna Trailways; Capitol Trailways.

**Airlines**-USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 33,401; E&P 89 Est. 29,637

CZ-ABC: (80) 57,366

RTZ-ABC: (80) 249,519

County/MSA 80 Cen. 118,555; E&P 89 Est. 116,250

City & RTZ-ABC: (80) 306,885

**4 - HOUSEHOLDS:**

City 80 Cen. 12,554; E&P 89 Est. 11,697

CZ-ABC: (80) 21,314

RTZ-ABC: (80) 84,572

County/MSA 80 Cen. 42,097; E&P 89 Est. 43,189

City & RTZ-ABC: (80) 105,886

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $1,621,374,000 |
| Savings & Loan | 2 | $288,362,000 |

**6 - PASSENGER AUTOS:** County 61,301

**7 - ELECTRIC METERS:** Residence 39,000

**8 - GAS METERS:** Residence 13,064

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. Prods. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Wood Prods. 1,619; Metal Prods. 4,228; Paper, Printing 1,194; Textiles 2,585; Misc. 354; Health Cove 2,400.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 32-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.

**Neighborhood Shopping Centers**-4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 6 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Giant Plaza | NA | Revco, Giant Mkts. |
| Garden View Plz.(2) | NA | Rea & Derick, Weis Foods |
| Loyal Plaza (29) | NA | K mart, Acme, Nichols |
| Lycoming Mall(72) | NA | Hess's, Gee Bee, Sears, Woolworth, Bon Ton |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Close**-Wed. (Some aft., some all day).

**Stores Open Evenings**-Fri., Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Hess's; Deisroth's; Wilson's; Bon Ton.

**Discount Stores**-Tops-All; Nichols; Hill's; Gee Bee; K mart.

**Variety Store**-Woolworth.

**Chain Drug Stores**-Widman 4; Thrift 2; Revco 2; Rea & Derick 3.

**Chain Supermarkets**-Acme 2; Weis 6; Handy 5; Zippy 4; Riverside 4; Giant; Uni-Mart 5; Stop-N-Go 4; Turkey Hill 2.

**Other Chain Stores**-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear; Family Dollar; Pick Way Shoes; Payless Shoes; Shoe Works; Super Shoes.

**14 - NEWSPAPERS:** SUN-GAZETTE (e) 35,095; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.

**National Representative**: Landon Associates.

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## WILSON

**See EASTON**

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## YORK

**1 - LOCATION:** York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

**2 - TRANSPORTATION: Railroads**-Conrail (freight); Chessie System (freight); Maryland & Pennsylvania (freight).

**Motor Freight Carriers**-35.

**Intercity Bus Lines**-Greyhound; York Area Transit Authority; York Trans. Club.

**3 - POPULATION:**

Corp. City 80 Cen. 44,619; E&P 89 Est. 41,150

CZ-ABC: (80) 129,735

RTZ-ABC: (80) 186,631

County 80 Cen. 314,338; E&P 89 Est. 334,160

MSA 80 Cen. 382,993; E&P 89 Est. 408,617

City & RTZ-ABC: (80) 316,366

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 24,108; E&P 89 Est. 17,112

CZ-ABC: (80) 49,273

RTZ-ABC: (80) 63,921

County 80 Cen. 112,313; E&P 89 Est. 126,079

MSA 80 Cen. 135,210; E&P 89 Est. 148,898

City & RTZ-ABC: (80) 113,194

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | $2,198,818,000 |
| Savings & Loan | 6 | $442,391,000 |

**6 - PASSENGER AUTOS:** County 196,906

**7 - ELECTRIC METERS:** County 93,087

**8 - GAS METERS:** City 25,500; County 51,000

**9 - PRINCIPAL INDUSTRIES:** Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.; Dental & Ophthalmic Prods.; Ceramic Dinner & Gift Ware.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

**11 - TAP WATER:** Nearly neutral, moderately soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on 2 Sts.; 2 on George; 3 on Market.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| The Colonial(14) | NA | Minnick's Pharmacy |
| Delco Plaza(12) | NA | Hill's, Pathmark, K mart |
| Haines Acres(6) | NA | Jay's Super Thrift |
| Haines Road(7) | NA | K mart |
| Loucks Road(6) | NA | Weis Mkt. |
| Northgate(12) | NA | Weis Mkt., McCrory, Peoples |
| North Mall(12) | NA | Burlington Coat |
| Queensgate(43) | NA | Mailman's, People's, Weis Mkt. |
| Randolph Park(6) | NA | Cloth World |
| York County(37) | NA | |
| York Hills(1) | NA | Hill's Dept. |
| The York Mall(60) | NA | Mont. Ward, JCPenney, Bon Ton |
| Edgar Street(4) | NA | Peoples, Weis |
| Village Green(9) | NA | Epco, Allie's |
| West Manchester | NA | Bon Ton, Hess, Gee Bee |
| Green Springs Plz. | NA | Gee Bee, Weis Mkt. |
| Galleria | NA | Penney's, Sears, Bon Ton, Boscov |
| Kingston Sq. | NA | Encore Books |
| Commerce Ctr. | NA | Zayre, Weis Mkt. |
| Meadowbrook Vlg. | NA | Pfaltzgraff |
| York Outlet Mall | NA | Phar-Mor, Fashion Mart |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Department Stores daily; Food daily.

**13 - RETAIL OUTLETS: Department Stores**-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess; Boscov's.

**Discount Stores**-Mailman's; K mart, Gee Bee; Ollies Bargain Outlet.

**Variety Stores**-G.C. Murphy; McCrory; Woolworth.

**Chain Drug Stores**-People's; Thrift Drug 3; Minnick's; Revco 4; Rite Aid 3; Phar-Mor; Epco 6; Brooks 2.

**Chain Supermarkets**-AG 150; Community 75; A&P; Weis 8; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 3.

**Other Chain Stores**-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Ormond's; S&H Green Stamps; Anders; Anderson Little; Kinney's; Silo; Pep Boys; Western Auto; Hechingers; Avellino's; Stereo Discounters; Toys R Us; Listening Booth; Radio Shack.

**14 - NEWSPAPERS:** DISPATCH (e) 47,111; (S) 44,012; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lee Ellmaker, V.P./Adv. Dir., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 854-1575.

**National Representative**: Landon Associates.

RECORD (m) 41,164; (S) 42,610; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1891 Loucks Rd.; PO Box W-401, York, PA 17404; (717) 767-6397.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

# RHODE ISLAND SURVEYS

### METROPOLITAN STATISTICAL AREA

**New London-Norwich, CT-RI**-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griewold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Fall River, MA-RI**-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.

**Pawtucket-Woonsocket-Attleboro, RI-MA**-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrilville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI.

**Providence**-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**Providence-Pawtucket-Fall River, RI-MA**-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 76 | 59 | 76 |
| 5-14 Years | 175 | 135 | 142 |
| 15-24 Years | 174 | 180 | 156 |
| 25-44 Years | 211 | 245 | 311 |
| 45-64 Years | 210 | 203 | 201 |
| 65 and Over | 104 | 127 | 119 |
| TOTAL | 950 | 949 | 1,005 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 138 | 171 | 384 |
| General Mdse | 337 | 445 | 780 |
| Food | 639 | 901 | 1,420 |
| Automobiles | 472 | 621 | 1,417 |
| Gasoline Stations | 216 | 368 | 433 |
| Apparel | 144 | 233 | 396 |
| Furniture | 106 | 138 | 299 |
| Eat-Drink Places | 255 | 396 | 712 |
| Drugs | 96 | 172 | 299 |
| TOTAL SALES | 2,802 | 4,163 | 7,317 |

### CENTRAL FALLS

See PAWTUCKET

## NEWPORT

**1 - LOCATION:** Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Intercity Bus Lines**-Bonanza; Greyhound.

**Motor Freight Carriers**-15.

**Airlines**-Air New England.

**3 - POPULATION:**

Corp. City 80 Cen. 29,259; E&P 89 Est. 29,652
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 80 Cen. 81,486; E&P 89 Est. 83,870
City & RTZ-ABC: (80) 64,772

**4 - HOUSEHOLDS:**

City 80 Cen. 10,601; E&P 89 Est. 11,078
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 80 Cen. 28,246; E&P 89 Est. 30,910
City & RTZ-ABC: (80) 22,529

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | N.A. |
| Savings | 4 | N.A. |
| Savings & Loan | 2 | N.A. |
| Credit Union | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 52,563

**7 - ELECTRIC METERS:** Residence 25,246

**8 - GAS METERS:** Residence 6,887

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fab. 1,600; Computer Sciences 3,000; Shipyards 800.

**Principal Pay Days**-Fri., 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-Thames St., Newport.

**Neighborhood Shopping Centers**-Broadway and Bellevue Ave., Newport; Two Mile Corner; Middletown, & West Main Rd., Middletown; Connell Hwy., Newport.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bellevue(12) | NA | Almacs, A&P, CVS |
| Aquidneck(23) | NA | Anderson-Little, Woolworth |
| Connell Plz.(22) | NA | JCPenney, Food Mart |
| Zayre Plz. | NA | Radio Shack, Sherwin-Williams, Star Mkt., Zayre |
| Main Plz.(5) | NA | Almacs, K mart |
| Long Wharf Mall(15) | NA | |

**Principal Shopping Days**-Dept.: Fri., Sat.; Food: Fri.

**Stores Open Evenings**-Department: Fri.; Supermarkets: 9 p.m. daily.

**13 - RETAIL OUTLETS: Department Stores**-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.

**Variety Stores**-Newberry; Woolworth; Charles.

**Discount Stores**-Zayre; K mart; NHD; Tons of Toys.

**Chain Drug Stores**-Adams; CVS 2; Brooks/Adams 3.

**Chain Supermarkets**-A&P; Super Stop & Shop; Almacs 2; Star Mkt.; IGA; Food Mart.

**Other Chain Stores**-Goodyear; Endicott-Johnson Shoes; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's; Fashion Bug; Kidsport; Fayva; Waldenbooks; Naturalizer.

**14 - NEWSPAPERS:** NEWS (e) 15,281; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Louis P. Mureddy, Ret. Adv. Mgr., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.

**National Representative**: Landon Associates.

## PAWTUCKET-CENTRAL FALLS

**1 - LOCATION:** Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

**2 - TRANSPORTATION: Railroads**-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.

**Intercity Bus Lines**-Bonanza; Shortline; R.I. Public Transit.

**Motor Freight Carriers**-81.

**Airlines**-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont; American.

**3 - POPULATION:**

Corp. Cities 80 Cen. 88,199; E&P 89 Est. 87,198
Pawtucket 80 Cen. 71,204; E&P 89 Est. 70,512
Central Falls 80 Cen. 16,995; E&P 89 Est. 16,686
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 80 Cen. 571,571; E&P 89 Est. 581,200
NECMA 80 Cen. 867,061; E&P 89 Est. 911,631
City & RTZ-ABC: (80) 171,962

**4 - HOUSEHOLDS:**

Cities 80 Cen. 34,733; E&P 89 Est. 35,670
Pawtucket 80 Cen. 28,147; E&P 89 Est. 28,953
Central Falls 80 Cen. 6,586; E&P 89 Est. 6,717
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 80 Cen. 209,698; E&P 89 Est. 211,061
NECMA 80 Cen. 311,051; E&P 89 Est. 337,887
City & RTZ-ABC: (80) 63,523

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 12 | N.A. |
| Savings | 3 | N.A. |
| Savings & Loan | 4 | N.A. |
| Credit Unions | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 349,250; Pawtucket 42,669; Central Falls 9,253

**7 - ELECTRIC METERS:** Residence 45,838

**8 - GAS METERS:** Residence 42,739

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mach. 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24; last killing frost, Apr. 14.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main; 2 on Broad; 1 on East Ave.

**Neighborhood Shopping Centers**-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St. in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass., Lincoln Mall, Lincoln; Commerce Way, Seekonk, Mass.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Barton St. | 1 | Star Market |
| Narragansett(17) | 4 | Star Mkt., Burlington Factory Outlet, Super Stop & Shop |
| Wampanoag(24) | 3 | Almac's Mkt. |
| Shopperstown(11) | 3 | Zayre, Star Mkt. |
| Cumberland Plz.(12) | 6 | Almac's Mkt. |
| Lincoln Ctr. | 5 | Nayco |
| Seekonk | 5 | K mart, Valueland |
| Central Plz. | 3 | Food Mart, Benny's |
| Washington Plz. | 5 | Zayre, Star Mkt. |
| Bayberry Plz. | 10 | Paperama |
| Walnut Hill(26) | 15 | Sears |
| Mineral Spring(9) | NA | Almac's Mkt. |
| Woonsocket Plz.(20) | 15 | Child World, Radio Shack |
| Lincoln Mall(65) | 8 | Caldor, Almac's, Zayre |

**Principal Shopping Days**-Tues., Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Peerless; Burlington Factory Outlet; Sears 2; Apex; Lechmere.

**Discount Stores**-Zayre 2; Ann & Hope 2; K mart; Caldor; Mars; Stuarts.

**Variety Stores**-Nayco; Ben Franklin.

**Chain Drug Stores**-Adams/Brooks 9; Ann & Hope Pharmacy 2; CVS 9; Douglas Drug 4; Rite Aid.

**Chain Supermarkets**-Almac's 10; Stop & Shop; Star Mkts. 3; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland; Wonder Food Mkt.

**Other Chain Stores**-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond International; The Fair; Bennys; Zale's; Grossman's; Hickory Farms; Save Rite; Color Tile; Tile City.

**14 - NEWSPAPERS:** TIMES (e) 25,127; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Del St. Jean, Adv. Dir., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.

**National Representative**: Landon Associates.

## PROVIDENCE

**1 - LOCATION:** Providence County (In Providence-Pawtucket-Woonsocket-NECMA). E&P Map D-3. State Capital and County Seat. Industrial, Wholesale and Education Center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-400.

**Freight Steamship Lines**-2.

**Intercity Bus Lines**-R.I. Transit Authority; Arrow; Bonanza.

**Interstate Bus Lines**-Greyhound; Bonanza; Providence-Hartford-Norwich Line.

**Airlines**-American; American Eagle; Business Express; Continental; Eastern; Holiday; North West; Peidmont; USAir; United; Pan Am Express.

**3 - POPULATION:**

Corp. City 80 Cen. 156,804; E&P 89 Est. 151,391
NDM-ABC: (80) 1,149,132
County 80 Cen. 571,571; E&P 89 Est. 581,200
NECMA 80 Cen. 867,061; E&P 89 Est. 911,631

**Demographic Information available from Newspaper. See paragraph 14**.

**4 - HOUSEHOLDS:**

City 80 Cen. 60,157; E&P 89 Est. 60,329
NDM-ABC: (80) 410,392
County 80 Cen. 209,698; E&P 89 Est. 211,061
NECMA 80 Cen. 311,051; E&P 89 Est. 337,887

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | $8,527,000,000 |
| Savings | 6 | $2,464,000,000 |
| Savings & Loan | 3 | $1,756,000,000 |
| Credit Unions | NA | $2,339,000,000 |

**6 - PASSENGER AUTOS:** Providence-City 76,789; County 349,250

**7 - ELECTRIC METERS:** Residence 56,551

**8 - GAS METERS:** Residence 53,612

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 30,100 ($389); Textiles 12,400 ($312); Jewelry & Silver 26,400 ($268); Rubber & Plastics 6,300 ($375); Trans. Equip. 9,400 ($453); Printing &

Publishing 7,000 ($462); Instruments 4,700 ($377).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Downtown Shopping Area**-Westminster St., Exchange Pl., Exchange St., Dorrance St., Weybosset St., Empire St.

**Neighborhood Shopping Areas**-Davol Sq., Olneyville Sq., Wayland Sq., The Arcade, Federal Hill.

**Principal Shopping District**-Jct. of 195 & 1295, Warwick.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Barrington Ctr.(12) | 6 | CVS, Cherry Webb & Touraine, Donnelly's |
| Coventry Plz.(7) | 15 | K mart, Radio Shack |
| Garden City Ctr. Ctr.(43) | 6 | Child World Donnelly's, Woolworth |
| Marshall's Plz. Plz.(20) | 9 | Marshall's, Herman's |
| Shopperstown(12) | 12 | Zayre, Radio Shack |
| Wampanoag Mall(22) | 3 | Almacs Cherry Webb & Touraine |
| Lincoln Mall(70) | 9 | Caldor, Donnelly's, Peerless, Zayre, Almacs |
| Wakefield Mall(12) | 32 | Donnelly's, Peerless, Woolworth |
| Bald Hill Plaza(19) | 11 | Lechmere, Paperama |
| Gov. Francis(6) | 8 | Save Rite, IGA |
| Rhode Island Mall(76) | | Sears, Cherry Webb & Touraine, G. Fox |
| Rickles Plz.(4) | 11 | Rickles, Kids R Us |
| Warwick Commons (10) | 8 | Filene's Basement |
| Warwick Mall(52) | 8 | Caldor, Filene's, JCPenney, Jordan Marsh, The Limited |
| Walnut Hill(23) | 11 | McCarthy's, Sears, Woolworth |
| Bayberry Plz.(3) | 3 | Sears Paint & Hdwe., Murray's |
| Seekonk Sq.(5) | 3 | T.J. Maxx, Child World |
| Swansea Mall(76) | 13 | Apex, Caldor, Toys 'R Us, Sears, Service Mdse, Jordon Marsh |
| Swansea Plz.(4) | 13 | K mart |
| Apple Valley Mall(26) | 8<br>NA | Almacs, CVS, Radio Shack |
| Woonsocket Plz.(18) | 12 | Caldors, Big D Mkt. |
| Loehmann's Plz.(12) | NA | Loehmann's, Pier I Imports |
| Emerald Sq.(150) | 11 | Sears, JCPenney, G. Fox |

**Principal Shopping Days**-Department Stores-Thur., Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.

**Stores Open Evenings**-Department Stores-Mon. through Sat.; Food-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears 5; Jordan Marsh 2; Filene's; JCPenney 4; G. Fox.

**Discount Stores**-Ann & Hope 3; Apex 3; K mart 7; Murray's 3; Zayre 10; Caidor 4; Lechmere 2; Save Rite 4; Stuart's 3.

**Leading Apparel Stores**-Cherry Webb & Touraine; Peerless; Casual Corner; Briggs Ltd.; Donnelly's; Marshall's; Filene's Basement; Loehmann's.

**Variety Stores**-Woolworth 4.

**Chain Drug Stores**-Brooks 39; CVS 43; Douglas 11; Rite Aid 10.

**Chain Supermarkets**-A&P 3; Almacs 37; Food City; Heartland; IGA; Morse's 2; Star 12; Stop & Shop 12; Valueland 8.

**Other Chain Stores**-Men's Clothing: Brigg's Ltd., Chess King, Harvey Ltd., Hillhouse Ltd., Wallach's; Women's Clothing: Casual Corner 3, Cherry Webb & Touraine 5, Wm. H. Harris, Hit or Miss 3, Lane Bryant, Peerless 5, The Limited, The Talbots, The Weathervane; Family Clothing: Anderson Little 3, Donnelly's 8, Filene's Basement Store, Kennedy's 4, Marshall's 2, T.J. Maxx 3, Wm. H Harris, Lady Briggs; Shoes: Bakers, Dexter, Don Dee, Fayva, Flagg Bros., Florsheim, Hanover, Kinney, Knapp, Morse, Quoddy, Stride Rite, Taymor, Thom McAn; Hosiery: Albert, Fields, Frederick's of Hollywood, Parklane; Auto Supplies: ADAP, Benny's, Carquest, McLaughlin, NHD, NAPA, Western Auto; Dairy: Cuberland Farms; Dairy Mart; Xtra Mart; Furniture: Alpert's, Cardi, Georgetown Manor; Roitman's, Cabot House, Liberty.

**14 - NEWSPAPERS:** JOURNAL-BULLETIN (all day mon-fri.) 199,509; (m-sat) 185,650; JOURNAL (S) 261,763; Apr. 2, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William H. Peckham, Gen./Adv. Mgr., PROVIDENCE JOURNAL-BULLETIN 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7172.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## WEST WARWICK

**1 - LOCATION:** Kent County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

**2 - TRANSPORTATION: Railroads**-Conrail.

**3 - POPULATION:**

Corp. Town 80 Cen. 27,026; E&P 89 Est. 27,126
PMSA 80 Cen. 867,061; E&P 89 Est. 911,631
County 80 Cen. 154,163; E&P 89 Est. 168,800

**4 - HOUSEHOLDS:**

Town 80 Cen. 9,936; E&P 89 Est. 10,277
County 80 Cen. 54,137; E&P 89 Est. 67,016
PMSA 80 Cen. 311,051; E&P 89 Est. 337,887

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings | 2 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** Town 18,640; County 109,132

**7 - ELECTRIC METERS:** Residence 9,983

**8 - GAS METERS:** Residence 9,000

**9 - PRINCIPAL INDUSTRIES:** Textiles; Medical Supply; Energy.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

**11 - TAP WATER:** Acid, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gateway(30) | NA | Ben Franklin |
| Governor Francis(18) | NA | Adams |
| Midland Mall(76) | NA | Sears, G. Fox, Zale's |
| Warwick Mall(52) | NA | Jordan Marsh, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Filene's; Jordan Marsh; JCPenney; G. Fox; Sears.

**Variety Store**-Newberry's.

**Discount Stores**-Ann & Hope Factory Outlet; Apex; Pontiac Mills Outlet; Lechmere Sales.

**Chain Drug Stores**-Adams; Davis Cut Rate; CVS; Douglas.

**Chain Supermarkets**-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

**14 - NEWSPAPERS:** KENT COUNTY DAILY TIMES (e) 9,278; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Donna Medeiros, Pub., KENT COUNTY DAILY TIMES, 1353 Main St., West Warwick, RI 02893; Tel. (401) 821-7400.

**National Representative**: Landon Associates.

## WESTERLY

**1 - LOCATION:** Washington County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-3. On RI-CT line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

**2 - TRANSPORTATION: Railroads**-Amtrak.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.

**Airlines**-RI Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 18,580; E&P 89 Est. 20,180
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 64,505
County 80 Cen. 93,908; E&P 89 Est. 111,825
NECMA 80 Cen. 867,061; E&P 89 Est. 911,631
City & RTZ-ABC: (80) 90,729

**4 - HOUSEHOLDS:**

City 80 Cen. 6,599; E&P 89 Est. 7,101
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,737
County 80 Cen. 31,081; E&P 89 Est. 41,747
NECMA 80 Cen. 311,051; E&P 89 Est. 337,887
City & RTZ-ABC: (80) 31,003

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $198,054,000 |
| Savings & Loan | 1 | $7,386,853 |
| Credit Unions | 4 | $13,586,323 |

**6 - PASSENGER AUTOS:** County 69,746; City 15,243

**7 - ELECTRIC METERS:** Residence 11,497

**8 - GAS METERS:** Residence 4,235

**9 - PRINCIPAL INDUSTRIES:** Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chem. Specialties; Printing Press Mfg.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Mach.; Plastic Moldings; Elect. Batteries; Plastic Extrusion Mach.; Investment Casting.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10; last killing frost, Apr. 10.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-7 streets in center of town; 5 diversified shopping centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Franklin Plz.(14) | NA | Almac Mkt., JCPenney |
| Granite Plaza | NA | Sunrise Market |
| Granite Street(18) | NA | Walgreens |
| Main Street(15) | NA | E-Z Package Store |
| Ocean Plz | 3 | Midas Muffler |
| Mill Pond Plz. | 3 | Level One, Trader Fred |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Close**-Wed. afternoon downtown.

**Stores Open Evenings**-Fri.; Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; some markets until midnight.

**13 - RETAIL OUTLETS: Department Stores**-McCormick's; Sears (catalog); Reid & Hughes; JCPenney.

**Discount Stores**-Fisher's Big Wheel.

**Chain Drug Stores**-Higgins (Liggett-Rexall); Granite Walgreens; Brooks; Douglas.

**Chain Supermarkets**-A&P; Super Finast; Almac's; Universal 4; Gentile's; IGA; Sunrise; Cumberland Farms 3; Scott's; Stop & Shop; McQuade's.

**14 - NEWSPAPERS:** SUN (e-mon to fri) 12,299; (S) 12,672; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Leon F. Williams, Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791.

**National Representative**: Landon Associates.

## WOONSOCKET

**1 - LOCATION:** Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, MA and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

**2 - TRANSPORTATION: Railroads**-P&W; Amtrak.

**Motor Freight Carriers**-18.

**Intercity Bus Lines**-RI Public Transit Authority.

**Airlines**-United; USAir; American; American Eagle; Business Express; Continential; Holiday; Northwest; Pan Am Express; Piedmont; TWA Express. (T.F. Green Airport. 25 mi. distance).

**3 - POPULATION:**

Corp. City 80 Cen. 45,914; E&P 89 Est. 45,222
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 80 Cen. 571,571; E&P 89 Est. 581,200
NECMA 80 Cen. 867,061; E&P 89 Est. 911,631
City & RTZ-ABC: (80) 169,802

**4 - HOUSEHOLDS:**

City 80 Cen. 17,328; E&P 89 Est. 17,728
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 80 Cen. 209,698; E&P 89 Est. 211,061
NECMA 80 Cen. 311,051; E&P 89 Est. 337,887
City & RTZ-ABC: (80) 57,425

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | NA | $783,199,000 |

**6 - PASSENGER AUTOS:** County 349,250; City 24,522

**7 - ELECTRIC METERS:** Residence 16,039

**8 - GAS METERS:** Residence 11,687

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,239 ($429); Mfg. 9,992 ($437); Trans., Elect., Gas 1,047 ($495); Whol. Trade 2,649 ($512); Ret. Trade 7,505 ($229); Fin., Ins. & R.E. 1,324 ($492); Servs. 6,199 ($374).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-65; Summer 65-85; Fall 48-60; Winter 10-40.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Mill River Square; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza; Crooks Corner.

**Nearby Shopping Centers**

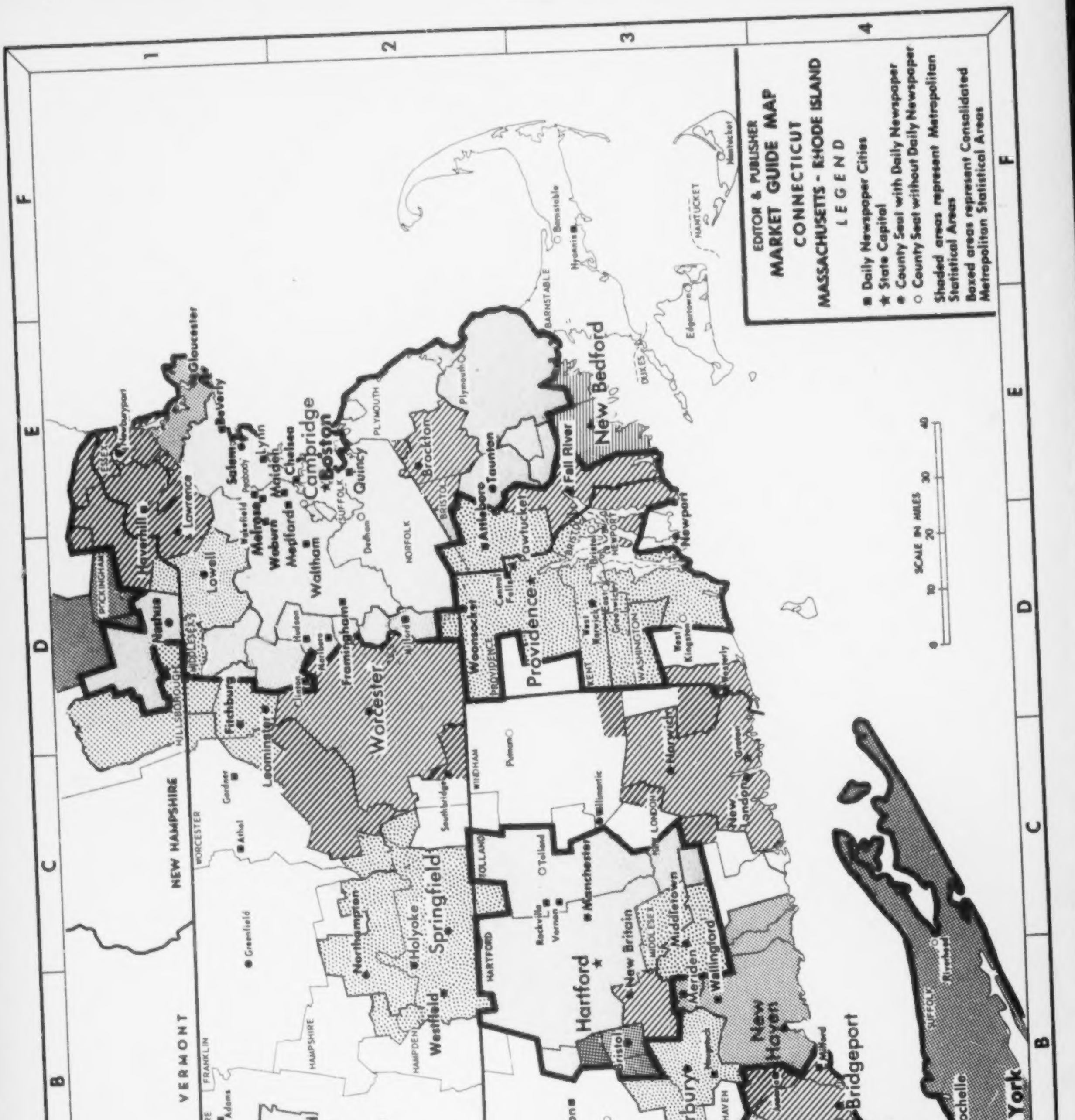
| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Square(6) | 2 | Almac's, Mars-Adap |
| Walnut Hill Plaza(26) | 2 | Sears, McCarthy's, Woolworth, Shaws |
| Woonsocket Plaza(20) | 2 | Radio Shack, Caldor, Child World |
| Bellingham | 1 | Zayre, CVS, Almac's |
| Social Corner | 1 | Save-Rite |
| Slatersville Plz.(15) | 4 | Eddie's Mkt., Western Auto, Williams 5&10 |
| Lincoln Mall(65) | 4 | Caldor, Zayre, Almac's |
| The Pavillion | 2 | CWT |
| Emerland Sq.(160) | 11 | JCPenney, G. Fox, Sears |

**Principal Shopping Days**-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.

**Stores Open Evenings**-All on Thur., Sun. 12-5; Dept. Tues., Thur.; Food Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-McCarthy's Dry Goods; Sears; Caldor 2;

**Discount Stores**-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre 2; Save Rite 2.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 10 20 30 40
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Pittsfield
North Adams
Greenfield
Springfield
Holyoke
Northampton
Westfield
Worcester
Fitchburg
Leominster
Gardner
Athol
Southbridge
Framingham
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Peabody
Melrose
Malden
Medford
Woburn
Chelsea
Cambridge
Boston
Waltham
Quincy
Dedham
Brockton
Taunton
Attleboro
Plymouth
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Hartford
New Britain
Bristol
Manchester
Rockville
Vernon
Tolland
Putnam
Willimantic
Middletown
Meriden
Wallingford
New Haven
Milford
Bridgeport
Norwalk
Stamford
Greenwich
Danbury
Waterbury
Torrington
Litchfield
Norwich
New London
Groton
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New Rochelle
Port Chester
Mamaroneck
Bronx
Mineola
Hicksville
New York
Riverhead
Nyack
Peekskill
Ossining
Tarrytown
Carmel
A B C D E F
1 2 3 4

**Variety Store**-Woolworth.
**Chain Drug Stores**-CVS 6; Adams/Brooks 6.
**Chain Supermarkets**-Almac's 6; Star Market 2; Wonder Markets 2; Shaws; IGA 2.
**Other Chain Stores**-Firestone; Benny's; Goodyear; Adap; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2; NHD 3; CWT; Colortile.

**14 - NEWSPAPERS:** CALL (e) 28,942; (S) 28,883; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ginger Wills Howe, Ret. Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
**National Representative**: Landon Associates.

# SOUTH CAROLINA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Anderson**-Anderson County.
**Augusta, GA-SC**-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.
**Charleston**-Berkely, Charleston and Dorchester Counties.
**Charlotte-Gastonia-Rock Hill, NC-SC**-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
**Columbia**-Lexington and Richland Counties.
**Florence**-Florence County.
**Greenville-Spartanburg**-Greenville, Pickens and Spartanbug Counties.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 236 | 238 | 329 |
| 5-14 Years | 552 | 520 | 560 |
| 15-24 Years | 519 | 633 | 618 |
| 25-44 Years | 607 | 871 | 1,178 |
| 45-64 Years | 487 | 578 | 593 |
| 65 and Over | 190 | 287 | 287 |
| TOTAL | 2,591 | 3,127 | 3,565 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 536 | 709 | 1,649 |
| General Mdse | 989 | 1,235 | 2,272 |
| Food | 2,022 | 3,096 | 5,128 |
| Automobiles | 1,766 | 2,169 | 5,157 |
| Gasoline Stations | 722 | 1,201 | 1,476 |
| Apparel | 414 | 677 | 1,201 |
| Furniture | 368 | 556 | 1,261 |
| Eat-Drink Places | 587 | 1,078 | 2,022 |
| Drugs | 264 | 596 | 757 |
| TOTAL SALES | 8,350 | 12,498 | 22,866 |

## AIKEN

**1 - LOCATION:** Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. Hwys. 1, 78; State Hwys. 19, 302, 126.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard; Georgia & Florida.
**Motor Freight Carriers**-1.
**Intercity Bus Lines**-Greyhound; Trailways; Southeastern Stages.

**3 - POPULATION:**
Corp. City 80 Cen. 14,978; E&P 89 Est. 16,638
NDM-ABC: (80) 105,767
MSA 80 Cen. 347,556; E&P 89 Est. 408,561
County 80 Cen. 105,863; E&P 89 Est. 120,396
**Demographic Information available from Aiken Chamber of Commerce.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,757; E&P 89 Est. 6,915
NDM-ABC: (80) 36,491
County 80 Cen. 36,456; E&P 89 Est. 43,271
MSA 80 Cen. 115,061; E&P 89 Est. 140,026

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $139,581,790 |
| Savings & Loan | 3 | $169,081,506 |

**6 - PASSENGER AUTOS:** County 68,321

**7 - ELECTRIC METERS:** Residence 8,011

**8 - GAS METERS:** Residence 6,838

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fab. 138; Motor Protectors & Therm. 650; Constr. 1,860; Printing & Pub. 110.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14; last killing frost, Mar. 20.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Neighborhood Shopping Centers**-Graniteville; Midland; Rich Plaza; Centre South; Hitchcock Square; Aiken Mall; Ellenton Village; Triangle Village.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart(5) | 1 | K mart, Bi-Lo |
| Kalmia Plaza(45) | 1 | Belk's |
| Mitchell(10) | 2 | |
| N. Augusta Plz. | 16 | Belk's, Rose's |
| Heritage Sq.(20) | 2 | Revco, Wal-Mart, Whites, Food Lion |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-6 p.m.; 9 p.m. Fri.

**13 - RETAIL OUTLETS: Department Stores**-White's; Belk's; B.C. Moore.
**Variety Store**-McCrory.
**Chain Drug Stores**-Aiken 2; Revco 3; Eckerd; Rite Aid.
**Discount Stores**-K mart; Wal-Mart; Roses.
**Chain Supermarkets**-Winn-Dixie 2; Piggly Wiggly; Bi-Lo 2; Kroger; Food Town; Gurleys 3.
**Other Chain Stores**-Goodyear; Goody's; Sears; Western Auto; Lowe's; JCPenney; Phar-mor Pharmacy; Builderama, Brendles.

**14 - NEWSPAPERS:** STANDARD (e-mon to fri) 15,641; (S) 16,035; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Melanie L. Asney, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801; Tel. (803) 648-2311.
**National Representative**: Landon Associates.

## ANDERSON

**1 - LOCATION:** Anderson County (MSA). E&P Map A-2. County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76, 178; I-85; State Hwys. 24, 28, 81, 243.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Southern.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Greyhound; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 27,313; E&P 89 Est. 24,974
CZ-ABC: (80) 47,925
RTZ-ABC: (80) 312,091
County/MSA 80 Cen. 133,898; E&P 89 Est. 143,656
City & RTZ-ABC: (80) 360,016
**Demographic information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 10,308; E&P 89 Est. 10,104
CZ-ABC: (80) 17,458
RTZ-ABC: (80) 107,535
County/MSA 80 Cen. 46,944; E&P 89 Est. 49,408
City & RTZ-ABC: (80) 124,993

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $270,356,000 |
| Savings & Loan | 5 | $332,615,000 |

**6 - PASSENGER AUTOS:** County 82,112

**7 - ELECTRIC METERS:** Residence 27,218

**8 - GAS METERS:** Residence 10,120

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prods.; Metal Working; Plastics; Fertilizer; Rubber Prods.; Apparel 21,700. 56,370 persons employed in County.
**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9; last killing frost, Mar. 25.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Anderson Mall(50) | 4 | JCPenney, Gallant Belk, Uptons, Sears |
| Belvedere Plz.(13) | 4 | Rhodes, Plej's, Advance Auto |
| Beltline Plz.(4) | 5 | Lowes |
| Camp Shpg. Center(5) | 2 | Professional Pharmacy |
| Durham Shpg. Center(5) | 2 | Emblers Cochran Shoes, Carolyn's Children Shop |
| East Point Shopping Ctr.(3) | 2 | Revco, Bilo, Family Dollar |
| Farr Village(4) | 4 | Farr Music |
| K-mart Plz.(3) | 3 | K-mart |
| Lakeside Shpg. Center(13) | 2 | Winn-Dixie, Bilo, Walmart |
| Mall Corner(5) | 4 | Turners Jewelers, TCBY |
| Marketplace(8) | 5 | Winn Dixie, Olan Mills |
| Miracle Mile Plz. | 5 | |
| North Point Square(3) | 5 | Living Well Fitness |
| Pruitt Shpg. Center(8) | 3 | Looking Glass |
| Sky City Center(5) | 4 | Sky City, Revco |
| Watson Vlg.(15) | 4 | Ingles White Jones Hdwe. |
| Whitehall Shpg. Center(5) | 3 | |
| Windsor Pl.(5) | 3 | Winn Dixie Revco |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Fri.; Downtown & Shopping Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Gallant-Belk; Sears; Uptons; JCPenney.
**Discount Stores**-K mart; Sky City; Wal-Mart.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Revco 5; Eckerd 2.
**Chain Supermarkets**-A&P; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Quality Food.
**Other Chain Stores**-Kimbrell's Furn.; Maxwell Furn.; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's, Jewel Box; Pic-N-Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

**14 - NEWSPAPERS:** INDEPENDENT-MAIL (m) 38,611; (S) 42,909; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Denise L. Vickery, Adv. Dir. Sales, INDEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.

**National Representatives**: Landon Associates; Harte-Hanks Communications.

## BEAUFORT

**1 - LOCATION:** Beaufort County, E&P Map C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 8,634; E&P 89 Est. 8,085
CZ-ABC: (80) 20,808
RTZ-ABC: (80) 21,812
County 80 Cen. 65,459; E&P 89 Est. 88,293
City & RTZ-ABC: (80) 42,620

**4 - HOUSEHOLDS:**
City 80 Cen. 3,245; E&P 89 Est. 3,156
CZ-ABC: (80) 7,704
RTZ-ABC: (80) 6,039
County 80 Cen. 20,112; E&P 89 Est. 26,766
City & RTZ-ABC: (80) 13,743

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 41,822

**7 - ELECTRIC METERS:** County Est. 24,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Farming; Lumber Milling; Military; Tourism; Shrimping.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beaufort Plaza(10) | 3 | Roses, Eckerd, Winn-Dixie, Food Lion |
| Royal Oaks(6) | NA | A&P, Mack's 5 & 10, Revco |
| Ribaut Center(18) | 2 | K mart, Revco, Bi-Lo, Belk's |
| Island Center(6) | 1 | Winn-Dixie, Eckerd |
| Bi-Lo Center(3) | 5 | Bi-Lo, Sky City, Revco |

**13 - RETAIL OUTLETS: Department Stores**-Belk-Simpson.
**Discount Stores**-K mart; Rose's; Sky City.
**Chain Drug Stores**-Eckerd; Revco.
**Chain Supermarkets**-A&P; Winn-Dixie; Bi-Lo; Piggly Wiggly; Food Lion; Red & White.

**14 - NEWSPAPERS:** GAZETTE (e-mon to fri) 8,894; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, 1556 Salem Rd.; PO Box 399, Beaufort, SC 29901; Tel. (803) 524-3183.
**National Representative**: Landon Associates.

## CHARLESTON

**1 - LOCATION:** Charleston County, (In Charleston MSA). E&P Map C-3, County Seat. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base.

**2 - TRANSPORTATION: Railroads**-Southern; CSX; Florida Eastcoast; Union Pacific; Amtrak; Norfolk Southern; Southern Railway System.
**Motor Freight Carriers**-200.
**Airlines**-Delta; Eastern; United; American; Bankair; US Air/Piedmont

**3 - POPULATION:**
Corp. City 80 Cen. 69,510; E&P 89 Est. 71,667
NDM-ABC: (80) 430,346
County 80 Cen. 276,954; E&P 89 Est. 298,981
MSA 80 Cen. 431,703; E&P 89 Est. 516,393

**4 - HOUSEHOLDS:**
City 80 Cen. 25,267; E&P 89 Est. 26,698
NDM-ABC: (80) 137,875
County 80 Cen. 90,717; E&P 89 Est. 96,341
MSA 80 Cen. 137,875; E&P 89 Est. 171,301

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 144,653

**7 - ELECTRIC METERS:** Residence 122,981

**8 - GAS METERS:** Residence 51,448

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Constr. 13,100; Durable Goods 12,400; Lumber and Wood Prods. 1,700; Stone & Glass 1,100; Machines, exc. elect. 3,100; Nondurable Goods 9,000; Apparel 1,100; Food 500;

Printing and Publishing 1,200 Chem. 1,700; Trans., Commun. & Public Util., 11,900; Whol. and Ret. Trade 45,000; Fin., Ins. & R.E. 8,900; Servs. 42,300; Gov't 52,800.

**Principal Pay Days**-1st, 15th, Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Downtown Shopping Area**-13 blocks on King St. from Cannon to Market Sts., with shops and stores on side streets from Calhoun to Broad St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Berkeley(25) | 18 | S-Mart, TG&Y |
| Shannon(6) | 21 | Bi-Lo, Eckerd |
| North 52(10) | 15 | Bi-Lo, Revco |
| Yeaman's Hall(18) | 10 | Piggly Wiggly |
| King's Plz.(9) | 2 | Revco, Piggly Wiggly |
| Ashley Plz.(42) | 5 | Revco, Condon's, Brendles |
| Citadel(81) | 6 | Thalhimer's, Sears, Belk |
| Cross Creek(15) | 3 | Harris-Teeter, Eckerd |
| Folly Rd.(25) | 3 | Family Dollar |
| Harborview(13) | 5 | Winn-Dixie, Harris-Teeter, Rite Aid |
| James Is.(16) | 3 | Piggly Wiggly, Rite Aid |
| Meyer Pk.(8) | 4 | Foodland |
| Northbridge(20) | 5 | Piggly Wiggly, Rite Aid |
| Shoppers Port(11) | 6 | Bi-Lo, Revco, Family Dollar |
| St. Andrews(10) | 4 | Rite Aid, Winn-Dixie |
| S. Windermere(47) | 3 | Belk, Piggly Wiggly, Rite Aid |
| Festival Ctr.(14) | 15 | Waccamaw |
| Rivers Park Mall(1) | 14 | Piggly Wiggly Brendle's |
| Village Sq.(12) | 4 | Western Auto, Loehmann's |
| Aviation Sq.(20) | 11 | Sam's Wholesale, Carolina Baby, Circuit City |
| Wespanee(13) | 7 | E-Z Supermarket |
| Westwood Plz.(15) | 4 | Eckerd, Marshalls |
| Center Oak(7) | 5 | Revco, Food Lion |
| E. Cooper Plz.(10) | 6 | Piggly Wiggly, Eckerd, Wal-Mart |
| Moultrie(11) | 5 | Rite Aid, Gwynn's |
| Sea Island(15) | 6 | Piggly Wiggly, Eckerd, Western Auto, Belk |
| Patriot's Plz.(15) | 5 | Radio Shack, Bi-Lo, World Bazaar |
| Brentwood Plz.(17) | 7 | Piggly Wiggly, Bi-Lo, Revco |
| Charles Towne Sq.(54) | 8 | JCPenney, Mont. Ward |
| Charleston Hgts. (11) | 8 | Piggly Wiggly |
| Evanston Plz.(26) | 9 | Food Land, Ace Hardware |
| Fabian(10) | 8 | Piggly Wiggly, Rite Aid |
| Gaslite(26) | 7 | Kuppenheimer |
| N. Rivers Mkt.(18) | 10 | T.J. Maxx, Eckerd |
| Northwoods(132) | 13 | Belk, Sears, Kerrisons, Thalhimer's |
| Oakridge Plz.(25) | 8 | Piggly Wiggly, TG&Y |
| Shipwatch Sq.(25) | 6 | Winn-Dixie, Eckerd, Western Auto |
| Bi-Lo(10) | 22 | Bi-Lo, Revco, Sky-City |
| Heritage(13) | 21 | Revco, K mart |
| Oakbrook(13) | 18 | Piggly Wiggly, Eckerd, Revco, Kroger |
| Palmetto Plz.(18) | 21 | |
| Summerville Plz.(5) | 22 | Wal-Mart, Eckerd, Winn-Dixie |

**Principal Shopping Days**-Department: Mon., Wed., Fri., Sat.; Food: Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Food, Dept. & Discount.

**13 - RETAIL OUTLETS: Department Stores**-Condon's; Kerrisons; Belk; JCPenney; Sears; Montgomery Ward; Thalhimer's.

**Discount Stores**-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendle's; Sam's Wholesale.

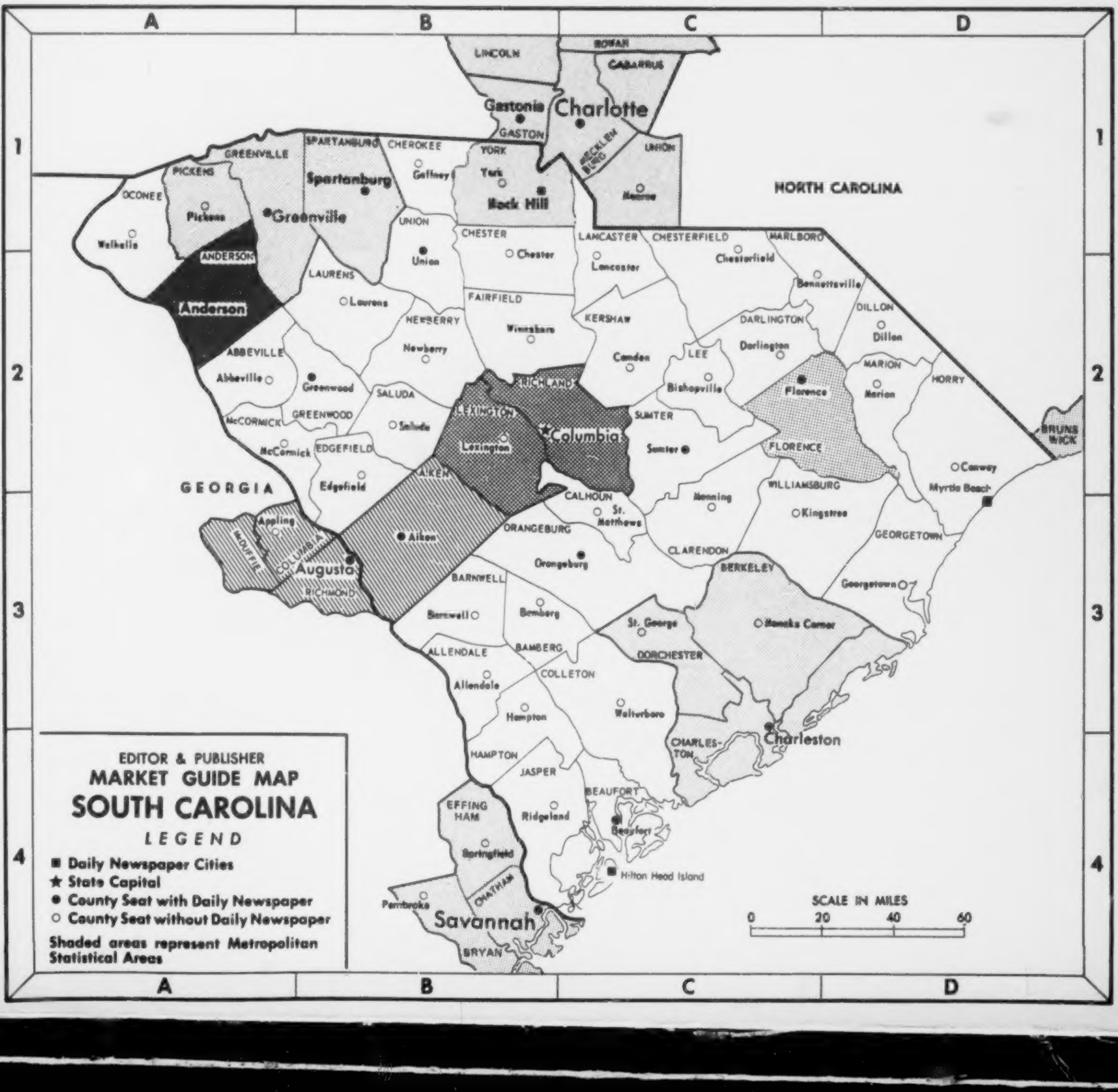
**Variety Stores**-Kress; Woolworth; Family Dollar.

**Chain Drug Stores**-Eckerd; Scotties; Rite Aid; Medicine Shoppes; Phar-Mor; Revco; Treasury; K mart Pharmacies; Drug Emporium.

**Chain Supermarkets**-Winn-Dixie 4; Foodland 14; Piggly Wiggly 25; Bi-Lo 15; Doschers 2; IGA 2; Harris-Teeter 4; Food Lion 9; Gourmet Grocery 1.

**Other Chain Stores**-Women's Apparel: Lerner Shops, Diana, Casual Corner; Men's: Fines, Waltons, Kuppenheimer; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Advance Auto, Allens, Western Auto, Keiths, Parks Auto, Pep Boys, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty's, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Lowe's, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majik Market, Pantry, Scotchman, Bee-Rite, Book Bag, Waldenbooks.

**14 - NEWSPAPERS:** NEWS & COURIER (m-mon to fri) 78,388; THE EVENING POST (e-mon to fri) 37,386; NEWS & COURIER/THE EVENING POST (m-sat) 108,648; (S) 121,429; Mar. 31, 1989 ABC.


A
B
C
D
1
2
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LINCOLN
ROWAN
CABARRUS
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
NORTH CAROLINA
SPARTANBURG
CHEROKEE
Gaffney
YORK
York
Rock Hill
GREENVILLE
PICKENS
OCONEE
Spartanburg
Greenville
Pickens
Walhalla
ANDERSON
Anderson
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
LAURENS
Laurens
FAIRFIELD
Winnsboro
KERSHAW
Camden
DARLINGTON
Darlington
DILLON
Dillon
NEWBERRY
Newberry
ABBEVILLE
Abbeville
Greenwood
GREENWOOD
SALUDA
Saluda
LEE
Bishopville
MARION
Marion
HORRY
Florence
BRUNSWICK
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
FLORENCE
McCORMICK
McCormick
EDGEFIELD
Edgefield
AIKEN
Aiken
Conway
Myrtle Beach
GEORGIA
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Appling
McDUFFIE
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
BERKELEY
Georgetown
BARNWELL
Barnwell
Bamberg
BAMBERG
St. George
Moncks Corner
DORCHESTER
ALLENDALE
Allendale
COLLETON
Hampton
Walterboro
Charleston
CHARLESTON
HAMPTON
JASPER
Ridgeland
BEAUFORT
Beaufort
EFFINGHAM
Springfield
Hilton Head Island
CHATHAM
Pembroke
Savannah
BRYAN
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

**Local Contact** for Advertising and Merchandising Data: Symantha B. Bayless, Mktg. Res. Analyst, NEWS & COURIER/THE EVENING POST, 134 Columbus St., Charleston, SC 29403; Tel. (803) 577-7111, Ext. 460.
**National Representative**: Landon Associates.

## COLUMBIA

**1 - LOCATION:** Richland County (MSA). E&P Map B-2, County Seat. State capital and largest city in state. Manufacturing textiles, concrete, electric & non-electric machinery, chemicals, metal products, lumber, dairying, cotton and miscellaneous smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi., Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. Hwys. 1, 21, 76, 176, 321, 378; I-20; I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

**2 - TRANSPORTATION: Railroads**-CSX Transportation; Norfolk Southern.
**Motor Freight Carriers**-47
**Intercity Bus Lines**-Greyhound; Trailways; SCE&G.
**Airlines**-Delta; Eastern; Piedmont; American; United.

**3 - POPULATION:**
Corp. City 80 Cen. 101,208, E&P 89 Est. 93,584
MSA-ABC: (80) 409,955
Bal. in RTZ-ABC: (80) 447,967
County 80 Cen. 268,170; E&P 89 Est. 287,643
MSA 80 Cen. 409,302; E&P 89 Est. 475,288
Total MSA & RTZ-ABC: (80) 857,922
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 30,422; E&P 89 Est. 29,420
MSA-ABC: (80) 133,078
Bal. in RTZ-ABC: (80) 142,366
County 80 Cen. 85,461; E&P 89 Est. 85,451
MSA 80 Cen. 133,078; E&P 89 Est. 156,982
Total MSA & RTZ-ABC: (80) 275,444

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $2,780,397,000 |
| Savings & Loan | 4 | $1,212,000,000 |

**6 - PASSENGER AUTOS:** County 151,459

**7 - ELECTRIC METERS:** County Residence 116,105

**8 - GAS METERS:** County Residence 70,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 28,466; Trade 45,308; Trans. & Util. 8,805; Fin., Ins. & R.E. 16,697; Constr. 12,692; Servs. & Gov't 42,258.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-91; Summer 47-107; Fall 24-97; Winter 6-75. First killing frost, Nov. 3; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Columbia Mall(123) | 6 | Sears, Belk, Rich's, JCPenney |
| Richland Fashion Mall(200) | 3 | Whites, Bonwit Teller, Parisian |
| Dutch Sq.(75) | 5 | White's, Tapp's, Brendle's |
| Outlet Pointe Mall(35) | 8 | Waccamaw Pottery, Drug Emporium, Hamricks |

**Principal Shopping Days**-Department Stores-Mon., Tues., Fri., Sat.; Food-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Rich's, Macy's 1; Bonwit Teller 1; Parisian 1; Belk 2; J.B. White 2; Tapp's 4; Sears; JCPenney.
**Variety Stores**-Kress; Dodd's; Woolworth.
**Discount Stores**-K mart 6; Target 3; Wal-Mart 4.
**Chain Drug Stores**-Revco 20; Drug Emporium 2; Phar-Mor; Valu-Rite 7.

**Chain Supermarkets**-A&P 2; Winn-Dixie 10; Piggly Wiggly 6; Food Lion 12; The Fresh Market 2; Bi-Lo 8; Kroger 5; Harris Teeter; Red & White.
**Other Chain Stores**-Women's Apparel: Banker's Note; Benetton, Body Shop, Brooks 2, Casual Corner 2, Cato, The Closet 2, ClotheSmart, Combinations, Foxmoor Casual, Jean Nicole, Lane Bryant, Lerner Woman 2, Limited Express, The limited 2, One Price Clothing 5, Ormond, Other Dimensions 2, Paul Harris, Penn Branch Outfitters, Size 5-7-9 Shops, Susie Casuals, T L Tulips 3, Victoria's Secret; Shoes: Athletic Attic, Bakers, Barret 2, Buttler 3, Endicott Johnson 3, Famous Footwear, Foot Locker 2, Hearts 2, Hush Puppies, Jarman, Kinney, Naturalizer 2, Pic 'N Save 7, Rack Room 2, Red Cross, Shoe String, Stride Rite 2, Thom McAn 2, Father & Son 1; Men's Clothing: Added Dimensions, Casual Male Big and Tall, Chess King, Creighton Shirt Makers, Fine's, Hip Pocket 2, Jeans West, Kuppenheimer 2, J. Riggins, Woods; Jewelry: D P Paul 2, Friedman's 5, Zales 2, Osterman, Moseley Diamond Showcase 3; Auto Accessories: NAPA Auto Parts 7, Kenney's Auto Supply, Quality Auto Parts 9, Western Auto 4, Firestone 4, General Tire, Goodyear 7, Tire America, National Tire Wholesale 3, Miller Tire; Furniture: Advanced Furniture 2, Bombay Company, Cargo, Ethan Allen, Haverty's 2, Heiling-Meyers 2, Kimbrell's 4, La-Z-Boy, Micaelis, Rhodes 2, This End Up.

**14 - NEWSPAPERS**: STATE (m) 139,963; (S) 164,104; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir.; Sandra B. Suggs, Natl. Adv. Mgr., THE STATE, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
**National Representative**: Knight-Ridder Newspapers.

## FLORENCE

**1 - LOCATION:** Florence County (MSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline; Amtrak.
**Motor Freight Carriers**-32.
**Intercity Bus Lines**-Greyhound; Queen City Trailways; Pee Dee Coaches.
**Airlines**-Atlantis; Henson.

**3 - POPULATION:**
Corp. City 80 Cen. 30,062; E&P 89 Est. 31,260
CZ-ABC: (80) 40,700
RTZ-ABC: (80) 199,856
County/MSA 80 Cen. 110,417; E&P 89 Est. 118,985
City & RTZ-ABC: (80) 240,556

**4 - HOUSEHOLDS:**
City 80 Cen. 10,370; E&P 89 Est. 11,469
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County/MSA 80 Cen. 35,705; E&P 89 Est. 44,448
City & RTZ-ABC: (80) 76,586

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $384,883,000 |
| Savings & Loan | 3 | $254,431,000 |

**6 - PASSENGER AUTOS:** County 57,873

**7 - ELECTRIC METERS:** Residence Est. 25,761

**8 - GAS METERS:** Residence Est. 2,334

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000, R.R. 800; Bottling 273; Metal Fab. 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Trans. & Public Util. 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services 6,200.
**Principal Industrial Pay Days**-15th and 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 10.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on 4 streets; several shopping centers.
**Neighborhood Shopping Center**-1500 block, W. Palmetto.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Florence Mall(55) | 1 | Peebles |
| Florence Plz.(2) | 1 | Wal-Mart, Winn-Dixie |
| Hallmark Sq.(20) | 7 | Bi-Lo Foods, Family Dollar, Alexander's |
| K mart Plz. | NA | K mart, Food Lion |
| Magnolia Mall(68) | 3 | Belk's, Sears, Rose's, JCPenney |
| Palmetto(7) | 1 | Big Star |
| South Park(9) | 2 | Rose's, Winn-Dixie |
| Sweetbriar(9) | 2 | IGA |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Mall, K mart, Wal-Mart, Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belks; Sears; JCPenney; Peebles; Tomlinson.
**Variety Stores**-S.H. Kress; Rose's; VM Outlet.
**Discount Stores**-Family Dollar; Tomlinson's; K mart; Rose's; Alexander's; Wal-Mart.
**Chain Drug Stores**-Walgreens; Eckerd; Valu-Rite; Revco.
**Chain Supermarkets**-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Food Lion 2; Bi-Lo; IGA.
**Other Chain Stores**-Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Eleanor Shop; Style Center; Wickes Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner's; Brooks; Casual Corner; Ormonds; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton; LoveShop; American Seam; Reeds; Zale's; Kay Jewelers; Mill Fabrics.

**14 - NEWSPAPERS**: NEWS (m) 30,175; (S) 30,480; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Butler R.C. Taylor, Adv. Mgr., NEWS, 141 S. Irby; PO Box F-11, Florence, SC 29501; Tel. (803) 669-1771.
**National Representative**: Thomson Newspapers.

## GREENVILLE

**1 - LOCATION:** Greenville County, (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 85, 26, 25, 29.

**2 - TRANSPORTATION: Railroads**-Southern; Seaboard Coast Line; Greenville & Northern.
**Motor Freight Carriers**-50.
**Intercity Bus Lines**-Atlantic Greyhound; Continental Trailways.
**Airlines**-Eastern; Delta; Piedmont; Atlantic Southeast; American; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 58,242; E&P 89 Est. 54,718
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 80 Cen. 289,021; E&P 89 Est. 325,917
MSA 80 Cen. 570,560; E&P 89 Est. 639,404
City & RTZ-ABC: (80) 727,961
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 22,170; E&P 89 Est. 21,964
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 80 Cen. 101,579; E&P 89 Est. 106,657
MSA 80 Cen. 171,417; E&P 89 Est. 228,127
City & RTZ-ABC: (80) 253,291

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $1,220,958,000 |
| Savings & Loan | 6 | $1,122,692,000 |

**6 - PASSENGER AUTOS:** County 190,423

**7 - ELECTRIC METERS:** County 124,862

**8 - GAS METERS:** County 29,563

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 302,300; Constr. 22,600 (N.A.); Trans. 10,900 (N.A.); Trade 69,200 (N.A.); Fin. 11,500 (N.A.); Servs. 48,600 (N.A.); Gov't 40,800 (N.A.); Mfg. 98,400 ($333).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3; last killing frost, Apr. 7.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E. of Central Business District includes 3 regional malls.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Greenville Mall(65) | 6 | Mont. Ward, J.B. White |
| McAlister Sq.(53) | 3 | Belk-Simpson, Ivey's, Upton's, Winn-Dixie |
| Haywood Mall(105) | 5 | Rich's, JCPenney, Sears, Belk-Simpson, Upton's |
| Greer Plz.(15) | 12 | Belk-Simpson, Winn-Dixie, Eckerd, Otasco, Sky City |
| Wade Hampton Mall(25) | 2 | Eckerd |
| University Sq. | NA | Winn-Dixie, Revco |
| Pleasantburg(30) | 3 | Belk-Simpson |
| Nichols | 3 | Bi-Lo |
| North Hills(17) | 3 | Winn-Dixie, Rite Aid |
| Westowne(5) | 5 | Wal-Mart, Otasco, Auto Shack |
| Ashby's Vlg.(NA) | 5 | Ashby's |
| Haywood Plz.(NA) | 5 | T.J. Maxx |
| K mart (Mills Ave.) | 5 | K mart |
| K mart(Sulphur) (Spr.-Boca) | 4 | K mart, Winn-Dixie, Wade Hampton |
| Mauldin Plz.(4) | 8 | K mart, Sky City, Bi-Lo |
| K mart (Greer) | NA | Community Cash, Revco, K mart |
| Town & Country Plaza | NA | Belk-Simpson |

**Principal Shopping Days**-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk-Simpson 4; Upton's; JCPenney; Sears; Ivey's; Montgomery Ward; Rich's; J.B. White.

**Discount Stores**-K mart 4; Sky City 3; Family Dollar 5; Wal-Mart 4; Service Mdse.; Brendles.

**Chain Drug Stores**-Eckerd 9; Family Mart 2; Rite Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.

**Chain Supermarkets**-Winn-Dixie 13; Kash & Karry; Hometown 2; Bi-Lo 12; Ike's; Ingles 7; 7-Eleven 4; Community Cash; Family Mart 2.

**Other Chain Stores**-Butler's 2; Lerner's 2; Maxwell Bros. 2; Thom McAn 3; Haverty; Kimbrell Furn.; S&H Green Stamps; Friedman Jewelry 3; Western Auto; Rhodes Furn.; Carriage House; Handee Mart 6; Ashby's; Loehman's; S-Mart; S-K Outlets; Kuppenheimer; Fast Fare 3; Majik Market 6; Starvin' Marvin 3; Pic 'N Pay 6; The Pantry 12; Kinney 3; Market Place; Sam's Wholesale.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 86,506; PIEDMONT (e-mon to fri) 25,658; NEWS-PIEDMONT (m-sat) 111,171; (S) 134,188; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Dave Space, Adv. Dir., NEWS and PIEDMONT, 305 S. Main St.; PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.

**National Representative**: Sawyer-Ferguson-Walker.

## GREENWOOD

**1 - LOCATION:** Greenwood County, E&P Map B-2, County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25, 221, 178; State Hwys. 10, 22 and 72.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line; Georgia & Florida; Southern.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Carolina Scenic.

**3 - POPULATION:**
Corp. City 80 Cen. 21,613; E&P 89 Est. 21,570
CZ-ABC: (80) 21,613
RTZ-ABC:(80) 77,549
County 80 Cen. 57,997; E&P 89 Est. 60,230
City & RTZ-ABC: (80) 99,162

**4 - HOUSEHOLDS:**
City 80 Cen. 7,902; E&P 89 Est. 8,630
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 80 Cen. 20,308; E&P 89 Est. 19,438
City & RTZ-ABC: (80) 34,482

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $280,000,000 |
| Savings & Loan | 3 | $220,000,000 |

**6 - PASSENGER AUTOS:** County 33,462

**7 - ELECTRIC METERS:** Residence 26,780

**8 - GAS METERS:** Residence 10,502

**9 - PRINCIPAL INDUSTRIES:** Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prods.; Meat Proc. & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots; Photo Print Plates.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

**11 - TAP WATER:** Alkaline; very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shpg. Ctrs.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crosscreek(50) | NA | Belk's, JCPenney, Uptons, Service Mdse. |
| Montague St.(16) | NA | Rose's, Winn-Dixie |
| Hwy. 72 By-Pass(6) | NA | Sky City, Revco |
| Hampton(6) | NA | Bowling's, Big Lots |
| K mart(12) | NA | K mart, Radio Shack |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; JCPenney; Eckerd; Uptons.
**Variety Stores**-Rose's; Family Dollar.
**Discount Stores**-Sky City; S-mart; Family Dollar; K mart; Big Lots.
**Chain Drug Stores**-Eckerd; Revco; Treasury Drug.
**Chain Supermarkets**-Winn-Dixie 2; Bi-Lo 2; Community Cash; Piggly Wiggly; Food Lion 2.
**Other Chain Stores**-Goodyear; Sears (catalog); Pic 'N Pay Shoes; Quickway; Helig-Meyers; Rhodes; T.E. Jones; Western Auto; Wickes; Service Mdse.; Lowes; Badcock's.

**14 - NEWSPAPERS:** INDEX-JOURNAL (e-mon to fri) 15,916; (S) 16,660; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Harry Garrett, Mktg. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
**National Representative**: Landon Associates.

## HILTON HEAD ISLAND

**1 - LOCATION:** Beaufort County, E&P Map C-4. 40 mi. N of Savannah, GA; 40 mi. S of Beaufort.

**2 - TRANSPORTATION: Airlines**-Eastern; Piedmont.

**3 - POPULATION:**
Corp. City 80 Cen. 11,239; E&P 89 Est. N.A.
County 80 Cen. 65,459; E&P 89 Est. 88,293
CZ-ABC: (80) 11,239
RTZ-ABC: (80) 54,125
City & RTZ-ABC: (80) 65,364

**4 - HOUSEHOLDS:**
City 80 Cen. 4,634; E&P 89 Est. N.A.
County 80 Cen. 20,112; E&P 89 Est. 26,766
CZ-ABC: (80) 4,634
RTZ-ABC: (80) 15,748
City & RTZ-ABC: (80) 20,112

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 12 | $322,984,000 |
| Savings & Loan | 4 | $107,625,000 |

**6 - PASSENGER AUTOS:** County 41,822

**7 - ELECTRIC METERS:** County 25,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tourism 3,855 ($175); Ret., Whol. 1,416 ($400); Servs. 1,287 ($220); Constr. 1,966 ($230); Fin., R.E. 1,025 ($330); Professional 1,018 ($295); Trans. & Commun. 464 ($360).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-90; Summer 75-100; Fall 60-90; Winter 40-70. First killing frost, Nov. 20; last killing frost, Mar. 1.

**11 - TAP WATER:** Hard.

**12 - RETAILING: Principal Shopping Center**-Shelter Cove Mall, Hwy 278, Mid-island; Belk, Jordan Marsh.
**Neighborhood Shopping Centers**-In general area of Coligny Plaza (South Island) & North Island.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pineland Mall(40) | 6 | Outlet Shops, Players World |
| Port Royal Plz.(20) | 6 | Wal-Mart, Bi-Lo |
| Shelter Cove(15) | 4 | Knickers |
| Plaza Shelter Cove(15) | 4 | Maxway, Piggly Wiggly, Revco |
| Village Wexford (30) | 2 | Surf Shop, Damons |
| Market Place(15) | 1 | Winn-Dixie, Nash Drug |
| Harbour Town(22) | 5 | Knickers |
| North Ridge(15) | 6 | Brendle's, Winn-Dixie |
| Park Plz.(20) | 1 | Harris-Teeter |

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart; Maxway.
**Variety Stores**-Nash Drug; Capins.
**Chain Drug Stores**-Revco; Eckerd.
**Chain Supermarkets**-Red & White; Winn-Dixie; Piggly Wiggly; Bi-Lo; Harris-Teeter.
**Other Chain Stores**-True Value; Western Auto; Carvel; Brendle's; Polo Sportline.

**14 - NEWSPAPERS:** ISLAND PACKET (m-mon to thurs.) 9,472; (m-fri) 12,153; (S) 11,183; March 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Philip Porter, Adv. Dir., ISLAND PACKET, 1 Pope Ave. Mall; PO Box 5727, Hilton Head Island, SC 29938; Tel. (803) 785-4293.
**National Representative**: Landon Associates.

## MYRTLE BEACH

**1 - LOCATION:** Horry County, E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Northeast part of state. Resort center on U.S. Hwy. 17.

**2 - TRANSPORTATION: Railroads**-Seaboard Coast Line.
**Motor Freight Carriers**-19.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Waterway**-Intercoastal Waterway.
**Airlines**-Piedmont; USAir.
**Private Air Service**-Southern Air Charter.

**3 - POPULATION:**
Corp. City 80 Cen. 18,446; E&P 89 Est. 30,540
CZ-ABC: (80) 36,799
RTZ-ABC: (80) 70,556
County 80 Cen. 101,890; E&P 89 Est. 141,075
City & RTZ-ABC: (80) 107,355

**4 - HOUSEHOLDS:**
City 80 Cen. 6,725; E&P 89 Est. 11,063
CZ-ABC: (80) 13,869
RTZ-ABC: (80) 23,166
County 80 Cen. 34,798; E&P 89 Est. 47,658
City & RTZ-ABC: (80) 37,035

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 3 | $195,000,000 |
| Commercial | 9 | $325,000,000 |

**6 - PASSENGER AUTOS:** County 75,891

**7 - ELECTRIC METERS:** Residence 12,500

**8 - GAS METERS:** Residence 3,716

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
**Principal Pay Days**-Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

**11 - TAP WATER:** Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (pH 8.6).

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Myrtle Sq.(67) | NA | Belk's, Sears, Peebles |
| Village Sq.(16) | NA | Revco, Winn-Dixie |
| Grand Strand Plaza(5) | | K mart |
| Deerfield Plz. (10) | NA | Revco, Harris Teeter, Wal-Mart |
| Surfwood Ctr.(8) | NA | A&P, Macks |
| Northstrand Ctr.(15) | NA | |
| Eckerd Plaza(8) | NA | Eckerd |
| Outlet Park(20) | NA | Outlet Stores, Waccamaw Pottery |
| Briarcliffe Mall(90) | NA | JCPenney, Belk, K mart |
| The Galleria(30) | NA | Kroger, Savon |

**13 - RETAIL OUTLETS: Department Stores**-Sears; Belk 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; JCPenney; Leder-Banner.
**Discount Stores**-Revco 4; K mart 3; Wal-Mart 2; Family Dollar 4; RDR.
**Variety Stores**-Rose's 3; Wood's 2; Waccamaw Pottery.
**Chain Drug Stores**-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
**Chain Supermarkets**-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Food Lion 3; Minit Mart; 7-Eleven 7; Harris-Teeter 2; Fast-Fare 3; Scotchmans IGA; Bilo; Kroger 2; Red & White.
**Other Chain Stores**-Goodyear; Western Auto; Sherwin-Williams; Darden's; Friedman Jewelers; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Western Sizzlin; Shoney's; Slugs Rib; Brooks; Stuarts; Cato's; Brendle's.

**14 - NEWSPAPERS:** SUN NEWS (m) 33,047; (S) 38,212; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Phil LaPorte, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29578-0406; Tel. (803) 626-0243.
**National Representative**. Knight-Ridder Newspaper Sales.

## ORANGEBURG

**1 - LOCATION:** Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

**2 - TRANSPORTATION: Railroads**-Southern Railway; Seaboard Coast Line.
**Motor Freight Carriers**-41.
**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 14,933; E&P 89 Est. 16,053
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,611
County 80 Cen. 82,246; E&P 89 Est. 90,553
City & RTZ-ABC: (80) 96,944

**4 - HOUSEHOLDS:**
City 80 Cen. 4,719; E&P 89 Est. 5,359
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 80 Cen. 25,643; E&P 89 Est. 33,082
City & RTZ-ABC: (80) 30,393

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 42,671

**7 - ELECTRIC METERS:** Residence 19,624

**8 - GAS METERS:** Residence 8,683

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 9,316; Non-mfg. 18,087; Agric., Forestry, Fisheries 507; Constr. 1,056; Trans., Commun. 780; Ret. 5,199; Whol. 833; Fin., Ins., R.E. 884; Servs. 3,254.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 64-78; Summer 75-85; Fall 48-65; Winter 28-57.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main (Russell) St.; 4 on Broughton; 5 on John C. Calhoun Dr.; 2 on Boulevard, 6 on Chestnut.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Northgate(3) | 2 | Olan Mills, T.L. Tulips |
| Orangeburg Mall | 1 | Rose's, Eckerd, Winn-Dixie |
| Edisto Village | 1 | Revco, Sky City, Bi-Lo, Family Dollar |
| K mart Center | 2 | K mart, Piggly Wiggly |
| Chestnut Sq. | 2 | Bi-Lo, Revco, Family Dollar, Sears Catalog |
| Prince of Orange | 2 | Belk-Hudson, JCPenney, Wal-Mart |

**Principal Shopping Days**-Mon. through Sat.; Most open Sunday.
**Stores Open Evenings**-Chain Stores nightly.

**13 - RETAIL OUTLETS: Department Stores**-Belks; JCPenney; Wal-Mart.
**Variety Stores**-Rose's; Ferse; K mart; Sky City; Family Dollar.
**Chain Drug Stores**-Eckerd; Revco; Rite Aid.
**Chain Supermarkets**-Winn-Dixie 2; Piggly Wiggly 2; Bi-Lo 2; Food Lion 2.
**Other Chain Stores**-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's.

**14 - NEWSPAPERS:** TIMES & DEMOCRAT (m) 16,860; (S) 16,759; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, 211 Broughton St., Orangeburg, SC 29115; Tel. (803) 534-3352.
**National Representative**: Landon Associates.

## ROCK HILL

**1 - LOCATION:** York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map B-2. Textile manufacturing center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; I-77.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Seaboard Coastline.
**Motor Freight Carriers**-31.
**Intercity Bus Lines**-Greyhound; Carolina Stages.
**Airlines**-Eastern; Southern; Delta; Piedmont; United; Atlantis; Sunbird; Wheeler; USAir; Pan Am; Ozark; Tennessee Airways. (Douglas Airport-Outside Charlotte).

**3 - POPULATION:**
Corp. City 80 Cen. 35,344; E&P 89 Est. 40,295
NDM-ABC: (80) 90,520

RTZ-ABC: (80) 42,366
County 80 Cen. 107,415; E&P 89 Est. 134,523
MSA 80 Cen. 975,873; E&P 89 Est. 1,135,261
Total NDM & RTZ-ABC: (80) 132,886

**4 - HOUSEHOLDS:**
City 80 Cen. 11,722; E&P 89 Est. 13,748
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 80 Cen. 34,861; E&P 89 Est. 46,716
MSA 80 Cen 342,344; E&P 89 Est. 416,572
Total NDM & RTZ-ABC: (80) 43,324

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $1,057,712,000 |
| Savings & Loan | 2 | $299,528,631 |

**6 - PASSENGER AUTOS:** County 73,304

**7 - ELECTRIC METERS:** Residence 17,564

**8 - GAS METERS:** Residence 9,294

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Newsprint 1,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall; Eastside on Albright Rd.; Love's Plaza on Cherry Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cherry Plz. | 2 | Community Cash, Erin's Clothing, Sullivan Music |
| Beaty(42) | 2 | Harris-Teeter, Revco, Queen City TV, Tart's |
| Saluda(5) | 1 | Smith Drugs |
| Rock Hill Mall (36) | 3 | Belk, Sears, Eckerd, JCPenney |
| Love's Plz. | 2 | Love's Jewelers, Cobblers Bench, Western Auto |
| York Plz.(15) | 4 | Watson's Back Room, Revco, Wal-Mart, Advance Auto |
| Bi-Lo Plz. | 2 | Bi-Lo, Sky City, Family Dollar |
| K mart Plz.(2) | 3 | K mart, Bi-Lo |
| Eastside(3) | NA | Food Lion, Eckerd, Cheap Joe's |
| Village Sq. | NA | Eckerd, Winn-Dixie |
| Town Ctr. Mall | NA | Belk |
| Shiland Hills | 5 | Food Lion, Revco |
| Northeast Plz.(9) | 3 | Kroger Sav-On |
| Southgate(3) | NA | Winn-Dixie, Rite Aid |
| Cherry Park Ctr. | NA | Winn-Dixie, Super Store, Tons of Toys |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk; JCPenney; Sears.

**Variety Stores**-Woolworth; McCrory.

**Chain Drug Stores**-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite Aid; K mart Pharmacy; Kroger Sav-On Pharmacy.

**Discount Stores**-Family Dollar 2; Pic 'N Pay; Sky City; K mart; Wal-Mart.

**Chain Supermarkets**-Winn-Dixie 4; Bi-Lo 2; Community Cash 2; Food Lion 2; Kroger Sav-On; Harris-Teeter.

**Other Chain Stores**-Sidney's; Eleanors; Friedman's Jewelers; Kimbrell's; Helig-Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Pic 'N Pay Shoes; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware; Watson's Family Clothing; Advance Auto; Western Auto; Pep Boys, Foot Locker.

**14 - NEWSPAPERS:** THE HERALD (m) 28,484; (S) 28,075; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William J. Edinger, Adv. Dir. or C. Jack Harless, Class. Mgr., THE HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.

**National Representative**: Landon Associates.

## SPARTANBURG

**1 - LOCATION:** Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1. County Seat. Industrial, agriculture and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Rts. 85 and 26.

**2 - TRANSPORTATION: Railroads**-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 43,968; E&P 89 Est. 43,422
CZ-ABC: (80) 111,695
RTZ-ABC: (80) 163,075
County 80 Cen. 201,951; E&P 89 Est. 220,352
MSA 80 Cen. 570,560; E&P 89 Est. 639,404
City & RTZ-ABC: (80) 274,770

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 16,050; E&P 89 Est. 16,334
CZ-ABC: (80) 39,296
RTZ-ABC: (80) 54,887
County 80 Cen. 69,838; E&P 89 Est. 73,978
MSA 80 Cen. 171,417; E&P 89 Est. 228,127
City & RTZ-ABC: (80) 94,183

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $1,575,000,000 |
| Savings & Loan | 4 | $89,640,000 |

**6 - PASSENGER AUTOS:** County 128,036

**7 - ELECTRIC METERS:** Residence 67,211

**8 - GAS METERS:** Residence 9,928

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prods. 1,700; Textile 20,300; Garments 2,500; Food Prods. 1,100; Chem. Prods. 3,600; Mach. 3,100; Other Metal Prods. 2,300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.

**Neighborhood Shopping Centers**-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd.; Pine St. North; Spartan Plz.; New 76-Westgate Mall; Hillcrest.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Westgate Mall(75) | 4 | Sears, JCPenney, Belk, K mart, Meyers-Arnold |
| W. Main St. | 3 | Community Cash |
| E. Main St. | 2 | Community Cash |
| Hillcrest(30) | 2 | Ivey's, Eckerd, Belk-Hudson |
| Pinewood(39) | 2 | Rose's, Com. Cash |
| Whitney Rd. | 2 | Sky City, Bi-Lo, Revco, Family Dollar |
| Asheville Hwy. | 3 | Community Cash, Ace Hardware, Rite Aid, Alexander's |
| Asheville Hwy. | 6 | Northside, Ingles, Super Dollar |
| Duncan Park | 1 | Community Cash, Carolina Cash, Rite Aid |
| K mart Plaza | 2 | K mart, Eckerd |

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-most on Fri.; Sears, K mart, Rose's every evening.

**13 - RETAIL OUTLETS: Department Stores**-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Ctr.; Sears; JCPenney; John Graham Whol.; Meyers-Arnold; Ivey's.

**Chain Drug Stores**-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite Aid 14; Medicine Shoppe.

**Discount Stores**-Rose's; Sky City; K mart; Family Dollar; Super Dollar.

**Variety Stores**-Woolworth; Silvers.

**Chain Supermarkets**-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zale's; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes, Moores, Circle Lumber, Wikes Carter, 84 Lumber.

**14 - NEWSPAPERS:** HERALD-JOURNAL (m) 58,627; (S) 61,954; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank Smith, Gen. Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.

**National Representative**: Sawyer-Ferguson-Walker Co.

## SUMTER

**1 - LOCATION:** Sumter County. E&P Map C-2. County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

**2 - TRANSPORTATION: Railroads**-Seaboard Coastline.

**Motor Freight Carriers**-18.

**Intercity Bus Lines**-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 24,890; E&P 89 Est. 26,043
CZ-ABC: (80) 33,937
RTZ-ABC: (80) 100,699
County 80 Cen. 88,358; E&P 89 Est. 96,801
City & RTZ-ABC: (80) 134,636

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,634; E&P 89 Est. 9,407
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 30,496
County 80 Cen. 27,268; E&P 89 Est. 35,625
City & RTZ-ABC: (80) 41,236

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $324,059,000 |
| Savings & Loan | 2 | (included in above) |

**6 - PASSENGER AUTOS:** County 47,785

**7 - ELECTRIC METERS:** Residence 40,000

**8 - GAS METERS:** Residence 11,201

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,300; Storage Batteries 369; Rug Fabrics 275; Fertilizer 40; Elect. 500; Furn., Plywood, Paint & Lumber 1,098; Textile Printing & Finishing 892; Steel Fab. 42; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prods. 75; Burial Caskets 42; Meat Prods. 78; Draperies, Quilt Covers & Bedspreads 370; Surgical Needles 779; Hand Tools 600; Ball Bearings 150; Military 10,394.

**Principal Pay Days**-Industrial Thur. and Fri.; Military-1st & 15th of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 64-84; Summer 74-92; Winter 37-59. First killing frost, Nov. 1; last killing frost, Apr. 12.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad; Jessamine Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Jessamine Mall | 4 | Belk, JCPenney, Service Mdse., Sears |
| Palmetto Plaza | 3 | Simpson Hdwe., Food Lion, Kress |
| Savannah Plz. | 3 | Winn-Dixie, Eckerd, Big Lots, Piggly Wiggly, Revco |
| Sumter Sq. | 4 | Wal-Mart, Kroger |
| K mart Plz. | 5 | K mart, Winn-Dixie |
| Wesmark Plz. | 4 | Roses |
| Gateway Plz. | 6 | Bilo, Revco |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6.

**13 - RETAIL OUTLETS: Department Stores**-Belk, JCPenney, Brody's.

**Variety Stores**-Kress, Roses.

**Discount Stores**-Wal-Mart; K mart; Service Mdse.

**Chain Drug Stores**-Eckerd; Revco.

**Chain Supermarkets**-Winn-Dixie; Piggly Wiggly; Bilo; Kroger; Food Lion

**Other Chain Stores**-Western Auto; Firestone; Friedman's Jewelers; Osterman's; Reed's Jewelers; Cato; Auto Zone.

**14 - NEWSPAPERS:** ITEM (e) 21,784; (S) 16,047; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Caroline Walker, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.

**National Representative**: Landon Associates.

## UNION

**1 - LOCATION:** Union County. E&P Map B-1. County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern.

**Motor Freight Carriers**-40.

**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,523; E&P 89 Est. 10,029
County 80 Cen. 30,657; E&P 89 Est. 30,325

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,861; E&P 89 Est. 3,854
County 80 Cen. 10,562; E&P 89 Est. 10,738

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $114,251,000 |
| Savings & Loan | 2 | $91,882,000 |

**6 - PASSENGER AUTOS:** County 15,975

**7 - ELECTRIC METERS:** Residence, City 5,753

**8 - GAS METERS:** Residence, City 4,027

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($210); Hosiery 130 ($200); Pulp Wood ($200); Plastic Holders 65 ($275); Bearings Mfg. 750 ($300); Garment & Sewing 365 ($200).

**Principal Industrial Pay Days**-Thur. and Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Gadberry St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Merchant Walk(8) | 8 | Community Cash, Eckerd, Pic & Pay |
| East Main(6) | 1 | Fresh Air Galaxy |
| Jonesville(3) | 9 | Community Cash, Western Auto |
| Union Sq.(5) | 1 | Revco, Wal-Mart, Winn-Dixie |
| Union Plaza(3) | NA | Heilig-Myers, Revco |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Belk's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Gregory's.

**Discount Stores**-Family Dollar; Drug Mart; Pic 'N Pay Shoes; Wal-Mart; $6 Store.

**Variety Stores**-McClellan's.

**Chain Drug Stores**-Revco; Eckerd.
**Chain Supermarkets**-Winn-Dixie; Community Cash 2; Bi-Lo; Fresh Air Galaxy.
**Other Chain Stores**-Western Auto; Sears.

**14 - NEWSPAPERS:** TIMES (e) 7,002; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Don Wilder, Pub., TIMES, Drawer 749, Union, SC 29379; Tel. (803) 427-1234.
**National Representative**: General Advertising Service.

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# SOUTH DAKOTA SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Rapid City**-Pennington County.
**Sioux Falls**-Minnehaha County.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 54 | 59 | 67 |
| 5-14 Years | 143 | 107 | 111 |
| 15-24 Years | 119 | 136 | 115 |
| 25-44 Years | 136 | 167 | 214 |
| 45-64 Years | 134 | 130 | 127 |
| 65 and Over | 80 | 91 | 91 |
| TOTAL | 666 | 690 | 724 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 202 | 199 | 412 |
| General Mdse | 193 | 254 | 420 |
| Food | 406 | 593 | 871 |
| Automobiles | 478 | 576 | 1,223 |
| Gasoline Stations | 241 | 357 | 391 |
| Apparel | 106 | 143 | 226 |
| Furniture | 94 | 107 | 214 |
| Eat-Drink Places | 190 | 266 | 445 |
| Drugs | 82 | 108 | 175 |
| TOTAL SALES | 2,184 | 2,989 | 4,892 |

## ABERDEEN

**1 - LOCATION:** Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Burlington Northern.
**Motor Freight Carriers**-6.
**Intercity Bus Line**-Jack Rabbit; Greyhound.
**Airlines**-Mesaba/Northwest Orient Airlink.

**3 - POPULATION:**
Corp. City 80 Cen. 25,956; E&P 89 Est. 25,879
CZ-ABC: (80) 27,219
RTZ-ABC: (80) 80,391
County 80 Cen. 36,861; E&P 89 Est. 37,056
City & RTZ-ABC: (80) 107,610

**4 - HOUSEHOLDS:**
City 80 Cen. 9,655; E&P 89 Est. 9,887
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 80 Cen. 13,357; E&P 89 Est. 12,771
City & RTZ-ABC: (80) 37,896

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $1,662,211,100 |
| Savings & Loan | 3 | $130,500,000 |

**6 - PASSENGER AUTOS:** County 32,636 (includes trucks)

**7 - ELECTRIC METERS:** Residence 10,564

**8 - GAS METERS:** Residence 7,785

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prods. 63 ($178); Concrete & Marble Prods. 115 ($153); Farm Prods. 89 ($190); Precision Vehicle Prods. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
**Principal Pay Days**-Wed. & Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

**11 - TAP WATER:** Alkaline; soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-Ben Franklin; Coast-to-Coast; Sandvig's; Mac's; Bostwick's.
**Discount Stores**-K mart; Pamida; ShopKo.
**Chain Drug Stores**-White; Osco.
**Chain Supermarkets**-Super Valu; Fairway; Food Bonanza.
**Other Chain Stores**-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Maurice's; Pred's; Feinstein's; Pay Less; Osborn's; Vanity; Radio Shack.

**14 - NEWSPAPERS:** AMERICAN NEWS (m) 19,564; (S) 21,401; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Roger Legge, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57402-4430; Tel. (605) 225-4100.
**National Representative**: Knight-Ridder Newspaper Sales.

## BELLE FOURCHE

**1 - LOCATION:** Butte County, E&P Map A-2. County Seat. At junction of U.S. Hwys. 212, 85 and 34.

**2 - TRANSPORTATION: Railroads**-C&NW.

**3 - POPULATION:**
Corp. City 80 Cen. 4,692; E&P 89 Est. 4,721
County 80 Cen. 8,385; E&P 89 Est. 8,219

**Demographic Information (Partial) available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,780; E&P 89 Est. 1,896
County 80 Cen. 3,048; E&P 89 Est. 3,097

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $93,800,000 |

**6 - PASSENGER AUTOS:** County 8,211 (includes trucks)

**7 - ELECTRIC METERS:** Residence 2,576

**8 - GAS METERS:** Residence 1,829

**9 - PRINCIPAL INDUSTRIES:** Mining & Proc. of Bentonite; Whol. Wool; Livestock; Radar Bomb Testing Site; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

**10 - CLIMATE:** Av. Temp.-Spring 60; Fall 70; Winter 10.

**11 - TAP WATER:** 19 Grains.

**12 - RETAILING: Principal Shopping Center**-Downtown.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Snoozys; Four Seasons.
**Variety Stores**-Ben Franklin; Gamble's; Western Drug Stores; Convenience 3.
**Chain Supermarkets**-Lueders; Piggly Wiggly.
**Other Chain Stores**-Coast-to-Coast; Pamida.

**14 - NEWSPAPERS:** POST (m-tues to sat) 3,200; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Faye L. Kennedy, Adv. Mgr., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
**National Representative**: American Newspaper Representatives.

## BROOKINGS

**1 - LOCATION:** Brookings County, E&P Map D-2. County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29, U.S. Hwys. 14, 77. Home of South Dakota State University.

**2 - TRANSPORTATION: Railroads**-Dakota, Minnesota & Eastern.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Jackrabbit; Commuter Shuttle to S.F. Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 14,951; E&P 89 Est. 16,870
County 80 Cen. 24,457; E&P 89 Est. 27,742

**4 - HOUSEHOLDS:**
City 80 Cen. 4,797; E&P 89 Est. 5,570
County 80 Cen. 8,033; E&P 89 Est. 8,752

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 3 | $20,000,000 |
| Commercial | 2 | $50,000,000 |

**6 - PASSENGER AUTOS:** County 19,232 (includes trucks)

**7 - ELECTRIC METERS:** Residence 4,115

**8 - GAS METERS:** Residence 2,849

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't 1,955; Medical Prods. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brookings Mall(23) | 1 | Hy-Vee; White Mart |
| University Mall(26) | 1 | K mart; JCPenney |

**Principal Shopping Days**-Fri., Sat., Mon., Tues.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Cole's.
**Discount Stores**-Pamida; Runnings Farm & Home; Holiday Station; White Mart; K mart.
**Chain Supermarkets**-County Market; Red Owl; Hy-Vee.
**Other Chain Stores**-Coast-to-Coast; Snyder Drug; Hallmark; Harold's Camera; Waldenbooks; Kinney Shoes; Duling Optical; JoAnn Fabrics; Maurice's; Vanity; Radio Shack.

**14 - NEWSPAPERS:** REGISTER (e) 5,396; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Sherry Ishol, Adv. Mgr., REGISTER, 312 Fifth St., Brookings, SD 57006; Tel. (605) 692-6271.
**National Representative**: Papert Companies.

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**DEADWOOD**
**See LEAD**

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## HURON

**1 - LOCATION:** Beadle County, E&P map C-2. County Seat. Shipping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

**2 - TRANSPORTATION: Railroads**-Dakota, Minnesota & Eastern; Burlington-Northern.
**Motor Freight Carriers**-16.
**Intercity Bus Lines**-Jack Rabbit.
**Airlines**-Mesaba.

**3 - POPULATION:**
Corp. City 80 Cen. 13,000; E&P 89 Est. 12,072
CZ-ABC: (80) 13,[illegible]7
RTZ-ABC: (80) 55,742
County 80 Cen. 19,141; E&P 89 Est. 17,884
City & RTZ-ABC: (80) 69,169

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,211; E&P 89 Est. 4,766
CZ-ABC: (80) 5,361
RTZ-ABC: (80) 19,977
County 80 Cen. 7,337; E&P 89 Est. 6,192
City & RTZ-ABC: (80) 25,338

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $252,748,377 |

**6 - PASSENGER AUTOS:** County 16,530 (includes trucks)

**7 - ELECTRIC METERS:** Residence 5,304

**8 - GAS METERS:** Residence 4,323

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc./Meat Packing (food & kindred products) 662 ($430); Metal Fab. 190 ($350); Cement Prods. 18 ($275); Wood Prods. 38 ($250); Constr. 238 ($342); Mfg. 1,051 ($379); Trans. & Public Util. 459 ($388); Whol., Ret. Trade 1,901 ($178); Fin., Ins., R.E. 332 ($277); Services & Misc. 1,361 ($203).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-57; Summer 57-100; Fall 33-61; Winter 5-27. First killing frost, Sept. 29; last killing frost, May 6.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
**Neighborhood Shopping Centers**-Southgate, Dakota Ave. S.; Supercity, Dakota Ave. N.; Huron Mall (40 stores) Lincoln and 21st.
**Principal Shopping Days**-Dept. Stores: Fri. through Mon.; Food: Thur. through Sun.
**Stores Open Evenings**-Food & Shpg. Ctrs. Every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lewis.
**Discount Stores**-Pamida; K mart; Town & Country.
**Variety Store**-Ben Franklin.
**Chain Drug Stores**-Osco; Lewis; State Snyder.
**Chain Supermarkets**-Randall's; Red Owl; Holiday Warehouse.
**Other Chain Stores**-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

**14 - NEWSPAPERS:** PLAINSMAN (e-mon to fri) 12,122; (S) 12,461; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. S.E., Huron, SD 57350; Tel. (605) 352-6401.
**National Representative**: Branham/Newspaper Sales.

## LEAD-DEADWOOD

**1 - LOCATION:** Lawrence County, E&P Map A-2. County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

**2 - TRANSPORTATION: Railroads**-BN.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. Cities 80 Cen. 6,365; E&P 89 Est. 5,991
Lead 80 Cen. 4,330; E&P 89 Est. 3,971
Deadwood 80 Cen. 2,035; E&P 89 Est. 2,020
County 80 Cen. 18,456; E&P 89 Est. 19,514

**4 - HOUSEHOLDS:**
Cities 80 Cen. 2,482; E&P 89 Est. 2,428
Lead 80 Cen. 1,655; E&P 89 Est. 1,598
Deadwood 80 Cen. 827; E&P 89 Est. 830
County 80 Cen. 6,738; E&P 89 Est. 6,543

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Comm./Sav. & Loan | 3 | $31,200,000 |

**6 - PASSENGER AUTOS:** County 18,075 (includes trucks)

**7 - ELECTRIC METERS:** Residence 3,362

**8 - GAS METERS:** Residence 2,900

**9 - PRINCIPAL INDUSTRIES**: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fab.; Tourist Bus; Milk Proc.; Pulpwood.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60

**11 - TAP WATER:** Alkaline, semi-hard

**12 - RETAILING: Principal Shopping Days**-Thur., Fri. & Tues. after pay day

**13 - RETAIL OUTLETS: Department Stores**-Anthony's.
**Discount Stores**-Alco
**Chain Drug Stores**-Rexall 4
**Chain Supermarkets**-Safeway; Piggly Wiggly
**Other Chain Stores**-Coast-to-Coast; Sears (catalog).

**14 - NEWSPAPERS:** CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL (m-tues to sat) 5,200; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Bill Masterson, Jr., Pub., CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL, 7 S. Main, PO Box 876, Lead, SD 57754; Tel. (605) 584-2303.
**National Representative** Landon Associates

## MADISON

**1 - LOCATION:** Lake County, E&P Map D-3. County Seat. 58 mi. NW of Sioux Falls.

**2 - TRANSPORTATION: Railroads**-Burlington Northern
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 6,210; E&P 89 Est. 6,186
County 80 Cen. 10,731; E&P 89 Est. 10,477
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,374; E&P 89 Est. 2,494
County 80 Cen. 3,938; E&P 89 Est. 3,578

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Comm. | 3 | $100 000,000 |
| Savings & Loan | 1 | $35,000,000 |

**6 - PASSENGER AUTOS:** County 9,844 (includes trucks)

**7 - ELECTRIC METERS:** Residence 2,833

**8 - GAS METERS:** Residence 2,572

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Poultry Packing 75; Elect. Power Coop. 75; Machine Tools 50; Dakota State College 160; Farm Mach. 150; Cabinets 50; Auto Parts 75; Sewing 50; Street Equip. 100; Plastics 25

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5

**11 - TAP WATER:** Neutral, hard

**12 - RETAILING: Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur

**13 - RETAIL OUTLETS: Department Stores**-JCPenney
**Variety Store**-Ben Franklin
**Chain Drug Stores**-Walgreens, Rexall
**Chain Supermarkets**-Jack & Jill, Super Valu
**Other Chain Stores**-Coast-to-Coast; Holiday; Pamida.

**14 - NEWSPAPERS:** LEADER (e-mon to fri) 3,405; sworn Oct. 1, 1988
**Local Contact** for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 218 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
**National Representative**: American Newspaper Representatives.

## MITCHELL

**1 - LOCATION:** Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.
**Intercity Bus Lines**-Jack Rabbit Intercity.
**Airlines**-Mesaba

**3 - POPULATION:**
Corp. City 80 Cen. 13,916; E&P 89 Est. 13,956
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 81,573
County 80 Cen. 17,791; E&P 89 Est. 17,585
City & RTZ-ABC: (80) 95,489

**4 - HOUSEHOLDS:**
City 80 Cen. 5,402; E&P 89 Est. 5,206
CZ-ABC: (80) 5,402
RTZ-ABC: (80) 28,481
County 80 Cen. 6,656; E&P 89 Est. 6,072
City & RTZ-ABC: (80) 33,883

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $188,716,000 |
| Savings & Loan | 2 | $23,500,000 |

**6 - PASSENGER AUTOS:** County 15,535 (includes trucks)

**7 - ELECTRIC METERS:** Residence 5,470

**8 - GAS METERS:** Residence 3,601

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Util. 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5

**11 - TAP WATER:** Alkaline, soft

**12 - RETAILING: Principal Shopping Centers**-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Super City of Mitchell(14) | NA | Super Value, JCPenney, ShopKo, Hallmark |

**Principal Shopping Days**-Mon., Thur., Sat., Food: Wed. & Sat.
**Stores Open Evenings**-Dept. stores: Mon.; Food, Drug & Discount nightly.

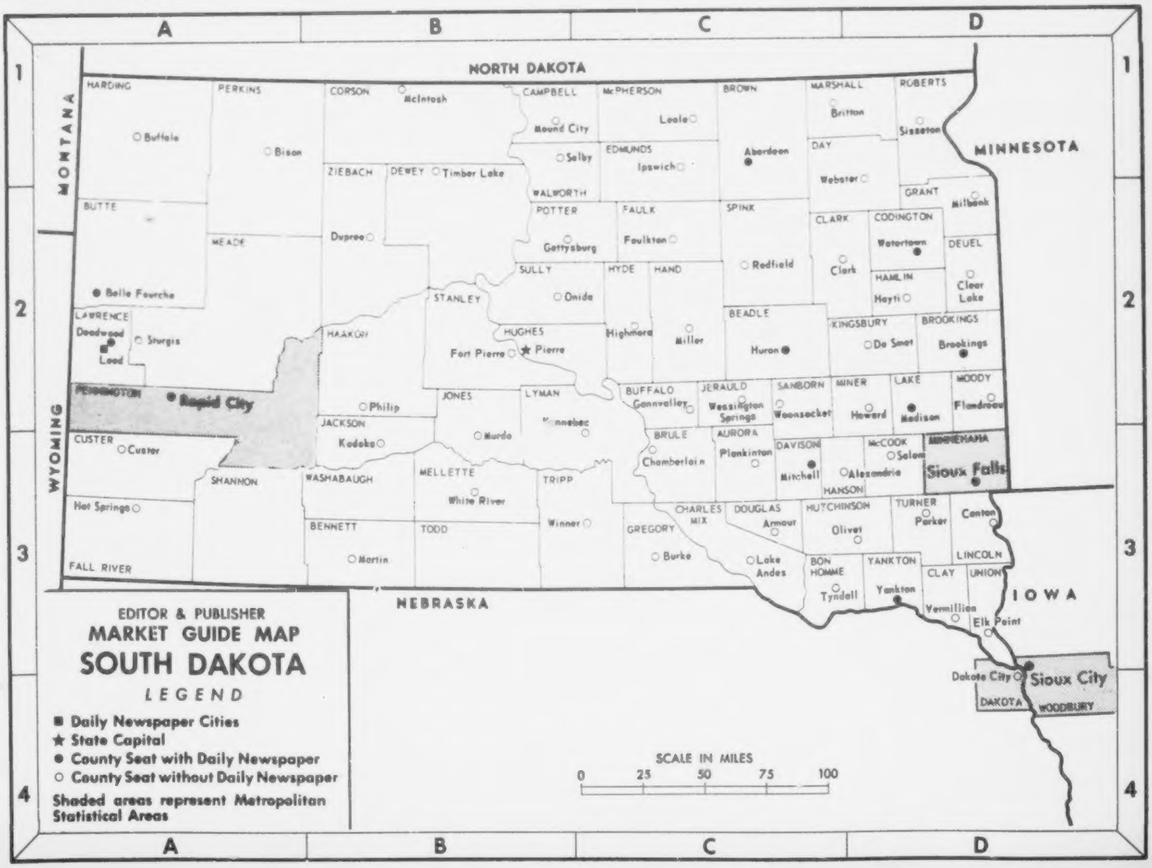
**13 - RETAIL OUTLETS: Department Stores**-JC Penney; Guyermans; Feinsteins.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-State/Snyder, ShopKo Phcy.
**Discount Stores**-ShopKo, K mart.
**Chain Supermarkets**-Randall Super Valu; Sunshine Mkt.; Market One Foods; County Fair Market.
**Other Chain Stores**-Goodyear; Radio Shack; Sherwin-Williams; Singer; Tractor Supply; Campbell Supply; Fullerton Lumber; United Building Center.

**14 - NEWSPAPERS:** REPUBLIC (e) 12,223; Mar. 31, 1989 ABC
**Local Contact** for Advertising and Merchandising Data: Jon M. Noel, Pub., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
**National Representative** Thomson Newspapers.

## PIERRE

**1 - LOCATION:** Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy. 34

**2 - TRANSPORTATION: Railroads**-Chicago & NW.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound
**Airlines**-Continental Express; NW Airlink.



**3 - POPULATION:**
Corp. City 80 Cen. 11,973; E&P 89 Est. 12,732
County 80 Cen. 14,186; E&P 89 Est. 15,007

**4 - HOUSEHOLDS:**
City 80 Cen. 4,447; E&P 89 Est. 4,706
County 80 Cen. 5,180; E&P 89 Est. 5,301

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $338,000,000 |
| Savings & Loan | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 13,422 (includes trucks)

**7 - ELECTRIC METERS:** Residence 4,850

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ret. 570; Constr. 698; Whol. Trade 223; Service 2,321; Public Adm. 2,360; Others 1,473.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 20-45. First killing frost, Sept. 29; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Pierre St.; Pierre Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pierre Mall(34) | 1 | K mart, Bostwicks, JCPenney |
| Red Owl | NA | |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Drug, supermarkets & Red Owl Shpg. Ctr.; Stores in Pierre Mall.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Lucas & Theim; K mart; Bostwicks.
**Variety Stores**-Ben Franklin; Coast-to-Coast; Hogans Hardware; Trading Post.
**Discount Stores**-Red Owl.
**Chain Drug Stores**-Rexall 2; Corner Drugs; Snyder.
**Chain Supermarkets**-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
**Other Chain Stores**-S&H Green Stamps; Goodyear; Sears (catalog).

**14 - NEWSPAPERS:** CAPITAL JOURNAL (e-mon to fri) 4,101; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 333 W. Dakota, PO Box 878, Pierre, SD 57501; Tel. (605) 224-7301, FAX (605) 224-9210.
**National Representative**: American Newspaper Representatives.

## RAPID CITY

**1 - LOCATION:** Pennington County, E&P Map A-2, County Seat. Tourist area-Mt. Rushmore. 30 mi. from western border of SD; Minneapolis, MN 650 mi.; Denver, CO 400 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,247 ft. Vacation and resort center. On I-90.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.
**Motor Freight Carriers**-Barber Trans.; Salt Creek; American Freight System.
**Intercity Bus Lines**-Black Hills Stage Lines; Continental Trailways; Jack Rabbit.
**Airlines**-United; Delta; Northwest; United Express; Continental Express.

**3 - POPULATION:**
Corp. City 80 Cen. 46,492; E&P 89 Est. 48,473
CZ-ABC: (80) 46,492
RTZ-ABC: (80) 104,381
County 80 Cen. 69,716; E&P 89 Est. 77,990
City & RTZ-ABC: (80) 150,873

**4 - HOUSEHOLDS:**
City 80 Cen. 17,233; E&P 89 Est. 17,851
CZ-ABC: (80) 17,223
RTZ-ABC: (80) 35,542
County 80 Cen. 25,186; E&P 89 Est. 27,740
City & RTZ-ABC: (80) 52,765

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 76,472 (includes trucks)

**7 - ELECTRIC METERS:** Residence 22,069

**8 - GAS METERS:** Residence 18,721

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; R.R. 90; Other Util. 500; Whol. Trade 909; Ret. Trade 4,208; Fin., Ins. & R.E. 841; Servs. 2,175; Private Household 500; Gov't 5,050; Military personnel 6,277; Tourism 10,000.
**Principal Pay Days**-Sat., Tues.

**10 - CLIMATE:** Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on St. Joe St. connecting streets from Fourth to Ninth; Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
**Neighborhood Shopping Centers**-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq., Sturgis Road Strip.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Baken Park(28) | 2 | |
| Northgate(7) | 3 | K mart |
| North Rapid | 2 | |
| Robbinsdale | 2 | |
| Rushmore Mall(66) | 5 | JCPenney, Sears, Herberger, Target |
| Villa Ranchero(17) | NA | |

**Principal Shopping Days**-Dept. and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
**Stores Open Evenings**-Thur.; Malls: Mon.-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Herbergers; Haggerty's.
**Variety Stores**-Woolworth; Kresge.
**Chain Drug Stores**-Mill's 3; Osco.
**Discount Stores**-Family Thrift Ctr.; La Belles; K mart; Target; Shopko.
**Chain Supermarkets**-Safeway 3; Sooper Dooper 2; Thrift Ctr. 2; Prairie Mkt.; Albertson's.
**Other Chain Stores**-Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; Kinney Shoes; Pay 'N Pack.

**14 - NEWSPAPERS:** JOURNAL (m) 34,774; (S) 36,317; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gene Hunter, Adv. Dir., JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 394-8300.
**National Representative**: Branham/Newspaper Sales.

## SIOUX FALLS

**1 - LOCATION:** Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G.).
**Motor Freight Carriers**-38.
**Intercity Bus Lines**-Jack Rabbit; Springfield; Midwest Coach.
**Airlines**-Delta; Northwest; TWA; Mesaba; United.

**3 - POPULATION:**
Corp. City 80 Cen. 81,343; E&P 89 Est. 93,807
CZ-ABC: (80) 86,332
RTZ-ABC: (80) 156,921
County/MSA 80 Cen. 109,970; E&P 89 Est. 128,576
City & RTZ-ABC: (80) 243,253

**4 - HOUSEHOLDS:**
City 80 Cen. 30,883; E&P 89 Est. 35,620
CZ-ABC: (80) 30,883
RTZ-ABC: (80) 56,707
County/MSA 80 Cen. 40,054; E&P 89 Est. 48,744
City & RTZ-ABC: (80) 87,590

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $1,833,876,000 |
| Savings & Loan | 5 | $360,576,000 |

**6 - PASSENGER AUTOS:** County 109,349 (includes trucks)

**7 - ELECTRIC METERS:** Residence 43,700

**8 - GAS METERS:** Residence 32,186

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Servs. 17,900; Ret. 12,400; Mfg. 8,200; Gov't 7,200; Fin./Ins./Real Estate 6,000; Whol. 4,300; Trans./Public Util. 4,600; Constr. 2,200. Av. Wkly. Wage ($369).
**Principal Industrial Pay Days**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; New Town Mall, Louise Ave.; Park Ridge Mall, 2 blocks on Western Ave.
**Neighborhood Shopping Areas**-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave.; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.; 49th & Western; Clock Tower Sq., 41st St.; N. Cliff & Hwy 38a; N. Cliff & Benson; 10th & Sycamore.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Ridge(11) | NA | Minerva's |
| Southgate | NA | Lewis Drug |
| Southway(15) | NA | Payless Shoes |
| Western Mall(69) | NA | 1/2 Price Store, Walgreens, Best Buy Wise Buy |
| The Empire(180) | NA | Younkers, Dayton's, JCPenney, Sears |
| New Town Mall(20) | NA | Richman Gordman, Target |

**Principal Shopping Days**-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Mon., Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Younkers; Dayton's; Richmond-Gordman.
**Discount Stores**-K mart 3; Target; 1/2 Price Store.
**Chain Drug Stores**-Walgreens; Osco; Lewis 4.
**Chain Supermarkets**-Sunshine 6; Nash Finch 5; HyVee 3; Randall's; Wise Buy.
**Other Chain Stores**-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Gigi's, Frederick's of Hollywood; Brass Buckle, Casual Corner, Sieferts, The Limited, Michaels & Burque, Catherines, Lerners, Benetton, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney, Caldwells, National Pay Less Shoes, Johnson Shoes, Thom McAnn, Todd's, Naturalizer, Bass Shoes, Red Wing, Gallenkamp, Wonderfour; Auto Supply: Champion Auto, Firestone, Napa, Auto Parts, Pro, Crobett Midland, Graham Goodyear; Paint: Cook, Pittsburgh, Sherwin-Williams, Diamond Vogel; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles, Best, Ace Hdwe., Campbell Supply 2, Color Tile, Waldenbooks, Port of Entry, TSC.

**14 - NEWSPAPERS:** ARGUS LEADER (m) 45,676; (S) 67,218; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gary Husman, Adv. Dir., ARGUS LEADER, P.O. Box 5034, Sioux Falls, SD 57117-5034; Tel. (605) 331-2200.
**National Representative**: Gannett National Newspaper Sales.

## WATERTOWN

**1 - LOCATION:** Codington County, E&P Map D-2, County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; C&NW.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Zephyr; Jack Rabbit.
**Airlines**-Mesaba.

**3 - POPULATION:**
Corp. City 80 Cen. 15,649; E&P 89 Est. 18,702
CZ-ABC: (80) 16,200
RTZ-ABC: (80) 55,683
County 80 Cen. 20,883; E&P 89 Est. 23,572
City & RTZ-ABC: (80) 71,883

**4 - HOUSEHOLDS:**
City 80 Cen. 6,051; E&P 89 Est. 7,408
CZ-ABC: (80) 6,209
RTZ-ABC: (80) 19,751
County 80 Cen. 7,675; E&P 89 Est. 8,718
City & RTZ-ABC: (80) 25,960

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Comm. & Savings | 3 | $229,280,000 |
| Savings & Loan | 1 | $165,942,000 |

**6 - PASSENGER AUTOS:** County 20,312 (includes trucks)

**7 - ELECTRIC METERS:** Residence 7,169

**8 - GAS METERS:** Residence 5,525

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 315 ($290); Welding Equip. 160 ($230); Poultry Proc. 230 ($170); Mobile Homes 102 ($285); Hydraulic Digger Derricks 200 ($290); Bakery Goods 60 ($360); Granite Memorials 63 ($310).
**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16; Fall killing frost, Sept. 27.

**11 - TAP WATER:** Neutral, moderately hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
**Shopping Centers**-Watertown Mall (E. on U.S. Hwy. 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons. Miracle Mall (6 firms located on Hwy. 212), Sandvig's Hdwe.; Shopko; Tear Elec. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Townwide Thur.; Food and Shopping Center, nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Herberger's; Spurgeons.
**Chain Drug Store**-Osco.
**Discount Stores**-Sandvig's Hdwe.; Pamida; K mart; Tractor Supply (TSC); Mac's; Shopko.
**Variety Store**-Woolworth; County Fair.
**Chain Supermarkets**-O.P. Skaggs; Spies; Hy-Vee; Prairie Market.
**Other Chain Stores**-Sears (catalog); Goodyear; Firestone; So-Fro Fabrics; Coast-to-Coast; Radio Shack; Express Photo; Extra Touch; House of Wood; Pay Less Shoes.

**14 - NEWSPAPERS:** PUBLIC OPINION (e) 16,243; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave. NW, Watertown, SD 57201; Tel. (605) 886-6901.
**National Representative**: Branham/Newspaper Sales.

## YANKTON

**1 - LOCATION:** Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Agricultural and manufacturing area. Retail trade center 165 mi. NW of Omaha, NE Juncture of U.S. Hwy. 81; South Dakota 50.

**2 - TRANSPORTATION: Railroads**-Burlington Northern (freight only).

**Motor Freight Carriers**-3.

**Bus Lines**-Jack Rabbit.

**Airlines**-AAA.

**3 - POPULATION:**

Corp. City 80 Cen. 12,011; E&P 89 Est. 12,128

County 80 Cen. 18,946; E&P 89 Est. 19,033

**4 - HOUSEHOLDS:**

City 80 Cen. 4,463; E&P 89 Est. 4,703

County 80 Cen. 6,624; E&P 89 Est. 6,452

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $153,000,000 |
| Savings & Loan | 2 | $60,000,000 |

**6 - PASSENGER AUTOS:** County 17,037 (includes trucks)

**7 - ELECTRIC METERS:** Residence 4,595

**8 - GAS METERS:** Residence 4,591

**9 - PRINCIPAL INDUSTRIES:** 19 mfg. establishments; Seeds; Trees; Machine Tools, Electricity; Poultry Prods. and Feeds; Steel Scaffolding, Conveyors; Meat Proc.; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader; Health industry (clinics, hospitals, nursing homes, etc.); Tool & Die Equip.; Computer & Aerospace Parts; Automotive Air & Oil Filters.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on 3rd St.; 5 on Broadway; 2 on Walnut; 2 on Douglas.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Yankton Mall(36) | 2 | Spurgeons, JCPenney, Chuck's, Jack & Jill |
| Alco Plaza(9) | 2 | Alco |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Fri. Food-Mon. through Sun. Shopping Mall-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Fantle Bros.; JCPenney; Spurgeons.

**Discount Stores**-K mart; Alco; Pamida.

**Chain Supermarkets**-Sunshine; Don's Super Saver; Haskers; Chuck's; Jack & Jill; Save-U-More.

**Chain Drug Stores**-Rexall; White Drug.

**Other Chain Stores**-Coast-to-Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurice's; Sears (catalog); Payless Shoes; Merle Norman; Sherwin-Williams Paint; Team Electronics.

**14 - NEWSPAPERS:** PRESS & DAKOTAN (e) 10,172; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Randy E. List, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.

**National Representative**: Papert Companies.

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# TENNESSEE SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Chattanooga, TN-GA**-Hamilton, Marion and Se-quatchie Counties, TN, Catoosa, Dade and Walker Counties, GA.

**Clarksville-Hopkinsville, TN-KY**-Montgomery County, TN; Christian County, KY.

**Jackson, TN**-Madison County.

**Johnson City-Kingsport-Bristol, TN-VA**-Carter, Hawkins, Sullivan, Unicoi, and Washington Coun-ties, TN; Bristol City, Scott and Washington Coun-ties, VA.

**Knoxville**-Anderson, Blount, Grainger, Jefferson, Knox, Sevier, and Union Counties.

**Memphis, TN-AR-MS**-Shelby and Tipton Coun-ties, TN, Crittenden County, AR, De Soto County, MS.

**Nashville**-Cheatham, Davidson, Dickson, Robert-son, Rutherford, Sumner, Williamson and Wilson Counties.

### POPULATION ESTIMATES
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 325 | 326 | 425 |
| 5-14 Years | 773 | 724 | 744 |
| 15-24 Years | 701 | 854 | 760 |
| 24-44 Years | 939 | 1,278 | 1,639 |
| 45-64 Years | 807 | 895 | 896 |
| 65 and Over | 382 | 518 | 517 |
| TOTAL | 3,926 | 4,595 | 4,980 |

Based on U.S. Census

### RETAIL SALES ESTIMATES
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 816 | 865 | 1,963 |
| General Mdse | 1,764 | 2,345 | 4,250 |
| Food | 3,007 | 4,548 | 7,326 |
| Automobiles | 3,323 | 3,741 | 8,725 |
| Gasoline Stations | 1,151 | 1,958 | 2,358 |
| Apparel | 611 | 960 | 1,670 |
| Furniture | 599 | 773 | 1,711 |
| Eat-Drink Places | 990 | 1,643 | 3,007 |
| Drugs | 412 | 640 | 1,142 |
| TOTAL SALES | 13,692 | 19,605 | 35,109 |

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## ALCOA
See MARYVILLE

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## ATHENS

**1 - LOCATION:** McMinn County, E&P Map D-2, County Seat. Educational, industrial and agricultural center. 49 mi. NE of Chattanooga; 52 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11, I-75.

**2 - TRANSPORTATION: Railroads**-CSX Transportation; Norfolk/Southern.

**Intercity Bus Lines**-Trailways, Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 12,080; E&P 89 Est. 11,893

CZ-ABC: (80) 12,080

RTZ-ABC: (80) 35,119

County 80 Cen. 41,925; E&P 89 Est. 42,683

City & RTZ-ABC: (80) 47,199

**4 - HOUSEHOLDS:**

City 80 Cen. 4,445; E&P 89 Est. 4,634

County 80 Cen. 14,727; E&P 89 Est. 16,409

CZ-ABC: (80) 4,445

RTZ-ABC: (80) 12,115

City & RTZ-ABC: (80) 16,560

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | N.A. |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 34,029

**7 - ELECTRIC METERS:** Residence 9,300

**8 - GAS METERS:** Residence 2,047

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Disc Plows 100; Table 275; Plastics 250; Gas and Elect. Stoves 407; Process Milk 290; Chair Mfg. 200; Hosiery 750; Bed Mfg. 275; Paper Box Mfg. 100; Newsprint 1,750; Elect. Motors 500; Clothing 600; Elect. Light Metal 300; Refrigerated Trucks 200; Automobile Seat Frames 229.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| McMinn | NA | Wal-Mart, Ingles, JCPenney, Goody's, Lowe's |
| Madison Park(14) | NA | Revco, Proffitts |
| Whiteway(10) | NA | Earl's Supermarket |
| Athens Plz.(8) | NA | Red Food, Pic-N-Pay, Rose's, K mart |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.

**Discount Stores**-Rose's; K mart; Goody's Outlet; Wal-Mart.

**Chain Drug Stores**-Revco; SupeRx; Rite Aid.

**Chain Supermarkets**-White Stores; Red; Ingles; Earl's.

**Other Chain Stores**-Goodyear; Merle Norman Cosmetics; Family Dollar; Lowe's; Dollar General.

**14 - NEWSPAPERS:** POST-ATHENIAN (e-mon to fri) 10,024; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Melinda Hillman, Adv. Mgr., POST-ATHENIAN 320 S. Jackson St.; PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.

**National Representative**. Landon Associates.

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## BRISTOL
See BRISTOL, VA

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## CHATTANOOGA

**1 - LOCATION:** Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Seabord System.

**Motor Freight Carriers**-38.

**Intercity Bus Lines**-Greyhound.

**Airlines**-American, Northwestern; Piedmont; Delta.

**3 - POPULATION:**

Corp. City 80 Cen. 169,565; E&P 89 Est. 182,305

CZ-ABC: (80) 257,987

Bal. in NDM-ABC: (80) 100,333

Total NDM-ABC: (80) 358,320

Bal. in RTZ-ABC: (80) 435,969

MSA 80 Cen. 426,929; E&P 89 Est. 431,889

County 80 Cen. 287,787; E&P 89 Est. 282,913

Total NDM & Bal. in RTZ-ABC: (80) 794,289

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 62,139; E&P 89 Est. 68,795

County 80 Cen. 103,319; E&P 89 Est. 101,991

MSA 80 Cen. 150,760; E&P 89 Est. 157,038

CZ-ABC: (80) 94,963

Bal. in NDM-ABC: (80) 32,764

Total NDM-ABC: (80) 127,727

Bal. in RTZ-ABC: (80) 149,646

Total NDM & Bal. in RTZ-ABC: (80) 277,373

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $8,620,365,574 |
| Savings & Loan | 5 | $1,063,802,090 |

**6 - PASSENGER AUTOS:** County 229,176

**7 - ELECTRIC METERS:** Residence 122,685

**8 - GAS METERS:** Residence 25,069

**9 - PRINCIPAL INDUSTRIES:** No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 17,400 ($374); Nondurable Goods 29,200 ($305); Non-Mfg. 145,200 (N.A.).

**10 - CLIMATE:** Av. Temp.-Spring 63; Summer 78; Fall 60; Winter 41. Av. Precipitation 52.60 in.

**11 - TAP WATER:** Alkaline, moderately hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Airport Plz.(11) | 13 | Softwear City, Milo, Beauty Prod. |
| Battlefield Plz.(8) | 10 | Sherwin-Williams |
| Brainerd Vlg.(37) | 7 | Service Mdse., Eckerd, Goody's |
| Dallas Hollow(5) | 15 | Red Food |
| Direct Connection Mall(26)) | 13 | Home World. Handmacker Fashions |
| Eastgate Mall(110) | 8 | JCPenney, Proffitts |
| Freight Depot(26) | 1 | Polo-Ralph Lauren Factory, Lemon Tree |
| Hamilton Pl. Mall(175) | NA | Proffitts, Belk, Sears, Hess, TJ. Maxx |
| K mart Plz.(12) | 10 | K-mart, Revco |
| Kroger Plz.(10) | 7 | Kroger, Pic-N-Pay |
| Lee Plz. East(8) | 8 | Kroger, Revco, Radio Shack |
| Northgate Mall(132) | 12 | Sears, JCPenney, Hess, TJ. Maxx |
| Olde Brainerd(11) | 4 | Red Food, Revco |
| Osborne Shpg. Ctr.(38) | 6 | Chandler Fabrics, Red Food |
| Perimeter Pl.(17) | 7 | Home Depot |
| Red Food Shpg. Ctr.(14) | 5 | Red Food, Revco, Family Dollar |
| South Terrace Plz.(20) | 6 | TCBY, Catherine's, Merle Norman |
| Town & Country Ctr.(6) | 2 | Kay's Kastles, Bonds Drugs |
| Village at East Ridge(8) | 6 | Revco, Radio Shack |
| Village at Riverview(8) | 3 | Revco, Kathy's, Kloset |

**Principal Shopping Days**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Hess 2; Proffitts 4; Sears 2; JCPenney 2.

**Discount Stores**-K mart 4; Zayre 2; Payless 4; Dollar General 5; Service Mdse. 3.

**Variety Stores**-Woolworth 2.

**Chain Drug Stores**-Eckerd 11; Revco 14.

**Chain Supermarkets**-Kroger 7; Red Food 21; Golden Gallon 33; Gooldlet 3; Pruett Food Town 9.

**Other Chain Stores**-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover; Others: Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zale's, Kays, Oshman's.

**14 - NEWSPAPERS:** TIMES (m) 47,784; NEWS-FREE PRESS (e) 57,233; (S) 110,686; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roy McDonald, Pub. or Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.

**National Representative**: Landon Associates.

## CLARKSVILLE

**1 - LOCATION:** Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA), E&P Map C-1, County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet. On U.S. Hwys. 41A, 79; and I-24.

**2 - TRANSPORTATION: Railroads**-CSX System.

**Bus Lines**-Greyhound; Trailways; Clarksville Transit System.

**3 - POPULATION:**

Corp. City 80 Cen. 54,777; E&P 89 Est. 66,427

CZ-ABC: (80) 67,891

RTZ-ABC: (80) 28,166

County 80 Cen. 83,574; E&P 89 Est. 90,395

MSA 80 Cen. 150,208; E&P 89 Est. 153,821
City & RTZ-ABC: (80) 96,057
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,817; E&P 89 Est. 22,258
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,599
County 80 Cen. 27,198; E&P 89 Est. 32,292
MSA 80 Cen. 46,844; E&P 89 Est. 48,622
City & RTZ-ABC: (80) 31,741

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $580,764,667 |
| Savings & Loan | 2 | $36,250,000 |

**6 - PASSENGER AUTOS:** County 91,271

**7 - ELECTRIC METERS:** Residence 35,004

**8 - GAS METERS:** Residence 5,139

**9 - PRINCIPAL INDUSTRIES:** Rubber Goods; Air Conditioning; Heating Units; Snuff; Work Clothing; Western Boots; Fertilizer; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Proc.; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 37,309 (total).

**10 - CLIMATE:** Av. Temp.-Jan. 38; July 80.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.

**Neighborhood Centers**-7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Clarksville Sq. (6) | NA | Big Lot, Super Value, Pic-N-Pay Shoes |
| Two Rivers Mall (24) | 1 | Walgreens, Jo Ann Fabrics, Zales, Foot scenes |
| Mart Shpg. Ctr. (4) | NA | Atkins, Mart Furn., Cee Bee |
| K mart Plz.(4) | 2 | K mart, Kroger, Walgreens |
| Madison Shpg. Circle(5) | NA | Dollar General, Revco, Worthams, Foodtown |
| Plz. Shpg. Ctr. (9) | NA | Mont. Ward, Peebles, Save-A-Lot Food |
| Tradewinds N.(5) | NA | McCrory's (TG&Y) |
| Cunnigham Plz. | NA | Wal-Mart, Winn-Dixie |
| Hampton Plz. | NA | Wal-Mart, Goody's, Franks Nursery |
| Tradewinds S.(9) | 4 | Winn-Dixie, Revco, McCrory's (TG&Y), Radio Shack |
| St. Bethlehem Plz.(6) | NA | Safeway, Super Valu |
| Governor's Sq. Mall(80) | 5 | Sear's, Hess Park Belk, Lerner, JCPenney, Zale's, Toy's 'R Us |

**Principal Shopping Days**-Mon., Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Shpg. Ctrs. until 9, Kroger's, SupeRx Drugs all night.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Parks Belk; Peebles; Sears; Hess; Penney's.

**Discount Stores**-TG&Y 2; Grandpa's; Dollar General 3; K mart 2; Wal-Mart 2.

**Chain Drug Stores**-Walgreens 2; Revco 2; SupeRx; Medicine Shoppe.

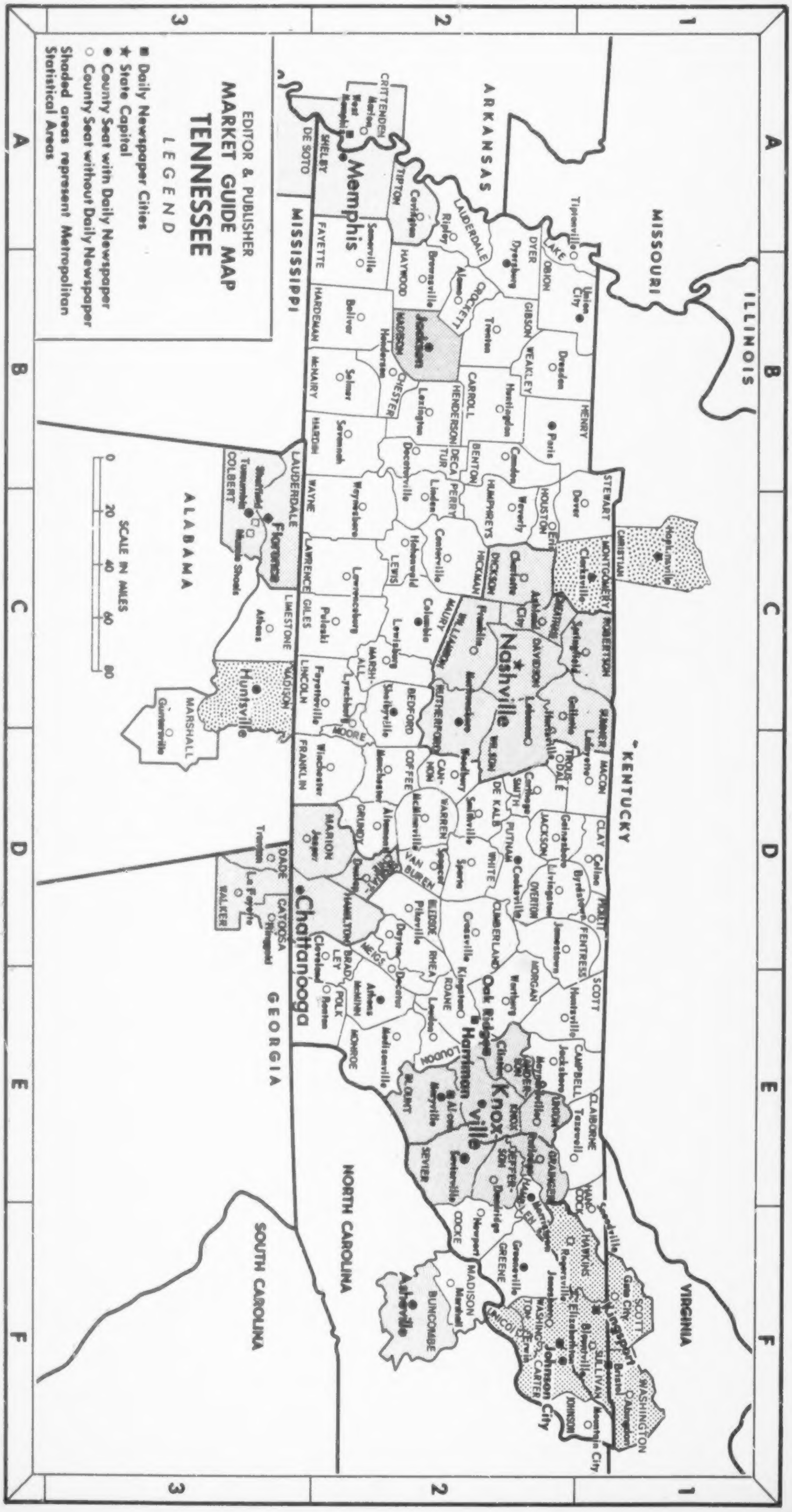
**Chain Supermarkets**-Kroger 2; Winn-Dixie 2; CB 3; Foodtown 2; IGA 2; Bi-Rite; Shop-Rite 2; Majik Markets 3; Save-A-Lot; Super Value 2; Beach Mkts.

**Other Chain Stores**-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Pic 'N Pay; Barrett Shoes; Butlers; JoAnn Fabrics; Foot Scene.

**14 - NEWSPAPERS:** LEAF-CHRONICLE (m) 17,830; (S) 21,368; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.

**National Representative**: Landon Associates.


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 20 40 60 80
MISSOURI
ILLINOIS
KENTUCKY
VIRGINIA
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
NORTH CAROLINA
SOUTH CAROLINA
Memphis
Nashville
Chattanooga
Knoxville
Huntsville
Florence
Clarksville
Hopkinsville
Johnson City
Kingsport
Bristol
Asheville
Oak Ridge
Harriman
A B C D E F
1 2 3

## CLEVELAND

**1 - LOCATION:** Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75; State Hwys. 74, 60, 40, 2.

**2 - TRANSPORTATION: Railroads**-Southern.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Greyhound-Trailways.
**Airlines**-Delta; Piedmont; American; Eastern; Northwest. (airport-22 miles).

**3 - POPULATION:**
Corp. City 80 Cen. 26,415; E&P 89 Est. 28,364
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 80 Cen. 67,794; E&P 89 Est. 76,175
City & RTZ-ABC: (80) 76,591

**4 - HOUSEHOLDS:**
City 80 Cen. 9,946; E&P 89 Est. 11,018
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 80 Cen. 23,026; E&P 89 Est. 28,754
City & RTZ-ABC: (80) 26,062

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $505,398,145 |
| Savings & Loan | 2 | $178,045,000 |

**6 - PASSENGER AUTOS:** County 64,133

**7 - ELECTRIC METERS:** Residence 21,916

**8 - GAS METERS:** Residence 3,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Stoves, Ranges 2,590; Photography 1,160; Textiles 1,605; Furn. 1,625; Chem. 755.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2, last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Stuart Park 12; Colony Sq. 17; Keith Street Plz. 12; Northway Plz. 18; Norhtwood Ctr. 14; Red Food Ctr. 7; Shoney's Plz. 7; Cleveland Mall 28; Village Mall 10.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Hamilton Pl. Mall | NA | Belk, Hess's, Sears, Proffitts, Penney's |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Hess's, Sears.
**Variety Stores**-Wal-Mart; Rose's; K mart.
**Chain Drug Stores**-Eckerd; Revco; Rite-Aid.
**Chain Supermarkets**-Red Food 2; Watson's 4; Cooke's 3; Buy For Less; Calfee's 2.
**Other Chain Stores**-Firestone; Goodyear; Helig-Meyers; Zales; Ace Hardware; Behr's; Radio Shack; Lowe's; R&R Appliance; Auto Zone; Dollar General; Family Dollar; Pic N Pay Shoes; Butler Shoes; Friedman Jewelers; Goody's; More For Less; Appliance Factory Whse.; Swafford's Furn.; Pay For Less; Sherwin Williams.

**14 - NEWSPAPERS:** BANNER (e-mon to fri) 16,051; (S) 17,820; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gary Davis, Natl. Adv. Mgr., BANNER, PO Box 3600, Cleveland, TN 37320; Tel. (615) 472-5041.
**National Representative**: Landon Associates.

## COLUMBIA

**1 - LOCATION:** Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and manufacturing area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN, Regional Retail Shopping area.

**2 - TRANSPORTATION: Railroads**-L&N.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 26,372; E&P 89 Est. 28,759
CZ-ABC: (80) 26,570
RTZ-ABC: (80) 107,521
County 80 Cen. 51,038; E&P 89 Est. 54,120
City & RTZ-ABC: (80) 134,091

**4 - HOUSEHOLDS:**
City 80 Cen. 10,200; E&P 89 Est. 10,979
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 80 Cen. 18,180; E&P 89 Est. 20,289
City & RTZ-ABC: (80) 47,402

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 5 | $380,000,000 |
| Savings & Loan | 1 | $110,000,000 |

**6 - PASSENGER AUTOS:** County 45,459

**7 - ELECTRIC METERS:** Residential County 19,630

**8 - GAS METERS:** County 5,364

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agric. Chem.; Truck Springs; Air Conditioners; Plastics.

**Principal Industrial Pay Days**-Thur., Fri. 1st, 3rd, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

**11 - TAP WATER:** Alkaline, medium hard; fluoridated.

**12 - RETAILING: Downtown Shopping Areas**-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| West End(7) | 1 | Central Lime |
| Cambell Pl.(18) | 1 | Piggly Wiggly, Western Sizzlin, Kroger |
| Northway(13) | 1 | Sears, Piggly Wiggly |
| Maury County(13) | 4 | Rose's, Parks-Belk |
| Columbia Plz.(4) | NA | Fred's, Harris & Prince |
| Carmack Plaza(4) | 1 | Columbia Paint & Wallpaper |
| Shady Brook Mall(44) | 3 | JCPenney, Peebles, Wal-Mart |
| K mart Plaza(5) | 3 | K mart, Big Lots |
| Red Food Plaza(6) | NA | Red Food Store |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sullivan's; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's; Peebles.

**Discount Stores**-Fred's; Wal-Mart; K mart; Rose's; Family Dollar; Dollar General.

**Chain Drug Stores**-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe.

**Chain Supermarkets**-Harris & Prince; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; BiRite; Red Foods.

**Other Chain Stores**-Goodyear; Sherwin-Williams; Firestone; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Jones Home Furnishings; Wickes; Lowes; Helig-Meyers.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 12,112; (S) 14,075; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles E. Martin, Adv. Dir., HERALD., 1115 S. Main St.; PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.

**National Representative**: Papert Companies.

## COOKEVILLE

**1 - LOCATION:** Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 70, I-40 & Corridor J (Hwy. 111), State Hwys. 135, 136, 42; 80 mi. E of Nashville; 100 mi. W of Knoxville; 80 mi. N of Chattanooga.

**2 - TRANSPORTATION: Railroads**-Nashville & Eastern.
**Intercity Bus Lines**-Continental Trailways; Greyhound.
**Airline**-Cumberland Aero.
**Motor Freight Carriers**-14.

**3 - POPULATION:**
Corp. City 80 Cen. 20,535; E&P 89 Est. 24,339
CZ-ABC: (80) 27,605
RTZ-ABC: (80) 20,085
County 80 Cen. 47,850; E&P 89 Est. 54,803
City & RTZ-ABC: (80) 47,690
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,087; E&P 89 Est. 8,632
CZ-ABC: (80) 9,202
RTZ-ABC: (80) 7,504
County 80 Cen. 16,706; E&P 89 Est. 18,224
City & RTZ-ABC: (80) 16,706

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $655,226,000 |

**6 - PASSENGER AUTOS:** County 42,660

**7 - ELECTRIC METERS:** City Residence 10,901

**8 - GAS METERS:** City Residence 3,180

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Apparel 1,066; Automotive 1,560; Food Proc. 1,409; Small Appliances 283; Heating Elements 450; Pre-washed Denim 468; Hydraulic Valves 247; Furn. Parts 160; Filtration Equip. 104; Inking 100. Av. Wkly. Wage $273.
**Principal Industrial Pay Days**-Fri.; 15th, 30th.

**10 - CLIMATE:** Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING: Principal Shopping Area**-Broad St. between Willow and Washington, Spring St. between Willow and Maple, S. Jefferson between I-40 and 1st. St., Willow Ave. between I-40 and 1st St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Willow Tree(22) | NA | Rose's, Eckerd, Sav-A-Lot |
| Towne Plaza(4) | NA | Radio Shack |
| Cookeville Mall(37) | NA | JCPenney, Peebles |
| North Side Ctr.(8) | NA | Northside, IGA, Super D |
| Village Ctr.(6) | NA | Piggly Wiggly |
| West Side Ctr.(20) | NA | Village Squire, McAdoo's, Dollar General |
| Cookeville Commons(10) | NA | K mart, Goody's |
| Jackson Square(5) | NA | Kroger, SupeRx |
| Green Acres(4) | NA | Green Acres, IGA |
| Red Food(4) | NA | Red Food, Auto Zone, Curtis Mathes |

**Principal Shopping Days**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-McAdoo's; Roberson's; Washington Mfg. Co.; Sears (catalog); JCPenney; Peebles; Maddux & Proffitt.
**Discount Stores**-Wal-Mart; Odd Lots; Big Lots; K mart; Dollar General; Roses.
**Chain Drug Stores**-Super D; Eckerd; SupeRx; Rexall; Kroger; Medicine Shoppe Phcy.; Wal-Mart Phcy.
**Chain Supermarkets**-Kroger; Red Food; Super Valu; Drive-In Markets; 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Minit Mart; Get & Go; Kwik 'n Ezy.
**Other Chain Stores**-Shoes: Payless, Pic 'N Pay, Kinney; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Zone; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care, C & H Rauch; Clothing: Goody's; Marshall's, Artley's, Brooks Fashions, CM Clothing, Handmacher, Cato's; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

**14 - NEWSPAPERS:** HERALD-CITIZEN (e-mon to fri) 10,221; (S) 11,561; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joseph P. Albrecht, Pub.; Allan Profant, Mktg. Dir., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38502; Tel. (615) 526-9715.
**National Representative**: Landon Associates.

## DYERSBURG

**1 - LOCATION:** Dyer County, E&P Map A-2, County Seat. 13 mi. E of Mississippi River; 78 mi. NE of Memphis; 165 mi. W of Nashville; 230 mi. S of St. Louis. On U.S. Hwys. 51, 412; State Hwys. 20, 78, 104, 3; I-155.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf (Piggy back); Amtrak (passenger); Tenn-Ken R.R.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Municipal Airport, Flight Service Station.

**3 - POPULATION:**
Corp. City 80 Cen. 15,856; E&P 89 Est. 16,409
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 80 Cen. 34,642; E&P 89 Est. 34,864
City & RTZ-ABC: (80) 51,034

**4 - HOUSEHOLDS:**
City 80 Cen. 6,089; E&P 89 Est. 6,633
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 80 Cen. 12,696; E&P 89 Est. 12,928
City & RTZ-ABC: (80) 18,525

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $462,697,721 |

**6 - PASSENGER AUTOS:** County 27,251

**7 - ELECTRIC METERS:** Residence 11,491

**8 - GAS METERS:** Residence 6,869

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 1,000; Molded Sponge Rubber; Custom Mixing; Thermoplastic Proc.; Rubber Roll Roofing 1,275; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75; Transformers 193; Steel Doors 90; Printing 538.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Dyersburg Sq.(6) | 2 | Payless, Revco, Heilig-Meyers, Big Lots |
| Green Vlg.(20) | 2 | Walgreens, Otasco, Chandler Furn. |
| Forcum Oaks(8) | 2 | Sunpoint, Dyersburg Uniform Shop |
| Northgate(12) | 2 | Fantastic Sam's 27 |
| Dyersburg Mall(43) | 2 | JCPenney's, Harvey's, Maurice's, Cato's, Radio Shack |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); Harvey's.
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Gibson; Kroger; Walgreens; Revco; Wal-Mart.
**Discount Stores**-Wal-Mart; Gibson's; K mart; Big Lots.
**Chain Supermarkets**-Kroger; Payless; Save-A-Lot; Hays; Warehouse Foods.
**Other Chain Stores**-Brad Ragan; Firestone; B.F. Goodrich; Otasco; Hancock Fabrics.

**14 - NEWSPAPERS:** STATE GAZETTE (e-mon to fri) 8,172; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ruby Alford, Adv. Dir., STATE GAZETTE,

Hwy. 51 Bypass; PO Box 808, Dyersburg, TN 38024; Tel. (901) 285-4091.

**National Representative**: Landon Associates.

## ELIZABETHTON

**1 - LOCATION:** Carter County, (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

**2 - TRANSPORTATION: Railroads**-ET&WNC.

**Motor Freight Carriers**-4.

**Airlines**-Piedmont; Southern; United; Charter service at local municipal airport.

**3 - POPULATION:**

Corp. City 80 Cen. 12,431; E&P 89 Est. 12,503

County 80 Cen. 50,151; E&P 89 Est. 53,711

MSA 80 Cen. 434,305; E&P 89 Est. 460,284

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,763; E&P 89 Est. 5,053

County 80 Cen. 17,868; E&P 89 Est. 20,157

MSA 80 Cen. 154,169; E&P 89 Est. 168,725

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $172,000,000 |
| Savings & Loan | 3 | $158,000,000 |

**6 - PASSENGER AUTOS:** County 39,500

**7 - ELECTRIC METERS:** Residence 16,145

**8 - GAS METERS:** Residence 954

**9 - PRINCIPAL INDUSTRIES:** Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chemical Research; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Ret. 1,500; Trans. 88; Whol. 100; Servs. 1,000.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Elk Ave.; 4 on E. St.; 1 on F St.

**Neighborhood Shopping Centers**-Paramount and Westtown Sq.; Shpg. Ctrs. on W. Elk Ave.; Bemberg Shpg. Ctr.; Betsytowne Shpg. Ctr.

**Principal Shopping Days**-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.

**Stores Open Evenings**-Dept.-Fri.; Food-Every night until 7 except Fri.; Shpg. Ctrs. until 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Ira A. Watson; Parks-Belk.

**Variety Stores**-Dollar Stores; Family Dollar.

**Discount Stores**-Wal-Mart; Rose's; Big Lots.

**Chain Drug Stores**-Eckerd; Burgie's (McKesson) Rexall; Revco.

**Chain Supermarkets**-Winn-Dixie; Food Lion; Whites; Publix.

**Other Chain Stores**-Helig-Myers; Firestone; Free Service Tire (Goodyear); Advance; Goodrich; Women's Apparel: Edna's; George-Carols Ltd.; Cato's; House of Fashions.

**14 - NEWSPAPERS:** STAR (e-mon to fri; S) 8,005; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.

**National Representative**: Landon Associates.

## GREENEVILLE

**1 - LOCATION:** Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 321; State Hwys. 34, 35, 70, 93, 172.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern.

**Motor Freight Carriers**-43.

**Intercity Bus Lines**-Tennessee; Queen City; Tenn. Coach; Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 14,097; E&P 89 Est. 14,770

CZ-ABC: (80) 14,097

RTZ-ABC: (80) 41,146

County 80 Cen. 54,489; E&P 89 Est. 60,344

City & RTZ-ABC: (80) 55,243

**4 - HOUSEHOLDS:**

City 80 Cen. 5,447; E&P 89 Est. 5,999

CZ-ABC: (80) 5,447

RTZ-ABC: (80) 14,019

County 80 Cen. 19,151; E&P 89 Est. 22,249

City & RTZ-ABC: (80) 19,466

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $191,481,000 |
| Savings & Loan | 3 | $93,980,053 |

**6 - PASSENGER AUTOS:** County 42,373

**7 - ELECTRIC METERS:** Residence 26,540

**8 - GAS METERS:** Residence 774

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furn. 450; Metal Working 2,000; Chem. 350; Tool & Die 700; Paper Prods. 800; Other 1,000.

**10 - CLIMATE:** Min. & Max. Temp.-27-87.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown-Parks Belk; JCPenney; Woolworth.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastgate (12) | 2 | Watson's, White Stores, Revco |
| Food City(10) | 2 | Eckerd, Food City |
| West Greene | 3 | Food City, Emery's |
| Spencer Sq. | NA | J&R Drug |
| Greeneville Plz. | 2 | Food Lion, Wal-Mart, Revco, K mart |
| Greeneville West Plaza | 3 | Ingles, Revco |
| Greeneville Sq. | NA | Revco, Winn-Dixie, Goody's |

**Principal Shopping Days**-Fri., Sat., Tues.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Park-Belk; Watson's; Nettie Lee.

**Discount Stores**-Watson's; Scotties; Wal-Mart; K mart; Goody's.

**Variety Stores**-Woolworth; Emery's.

**Chain Drug Stores**-Revco; Scottie's; Eckerd.

**Chain Supermarkets**-White 2; Winn-Dixie 2; Ingles 2; Food City 2; Food Lion.

**14 - NEWSPAPERS:** SUN (e) 14,579; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John E. Cash, Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.

**National Representative**: Landon Associates.

## JACKSON

**1 - LOCATION:** Madison County, E&P Map B-2. Mfg., medical, college, farming and trade center for Western TN. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; CSX.

**Airlines**-Northwest Airlink.

**Motor Freight Carriers**-37.

**Intercity Bus Lines**-Greyhound; Gulf Transport.

**3 - POPULATION:**

Corp. City 80 Cen. 49,131; E&P 89 Est. 56,418

CZ-ABC: (80) 58,072

RTZ-ABC: (80) 220,857

County 80 Cen 74,703; E&P 89 Est. 81,656

City & RTZ-ABC: (80) 278,929

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 18,800; E&P 89 Est. 21,837

CZ-ABC: (80) 21,168

RTZ-ABC: (80) 77,740

County 80 Cen. 27,600; E&P 89 Est. 29,720

City & RTZ-ABC: (80) 98,908

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | NA |
| Savings & Loan | 3 | NA |

**6 - PASSENGER AUTOS:** County 59,921

**7 - ELECTRIC METERS:** Residence 21,843

**8 - GAS METERS:** Residence 15,792

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 8,200; Lumber & Hardware 800; Ceramic Tile 542; Bldg. Materials 124; Aluminum Prods. 338; Chem. 80; Ptg. & Pub. 290; Carbonated Bev. 250; Power Tools 631; Misc. Mfg. 481; Sheeting for Bags 570; Dairy, Food Farm Prods. 600; Dresses 480; Frozen Foods 500; Food Prods. 1,301; Plastic Pipe 200; Furn. Mfg. 132; Pkg. 621; Automotive Parts 505; Printing 200; Reinforced Steel 260.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost-free period-Apr. 6-Oct. 23.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown 10 blocks, 48 stores.

**Neighborhood Shopping Centers**-Highland Park-9; Highland & Campbell Sts.; E. Chester-6 ; E. Chester St. at city Limits; Hollywood on Hollywood Dr.-10; South Gate-10; Hwy. 45N; Knight Sq.-7. Hwy. 45 N; Casey Jones Vlg.-8; Hwy. 45 Bypass.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Old Hickory Mall(66) | 4 | Sears, JCPenney, Kisber's, Goldsmiths |
| Jackson Plz.(13) | 4 | Parks-Belk, Service Mdse., E.W. James |
| Oak Hill(4) | 4 | Hays Super Whse. |
| Hamilton Hills(14) | 4 | Gibson, Liberty, Helig Meyers, Arby's, Tempo |
| South Gate(5) | 3 | Pic-Pac, Dollar General |
| Hollywood(6) | 2 | E.W. James, Fred's |
| Madison South(15) | 3 | Gibson, Liberty |
| Highland Park(5) | NA | Highland Park Food |
| McKnight Sq.(5) | 4 | Goodyear |
| Casey Jones Vlg. | 10 | Old Country Store |
| North Plz.(15) | 5 | Wal-Mart, Revco, Super Value |
| K mart Ctr.(2) | 6 | K mart, Kroger |
| Bemis Sq.(12) | 3 | Wal-Mart, Kroger |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Shopping Centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Kisber's; Parks-Belk; Goldsmiths.

**Discount Stores**-Gibson 2; K mart; Dollar General; Super D; Wal-Mart 2; Big Lots.

**Variety Stores**-Woolworth; Fred's.

**Chain Drug Stores**-Walgreens; Super D 2; Gibson 2; Rexall 3; Revco.

**Chain Supermarkets**-Piggly Wiggly; Liberty 4; Camp's; Kroger 3; Q-Mart 10; Pic-Pac; E.W. James 2; Hays Superwarehouse; Super Valu.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; Mam'selle; Singer Co.; Hancock Fabrics; Wickes Lumber; Lowes Lumber; Heilig-Meyers.

**14 - NEWSPAPERS:** SUN (e-mon to fri) 36,106; (S) 39,288; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roy W. Heatherly, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.

**National Representatives**: Gannett National Newspaper Sales.

## JOHNSON CITY

**1 - LOCATION:** Washington County (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC shopping center; manufacturing; wholesale grocery, drug and hardware center; medical center; college center; medical school; VA hospital mountain home. On Hwys. 11E, 19W, 36, 321, 411 and 137, I-81 and I-181.

**2 - TRANSPORTATION: Railroads**-Southern; Clinchfield.

**Motor Freight Carriers**-17.

**Intercity Bus Line**-Trailways; Greene County.

**Airlines**-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

**3 - POPULATION:**

Corp. City 80 Cen. 39,753; E&P 89 Est. 42,953

CZ-ABC: (80) 60,764

RTZ-ABC: (80) 107,164

County 80 Cen. 89,021; E&P 89 Est. 97,540

City & RTZ-ABC: (80) 167,928

MSA 80 Cen. 434,305; E&P 89 Est. 460,284

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,031; E&P 89 Est. 15,830

CZ-ABC: (80) 21,528

RTZ-ABC: (80) 37,932

County 80 Cen. 31,191; E&P 89 Est. 34,478

City & RTZ-ABC: (80) 59,460

MSA 80 Cen. 154,169; E&P 89 Est. 168,725

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $523,614,855 |
| Savings & Loan | 5 | $672,227,739 |

**6 - PASSENGER AUTOS:** County 75,874

**7 - ELECTRIC METERS:** Residence 41,950

**8 - GAS METERS:** Residence 3,500

**9 - PRINCIPAL INDUSTRIES:** Hardwood Flooring; Metal Prods.; Brick; Concrete Blocks; Baking Prods.; TV-Radio Cabinets; Tool Mfg.; Food Prods.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry, Machine Prods.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elect. Heaters; Water Tanks; Mattresses; Dairy Prods.; Bottler's Sheet Metal Prods.; Electronic & Appliance Components, Aluminum Windows; Doors; Cement Prods.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese; Payroll $65,000,000 annually. 14,500 employees.

**Principal Pay Days**-Wkly.; 1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Central(40) | NA | Anderson's, Wallace Shoes |
| K mart Plaza(3) | 3 | K mart, Food Lion, Revco |
| Ken's Plaza(5) | 5 | Magic-Mart, Winn-Dixie |
| Hills Plaza(3) | 3 | Hills, Kroger, Eckerd |
| The Mall(80) | 3 | Parks-Belk, Sears, Miller's, JCPenney |
| Shopper City(6) | 5 | Food Lion, Food City |
| Southside Plz.(5) | 2 | Food Lion, Revco |
| Center South(7) | 1 | Kroger, K mart, SupeRx |
| Food City Plz.(5) | 2 | Food City, Eckerd |

**Principal Shopping Days**-Dept. Stores: Mon., Thur., Fri., Sat.; Food: Thur., Fri., Sat.

**Stores Open Evenings**-Fri., Mon.; Shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Parks-Belk; Sears; Nettie Lee; JCPenney; Millers.

**Variety Stores**-Woolworth; McCrory.

**Discount Stores**-Howard Bros.; Magic-Mart; K mart; Hills.

**Chain Drug Stores**-Hospital Phcy.; SupeRx; Revco; Eckerd; Hills.

**Chain Supermarkets**-Food Lion 6; Kroger 2; Publix; Jiffy 6; Winn-Dixie 2; Food City 2.

**Other Chain Stores**-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. Furn.; Sterchi Bros Furn.; Free Service Tires; Zale's; Ormonds; Anderson-Little; Chess King; Foxmoor; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furn.; Fifth Avenue Card Shop; Butler Shoes; Endicott-Johnson;

Hofheimer's Shoes; Boy & Girl Shop; Gateway Books; Motherhood Maternity; Famous Footwear; Auto Shack.

**14 - NEWSPAPERS:** PRESS (m) 29,739; (S) 31,913; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.

**National Representative**: Branham/Newspaper Sales.

## KINGSPORT

**1 - LOCATION:** Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

**2 - TRANSPORTATION: Railroads**-CSX Corp.; Norfolk Southern.

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.

**Airlines**-Piedmont; USAir; American; Eagle; ASA-Delta; Eastern Metro; Tennessee Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 32,027; E&P 89 Est. 31,792
CZ-ABC: (80) 93,901
RTZ-ABC: (80) 147,169
County 80 Cen. 144,021; E&P 89 Est. 148,470
MSA 80 Cen. 434,305; E&P 89 Est. 460,284
City & RTZ-ABC: (80) 241,070

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,665; E&P 89 Est. 13,248
CZ-ABC: (80) 34,126
RTZ-ABC: (80) 50,538
County 80 Cen. 52,022; E&P 89 Est. 55,846
MSA 80 Cen. 154,169; E&P 89 Est. 168,725
City & RTZ-ABC: (80) 84,664

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | NA |
| Savings & Loan | 4 | NA |

**6 - PASSENGER AUTOS:** County 128,811

**7 - ELECTRIC METERS:** Residence 31,002

**8 - GAS METERS:** Residence 3,154

**9 - PRINCIPAL INDUSTRIES:** Chem.; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, medium; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fort Henry Mall (75) | 3 | Parks-Belk, Sears, JCPenney. Hess's |
| Greenacres(12) | 3 | Oakwood Mkt. |
| Kings Giant Plaza(16) | 1 | Radio Shack, Food Lion, Revco |
| Kingsport Mall(36) | 3 | Hills, Mont. Ward, K mart, Ball Brothers |
| Midtown(22) | 1 | Oakwood |
| Parkway Plz.(6) | NA | Food Country, Eckerd |
| Southland(4) | NA | Food Lion, Revco, Big Lots |
| Colonial Hts. | NA | Food Lion, Ingles, Oakwood, Wal-Mart, Rex TV & Appliance |
| Mt. Carmel | NA | Winn-Dixie, Eckerd, Ben Franklin |

**Principal Shopping Days**-Mon. through Sat.; Groceries-Mon., Sat.

**Stores Open Sunday**-K mart; Wal-Mart; Hills; Montgomery Ward; Revco; Food City; Kroger; Eckerd; Sears; JCPenney; Food Lion Mkt.; Parks-Belk; Millers; Winn-Dixie; Oakwood Mkts.

**Stores Open Evenings**-Most stores.

**13 - RETAIL OUTLETS: Department Stores**-Miller's; JCPenney; Parks-Belk; Montgomery Ward; Sears; Rose's.

**Discount Stores**-Wal-Mart; Hill's; K mart; Service Merchandise; Brendles.

**Variety Stores**-Woolworth; Family Dollar.

**Chain Drug Stores**-Revco 3; Eckerd 5.

**Chain Supermarkets**-Food Lion 4; Oakwood 5; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 3; 7-Eleven 9; Winn-Dixie 2; Ingles.

**Other Chain Stores**-Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zale's; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Lowe's; Pittsburgh Paints; Paty Lumber; New York Carpet: Lerner; Ford Shoes; B. Dalton Booksellers; General Nutrition; World of Clothing; Radio Shack; Rex Electronics; Rhodes Furn.

**14 - NEWSPAPERS:** TIMES-NEWS (all day-mon to fri) 46,376; (m-sat) 44,442; (S) 47,206; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Keith Wilson, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.

**National Representative**: Landon Associates. DAILY NEWS; SUNDAY POST (m-mon to fri) 1,888; (S) 2,168; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.

**National Representative**: None.

## KNOXVILLE

**1 - LOCATION:** Knox County (MSA). E&P Map E-2, County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta, GA; U.S. Hwys. 11, 70, 129, 441, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

**2 - TRANSPORTATION: Railroads**-Southern; Louisville & Nashville (L&N).

**Motor Freight Carriers**-39.

**Intercity Bus Lines**-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.

**Airlines**-United; Delta; Tenn. Airways; American Eagle; ComAir; Metro Express; Piedmont; USAir; TWE; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 175,030; E&P 89 Est. 170,361
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 80 Cen. 319,990; E&P 89 Est. 336,278
MSA 80 Cen. 566,960; E&P 89 Est. 604,935
City & RTZ-ABC: (80) 992,059

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 71,640; E&P 89 Est. 71,551
CZ-ABC: (80) 95,466
RTZ-ABC: (80) 258,192
County 80 Cen. 117,951; E&P 89 Est. 116,796
MSA 80 Cen. 205,749; E&P 89 Est. 229,326
City & RTZ-ABC: (80) 353,658

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $1,594,000,000 |
| Savings & Loan | 7 | $788,719,000 |

**6 - PASSENGER AUTOS:** County 255,100

**7 - ELECTRIC METERS:** Residence 140,685

**8 - GAS METERS:** Residence 23,163

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($225); Food 4,100 ($270); Stone & Clay Prods. 1,600 ($332); Apparel 7,600 ($261); Mach. 2,700 ($375).

**Principal Industrial Pay Days**-Fri., 1st, 15th., 26th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.

**Neighborhood Shopping Centers**-1 on Chapman Hwy. at Colonial Vlg.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike Love 11 Rd., 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Park at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff, Washington Pike at I-640; Western Ave. at I-640.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bearden(24) | 6 | Whiteway |
| Broadway(28) | 3 | Kroger, White Store |
| Broadway Sq. | 6 | Hills, Revco |
| Black Oak | 10 | K mart, Kroger |
| Chapman Hwy.(15) | 12 | K mart, Kroger |
| Clinton Hwy.(15) | 6 | K mart, Revco, Winn-Dixie |
| Plaza(18) | 9 | Kroger, Winn-Dixie |
| Holston(18) | 4 | Hall-Brown, White Store |
| Kingston(10) | 4 | Long's, White Store |
| Northgate(7) | 5 | Winn-Dixie, Revco, White Store |
| Southgate(12) | 7 | White Store |
| Suburban(27) | 8 | Toys R' Us |
| West Haven(15) | 7 | Munford, White's Bradley Drug |
| Western Plz.(33) | 3 | Hall-Brown |
| West Town(90) | 8 | Hess's, JCPenney, Proffitt's, Sears |
| Walker Springs(8) | 12 | Kroger, SupeRx |
| Cedar Springs | 10 | Winn-Dixie, Revco |
| Cedar Bluff | 10 | White Stores |
| Knox Plz. | 4 | Kroger, SupeRx |
| Halls(10) | 10 | White's, Whiteway |
| Hall's Plz.(11) | 10 | Winn-Dixie, Revco |
| East Towne Mall | 8 | Hess's, JCPenney, Sears, Proffitts, Serv. Mdse. |

**Principal Shopping Days**-Department Stores-Sun., Mon., Fri., Sat.; Foods-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Thur.; Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.

**Stores Open Sundays**-Some food & supermarkets; K mart; Millers (West Town); East Towne Mall.

**13 - RETAIL OUTLETS: Department Stores**-Hess's 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.

**Discount Stores**-K mart 11; Service Mdse. 2; United General Prods.; Target 2; Wal-Mart 5.

**Variety Stores**-Woolworth; Whiteway; Emery.

**Chain Drug Stores**-Revco; SupeRx 7; Comers 3; Walgreens 2; Rite Aid 2; Eckerd 2.

**Chain Supermarkets**-White 30; Kroger 15; Winn-Dixie 8; A&P; Ingles 5; Bi-Lo 3; Pilot 12; Red Foods 2; Food Lion 4.

**Other Chain Stores**-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Shoes: Hill Bros., Hardy, Jarman, Bell Bros., Kinney, Baker's; Zale's Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Radio Shack.

**14 - NEWSPAPERS:** JOURNAL (e) 42,156; NEWS SENTINEL (m) 100,353; (S) 166,574; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dick McMillan, Display Adv. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 59038, Knoxville, TN 37950-9038; Tel. (615) 523-3131.

**National Representative**: Sawyer-Ferguson-Walker.

## LEBANON

**1 - LOCATION:** Wilson County. (In Nashville MSA). E&P Map D-2, County Seat. Home of Cumberland Univ. & Castle Heights Military Academy. 30 mi. NE of Nashville.

**2 - TRANSPORTATION: Railroads**-Nashville and Eastern Railroad Authority.

**Bus Lines**-Trailways; Greyhound.

**Airlines**-Metro Airport (17 mi.); Commercial Service, Lebanon Airport Center.

**3 - POPULATION:**

Corp. City 80 Cen. 11,872; E&P 89 Est. 9,784
MSA 80 Cen. 852,342; E&P 89 Est. 977,129
County 80 Cen. 56,375; E&P 89 Est. 65,116

**4 - HOUSEHOLDS:**

City 80 Cen. 4,334; E&P 89 Est. 3,708
County 80 Cen. 18,863; E&P 89 Est. 25,823
MSA 80 Cen. 319,907; E&P 89 Est. 356,274

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $382,000,000 |
| Savings & Loan | 4 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 57,436

**7 - ELECTRIC METERS:** Residence 7,333

**8 - GAS METERS:** Residence 2,952

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Blankets & Fabrics 253; Gears 665; Clocks 248; Televisions & Microwave 641; Candy 135; Western Boots 455; Luggage 400; Rubber Seals 385; Jeans 129; Pipe 123; Windows & Doors 200; Plastic 108.

**10 - CLIMATE:** Min. & Max. Temp.-Av. Min. 48; Av. Max. 72; Mild.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Village Ctr.(8) | NA | Auto Shack, Buckeye Drugs, Family Dollar, Save-A-Lot |
| Cedar Shpg. Ctr.(14) | 1 | Steve's IGA, Winfrey's Jewelry, Mary Lee's |
| West Hills Shpg.(11) | 2 | Dick's Food Mart, Domino's Pizza, W. Waterbeds |
| Western Plz.(17) | 3 | SupeRx, Payless, Shoes, Radio Shack, Goody's, K mart Discount, Arby's, Big Lots |
| The Colony(6) | 2 | Lynn's Flowers, C&C Sports |
| Lebanon Plz.(14) | 3 | Lebanon Floor, Sears, Curtis Mathes |
| Cedar Crest(16) Ctr. | 2 | Wal-Mart Discount, Behr's, Pic 'N Pay Shoes, TBCY Yogurt |
| West View Plz.(17) | 3 | Kroger, Cox's Jewelry, McAdoo's Fashion Boutique, Readmore Book, Ed's Shoes |
| Lebanon Town Sq. | NA | Ivy Wreath, John Hatchers, Swindell's, Kimberly's, Terri Lee |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Store**-McAdoo's.

**Discount Stores**-Fred's; Dollar General; Family Dollar; Wal-Mart; Cato's; K mart; Goody's; Buckeye Drug.

**Chain Drug Stores**-Eckerd; SupeRx; Buckeye; Medicine Shoppe.

**Chain Supermarkets**-Kroger; IGA; Save-A-Lot; Piggly Wiggly.
**Other Chain Stores**-Goodyear; Sears (catalog); Sherwin-Williams; Ace Hardware; Lowe's; Radio Shack; Auto Shack; Payless Shoes; Pick & Pay Carpet; Pic 'N Pay Shoes; Pearle Vision; Goody's; Artley's; Big Lots.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 8,942; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St.; PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
**National Representative**: Papert Companies.

## MARYVILLE-ALCOA

**1 - LOCATION:** Blount County (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 & 411; State Hwys. 33, 35, 73 & 95.

**2 - TRANSPORTATION: Railroads**-SCL/L&N; Norfolk/Southern.
**Intercity Bus Lines**-Greyhound; Trailways; B&C.
**Airlines**-Delta; Republic; Tennessee; United; USAir; Atlantis; Eastern; Eagle; ComAir; Piedmont.

**3 - POPULATION:**
Corp. Cities 80 Cen. 24,350; E&P 89 Est. 25,765
Alcoa 80 Cen. 6,870; E&P 89 Est. 6,342
Maryville 80 Cen. 17,480; E&P 89 Est. 19,423
CZ-ABC: (80) 51,692
RTZ-ABC: (80) 29,237
County 80 Cen. 78,133; E&P 89 Est. 85,714
MSA 80 Cen. 566,960; E&P 89 Est. 604,935
City & RTZ-ABC: (80) 80,929

**4 - HOUSEHOLDS:**
Cities 80 Cen. 9,300; E&P 89 Est. 10,372
Alcoa 80 Cen. 2,615; E&P 89 Est. 2,544
Maryville 80 Cen. 6,685; E&P 89 Est. 7,828
CZ-ABC: (80) 19,187
RTZ-ABC: (80) 10,104
County 80 Cen. 28,177; E&P 89 Est. 31,446
MSA 80 Cen. 205,749; E&P 89 Est. 229,326
City & RTZ-ABC: (80) 29,291

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $693,746,000 |
| Savings & Loan | 2 | (incl. above) |

**6 - PASSENGER AUTOS:** County 79,560

**7 - ELECTRIC METERS:** County 35,795

**8 - GAS METERS:** Residence 9,053

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees-Aluminum Smelting & Fab. 3,900; Engineering 50; Boats 400; Clothing 800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Midland Center | NA | Winn-Dixie, Revco |
| Fair Park | NA | Food Lion, Revco, Family Dollar |
| Brown's Creek | NA | Food Lion |
| Foothills Mall(63) | NA | |
| Foothills Plaza | NA | Hills, Eckerd, Pic 'N Pay, Food Food Lion |

**Principal Shopping Days**-Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Profitt's; JCPenney; Sears; Miller's.
**Discount Stores**-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar; Hills.
**Variety Stores**-Fred's.
**Chain Drug Stores**-Revco 2; SuperRx; Lowe's; Walgreens; Eckerd 2.
**Chain Supermarkets**-White 3; Winn-Dixie 2; Kroger; Food Lion 4; Red Foods; South Galaxy.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 20,871; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, PO Box 568, Maryville, TN 37803; Tel. (615) 981-1100.
**National Representative**: Landon Associates.

## MEMPHIS

**1 - LOCATION:** Shelby County (In Memphis, TN-AR-MS MSA), E&P Map A-2, County Seat. On Mississippi River between St. Louis, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and distribution center for the Mid-South area; College medical center, cotton and hardwood lumber markets.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
**Motor Freight Carriers**-200 motor freight companies; 100 freight terminals.
**Intercity Bus Lines**-Greyhound; Continental Trailways; Gulf Transport; Bridge Transit; Great Southern Coaches.
**Airlines**-American; United; Delta; TWA; USAir; Piedmont; Northwest; Federal Express; Flying Tiger; Airborne; Emery. 7 major/national; 4 regional/commuter; 42 air freight.

**3 - POPULATION:**
Corp. City 80 Cen. 646,356; E&P 89 Est. 647,661
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 691,453
County 80 Cen. 777,554; E&P 89 Est. 814,825
MSA 80 Cen. 913,720; E&P 89 Est. 973,265
Total ADI-ABC: (80) 1,604,925
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 230,474; E&P 89 Est. 242,316
County 80 Cen. 269,186; E&P 89 Est. 305,207
MSA 80 Cen. 311,796; E&P 89 Est. 346,479
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 230,120
Total ADI-ABC: (80) 542,116

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 24 | $2,482,464,000 |

**6 - PASSENGER AUTOS:** County 562,602

**7 - ELECTRIC METERS:** Residence 332,344

**8 - GAS METERS:** Residence 243,105

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Employees (MSA)-Gov't. 66,100; Constr. 19,500; Mfg. 53,700; Trans./Commun. 37,800; Whol. Trade 37,400; Ret. Trade 79,000; Fin./Ins./R.E. 23,600; Servs. 99,600.
**Principal Pay Days**-15th, 30th, Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

**11 - TAP WATER:** Neutral, hardness 52.3 PPM; flouridated.

**12 - RETAILING: Principal Downtown Area** is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastgate(56) | NA | Osco, Piggly Wiggly, Ike's |
| Factory Outlet(51) | 15 | Furn. Factory Outlet |
| Hickory Ridge(120) | 18 | Sears, Goldsmiths, M.M. Cohn, Dawahare, Dillard's |
| Laurelwood(20) | NA | M.M. Cohn, Sears, Walgreens |
| Mall of Memphis (156) | NA | JCPenney, Dillard, Thalhimer's |
| Mid-America(88) | NA | Goldsmith's |
| Northgate(50) | NA | Zayre, Kroger |
| Oak Court | NA | Goldsmith, Lord & Taylor |
| Park Pl. Mall | 44 | Loehman's, Oshman, |
| Poplar Plz.(54) | NA | Dillard's, Kroger |
| Raleigh Springs(84) | 12 | Sears, JCPenney, Walgreens, Dillard's, Goldsmith's |
| Southgate(55) | NA | Osco, Kroger, Zayre |
| Southland(70) | NA | Goldsmith's, Sears, M.M. Cohn |
| Whitehaven(42) | NA | Walgreens, Dillard's |

**Stores Open Evenings**-Mon.-Sat. until 9:30, Sun. 1-6.

**13 - RETAIL OUTLETS: Department Stores**-M.M. Cohn 4; Goldsmith's 5; Sears 4; JCPenney 2; Dillard's 4; Thalhimers; Lord & Taylor.
**Discount Stores**-Zayre 5; Fred's 10; K mart 8; Target 4; Sam's Whol. 2; Wal-Mart 4.
**Variety Stores**-TG&Y Family Centers 2.
**Chain Drug Stores**-Walgreens 28; Osco 9; Super D 23.
**Chain Supermarkets**-Kroger 24; Seessel's 7; Big Star 27; Food Rite 12; Megamarket 3; Food Depot; Piggly Wiggly 5.
**Other Chain Stores**-Baker Shoes 4; Burk Hall Paint 4; Florsheim Shoe 4; Haverty Furn. 5; Thom McAn 4; Sherwin-Williams 4; Glidden; United Paint 8; Lerner's 5; Firestone 14; Goodyear 7; National Tire Wholesale 2; Silo 3; Porter Paint 3; National Tire Wholesale 2; Levitz 2; Ethan Allen; Kinney Shoes 7; Radio Shack 22; Scott Appliances 6; Central Hardware 5; Lowe's Hardware 2; 84 Lumber 3; Butler's Shoes 4; Waldenbooks 3; Gordon's Jewelers 5; Hallmark 8; Circus World; Toys by Roy; Marshalls 2; B. Dalton 2; Children's Palace 2; Naturalizer Shoes 4; Payless Shoes 14; Payless Cashways; Circuit City 2.

**14 - NEWSPAPERS:** COMMERCIAL APPEAL (m) 212,808; (S) 289,834; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Lester Gingold, Adv. Mgr., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2211.
**National Representatives**: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

## MORRISTOWN

**1 - LOCATION:** Hamblen County, E&P Map E-2, County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

**2 - TRANSPORTATION: Railroads**-Norfolk/Southern (Main line, western terminus of the Carolina division).
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 19,683; E&P 89 Est. 18,253
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 80 Cen. 49,291; E&P 89 Est. 54,531
City & RTZ-ABC: (80) 119,313
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,376; E&P 89 Est. 7,031
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 80 Cen. 17,257; E&P 89 Est. 20,750
City & RTZ-ABC: (80) 41,328

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $272,000,000 |
| Savings & Loan | 4 | $186,000,000 |

**6 - PASSENGER AUTOS:** County 50,430

**7 - ELECTRIC METERS:** Residence City 10,879; (County 22,408)

**8 - GAS METERS:** Residence County 3,900

**9 - PRINCIPAL INDUSTRIES:** Poultry; Furn.; Upholstered, Wood & Commercial Furn.; Synthetic Fibers; Automotive Metal Prods.; Plastics; Printing; Rubber; 14,000 Mfg. employees.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| College Sq. Mall(40) | [illegible] | Sears, Penney's, Wal-Mart, Goody's, Radio Shack, Byrd's |
| Buffalo Trail(10) | 4 | Buffalo Trail Mkt. |
| Eastgate(12) | 2 | Winn-Dixie |
| Morristown Plz.(10) | 14 | Rose's, Park-Belk |
| Plz. Terrace(10) | 1 | Radio Shack |
| Radio Ctr.(30) | 1 | Teague Drugs, Knox Williams |
| Sky City | 2 | Sky City, Ingles |
| Food City(15) | 1 | Bradley's Hdwe. |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Parks-Belk 2; JCPenney; Sears; Goody's.
**Variety Stores**-Eagle; Dollar Store; Rose's.
**Chain Supermarkets**-Food Lion 2; Winn-Dixie 2; Food City 2; Buffalo Trail Mkt.; Ingles 2; Red Foods.
**Discount Stores**-Sky City; K mart; Wal-Mart; Rose's.
**Chain Drug Stores**-Revco 3; Freel's; Minnis; Eckerd 2.
**Other Chain Stores**-Western Auto; Singer; Firestone; Goodyear.

**14 - NEWSPAPERS:** CITIZEN TRIBUNE (e-mon to fri) 20,058; (S) 23,787; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St.; Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
**National Representative**: Landon Associates.

## MURFREESBORO

**1 - LOCATION:** Rutherford County (In Nashville MSA). E&P Map C-2. County Seat. Residential, education center (Middle Tennessee State Univ.); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

**2 - TRANSPORTATION: Railroads**-CSX.
**Intercity Bus Lines**-Greyhound; Continental Trailways.
**Airlines**-Major airlines at Nashville Municipal Airport (26 mi.).
**Motor Freight Carriers**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 32,845; E&P 89 Est. 42,429
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 80 Cen. 84,558; E&P 89 Est. 118,559
MSA 80 Cen. 850,505; E&P 89 Est. 44,135
City & RTZ-ABC: (80) 84,058

**4 - HOUSEHOLDS:**
City 80 Cen. 11,517; E&P 89 Est. 15,576
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 80 Cen. 28,002; E&P 89 Est. 37,035
MSA 80 Cen. 201,945; E&P 89 Est. 347,435
City & RTZ-ABC: (80) 28,002

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 5 | $587,000,000 |
| Commercial | 9 | $1,888,000,000 |

**6 - PASSENGER AUTOS:** County 83,678

**7 - ELECTRIC METERS:** County Residence 49,401

**8 - GAS METERS:** Residence 7,876

**9 - PRINCIPAL INDUSTRIES:** Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck & Car Mfg.

**10 - CLIMATE:** Av. Mean Temp.-60.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Jackson Heights(18) | NA | Sullivan's, Dollar General |
| Mercury Plz.(18) | NA | Rose's, Peebles, Food Lion |
| Stones River Mall | NA | Wal-Mart, Goody's |
| Northside Plz. | NA | Haynes Hardware, Saveway Pharmacy |
| Stones River Plz. | NA | K mart, Big Lots, Walgreens |
| Outlets Limited Mall | NA | Brand Name Fashions, Handmacher's, Old Time Pottery |
| Plz. South | NA | Kroger, Goody's |
| Northfield | NA | Piggly Wiggly, Eckerd |

| | | |
|---|---|---|
| Crossing | | |
| Georgetown Sq. | NA | Krogers, Hallmark |
| Northfield Court | NA | Red Food |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Peebles; Sullivan's; Handmachers.

**Discount Stores**-Wal-Mart; K mart; Rose's; Fred's; Goody's; Walgreens.

**Chain Drug Stores**-Revco 2; SupeRx; Walgreens; Eckerd; Big B.

**Chain Supermarkets**-Bi-Rite; IGA 2; Kroger 2; Red Food; Food Lion; Piggly Wiggly.

**14 - NEWSPAPERS:** NEWS-JOURNAL (e) 14,862; (S) 16,293; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sue Rayner, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.

**National Representatives**: Landon Associates; U.S. Suburban Press.

## NASHVILLE

**1 - LOCATION:** Davidson County (In Nashville MSA). E&P Map C-2, State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate hwys.

**2 - TRANSPORTATION: Railroads**-CSX; Southern.

**Motor Freight Carriers**-Over 140.

**Intercity Bus Lines**-Continental Trailways; Greyhound; Tennessee Trailblazers.

**Airlines**-Eastern; American HUB; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United; Pan Am; Northwest; South.

**3 - POPULATION:**
Corp. City 80 Cen. 455,651; E&P 89 Est. 485,992
NDM-ABC: (80) 850,505
County 80 Cen. 477,862; E&P 89 Est. 510,002
MSA 80 Cen. 852,342; E&P 89 Est. 977,129
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 169,674; E&P 89 Est. 163,603
NDM-ABC: (80) 301,945
County 80 Cen. 177,737; E&P 89 Est. 171,113
MSA 80 Cen. 201,945; E&P 89 Est. 356,274

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $6,800,245,000 |
| Savings & Loan | 7 | (incl. above) |

**6 - PASSENGER AUTOS:** County 374,400

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Printing; Paper Prods.; Hosiery; Stoves; Food Prods.; Glass; Appliances; Dacron; Barges; Boats; Tires; Music; Corfam; Tourism; Auto and Truck Mfg.; Health Services; Aircraft Wings.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Temp.-Winter 38; Summer 80. First killing frost, Oct. 22; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Downtown Shopping Area**-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.

**Nearby Shopping Centers**-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S. at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Green Hills Ct., at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike, Lion's Head Village, White Bridge Rd. & Post Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Belle Meade | 6 | Kroger |
| Old Hickory(10) | 13 | Sullivan's, Kroger |
| Westgate(12) | 7 | Super-Valu |
| Green Hills(50) | 6 | Castner-Knott |
| Madison Sq.(27) | 9 | Harvey's |
| Elysian Fields(6) | 7 | Steinmart |
| Seven Oaks | 7 | Hill Grocer |
| Merry Oaks | 7 | Kroger |
| Donelson Plz.(22) | 8 | Castner-Knott |
| Harding Mall(38) | 5 | Castner-Knott |
| 100 Oaks(90) | 3 | Harvey's |
| Rivergate(98) | 10 | Castner's, JCPenney, Dillard's, Sears |
| Belle Meade(4) | NA | Moon Drug, Theatre |
| Charlotte Sq.(26) | NA | Wal-Mart |
| Due West | 8 | Zayre |
| Northgate | 5 | |
| Hickory Hollow(11) | 15 | Dillard's, Sears, Castner-Knott, JCPenney |
| Hickory Plaza(12) | 8 | Kroger, SupeRx |
| Lion's Head Vlg. | 6 | Target |

**Principal Shopping Days**-Wed., Fri., Sat., Sun.

**Stores Open Evenings**-Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Harveys; Castner-Knott; Dillards; Sears; JCPenney; Marshalls; McClures; Uptons; Steinmart.

**Discount Stores**-K mart; Zayre; Hills; Target; Wal-Mart.

**Variety Store**-Woolworth.

**Chain Drug Stores**-Wilson Quick; Walgreens; Rexall; SupeRx; Revco; Payless of Tenn.; Blankenship; Medicine Shoppe; Eckerd.

**Chain Supermarkets**-H.G. Hill; Kroger; Winn-Dixie; Sunflower; Super Value; Bi-Rite; Foodtown; Mega-Mart.

**Drive-In Markets**-EZ Food Shops; Jim Dandy; 7-Eleven; Stop-N-Go; Hot Stop; Quik Sak; Hot Stop/SDE.

**Other Chain Stores**-Central Hdwe.; Service Merchandise; Lowes; Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'N Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Shack, Chief, Autowize, Firestone, Goodyear, K mart, Sears; Clothing: T.J. Maxx, National Shirt, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Horner-Rausch, Gordons, Kay, Zale's; Others: Singer Co., Genesco Sales, Gus Mayer, Radio Shack, Helig-Meyers, Payless Cashways, Silo, Handy City.

**14 - NEWSPAPERS:** BANNER (e) 63,078; TENNESSEAN (m) 126,762; (S) 258,969; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Davis, Res. Dir. TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37203; Tel. (615) 259-8000.

**National Representative**: Gannett National Newspaper Sales.

## OAK RIDGE

**1 - LOCATION:** Anderson and Roane Counties (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mountain National Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95; Known as The Atomic City. American Museum of Science and Energy located in Oak Ridge. Very High Tech area.

**2 - TRANSPORTATION: Railroads**-2-CSX Transportation; Norfolk Southern.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Delta; Piedmont; American Eagle; Eastern Metro Express; Republic; USAir; Northwestern; Conn-Air; Trans World Express; United Express.

**3 - POPULATION:**
Corp. City 80 Cen. 27,662; E&P 89 Est. 27,154
CZ-ABC: (80) 27,662
RTZ-ABC: (80) 90,056
Counties 80 Cen. 115,982; E&P 89 Est. 124,073
  Anderson 80 Cen. 67,464; E&P 89 Est. 68,315
  Roane 80 Cen. 48,518; E&P 89 Est. 55,758
MSA 80 Cen. 566,960; E&P 89 Est. 604,935
City & RTZ-ABC: (80) 117,718

**4 - HOUSEHOLDS:**
City 80 Cen. 11,021; E&P 89 Est. 10,694
CZ-ABC: (80) 11,021
RTZ-ABC: (80) 30,876
Counties 80 Cen. 41,694; E&P 89 Est. 45,691
  Anderson 80 Cen. 24,616; E&P 89 Est. 24,287
  Roane 80 Cen. 17,078; E&P 89 Est. 21,404
MSA 80 Cen. 205,749; E&P 89 Est. 229,326
City & RTZ-ABC: (80) 41,897

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $309,175,000 |
| Savings & Loan | 4 | $125,566,000 |
| Credit Union | 9 | $397,482,000 |

**6 - PASSENGER AUTOS:** Anderson County 72,167; Roane County 35,741

**7 - ELECTRIC METERS:** Residence 11,858

**8 - GAS METERS:** Residence 5,128

**9 - PRINCIPAL INDUSTRIES:** Three major Federal (Department of Energy) installations involved in energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 14,900 employees. $633 av. wkly. wage.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30; last killing frost, Apr. 1.

**11 - TAP WATER:** Hardness = 7 + grains (Alkaline, Soft).

**12 - RETAILING: Principal Shopping Center**-2-Downtown Shopping Ctr.-on Oak Ridge Turnpike bet. Rutger Ave. and Tulane Ave. Modern Shopping (127 retail outlets, parks 4,000 cars); Crown American Mall-on Oak Ridge Turnpike bet. Laboratory Rd., Fairbanks Rd. and Emory Valley Rd. (4 major stores & 50 + shops, parks 2,500 cars).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Illinois Ave.(25) | 1 | Big Lots, K mart |
| Security Sq.(6) | 2 | Security Trust |
| Ridgeway Ctr.(30) | 2 | Sun Graphics, |
| Grove Ctr.(15) | 1 | Yellow Cab, CATV, Sally, Grove Cinema |
| Jackson Sq.(45) | 2 | Watson's, Big Ed's |
| Four Oaks Ctr.(24) | 3 | Bruner's |
| Tri-County(15) | 6 | Goodwill, Cinema, White Stores, Family Dollar |
| Downtown(15) | NA | JCPenney, Hess's, Proffitt's, Wal-Mart |
| Crown American Mall(54) | 5 | 4-Plus |

**Neighborhood Shopping Areas**-Elm Grove, 5 miles on Fairbanks Rd.; Gleenwood, 8 miles on Alabama Ave.; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 mile on North Western Ave.

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Hess's; JCPenney; Proffitt's; Sears; Watson's.

**Variety Stores**-McCrory; Woolworth.

**Discount Stores**-K mart; Goody's; Big Lots; Wal-Mart; Value Mart.

**Chain Drug Stores**-Eckerd; Revco.

**Chain Supermarkets**-A&P; Kroger; White; Ingle's; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check; Pantry 2.

**Other Chain Stores**-Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Zale's Jewelers; Jo Ann Fabrics; Federal Bake Shop; Western Auto; Goodyear; Firestone; Sears; Otasco; Helig-Meyers; Piece Goods Shop; Barrett Shoes; Pic-N-Pay Shoes; Radio Shack; Maurice; Fashion Bug; Uh-Oh Shops; Clark-Jones Music; Baskin-Robbins; Brooks Fashions; Endicott-Johnson; Pearle Vision Ctr.

**14 - NEWSPAPERS:** THE OAK RIDGER (e-mon to fri) 10,329; (S) 9,161; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mark Crider, Adv. Mgr., THE OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021.

**National Representative**: Landon Associates.

## PARIS

**1 - LOCATION:** Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

**2 - TRANSPORTATION: Railroads**-Kentucky-West Tennessee.

**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 10,728; E&P 89 Est. 11,177
NDM-ABC: (80) 29,306
County 80 Cen. 28,669; E&P 89 Est. 30,244

**4 - HOUSEHOLDS:**
City 80 Cen. 4,397; E&P 89 Est. 4,940
NDM-ABC: (80) 11,199
County 80 Cen. 10,914; E&P 89 Est. 10,944

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $176,493,000 |
| Savings & Loan | 1 | $122,871,129 |

**6 - PASSENGER AUTOS:** County 22,058

**7 - ELECTRIC METERS:** County 16,012

**8 - GAS METERS:** Residence 2,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber Prods. 665; Clay Mining & Proc. 238; Auto Brake Parts 250; Power Tools 429; Lamps 150; Mobile Homes 160; School Furn. 190; Meat Prods. 172; Elect. Motors 425; Garments 160; Plastic Parts 187; Wood Prods. 177.

**10 - CLIMATE:** Av. an. temp. 60; Av. monthly Jan. 37.6-July 78.5; Av. annual precipitation 55 in. Av. annual snowfall-11.

**11 - TAP WATER:** Hardness 59. PPM. Iron 0.0 PPM; turbidity 0.1; pH 8.2.

**12 - RETAILING: Principal Shopping Center**-Downtown two blocks each way from court square (64 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Paris(13) | 1 | Kroger, Super D, Coast-to-Coast Hdwe., Family Dollar |
| Lakeway Vlg.(9) | 2 | Uncle Lee's, Odom's |
| Lee Greer(7) | 1 | Radio Shack, Nan Robbins, Sav-A-Lot |
| Paris Sq.(5) | 1 | IGA Foodliner |
| Paris Plz.(5) | 1 | Wal-Mart, Sears |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri. until 8; Groceries-Fri. & Sat. until 8; some supermarkets open 24 hours weekdays.

**Stores Open Sundays**-Some supermarkets, discount, drug.

**13 - RETAIL OUTLETS: Department Store**-JCPenney.

**Discount Stores**-Wal-Mart; Uncle Lee's; Family Dollar; Dollar General; Paris Discount Clothing.

**Variety Store**-Payless.

**Chain Drug Stores**-Rexall; Super D.

**Chain Supermarkets**-Kroger; Jim Adams IGA; Odom's.

**Other Chain Stores**-Goodyear; Western Auto; Sherwin-Williams; Pic-N-Pay; Radio Shack; Catos; Ashleys Outlet; Payless Shoes; Auto Shack; Ace Hardware; Coast-to-Coast Hardware.

**14 - NEWSPAPERS:** POST-INTELLIGENCER (e-mon to fri) 7,778; Sept. 30, 1988 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.

**National Representative**: Papert Companies.

## SEVIERVILLE

**1 - LOCATION:** Sevier County, E&P Map E-2. On U.S. Hwy. 411 & 441. State Hwy. 321; I-40. Situated in the eastern part of state.

**2 - TRANSPORTATION: Airlines**-Served by McGee-Tyson Airport at Knoxville.

**3 - POPULATION:**
Corp. City 80 Cen. 4,556; E&P 89 Est. 6,072
County 80 Cen. 41,638; E&P 89 Est. 50,373

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 2,473
County 80 Cen. 14,600; E&P 89 Est. 19,609

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** County 40,641

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry-Tourism; Textile; Agric.

**10 - CLIMATE:** Av. Temp.-Summer 90; Winter 50.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| River Edge(20) | NA | Wal-Mart |
| Sevier Plz.(18) | NA | K mart |
| Downtown Sevierville(40) | NA | Family Dollar |
| Factory Merchants Mall(66) | 8 | Dollar General |

**Principal Shopping Days**-Mon., Tues.
**Stores Open Evenings**-Most.

**13 - RETAIL OUTLETS: Discount Stores**-Wal-Mart; K mart; Family Dollar; Dollar General.
**Chain Drug Stores**-Revco; SupeRx; Stewart.
**Chain Supermarkets**-Kroger; Food City; Food Lion.

**14 - NEWSPAPERS:** MOUNTAIN PRESS (m-mon to fri) 7,433; sworn Sept. 24, 1988.
**Local Contact** for Advertising and Merchandising Data: Bob Childress, Pub., MOUNTAIN PRESS, PO Box 4810, Sevierville, TN 37862; Tel. (615) 428-0746.
**National Representative**: Landon Associates.

## SHELBYVILLE

**1 - LOCATION:** Bedford County, E&P Map C-2, County Seat. Retail center. Miscellaneous light manufacturing and dairy center 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

**2 - TRANSPORTATION: Railroads**-Seaboard System.
**Motor Freight Carriers**-5
**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 13,530; E&P 89 Est. 14,072
County 80 Cen. 27,926; E&P 89 Est. 29,238
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,031; E&P 89 Est. 5,640
County 80 Cen. 9,943; E&P 89 Est. 11,196

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $305,055,258 |
| Savings & Loan | 2 | $40,043,793 |

**6 - PASSENGER AUTOS:** County 25,150

**7 - ELECTRIC METERS:** Residence, City 6,123

**8 - GAS METERS:** Residence 3,218

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Building Constr. 270; Road Constr. 225; Plumbing-Elect. 200; Food Proc. 1,100; Textile & Garment 275; Printing & Pub. 150; Plastics 750; Leather & Leather Goods 150; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,800; Metals Proc. 1,000; Ret. & Whol. Trade 1,975; Misc. Ret. Workers 1,505; Food Serv. 700; Automobile Serv. 475; Fin. & Banking 250; Ins. 75; Repair Shops 200; Servs. 250; Auto Accessories Mfg. (Japan) 900.
**Principal Pay Days**-Fri., 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Neutral, medium hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main Sq.; 5 on Main St.; Madison St.
**Neighborhood Shopping Centers**-Edgemont; Big Springs; Madison St.; K mart Plz.; Red Foods Center.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Big Springs(15) | NA | SupeRx, Wal-Mart, Kenwin |
| Red Foods Ctr. | NA | Red Foods, Eckerd |
| Madison(7) | NA | K mart, Kroger, Revco |

**Principal Shopping Days**-Sat., Mon., Fri.
**Stores Close**-Some-Wed. aft., Jan. through Nov.
**Stores Open Evenings**-Dept.-Food Daily.

**13 - RETAIL OUTLETS: Department Stores**-Sears; McKees; Carolyn's; Tip Thompson's; The Garage.
**Chain Drug Stores**-SupeRx; Revco; Renegar's; Eckerd.
**Discount Stores**-Wal-Mart; K mart; Family Dollar; Dollar General.
**Chain Supermarkets**-Kroger; Guy's Mkt.; Shelbyville Super; Dial's Superett; Sav-A-Lot; D&D Foods; Red Foods; C.F. Smith Foods.
**Other Chain Stores**-Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Clifford Furn.; Kenwin's; The Pantry.

**14 - NEWSPAPERS:** TIMES-GAZETTE (e-mon to fri) 8,023; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160-0380; Tel. (615) 684-1200.
**National Representative**: Landon Associates.

### SOUTH FULTON
See FULTON, KY

## UNION CITY

**1 - LOCATION:** Obion County, E&P Map B-6 120 mi. N of Memphis.

**2 - TRANSPORTATION: Railroads**-Illinois Central Gulf.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound; Gulf Transport.
**Airlines**-Taylor Charter; Pioneer Aviation Charter.

**3 - POPULATION:**
Corp. City 80 Cen. 10,436; E&P 89 Est. 9,740
County 80 Cen. 32,588; E&P 89 Est. 34,213

**4 - HOUSEHOLDS:**
City 80 Cen. 4,091; E&P 89 Est. 3,955
County 80 Cen. 12,979; E&P 89 Est. 12,580

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $255,935,000 |
| Savings & Loan | 1 | $81,000,000 |
| Obion County | 9 | $323,490,000 |

**6 - PASSENGER AUTOS:** County 23,600

**7 - ELECTRIC METERS:** Residence 4,763

**8 - GAS METERS:** Residence 4,162

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fab. 1,243 ($329); Food Packing 800 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** First killing frost, Nov. 12; last killing frost, Mar. 20.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
**Neighborhood Shopping Centers**-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E. Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Sq., Reelfoot Ave.; County Marketplace Shopping Ctr., Reelfoot Ave., Variety Sq., Reelfoot Ave., VF Factory Outlet Mall, Hwy. 51 Bypass.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Shatz; Dollar General; JCPenney.
**Variety Stores**-Fred's Dollar Store; Dollar General.
**Chain Drug Stores**-Revco; Super D; K&D.
**Chain Supermarkets**-Kroger; E.W. James; Sav-A-Lot; Pic-Pac.
**Discount Stores**-Gibson's; Wal-Mart; K mart.
**Other Chain Stores**-Libby's; Goodyear Service Store; Sears; Sherwin-Williams; Homestead; Pic 'N Pay Shoes; Karen's Hallmark; Radio Shack; Auto Shack; Master Muffler; Bright's Behr's; Sara's Outlet; Shoe City; Pinecrest Home Furnishings; Happy's Fashions; Cato; Ken Tenn Sports; Burnett's Shoes, Medlin's.

**14 - NEWSPAPERS:** MESSENGER (e) 8,438; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St.; PO Box 430, Union City, TN 38261; Tel. (901) 885-0744.
**National Representative**: Papert Companies.

# TEXAS SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Abilene**-Taylor County.
**Amarillo**-Potter and Randall Counties.
**Austin**-Hays, Travis and Williamson Counties.
**Beaumont-Port Arthur**-Hardin, Jefferson and Orange Counties.
**Brownsville-Harlingen**-Cameron County.
**Bryan-College Station**-Brazos County.
**Corpus Christi**-Nueces and Sand Patricio Counties.
**El Paso**-El Paso County.
**Killeen-Temple**-Bell and Coryell Counties.
**Laredo**-Webb County.
**Longview-Marshall**-Gregg and Harrison Counties.
**Lubbock**-Lubbock County.
**Midland**-Midland County.
**McAllen-Edinburg-Mission**-Hidalgo County.
**Odessa**-Ector County.
**San Angelo**-Tom Green County.
**San Antonio**-Bexar, Comal and Guadalupe Counties.
**Sherman-Denison**-Grayson County.
**Texarkana, TX-AR**-Bowie County, TX; Miller County, AR.
**Tyler**-Smith County.
**Victoria**-Victoria County.
**Waco**-McLennan County.
**Wichita Falls**-Wichita County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Brazoria**-Brazoria County.
**Dallas**-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
**Fort Worth-Arlington**-Johnson, Parker and Tarrant Counties.
**Galveston-Texas City**-Galveston County.
**Houston**-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Dallas-Forth Worth**-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
**Houston-Galveston-Brazoria**-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

### POPULATION ESTIMATES
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 1,001 | 1,169 | 1,643 |
| 5-14 Years | 2,330 | 2,380 | 2,710 |
| 15-24 Years | 2,053 | 2,796 | 2,803 |
| 25-44 Years | 2,686 | 4,049 | 6,009 |
| 45-64 Years | 2,142 | 2,556 | 2,900 |
| 65 and Over | 987 | 1,371 | 1,501 |
| TOTAL | 11,199 | 14,321 | 17,566 |

Based on U.S. Census

### POPULATION ESTIMATES
(Thousands)

Place of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

| **City** | **Total Pop.** | **Spanish Origin** | **Percent** |
|---|---|---|---|
| Abilene | 98 | 12 | 12.6 |
| Austin | 345 | 65 | 18.7 |
| Baytown | 57 | 9 | 16.4 |
| Brownsville | 85 | 71 | 83.7 |
| Bryan-College-Station | 82 | 12 | 15.1 |
| Corpus-Christi | 232 | 108 | 46.6 |
| Dallas | 904 | 111 | 12.3 |
| El Paso | 425 | 266 | 62.5 |
| Fort Worth | 385 | 49 | 12.6 |
| Galveston | 62 | 11 | 17.7 |
| Grand Praire | 71 | 10 | 14.0 |
| Houston | 1,594 | 281 | 17.6 |
| Laredo | 91 | 85 | 93.0 |
| Lubbock | 174 | 33 | 18.8 |
| McAllen | 67 | 48 | 71.5 |
| Midland | 71 | 11 | 15.9 |
| Odessa | 90 | 21 | 23.1 |
| Pasadena | 113 | 19 | 23.1 |
| San Angelo | 73 | 17 | 23.1 |
| San Antonio | 786 | 422 | 53.7 |
| Victoria | 51 | 17 | 33.8 |
| Waco | 101 | 11 | 11.1 |

### RETAIL SALES ESTIMATES
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 2,295 | 4,273 | 9,131 |
| General Mdse | 5,884 | 9,109 | 15,531 |
| Food | 9,737 | 18,625 | 28,242 |
| Automobiles | 11,259 | 17,653 | 38,569 |
| Gasoline Stations | 3,444 | 6,600 | 7,437 |
| Apparel | 2,445 | 4,793 | 7,828 |
| Furniture | 2,044 | 3,585 | 7,434 |
| Eat-Drink Places | 3,678 | 7,306 | 12,514 |
| Drugs | 1,311 | 2,008 | 3,364 |
| TOTAL SALES | 45,816 | 82,272 | 138,313 |

## ABILENE

**1 - LOCATION:** Taylor County (MSA). E&P Map D-3. 80 mi. NW of geographical center of Texas. County Seat. Cattle, oil, industry, education & transportation center.

**2 - TRANSPORTATION: Railroads**-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
**Airlines**-American Eagle; Atlantic Southeast Airlines.

**3 - POPULATION:**
Corp. City 80 Cen. 98,315; E&P 89 Est. 110,975
CZ-ABC: (80) 101,286
Bal. in NDM-ABC: (80) 37,906
Total NDM-ABC: (80) 139,192
County/MSA 80 Cen. 111,384; E&P 89 Est. 128,653
Bal. in RTZ-ABC: (80) 121,622
Total NDM & Bal. in RTZ-ABC: (80) 260,814

**4 - HOUSEHOLDS:**
City 80 Cen. 33,939; E&P 89 Est. 37,092

CZ-ABC: (80) 34.442
Bal. in NDM-ABC: (80) 14.590
Total NDM-ABC: (80) 49,032
County/MSA 80 Cen. 38,515; E&P 89 Est. 41,142
Bal. in RTZ-ABC: (80) 46,184
Total NDM & Bal. in RTZ-ABC: (80) 95,216

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $1,180,100,000 |
| Savings & Loan | 3 | $367,480,000 |

**6 - PASSENGER AUTOS:** County 106,978 (all vehicles)

**7 - ELECTRIC METERS:** Residence 45,985

**8 - GAS METERS:** Residence 32,226

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Feed, Cottonseed Oil Prods. 250; Aerospace Structures 400; Meat Prods. 448; Newspaper 300; Oil & Gas Proc. 500; Bakery Prods. 300; Soft Drinks 300; Steel Fab. 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St., 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S 23 & Barrow; 1 on Judge Ely Blvd.; Hwy. 80 & Buffalo Gap Road.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Brook Hollow(12) | NA | Super Duper, Anthony's |
| Edgewood(4) | NA | M System |
| Elmwood West(28) | NA | |
| Frenchman's Creek(17) | NA | Albertson's |
| Mall of Abilene(96) | NA | JCPenney, Sears, Dillard |
| Meads Suburban(9) | NA | Luskey's |
| Merchant Park(9) | NA | Supper Duper, TG&Y |
| Oakwood Vlg.(95) | NA | Super Duper Food |
| Park Terrace(8) | NA | |
| River Oaks(20) | NA | Super Duper |
| Radford Hills(23) | NA | Wal-Mart |
| Westgate(42) | NA | Mont. Ward |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Major malls to 9 pm.

**13 - RETAIL OUTLETS: Department Stores**-Dunlaps; Sears; Montgomery Ward; Dillard; Beall's; Anthony's 2.
**Discount Stores**-Wal-Mart 2; K mart 2; Payless Cashways; McCoy's; TG&Y; Service Merchandise.
**Chain Drug Stores**-Eckerd 3.
**Chain Supermarkets**-M-System 3; Fiesta Foods 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson's; Skaggs.
**Other Chain Stores**-JCPenney; Kinney; Western Auto; Firestone; Goodyear; Sherwin-Williams; Zale's; Jewel Box; Baker's; Lerner's.

**14 - NEWSPAPERS:** REPORTER-NEWS (m) 44,110; (S) 56,741; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gregory Shrader, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
**National Representatives**: Harte-Hanks Communications; Cresmer, Woodward, O'Mara & Ormsbee.

## ALICE

**1 - LOCATION:** Jim Wells County, E&P Map D-5, County Seat. On Hwys. 44, 259, 281.

**2 - TRANSPORTATION: Railroads**-Texmex. **Intercity Bus Lines**-Valley Transit; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 20,961; E&P 89 Est. 22,746
County 80 Cen. 36,693; E&P 89 Est. 41,058

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. 7,240
County 80 Cen. 36,498; E&P 89 Est. 17,333

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $230,000,000 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 26,308 (all vehicles)

**7 - ELECTRIC METERS:** N.A.

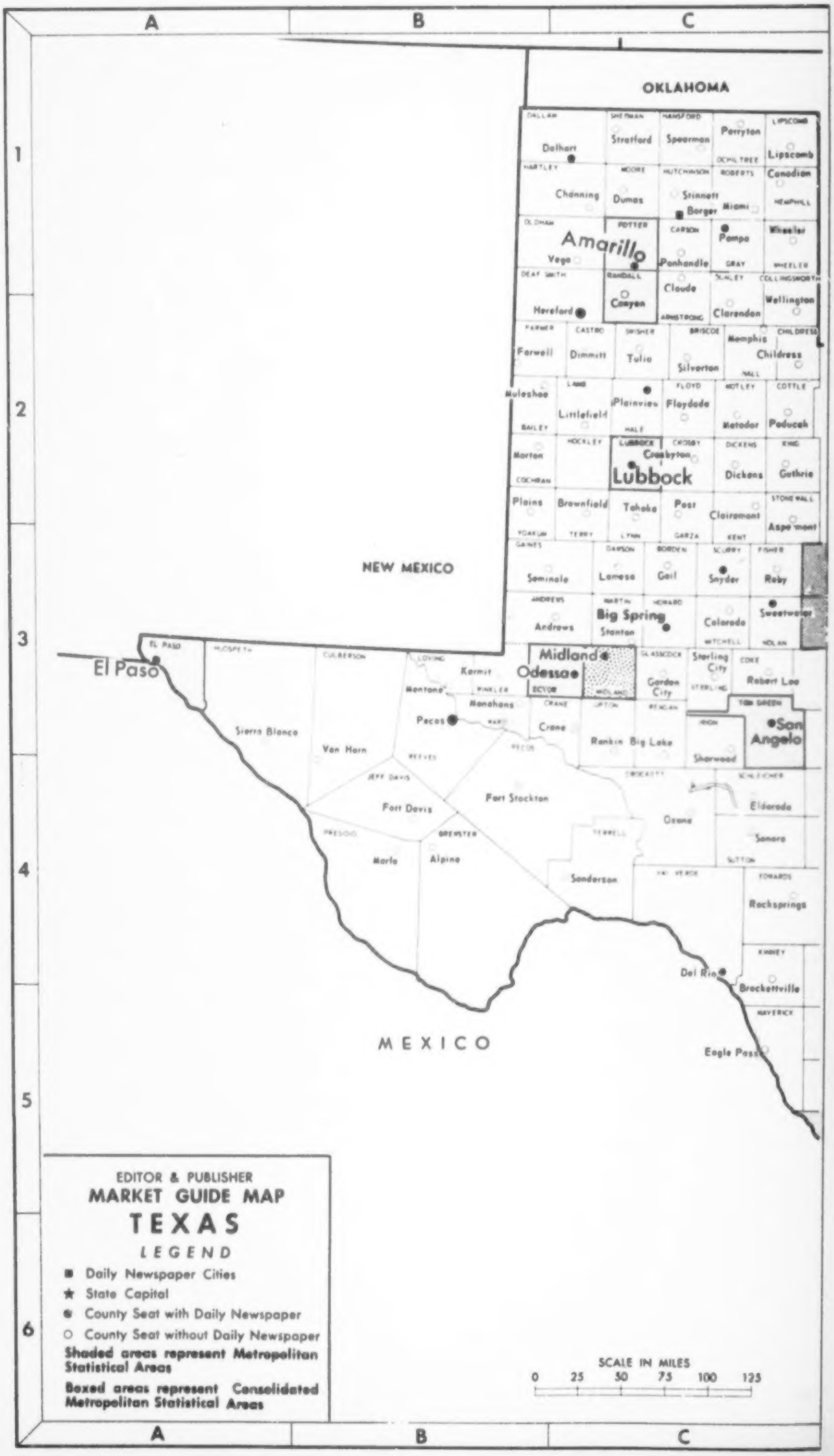
**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage N.A.) Oil; Gas.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Av. Temp.-83.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**


A
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OKLAHOMA
NEW MEXICO
MEXICO
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Channing
Dumas
Stinnett
Borger
Miami
Canadian
Amarillo
Vega
Panhandle
Pampa
Wheeler
Hereford
Canyon
Claude
Clarendon
Wellington
Farwell
Dimmitt
Tulia
Silverton
Memphis
Childress
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Morton
Crosbyton
Lubbock
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Big Spring
Stanton
Colorado
Sweetwater
Midland
Odessa
Kermit
Monahans
Mentone
Sterling City
Robert Lee
Garden City
El Paso
Pecos
Crane
Rankin
Big Lake
San Angelo
Sierra Blanca
Van Horn
Sherwood
Fort Davis
Fort Stockton
Eldorado
Ozona
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100 125

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| La Villita(16) | NA | Baskin Robbins |
| Sagewood(8) | NA | JCPenney |

**Principal Shopping Days**-Weekends.

**Stores Open Evenings**-Wal-Mart.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Weiners; Anthony's; Beall's.

**Discount Stores**-Wal-Mart; K mart; Wonder World.

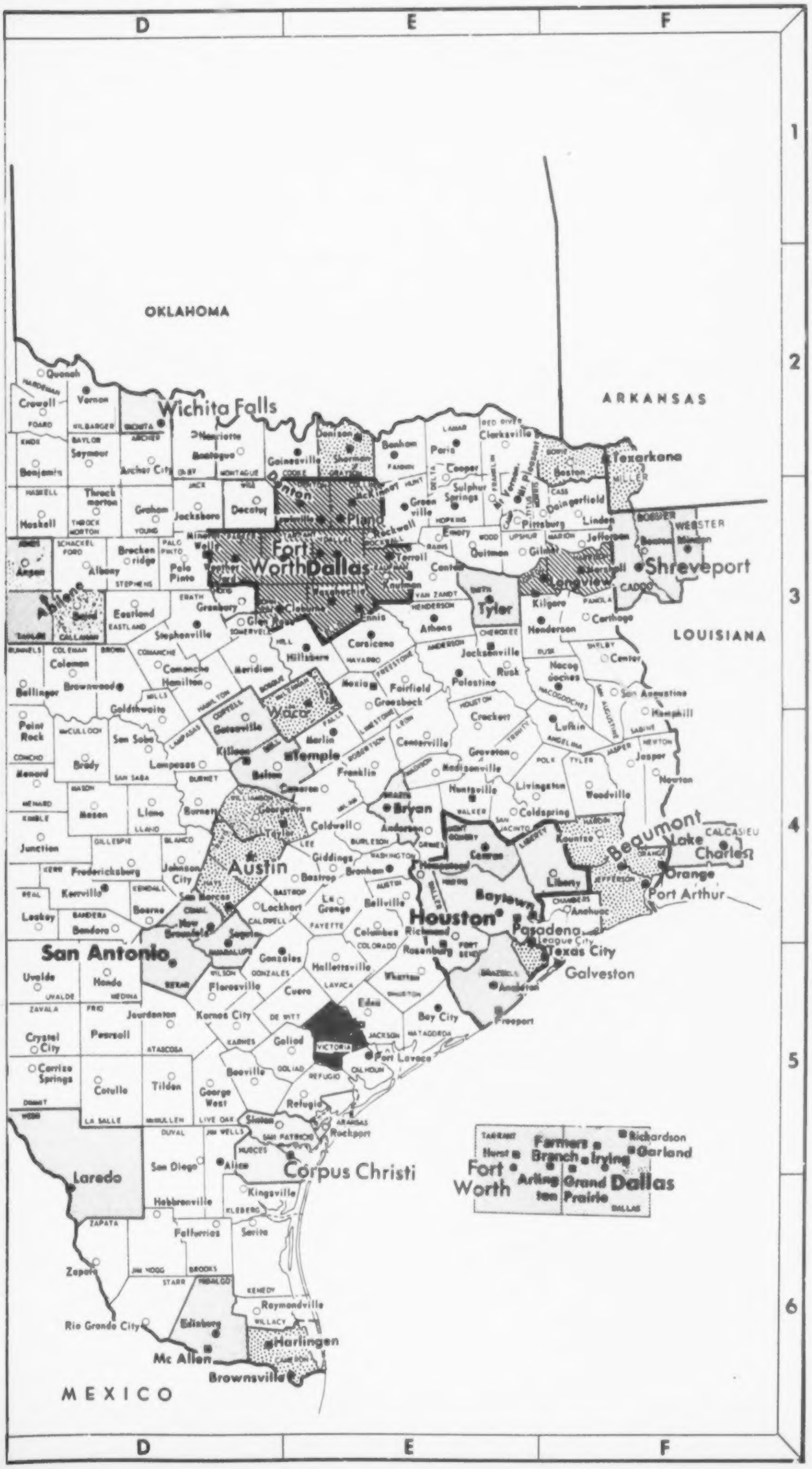
**Chain Drug Stores**-Independence.

**Chain Supermarkets**-H.E.B.; Bag 'N Save.

**14 - NEWSPAPERS:** ECHO-NEWS (e-mon to fri) 5,921; (S) 6,356; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Larry Smallwood, Adv. Dir., ECHO-NEWS, 405 E. Main; PO Box 1610, Alice, TX 78333; Tel. (512) 664-6588.

**National Representatives**: Papert Companies; Texas Press Association.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Wichita Falls
Fort Worth
Dallas
Shreveport
Texarkana
Tyler
Longview
Abilene
Waco
Temple
Killeen
Bryan
Austin
San Antonio
Houston
Baytown
Pasadena
Texas City
Galveston
Beaumont
Lake Charles
Orange
Port Arthur
Victoria
Corpus Christi
Laredo
Harlingen
McAllen
Brownsville
Fort Worth
Dallas
Farmers Branch
Irving
Richardson
Garland
Arlington
Grand Prairie

## AMARILLO

**1 - LOCATION:** Potter & Randall Counties (MSA), E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City; 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 87, 60, 287, I-27, I-40; State Hwys. 117, 136, 51.

**2 - TRANSPORTATION: Railroads**-Burlington; Santa Fe.

**Motor Freight Carriers**-27.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Southwest; American; Delta.

**3 - POPULATION:**

Corp. City 80 Cen. 149,230; E&P 89 Est. 166,252
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 280,490
Counties/MSA 80 Cen. 174,783; E&P 89 Est. 202,721
  Potter 80 Cen. 98,999; E&P 89 Est. 105,099
  Randall 80 Cen. 75,784; E&P 89 Est. 97,622
City & RTZ-ABC: (80) 429,720

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 56,216; E&P 89 Est. 63,605
CZ-ABC: (80) 56,216
RTZ-ABC: (80) 98,833
Counties/MSA 80 Cen. 64,478; E&P 89 Est. 67,708
  Potter 80 Cen. 37,769; E&P 89 Est. 34,025
  Randall 80 Cen. 26,709; E&P 89 Est. 33,683
City & RTZ-ABC: (80) 155,049

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $2,044,258,000 |
| Savings & Loan | 6 | $4,990,884,996 |

**6 - PASSENGER AUTOS:** Counties (All Vehicles): Potter 95,801; Randall 81,734

**7 - ELECTRIC METERS:** Residence 77,431

**8 - GAS METERS:** Residence 64,128

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 9,700; Mining Oil 1,400; Constr. 4,400; Util. 6,000; Services 15,600; Trade 25,200; Fin. 4,300.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-69; Summer 62-88; Fall 44-69; Winter 24-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western; I-40 & Coulter; 34th & Coulter; I-40 & Ross; I-40 & Bell.

**Stores Open Evenings**-Mon.-Sat.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Wolflin-Village | NA | Boots N Jeans, TG&Y |
| Wolflin-Georgia(69) | 4 | K mart, Albertson's, Blackburn Bros. |
| Trades Fair | 5 | K mart, TG&Y, Furr's Food |
| S. Lawn Plz. | 6 | United Foods, TG&Y, C.R. Anthony |
| Western Plz.(38) | 5 | Mont. Ward, Dunlaps, Service Mdse. |
| Western Square | 6 | United, Anthony's |
| Puckett Plz.(30) | 7 | United, Handy Dan, Revco |
| Spanish Crossroads | NA | Furr's Family Ctr. |
| Georgia Terrace | 6 | Furr's Food |
| Lawndale | 6 | Furr's Food, TG&Y, |
| Summit(15) | NA | T.J. Maxx, Homeland |
| Bell Plaza | 8 | Wal-Mart |
| Wellington Sq.(26) | 4 | Gardski's Loft |

| | | |
|---|---|---|
| Westgate Mall(120) | 8 | Sears, Dillard, Mervyn's, Beall's, Target |
| Interstate Vlg. | 6 | Albertson's |

**Stores Open Evenings**-Dept.-Thur.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony 2; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Mervyn's; Dillard's; Beall's.
**Discount Stores**-K mart; Best; Service Mdse.; Wal-Mart; Target.
**Variety Stores**-Woolworth; TG&Y 2.
**Chain Drug Stores**-Albertson's 3; D&S 4; Maxor 2; Sav-On 5; Revco 6; Drug Emporium.
**Chain Supermarkets**-Furr's Food 2; Food Bonanza; United 7; Toot-N-Totum 61; Food King; Food Emporium 2; Taylor Food Mart 8; Homeland 5.
**Other Chain Stores**-Lerner's; Western Auto; Zale's; Firestone; Checker Auto; Chief Auto; Auto Zone; Sam's Warehouse; Corrigan's; Eye Masters; Pearle Vision.

**14 - NEWSPAPERS:** NEWS (m) 42,265; (e-mon to fri) 23,798; NEWS-GLOBE (S) 73,996; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St.; PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.
**National Representative**: Papert Companies.

## ANGLETON

**1 - LOCATION:** Brazoria County, (In Brazoria PMSA), E&P Map E-5, County Seat. Chem., oil & gas industries. Agric., cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-Alamo; Merchants; UPS.
**Intercity Bus Lines**-Trailways.
**Airlines**-Served by all major airlines through Houston Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 13,929; E&P 89 Est. 13,447
County/PMSA 80 Cen. 171,887; E&P 89 Est. 188,681

**4 - HOUSEHOLDS:**
City 80 Cen. 4,678; E&P 89 Est. 4,715
County/PMSA 80 Cen. 53,907; E&P 89 Est. 69,818

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 2 | N.A. |
| Commercial | 3 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 158,448 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Chem.; Farming.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-N Downing Rd. & Hwy. 35 (9 stores). & State Hwy. 35 (13 stores); SWC Hwys.; 36 & 288 (9 stores).
**Neighborhood Shopping Centers**-Four Corners; Angleton Plz.; Angleton Palm Ctr.; K mart Plz.; Wal-Mart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brazos Mall | 9 | Sears, JCPenney, Dillards |
| Lacks Plantation | 12 | Lacks Ctr. |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Shpg. Ctrs. every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-Weiners.
**Discount Stores**-Wal-Mart.
**Variety Stores**-Perry Bros.
**Chain Drug Stores**-Eckerd; Walgreens.
**Chain Supermarkets**-Safeway; Kroger.
**Other Chain Stores**-Firestone; Merle Norman.

**14 - NEWSPAPERS:** ANGLETON TIMES (m-tues to fri; S) 3,290; Sept. 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., ANGLETON TIMES, 700 Western Ave.; PO Box [illegible], Angleton, TX 77515; Tel. (409) 849-8581.
**National Representative**: Land[illegible] Associates.

## ARLINGTON

**1 - LOCATION:** Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

**2 - TRANSPORTATION: Railroads**-Texas and Pacific; Great Southwest.
**Motor Freight Carriers**-45.
**Intercity Bus Lines**-Texas Motor Coaches; Continental Trailways.
**Airlines**-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 160,113; E&P 89 Est. 270,387
City of Pub.-ABC: (80) 163,644
County 80 Cen. 867,557; E&P 89 Est. 1,157,765
PMSA 80 Cen. 981,557; E&P 89 Est. 1,323,441
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 58,650; E&P 89 Est. 96,408
City of Pub.-ABC: (80) 59,813
County 80 Cen. 310,272; E&P 89 Est. 395,959
PMSA 80 Cen. 349,034; E&P 89 Est. 489,656

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $474,654,010 |
| Savings & Loan | 9 | $6,625,486,014 |

**6 - PASSENGER AUTOS:** County 982,952 (all vehicles)

**7 - ELECTRIC METERS:** Residence 61,197

**8 - GAS METERS:** Residence 27,000

**9 - PRINCIPAL INDUSTRIES:** Widely diversified-Auto Assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field Equip. (Av. hourly wage $6.69).

**10 - CLIMATE:** Av. Temp.-Summer 88; Winter 34.

**11 - TAP WATER:** Well water-very soft, alkaline; lake water-medium.

**12 - RETAILING: Downtown Shopping Area** plus 15 major centers in outlying area; 785 retail outlets.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arlington Plz.(8) | NA | Buddies |
| Ashbury(12) | NA | Cloth World, Skaggs-Alpha Beta |
| Fielder North(25) | NA | Buddies |
| Forum 303 Mall(60) | NA | Mont. Ward, Dillard, Kinney |
| Four Corners(7) | NA | Kroger |
| French Market(5) | NA | Buddies, Motts, J. Brannam |
| Galleria Plz.(5) | NA | |
| Overland Stage | NA | |
| Park Plaza(4) | NA | Buddies |
| Parkway Central(15) | NA | Tom Thumb |
| Randol Mill West(2) | NA | |
| Royal Park(5) | NA | Skaggs-Alpha Beta |
| Six Flags Mall(72) | NA | Sears, JCPenney, Foley's |
| Sylvan Heights (16) | NA | Piggly Wiggly |
| Town North(40) | NA | Buddies, Ben Franklin |
| Westbury Sq.(5) | NA | Monnigs |
| Woodland West(28) | NA | Safeway |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon. to Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Anthony's; Sears; Mitchell's; Watsons; Dillard; Sanger-Harris; Montgomery Ward.
**Variety Stores**-Ben Franklin 3; Motts; M.E. Moses; McCrory.
**Discount Stores**-Gibson; K mart; Treasure City; Target; Edison's; Best.
**Chain Drug Stores**-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd; Revco.
**Chain Supermarkets**-Buddies 7; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
**Other Chain Stores**-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 5,267; (S) 6,485; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Hodges, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011. Tel. (817) 277-5511.
**National Representative**: U.S. Suburban Press.

## ATHENS

**1 - LOCATION:** Henderson County. E&P Map E-3, County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

**2 - TRANSPORTATION: Railroads**-St. Louis & Southwestern.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Central Texas Trailways; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,197; E&P 89 Est. 10,357
County 80 Cen. 43,081; E&P 89 Est. 57,312

**4 - HOUSEHOLDS:**
City 80 Cen. 3,777; E&P 89 Est. 4,015
County 80 Cen. 16,087; E&P 89 Est. 18,747

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $265,800,000 |
| Savings & Loan | 3 | $210,649,000 |

**6 - PASSENGER AUTOS:** County 52,387 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,622

**8 - GAS METERS:** Residence 3,987

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 200 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 153 ($220).

**10 - CLIMATE:** Jan. Av. Temp. 46; July Av. Temp. 85. First killing frost, Nov. 17; last killing frost, Mar. 15. Growing season 275 days; rainfall 39 in. annually.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-On Courthouse Square & two blocks in all directions.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Highland(4) | NA | JCPenney, Perry Bros., Brookshire |
| South Park(4) | NA | Holiday Cleaners |
| Heritage Sq.(24) | NA | Sears, Daniels' Super Drug, True Value Hdwe. |
| Athens Ctr.(5) | NA | Wal-Mart, Beall's, Pay-Less Shoes |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beall Bros. 3.
**Variety Stores**-Perry Bros.
**Discount Stores**-K mart; Wal-Mart.
**Chain Supermarkets**-Safeway; Winn-Dixie; Brookshire's.
**Other Chain Stores**-Western Auto, Singer.

**14 - NEWSPAPERS:** REVIEW (e-mon to fri; S) 7,183; sworn Sept. 25, 1988.
**Local Contact** for Advertising and Merchandising Data: Dan Youngman, Natl. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (214) 675-5626.
**National Representative**: Papert Companies.

## AUSTIN

**1 - LOCATION:** Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

**2 - TRANSPORTATION: Railroads**-Mo. Pacific; Southern Pacific; Mo., Kansas & Texas; Amtrak.
**Motor Freight Carriers**-25.
**Intercity Bus Lines**-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.
**Airlines**-United; Continental; Southwest; Delta; USAir; American; America West; American Eagle; Pan Am; Transtar; Trans World; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 345,496; E&P 89 Est. 467,318
CZ-ABC: (80) 396,031
RTZ-ABC: (80) 269,046
County 80 Cen. 423,058; E&P 89 Est. 587,268
MSA 80 Cen. 542,149; E&P 89 Est. 774,523
City & RTZ-ABC: (80) 665,077
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 133,934; E&P 89 Est. 157,503
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 80 Cen. 158,341; E&P 89 Est. 181,003
MSA 80 Cen. 195,856; E&P 89 Est. 291,276
City & RTZ-ABC: (80) 242,019

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 54 | $6,394,980,000 |
| Savings & Loan | 126 | $4,815,345,806 |

**6 - PASSENGER AUTOS:** County 448,804 (all vehicles)

**7 - ELECTRIC METERS:** Residence 193,069

**8 - GAS METERS:** Residence 115,862

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 39,200; Gov't 100,200; Trade 77,900; Servs. 83,600; Constr. 15,200; Fin., Ins., R.E. 24,800; Trans., Commun. and Util. 10,800; Mining 700.
**Principal Pay Days**-Fri. and last day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Barton Creek Mall(185) | 6 | Dillard, Foley's, Scarbrough's, Sears, Mont. Ward, JCPenney |
| Capital Plz.(31) | 4 | Mont. Ward, Beall's, H.E.B. |
| Hancock Center(38) | 3 | Dillard, Sears, H.E.B., Beall's |
| Highland Mall(84) | 3 | Dillard's, JCPenney, Scarbrough's, Foley's |
| Northcross Mall(55) | 6 | Frost Bros., Beall's, Scarbrough's |
| Westgate Mall(31) | 4 | Solo Serve, Beall's, Service Mdse. |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Beall's 9; Dillard's 3; Foley's 2; Frost Bros.; JCPenney 2; Leon's 3; Montgomery Ward 2; Sears 2; Weiner's 6; Yaring's 10; Mervyn's 2.
**Discount Stores**-K mart 4; Target 2.
**Variety Stores**-TG&Y; Winn's 16.
**Chain Drug Stores**-Ace 9; Eckerd 18; Revco 20; Walgreens 11.
**Chain Supermarkets**-Foodland 3; HEB 18; Fresh Plus 7; MiniMax 2; Safeway 20; Tom Thumb 9; Mkt. Basket 4; Skaggs 3; Whole Foods 3.
**Other Chain Stores**-Baker's 3; Lerner's 2; Mission Jewelry 4; S&H Green Stamps; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's 7; Handy Dan 3; Furrow's 3; Ace Hardware 5; True Value 3; Bumper to Bumper.

**14 - NEWSPAPERS:** AMERICAN-STATESMAN (m) 172,766; (S) 217,844; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Warren Smith, Adv. Dir., AMERICAN-STATESMAN, 166 E. Riverside Dr., Austin, TX 78704; Tel. (512) 445-3500.
**National Representative**: Sawyer-Ferguson-Walker.

## BAY CITY

**1 - LOCATION:** Matagorda County. E&P Map E-5. County Seat. On the Colorado River. 150 mi. NE of Corpus Christi; 80 mi. SW of Houston and Galveston; 20 mi. N of Matagorda River to the Gulf of Mexico.

**2 - TRANSPORTATION: Railroads**-AT&SF; Missouri Pacific (GCL); Southern Pacific.
**Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 17,837; E&P 89 Est. 18,913
County 80 Cen. 38,332; E&P 89 Est. 41,622
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,313; E&P 89 Est. 7,125
County 80 Cen. 13,110; E&P 89 Est. 15,561

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $255,422,312 |
| Savings & Loan | 2 | $310,396,933 |

**6 - PASSENGER AUTOS:** County 32,993 (all vehicles)

**7 - ELECTRIC METERS:** Residence 6,143

**8 - GAS METERS:** Residence 4,963

**9 - PRINCIPAL INDUSTRIES:** Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Matagorda Plaza; Lacks Center; Gulf Bay Plaza.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
**Chain Drug Stores**-Matagorda Phcy.; Discount Phcy.; Eckerd; Bay Drug Store.
**Discount Stores**-K mart; Winn's.
**Variety Stores**-Ben Franklin; Perry's.
**Chain Supermarkets**-Stanley 3; HEB; Safeway.
**Other Chain Stores**-Firestone; Goodyear; Goodrich; Western Auto; Sears.

**14 - NEWSPAPERS:** TRIBUNE (eS) 5,595; June 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Gerald R. Winton, Pub., TRIBUNE, 2901 16th St.; PO Box 1551, Bay City, TX 77404; Tel. (409) 245-5555.
**National Representative**: Landon Associates.

## BAYTOWN

**1 - LOCATION:** Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.

**3 - POPULATION:**
Corp. City 80 Cen. 56,923; E&P 89 Est. 61,754
County 80 Cen. 2,429,505; E&P 89 Est. 2,813,301
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183

**4 - HOUSEHOLDS:**
City 80 Cen. 20,731; E&P 89 Est. 21,892
County 80 Cen. 869,880; E&P 89 Est. 971,211
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $3,534,139,899 |
| Savings & Loan | 6 | $4,645,815,539 |

**6 - PASSENGER AUTOS:** County 2,096,244 (all vehicles)

**7 - ELECTRIC METERS:** Residence 26,469

**8 - GAS METERS:** Residence 15,720

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prods. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

**11 - TAP WATER:** Neutral, semi-soft, surface water; natural fluoridation.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bay Plaza(35) | NA | TG&Y, The Fair, Food King |
| K mart(4) | NA | K mart |
| West Town(28) | NA | Beall's, Safeway |
| Wood Creek(9) | NA | Wieners, Holiday Foods |
| Garth Plaza(5) | NA | Style Shop, Eurotan |
| San Jacinto Mall(160) | NA | JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Service Mdse. |
| Goose Creek Plz. | NA | |
| Willowcreek | NA | Kroger, Walgreens |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.
**Stores Open Evenings**-All to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Service Merchandise; Palais Royale; The Fair 2; Oshman's; Craig's; Mervyn's.
**Discount Stores**-K mart; TG&Y 2; Wal-Mart.
**Variety Stores**-Heidi's.
**Chain Drug Stores**-Gray; Gulf Coast; Lakewood; Medic; Eckerd 2; Walgreens.
**Chain Supermarkets**-Hathaways 2; Kroger 2; Affiliated; Safeway 2; Food King 2; Super-O; Holiday; Sac & Sav.
**Other Chain Stores**-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross, Kay, Mission; Auto: Goodyear, Firestone 2; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, Limited, Casual Corner; Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker, Butler's; Furn.: Cargo, Furniture Etc., Wilkenfeld; Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams, Texas State Optical 2; Building Supplies: 84 Lumber, McCoys, Furrow's, Woods Home Ctr.

**14 - NEWSPAPERS:** SUN (e) 15,697; (S) 16,273; June 30, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Rusty Maroney, Ret. Adv. Mgr., SUN, 1301 Memorial Dr., P.O. Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
**National Representative**: U.S. Suburban Press.

## BEAUMONT

**1 - LOCATION:** Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. Shipping Ctr., large oil refining ctr., wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

**2 - TRANSPORTATION: Railroads**-Amtrak; Santa Fe; Union Pacific; Southern Pacific; Missouri Pacific; Kansas City & Southern.
**Motor Freight Carriers**-27.
**Freight Steamship Lines**-9.
**Intercity Bus Lines**-Greyhound; Trailways.
**Airlines**-Metro; Royale; ASA/Delta; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 118,102; E&P 89 Est. 117,553
CZ-ABC: (80) 141,565
RTZ-ABC: (80) 483,330
County 80 Cen. 251,441; E&P 89 Est. 251,396
MSA 80 Cen. 376,691; E&P 89 Est. 378,812
City & RTZ-ABC: (80) 624,895
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 43,082; E&P 89 Est. 42,069
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 80 Cen. 90,245; E&P 89 Est. 86,536
MSA 80 Cen. 131,890; E&P 89 Est. 138,778
City & RTZ-ABC: (80) 217,022

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $1,290,000,000 |
| Savings & Loan | 7 | $822,793,000 |

**6 - PASSENGER AUTOS:** County 198,268 (all vehicles)

**7 - ELECTRIC METERS:** Residence 45,759

**8 - GAS METERS:** Residence 31,919

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Petroleum 14,500; Chem. 11,250; Constr. 15,800; Food 1,050; Mach. 1,550; Trans. Equip. 4,750; Mining 1,300; Paper, Lumber, Wood Prods. 1,550; Trans. 7,400; Fab. Metal Prods. 3,200.
**Principal Pay Days**-Thur., Fri., Sat.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gateway(51) | 4 | White House, Weiner's, Market Basket |
| Gaylynn(18) | 3 | Fair |
| Parkdale Mall(134) | 6 | JCPenney, Sears, Joske's, Mont. Ward, Dillard's |
| Stadium(9) | 3 | Market Basket, Beall's |
| 23rd St (6) | 4 | Market Basket |
| Village(20) | 4 | Weiner's, Market Basket |
| Parkway Plz (12) | 5 | Handy Dan, King Saver |
| Northpark Plz. | 6 | Target |
| Forest Park(8) | 7 | Market Basket |
| 11th St. Plz (20) | 2 | |
| Westmont(10) | 6 | Eckerd, Safeway |
| Colonnade(16) | 6 | The Fair |
| Phelan Ctr (17) | 4 | Albertson's, Kroger |
| The Oaks(21) | 6 | Walgreens, King Saver |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
**Stores Open Evenings**-Food Daily; Gateway, Parkdale Daily except Sunday.

**13 - RETAIL OUTLETS: Department Stores**-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Dillard's; Montgomery Ward.
**Discount Stores**-Gibson; Giant Food Center; Services; K mart; Target; Wal-Mart; Weiner's; Sam's.
**Variety Stores**-Murphy's; McCrory; Dollar General.
**Chain Drug Stores**-Walgreens 3; Albertson's Phcy.; Kroger Phcy.; Eckerd 7.
**Chain Supermarkets**-Kroger; King-Saver 2; Hometown; 7-Eleven 15; Market Basket 11; Albertson's; Safeway 4; Country Pantry 12; Fertitta's 5; Kwik Pantry 4; Sak-N-Pak 2.
**Other Chain Stores**-Firestone; Goodyear; Western Auto; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Merle Norman; Stride-Rite Shoes; Waldenbooks; Cloth World; Gordon's; Kinney; Catherine's Stout Shoppe; Hallmark; Gem; Zale's; Brook Fashion; Cards 'N Such; Claire's Boutique; Connie's Shoes; CPI Photo; Cutlery World; D.J.'s Fashions; Endicott Johnson; Eye Tech; The Gap; Original Cookie Co.; Intrigue; Kay Bee Toy; Kay Jewelers; Ladies Foot Locker; Lane Bryant; The Limited; Limited Express; Merry Go Round; Miller's Outpost; Ormond Shop; Oak Tree; Paul Harris; Petite Sophisticate; Petland; Papagallo Shoes; Regis Corp.; Sound Shop; Sweeney's Jewelers; Women's World.

**14 - NEWSPAPERS:** ENTERPRISE (m) 66,886 (S) 81,099; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Don Taylor, Natl. Adv. Mgr., ENTERPRISE, 380 Walnut; PO Box 3071, Beaumont, TX 77704; Tel. (409) 833-3311.
**National Representative**: Branham/Newspaper Sales.

## BIG SPRING

**1 - LOCATION:** Howard County. E&P Map C-3. County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas, 333 mi. E of El Paso.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Southwestern Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 24,804; E&P 89 Est. 27,447
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 8,338
County 80 Cen. 33,022; E&P 89 Est. 36,763
Total NDM-ABC: (80) 33,142
**Demographic Information available from Newspaper. See pargraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,089; E&P 89 Est. 10,002
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 2,876
County 80 Cen. 11,965; E&P 89 Est. 12,276
Total NDM-ABC: (80) 11,965

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $317,831,811 |
| Savings & Loan | 2 | $229,950,427 |

**6 - PASSENGER AUTOS:** County 30,224 (all vehicles)

**7 - ELECTRIC METERS:** Residence 10,301

**8 - GAS METERS:** Residence 8,924

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Proc. 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Proc. 11 ($260); Plastic Moulding 70 (N.A.).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17; last killing frost, Mar. 24.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
**Neighborhood Shopping Centers**-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| College Park(21) | 1 | Furr's, Anthony's |
| Highland South(24) | 2 | Dunlaps |
| Coronado Plz.(5) | 2 | Winn-Dixie, Wal-Mart |
| Big Spring Mall(14) | 3 | JCPenney, Beall's |

**Principal Shopping Days**-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
**Stores Open Evenings**-Food stores, JCPenney, Beall's, all stores in Big Spring Mall.

**13 - RETAIL OUTLETS: Department Stores**-Dunlap's; C.R. Anthony; JCPenney; Beall's.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Leonard's 3; Revco.
**Chain Supermarkets**-Winn-Dixie; Furr's 2; Giant Discount; Newsom's IGA; Box Store.

**Other Chain Stores**-Zale's; Firestone; Goodyear; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Cowtown Boots; Radio Shack; Sherwin-Williams; Sears (catalog); Payless Shoes.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 8,729; (S) 9,984; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Randy Smith, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.

**National Representative**: Thomson Newspapers.

## BONHAM

**1 - LOCATION:** Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of state.

**2 - TRANSPORTATION: Railroads**-Texas & Pacific; (freight).

**Bus Lines**-Trailways.

**Motor Freight Carriers**-2.

**3 - POPULATION:**

Corp. City 80 Cen. 7,338; E&P 89 Est. 6,806
County 80 Cen. 24,409; E&P 89 Est. 24,210

**4 - HOUSEHOLDS:**

City 80 Cen. 2,877; E&P 89 Est. 2,861
County 80 Cen. 9,267; E&P 89 Est. 7,751

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $61,799,000 |

**6 - PASSENGER AUTOS:** County 23,249 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,410

**8 - GAS METERS:** Residence 4,268

**9 - PRINCIPAL INDUSTRIES:** Pumps; Trailers; Fertilizer; Agric.; Meat Packing; Cable.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

**11 - TAP WATER:** Lake water, medium hardness; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Food-Sat.

**13 - RETAIL OUTLETS: Department Stores**-J.B. White; Hunt.

**Variety Stores**-Ben Franklin; Bewley's.

**Discount Stores**-Wal-Mart.

**Chain Supermarkets**-Safeway; Brookshires.

**Other Chain Stores**-Babcock Bros.; Otasco; Western Auto; Goodyear.

**14 - NEWSPAPERS:** FAVORITE (e-tues to fri; S) 4,800; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Jane Head, Gen. Mgr., FAVORITE, 314 N. Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.

**National Representative**: Papert Companies.

## BORGER

**1 - LOCATION:** Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Continental-Panhandle.

**3 - POPULATION:**

Corp. City 80 Cen. 15,837; E&P 89 Est. 17,048
CZ-ABC: (80) 17,566
RTZ-ABC: (80) 21,619
County 80 Cen. 26,477; E&P 89 Est. 28,006
City & RTZ-ABC: (80) 39,185

**4 - HOUSEHOLDS:**

City 80 Cen. 6,093; E&P 89 Est. 7,021
CZ-ABC: (80) 6,768
RTZ-ABC: (80) 7,733
County 80 Cen. 9,837; E&P 89 Est. 9,880
City & RTZ-ABC: (80) 14,501

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $75,195,217 |
| Commercial | 2 | $186,812,737 |

**6 - PASSENGER AUTOS:** County 29,244 (all vehicles)

**7 - ELECTRIC METERS:** Residence 6,193

**8 - GAS METERS:** Residence 5,662

**9 - PRINCIPAL INDUSTRIES:** Petroleum; Carbon Black; Synthetic Rubber; Printing Ink; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

**10 - CLIMATE:** Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-15 blocks on Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Coronado(6) | NA | Food Bonanza |
| Bunavista | 3 | Fairlanes Mkt. |
| Borger Plz | 1 | K mart, United Foods |

**Principal Shopping Days**-Mon., Wed., Thur., Sat., Sun.

**Stores Open Evenings**-JCPenney, daily; Food-daily; Borger Plz.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Beall's.

**Variety Stores**-M.E. Moses; Wal-Mart.

**Chain Drug Stores**-Harris 3; H&M; Lee; Revco.

**Chain Supermarkets**-Furr; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6.

**Discount Stores**-K mart; Wal-Mart.

**Other Chain Stores**-Hasting Books & Records; Zale's; Oklahoma Tire; Singer Co.; Sears (catalog); Pay-Less Shoes; Western Auto; Hallmark Cards.

**14 - NEWSPAPERS:** NEWS-HERALD (e-mon to fri) 6,750; (S) 7,578; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, 207-209 N. Main; PO Box 5130, Borger, TX 79008-5130; Tel. (806) 273-5611.

**National Representative**: Papert Companies.

## BRENHAM

**1 - LOCATION:** Washington County, E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin; 74 mi. W of Houston.

**2 - TRANSPORTATION: Railroads**-Gulf; Colorado; Santa Fe.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Kerrville; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,966; E&P 89 Est. 14,218
County 80 Cen. 22,120; E&P 89 Est. 28,122

**4 - HOUSEHOLDS:**

City 80 Cen. 3,798; E&P 89 Est. 5,274
County 80 Cen. 7,817; E&P 89 Est. 9,264

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $300,000,000 |
| Savings & Loan | 3 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 23,751 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,200

**8 - GAS METERS:** Residence 3,400

**9 - PRINCIPAL INDUSTRIES:** Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Downtown**-5 block square.

**Shopping Centers**-H.E.B.; Brookshire's; Four Corners; Market Square; Bluebonnet Center.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; New York; Lou's; Cato's; Weiner's; Marsh-Bode & Tenn; Beall's.

**Discount Stores**-Wal-Mart; Eckerd.

**Variety Stores**-Perry Bros.

**Chain Supermarkets**-Food Pantry; Brookshire Bros.; H.E.B.; Safeway; Stanley's.

**Other Chain Stores**-Goodyear; White Auto; Western Auto; Sears.

**14 - NEWSPAPERS:** BANNER-PRESS (e-mon to fri; S) 5,683; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Charles Moser, Pub. or Don R. Chandler, Asst. Pub., BANNER-PRESS, 2000 Stringer; PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.

**National Representative**: U.S. Suburban Press.

## BROWNSVILLE

**1 - LOCATION:** Cameron County (In Brownsville-Harlingen MSA), E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Southern Pacific; National Railways of Mexico.

**Motor Freight Carriers**-17.

**Intercity Bus Lines**-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.

**Airlines**-TranStar.

**3 - POPULATION:**

Corp. City 80 Cen. 84,997; E&P 89 Est. 108,881
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 381,065
County/MSA 80 Cen. 211,022; E&P 89 Est. 259,786
City & RTZ-ABC: (80) 466,062

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 22,882; E&P 89 Est. 36,719
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 86,815
County/MSA 80 Cen. 58,409; E&P 89 Est. 112,820
City & RTZ-ABC: (80) 109,697

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $1,200,000,000 |
| Savings & Loan | 3 | $174,905,894 |

**6 - PASSENGER AUTOS:** County 139,632 (all vehicles)

**7 - ELECTRIC METERS:** Residence 25,804

**8 - GAS METERS:** Residence 12,541

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fishing & Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.

**Principal Pay Days**-Sat.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

**11 - TAP WATER:** Alkaline, medium hard.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.

**Neighborhood Shopping Centers**-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown; Parede & Boca Chica.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Amigoland Mall(52) | 1 | Dillard, JCPenney, Mont. Ward |
| Hospital(10) | 2 | Ransome's |
| N. Park Plz.(40) | 3 | Lord's |
| Palm Vlg.(18) | 2 | King Mart |
| Sunrise Mall(85) | 4 | Sears, Beall's, K mart |

**Principal Shopping Days**-Mon., Sat.

**Stores Open Evenings**-Dept.-Sat.; Some Discount Stores, Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

**13 - RETAIL OUTLETS: Department Stores**-Anthony; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard.

**Discount Stores**-K mart; Gibson; Wal-Mart.

**Variety Stores**-Kress; Woolworth.

**Chain Drug Stores**-Walgreens; Rexall; Medico; Revco.

**Chain Supermarkets**-H.E. Butt 3; El Centro; Lord's; King Mart 2; Lopez 7; Warehouse Grocery.

**Other Chain Stores**-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Shoe Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's, Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 16,350; (S) 19,754; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Ginsburg, Natl. Adv. Dir., HERALD, 1135 E. Van Buren; PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.

**National Representative**: Papert Companies.

## BROWNWOOD

**1 - LOCATION:** Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-8

**Intercity Bus Lines**-Continental Trailways; Sunset Stage.

**3 - POPULATION:**

Corp. City 80 Cen. 19,396; E&P 89 Est. 19,921
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,349
County 80 Cen. 33,255; E&P 89 Est. 35,804
City & RTZ-ABC: (80) 92,058

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,203; E&P 89 Est. 7,658
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 80 Cen. 12,308; E&P 89 Est. 11,359
City & RTZ-ABC: (80) 36,014

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $279,774,536 |
| Savings & Loan | 1 | $140,231,000 |

**6 - PASSENGER AUTOS:** County 32,812 (all vehicles)

**7 - ELECTRIC METERS:** Residence 8,138

**8 - GAS METERS:** Residence 6,975

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 356; Needlecraft 165; Mfg. 600; Cable 450.

**Principal Pay Days**-Fri.; 1st, 5th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, [illegible]; last killing frost, Mar.

**11 - TAP WATER:** Neutral, soft; flouridated.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Center; 12 on Fisk; 4 on Main.

**Neighborhood Shopping Centers**-Austin Ave.; Coggin Ave.; Melwood Ave.; W Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Heartland Mall(40) | 1 | K mart, Beall's, JCPenney, Walgreens |
| Sav-On-Food | NA | Palace Drug |
| Austin Ave. | NA | Winn-Dixie, Motts, Eckerd |
| Melwood Ave. | NA | Village Market |
| Commerce Sq.(22) | NA | Furr's, McCrory's, Singer Sewing Ctr. |
| Village | NA | Pin Ball Wizard, Music Box, China Inn |

**Principal Shopping Days**-Mon., Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Beall's; Stevenson's; Worth's; Connies.

**Discount Stores**-Thompson Surplus; K mart; Wal-Mart.

**Variety Stores**-McCrory's; Motts.

**Chain Drug Stores**-Gibson; Walgreens; Eckerd; Revco.
**Chain Supermarkets**-Furr's Discount; Winn-Dixie; Sav-On Foods 3; Kroger.
**Other Chain Stores**-Sherwin-Williams; Goodyear; Firestone; Pizza Inn; Pizza Hut; Higginbotham Bros.; Nathan's; Affiliated Foods 3; Allsups; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; Jo Ann Fabric; Zale's; Kay Jewelers; McDonald's; Kinney Shoes; Burger King; Dairy Queen; Mr. Gattis; Gateway Cards; B. Dalton Bookseller; Taco Bell; Peanut Shack; Circus World Toys; Pay-Less Shoe; Kentucky Fried Chicken; Pass th' Biskits; Church's Fried Chicken; Circle K.

**14 - NEWSPAPERS:** BULLETIN (e-mon to fri) 8,849; (S) 10,733; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
**National Representative**: Papert Companies.

## BRYAN-COLLEGE STATION

**1 - LOCATION:** Brazos County (In Bryan-College Station MSA). E&P Map E-4, County Seat (Bryan). Midway between Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

**2 - TRANSPORTATION: Railroads**-Texas & New Orleans; Missouri Pacific; Southern Pacific; Amtrak.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Greyhound.
**Airlines**-American Eagle; Continental Express.

**3 - POPULATION:**
Corp. Cities 80 Cen. 81,609; E&P 89 Est. 115,428
Bryan 80 Cen. 44,337; E&P 89 Est. 54,905
College Station 80 Cen. 37,272; E&P 89 Est. 60,523
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 80 Cen. 94,565; E&P 89 Est. 135,357
NDM & RTZ-ABC: (80) 145,022
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 35,592; E&P 89 Est. 37,056
Bryan 80 Cen. 16,081; E&P 89 Est. 18,755
College Station 80 Cen. 11,967; E&P 89 Est. 18,301
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 80 Cen. 32,488; E&P 89 Est. 41,294
NDM & RTZ-ABC: (80) 51,550

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 10 | $721,900,000 |
| Savings & Loan | 6 | $551,200,000 |

**6 - PASSENGER AUTOS:** County 78,003 (all vehicles)

**7 - ELECTRIC METERS:** Bryan 19,705; College Station 17,415

**8 - GAS METERS:** 23,265

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furn. 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agric. Chem. 146; University Educ. (College Station) 9,200; Military Academy (Bryan); Oil Well Prods. 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

**11 - TAP WATER:** Very soft.

**12 - RETAILING: Principal Shopping Areas**-Downtown Bryan Area: 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Texas Ave.(40) | NA | Kroger, Safeway |
| Culpepper Plaza (26) | NA | Safeway, Weiner's, Eckerd |
| Manor East(20) | NA | Mont. Ward |
| University Sq.(16) | NA | Alpha-Beta |
| Sunnyland(7) | NA | |
| Townshire(14) | NA | Safeway |
| Villa Maria(12) | NA | Merle Norman |
| Redmond Terr.(10) | NA | Academy |
| Briar Crest Drive(16) | NA | Ardans, Star Furn., Woodstone |
| Post Oak Mall(88) | NA | Sears, Dillard, Foleys, JCPenney |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's 2; Edge's; Weiner's 2; Margo La Mode; Skagg's; Dillard; Foley's; Service Mdse.
**Variety Stores**-Woolworth; Perry Bros.
**Chain Drug Stores**-Eckerd; Skaggs; Walgreens.
**Discount Stores**-K mart; Wal-Mart.
**Chain Supermarkets**-Safeway 4; Kroger 2; Skaggs; Winn-Dixie 2.
**Other Chain Stores**-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; Star Furn.; Furrow's; Lowe's; Cloth World; Hancock's; Ardan's; Academy; Goodyear; Oshman's.

**14 - NEWSPAPERS:** EAGLE (m) 24,357; (S) 28,258; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Laura Hampton, Adv. Dir., EAGLE, PO Box 3000, Bryan, TX 77805; Tel. (409) 776-4444.
**National Representatives**: Papert Companies; Worrell Enterprises.

## CLEAR LAKE CITY

**1 - LOCATION:** Harris County (In Houston PMSA). E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

**2 - TRANSPORTATION: Railroads**-Galveston-Houston; Henderson.
**Motor Freight Carriers**-All Houston based freight lines.
**Airlines**-10 mi. from Houston's Hobby Airport. 1 mi. from Metro Airlines.

**3 - POPULATION:**
County 80 Cen. 2,429,505; E&P 89 Est. 2,813,301
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
County 80 Cen. 869,880; E&P 89 Est. 971,211
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 11 | $148,880,000 |
| Commercial | 18 | $352,970,000 |

**6 - PASSENGER AUTOS:** County 2,096,244 (all vehicles)

**7 - ELECTRIC METERS:** Residence 43,512

**8 - GAS METERS:** Residence 12,913

**9 - PRINCIPAL INDUSTRIES:** Aerospace, Petrochemical

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45

**11 - TAP WATER:** Alkaline; soft.

**12 - RETAILING: Principal Shopping Center**-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bayway | NA | Kmart, Pic 'N Save |
| Camino South(27) | 3 | Walgreens |
| Town Plaza(20) | 5 | Kroger, SupeRx |
| Nassau Bay(21) | 5 | Eckerd, Buddy's Carpet |
| Village Real(24) | 3 | Kroger, Palais Royal |
| Miramar(27) | 7 | Kroger |
| Clear Lake(17) | 3 | Safeway, Weiner's |
| Dickinson Plz.(18) | 6 | |
| League City | 2 | Eckerd, Apple Tree |
| Armand Center | 4 | Crafts Etc. |
| Baybrook Terrace | 2 | R B Furniture |
| Fiesta Ctr. | NA | Fiesta |

**13 - RETAIL OUTLETS: Department Stores**-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Dillards.
**Discount Stores**-Gibson; K mart; Target.
**Variety Stores**-TG&Y; Crafts Etc.; Michaels.
**Chain Drug Stores**-Walgreens; Eckerd.
**Chain Supermarkets**-Eagle; Kroger; Randalls; Gerland's; Fiesta; Apple Tree.
**Other Chain Stores**-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

**14 - NEWSPAPERS:** CITIZEN (e-tues to fri; S) 3,982; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Tim Shoemaker, Adv. Mgr., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
**National Representative**: U.S. Suburban Press.

## CLEBURNE

**1 - LOCATION:** Johnson County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 29 mi. S of Fort Worth; 55 mi. W of Dallas; 60 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

**2 - TRANSPORTATION: Railroads**-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
**Intercity Bus Lines**-Central Texas Trailways, Cle-Tran.
**Motor Freight Carriers**-7.
**Airlines**-55 mi. to DFW Intl. Airport-Air Canada; American; Continental; Delta; Eastern; Mexicana; Ozark; Piedmont; Texas Intl.

**3 - POPULATION:**
Corp. City 80 Cen. 19,218; E&P 89 Est. 24,193
County 80 Cen. 68,275; E&P 89 Est. 96,752
PMSA 80 Cen. 981,112; E&P 89 Est. 1,323,441

**4 - HOUSEHOLDS:**
City 80 Cen. 7,290; E&P 89 Est. 9,674
County 80 Cen. 23,122; E&P 89 Est. 35,961
PMSA 80 Cen. 349,034; E&P 89 Est. 489,656

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $256,934,000 |

**6 - PASSENGER AUTOS:** County 86,349 (all vehicles)

**7 - ELECTRIC METERS:** Residence 9,986

**8 - GAS METERS:** Residence 7,199

**9 - PRINCIPAL INDUSTRIES:** R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prods.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prods. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prods.; Soft Drink Bottling; Diesel Additives.

**10 - CLIMATE:** Jan. avg. 34; July avg. 97.4; Annual avg. 66.4.

**11 - TAP WATER:** Neutral, soft (7 Trinity Wells) & 1550 Surface Arces Lake.

**12 - RETAILING: Principal Shopping Centers**-N.A.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bellevue Crest(6) | NA | David's |
| Cleburne(6) | NA | Thrift Mart |
| Meadowbrook(6) | NA | Winn's |
| Ridgeway(4) | NA | True Value Hdwe. |
| Nolan River(33) | NA | K mart, Beall's, JCPenney |
| Pin Ctr.(6) | NA | Texas T |
| Westgate Vlg.(10) | NA | Wal-Mart, Kroger |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Lintz; JCPenney; Sears; Mr. Gus; Beall's.
**Variety Stores**-Ben Franklin.
**Discount Stores**-Winn's; Wal-Mart; K mart; Weiners.
**Chain Drug Stores**-Rexall 4; Eckerd; Revco.
**Chain Supermarkets**-Piggly Wiggly; H.E.B.; Kroger; Winn-Dixie; Thrift Mart; 7-Eleven 2; David's Super Save 2.
**Other Chain Stores**-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; True Value Hdwe.; Zale's; White's Auto; Jo Ann; Kays Jewelers; Regis Hairstyling; Kinney; Royal Optical; Walden II; Texas-T; Marr's Short Stop 4; Chief Auto Parts; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Hallmark Cards; McCoy's Lumber; Texas Best BBQ; Stewart Lumber; Cleburne Hdwe.; Ace Hdwe.; All Star TV & Stereo Rental; Aistart; Braums Ice Cream; Beefers; Colortyme TV & Appliance; Curtis Mathes Home Entertainment; Dairy Queen; Diet Center; Mazzio's Pizza; Wylie's Aluminum Products; Royal Jewelers.

**14 - NEWSPAPERS:** TIMES-REVIEW (e-mon to fri; S) 9,576; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Bill Rice, Adv. Mgr., TIMES-REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
**National Representative**: Papert Companies.

## CLUTE-FREEPORT-LAKE JACKSON

**1 - LOCATION:** Southern three-fourths of Brazoria County. (In Brazoria PMSA), E&P Map E-5. 5 mi. from Gulf Coast; 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Clute, Freeport, Lake Jackson, Angleton, West Columbia. Other cities: Oyster Creek, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean, Surfside Beach, Quintana, Holiday Lakes, Bailey's Prairie.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
**Waterway**-Intracoastal Canal; Brazos River; Port of Freeport.

**3 - POPULATION:**
Corp. Cities 80 Cen. 42,123; E&P 89 Est. 42,950
Clute 80 Cen. 9,577; E&P 89 Est. 10,086
Freeport 80 Cen. 13,444; E&P 89 Est. 14,223
Lake Jackson 80 Cen. 19,102; E&P 89 Est. 18,641
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County/PMSA 80 Cen. 171,887; E&P 89 Est. 188,681
City & RTZ-ABC: (80) 112,011
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 19,090; E&P 89 Est. 15,340
Clute 80 Cen. 3,327; E&P 89 Est. 3,658
Freeport 80 Cen. 4,536; E&P 89 Est. 5,010
Lake Jackson 80 Cen. 6,549; E&P 89 Est. 6,672
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County/PMSA 80 Cen. 53,907; E&P 89 Est. 69,818
City & RTZ-ABC: (80) 35,437

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 15 | $595,077,000 |
| Savings & Loan | 5 | $548,651,359 |
| Credit Union | 2 | $237,090,000 |

**6 - PASSENGER AUTOS:** County 158,448 (all vehicles)

**7 - ELECTRIC METERS:** Residence 39,700

**8 - GAS METERS:** Residence 22,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

**11 - TAP WATER:** Alkaline, hard; some fluoridated.

**12 - RETAILING: Downtown Shopping Areas**-Clute: 10 blocks on S. Hwy. 227, 5 on S. Main, 8 on Dixie Dr.; Freeport: 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad; Lake Jackson: 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way; Angleton: 8 blocks on Hwy. 227, 10 on Hwy. 35.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brazos Mall(100) | NA | Sears, JCPenney, Beall's, Dillard's |
| Freeport 4 Corners(10) | NA | Kroger, Eckerd, Weiner's |
| Lake Jackson 4 Corners(12) | NA | Stanley's, Winn's, Eckerd |
| Wal-Mart Ctr. | NA | Wal-Mart |
| Kmart Ctr. | NA | K mart |
| Angleton 4 Corners(4) | NA | Kroger, Weiner's |
| Angleton Apple Tree Plz.(14) | NA | Apple Tree, Eckerd |
| Palm Ctr.(7) | NA | Perry's, Firestone |
| Brazosport Vlg.(20) | NA | Weiner's, H.E.B. |
| Lack's Plantation Center(27) | NA | Lack's, Baron's |
| Kroger Ctr.(10) | NA | Kroger, Walgreens, True Value |
| Oyster Creek Center(15) | NA | Apple Tree, Mr. Gatti |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Grocery. Brazos Mall, most discount.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Dillard's; Beall's; Fair; Brockman's.
**Variety Stores**-Perry's 2; Winn's.
**Discount Stores**-K mart; Wal-Mart; Service Merchandise.
**Chain Drug Stores**-Eckerd 3; Walgreens 2.
**Chain Supermarkets**-Kroger 3; Apple Tree 2; Gerland's 2; Stanley's; Lucky 7 2; Albertson's; Budget Chooper; H.E.B 2; Stewart's 2.
**Other Chain Stores**-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; Zale's; Waldenbooks; Spencer Gifts; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Dyer Electronics.

**14 - NEWSPAPERS:** BRAZOSPORT FACTS (e) 19,346; (S) 20,878; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Dir., BRAZOSPORT FACTS, 720 S. Main; P.O. Box 549, Clute, TX 77531; Tel. (409) 265-7411.
**National Representative**: Landon Associates.

## CONROE

**1 - LOCATION:** Montgomery County, (In Houston PMSA). E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy. 75; I-45.

**2 - TRANSPORTATION: Railroads**-Atcheson, Topeka & Santa Fe; Missouri Pacific.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

**3 - POPULATION:**
Corp. City 80 Cen. 18,034; E&P 89 Est. 23,159
CZ-ABC: (80) 20,447
RTZ-ABC: (80) 106,775
County 80 Cen. 130,882; E&P 89 Est. 183,648
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183
City & RTZ-ABC: (80) 127,222
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,660; E&P 89 Est. 8,790
CZ-ABC: (80) 6,660
RTZ-ABC: (80) 34,827
County 80 Cen. 41,487; E&P 89 Est. 71,179
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248
City & RTZ-ABC: (80) 41,487

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $667,251,208 |
| Savings & Loan | 10 | N.A. |

**6 - PASSENGER AUTOS:** County 144,816 (all vehicles)

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg.: Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks; Oil Field Equip.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Conroe(14) | NA | Conroe Furn. |
| Greenspoint | 20 | Beall's, Foley's, Lord & Taylor |
| East Davis(8) | 1 | Weiner's |
| Edgewood | NA | |
| Montgomery Plz. | 2 | Randall, Wal-Mart, Weiner |
| Crossroads | NA | Eckerd, Winns, Apple Tree |
| Woodwinds | NA | Kroger, Wal-Mart |

**Principal Shopping Days**-Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Chain Supermarkets**-Kroger; Apple Tree; Brookshire Bros. 2.

**Other Chain Stores**-Radio Shack 2; Weiners 3; JCPenney; Western Auto; Amato's 2; Randall's 2; Wal-Mart 2; Beall Bros.; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4.

**14 - NEWSPAPERS:** COURIER (m) 10,464; (S) 11,222; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Brenda Roy, Adv. Dir., COURIER, 100 Ave. A; PO Box 609, Conroe, TX 77305; Tel. (409) 756-6671.
**National Representative**: U.S. Suburban Press.

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## COLLEGE STATION
**See BRYAN**

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## CORPUS CHRISTI

**1 - LOCATION:** Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77, 181; State Hwys. 9, 44, 286. Av. Altitude is 35 ft. above sea level.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific; Texas-Mexican.
**Motor Freight Carriers**-15.
**Airlines**-American; Eastern; Texas National; Southwest; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 231,999; E&P 89 Est. 268,680
CZ-ABC: (80) 236,562
Bal. in NDM-ABC: (80) 89,666
Bal. in RTZ-ABC: (80) 146,091
County 80 Cen. 269,109; E&P 89 Est. 310,760
MSA 80 Cen. 327,652; E&P 89 Est. 373,337
Total NDM-ABC: (80) 326,228
CZ-NDM & RTZ-ABC: (80) 472,319
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 76,661; E&P 89 Est. 96,585
CZ-ABC: (80) 77,878
Bal. in NDM-ABC: (80) 26,662
Bal. in RTZ-ABC: (80) 46,047
County 80 Cen. 86,989; E&P 89 Est. 116,931
MSA 80 Cen. 104,540; E&P 89 Est. 124,833
Total NDM-ABC: (80) 104,540
CZ-NDM & RTZ-ABC: (80) 150,587

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 30 | $2,000,000,000 |
| Savings & Loan | 9 | $900,000,000 |

**6 - PASSENGER AUTOS:** County 216,101 (all vehicles)

**7 - ELECTRIC METERS:** Residence 89,269

**8 - GAS METERS:** Residence 52,000

**9 - PRINCIPAL INDUSTRIES:** Chem.; Metals; Dextrose; Oil; Iron Prods.; Milk Prods.; Petroleum Prods.; Steel Bars; Fab.; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Util.; Stone, Clay & Glass; Allied Prods.; Tourism; Oil & Gas; Agriculture; Fishing; Ranching; Manufacturing; Military; Port.
**Principal Pay Days**-1st, 15th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Av., 63.7-78.6, mean av. 71.2.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Sunrise Mall, S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall & Staples Ctr., S. Padre Island Dr. & Staples.
**Neighborhood Shopping Centers**-Gulfway, At Staples; Hamlin Center, Doddridge at Staples; Lamar Park, Alameda at Doddridge; Portaires, Port at Ayers; Town and Country, 4200 Alameda; Weber Square, 5800 Weber; Woodlawn, 3700 Leopard; Fire Points, 4100 Calallen Dr.; Windchase, Airline at Holly; Parkdale Plz., Staples at Gollinar; Promenade Center, at Staples; Belaire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S. Staples; Copperfield, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda at Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsbury Sq., 6400 Weber at Saratoga; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park, 5500 Everhart.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Padre Staples Mall | 125 | Dillards, Foley's, JCPenney |
| K mart | 3 | K mart |
| Woodlawn Shpg. Ctr. | NA | Firestone, Bealls, Eckerd Drugs, Weiners |
| Wal-Mart | 1 | Wal-Mart |
| Weber Sq. | 15 | H.E.B., Compusolve, Half Price Books, Winns |
| Five Points Shpg. Ctr. | 45 | K mart, Appliance Mart |
| Gulf Way Shpg. Ctr. | 42 | Sun Harvest, Firestone, Radio Shack |
| Mission Shpg. | 8 | Western Auto, K mart |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Every night until 9.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; Dillard; Marshalls; Mervyn's; JCPenney; Oshman's; Academy; Sears; Weiner's; Solo Serve; Foley's; Palais Royal; Service Merchandise; K mart; Wal-Mart; Target.
**Variety Stores**-Woolworth 2; Kress; Winn's 7; Ben Franklin; Michaels.
**Chain Drug Stores**-Walgreens; Eckerd 9; Rexall 5; Port Avenue; Bayview; Town & Country; Valurite; H.E.B. Pharmacies.
**Chain Supermarkets**-H.E. Butt 13; Model Mkt. 2; Foodtown 2; Maverick Mkts. 58; Super-D; Super-Mex 3; Circle K 30; 7-Eleven 20; Warehouse Groc. 2; Albertson's; Furr's 4; Fuedo 2; Sun Harvest Farms.

**14 - NEWSPAPERS:** CALLER-TIMES (m) 67,209; (S) 88,331; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jane Merritt, Natl. Adv. Coordinator, CALLER-TIMES, 820 Lower Broadway; PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.
**National Representatives**: Cresmer, Woodward, O'Mara, & Ormsbee; Harte-Hanks Communications.

## CORSICANA

**1 - LOCATION:** Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Rock Island, Burlington; St. Louis & Southwestern.
**Motor Freight Carriers**-19.
**Intercity Bus Lines**-Continental.
**Airlines**-Charter Air Service.

**3 - POPULATION:**
Corp. City 80 Cen. 21,712; E&P 89 Est. 23,716
County 80 Cen. 35,510; E&P 89 Est. 39,840

**4 - HOUSEHOLDS:**
City 80 Cen. 8,323; E&P 89 Est. 9,293
County 80 Cen. 13,331; E&P 89 Est. 13,205

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $287,650,000 |
| Savings & Loan | 4 | $310,690,000 |

**6 - PASSENGER AUTOS:** County 34,330 (all vehicles)

**7 - ELECTRIC METERS:** Residence 9,332

**8 - GAS METERS:** Residence 7,794

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prods. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| College Park Mall | NA | Wal-Mart, Beall's, JCPenney, United Jewelry |
| Golden Circle(7) | NA | Gibson, Winn's |
| Novarro Mall(18) | NA | Woolworth, Brookshire |
| Seventh Ave. | NA | Eckerd, Minyard |
| Westgate(6) | NA | Sears, Mont. Ward |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
**Discount Stores**-Gibson; K mart; K. Wolens; Woolworth; Wal-Mart.
**Chain Supermarkets**-Brookshire; Safeway; Buddie's; Minyard; H.E.B.
**Other Chain Stores**-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; Radio Shack; Zale's; Cato; United Jewelry.

**14 - NEWSPAPERS:** SUN (eS) 10,500; sworn Aug. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Gary Conner, Adv., Dir., SUN, 405 E. Collin; Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
**National Representatives**: Papert Companies.

## DALHART

**1 - LOCATION:** Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Cotton Belt; Burlington Northern.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 6,854; E&P 89 Est. 6,866
Counties 80 Cen. 10,528; E&P 89 Est. 10,011
Dallam 80 Cen. 6,520; E&P 89 Est. 6,632

Hartley 80 Cen. 4,008; E&P 89 Est. 3,379

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,545; E&P 89 Est. 2,512
Counties 80 Cen. 3,747; E&P 89 Est. 3,556
Dallam 80 Cen. 2,386; E&P 89 Est. 2,392
Hartley 80 Cen. 1,361; E&P 89 Est. 1,164

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 5 | $169,619,589 |

**6 - PASSENGER AUTOS:** Counties: Dallam 5,897; Hartley 4,474 (all vehicles)

**7 - ELECTRIC METERS:** Residence 2,720

**8 - GAS METERS:** Residence 2,868

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).

**Principal Industrial Pay Day**-Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr 15.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (United Food Store, Furn. Fashions).

**Principal Shopping Days**-Wed., Thur.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; Sears; Montgomery Ward.

**Variety Stores**-H&B.

**Discount Stores**-Alco.

**Chain Supermarkets**-Jack & Jill; United Food; Allsup's 2; Southland 2; 7-Eleven.

**14 - NEWSPAPERS:** TEXAN (e-tues to fri, S) 2,530; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert & Susan Clay, Co-Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511

**National Representative**: Papert Companies

## DALLAS

**1 - LOCATION:** Dallas County (PMSA). E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston; 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A financial, distributing, educational, mktg. and insurance center. Mfg., Wholesale and Retail Trade, Real Estate, Trans., High Tech Industries, and Conventions.

**2 - TRANSPORTATION: Railroads**-Amtrak; Burlington Northern; Kansas City Southern Lines; Missouri-Kansas-Texas; St. Louis Southwestern; Union Pacific; Santa Fe-Southern Pacific.

**Motor Freight Carriers**-54.

**Intercity Bus Lines**-Central Texas Trailways; Greyhound; North Texas Lines; Metropolitan Service; Dallas Transit.

**Airlines**-Serving Dallas-Ft. Worth Airport: Air New Zealand; American; Continental; Delta; Mexicana; Piedmont; Altus, British Airways; Iberia; Lufthansa; Midway; Midwest Express; Northwest Airlines; Pacific Western; Pan Am; Atlantic Southeast; Thai; TWA; United; USAir. Cargo & Commuters: ABC; Airborne Express; American Eagle; China Airlines; Eagle Commuter; Emery; Evergreen International; Federal Express; Flying Tiger; Interstate; Kitty Hawk; Lone Star; Metro Express II; Orion; Pumpkin; Rio; Skyfreighters; Southeast; SMB Stage Line; United Parcel; Zantop International.

**3 - POPULATION:**
Corp. City 80 Cen. 904,078; E&P 89 Est. 1,056,595
County 80 Cen. 1,563,730; E&P 89 Est. 1,968,211
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 1,997,290
Total NDM-ABC: (80) 3,553,709

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 355,073; E&P 89 Est. 371,864
County 80 Cen. 577,753; E&P 89 Est. 648,025
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 715,332
Total NDM-ABC: (80) 1,293,033

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| (Dallas County) | | |
| Commercial | 115 | $43.5 billion |
| Savings & Loan | 35 | $6.8 billion |

**6 - PASSENGER AUTOS:** County 1,559,207 (all vehicles)

**7 - ELECTRIC METERS:** Residential, Industrial & Commercial 428,432

**8 - GAS METERS:** Res. Ind. & Comm. 367,020

**9 - PRINCIPAL INDUSTRIES:** Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage)-Whol. and Ret. Trade 486,000 ($226); Mfg. 342,000 ($356); Serv. and Misc. 454,000 (N.A.); Gov't 223,400 (N.A.); Fin., Ins., R.E. 153,300 (N.A.); Trans. and Util. 123,500 ($385); Constr. 71,800 (N.A.); Mining 21,500 ($440). Total Labor Force 1,874,800.

**10 - CLIMATE:** Min. & Max. Temp.-Daily mean temp.: Annual Av. 66 F; Hottest month (Av. 24 hr. temp.) 86 F.; Coldest month (Av. 24 hr. temp.) 44 F.; Record temps. (highest) 113 F, (lowest) 4 F. Precipitation: Av. Annual 29 in.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Major Shopping Centers**-Northpark, Valley View, Prestonwood, Galleria, Red Bird Mall; Collin Creek Mall; Town East; Richardson Sq.; Downtown Dallas; Preston Ctr.; Big Town, Preston Forest; Wynnewood, Irving Mall, Northtown Mall; Casa Linda Plz.; Casa View; Custer Sq.; The Promenade; Hampton Sq.; Highland Pk. Vlg.; Inwood Vlg.; Keystone Pk.; Lancaster-Kiest; Lochwood Mall; Medallion Ctr.; Old Town in the Vlg.; Park Forest; Plymouth Pk.; Preston Royal; Promenade Ctr.; Vlg. on the Pkwy.; The Corner; The Quadrangle; Walnut Hill Vlg.; plus over 125 smaller Ctrs. throughout Dallas and suburban area.

**Major Retail Shopping Areas**: Preston Rd.; Lovers Lane; Mockingbird Lane; Dallas N. Pkwy.; Beltline Rd.; Northwest Hwy.; Buckner Blvd.; Garland Rd.; W Jefferson; I-30; I-20; I-35E; North Central Exprwy.; Inwood Rd.; Lemmon Ave.; Oak Lawn; Plano Rd.; Greenville Ave.; McKinney Ave.; Hampton Rd.; Kiest Blvd.; Lake June Rd.; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Rd.; Coit Rd.; Arapaho Rd.; Zangs Blvd.; Illinois and the Downtown area.

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Many stores open until 9 p.m. every evening except Sun. Most stores open until 9 p.m. Thur. Food stores open late every night.

**13 - RETAIL OUTLETS: Department Stores**-Foley's 10; Dillard 14; Neiman Marcus 4; Lord & Taylor 3; JCPenney 13; Sears 12; Montgomery Ward 10; Myers 11; Macy's; Marshall Field; Saks Fifth Avenue; Bloomingdale's; Mervyn's 10.

**Discount Stores**-K mart 32; Target 13; Wal-Mart 30; Jewelry: Sterling 3; Service Mdse.; Best Products 3.

**Variety Stores**-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.

**Chain Drug Stores**-Revco 70; Eckerd 40; Myatt's 7; Drug Mart 6; Page/Tom Thumb 29; Skaggs-Alpha Beta 14; Treasury 20; Myers & Rosser 6; Safeway 10; Dougherty's 4; Raven's 4; Drug Emporium 4; Eckerd 46.

**Chain Supermarkets**-Tom Thumb 58; Albertson's 16; Minyard's 61; Kroger 70; Skaggs-Alpha Beta 34; Winn-Dixie 10; 7-Eleven 157; Stop 'N Go 36; Schepps 22; Mr. M 25; Affiliated; Sack & Save 12.

**Other Chains**-Women's Apparel: Millars Outpost, Stewart's, Suzanne's, Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner, Margo's, Margies, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Kuppenheimer's, Western Junction; Family Clothing Stores: Jas. K. Wilson, Scheplers, Coopers, County Seat, The Gap, Culwell and Son, Longhorn; Shoe Stores: Just Justin, Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, Payless, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Chevron Car Care, Midas, Tune-up Masters, All-Pro Parts, Pep Boys, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto; Jewelry Stores: Bachendorf's, Corrigans, Fullers, Gordon's, Linz, Rings and Things, Semor, J.C. Sloan, Tabers, Zales; Cleaners: Fishburns, Holiday, Faulkners, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Hardy Dan, Homers, Pay-Less Cashways, Sutherland Lumber, Lights Fantastic, Ivy Lumber, Simms-Moore, Ace Hdwe., True Value Hdwe., C&S, Sharp Hdwe., Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Freed, Wicke's Furniture, R.B. Furn., Pidgeon's, Hudson's, Ethan Allen, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep & Sofa Country, Duffey's, Weirs, Leather Center; TV-Stereo: J.G. Boyd's, Federated, Curtis Mathes TV Centers, CMC Stereo, Custom Hi-Fi, Sound Climax, Radio Shack; Appliances: Highland Appliance.

**14 - NEWSPAPERS:** DALLAS MORNING NEWS (m-mon to thur & sat) 359,976, (m-fri) 419,000; (S) 535,465; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Marvin Veal, Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8662.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

DALLAS TIMES-HERALD (all day) 222,147; (S) 333,713; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Scott McKibben, Ret. Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 720-6309.

**National Representative**: Branham/Newspaper Sales.

DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 200,234; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.

**Representative**: Direct through branch offices.

## DEL RIO

**1 - LOCATION:** Val Verde County, E&P Map C-5, County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Painter (Greyhound Affiliate); Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 30,034; E&P 89 Est. 34,038
CZ-ABC: (80) 30,034
RTZ-ABC: (80) 5,876
County 80 Cen. 36,167; E&P 89 Est. 39,685
City & RTZ-ABC: (80) 35,910

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,724; E&P 89 Est. 12,361
CZ-ABC: (80) 8,724
RTZ-ABC: (80) 1,631
County 80 Cen. 10,355; E&P 89 Est. 16,462
City & RTZ-ABC: (80) 10,355

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $184,937,835 |
| Savings & Loan | 1 | $66,745,970 |
| Credit Unions | 3 | $23,484,434 |

**6 - PASSENGER AUTOS:** County 27,813 (all vehicles)

**7 - ELECTRIC METERS:** Residence 28,048

**8 - GAS METERS:** Residence 6,990

**9 - PRINCIPAL INDUSTRIES:** Sheep & Goat Raising; Air Force Base; Tourist; Railroad; Retail; Maquiladora Industries.

**Principal Pay Days**-1st and 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-82; Summer 72-95; Fall 62-81; Winter 38-59. First killing frost, Nov. 29; last killing frost, Feb. 26.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.

**Neighborhood Shopping Centers**-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; E. Gibbs St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| La Paloma(8) | NA | Travel Agency |
| La Villita(30) | NA | Anthony's, Lacks, Auto Zone |
| Plaza del Sol(48) | NA | Beall's, K mart, JCPenney |

**Principal Shopping Days**-Thur., Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Guarantee Store; Beall's; Anthony.

**Variety Stores**-Kress.

**Discount Stores**-K mart; Wal-Mart, 50% off.

**Chain Supermarkets**-M Systems; H. E. Butt 2; Thriftee.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; True Value Hardware; Radio Shack; Sears (catalog); Lacks; Zale's; Gordon; Auto Zone; H.E.B. Video Central.

**14 - NEWSPAPERS:** NEWS-HERALD (e) 6,113; (S) 6,396; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Janis Horne, Adv. Mgr., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.

**National Representative**: Thomson Newspapers.

## DENISON

**1 - LOCATION:** Grayson County (In Sherman-Denison MSA), E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

**2 - TRANSPORTATION: Railroads**-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Greyhound; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 23,884; E&P 89 Est. 23,129
CZ-ABC: (80) 23,884
Bal. in NDM-ABC: (80) 65,912
County/MSA 80 Cen. 90,431; E&P 89 Est. 98,190
Total NDM-ABC: (80) 89,796

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,304; E&P 89 Est. 8,950
CZ-ABC: (80) 9,304
Bal. in NDM: (80) 24,668
County/MSA 80 Cen. 33,972; E&P 89 Est. 38,118
Total NDM-ABC: (80) 33,972

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $269,221,399 |

**6 - PASSENGER AUTOS:** County 89,798 (all vehicles)

**7 - ELECTRIC METERS:** Residence 9,373

**8 - GAS METERS:** Residence 8,147

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Medicare Claims Proc. 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 300; Box Cars 800; Refrigerated

Dough Prods. 287; Earth Augers 313; Edible Oil Prods. 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prods. 350.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St.
**Neighborhood Shopping Centers**-100 to 600 Blocks S Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S Austin Ave.

**Nearby Shopping Center**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Midway(120) | 5 | Sears, Diliard's, Mervyn's, Beall's, JCPenney |
| Sher-Den Mall(68) | 7 | Beall's, Mont. Ward |
| Morton Plaza | 3 | Piggly Wiggly, Winn's |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Shpg. Ctrs. every evening. Downtown-Thur. until 8 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Montgomery Ward; Beall's; Lilley's.
**Chain Supermarkets**-Piggly Wiggly; Safeway; Kroger; Skaggs.
**Discount Stores**-Winn's; Wal-Mart; K mart; Barrett's; Gibsons.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 12,225; (S) 13,621; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Wes King, Adv. Dir., HERALD, 329 W. Woodward, Denison, TX 75020; Tel. (214) 465-7171.
**National Representative**: Papert Companies.

## DENTON

**1 - LOCATION:** Denton County, (In Dallas PMSA), E&P Map E-2, County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas; 35 mi. from Ft. Worth. Junction of I-35W and I-35E; State Hwys. 377 & 380.

**2 - TRANSPORTATION: Railroads**-The Atchison, Topeka and Santa Fe; The Union-Pacific Missouri; and the Missouri-Kansas-Texas (KATY).
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Trailways-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 48,063; E&P 89 Est. 65,392
CZ-ABC: (80) 57,958
RTZ-ABC: (80) 101,365
County 80 Cen. 145,526; E&P 89 Est. 248,067
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313
City & RTZ-ABC: (80) 159,323
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 17,522; E&P 89 Est. 24,689
CZ-ABC: (80) 20,928
RTZ-ABC: (80) 33,820
County 80 Cen. 49,134; E&P 89 Est. 82,942
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241
City & RTZ-ABC: (80) 54,748

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $642,425,739 |
| Savings & Loan | 5 | $281,096,817 |

**6 - PASSENGER AUTOS:** County 196,110 (all vehicles)

**7 - ELECTRIC METERS:** Residence 27,542

**8 - GAS METERS:** Residence 19,925

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (An. Payroll)-University Educ. 7,000 ($110,000,000); Denton State School 1,600 ($26,000,000); Welding Equip. 500 ($12,000,000); Diesel Trucks 1,250 (N.A); Flour & Corn Milling 150 ($3,350,000); Clothing Mfg. 175 ($1,500,000); Brick Mfg. 150 ($3,000,000); Class Rings Mfg. 300 ($6,500,000); Packaging 180 ($2,500,000); Defense Electronics 500 (N.A); Microwave Antennae 200 ($3,000,000).
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62; Mean Annual Temp. 65.5; Annual Rainfall 32.9 . First killing frost. Nov. 10; last killing frost, Mar. 26.

**11 - TAP WATER:** Hardness 140; Alkalinity 105; pH 7.8.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
**Neighborhood Shopping Centers**-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E on University Drive; 2 blocks at Malone & University; 2 on W Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 95 stores; 1 block on 288; 1 block on 35E; Denton Town Ctr.; I-35 at Loop 288; Southridge Vlg., I-35 at Lillian Miller.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southridge Vlg.(26) | 3 | Skaggs, JG Boyd |
| Denton Town Ctr.(21) | 3 | Kroger, Wal-Mart |
| Carriage Sq.(18) | 1 | Pic 'N Save, McDuff |
| Denton Ctr.(17) | 1 | Eckerd, Revco |
| San Jacinto Plz.(7) | 3 | Mervyn's |
| Denton Sq.(13) | 2 | Winn-Dixie |
| Sunset(6) | 1 | Sherwin-Williams |

**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Mervyn's; Service Merchandise.
**Discount Stores**-Wal-Mart; K mart; Target.
**Variety Stores**-M.E. Moses; Michaels MJ Design.
**Chain Drug Stores**-Revco; Eckerd 2.
**Chain Supermarkets**-Kroger 2; Piggly Wiggly 4; Skaggs 2; Minyards; Winn-Dixie 2; Albertsons.
**Other Chain Stores**-B. Dalton; Baker's Shoes; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Hastings Records; Coach House Gifts; JoAnn Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shop; JG Boyd; Firestone; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Goodyear; Singer Co.; Margie's; Pay-Less Shoes; White's Auto; Athlete's Foot; County Seat; Jarman Shoes; Pearle Vision Ctr.; Miller Outpost; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery; Chief Auto; McDuff Electronics; Eye Masters; Blockbusters Video.

**14 - NEWSPAPERS:** RECORD-CHRONICLE (e-mon to fri) 16,985; (S) 19,107; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dan Jefferies, Mktg. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
**National Representative**: Landon Associates.

## EDINBURG

**1 - LOCATION:** Hidalgo County (In McAllen-Edinburg-Mission MSA). E&P Map D-6, County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Valley Transit; Greyhound; Continental Trailways.
**Airlines**-Continental; Muse Air.

**3 - POPULATION:**
Corp. City 80 Cen. 24,075; E&P 89 Est. 30,301
County/MSA 80 Cen. 285,415; E&P 89 Est. 386,091

**4 - HOUSEHOLDS:**
City 80 Cen. 6,755; E&P 89 Est. 10,454
County/MSA 80 Cen. 75,816; E&P 89 Est. 175,864

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $373,985,373 |
| Savings & Loan | 2 | $619,773,096 |

**6 - PASSENGER AUTOS:** County 212,319 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,940

**8 - GAS METERS:** Residence 4,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 2,300; Mineral Extraction; Oil N.A., Mfg. and Constr. N.A.; Gov't Servs. 1,090; Non-Agric. 2,900; University Educ. 820.
**Principal Pay Days**-Sat., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1; last killing frost, Feb. 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
**Neighborhood Shopping Centers**-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (11 stores); Ebony Hills Shopping Center.
**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Beall's; J&V Mart.
**Variety Stores**-Winn's; TG&Y; K mart; Wal-Mart.
**Chain Drug Stores**-Rexall; Medico; Eckerd.
**Chain Supermarkets**-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Trevino's Drive In 3.
**Other Chain Stores**-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's.

**14 - NEWSPAPERS:** REVIEW (e-tues to fri; S) 4,500; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University; PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.
**National Representative**: None.

## EL PASO

**1 - LOCATION:** El Paso County (MSA). E&P Map A-3, County Seat. W tip of Texas. Wholesale & manufacturing center. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W Beaumont Army Medical Center.

**2 - TRANSPORTATION: Railroads**-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
**Motor Freight Carriers**-27.
**Intercity Bus Lines**-Greyhound; New Mexico Trans.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus de Mexico; Tex./N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
**Airlines**-American; Delta; Aeronaves de Mexico; Southwest; America West; United.

**3 - POPULATION:**
Corp. City 80 Cen. 425,259; E&P 89 Est. 506,367
CZ-ABC: (80) 441,323
RTZ-ABC: (80) 351,871
County/MSA 80 Cen. 482,213; E&P 89 Est. 579,094
City & RTZ-ABC: (80) 793,194
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 128,167; E&P 89 Est. 187,292
CZ-ABC: (80) 130,712
RTZ-ABC: (80) 115,677
County/MSA 80 Cen. 140,806; E&P 89 Est. 239,974
City & RTZ-ABC: (80) 246,389

**5 - BANKS:** Total Est. Deposits $3,892,889,000

**6 - PASSENGER AUTOS:** County 355,027 (all vehicles)

**7 - ELECTRIC METERS:** City 184,153

**8 - GAS METERS:** City 139,928

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Total non-agric. employment 206,600 including 28,000 military; Durable Goods 13,000; Non-Durable Goods 21,700; Mining 400; Constr. 9,100; Trans. & Public Util. 9,400; Whol. & Ret. Trade 45,200; Fin., Ins., & R.E. 9,300; Servs. 34,400; Non-Military Gov't employees 36,100.
**Principal Pay Days**-Fort Bliss, 1st; Others 1st, 15th & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bassett(85) | 5 | Safeway, Popular, Walgreens, Mervyn's, White House |
| Cheimont(33) | 7 | Woolworth, C.R. Anthony |
| Cielo Vista Mall(160) | 8 | Mont. Ward, JCPenney, Sears, Dillard |
| Country Club | 13 | Big 8, Winn's, C.R. Anthony, Safeway |
| Fox Plaza(37) | 8 | JCPenney, Winn's |
| Eastgate(7) | NA | Safeway, Walgreens |
| El Mercade Mesa(9) | 7 | Revco |
| Kern Plaza(15) | 4 | Walgreens |
| Lakeside(15) | 8 | Food Market, Woolworth |
| Northgate(48) | 12 | Popular, JCPenney |
| Northland(19) | 11 | Furr's |
| Pebble Hills(16) | 13 | Safeway, Revco |
| Ranchland(17) | 15 | Winns Variety, Food City |
| Sunland Park | 10 | Penney's, Popular, Mervyn's |
| Rushfair(28) | 15 | Revco |
| Scottsdale(14) | 13 | Winn Variety |
| Sunrise(45) | 10 | Anthony's, Zale's |
| Valley | 16 | Big 8, Ben Franklin |
| Viscount(15) | 14 | |
| Montwood Sq.(27) | 16 | Ben Franklin, Skaggs, Anthony's |
| Pepper Tree Sq.(25) | 5 | Charlotte's |
| Trawood(14) | 13 | 7-Eleven |
| Lee Trevino Outlet Mall(33) | 13 | Frugal Frank's, Old Mill, Linens N' Things |
| Vista Hills(26) | 15 | Bealls |
| Yarbrough Ctr.(11) | 12 | Mervyn's, Pep Boys, Best |

**Principal Shopping Days**-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
**Stores Open Evenings**-Shpg. Ctrs.-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Popular Dry Goods 4; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Montgomery Ward; Dillard; Beall's 2; Mervyn's 3.
**Discount Stores**-K mart 6; Wal-Mart 4.
**Variety Stores**-Kress; Woolworth 2; Winn 15; Springers Center; Sprouse-Reitz 4.
**Chain Drug Stores**-Walgreens 9; Coleman's 4; McCrory; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
**Chain Supermarkets**-Shur-Sav 12; Furr's 5; Safeway 15; Skaggs Alpha-Beta 3; Smith's 3; Save N' Gain 6.
**Other Chain Stores**-Singer Co. 5; Ladies Apparel: Franklin's 2, Lerner's 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 2; Thom McAn 3; Pay Less Shoes 10; Kinney 6; Gordon's 5; Pep Boys 3; Checker Auto 10.

**14 - NEWSPAPERS:** TIMES (m) 61,641; HERALD-POST (e) 29,439; TIMES (S) 98,104; Mar. 31,

1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Clausen, Natl. & Co-op Mgr., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6100.
**National Representative**: Gannett National Newspaper Sales.

## ENNIS

**1 - LOCATION:** Ellis County (In Dallas PMSA), E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas; 54 mi. SE of Ft. Worth.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 12,110; E&P 89 Est. 15,287
County 80 Cen. 60,288; E&P 89 Est. 82,935
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 4,112; E&P 89 Est. 5,353
County 80 Cen. 19,866; E&P 89 Est. 30,577
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $17,327,355 |
| Savings & Loan | 1 | $4,500,000 |

**6 - PASSENGER AUTOS:** County 74,875 (all vehicles)

**7 - ELECTRIC METERS:** Residence 38,243

**8 - GAS METERS:** Residence 3,612

**9 - PRINCIPAL INDUSTRIES:** Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chem. Equip.; Roofing Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Shopping Center**-Willow Creek, 15 stores; South Main Plaza, 12 stores.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-K. Wolens.
**Discount Stores**-Holmes Discount Salvage; Wal-Mart.
**Variety Stores**-Perry Bros.
**Chain Supermarkets**-Safeway; Piggly Wiggly; HEB.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 4,377; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
**National Representative**: Papert Companies.

## FORT WORTH

**1 - LOCATION:** Tarrant County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

**2 - TRANSPORTATION: Railroads**-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
**Motor Freight Carriers**-36.
**Intercity Bus Lines**-Southwestern Greyhound; Texas Motor Coaches.
**Airlines**-American; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan Am.

**3 - POPULATION:**
Corp. City 80 Cen. 385,164; E&P 89 Est. 394,757
NDM-ABC: (80) 360,880
RTZ-ABC: (80) 426,252
County 80 Cen. 867,557; E&P 89 Est. 1,157,765
PMSA 80 Cen. 981,112; E&P 89 Est. 1,323,441
Total NDM & RTZ-ABC: (80) 1,287,132
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 144,025; E&P 89 Est. 143,700
County 80 Cen. 310,372; E&P 89 Est. 395,959
PMSA 80 Cen. 349,034; E&P 89 Est. 489,656
NDM-ABC: (80) 310,272
RTZ-ABC: (80) 152,566
Total NDM & RTZ-ABC: (80) 462,838

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 96 | $9,722,034,622 |
| Savings & Loan | 22 | $2,124,519,000 |

**6 - PASSENGER AUTOS:** County 982,952 (all vehicles)

**7 - ELECTRIC METERS:** Total 284,019

**8 - GAS METERS:** Residence 206,513

**9 - PRINCIPAL INDUSTRIES:** Automobile; Aircraft Mach.; Food Proc. Containers.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:** There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northeast(98) | NA | Dillard, Mont. Ward, Sears, JCPenney |
| Ridgmar(137) | NA | Dillard, JCPenney, Neiman-Marcus, Sears |
| Fort Worth Town Ctr.(170) | NA | Dillard, JCPenney, Sears |
| Forum 303(65) | NA | Dillard, Mont. Ward |
| Hulen Mall(92) | NA | Foley's, Mont. Ward |
| North Hills(56) | NA | Foley's, Cox's |
| Tandy Center | NA | Dillard |
| Monnig's Oaks(20) | NA | Motts |
| Park Plaza(60) | NA | Minyard |
| Tandy Town(20) | NA | Mitchell's |
| Town & Country (27) | NA | Eckerd |
| Fielder Plz (41) | NA | Buddies, Eckerd |
| Mayfair Vlg. | NA | |
| Lincoln Sq. | NA | Stripling & Cox |
| City View Ctr. | NA | Stripling & Cox |
| Ridgmar Sq. | NA | Mervyn's |

**Principal Shopping Days**-Sat., Fri., Mon.
**Stores Open Evenings**-Dept. Fri.; Food daily.

**13 - RETAIL OUTLETS: Department Stores**-Stripling & Cox 8; Dillard's 5; Neiman-Marcus; Foley's 3; Sears 4; Montgomery Ward 4; Mitchell & Myers 20; JCPenney 4; Margo's 6; Mervyn's 3.
**Discount Stores**-K mart 13; Best 3; Target 4; White's 8; Service Mdse. 6; Wal-Mart 6.
**Variety Stores**-Woolworth; Mott's; Ben Franklin.
**Chain Drug Stores**-Eckerd 33; Revco 41; Town & Country 9.
**Chain Supermarkets**-Big Value 6; Diamond 4; Jewel T 4; Kroger 14; Minyards 12; Stricks 7; Skaggs 9; Tom Thumb 6; Winn-Dixie 34; Wyatts 5.
**Convenience Stores**-7-Eleven 102; Stop 'N Go 31; Mr. M 19; U-Tote-M 16; Quick Sak 15; Quickway 11; McCloud's 5.

**14 - NEWSPAPERS:** STAR-TELEGRAM (m-mon to fri) 141,868; (e-mon to fri) 112,887; (m-sat) 266,735; (S) 323,785; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Larry Bien, Gen. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
**National Representative**: Sawyer-Ferguson-Walker.

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**FREEPORT**
**See CLUTE**

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## GAINESVILLE

**1 - LOCATION:** Cooke County, E&P Map E-2. County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

**2 - TRANSPORTATION: Railroads**-Santa Fe.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 14,081; E&P 89 Est. 13,923
County 80 Cen. 27,897; E&P 89 Est. 30,004

**4 - HOUSEHOLDS:**
City 80 Cen. 5,568; E&P 89 Est. 5,987
County 80 Cen. 10,078; E&P 89 Est. 10,309

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $103,889,000 |
| Commercial | 3 | $216,933,222 |

**6 - PASSENGER AUTOS:** County 28,985 (all vehicles)

**7 - ELECTRIC METERS:** Residence County 13,662

**8 - GAS METERS:** Residence-City 5,397; County 6,295

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275); Mainframe Computer Parts 150 ($300); Polyethylene Wrap 100 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20, last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-20 blocks on 4 streets. Shopping center, Hwy. 82 at Grand Avenue; 25 units.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Dept. & Groc.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beall's.
**Discount Stores**-Wal-Mart; Dollar General; K mart.
**Chain Drug Stores**-Page Super; Eckerd.
**Chain Supermarkets**-Tom Thumb; AF 4; Piggly Wiggly.
**Other Chain Stores**-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack; McCoys; M.E. Moses.

**14 - NEWSPAPERS:** REGISTER (e) 8,364; (S) 9,100; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
**National Representative**: Papert Companies.

## GALVESTON

**1 - LOCATION:** Galveston County (In Galveston-Texas City PMSA). E&P Map F-4. County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Texas Bus Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 61,902; E&P 89 Est. 62,321
County/PMSA 80 Cen. 196,372; E&P 89 Est. 217,006

**4 - HOUSEHOLDS:**
City 80 Cen. 24,013; E&P 89 Est. 24,910
County/PMSA 80 Cen. 69,284; E&P 89 Est. 79,775

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $685,191,000 |
| Savings & Loan | 3 | $650,000,000 |

**6 - PASSENGER AUTOS:** County 163,232 (all vehicles)

**7 - ELECTRIC METERS:** Residence 25,852

**8 - GAS METERS:** Residence 15,898

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fishing & Agric. 2,555; Constr. 9,900; Mfg. 9,900; Trans. 5,400; Public Util. 3,099; Whol. Trade 2,000; Ret. Trade 11,700; Fin., Ins. & R.E. 4,700; Business & Repair Servs. 4,162; Personal, Entertainment & Recreation 3,568; Health Servs. 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-16 blocks on D, E and F Streets.
**Neighborhood Shopping Centers**-61st & Broadway; 61st & Stewart Rd.; 400 Strand; 61st & Central City Blvd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Galvez Mall(45) | NA | Sears, Beall's, Eiband's |
| Port Holiday | NA | The Fair |
| Westgate(12) | NA | Kingsaver, Eckerd |
| K mart(10) | NA | K mart |
| Central Cities Plz. | NA | Wal-Mart, Randall's, Walgreens |

**Principal Shopping Days**-Fri., Sat., Mon.
**Stores Open Evenings**-Shopping centers every evening until 9 p.m.
**Stores Open Sundays**-Most.

**13 - RETAIL OUTLETS: Department Stores**-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
**Variety Stores**-S.H. Kress; McCrory; Perry's.
**Discount Stores**-K mart; Wal-Mart.
**Chain Drug Stores**-Walgreens 3; Wright's 3; Texas 4; Eckerd.
**Chain Supermarkets**-Gerland's 3; Kroger; Randall's; Kingsaver; 7-Eleven 24; Stop-N-Go 9; Circle K 10.
**Other Chain Stores**-Athletic Attic; Butler; Fayva; Kinney; Morse; Firestone; Goodyear; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Building Supplies; Color Tile; Radio Shack; Pay-Less; Kid's Mart.

**14 - NEWSPAPERS:** NEWS (m) 27,521; (S) 28,329; Aug. 1, 1988 CAC.
**Local Contact** for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8522 Teichman Rd.; PO Box 628, Galveston, TX 77553; Tel. (409) 744-3611.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## GARLAND

**1 - LOCATION:** Dallas County (In Dallas PMSA), E&P Map E-3. 12 mi. NE of Dallas.

**2 - TRANSPORTATION: Railroads**-MKT of Texas; Santa Fe.
**Motor Freight Carriers**-41.
**Intercity Bus Lines**-Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 138,857; E&P 89 Est. 204,949
CZ-ABC: (80) 138,857
RTZ-ABC: (80) 10,812
County 80 Cen. 1,563,730; E&P 89 Est. 1,968,211
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313
City & RTZ-ABC: (80) 149,669

**4 - HOUSEHOLDS:**
City 80 Cen. 45,978; E&P 89 Est. 60,812
CZ-ABC: (80) 45,978
RTZ-ABC: (80) 3,369
County 80 Cen. 577,753; E&P 89 Est. 648,025
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241
City & RTZ-ABC: (80) 49,347

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $436,267,856 |
| Savings & Loan | 7 | $169,867,161 |

**6 - PASSENGER AUTOS:** County 1,559,207 (all vehicles)

**7 - ELECTRIC METERS:** Residence 46,109

**8 - GAS METERS:** Residence 29,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping centers**-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Ctr.; Meadowcreek; Lakeview Village.

**Neighborhood Shopping Centers**-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Buckingham Plz.(20) | NA | Tom Thumb, Cloth World |
| North Star Plz.(22) | NA | Rexall |
| K mart Plz.(8) | NA | K mart |
| Walnut Vlg.(21) | NA | Minyards |
| Walnut Plz (25) | NA | Revco, Kroger |
| Walnut Creek(10) | NA | Safeway |
| Jupiter Plz.(24) | NA | Radio Shack |
| Walnut Park(12) | NA | Pizza Inn |
| Plano/Walnut(17) | NA | Yardbirds |
| Duckcreek(9) | NA | Safeway |
| Meadowcreek(37) | NA | Safeway, Tom Thumb |
| Ridgewood(70) | NA | Minyards, Sears |
| Orchard Hills(14) | NA | Rexall |
| Oakridge | NA | |
| Club Hills(30) | NA | Safeway |
| Broadway Vlg.(35) | NA | Tom Thumb |
| Garland(27) | NA | JCPenney |
| Eastgate(20) | NA | Radio Shack |
| Centerville Crossroads(22) | NA | Target, Kroger, Homers |
| Lakeview Vlg.(21) | NA | Winn-Dixie |
| Richardson Sq. (110) | NA | Dillard, Ward's Drug, Joske's |
| Town East(145) | NA | Sears, Joske's |
| Faulkner(30) | NA | |

**Principal Shopping Days**-Thur. evening; Fri. day & evening, Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mervyn's.

**Discount Stores**-K mart; Manufacturer's Outlet.

**Chain Drug Stores**-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland 3; Garview.

**Chain Supermarkets**-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson's; Gerland's Food Fair; Winn-Dixie.

**Other Chain Stores**-Babcock Bros.; Sherwin-Williams; Goodyear; TG&Y; Myers; Satellite Store; Zale's; Sears (catalog); M.E. Moses; Target.

**14 - NEWSPAPERS:** NEWS (e-tues to sat) 12,331; (S) 13,571; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 695-0500.

**National Representative**: U.S. Suburban Press.

## GONZALES

**1 - LOCATION:** Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

**2 - TRANSPORTATION: Railroads**-Galveston, Harrisburg & San Antonio (Southern Pacific).

**Motor Freight Carriers**-6.

**Interstate Bus Lines**-Kerrville; Continental Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 7,152; E&P 89 Est. 9,131
County 80 Cen. 16,932; E&P 89 Est. 18,811

**4 - HOUSEHOLDS:**

City 80 Cen. 2,480; E&P 89 Est. 3,290
County 80 Cen. 5,949; E&P 89 Est. 6,742

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $130,716,000 |
| Savings & Loan | 3 | $14,521,491 |

**6 - PASSENGER AUTOS:** County 15,085 (all vehicles)

**7 - ELECTRIC METERS:** 3,040

**8 - GAS METERS:** 2,240

**9 - PRINCIPAL INDUSTRIES:** Southern Clay Prods.; Egg Packing; Feed Mill; Hatcheries; Dog & Cat Food Prods. Plant; Meat Pkg.; Cattle Buyers.

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27.

**11 - TAP WATER:** Alkaline, medium hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-13 blocks on 5 streets; Country Village Shpg. Ctr.-5 stores.

**Principal Shopping Days**-Mon., Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Gindler's; Ladies First; Toggery; J.B. White; Bill's Dollar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree.

**Variety Stores**-Perry's.

**Chain Drug Stores**-Wal-Mart; Rexall.

**Chain Supermarkets**-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Super S.

**Other Chain Stores**-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Wally's; True Value; Shoe Bar; C.J. Shoes.

**14 - NEWSPAPERS:** INQUIRER (e-mon to fri) 1,398; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 622 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.

**National Representative**: None.

## GRAND PRAIRIE

**1 - LOCATION:** Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

**2 - TRANSPORTATION: Railroads**-T&P.

**Intercity Bus Lines**-Texas Motor Coaches.

**Motor Freight Lines**-15.

**Airports**-Love Field Dallas/Ft. Worth Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 71,462; E&P 89 Est. 95,050
City of Pub.-ABC: (80) 71,462
County 80 Cen. 1,563,730; E&P 89 Est. 1,968,211
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**

City 80 Cen. 23,714; E&P 89 Est. 28,265
City of Pub.-ABC: (80) 23,714
County 80 Cen. 577,753; E&P 89 Est. 648,025
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $44,904,162 |
| Savings & Loan | 2 | $38,874,954 |

**6 - PASSENGER AUTOS:** County 1,559,207 (all vehicles)

**7 - ELECTRIC METERS:** Residence 16,000

**8 - GAS METERS:** Residence 15,000

**9 - PRINCIPAL INDUSTRIES:** Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

**10 - CLIMATE:** Av. Temp.-Jan. 46; June 85.

**11 - TAP WATER:** Artesian Wells plus water main connection with Dallas.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Carrier Pkwy.(9) | NA | Mitchell's, Thrifty Drug |
| Dalworth Ctr.(2) | NA | Buddies |
| Grand Central(4) | NA | |
| Indian Hills(10) | NA | B&W Foods |
| Inglewood(3) | NA | Dairy Mart |
| Marshall Plz.(25) | NA | Piggly Wiggly, TG&Y |
| Plaza 303(19) | NA | Kroger, Goodyear |

**Principal Shopping Days**-Fri., Sat. All Stores open on Thur., Fri. nights.

**13 - RETAIL OUTLETS: Department Stores**-Watson Bros., Meyer's; Dillard; Montgomery Ward.

**Variety Stores**-Woolworth; Mott's; TG&Y.

**Discount Stores**-Gibson; K mart.

**Chain Drug Stores**-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SupeRx.

**Chain Supermarkets**-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Edelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards.

**Other Chain Stores**-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint.

**14 - NEWSPAPERS:** NEWS (e-tues to sat) 8,114; (S) 9,004; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kim Lowry, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 695-0500.

**National Representative**: U.S. Suburban Press.

## GREENVILLE

**1 - LOCATION:** Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

**2 - TRANSPORTATION: Railroads**-MKT; KCS-L&A; StLSW.

**Intercity Bus Lines**-Greyhound; Continental.

**Motor Freight Carriers**-7.

**3 - POPULATION:**

Corp. City 80 Cen. 22,161; E&P 89 Est. 25,230
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 80 Cen. 55,516; E&P 89 Est. 67,639
Total NDM-ABC: (80) 55,248

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,271; E&P 89 Est. 10,009
County 80 Cen. 20,331; E&P 89 Est. 21,960
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $301,004,517 |
| Savings & Loan | 1 | $473,605,943 |
| Savings | 1 | $79,088,728 |

**6 - PASSENGER AUTOS:** County 56,829 (all vehicles)

**7 - ELECTRIC METERS:** Residence 9,903

**8 - GAS METERS:** Residence 8,0890

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 5,000 ($350); Elect. 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Crossroads(26) | NA | Wal-Mart, Beall's, JCPenney |
| Rolling Hills(15) | NA | Martin Theatres, Woody's Mkt. |
| South Gate(8) | NA | Jewel-T, Harvey's TV, Kingsaver |
| Town South(15) | NA | TG&Y, Eckerd, White's |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears; Belk's.

**Variety Stores**-Dollar General.

**Discount Stores**-Wal-Mart; General Distributors; K[illegible]t.

**Chain Supermarkets**-Safeway; Brookshire; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver.

**Other Chain Stores**-S&H Green Stamps; Eckerd; Hallmark; Revco; Western Auto.

**14 - NEWSPAPERS:** HERALD BANNER (m) 11,365; (S) 12,237; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tina Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St.; PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.

**National Representatives**: Papert Companies.

## HARLINGEN

**1 - LOCATION:** Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Southern Pacific.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Continental Trailways; Valley Transit.

**Airlines**-Southwest; American; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 43,543; E&P 89 Est. 48,906
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 80 Cen. 211,022; E&P 89 Est. 259,786
City & RTZ-ABC: (80) 306,037

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,091; E&P 89 Est. 16,493
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 80 Cen. 58,409; E&P 89 Est. 112,820
City & RTZ-ABC: (80) 83,256

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 14 | $5,296,481,731 |
| Savings & Loan | 6 | $2,007,832,247 |

**6 - PASSENGER AUTOS:** County 139,632 (all vehicles)

**7 - ELECTRIC METERS:** Residence 50,390

**8 - GAS METERS:** Residence 21,905

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.

**Principal Pay Days**-Fri.; 1st, 15th.

**10 - CLIMATE:** Av. An. Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

**11 - TAP WATER:** Alkaline, medium hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(Downtown)-5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.

**Neighborhood Shopping Centers**-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Colonial Square | NA | Brooks & Brooks, Suburban Casuals |
| Commerce Plz. S. | NA | Hair Affair |
| Coronado Vlg. | NA | Cook Office Supply |
| El Mercado | NA | Thom McAn, Kwik Copy |
| Laurel Park | NA | C.R. Anthony's, Pay Less Shoes |
| Treasure Hills Mall | NA | Curtis Mathes, Winn's, Hallmark |
| Valle Viste Mall | NA | Dillards, JCPenney, Sears, Service Mdse. |

**Principal Shopping Days**-Sat.; 1st Mon. of month.

**Stores Open Evenings**-All on Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Beall's; K mart; Wal-Mart.

**Variety Stores**-McClellan's; Winn's.

**Chain Drug Stores**-Rexall 2; Walgreens; Medico.

**Chain Supermarkets**-H.E. Butt 3.

**Other Chain Stores**-Suburban Casuals; Brooks & Brooks; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Zale's Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes: Baker, Connie, Kinney, Payless, Naturalizer, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Dillard's; Food Action; Food Locker; General Nutrition; Gold

Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerners; Mission Jewelers; Morrow's Nut House; One Potato Two; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Wyatt's.

**14 - NEWSPAPERS:** VALLEY STAR (m) 29,921; (S) 32,387; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Ginsburg, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.

**National Representative**: Papert Companies.

## HENDERSON

**1 - LOCATION:** Rusk County, E&P Map E-3, County Seat. Residential ctr. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

**2 - TRANSPORTATION: Railroads**-M.P.
**Intercity Bus Lines**-Continental Trailways.
**Motor Freight Lines**-5; Central Freight.

**3 - POPULATION:**
Corp. City 80 Cen. 11,473; E&P 89 Est. 11,786
County 80 Cen. 41,476; E&P 89 Est. 44,531

**4 - HOUSEHOLDS:**
City 80 Cen. 4,335; E&P 89 Est. 4,820
County 80 Cen. 15,011; E&P 89 Est. 15,892

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $115,105,721 |
| Commercial | 3 | $309,210,247 |

**6 - PASSENGER AUTOS:** County 34,367 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,431

**8 - GAS METERS:** Residence 4,553

**9 - PRINCIPAL INDUSTRIES:** Industry No. of Wage Earners-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Henderson Plz.(11) | NA | Wal-Mart, Beall's |
| South Main Plz.(8) | NA | K mart, Eckerd |
| Circle Plz. | NA | Winn-Dixie |

**Principal Shopping Days**-Mon., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; J.B. White.
**Variety Stores**-M.E. Moses; Duke & Ayers.
**Discount Stores**-United Dollar; Wal-Mart; K mart.
**Chain Drug Stores**-Drug-Sav; Gibson; Eckerd.
**Chain Supermarkets**-Safeway; Brookshire; Griffith; Winn-Dixie; King Saver.
**Other Chain Stores**-Goodyear; Singer Co.; Western Auto; Sears; Otasco; Margo's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri; S) 5,894; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: William Ashby, Adv. Mgr., NEWS, 1711 S. Hwy. 79; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.

**National Representative**: None.

## HEREFORD

**1 - LOCATION:** Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on U.S.-60, 95 mi. N of Lubbock.

**2 - TRANSPORTATION: Railroads**-Sante Fe.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 15,853; E&P 89 Est. 15,966
County 80 Cen. 21,189; E&P 89 Est. 19,978

**4 - HOUSEHOLDS:**
City 80 Cen. 4,969; E&P 89 Est. 5,546
County 80 Cen. 6,487; E&P 89 Est. 8,178

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $152,735,000 |
| Savings & Loan | 2 | $110,000,000 |
| Credit Union | 1 | $19,600,000 |

**6 - PASSENGER AUTOS:** County 17,128 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,900

**8 - GAS METERS:** Residence 4,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Meat Packing 50; Sugar Plant 360; Clothing 162; Cattle Feedyards 200.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85, Winter 0-70. First killing frost, Oct. 22; last killing frost, Apr. 15.

**11 - TAP WATER:** Hard, natural fluoridation.

**12 - RETAILING: Principal Shopping Center**-8 blocks downtown, 20 other on principal hwys.
**Neighborhood Shopping Centers**-West Park Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park Plz.(12) | 1 | Jack & Jill, Gibson's |
| Sugarland Mall (12) | 2 | JCPenney, C.R. Anthony |

**Principal Shopping Days**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony; Gaston's; Harman's 2.
**Discount Stores**-Gebo's, Farm Discount & Lumber.
**Variety Stores**-M.E. Moses; Gibson's, Winn's.
**Chain Supermarkets**-Jack & Jill; Taylor & Sons; Furr's.
**Other Chain Stores**-Sherwin-Williams; Montgomery Ward; Sears (catalog); Mode O'Day; Otasco.

**14 - NEWSPAPERS:** BRAND (e-tues to fri; S) 3,346; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee; PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.

**National Representative**. Papert Companies.

## HOUSTON

**1 - LOCATION:** Harris County (PMSA), E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific; Missouri-Kansas-Texas; Katy; Amtrak; Burlington Northern; Galveston Houston Henderson; Soo Line; Brit Rail; German Rail.
**Motor Freight Carriers**-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
**Intercity Bus Lines**-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Transportation Enterprises.
**Freight Steamship Lines**-Over 200.
**Airlines**-Aerolineas Argentina; Aeromexico; Air France; Air Link; Alaska; American; Avianca; Aviateca; British Caledonian; Cayman; Continental; Delta; Eastern; Eastern Metro Express; Emerald Air; Executive Air Link; KLM Royal Dutch; Lufthansa German; Metro; Northwest; Ozark; Pan Am; Piedmont; Royale; Southwest; Trans World; Transamerica; USAir; United; Viasa Venezuelan Intl.

**3 - POPULATION:**
Corp. City 80 Cen. 1,595,138; E&P 89 Est. 1,729,616
County 80 Cen. 2,429,505; E&P 89 Est. 2,813,301
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183
CZ-ABC: (80) 2,430,690
RTZ-ABC: (80) 959,632
City & RTZ-ABC: (80) 3,390,322

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 602,242; E&P 89 Est. 659,426
County 80 Cen. 896,880; E&P 89 Est. 971,211
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 261 | $33,935,128,000 |
| Savings & Loan | 58 | $20,444,685,136 |

**6 - PASSENGER AUTOS:** County 2,096,244 (all vehicles)

**7 - ELECTRIC METERS:** Residence County 1,144,165

**8 - GAS METERS:** Residence County 525,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Durable Goods 74,800; Lumber & Wood Prods. 2,800; Furn. & Fixt. 1,700; Stone, Clay & Glass 5,800; Primary Metals 3,300; Fab. Metal Prods. 19,500; Mach. Non-Elect. 26,100; Elect. Mach. 19,500; Trans. Equip. 3,400; Other Durable Goods 6,000; Food 12,300; Textiles & Apparel 1,400; Paper 3,300; Printing & Publishing 16,400; Chem. 21,900; Petroleum & Coal Prods. 10,900; Other Non-Durable Goods 7,290; Mining 62,500; Contract Constr. 63,100; Trans., Commun. & Util. 91,600; Whol. Trade 105,900; Ret. Trade 348,100; Ins. & R.E. 100,400; Servs. 348,100; Business & Personal Servs. 157,900; Medical & Prof. Servs. 183,500; Agric. Serv. 6,700; Fed. Gov't 23,700; State Gov't 32,000; Local Gov't 136,200.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
**Neighborhood Shopping Centers**-There are about 200 shopping centers in the area.

**SHOPPING CENTERS**

**50 or More Stores**-Almeda; Baybrook; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.; Pasadena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq..
**31 to 50 Stores**-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.; Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres; Willowchase Ctr.
**21 to 30 Stores**-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr.; Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr.; Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhille Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.
**15 to 20 Stores**-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Deauville North; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde; Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.; Deerbrook Commons.
**11 to 15 Stores**-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.; Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Breenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial/Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Parkland North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.; Willowbrook Ct.; Willowbrook Commons.
**10 or Less Stores**-7000 North Freeway; Alabama; Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Olde Oaks; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

**13 - RETAIL OUTLETS: Department Stores**-Beall's 15; Foley's 12; Frost Bros. 3; JCPenney 8; Dillard's 10; Lord & Taylor 4; Macy's 4; Marshall Field 2; Mervyn's 7; Montgomery Ward 8; Neiman-Marcus 2; Palais Royal 26; Sakowitz 4; Saks Fifth Avenue 2; Sears 10.
**Discount Stores**-Best Products 3; Houston Jewelry 2; K mart 20; Target 15; United Jewelers 7; W Bell & Co. 3; Service Mdse. 5; Winn's 11.
**Variety Stores**-Ben Franklin 2; Kresge; McCrory; Variety Value; Woolworth 7.
**Chain Drug Stores**-Cunningham's 5; Doyles; Eckerd 107; Jones Apothecary 4; Medic Pharmacy 3; Ralston's 18; Walgreens 95.
**Chain Supermarkets**-Baby Giant 7; Clayton's 3; Fiesta 12; Food City 6; Food Giant 4; Gerland's 19; Kroger 58; Lucky Seven 27; Minimax 11; M&M Foods 5; Randall's 40; Rice 33; Safeway 80; 7-Eleven 250; Stop'N Go 250; Sunny's 7; Circle K 195.
**Other Chain Stores**-Men's Clothing: Al's Formal Wear 14, Buck's 2, Chess King 10, Front Row 5, Kuppenheimer's 5, Leopold Price & Rolle 15, The Men's Warehouse 14, Norton Ditto 2, J. Riggin's 9, Rodneys 12, Ventura's 12, Zindler's 2; Women's Clothing: Casual Corner 17, Esther Wolf, Everitt Buelow 3, Fashion Conspiracy 4, Foxmoor 12, Frederick's 5, Isabell Gerhart 2, Judy's 5, Lane Bryant 12, Lerner's 14, The Limited 14, Margos 10, Shelly's Tall Girls 3, 5-7-9 Shops 8, The Woman's Shop 10; Family Clothing: Beall's 15, Craig's 10, County Seat 8, Frost Brothers 3, The Gap 16, Jeans West 10, Leonard's 8, Marshall's 5, Palais Royal 23, Walter Pye 5, Weiner's 43; Shoes: Athlete's Foot 5, Baker's 13, Burt's 3, Butlers 5, Chandler's 5, Church's, Cowtown 3, El Bee 6, Ellis, Fayva 20, 5 & 10 Shoe Store 7, Flagg Brothers 3, Florsheim 14, Florsheim Thayer McNeil 3, French Bootery 2, Hanover 9, Hardy's 6, Jarman 5, Johnston Murphy 4, Joyce Selby 3, Just Boots 4, Kinney 22, Knapp, National Brand 3, Naturalizer 13, Pay-Less 33, Red Cross 8, Red Wing 8, Saks 3, Shoe Box 10, Shoe Gallery 4, Shoe Hut, The Shoe Rack 6, Shoes N' Such 4, Sofwear Shoes, Shoe World, Standard Shoes 8, Thom McAn 12, Wild Pair 6; Furniture: Blum's, Brittain's 4, Carolina, Fingers 8, Furniture Clearance Center, Furniture Idea 5, Georgetown Manor 2, Hilsher's 2, Lazy Boy Showcase Shoppers 3, Levitz 2, Metropolitan 3, Arron Rents

Furn., Sleep-N-Aire 4, Star 10, Storehouse 5, Suniland 3, Waddell's 3; Miscellaneous: Academy 15, Firestone 31, Goodyear 28, Front Row 5, T.H. Mandy 3.

**14 - NEWSPAPERS:** HOUSTON CHRONICLE (all day) 427,843; (S) 585,845; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dwight Brown, Adv. Dir., CHRONICLE, 801 Texas Ave., Houston TX 77002; Tel. (713) 220-7385.
**National Representatives**: Sawyer-Ferguson-Walker; London-Joshua B. Powers, Ltd.
POST (m) 322,193; (S) 362,847; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Kleibrink, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## HUNTSVILLE

**1 - LOCATION:** Walker County. E&P Map E-4; County Seat. Sam Houston State University. 62 mi. N of Houston; on U.S. Hwy. 190; State Hwys. 30, 94; I-45.

**2 - TRANSPORTATION: Railroads**-Missouri-Pacific.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Continental Trailways; Greyhound; City Transit; Brazos Transit System.
**Airlines**-Most national, some international lines at Houston.

**3 - POPULATION:**
Corp. City 80 Cen. 23,936; E&P 89 Est. 32,455
CZ-ABC: (80) 26,816
RTZ-ABC: (80) 14,573
County 80 Cen. 42,246; E&P 89 Est. 60,940
City & RTZ-ABC: (80) 41,789

**4 - HOUSEHOLDS:**
City 80 Cen. 6,558; E&P 89 Est. 9,465
County 80 Cen. 11,813; E&P 89 Est. 14,971
CZ-ABC: (80) 6,558
RTZ-ABC: (80) 5,255
City & RTZ-ABC: (80) 11,813

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $341,745,141 |

**6 - PASSENGER AUTOS:** County 29,495 (all vehicles)

**7 - ELECTRIC METERS:** 10,337

**8 - GAS METERS:** 4,992

**9 - PRINCIPAL INDUSTRIES:** Tank Trailer Repair; Mirror Mfg.; Chem.; Lumber & Timber; Farming; Oil Field Equip.; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Northwest Shopping Center**-11th St. (9 stores); Timber Hills; Town West (10 stores); Midway Plz. (9 stores); West Hill Mall-Hwy. 30.

**Neighborhood Shopping Centers**-Downtown (13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Some in Northwest Shpg. Ctr.; West Hill Mall-Open 10 a.m.-9 p.m. Mon.-Sat.; Sun. 1:00-6:00.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog); Beall's; The Fair; Kerrs; Martas.

**Discount Stores**-Wal-Mart; K mart.
**Variety Stores**-Weiner's; Perrys.
**Chain Drug Stores**-Eckerd; Walgreens; Revco.
**Chain Supermarkets**-Mini Max; Safeway; Budget Chopper; Kroger.
**Other Chain Stores**-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack; Gordons; Waldenbooks.

**14 - NEWSPAPERS:** ITEM (m-tues to sat) 5,130; (S) 5,991; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Arlena McLaughlin, Adv. Dir., ITEM, 1409 Tenth St.; PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
**National Representative**: Landon Associates.

## HURST

**1 - LOCATION:** Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

**2 - TRANSPORTATION: Railroads**-Rock Island; T&P; MK&T; St. Louis & Southwestern.
**Intercity Bus Lines**-Continental Trailways; Greyhound; Texan Motor Coach.
**Airlines**-American; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

**3 - POPULATION:**
Corp. City 80 Cen. 31,420; E&P 89 Est. 42,884
CZ-ABC: Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (80) 114,812
County 80 Cen. 867,557; E&P 89 Est. 1,157,765
PMSA 80 Cen. 981,112; E&P 89 Est. 1,323,441

**4 - HOUSEHOLDS:**
City 80 Cen. 11,111; E&P 89 Est. 14,762
CZ-ABC. (80) 40,241
County 80 Cen. 310,272; E&P 89 Est. 395,959
PMSA 80 Cen. 349,034; E&P 89 Est. 489,656

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $278,199,990 |

**6 - PASSENGER AUTOS:** County 982,952 (all vehicles)

**7 - ELECTRIC METERS:** Residence 31,514

**8 - GAS METERS:** Residence 23,444

**9 - PRINCIPAL INDUSTRIES:** Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prods.; Auto Air Conditioners; Paint Mfg.; Furn.; Bag & Box Mfg.; Tile; Tower Constr.; Fiberglass Engineering; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

**10 - CLIMATE:** Mild; Av. Annual Temp. 66; Av. An. Rainfall 33 in.

**11 - TAP WATER:** Artesian wells; fluoridated.

**12 - RETAILING: Nearby Shopping Centers**-Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North Hills Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Euless Town Ctr. | NA | Handy Dan |
| Hill's(8) | NA | Buddies |
| Hurst Belaire(34) | NA | Moses Variety |
| Hurst Plz.(8) | NA | Town & Country Drugs |
| Mayfair Vlg. | NA | Tom Thumb, Monnig's |
| Myers(7) | NA | Myers |
| North East(100) | NA | JCPenney, Sears, Mont. Ward |
| Plaza Grande(11) | NA | Tom Thumb |
| Shady Oaks(29) | NA | Safeway |
| Stonegate(8) | NA | Thrifty Drug |
| Village Sq.(22) | NA | Safeway, Skillerns |
| White's Plz.(7) | NA | Whites |
| Val Oaks(21) | NA | Cloth World, Eckerd |
| Willows(12) | NA | Safeway |
| North Hills(60) | NA | Sanger-Harris, Cox |

**Principal Shopping Days**-Thur., Fri., Sat.; Most stores open evenings.

**13 - RETAIL OUTLETS: Department Stores**-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard; Striplings; Sears; Cox's; Sanger-Harris.
**Variety Stores**-M.E. Moses; Mott's.
**Discount Stores**-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.
**Chain Drug Stores**-Revco; Treasury; Eckerd; Skillern's; Town & Country; Skagg's.
**Chain Supermarkets**-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skagg's; Alpha Beta; Jewel T; Affiliated; Minyards.
**Other Chain Stores**-White's; Goodyear; Firestone.

**14 - NEWSPAPERS:** MID-CITIES NEWS (e-tues to sat) 5,780; (S) 6,134; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Banks Disoman, Adv. Mgr., MID-CITIES NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 695-0500.
**National Representative**: U.S. Suburban Press.

## IRVING

**1 - LOCATION:** Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-40.
**Intercity Bus Lines**-Continental.
**Airlines**-American; Continental; Delta; Ozark; Eastern; Mexicana; Texas Intl.; Dart.

**3 - POPULATION:**
Corp. City 80 Cen. 109,943; E&P 89 Est. 131,671
City of Pub.-ABC: (80) 109,943
County 80 Cen. 1,563,730; E&P 89 Est. 1,968,211
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 40,184; E&P 89 Est. 43,126
City of Pub.-ABC: (80) 40,184
County 80 Cen. 577,753; E&P 89 Est. 648,025
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $190,000,000 |
| Savings & Loan | 5 | $110,000,000 |

**6 - PASSENGER AUTOS:** County 1,559,207 (all vehicles)

**7 - ELECTRIC METERS:** Residence 54,560

**8 - GAS METERS:** Residence 30,023

**9 - PRINCIPAL INDUSTRIES:** Petroleum Distribution; Chem.; Aluminum Prods.; Heavy Equip.; Precision Tools; Food Distribution; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Proc.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

**11 - TAP WATER:** From wells and lakes.

**12 - RETAILING: Neighborhood Shopping Centers**-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Carvel Sq.(10) | NA | Safeway |
| Central Park Plz.(33) | NA | Ward Drug |
| Citizens Ctr.(20) | NA | Pulido's, Tom Thumb |
| Cortez Plz.(20) | NA | Page Drug, Tom Thumb |
| Freeway(9) | NA | Sears |
| Irvingate(10) | NA | Nichols |
| Irving Mall(78) | NA | Sears, JCPenney, Joske's, Dillards, Mervyns |
| Irving North | NA | Food Basket |
| Irving Shpg. Vlg.(17) | NA | TG&Y, Skillern's |
| MacArthur | NA | Minyards |
| Martinique | NA | Jewel T |
| Plymouth Park No.(5) | NA | Ward Drug, Minyards |
| Plymouth Park (100) | NA | Kroger, Dillard |
| 2nd & Jefferson | NA | Buddies |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.
**Variety Stores**-Duke & Ayres 2; M.E. Moses 2; TG&Y; Motts; Ben Franklin.
**Chain Drug Stores**-Big State 3; Ward Cut Rate; Dekoven; Page; SupeRx; Skaggs; Skillern's 2.
**Discount Stores**-Gibson; K mart.
**Chain Supermarkets**-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

**14 - NEWSPAPERS:** NEWS (e-tues to sat) 10,091; (S) 12,070; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Taylor, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 695-0500.
**National Representative**: U.S. Suburban Press.

## JACKSONVILLE

**1 - LOCATION:** Cherokee County, E&P Map E-3. Shipping and distribution Center for E Texas Agriculture. Manufacturing and lumber area. College Center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Southern Pacific (freight).
**Motor Freight Carriers**-17.
**Intercity Bus Lines**-Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 12,264; E&P 89 Est. 13,201
County 80 Cen. 38,443; E&P 89 Est. 40,287

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 4,501; E&P 89 Est. 5,036
County 80 Cen. 13,627; E&P 89 Est. 13,181

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $173,884,000 |
| Savings & Loan | 3 | $234,108,000 |

**6 - PASSENGER AUTOS:** County 32,798 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,172

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 1,008 ($180); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($165); Printing 72 ($145); Signs 50 ($185); Plants 350 ($145).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-18 blocks on 6 Sts.; Jackson Sq. (15 units); Jackson Sq. II (6 units occupied).
**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; J.B. White.
**Variety Stores**-Perry.
**Chain Supermarkets**-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
**Discount Stores**-Discount City; Wal-Mart.
**Chain Drug Stores**-Drug-Sav; Revco.
**Other Chain Stores**-Bearden Furn.; Goodyear; Elaine's; Groom Furn.; Linda Kay; Lang Jewelry; Diamond Shop; Otasco; Kerwin Shop; Trudy's Stout Shop; Bratz TV/Tire & Appliances; John's True Value; Heath & Heath Hdwe.; Broadway Furn.; Baker's Hallmark; The Diamond Shop; Sunshine House; Lowell's Jewelry; Staton's; The Work Baket; Harry's Building Supplies; Circle W; Radio Shack; Pazzazz Boutique; Just Quackers; Imperial Gifts; Ruffles On Ragsdale; Yuletime Gifts; The Office Shop; Cook's Office Supply; Sears (catalog).
**Jacksonville is hdqtrs. for following chains**: Beall's; White & Mayes.

**14 - NEWSPAPERS:** PROGRESS (e-mon to fri) 7,589; (S) 7,589; sworn Oct. 6, 1988.
**Local Contact** for Advertising and Merchandising Data: Rod Boudreaux, Adv. Mgr., PROGRESS, 525 E. Commerce, Jacksonville, TX 75766; Tel. (214) 586-2236.
**National Representative**: Papert Companies.

## KERRVILLE

**1 - LOCATION:** Kerr County, E&P Map D-4, County Seat. Tourism, retirement Center. 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

**2 - TRANSPORTATION: Intercity Bus Lines**-Kerrville; Greyhound.
**Motor Freight Carriers**-5.

**3 - POPULATION:**
Corp. City 80 Cen. 15,276; E&P 89 Est. 18,118
CZ-ABC: (80) 22,172

RTZ-ABC: (80) 31,324
County 80 Cen. 29,069; E&P 89 Est. 40,083
City & RTZ-ABC: (80) 53,496

**4 - HOUSEHOLDS:**
City 80 Cen. 5,955; E&P 89 Est. 7,182
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 12,289
County 80 Cen. 11,171; E&P 89 Est. 12,049
City & RTZ-ABC: (80) 20,760

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $489,547,033 |
| Savings & Loan | 2 | 192,622,618 |

**6 - PASSENGER AUTOS:** County 31,932 (all vehicles)

**7 - ELECTRIC METERS:** Corp. City 9,370

**8 - GAS METERS:** Residence 4,351

**9 - PRINCIPAL INDUSTRIES:** Airplane Mfr.; Tourism; Agric. & Livestock; Health Ctr.; Youth Camps; Entomology.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| River Hills(40) | 1 | Beall's, K mart, JCPenney |
| River Oaks(30) | 1 | Anthony's |
| Town Plz.(9) | 1 | Crafts Etc. |

**Principal Shopping Days**-Mon., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Schreiner's; JCPenney; C.R. Anthony; Beall's.
**Variety Stores**-Winn's; Crafts Etc.
**Discount Stores**-Gibson's; K mart; Wal-Mart.
**Chain Drug Stores**-Rexall; Gibson; Revco.
**Chain Supermarkets**-HEB; United Super; Stop & Shop 3; Circle K 3; Super-S; Handy Andy.
**Other Chain Stores**-Western Auto; Radio Shack; Baskin-Robbins; Zales; Kay Jewelry.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 9,475; (S) 11,026; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Neice Wienecke, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
**National Representative**: Thomson Newspapers.

## KILGORE

**1 - LOCATION:** Gregg and Rusk Counties. E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. Hwy. 259; I-20.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Intercity Bus Lines**-Continental Trailways; Greyhound.
**Motor Freight Carriers**-3.
**Airlines**-Metro.

**3 - POPULATION:**
Corp. City 80 Cen. 10,968; E&P 89 Est. 11,564
Counties 80 Cen. 140,860; E&P 89 Est. 159,550
Gregg 80 Cen. 99,487; E&P 89 Est. 115,019
Rusk 80 Cen. 41,382; E&P 89 Est. 44,531

**4 - HOUSEHOLDS:**
City 80 Cen. 4,265; E&P 89 Est. 4,380
Counties 80 Cen. 50,895; E&P 89 Est. 54,995
Gregg 80 Cen. 35,884; E&P 89 Est. 39,106
Rusk 80 Cen. 15,011; E&P 89 Est. 15,892

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $221,070,524 |
| Savings & Loan | 2 | $164,640,125 |

**6 - PASSENGER AUTOS:** Counties (all vehicles): Gregg 118,648; Rusk 34,367

**7 - ELECTRIC METERS:** Residence 6,212

**8 - GAS METERS:** Residence 5,360

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($288); Plumbing Fixtures 473 ($370); Boat Mfg. 230 ($260); Plastics Mfg. 93 ($300); Air Conditioning Duct Mfg. 230 ($300); Steel Fabrication 200 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

**11 - TAP WATER:** Aklaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Kilgore Plz. Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Beall's; The New Yorker; Brookshire's; J.B. White Co.; Rho's Hallmark; Brookshire's Pharmacy; The Donut Palace.
**Mid-Town Shopping Centers**-Eckerd; Margie's; Joyce's Hair Fashions; Movies & Sounds.
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; J.B. White Co.
**Discount Stores**-Dollar General; Wal-Mart.
**Chain Drug Stores**-Longhorn; Eckerd; K&B; Brookshire's; Wal-Mart.
**Chain Supermarkets**-AG; Brookshire's; Piggly Wiggly.
**Other Chain Stores**-The Automotive; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Radio Shack; Singer Sewing Machine; Merle Norman; Blake Furn.; Kwik-Kopy; Sherwin-Williams; Arby's; Church's Fried Chicken; Dairy Queen; Golden Corral; Hardee's; Hot Biscuit; McDonald's; Pizza Hut; Pizza Inn; Whataburger; Mazzio's; Mr. Gatti's; Subway; Lupe's; Sonic; Texas State Optical; Action TV; Photo-Kwik; Taco Bueno; Schlotzsky's.

**14 - NEWSPAPERS:** NEWS HERALD (e-mon to fri; S) 5,056; sworn Sept. 28, 1988.
**Local Contact** for Advertising and Merchandising Data: Mrs. Mary Ann McDonald, Natl. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
**National Representative**. None.

## KILLEEN

**1 - LOCATION:** Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Armor Center). American Educational Complex: Central Texas College, University of Central Texas, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190, and Texas State Hwy. 195

**2 - TRANSPORTATION: Railroad**-Santa Fe.
**Motor Freight Carriers**-1.
**Intercity Bus Lines**-Trailways; Kerrville.
**Airlines**-Atlantic Southeast; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 46,296; E&P 89 Est. 54,349
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 80 Cen. 156,588; E&P 89 Est. 180,603
MSA 80 Cen. 213,134; E&P 89 Est. 245,082
City & RTZ-ABC: (80) 128,506

**4 - HOUSEHOLDS:**
City 80 Cen. 16,672; E&P 89 Est. 18,588
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 80 Cen. 52,661; E&P 89 Est. 56,617
MSA 80 Cen. 66,751; E&P 89 Est. 75,045
City & RTZ-ABC: (80) 35,178

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $501,346,213 |
| Savings & Loan | 4 | $547,092,819 |

**6 - PASSENGER AUTOS:** County 149,028 (all vehicles)

**7 - ELECTRIC METERS:** City & RTZ 44,532

**8 - GAS METERS:** City & RTZ 19,351

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food & Beverages 300; Printing & Pub. 600; Personal Servs. 650; Constr. 3,700; Packing & Moving 100; Data Proc. 300; Gov't. Emp. 21,600; Vending 50; Educ. 2,500; Military Troops 38,607; Dependents 53,515.
**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Killeen: Killeen Mall (100 stores, Dillard, Sears, Beall's, JCPenney), 40 blocks Business 190, Downtown, 440 Plz., Wendland Plz., Midtown Mall, 40 blocks Rancier St. Copperas Cove: 25 blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 blocks Business 190, Downtown, Heights Plz.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Cove Terrace(42) | 10 | |
| Killeen Business Ctr.(6) | 4 | |
| Killeen Plaza(6) | 4 | |
| West Park(18) | 10 | Winn-Dixie |
| E. Rancier(5) | 1 | |
| HEB Center(2) | 1 | Winn's, HEB |
| Eastlake(12) | 1 | IGA, Winn's |
| Highland Park(8) | 1 | Winn's, Minimax |
| Midtown Mall(5) | NA | Weiner's |
| 440 Plaza(36) | 3 | Winn-Dixie, Radio Shack |
| Wendland(10) | 3 | K mart, HEB, Lack's |
| Heights(5) | NA | IGA |
| Heights Plaza(9) | NA | Winn-Dixie |

**Principal Shopping Days**-Wed. Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; Sears; Dillard; JCPenney; Weiner's; Miller's Outpost.
**Discount Stores**-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2.
**Variety Stores**-Winn's 3.
**Chain Supermarkets**-Affiliated 2; Safeway; HEB 3; Winn-Dixie 3; IGA 2.
**Other Chain Stores**-Firestone 2; Western Auto 2; Goodyear; Coast-to-Coast; Payless Shoes; Sherwin-Williams; McDuff Appliances; Zale's; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Walgreens; Baker Shoes; Linz Jewelry; Waldenbooks; Kinney; Thom McAn; Pic-N-Save.

**14 - NEWSPAPERS:** HERALD (m) 16,796; (S) 19,862, Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, Killeen, TX 76540; Tel. (817) 634-2125.
**National Representative**. Papert Companies.

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**LAKE JACKSON**
**See CLUTE**

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## LAREDO

**1 - LOCATION:** Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy.; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
**Motor Freight Carriers**-23.
**Intercity Bus Lines**-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.
**Airlines**-Royale; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 91,449; E&P 89 Est. 107,707
CZ-ABC: (80) 96,453
RTZ-ABC: (80) 23,769
County/MSA 80 Cen. 99,950; E&P 89 Est. 120,147
City & RTZ-ABC: (80) 120,222
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 23,903; E&P 89 Est. 45,392
CZ-ABC: (80) 23,903
RTZ-ABC: (80) 8,416
County/MSA 80 Cen. 25,896; E&P 89 Est. 55,877
City & RTZ-ABC: (80) 32,319

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 7 | $2,250,000 |
| Savings & Loan | 2 | $448,765,000 |

**6 - PASSENGER AUTOS:** County 69,559 (all vehicles)

**7 - ELECTRIC METERS:** Residence 29,714

**8 - GAS METERS:** Residence 19,982

**9 - PRINCIPAL INDUSTRIES:** Mach.; Smelting; Mattresses; Frocks; Cement Prods.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Del Mar | 5 | HEB |
| Laredo Mall(25) | NA | |
| Las Lomas(8) | 3 | Perry Variety |
| Mall Del Norte (120) | 4 | Sears, Dillard, Mont. Ward |
| Riverdrive Mall(60) | NA | JCPenney, K mart, Wal-Mart |

**Principal Shopping Days**-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Thur., Fri. & Sat.
**Stores Open Evenings**-Dept.-Sat., Sun.; Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
**Men's Wear**-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.
**Specialty**-La Feria; Dillard; Las Novedades; Polly Adams; Frontier Dept. Stores; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
**Shoes**-Kinney Shoes 2; Scooti; Sam Sullivan; Thom McAn 2.
**Discount Stores**-Santos; Munden; Loro's; Dr. Ike's Economy Ctr.; Wal-Mart.
**Variety Stores**-Woolworth; McClellan's; Perry's.
**Chain Drug Stores**-Continental Rexall; City Drug; Central Drug.
**Chain Supermarkets**-El Rio Family Center; Loro's; Tony's 2; HEB 4; Jitney Jungle; Narvaez Grocery; Thriftee.
**Other Chain Stores**-O. Tamez; Maverick Markets 13; Charm; Lane's; Sherwin-Williams; Firestone; Western Auto; Zale's Jewelers; Laredo Sewing Ctr.; Gordon's Jewelers; A&A Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; K mart; Circle K; McCoy's.

**14 - NEWSPAPERS:** TIMES (m) 20,088; (S) 22,063; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mario Pena, Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
**National Representative**: Landon Associates.

## LEWISVILLE

**1 - LOCATION:** Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Intl. Airport. On State Hwy. 121.

**2 - TRANSPORTATION: Railroads**-Atchison, Topeka & Santa Fe; Mo.-Kansas-Texas.
**Motor Freight Carriers**-50.
**Intercity Bus Lines**-Continental Trailways.
**Airlines**-American; Delta; Continental; Eastern; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

**3 - POPULATION:**
Corp. City 80 Cen. 24,273; E&P 89 Est. 48,793
County 80 Cen. 145,526; E&P 89 Est. 248,067
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 7,986; E&P 89 Est. 16,625
County 80 Cen. 49,134; E&P 89 Est. 82,942
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 196,110 (all vehicles)

**7 - ELECTRIC METERS:** Residence 13,000

**8 - GAS METERS:** Residence/City 11,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 5,000 (N.A.); Office Equip. 1,500 (N.A.); Windows & Doors 500 (N.A.).

**Principal Industrial Pay Days**-1st, 15th, Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22; last killing frost, Mar. 18. Heaviest rainfall in May with av. of 4.9 in.

**11 - TAP WATER:** Slightly alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-(No. of stores)-Main Valley (33); Lakeland Plaza (28); Old Orchard East (15); Old Orchard West (15); Round Grove Crossing (10); Garden Park Shpg. Ctr. (20); Old Settler's Mall (15); Vista Ridge Mall- Aug. 89.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Golden Triangle Mall(100) | 10 | Denton, Sears, Mont. Ward, Dillard, Beall's |
| Irving Mall(77) | 12 | Sears, JCPenney |
| Northtown Mall | 13 | Mont. Ward |
| Valley View Mall | 16 | Sears, Sanger-Harris |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Shopping centers, every evening.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Miller's Outpost; Bealls, Dillards.

**Variety Stores**-M.E. Moses 2.

**Discount Stores**-Wal-Mart; K mart.

**Chain Drug Stores**-Revco; Eckerd; Drugs Plus.

**Chain Supermarkets**-Skaggs; Tom Thumb; Sack-n-Save; Kroger; Winn-Dixie; Brookshire's; The Colony.

**Other Chain Stores**-Goodyear; Firestone; Zale's; Chief Auto Parts; Michael's MJ Design; Cloth World; Hancock Fabrics.

**14 - NEWSPAPERS:** LEADER (e-tues to fri; S) 4,500; VAC Dec. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Christian R. Schilt, Pub., LEADER, PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.

**National Representative**: U.S. Suburban Press.

## LONGVIEW

**1 - LOCATION:** Gregg County (In Longview-Marshall MSA), E&P Map E-3. County Seat. Oil field & industrial center. On U.S. Hwys. 80, 259 & I-20. 65 mi. W of Shreveport, LA; 126 mi. E of Dallas; 210 mi. N of Houston.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Santa Fe.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Mooney Motor Coach; Carthage.

**Airlines**-American Eagle Airlines; Atlantic Southeast (Delta).

**3 - POPULATION:**

Corp. City 80 Cen. 62,762; E&P 89 Est. 73,122
CZ-ABC: (80) 73,430
RTZ-ABC: (80) 144,709
County 80 Cen. 100,384; E&P 89 Est. 115,019
MSA 80 Cen. 152,960; E&P 89 Est. 174,126
City & RTZ-ABC: (80) 218,139

**4 - HOUSEHOLDS:**

City 80 Cen. 22,934; E&P 89 Est. 26,027
CZ-ABC: (80) 25,224
RTZ-ABC: (80) 52,823
County 80 Cen. 35,884; E&P 89 Est. 39,106
MSA 80 Cen. 53,933; E&P 89 Est. 62,797
City & RTZ-ABC: (80) 78,047

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $935,052,000 |
| Savings & Loan | 6 | $307,067,000 |

**6 - PASSENGER AUTOS:** County 118,648 (all vehicles)

**7 - ELECTRIC METERS**: Residence 30,209

**8 - GAS METERS:** Residence 24,864

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 3,500 ($537); Chem. & Refineries 4,300 ($651); Machine Shop 600 ($425); Constr. 3,300 ($344); Apparel 900 ($196); Food & Bev. 4,300 ($140); Fab. Metals 1,400 ($660); Trans. Equip. 1,300 ($413); Other Mfg. 13,100 ($599); Total Employees 65,300 ($374).

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Tyler St.; 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on Mc-Cann; 6 on Loop 281; 2 on Mobberly.

**Neighborhood Shopping Centers**-Pinewood, Earlee; High; Colonial; Brookwood; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza; Market Place; Town North Sq.; Longview Town Ctr.

**Principal Shopping Days**-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.

**Stores Open Evenings**-Dept.: Thur., Sat.; Food: Fri., Sat.; Longview Mall 10 a.m.to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Dillard; Beall's; Sears; Anthony 2; JCPenney; Service Mdse.; Target; Mervyn's.

**Discount Stores**-Wacker's; Kroger Family Ctr.; Zale's; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y; K mart; Otasco 5; Wal-Mart 2; Weiner's.

**Variety Stores**-Moses 2; Perry Bros. 3; Seasons of Texas.

**Chain Drug Stores**-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3; K&B 2; Emporium; Dollar General 2; Family dollar; R Superstore 5.

**Chain Supermarkets**-Super One; County Supermarket; Brookshire 5; Kroger 2; Tom Thumb; Winn-Dixie 3.

**Other Chain Stores**-Franklin's; Winston's (women's); Sherwin-Williams; Nicholson; Paint; Murphy 6; Reagan's (women's); Auto Supplies: H&S 555, Owen, Western Auto, Firestone 2, Goodrich, Bill Day Tire, General Tire, Goodyear, Kelly Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, The Automotive, Mobberly Auto Parts, 100,000 Auto Part, East Texas, S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furn.; Payless Cashways; Michael's; Radio Shack; Shoes: Austin, Thom McAn, Kinney, Buster Brown, Bakers; Optical: Texas State, Royal, Lee; Bldg. Materials: Lowe's, McCoy's, Payless Cashways, Cassity Jones, Cade's, Loop 281 Lumber, Reynolds Lumber, Dowden Bldg. Mall, Satterwhite Constr.; Union Salvage.

**14 - NEWSPAPERS:** JOURNAL (m-mon to fri) 30,511; (S) 42,563; NEWS-JOURNAL (m-sat) 31,336; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Rob Minervini, Adv. Dir., JOURNAL and NEWS, 320 E. Methvin, Longview, TX 75601; Tel. (214) 236-3874.

**National Representative**: Landon Associates.

## LUBBOCK

**1 - LOCATION:** Lubbock County (MSA), E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi., El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

**2 - TRANSPORTATION: Railroads**-AT&SF; FW&D.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Texas, New Mexico & Oklahoma Coaches.

**Airlines**-Southwest; Delta; American; America West.

**3 - POPULATION:**

Corp. City 80 Cen. 173,979; E&P 89 Est. 187,371
CZ-ABC: (80) 179,451
RTZ-ABC: (80) 235,217
County/MSA 80 Cen. 212,061; E&P 89 Est. 229,553
City & RTZ-ABC: (80) 414,668

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 60,783; E&P 89 Est. 65,516
CZ-ABC: (80) 61,124
RTZ-ABC: (80) 79,413
County/MSA 80 Cen. 72,627; E&P 89 Est. 76,435
City & RTZ-ABC: (80) 140,537

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 13 | $3,400,000,000 |
| Savings & Loan | 4 | (included in above) |

**6 - PASSENGER AUTOS:** County 182,940 (all vehicles)

**7 - ELECTRIC METERS:** Residence 80,556

**8 - GAS METERS:** Residence 56,376

**9 - PRINCIPAL INDUSTRIES:** Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling; Healthcare.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Centers**-10 on Main; 8 on Aves. G, H, Texas Ave., Aves. J, K, L & M all in downtown section; 8 on 50th & Ave. H; South Plains Mall.

**Neighborhood Shopping Centers**-8 blocks on Ave. Q and Broadway; 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester, 4 on 50th; Gibson; 2 on 50th & Slide.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Caprock | 4 | Dunlap's, Furr's, Mont. Ward |
| Monterey(28) | 4 | Halsey Drug |
| Town & Country (32) | 2 | Furr's |
| Red Bud Sq.(15) | NA | Furr's |
| S. Plains Mall (115) | 9 | JCPenney, Sears, Dillard's |
| Briercroft(15) | NA | United, Payless Shoes |
| Cactus Alley(12) | NA | |
| Green Acres(19) | NA | Furr's Mkt. |
| Indiana Gdns.(4) | NA | Lena Stephen's |
| Mardi Gras(4) | NA | Furr's |
| Oakwood(13) | NA | Sound Warehouse |
| Parkway Mall(15) | NA | Furr's |
| Sunshine Square | NA | Skibells |

**Principal Shopping Days**-Dept. Stores Thur. eve.; Food Tues. eve.; Wed. morn. & Thur. eve., Fri. morn.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Mervyn's; Montgomery Ward; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's; Beall's; Bentley's.

**Variety Stores**-McCrory's 2.

**Chain Drug Stores**-John Halsey 3; L&H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 4.

**Discount Stores**-Furr's; K mart; Albertson's; Best Products; Target; Service Mdse.; Wal-Mart.

**Chain Supermarkets**-Furr's 6; United 10; Independents 67; 7-Eleven 12; Albertson's 3; Food Emporium 2.

**Other Chain Stores**-Thom McAn; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Builder's Square; Radio Shack.

**14 - NEWSPAPERS:** AVALANCHE-JOURNAL (m-mon to fri) 65,854; (m-sat) 66,283; (S) 72,859; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.

**National Representative**: Papert Companies.

## LUFKIN

**1 - LOCATION:** Angelina County, E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

**2 - TRANSPORTATION: Railroads**-Angelina & Neches River; Texas Southeastern; Southern Pacific.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Trailways; Kerrville.

**3 - POPULATION:**

Corp. City 80 Cen. 28,562; E&P 89 Est. 31,398
CZ-ABC: (80) 29,416
RTZ-ABC: (80) 108,953
County 80 Cen. 64,646; E&P 89 Est. 73,249
City & RTZ-ABC: (80) 138,369

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 10,180; E&P 89 Est. 11,619
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 80 Cen. 21,781; E&P 89 Est. 26,529
City & RTZ-ABC: (80) 48,182

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $393,976,000 |
| Savings & Loan | 3 | $492,421,000 |

**6 - PASSENGER AUTOS:** County 62,112 (all vehicles)

**7 - ELECTRIC METERS:** Residence 28,865

**8 - GAS METERS:** Residence 11,709

**9 - PRINCIPAL INDUSTRIES:** Foundries; Paper Mill; Lumber; Total 5,134 employees.

**10 - CLIMATE:** Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on First St.; 2 blocks on Lufkin Ave.

**Neighborhood Shopping Centers**-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Angelina Mall(23) | NA | Clark Dept., K mart |
| Chestnut Vlg.(18) | NA | Brookshire, Eckerd, Weiners |
| Lufkin Mall(71) | NA | JCPenney, Sears |
| Towne Square(20) | NA | Wal-Mart |

**Principal Shopping Days**-Department Stores: Wed. through Sat. Food: Tues.; Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Clark's; JCPenney; Sears; The Fair.

**Discount Stores**-Howard's; Wal-Mart; K mart; Dollar General.

**Chain Drug Stores**-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.

**Chain Supermarkets**-Brookshire 31; O-Kay 10; Boles 2; Safeway 2; Albertson's.

**Other Chain Stores**-Beall's; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros.; Lerners; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinneys; Thom McAn; Naturalizer; Beard's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 14,450; (m-sat) 15,084; (S) 15,824; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
**National Representative**: Landon Associates.

## MARLIN

**1 - LOCATION:** Falls County, E&P Map E-4, County Seat. Agricultural, Manufacturing, Livestock and Geothermal heat center. 222 bed VA Admin. Hosp. midway between Dallas & Houston. Hwys. 6, 7.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 7,099; E&P 89 Est. 7,143
County 80 Cen. 18,045; E&P 89 Est. 17,513

**4 - HOUSEHOLDS:**
City 80 Cen. 2,810; E&P 89 Est. 2,956
County 80 Cen. 6,920; E&P 89 Est. 5,633

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $105,950,888 |
| Savings & Loan | 1 | $217,000,000 |

**6 - PASSENGER AUTOS:** County 13,543 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,375

**8 - GAS METERS:** Residence 5,328

**9 - PRINCIPAL INDUSTRIES:** Carpet; Glass; Sand Mining & Proc.; Bus. Forms Printing; Silk Flowers & Arrangements; Mfg. Bus. Clothing/Apparel; Day-Nite Wild Game Feeders; Agric.; Boats; Agri-Bus.; Geothermal Energy; Private Hospital & Clinic; Patient Care Ctrs.; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Proc.; Mfg. Housing; Oil; Mesquite Wood; Natural Gas; Printing.
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov., last killing frost, early Apr.

**11 - TAP WATER:** Surface lake, alkaline.

**12 - RETAILING: Principal Shopping Center**-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog).
**Variety Stores**-Wal-Mart; Perry's; VS Variety.
**Chain Drug Stores**-Majestic; Shelton; Sanitarium; Gibson.
**Chain Supermarkets**-Live Oak; Kash Way; HEB; Texas T.
**Other Chain Stores**-Rush's True Value; Lonnie Hicks Shoe; RJ's; Perry Bros.; Barnett's; Heart of Texas Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kenwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Career Girl; Sims Furn.; Pyland's Office Supply; Center Glass and Mirror; Radio Shack.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri; S) 3,179; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
**National Representative**: None.

## MARSHALL

**1 - LOCATION:** Harrison County (In Longview-Marshall MSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and manufacturing center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

**2 - TRANSPORTATION: Railroads**-Texas & Pacific; Missouri Pacific; Kansas City Southern; Santa Fe; Amtrak.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 24,921; E&P 89 Est. 26,851
CZ-ABC: (80) 24,921
Bal. in NDM-ABC: (80) 37,704
County 80 Cen. 52,576; E&P 89 Est. 59,107
MSA 80 Cen. 152,960; E&P 89 Est. 174,126
Total NDM-ABC: (80) 62,625

**4 - HOUSEHOLDS:**
City 80 Cen. 8,618; E&P 89 Est. 10,041
CZ-ABC: (80) 8,818
Bal. in NDM-ABC: (80) 13,105
County 80 Cen. 18,049; E&P 89 Est. 21,348
MSA 80 Cen. 51,833; E&P 89 Est. 62,797
Total NDM-ABC: (80) 21,923

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $250,133,575 |
| Savings & Loan | 2 | $212,325,415 |

**6 - PASSENGER AUTOS:** County 46,856 (all vehicles)

**7 - ELECTRIC METERS:** Residence 8,320

**8 - GAS METERS:** Residence 8,306

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Pyrotechnics Munitions 1,000; Plastics and Organic Chemicals 2,300; Petroleum Equip. and Pumps 600; Agric. Prods. 625; Lignite Mining and Proc. to Activated Carbon 260; Steel Castings and Foundry 100; Lumber Saw Mill 200; Ceramic Wall Tile 180; Pottery and Stoneware 200; Industrial Abrasives 260; Lumber Mfg. 100; Aluminum Electric Cables 520; Chemical Plastics 100.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter 0-50. First killing frost, Nov. 12, last killing frost, Mar. 19.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Houston; 5 on Austin, 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S. Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.

**Neighborhood Shopping Centers**-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| South Side | 2 | Brookshire's, K&B Drug |
| W Grand | 2 | Grand Food II |
| Parkview(6) | NA | |
| Pinecrest(7) | NA | Dollar General, Family Dollar |
| Marshall Mall(36) | 3 | JCPenney, Beall's, K mart, Radio Shack |
| Grand Plaza(9) | 1 | Pay-Less Shoes, Brookshire's, Weiner's |
| Eastpark(5) | 1 | |
| Kroger Family Center | 1 | Hancock Fabrics, Radio Shack, Eckerd |
| Crossroads Ctr. | NA | Wal-Mart, Brookshire |
| Hwy. 59 South | NA | Winn-Dixie |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon. through Sat.

**Stores Open Sundays**-All main stores.

**13 - RETAIL OUTLETS: Department Stores**-Joe Weisman; JCPenney; Beall's.

**Discount Stores**-K mart; Wal-Mart.

**Variety Stores**-McClelland's; Dollar General; Family Dollar.

**Chain Supermarkets**-Kroger; Brookshire 2; Winn-Dixie.

**Other Chain Stores**-Firestone; Goodyear; Weiner's.

**14 - NEWSPAPERS:** NEWS MESSENGER (e-mon to fri) 9,329; (S) 10,564; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George Smith, Gen. Mgr., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.

**National Representative**: Thomson Newspapers.

## McALLEN

**1 - LOCATION:** Hidalgo County (In McAllen-Edinburg-Mission MSA), E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border; 150 mi. N of Monterrey, Mexico.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.
**Intercity Bus Lines**-Valley Transit; Continental Trailways.
**Motor Freight Lines**-10.
**Airlines**-Continental; Texas National; Conquest.

**3 - POPULATION:**
Corp. City 80 Cen. 66,281; E&P 89 Est. 95,153
CZ-ABC: (80) 145,833
RTZ-ABC: (80) 164,756
County/MSA 80 Cen. 285,415; E&P 89 Est. 386,091
City & RTZ-ABC: (80) 310,589
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 19,628; E&P 89 Est. 32,827
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 80 Cen. 75,816; E&P 89 Est. 175,864
City & RTZ-ABC: (80) 82,674

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $1,250,507,071 |
| Savings & Loan | 5 | $1,017,336,804 |

**6 - PASSENGER AUTOS:** County 212,319 (all vehicles)

**7 - ELECTRIC METERS:** Residence 26,446

**8 - GAS METERS:** Residence 9,648

**9 - PRINCIPAL INDUSTRIES:** Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton; Television Mfg.; Auto parts Mfg.

**10 - CLIMATE:** Av. An. Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

**11 - TAP WATER:** Alkaline, medium hard.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main & Bway.; 5 on State Hwy.
**Neighborhood Shopping Centers**-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| El Centro Mall (50) | NA | Mont. Ward |
| La Plaza Mall (103) | NA | Beall's, Dillard, JCPenney, Sears, Service Mdse. |
| Palm Valley Mall (69) | NA | JCPenney, Sears, Zale's |
| Weslaco | NA | |
| University Plz. (7) | NA | TG&Y, Anthony's, Beall's |

**Principal Shopping Days**-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
**Stores Open Evenings**-Malls until 9 p.m.; Sun. 12-6 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Anthony; Sears; Valley Mercantile; Montgomery Ward; Beall's; Dillard; Jones & Jones; Weiners; Service Mdse.; HEB Family Ctr.
**Variety Stores**-Woolworth; McCrory; McClellan; Winn's.
**Discount Stores**-Wal-Mart; 50/50 Store; Globe; K mart; Klinck's; Whalen's.
**Chain Drug Stores**-Klinck's; Medico; Revco.
**Chain Supermarkets**-HEB 3; Globe; M. Rivas; Carl's, Jerry's Supermarket; Warehouse Grocery.
**Other Chain Stores**-Ardans; Osment's Appliance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Payless Shoes; Man's Shop; Lack's; Puryear's; Thom McAn; Vogue; Amigo Store; Advance; Zale's.

**14 - NEWSPAPERS:** THE MONITOR (e-mon to fri) 33,929; (S) 43,912; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Ginsberg, Mktg. Dir., THE MONITOR, 1101 Ash St.; PO Box 760, Harlingen, TX 78501; Tel. (512) 686-4343.
**National Representative**: Papert Companies.

## McKINNEY

**1 - LOCATION:** Collin County (In Dallas PMSA), E&P Map E-3, County Seat. Manufacturing center 30 min. N of Dallas, 55 mi. NE of Ft. Worth, center of highly productive agricultural area.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 16,259; E&P 89 Est. 19,725
County 80 Cen. 147,153; E&P 89 Est. 258,087
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 5,612; E&P 89 Est. 7,080
County 80 Cen. 46,344; E&P 89 Est. 97,922
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $467,800,000 |
| Savings & Loan | 3 | $262,400,000 |

**6 - PASSENGER AUTOS:** County 207,611 (all vehicles)

**7 - ELECTRIC METERS:** Residence 6,211

**8 - GAS METERS:** Residence 5,712

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gas Valves 450 ($260).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square; The Heritage.

**13 - RETAIL OUTLETS: Department Stores**-Beall Bros.; The Style Shop; JCPenney; McKinney; Wal-Mart.
**Chain Drug Stores**-North Side; Eckerd; Revco.
**Variety Stores**-Ben Franklin.
**Chain Supermarkets**-Cabell's; Piggly Wiggly; Moseleys; Birds; Brookshire; Kroger.

**14 - NEWSPAPERS:** COURIER-GAZETTE (e-mon to fri; S) 6,552; Dec. 31, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
**National Representative**: U.S. Suburban Press.

## MEXIA

**1 - LOCATION:** Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
**Bus Lines**-Continental Trailways; Central Texas.
**Motor Freight Carriers**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 7,094; E&P 89 Est. 8,738
County 80 Cen. 20,246; E&P 89 Est. 23,299

**4 - HOUSEHOLDS:**
City 80 Cen. 2,862; E&P 89 Est. 3,272
County 80 Cen. 7,421; E&P 89 Est. 6,953

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 1 | $65,506,000 |
| Commercial | 2 | $69,474,000 |

**6 - PASSENGER AUTOS:** County 17,769 (all vehicles)

**7 - ELECTRIC METERS:** Residence 2,991

**8 - GAS METERS:** Residence 2,650

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-State School 1,637; Mfg. 150.

**10 - CLIMATE:** First killing frost, Nov. 20; last killing frost, Mar. 14.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.
**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Karner-Phillips; K. Wolens.
**Variety Stores**-Perry Bros.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Rexall.
**Chain Supermarkets**-HEB, Brookshire.

**14 - NEWSPAPERS:** NEWS (e) 3,686; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Robert Wright, Gen. Mgr., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
**National Representative**: None.

## MIDLAND

**1 - LOCATION:** Midland County (MSA), E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agricultural, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F.M. 307, 868.

**2 - TRANSPORTATION: Railroad**-Union Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Greyhound; Continental.
**Airlines**-America West; Southwest; American; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 70,525; E&P 89 Est. 92,719
CZ-ABC: (80) 71,011
RTZ-ABC: (80) 197,318
County/MSA 80 Cen. 83,475; E&P 89 Est. 115,822
City & RTZ-ABC: (80) 268,329
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 25,558; E&P 89 Est. 34,999
CZ-ABC: (80) 25,719
RTZ-ABC: (80) 68,770
County/MSA 80 Cen. 29,650; E&P 89 Est. 43,671
City & RTZ-ABC: (80) 94,489

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $1,753,735,888 |
| Savings & Loan | 5 | $586,506,164 |

**6 - PASSENGER AUTOS:** County 96,693 (all vehicles)

**7 - ELECTRIC METERS:** Residence 45,649

**8 - GAS METERS:** Residence 27,181

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Servs. 6,820 ($216); Gov't. 4,720 ($290).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

**11 - TAP WATER:** Alkaline, very hard; fluoridated.

**12 - RETAILING: Neighborhood Shopping Areas**-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield, S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| The Village(25) | 1 | Walgreens, TG&Y, Folger's |
| Mulberry Mall | 2 | Albertson's, Handy Dan |
| Oakridge Sq (25) | 3 | Pappagallo |
| Highland | 1 | |
| Town & Country (12) | 2 | Furr's, Anthony's |
| Northland(12) | 1 | Wolfe Nursery, M System |
| Dellwood Plz (31) | 2 | Dunlap's |
| The Strip(16) | 2 | Tull's Drug |
| The Plaza(25) | 2 | Safeway, Revco |
| North Park(8) | 3 | Wal-Mart, Skaggs, Alpha-Beta |
| Regency(7) | 1 | Western Auto |
| Imperial | 3 | Imperial Market |
| San Miguel Sq. | NA | Sports Place |
| Midland Mall(80) | NA | Sears, JCPenney, Dillard, Beall's |
| Tiara Del Sol | NA | |

**Principal Shopping Days**-Sat., Mon., Thur.

**13 - RETAIL OUTLETS: Department Stores**-Dunlap; Skibell's; JCPenney; Sears; S&Q; Anthony's, Dillard.
**Chain Drug Stores**-Walgreens, Revco.
**Discount Stores**-K mart; Albertson's; Wal-Mart; Service Mdse.; Mervyn's.
**Variety Store**-TG&Y.
**Chain Supermarkets**-Furr's 2; Safeway 2; M System 3; 7-Eleven 12; Albertson's 2; Skaggs Alpha-Beta.
**Other Chain Stores**-Shoes: Austin, Barnes 2, J&K, Payless; Krugers Jewelry; Balie Griffith Firestone 2; Singer; Southwestern Drug; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; Good Housekeeping Shop; Goodyear; The Rag Doll; Pappagallo; Sherwin-Williams; TCI Paint Stores.

**14 - NEWSPAPERS:** REPORTER-TELEGRAM (e-mon to fri) 24,422; (S) 29,716; Mar. 29, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rollie D. Hyde, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St., Midland, TX 79701; Tel. (915) 682-5311.
**National Representative**: Papert Companies.

## MINERAL WELLS

**1 - LOCATION:** Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

**2 - TRANSPORTATION: Railroads**-Weatherford; Mineral Wells & NW.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 14,468; E&P 89 Est. 14,134
County 80 Cen. 24,175; E&P 89 Est. 25,283
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,257; E&P 89 Est. 5,566
County 80 Cen. 8,977; E&P 89 Est. 8,692

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $205,000,000 |
| Savings & Loan | 2 | $20,000,000 |

**6 - PASSENGER AUTOS:** County 24,042 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,800

**8 - GAS METERS:** Residence 5,700

**9 - PRINCIPAL INDUSTRIES:** Aluminum Prods.; Kitchen Fixtures & Cabinets; Plastic Prods.; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agric.; Tourism.

**10 - CLIMATE:** Av. An. Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Postons; Mitchell's.
**Chain Drug Stores**-Hilley's.
**Discount Stores**-Buy-Rite; Coast-to-Coast; Alco; Wal-Mart.
**Chain Supermarkets**-Southside; Diamond; Piggly Wiggly; Winn-Dixie; E-Z Mart 5; Joyners; Mr. C's 3; Harmons 12.
**Other Chain Stores**-Goodyear; Western Auto; Sears.

**14 - NEWSPAPERS:** INDEX (e-mon to fri; S) 4,777; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., INDEX, 300 S.E. First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
**National Representative**: Papert Companies; Texas Daily Press League.

## MOUNT PLEASANT

**1 - LOCATION:** Titus County, E&P Map E-3, County Seat. 61 mi. SW of Texarkana. On U.S. Hwys. 271, I-30; 120 mi. E of Dallas.

**2 - TRANSPORTATION: Railroads**-St. Louis Southwestern; Southern Pacific.
**Intercity Bus Lines**-Greyhound; Trailways.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 11,003; E&P 89 Est. 11,907
CZ-ABC: (80) 11,003
RTZ-ABC: (80) 38,430
County 80 Cen. 21,558; E&P 89 Est. 24,770
City & RTZ-ABC: (80) 49,433

**4 - HOUSEHOLDS:**
City 80 Cen. 4,056; E&P 89 Est. 4,541
CZ-ABC: (80) 4,056
RTZ-ABC: (80) 13,799
County 80 Cen. 7,740; E&P 89 Est. 8,467
City & RTZ-ABC: (80) 17,855

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $252,000,000 |
| Savings & Loan | 2 | $56,000,000 |

**6 - PASSENGER AUTOS:** County 21,333 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,558

**8 - GAS METERS:** Residence 5,932

**9 - PRINCIPAL INDUSTRIES:** Whol. Meat Proc.; Saw Mills; Wood Furn. Mfg.; Chicken Proc.; Hardwood Timber; Lignite; Coal; Elect. Generating; Cable and Tubing; Feed Proc.; Machinery; Livestock Equip.; Doors; Trailers.

**10 - CLIMATE:** Min. & Max. Temp.-35-95.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Town & Country-Piggly Wiggly; Perry Bros. Variety; Eckerd; Jefferson Park-Safeway; Revco; TG&Y; Beall's, Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart; Winn-Dixie; Anthony's; Spann's; Brookshire's; Family Dollar; Drug-Sav.

**13 - RETAIL OUTLETS: Department Stores**-West's; Beall Bros.; Marshall's; Sears; Anthony's.
**Variety Stores**: Perry's; Family Dollar.
**Discount Stores**-Howard's; Wal-Mart; TG&Y.
**Chain Drug Stores**: Drug-Sav; Revco; Eckerd.
**Chain Supermarkets**-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
**Other Chain Stores**-Western Auto; Radio Shack; True Value Hdwe.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri) 5,340; (S) 5,629; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert L. Palmer, Pub., TRIBUNE, 1705 Industrial, PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.
**National Representative**: Landon Associates.

## NACOGDOCHES

**1 - LOCATION:** Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport, LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

**2 - TRANSPORTATION: Railroads**-HE & WT; T & NO.
**Intercity Bus Lines**-Continental Trailways; Kerrville Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 27,149; E&P 89 Est. 29,801
County 80 Cen. 47,078; E&P 89 Est. 53,698

**4 - HOUSEHOLDS:**
City 80 Cen. 9,268; E&P 89 Est. 10,395
County 80 Cen. 16,457; E&P 89 Est. 15,881

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $376,802,350 |
| Savings & Loan | 3 | $155,201,140 |

**6 - PASSENGER AUTOS:** County 39,849 (all vehicles)

**7 - ELECTRIC METERS:** Residence 11,452

**8 - GAS METERS:** Residence 7,166

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Woodworking 300; Poultry Proc. 600; Chairs 400; State Univ. 13,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

**11 - TAP WATER:** Neutral, very soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Northview Plaza(20) | 20 | Otasco |
| North St.(6) | NA | Safeway, Sears |
| University Mall(14) | NA | Weiner's, JCPenney, Beall's |
| Univ. Park Plaza | 8 | Food-4-Less |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Mize; JCPenney; Beall's; J.B. White; Weiner's.
**Variety Stores**-Dollar Store; Family Dollar.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Eckerd; Revco; K&B.
**Chain Supermarkets**-Kroger; Safeway; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less.
**Other Chain Stores**-Firestone; Sears (catalog); Western Auto; Otasco; National Automotive.

**14 - NEWSPAPERS:** SENTINEL (e) 8,799; (S) 11,814; Sept. 16, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 630068, Nacogdoches, TX 75963-0068; Tel. (409) 564-8361.
**National Representative**: Landon Associates.

## NEW BRAUNFELS

**1 - LOCATION:** Comal County (In San Antonio MSA), E&P Map D-4, County Seat. Manufacturing, textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy. 81.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Missouri-Kansas-Texas (Katy).
**Intercity Bus Lines**-Greyhound; Trailways.
**Motor Freight Carriers**-3.
**Airlines**-At San Antonio Airport, all major carriers.

**3 - POPULATION:**
Corp. City 80 Cen. 22,402; E&P 89 Est. 30,957
CZ-ABC: (80) 22,375
RTZ-ABC: (80) 24,813
County 80 Cen. 36,790; E&P 89 Est. 57,396
MSA 80 Cen. 1,074,712; E&P 89 Est. 1,371,688
City & RTZ-ABC: (80) 47,188

**4 - HOUSEHOLDS:**
City 80 Cen. 7,895; E&P 89 Est. 11,290
CZ-ABC: (80) 7,884
RTZ-ABC: (80) 8,883
County 80 Cen. 12,958; E&P 89 Est. 20,113
MSA 80 Cen. 349,330; E&P 89 Est. 463,282
City & RTZ-ABC: (80) 16,767

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $189,478,000 |
| Savings & Loan | 3 | $243,994,000 |

**6 - PASSENGER AUTOS:** County 48,164 (all vehicles)

**7 - ELECTRIC METERS:** Residence 11,986

**8 - GAS METERS:** Residence 5,106

**9 - PRINCIPAL INDUSTRIES:** Industry-Textile; Furn.; Dresses; Lime Prods.; Limestone; Cement Forms; Canoes & Coolers.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

**11 - TAP WATER:** Alkaline, hard. Spring fed.

**12 - RETAILING: Principal Shopping Centers**-Downtown 6 blocks N. & S. on Seguin St.; Downtown 7 blocks E. & W. on San Antonio St. around Plaza Sq.

**Neighborhood Shopping Centers**-Courtyard, S. Seguin St. & I-35; Walnut Sq., N. Walnut & I-35; Landa, W. Landa St. West Point Pepporoll Factory Outlet Plaza. Contains 48 Outlet Stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Courtyard(17) | 2 | TG&Y, Weiner's, Bealls |
| Walnut Sq.(11) | 2 | K mart, Radio Shack, Revco |
| Landa(13) | 1 | Wuest's, Winn's, Sears (catalog) |
| Kroger(4) | 1 | Kroger, A&B Hearing Ctr. |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Shopping Centers & Major Chains every evening until 9.

**13 - RETAIL OUTLETS: Department Stores**-Weiner's; Bealls.

**Discount Stores**-K mart; Wal-Mart; Bargain Time.

**Variety Stores**-Winn's

**Chain Drug Stores**-Revco, Eckerd.

**Chain Supermarkets**-Wuest's, Kroger; H.E.B.; Buy For Less.

**Other Chain Stores**-Sherwin-Williams; Town & Country; House of Jeans; Radio Shack, Goodyear; JCPenney; Wickes; Sears (catalog).

**14 - NEWSPAPERS:** HERALD-ZEITUNG (e-tues to fri) 7,248; (S) 8,942; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David F. Kramor, Adv. Mgr., HERALD-ZEITUNG, PO Box 311328, New Braunfels, TX 78131-1328. Tel. (512) 625-9144.

**National Representative**: US. Suburban Press.

## ODESSA

**1 - LOCATION:** Ector County (MSA). E&P Map C-3. County Seat. Manufacturing, education, ranching; wholesale & retail center. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80, 385; State Hwy. 302.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.

**Motor Freight Carriers**-38.

**Intercity Bus Lines**-Greyhound, Continental; TNM & O.

**Airlines**-Texas International; Southwest; American; Muse; Republic.

**3 - POPULATION:**

Corp. City 80 Cen. 90,027; E&P 89 Est. 91,024
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 80 Cen. 116,294; E&P 89 Est. 126,389
City & RTZ-ABC: (80) 337,740

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 32,139; E&P 89 Est. 34,006
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 80 Cen. 40,450; E&P 89 Est. 46,740
City & RTZ-ABC: (80) 116,465

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $745,893,000 |
| Savings & Loan | 5 | $859,765,000 |

**6 - PASSENGER AUTOS:** County 111,325 (all vehicles)

**7 - ELECTRIC METERS:** 53,446

**8 - GAS METERS:** 28,863

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Constr. 4,880 ($295); Higher Educ. 920 ($320); Ret. 12,180 ($186); Whol. 4,595 ($344); Servs. 6,040 ($232); Computers 3,120 ($225).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Downtown, 9 blocks long and 3 blocks wide.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadmoor(11) | NA | |
| Crestwood(9) | NA | |
| Eastroad(9) | NA | Bill Sears Mkt. |
| Ector Plaza(8) | NA | TG&Y, Safeway |
| Grandview Ctr. (8) | NA | Safeway, Model Shop |
| Great Oil Basin (18) | NA | Dunlap, Zale's |
| Harrisdale | NA | |
| Meyers Vlg.(30) | NA | Clarks, M System |
| North Plaza(10) | NA | |
| Odessa Plaza | NA | |
| Permian Mall (144) | 7 | Sears, JCPenney, Dillard |
| Plaza Del Sol | NA | |
| Ridgecrest(30) | NA | M System, Safeway |
| Rockhill Annex | NA | |
| Rockhill Vlg.(10) | NA | Walgreens, Cobb's |
| Sante Fe Sq.(25) | 6 | Knorr Furn. |
| Sherwood Vlg (11) | NA | Sears, Super Mkt. |
| 31st St.(14) | NA | Furrs, Anthony's, TG&Y, Radio Shack |
| Town & Country(10) | NA | Cobb's, TG&Y, Furr's |
| West County Plaza | NA | Furr's, Anthony's, Radio Shack |
| Westgate Plz. | NA | Safeway, Beall's |
| West Redondo(3) | NA | |
| Winwood Mall(45) | NA | Beall's, Franklin, Wal-Mart, Mont. Ward |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**Stores Open Evenings**-Thur. Winwood Mall Mon. through Sat. to 9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; C.R. Anthony 2; Dillards.

**Variety Stores**-Wacker; TG&Y 3.

**Discount Stores**-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Wal-Mart.

**Chain Drug Stores**-Walgreens 2; Skaggs; Safeway; Town & Country.

**Chain Supermarkets**-Furr's 3; Skaggs-Albertson; Safeway; Thriftway 3; Everybody's 2

**Other Chain Stores**-White's (Auto); Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

**14 - NEWSPAPERS:** AMERICAN (e-mon to fri) 28,576; (m-sat) 29,042; (S) 38,527; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.

**National Representative**: Papert Companies.

## ORANGE

**1 - LOCATION:** Orange County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On I.H. 10; N.S. Hwy. 90; State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

**2 - TRANSPORTATION: Water Transportation**-Ocean going freight facilities; Intracoastal barge lines.

**Railroads**-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern, 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.

**Motor Freight Carriers**-Missouri Pacific; Southern Pacific; Herrin Trans.; Southern Motor; Central Freight; Strickland Trans.; Red Ball; Mercury; TMF.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Mid-County Airport (Jefferson County); Metro; Royale; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 23,628; E&P 89 Est. 20,153
CZ-ABC: (80) 31,166
RTZ-ABC: (80) 39,962
County 80 Cen. 84,201; E&P 89 Est. 82,384
MSA 80 Cen. 376,691; E&P 89 Est. 378,812
City & RTZ-ABC: (80) 71,128

**4 - HOUSEHOLDS:**

City 80 Cen. 8,237; E&P 89 Est. 7,075
CZ-ABC: (80) 11,071
RTZ-ABC: (80) 12,902
County 80 Cen. 27,918; E&P 89 Est. 30,838
MSA 80 Cen. 131,890; E&P 89 Est. 138,778
City & RTZ-ABC: (80) 23,973

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 2 | $268,411,000 |

**6 - PASSENGER AUTOS:** County 69,382 (all vehicles)

**7 - ELECTRIC METERS:** 21,967

**8 - GAS METERS:** 16,557

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 3,150 ($449); Paper Prods. 750 ($309); Rice Milling 100 ($256); Util. 200 ($279); Cement 70 ($326); Steel (N.A.); Shipbuilding (N.A.); Synthetic Rubber (N.A.).

**Principal Industrial Pay Days**-Wed., Thur., Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, The Fair, Market Place, King Saver, Eckerd Drug).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| MacArthur(25) | NA | Sears, The Fair, Palais Royal, Beall's |
| Northway(20) | NA | Market Basket, The Fair |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**Stores Open Evenings**-Clothing Thur.; Food daily.

**13 - RETAIL OUTLETS: Department Stores**-The Fair; Beall's; Palais Royal; Sears; Weiner's.

**Variety Stores**-Perry Bros. 2.

**Discount Stores**-King Saver; K mart; Wal-Mart.

**Other Chain Stores**-Zale's; Singer Co.; Payless Shoes; Conn's Appliances; Dollar General; McLaury's; Guarantee Shoe; Radio Shack 2; Kroger; Family Dollar; Eckerd; Walgreens.

**14 - NEWSPAPERS:** LEADER (e-mon to fri) 10,285; (S) 12,180; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Dauterive, Adv. Dir., LEADER, 200 Front Ave.; PO Box 1028, Orange, TX 77630; Tel. (409) 883-3571.

**National Representative**: Landon Associates.

## PALESTINE

**1 - LOCATION:** Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79, 287; State Hwys. 19, 155.

**2 - TRANSPORTATION: Railroads**-Gulf Div. H for Union Pacific; TSERR.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound Trailways; Central Texas; Palestine Municipal Airport; Pounds Field-Tyler 45 miles.

**3 - POPULATION:**

Corp. City 80 Cen. 15,948; E&P 89 Est. 18,604
CZ-ABC: (80) 16,768
RTZ-ABC: (80) 40,904
County 80 Cen. 38,607; E&P 89 Est. 51,500
City & RTZ-ABC: (80) 57,672

**Demographic Information available from Newspapers. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,977; E&P 89 Est. 7,357
CZ-ABC: (80) 5,977
RTZ-ABC: (80) 13,577
County 80 Cen. 12,385; E&P 89 Est. 15,860
City & RTZ-ABC: (80) 19,554

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $207,995,000 |
| Savings & Loan | 3 | $312,573,000 |

**6 - PASSENGER AUTOS:** County 35,098 (all vehicles)

**7 - ELECTRIC METERS:** Residence 7,012

**8 - GAS METERS:** Residence 5,830

**9 - PRINCIPAL INDUSTRIES:** Meat Packing; Oil & Gas Prod.; Granite & Marble Works; Work Clothes; Bakery; Concrete Prod.; Bottling; Ice Packaging; Milwork; Newspaper Racks; Apparel; Metals; Auto A/C Compressors; Paper School Prod.; Distribution (Average Weekly Wage $272.)

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.

**Neighborhood Shopping Centers**-Royall at Neches; N. Mallard. 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kroger(7) | NA | Kroger, Dollar Stores |
| Palestine Plaza(14) | NA | Brookshire's, Anthony's |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-K. Wolens; JCPenney; Beall's; Sears (catalog); Anthony's.

**Discount Stores**-Wal-Mart; McCoy's Building Supply Centers; Family Dollar.

**Chain Supermarkets**-Kroger; Winn-Dixie; Brookshire; Affiliated; King Saver.

**Other Chain Stores**-Western Auto; Circle K; Automotive, Inc.; E. Tex. Auto Shop; Merle Norman; Goodyear; Mrs. Baird's Discount Bakery; Connie's Fashion; Drug Save; Revco; Zale's; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

**14 - NEWSPAPERS:** HERALD-PRESS (e) 10,469; (S) 11,133; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Marketing Data: Mike Whitworth, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.

**National Representative**: Papert Companies.

## PAMPA

**1 - LOCATION:** Gray County, E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agriculture center for 5 counties. Oil center for 6 counties.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Trailways Bus System.

**Air Service**-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N. of city. Charter & private facilities available.

**3 - POPULATION:**

Corp. City 80 Cen. 21,396; E&P 89 Est. 20,950
CZ-ABC: (80) 21,396

RTZ-ABC: (80) 35,480
County 80 Cen. 26,548; E&P 89 Est. 26,023
City & RTZ-ABC: (80) 56,876

**4 - HOUSEHOLDS:**
City 80 Cen. 8,290; E&P 89 Est. 7,393
CZ-ABC: (80) 8,290
RTZ-ABC: (80) 13,086
County 80 Cen. 10,224; E&P 89 Est. 8,483
City & RTZ-ABC: (80) 21,376

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $260,110,763 |
| Savings & Loan | 2 | $270,691,892 |

**6 - PASSENGER AUTOS:** County 27,896 (all vehicles)

**7 - ELECTRIC METERS:** Residence 10,214

**8 - GAS METERS:** Residence 9,818

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 ($250); Constr. 1,015 ($300).
**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Downtown Shopping Area**-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
**Neighborhood Shopping Centers**-3 miles of retail shops & offices on N. Hobart.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Coronado(28) | 1 | Anthony's, Alco, Dunlaps |
| Pampa Mall(31) | 5 | Beall's, JCPenney, K mart |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Alco; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall. Open Sun. afternoons.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony 2; Dunlap's; Beall's.
**Variety Stores**-Alco; K mart; Moses; Wal-Mart.
**Discount Stores**-Alco, Pay Less Shoes; K mart; Wal-Mart.
**Chain Drug Stores**-Heard-Jones (Rexall); Revco; Medicine Shoppe.
**Chain Supermarkets**-Furr's; Safeway.
**Other Chain Stores**-Firestone; Zale's Jewelers; Sears (catalog); Sherwin-Williams; Singer; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Evensan's; Kinney Shoes; Stewarts; Waldenbooks; Gordon's Jewelers; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 7,600; (S) 8,389; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rick K. Clark, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79066; Tel. (806) 669-2525.
**National Representative**: Papert Companies.

## PARIS

**1 - LOCATION:** Lamar County, E&P Map E-2, County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to OK border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
**Motor Freight Carriers**-6.
**Intercity Bus Lines**-Continental-Dixie; Jordan.

**3 - POPULATION:**
Corp. City 80 Cen. 25,498; E&P 89 Est. 26,141
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 80 Cen. 42,352; E&P 89 Est. 45,462
Total NDM-ABC: (80) 42,156

**4 - HOUSEHOLDS:**
City 80 Cen. 9,923; E&P 89 Est. 10,459
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 80 Cen. 15,710; E&P 89 Est. 15,219
Total NDM-ABC: (80) 15,710

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $227,819,290 |
| Savings & Loan | 2 | $432,148,361 |

**6 - PASSENGER AUTOS:** County 41,477 (all vehicles)

**7 - ELECTRIC METERS:** Residence 10,050

**8 - GAS METERS:** Residence 8,191

**9 - PRINCIPAL INDUSTRIES:** Elect. Lamps; Boilers; Concrete Prods., Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers; Christmas Trees; Bread.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Nov. 15; last killing frost, Mar. 19.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks on Main Downtown; Located around Square & Plaza.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park Place | NA | Wal-Mart, Winn-Dixie, C.R. Anthony |
| Brookshire(5) | NA | Brookshire |
| The Village(15) | NA | |
| Williamsburg(42) | NA | Kroger, Dollar General |
| Mirabean Sq.(35) | NA | Belk's, JCPenney, Beall's, Super H |
| Plaza(4) | NA | Palace Drug, Zale's |

**Principal Shopping Days**-Mon., Sat.
**Stores Open Evenings**-Dept. Stores-Mon. through Fri.; Food-Wed.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Beall's; JCPenney; Belk's; C.R. Anthony.
**Discount Stores**-Wal-Mart, K mart.
**Variety Stores**-Winn's.
**Chain Drug Stores**-Palace (Hilley's); Eckerd; Revco.
**Chain Supermarkets**-Super H; Brookshire; Kroger's Family Center; 7-Eleven 4; Winn-Dixie; E-2 Mart; Fords Food; Harvest Food.
**Other Chain Stores**-Goodyear; Goodrich; Firestone; TSO; Lee Optical; Foxworth-Galbraith Lmbr.; Colortyme; Radio Shack; Hastings Books & Records; Cato; Zale's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 12,634; (m-sat) 12,541; (S) 13,143; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Doug Kelley, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
**National Representatives**: Papert Companies Inc.; Worrell Enterprizes.

## PASADENA

**1 - LOCATION:** Harris County (In Houston PMSA), E&P Map E-4.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Texas & New Orleans.
**Intercity Bus Lines**-Continental Trailways; Texas Bus Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 112,560; E&P 89 Est. 119,748
County 80 Cen. 2,429,505; E&P 89 Est. 2,813,301
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 38,750; E&P 89 Est. 41,598
County 80 Cen. 869,880; E&P 89 Est. 971,211
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $496,000,000 |
| Savings & Loan | 7 | $490,000,000 |

**6 - PASSENGER AUTOS:** County 2,096,244 (all vehicles)

**7 - ELECTRIC METERS:** Residence 36,100

**8 - GAS METERS:** Residence 26,000

**9 - PRINCIPAL INDUSTRIES:** Chem.; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees. Av. Wkly. Wage N.A.

**10 - CLIMATE:** Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

**11 - TAP WATER:** Medium.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Allendale(13) | NA | |
| Mkt. Ctr.(21) | NA | Eckerd |
| Pasadena Oaks(45) | NA | |
| Pasadena Plz. | NA | JCPenney, Kinney |
| Red Bluff(16) | NA | Weiner's |
| Arlington Pl. | NA | Stop & Go |
| Berkshire Vlg. | NA | Martin's Mkt. |
| Family Pk. | NA | Rice |
| Southmoor Plz. | NA | Kroger, SupeRx |
| Spencer Plz.(30-40) | NA | Walgreens |
| Town Sq.(100) | NA | Foley's, Joske's, Walgreens |

**Principal Shopping Days**-Tues., Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's; Oshman's; Weiners; Mervyn's; Dillards.
**Discount Stores**-Abel's 3; K mart; Wal-Mart.
**Chain Drug Stores**-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
**Chain Supermarkets**-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Food City; Kroger; Utotem; od King; Gerlands; Fiesta; Randalls.
**Other Chain Stores**-Firestone; Goodrich; Goodyear; Furrows; Builders Square.

**14 - NEWSPAPERS:** CITIZEN (e) 7,109; (S) 7,109; May 23, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: David Kovljain, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
**National Representative**: U.S. Suburban Press.

## PECOS

**1 - LOCATION:** Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W of Odessa; on U.S. Hwy. 285 & I-20.

**2 - TRANSPORTATION: Railroads**-UP; PVS.
**Airlines**-Served at Midland Regional Airport by American, Southwest, Continental, America West.
**Intercity Bus Lines**-Trailways; Greyhound; New Mexico Trans.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 12,855; E&P 89 Est. 13,319
County 80 Cen. 15,822; E&P 89 Est. 16,044

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 3,919; E&P 89 Est. 4,542
County 80 Cen. 4,567; E&P 89 Est. 6,383

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $107,496,000 |
| Savings & Loan | 1 | $14,700,000 |

**6 - PASSENGER AUTOS:** County 10,830 (all vehicles)

**7 - ELECTRIC METERS:** Residence 3,699

**8 - GAS METERS:** Residence 3,888

**9 - PRINCIPAL INDUSTRIES:** Well Servicing; Oil & Gas Exploration; Agric.; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Shopping Centers**-Airlawn S.C. (5 Stores)-Safeway; Winn's; Anthony's.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Swaim's; C.R. Anthony; United.
**Variety Stores**-Woolworth; Sprouse-Reitz; Winn's.
**Discount Stores**-Wal-Mart; Gibson.
**Chain Drug Stores**-Revco; Rexall; Val-Rite.
**Chain Supermarkets**-Safeway; Furr's; Thriftway.
**Other Chain Stores**-Goodyear; Sears (catalog); Allsup's; Town & Country; Shop 'n Go.

**14 - NEWSPAPERS:** ENTERPRISE (e-mon to fri) 2,414; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Michael W. Mzyk, Pub., ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
**National Representative**: None.

## PLAINVIEW

**1 - LOCATION:** Hale County, E&P Map C-2, County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Fort Worth & Denver.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Texas, New Mexico & Oklahoma Coaches.

**3 - POPULATION:**
Corp. City 80 Cen. 22,187; E&P 89 Est. 22,496
County 80 Cen. 37,638; E&P 89 Est. 36,471
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,494; E&P 89 Est. 7,815
County 80 Cen. 12,385; E&P 89 Est. 13,540

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $198,555,074 |
| Savings & Loan | 3 | $300,000,000 |

**6 - PASSENGER AUTOS:** County 29,893 (all vehicles)

**7 - ELECTRIC METERS:** Residence 10,747

**8 - GAS METERS:** Residence 8,005

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fertilizer 175; Farm Equip. 155; Beef Proc. 1,350; Seed & Feed 225; Aircraft 20; Solid Waste Collector Mfg. 100; Whse. 450.
**Principal Pay Days**-1st, 15th, Mon., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Av. Min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

**11 - TAP WATER:** Alkaline, semi-hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gabriel/Wayland (18) | 1 | Gabriel's, Gebo's, Chief Auto, Perrys |
| The Village(21) | 1 | Radio Shack, Crafts Inc. |
| Edgemore(6) | NA | Revco, K mart |
| College(9) | NA | |
| Plainview Towne Ctr. | NA | Wal-Mart, Penney's, Burger King, McDonalds, Mr. Gattis |
| West-View | NA | Marse & Son, Payless Anthony's, Revco, United, Hastings |

**Principal Shopping Days**-Mon., Wed., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony.
**Variety Stores**-Perry's
**Chain Drug Stores**-Revco.
**Discount Stores**-K mart; 84 Lumber; Wal-Mart; McCoy's.
**Chain Supermarkets**United Super Mkt. 2; Allsups 6.
**Other Chain Stores**-White's Auto; Heath Furn.; S&H Green Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Chief Auto.

**14 - NEWSPAPERS:** HERALD (e-mon to fri; S) 8,187; sworn Sept. 26, 1988.
**Local Contact** for Advertising and Merchandising Data: Ed Pape, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 296-1300.
**National Representative**: Papert Companies.

## PLANO

**1 - LOCATION:** Collin County (In Dallas PMSA), E&P Map E-2. 20 mi. N of Dallas; on Interstate Hwy. I-75.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Santa Fe; Burlington Notnern; Amtrak.
**Intercity Bus Line**-Dallas Area Rapid Transit.
**Motor Freight Carriers**-60.

**3 - POPULATION:**
Corp. City 80 Cen. 72,331; E&P 89 Est. 147,013
CZ-ABC: (80) 83,959
RTZ-ABC: (80) 45,675
County 80 Cen. 147,153; E&P 89 Est. 258,087
PMSA 80 Cen. 1,957,451; E&P 89 Est. 2,638,313
City & RTZ-ABC: (80) 129,634

**4 - HOUSEHOLDS:**
City 80 Cen. 22,221; E&P 89 Est. 46,930
County 80 Cen. 46,344; E&P 89 Est. 97,922
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241
CZ-ABC: (80) 25,907
RTZ-ABC: (80) 15,116
City & RTZ-ABC: (80) 41,023

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 20 | N.A. |

**6 - PASSENGER AUTOS:** County 207,611 (all vehicles)

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg. Copper & Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat; Computer Technology; Data Processing; Telecommunications; Exploration & Production of Oil & Gas.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20; last killing frost, Mar. 30.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Town Square | NA | Wolfe Nursery |
| Panther Park(28) | NA | Brookshire's, Eckerd |
| Adobe Vlg.(7) | NA | |
| Jupiter Place(15) | NA | Tom Thumb |
| Preston Trail Plz.(19) | NA | |
| Park West Plz.(26) | NA | K mart, Brookshire's, Eckerd |
| Cloister Sq.(23) | NA | Eckerd |
| Palisades Sq.(14) | NA | Drug Emporium |
| Chisolm Plz.(17) | NA | |
| Crosspoint Plz.(8) | NA | |
| Ruisseau Vlg.(25) | NA | Mervyn's |
| Highland Shpg. Area(44) | NA | Highland Appliance, Revco |
| Parkway Plz.(20) | NA | |
| Collin Creek Mall(170) | NA | JCPenney, Dillard's, Foley's, Sears, Lord & Taylor |

**13 - RETAIL OUTLETS: Department Stores**-Dillard's; Foley's; JCPenney; Sears; Lord & Taylor.
**Variety Stores**-Drugs for Less; Drug Emporium; Eckerd; Target; K mart; Wal-Mart.
**Chain Supermarkets**-Brookshire's; Tom Thumb; Albertson's; Skaggs.

**14 - NEWSPAPERS:** PLANO STAR COURIER (e-mon to fri) 17,017; (S) 17,783; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gina Cangelose, Adv. Dir., PLANO STAR-COURIER, 801 E. Plano Pkwy., Plano, TX 75074; Tel. (214) 424-6565.
**National Representative**: U.S. Suburban Press.

## PORT ARTHUR

**1 - LOCATION:** Jefferson County (In Beaumont-Port Arthur MSA), E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

**2 - TRANSPORTATION: Railroads**-KCS; SP (freight).
**Motor Freight Carriers**-7.
**Freight Steamship Agents**-9.
**Intercity Bus Lines**-Greyhound; Texas Bus Lines.
**Airlines**-Royale; ASA; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 61,251; E&P 89 Est. 62,117
CZ-ABC: (80) 119,236
RTZ-ABC: (80) 22,115
County 80 Cen. 251,441; E&P 89 Est. 251,396
MSA 80 Cen. 376,691; E&P 89 Est. 378,812
City & RTZ-ABC: (80) 141,351
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 22,130; E&P 89 Est. 22,017
CZ-ABC: (80) 42,138
RTZ-ABC: (80) 7,852
County 80 Cen. 90,245; E&P 89 Est. 86,536
MSA 80 Cen. 131,890; E&P 89 Est. 138,778
City & RTZ-ABC: (80) 49,990

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $557,370,577 |

**6 - PASSENGER AUTOS:** County 198,268 (all vehicles)

**7 - ELECTRIC METERS:** Residence 42,805

**8 - GAS METERS:** Residence 35,698

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Retail/Trade 25,700; Services 20,400; Manufacturing 6,800. Av. Wkly. Wage-$393.
**Principal Industrial Pay Days**-Fri., Wed.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Twin City Hwy.
**Neighborhood Shopping Centers**-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Gulfway(12) | NA | Discount Foods, Delmar Phcy. |
| Jefferson City (52) | NA | Walgreens, The Fair, Oshman's, Beall's |
| Snell(18) | NA | Garrison's Phcy., Drago Hardware, Safeway, TG&Y |
| K mart(8) | NA | K mart |
| Central Mall(63) | NA | JCPenney, Sears, Beall's |
| Midcounty(10) | NA | Safeway, TG&Y, The Fair, JCPenney |
| Tri-Cities(9) | NA | Market Basket |
| Mid-Way(3) | NA | Discount Foods, Garret's TV |

**Principal Shopping Days**-Department Stores: Sun., Mon.; Food: Mon., Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; Dillard's.
**Discount Stores**-K mart; Wal-Mart 2; O.G. Wilson.
**Variety Stores**-S.H. Kress; TG&Y; Dollar General.
**Chain Drug Stores**-Walgreens 3; King's 2; Pat Wood 2; Webb 2; Eckerd; K&B.
**Chain Supermarkets**-Market Basket 10; Discount Foods; Safeway 4; Howdy Doody; Giant; King Saver.
**Other Chain Stores**-Firestone; B.F. Goodrich; Goodyear; Western Auto 4; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Jewelry: Gem 2, Gordon, Nacol 2, Zales; Shoes: Kinney, Pay-Less, Thom McAn, Foot Locker, Red Cross; Conns; Oshman's; McLaury's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

**14 - NEWSPAPERS:** NEWS (m) 23,193; (S) 24,878; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Horace R. Fontenot, Jr., Adv. Dir., NEWS, 549 Fourth St.; Port Arthur, TX 77640; Tel. (409) 985-5541.
**National Representative**: Landon Associates.

## PORT LAVACA

**1 - LOCATION:** Calhoun County. E&P Map E-5, County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

**2 - TRANSPORTATION: Railroads**-Southern Pacific.
**Motor Freight Carriers**-2.

**3 - POPULATION:**
Corp. City 80 Cen. 10,911; E&P 89 Est. 11,603
County 80 Cen. 19,655; E&P 89 Est. 21,584
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,445; E&P 89 Est. 3,573
County 80 Cen. 6,469; E&P 89 Est. 7,987

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $160,986,263 |
| Savings & Loan | 2 | $43,270,821 |

**6 - PASSENGER AUTOS:** County 16,371 (all vehicles)

**7 - ELECTRIC METERS:** City Est. 5,242

**8 - GAS METERS:** City Est. 3,634

**9 - PRINCIPAL INDUSTRIES:** Grain Sorghum; Shrimp & Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chem.; Marine Repair Building.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bottom Dollar(7) | 3 | Bottom Dollar |
| Calhoun Plz.(17) | 3 | Safeway, Weiner's, TG&Y, Beall's |
| Fairway(5) | 3 | Bottom Dollar, Stanley's, Goodyear |
| Viking Mall(14) | 3 | HEB, Coles Dept., Cunningham Jewelry, Oshman's Sports Ctr. |

**13 - RETAIL OUTLETS: Department Stores**-Sears.

**14 - NEWSPAPERS:** WAVE (e-mon to fri) 3,699; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St.; PO Box 88, Port Lavaca, TX 77979; Tel. (512) 552-9788.
**National Representative**: Texas Press Service.

## RICHARDSON

**1 - LOCATION:** Dallas County (In Dallas PMSA), E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

**2 - TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound; Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 72,496; E&P 89 Est. 99,720
City of Pub.-ABC: (80) 72,655
County 80 Cen. 1,563,730; E&P 89 Est. 1,968,211
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 24,097; E&P 89 Est. 29,703
City of Pub.-ABC: (80) 24,157
County 80 Cen. 577,753 E&P 89 Est. 648,025
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $468,500,000 |
| Sav. & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 1,559,207 (all vehicles)

**7 - ELECTRIC METERS:** Residence 12,759

**8 - GAS METERS:** Residence 11,899

**9 - PRINCIPAL INDUSTRIES:** (Av. Wkly Wage-$240) Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center.
**Principal Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

**11 - TAP WATER:** Fairly soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arapaho Vlg. North(11) | NA | Mont. Ward |
| Buckingham Square(18) | NA | Winn-Dixie, Minyards Super Mkt. |
| Camelot(17) | NA | A&P, Sears |
| Campbell Rd. Village(13) | NA | Kroger, 7-Eleven |
| Dal Rich Vlg.(60) | NA | TG&Y, Safeway |
| Northrich Vlg.(5) | NA | Gibson |
| Pavillion | NA | Marshalls |
| Richardson E.(16) | NA | Kinney |
| Richardson Heights Village(60) | NA | Kroger, JCPenney, Sun Drug |
| Richardson Sq. Mall(104) | NA | Sears, Dillard, Mont. Ward |
| Richardson Terrace(12) | NA | A&P, Safeway, Skillern |
| Spring Valley | NA | Kroger, Rexall |
| Town & Country(20) | NA | Goodyear |
| University Vlg. | NA | Tom Thumb, Page Drug |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
**Chain Drug Stores**-Skaggs; Skillern's; Sun; Steen.
**Variety Stores**-Whites.
**Discount Stores**-Gibson; K mart.
**Chain Supermarkets**-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

**14 - NEWSPAPERS:** NEWS (e-tues to sat) 6,601; (S) 6,813; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 695-0500.
**National Representative**: U.S. Suburban Press.

## ROSENBERG

**1 - LOCATION:** Fort Bend County, (In Houston PMSA), E&P Map E-4. On Hwys. 36, 59, 90A.

**2 - TRANSPORTATION: Railroads**-Gulf; Colorado & Santa Fe; Southern Pacific.
**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 17,995; E&P 89 Est. 18,825
County 80 Cen. 134,147; E&P 89 Est. 212,654
PMSA 80 Cen. 2,762,095; E&P 89 Est. 3,290,183

**4 - HOUSEHOLDS:**
City 80 Cen. 5,753; E&P 89 Est. 6,055
County 80 Cen. 39,840; E&P 89 Est. 84,202
PMSA 80 Cen. 973,162; E&P 89 Est. 1,215,248

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $322,456,000 |
| Savings & Loan | 2 | $255,975,000 |
| Savings | 2 | $34,613,000 |

**6 - PASSENGER AUTOS:** County 137,689 (all vehicles)

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10; last killing frost, Mar. 28.

**11 - TAP WATER:** Medium hard, well water.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Rose-Rich Ctr. | NA | Moore's Food, Woolworth |
| Weingarten Ctr. | NA | Beall's, BudgetChopper |
| Lamar Plz. | NA | Kroger, Weiners, Sears |
| Twin City Ctr. | NA | Fitness Plus |
| Randall's Ctr. | NA | Randall's Grocery |

**13 - RETAIL OUTLETS: Department Stores**-Woolworth; K mart; Wal-Mart; Rude & Sons; Blase; Perry Brothers; Weiners; RB; Bealls.

**Chain Supermarkets**-Kroger; Safeway; Fiesta; Moore's; Randall's; Budget Chopper.

**Other Chain Stores**-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

**14 - NEWSPAPERS:** HERALD-COASTER (e-mon to fri) 7,670; (S) 8,000; June 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 S. 4th St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.

**National Representative**: U.S. Suburban Press.

## SAN ANGELO

**1 - LOCATION:** Tom Green County (MSA), E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

**2 - TRANSPORTATION: Motor Freight Carriers**-5.

**Intercity Bus Lines**-Kerrville; Arrow Trailways of Texas; Sunset Stages; Trans-Texas Coaches.

**Airlines**-ASA; American Eagle; Conquest.

**3 - POPULATION:**

Corp. City 80 Cen. 73,240; E&P 89 Est. 83,781
CZ-ABC: (80) 73,240
Bal. in NDM-ABC: (80) 11,544
Bal. in RTZ-ABC: (80) 57,399
Total NDM-ABC: (80) 84,784
Total NDM & Bal. in RTZ-ABC: (80) 142,183
County/MSA 80 Cen. 85,292; E&P 89 Est. 100,430

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 26,576; E&P 89 Est. 29,308
CZ-ABC: (80) 26,576
Bal. in NDM-ABC: (80) 3,793
Bal. in RTZ-ABC: (80) 21,019
Total NDM-ABC: (80) 30,369
Total NDM & Bal. in RTZ-ABC: (80) 51,388
County/MSA 80 Cen. 30,369; E&P 89 Est. 33,150

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | $10,550,150,300 |
| Savings & Loan | 4 | NA |

**6 - PASSENGER AUTOS:** County 87,421 (all vehicles)

**7 - ELECTRIC METERS:** 35,762

**8 - GAS METERS:** 21,634

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't (ex. military) 6,500; Goodfellow AFB 3,357; Public Schools 2,052; Fin., Ins., R.E. 1,800; Ret. trade 9,600; Trans./Comm./Util. 3,100; Contract Constr. 1,600; Mining 400; Mfg 5,600; Services & Misc. 7,700.

**10 - CLIMATE:** Av. An. Temp.-64; Jan. Mean Minimum-32; July Mean Temp.-96; Av. An. Rainfall 17.53 in.; Av. An. Humidity-55%.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Sts.; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way; 3 on N. Main St.; 2 on Chadbourne; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Sherwood Way and Ave. N.; 20 acres at intersection of Knickerbocker and Loop 306.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Stadium Park(15) | 3 | Weslake Hdwe., Nathan's Jewelers, GTE Phone Mart |
| Village(25) | 2 | Winn-Dixie, Sherwin-Williams, Eckerd, Anthonys |
| Southwest Plz.(25) | 4 | Furr's, Hastings, Revco, Singer, Cloth World |
| Sunset Mall(90) | 5 | Sears, JCPenney, Dillard's, Beall's, Service Mdse. |
| Sunset Plz.(6) | 5 | Dunlaps, Ambers Hancock Fabrics |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Close**-Food-10 p.m. Mon. through Sat. Most others 6:00 p.m.; K mart; Wal-Mart until 9 p.m. Mon.-Sat.; Albertson's until Midnight; M System until 9 p.m.

**Stores Open Sundays**-Grocery; Sunset Mall Stores, K mart, Wal-Mart; Target.

**13 - RETAIL OUTLETS: Department Stores**-Dillard's; Sears; JCPenney; Beall's; Anthony's; Dunlap's.

**Chain Drug Stores**-Albertson's; Eckerd; Revco; Skaggs Alpha Beta.

**Discount Stores**-K mart; Service Mdse.; Wal-Mart; Target.

**Variety Stores**-Winn's.

**Chain Supermarkets**-Winn-Dixie 2; Albertson's; 'M' System 3 ; Furr's 2 ; Skaggs Alpha Beta; Food Emporium.

**Other Chain Stores**-Singer Co.; Firestone; Goodyear; Western Auto; Amber's; Radio Shack; McDuff's; McCoy's; Zales.

**14 - NEWSPAPERS:** STANDARD-TIMES (m) 33,590; (S) 39,133; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Cheryl Ebright, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SAN ANTONIO

**1 - LOCATION:** Bexar County (MSA), E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi; 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; I-10, 35, 410, 37.

**2 - TRANSPORTATION: Railroads**-MKT (freight); UP; SP; Amtrak.

**Motor Freight Carriers**-53.

**Intercity Bus Lines**-Greyhound; Kerrville; Valley.

**Airlines**-American; Continental; Eastern; Delta; Mexicana; Northwestern; Pan Am; Southwest; TWA; USAir; United.

**3 - POPULATION:**

Corp. City 80 Cen. 785,880; E&P 89 Est. 990,073
County 80 Cen. 991,007; E&P 89 Est. 1,249,888
MSA 80 Cen. 1,074,712; E&P 89 Est. 1,371,688
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 896,801
RTZ-ABC: (80) 692,549
City & RTZ-ABC: (80) 1,589,350

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 258,733; E&P 89 Est. 335,333
County 80 Cen. 320,639; E&P 89 Est. 460,469
MSA 80 Cen. 349,330; E&P 89 Est. 463,282
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 45 | $5,980,520,767 |
| Savings & Loan | 13 | N.A. |

**6 - PASSENGER AUTOS:** County 886,515

**7 - ELECTRIC METERS:** Residence 470,768

**8 - GAS METERS:** Residence 298,485

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Gov't 122,700; Ret./Whol. 129,100; Mfg. 48,200; Servs. 130,500; Military 86,600; Constr. 22,600; Fin., Ins., R.E. 39,700.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24.

**11 - TAP WATER:** Moderate mineral content, chiefly sodium bicarbonate; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-There are 10 regional shopping malls in the city and about 250 other retail shopping centers containing 20,000 sq. ft. or more.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| North Star Mall(195) | NA | Foley's, Sak's Fifth Ave., Marshall Field, Dillards |
| Crossroads(81) | NA | Mont. Ward, Stein-Mart |
| McCreless Mall(71) | NA | Mont. Ward, JCPenney |
| Central Park Mall(95) | NA | Sears, Dillards, Beall's |
| South Park Mall(72) | NA | JCPenney, Beall's, Mervyn's |
| Windsor Park Mall(145) | NA | Mont. Ward., JCPenney, Dillards, Beall's, Mervyn's |
| Ingram Park Mall(167) | NA | Sears, JCPenney, Dillards, Foley's Beall's, Mervyn's |
| Westlakes Mercado(51) | NA | Mont. Ward., Target |
| Rivercenter(128) | NA | Dillards, Foley's |
| Rolling Oaks Park(113) | NA | Sears, Dillards, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Major Shopping Ctrs. open until 9pm Mon.-Fri.; Food Stores open every night. Most other stores open until 9pm Thurs.

**13 - RETAIL OUTLETS: Department Stores**-Dillards 9; Foley's 3; Marshall Field 1; JCPenney 5; Sears 4; Mont. Ward 4; Mervyn's 3; Sack's Fifth Ave. 1.

**Discount Stores**-K mart 9; Target 6; Wal-Mart 5; Sam's Wholesale Club 2; Best Prods. 2; Service Merch. 2.

**Variety Stores**-Woolworth 3; Winn's 32; S.H. Kress 2; TG&Y 2; Pic 'N Save 6.

**Chain Drug Stores**-Walgreens 18; Revco 11; Eckerd 25; Drug Emporium 2.

**Chain Supermarkets**-HEB 35; Handy Andy 20; Kroger 13; Albertson's 10; Warehouse Grocery 8, Convenience Stores. Stop 'N Go 208; Lone Star Ice & Food 50; Circle K Food Stores 30.

**Other Chain Stores**-Women's Apparel: Casual Corner, Chandler's, Lerner Shops, Margo's, Frederick's, Fashion Conspiracy, Fashion Barn, 5-7-9 Shops, Catherine's Stout Shop, Paul Harris, Susie's Casuals, Suzanne Shops, Stuart's, Lane Bryant, Lenny's, Christine's, The Limited, Foxmoor Casuals, Loehmann's, Banker's Note; Men's Apparel: K-G Menswear, Chess King, Reynolds-Penland, J. Riggins, Al's Formal Wear, His Place; Family Apparel: Shepler's, Solo Serve, Stein-Mart, Ross Store, Marshall's, Beall's, Weiner's, Miller's Outpost, County Seat, Banana Republic, Polo Shop, The Gap, Jean's West; Shoe Stores: Baker's, Burt's, Thom McAn, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Kinney's, Endicott Johnson, Footaction USA, Hanover, Jarman, Naturalizer, Payless, Shoesource, Red Cross Shoes, Red Wing Shoes, Wild Pair, SAS Factory Shoe Stores, Standard Shoes, Johnston & Murphy, Stride Rite; Tire & Auto: Western Auto, Pep Boys, Auto Zone, Chief Auto Parts, Carquest, NAPA Auto Parts, Goodyear, Firestone, B.F. Goodrich, Pfau Tire, NTW Tire, Discount Tire, General Tire; Jewelry Stores: James Avery, Gordon's, Zales, Corrigan's, Shaw's, Kay Jewelers, Mission Jewelry, Lloyd's, Linz Jewelers, Aloha West; Home Centers: Handy Dan, Builder's Sq., McCoy's, Sutherland's, Ace Hardware, True Value Hdwe.; Furniture Stores: Lack's, Leonard's, Levitz, Louis Shanks, La-Z-Boy Showcase, Storehouse, Denhome, Weberg's Georgetown Manor, Chair King, GranTree Rental, Cort Rental, Aaron Rents, Finger's Rental; Appliance/Electronics: Highland Superstores, Good Housekeeping, McDuff Electronics, Barry's Camera & Video, Silo, Radio Shack, Stone Appliance; Sporting Goods: Oshman's, Good Sports, Nevada Bob's.

**14 - NEWSPAPERS**: EXPRESS-NEWS (all day) 181,225; (S) 272,631; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS-NEWS, Ave. E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.

**National Representative**: Branham/Newspaper Sales.

LIGHT (all day) 159,605; (S) 232,487; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Larry R. Wynn, V.P.-Mktg., LIGHT, McCullough & Broadway, PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.

**National Representative**: Cresmer, Woodward, Omara & Ormsbee.

## SAN MARCOS

**1 - LOCATION:** Hays County, (In Austin MSA), E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; State Hwys. 12, 32, 80, 123.

**2 - TRANSPORTATION: Railroads**-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.

**Motor Freight Carriers**-10.

**3 - POPULATION:**

Corp. City 80 Cen. 23,420; E&P 89 Est. 32,373
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 80 Cen. 40,981; E&P 89 Est. 62,657
MSA 80 Cen. 542,149; E&P 89 Est. 774,523
City & RTZ-ABC: (80) 46,531

**4 - HOUSEHOLDS:**

City 80 Cen. 6,627; E&P 89 Est. 9,208
County 80 Cen. 12,583; E&P 89 Est. 20,059
MSA 80 Cen. 195,856; E&P 89 Est. 291,276
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $88,000,000 |

**6 - PASSENGER AUTOS:** County 46,493 (all vehicles)

**7 - ELECTRIC METERS:** City Est. 9,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Die Castings; Mfg. Bldg. Materials; Cotton; Corn; Cattle; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems, Heat Conducting Tape and Compounds; Pre-Engineered Metal Bldgs; Gas Regulators; Controls.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Nelson (15 stores, Colorado St.); Springtown Shopping Ctr. (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beall's.

**Discount Stores**-Wal-Mart.

**Variety Stores**-Wackers.

**Chain Drug Stores**-Revco; Eckerd.

**Chain Supermarkets**-HEB; Wuests; Safeway; Kroger.

**Other Chain Stores**-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin; Winn's.

**14 - NEWSPAPERS:** RECORD (e-tues to fri) 4,466; (S) 6,353; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Janice Eaton, Adv. Mgr., RECORD, 1910 I.H. 35 S., San Marcos, TX 78666; Tel. (512) 392-2458.

**National Representative**: None.

## SEGUIN

**1 - LOCATION:** Guadalupe County (In San Antonio MSA), E&P Map D-4, County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Amtrak.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-At San Antonio Airport.

**3 - POPULATION:**

Corp. City 80 Cen. 17,854; E&P 89 Est. 21,689

CZ-ABC: (80) 17,854

RTZ-ABC: (80) 60,116

County 80 Cen. 46,915; E&P 89 Est. 64,404

MSA 80 Cen. 1,074,712; E&P 89 Est. 1,371,688

City & RTZ-ABC: (80) 77,970

**4 - HOUSEHOLDS:**

City 80 Cen. 5,751; E&P 89 Est. 7,081

CZ-ABC: (80) 5,751

RTZ-ABC: (80) 20,908

County 80 Cen. 15,733; E&P 89 Est. 23,172

MSA 80 Cen. 349,330; E&P 89 Est. 463,282

City & RTZ-ABC: (80) 26,659

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 4 | $252,125,000 |
| Savings | 2 | $107,900,000 |

**6 - PASSENGER AUTOS:** County 51,105 (all vehicles)

**7 - ELECTRIC METERS:** Residence 7,408

**8 - GAS METERS:** Residence 5,504

**9 - PRINCIPAL INDUSTRIES:** Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov.; last killing frost, Feb.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Hwy. 90 E., U.S. Hwy. 90A, State Hwy. 123.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Oak Pk. Ctr.(13) | 1 | JCPenney, Wuests |
| Five Courts(44) | NA | Wal-Mart, Weiners, Beall's |
| Plaza Del Rey (26) | NA | K mart, Bargain Time, Eckerd |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Shopping Centers every evening until 9.

**13 - RETAIL OUTLETS: Department Stores**-Beall's; JCPenney; Reichman's; Anthony's; Weiner's.

**Discount Stores**-K mart; Bargain Time; Wal-Mart.

**Variety Stores**-Lehmann's.

**Chain Drug Stores**-Eckerd.

**Chain Supermarkets**-Baenziger; Wuest's; Pic & Pac; HEB; 7-Eleven; Circle K.

**Other Chain Stores**-Sears (catalog); Hills Jewelers; Radio Shack; Auto Zone; Colortyme.

**14 - NEWSPAPERS:** GAZETTE-ENTERPRISE (e-tues to fri) 6,454; (S) 7,563; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Steve Tschoepe, Adv. Dir., GAZETTE-ENTERPRISE, 1012 Schriewer Rd.; PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5404.

**National Representative**: U.S. Suburban Press.

## SHERMAN

**1 - LOCATION:** Grayson County (In Sherman-Denison MSA), E&P Map E-2, County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 30,413; E&P 89 Est. 32,486

CZ-ABC: (80) 30,413

RTZ-ABC: (80) 155,434

County/MSA 80 Cen. 90,431; E&P 89 Est. 98,190

City & RTZ-ABC: (80) 185,847

**4 - HOUSEHOLDS:**

City 80 Cen. 11,738; E&P 89 Est. 12,433

CZ-ABC: (80) 11,718

RTZ-ABC: (80) 56,985

County/MSA 80 Cen. 33,972; E&P 89 Est. 38,118

City & RTZ-ABC: (80) 68,703

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $442,091,284 |
| Savings & Loan | 3 | $649,049,255 |

**6 - PASSENGER AUTOS:** County 89,798 (all vehicles)

**7 - ELECTRIC METERS:** Residence 14,115

**8 - GAS METERS:** Residence 9,801

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronic Equip. 3,000; Food Proc. 1,391; Surgical Prods. 709; Aluminum Castings and Extrusions 183; Textile Mfg. 278; Earth Augers 123; Box Mfg. 66; Control Valves 278; Trailer Mfg. 26; Steel Wire Prods. 139; Concrete Prods. 17; Auto Glass Mfg. 575; Clothing 162; Truck Body Mfg. 111; Fishing Lures 50; Pre-Fab. Bldgs. 56.

**Principal Pay Days**-Thur., Fri.; 15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.

**Neighborhood Shopping Centers**-1 at Lamar & Willow Sts., 1 at N Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 1417; 1 at Grand Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Fairview(9) | NA | 7-Eleven |
| Kam Corners(4) | NA | Revco, Kingsaver Foods, Dollar General |
| Midway | NA | Sears, Eckerd, Dillards, Mervyn's |
| Parkview(4) | NA | 7-Eleven |
| Sher-Den Mall(63) | NA | JCPenney, Lilleys, Mont. Ward, Beall's |
| Westwood(32) | NA | Piggly Wiggly, Revco, Winns |
| Colonial Square(6) | NA | High Fashions |
| Jamestown Plaza | NA | Ambers |

**Principal Shopping Days**-Mon., Thur., Sat.

**Stores Open Evenings**-Mon. through Fri.

**Stores Open Sundays**-Drug, Supermarkets, Dept. Stores, Bldg. Supply, Retailers, Discount Ctrs.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's; Dillards; Mervyn's.

**Discount Stores**-Gibson's 2; K mart; Wal-Mart.

**Variety Stores**-Winn's 2; Dollar General.

**Drug Stores**-May's; Hestand; Revco 2; Eckerd.

**Chain Supermarkets**-Piggly Wiggly 2; Tom Thumb; Skaggs Alpha Beta.

**Other Chain Stores**-Goodyear; Goodrich; Babcock Bros. (auto); Sherwin-Williams; Havertys Furniture; Zale's; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Foxworth-Galbreth Lbr.; Radio Shack; Brooks Fashion; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers; Lerners; Merle Norman Cosmetics; Tobacco House; B. Dalton; Pay Less Cashways; Color Tile; Lowe's; Material Ctr.; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Bed & Bath Fashion Shop; Foot Action; Connie Shoes; Cutlery World; Foot Locker; Mission Jewelers; K-G Mens Store.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 20,696; (S) 23,505; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James Tracy, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expwy., Sherman, TX 75090; Tel. (214) 893-8181.

**National Representative**: Papert Companies.

## SNYDER

**1 - LOCATION:** Scurry County, E&P Map C-3, County Seat. Oil & agricultural center in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

**2 - TRANSPORTATION: Railroads**-Snyder & Pacific; Santa Fe.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Texas-New Mexico & Oklahoma Coaches.

**3 - POPULATION:**

Corp. City 80 Cen. 12,705; E&P 89 Est. 13,457

County 80 Cen. 18,175; E&P 89 Est. 19,304

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 4,455; E&P 89 Est. 4,961

County 80 Cen. 6,376; E&P 89 Est. 6,985

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $255,000,000 |
| Savings & Loan | 3 | $95,000,000 |

**6 - PASSENGER AUTOS:** County 18,292 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,921

**8 - GAS METERS:** Residence 4,341

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prods. 1,500 ($230); Petroleum Service 1,100 ($230); Chem. Prods. 315 ($255); King's Hwys. ($200).

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(Downtown)-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q; 4 on Ave. R; 4 on Ave. S; Highland; New Ctr., 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Ctr.

**Principal Shopping Days**-Mon., Wed., Sat.

**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Anthony's; Sears.

**Variety Stores**-Perry's.

**Discount Stores**-Munden's; K mart; TG&Y.

**Chain Supermarkets**-Furr's; IGA; Wal-Mart; Allsup's.

**Other Chain Stores**-Goodyear; Higginbotham Bartlett; True Value; Western Auto; Eckerd Drug.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 4,854; (S) 4,854; sworn Sept. 19, 1988.

**Local Contact** for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.

**National Representative**: None.

## STEPHENVILLE

**1 - LOCATION:** Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 67, 281, 377 & State Hwy. 108.

**2 - TRANSPORTATION: Railroads**-Santa Fe.

**Intercity Bus Lines**-Continental; Central Texas.

**3 - POPULATION:**

Corp. City 80 Cen. 11,881; E&P 89 Est. 13,911

County 80 Cen. 22,757; E&P 89 Est. 26,408

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,652; E&P 89 Est. 4,792

County 80 Cen. 8,699; E&P 89 Est. 7,617

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $183,920,337 |
| Savings & Loan | 3 | $106,004,780 |

**6 - PASSENGER AUTOS:** County 24,495 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,855

**8 - GAS METERS:** Residence 3,304

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prods. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg.; FMC Corp.; Tarlenton State University; Rayloc; Appleton Electric; Fibergate.

**10 - CLIMATE:** Min. & Max. Temp.-Av. Jan. 56; July 97.

**11 - TAP WATER:** Approved.

**12 - RETAILING: Principal Shopping Areas**-South Loop Mall; Mitchells; Reunion Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Bosque River Ctr. | 2 | JCPenney, Wal-Mart, Beall Bros., Anthonys |
| Plaza(10) | NA | K mart |

**Principal Shopping Days**-Mon., Wed., Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Beall Bros.; Mitchell's; Anthony's.

**Variety Stores**-Perry Bros.; Ben Franklin.

**Discount Stores**-K mart; Wal-Mart.

**Chain Supermarkets**-Piggly Wiggly; Winn-Dixie.

**14 - NEWSPAPERS:** EMPIRE TRIBUNE (e-mon to fri; S) 4,651; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: E. Wilson Koeppel, Pub., EMPIRE TRIBUNE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.

**National Representative**: Papert Companies.

## SULPHUR SPRINGS

**1 - LOCATION:** Hopkins County, E&P Map E-3, County Seat. Trading and Distribution center. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

**2 - TRANSPORTATION: Railroads**-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Southwestern Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 12,804; E&P 89 Est. 15,156

County 80 Cen. 25,376; E&P 89 Est. 30,254

**4 - HOUSEHOLDS:**

City 80 Cen. 5,013; E&P 89 Est. 6,246

County 80 Cen. 9,528; E&P 89 Est. 10,095

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 3 | $70,133,951 |
| Commercial | 4 | $185,974,361 |

**6 - PASSENGER AUTOS:** County 28,537 (all vehicles)

**7 - ELECTRIC METERS:** Residence 10,493

**8 - GAS METERS:** Residence 7,131

**9 - PRINCIPAL INDUSTRIES:** Pipeline Valves; Oil & Refining; Dairy Proc.; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Mach.; Meteorological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Proc.; Door Mfg., Office Furn.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70.

First killing frost, Nov. 13; last killing frost, Mar. 13.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Center**-12 blocks in downtown area.
**Neighborhood Shopping Centers**-Spring Village (16 stores-Kroger, Perry Bros. Variety); Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Pay-Less Shoes, Athlete's Corner).
**Principal Shopping Days**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Beall Bros.; JCPenney; Foster's; Sears.
**Variety Stores**-Perry Bros.
**Chain Drug Stores**-Revco; Eckerd.
**Discount Stores**-Western, K mart; Wal-Mart.
**Chain Supermarkets**-Piggly Wiggly, Kroger; Super Handy 3; Safeway; Winn-Dixie.

**14 - NEWSPAPERS:** NEWS-TELEGRAM (eS) 6,498; sworn Oct. 3, 1988.
**Local Contact** for Advertising and Merchandising Data: Clarke Keys, Ed./Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
**National Representative**: Landon Associates.

## SWEETWATER

**1 - LOCATION:** Nolan County, E&P Map C-3, County Seat. 200 mi. W of Fort Worth on I-20.

**2 - TRANSPORTATION: Railroads**-Union & Pacific; Santa Fe.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 12,242; E&P 89 Est. 12,299
County 80 Cen. 17,361; E&P 89 Est. 17,968
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,654; E&P 89 Est. 4,873
County 80 Cen. 6,446; E&P 89 Est. 6,319

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $125,783,736 |
| Savings & Loan | 3 | $1,129,294,966 |

**6 - PASSENGER AUTOS:** County 15,316 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,621

**8 - GAS METERS:** Residence 4,336

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prods. 125 (N.A.); Clothing 550 (N.A.); Cotton Compress 100 (N.A.).
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Area**-20 blocks on Main, Broadway, Oak & Locust.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Broadway | 1 | Sears, Vlg. Foods, Beall's |
| Lamar St. | 1 | |
| Nolan County Plaza(5) | 2 | Super Duper, K mart, Eckerd, McCrory's |

**Principal Shopping Days**-Mon., Wed., Sat.; Food-Wed., Sat.
**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Beall's; C.R. Anthony.
**Variety Stores**-Mott's; McCrory's.
**Discount Stores**-Munden; K mart.
**Chain Drug Stores**-Rexall; Eckerd.
**Chain Supermarkets**-Village; Super Duper; IGA.
**Other Chain Stores**-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Skinneys; Sav-m; Payless Shoes.

**14 - NEWSPAPERS:** REPORTER (e-mon to fri; S) 4,137; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Bill Hager, Gen. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
**National Representative**: Papert Companies.

## TAYLOR

**1 - LOCATION:** Williamson County (In Austin MSA), E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95, 29; U.S. Hwys. 79, 112.

**2 - TRANSPORTATION: Railroads**-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 10,619; E&P 89 Est. 10,897
County 80 Cen. 78,110; E&P 89 Est. 124,598
MSA 80 Cen. 542,149; E&P 89 Est. 774,523

**4 - HOUSEHOLDS:**
City 80 Cen. 3,832; E&P 89 Est. 3,943
County 80 Cen. 24,932; E&P 89 Est. 45,952
MSA 80 Cen. 195,856; E&P 89 Est. 291,276

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $170,000,000 |
| Savings & Loan | 2 | $90,000,000 |

**6 - PASSENGER AUTOS:** County 105,916 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,353

**8 - GAS METERS:** Residence 3,911

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50; Clothing 100.
**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25; last killing frost, Feb 28.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Main St.; Hwy. 95 N.
**Neighborhood Shopping Centers**-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lake Drive(9) | 2 | |
| Taylor Plz.(6) | 3 | Revco Drug |

**Principal Shopping Days**-Department Stores-Mon., Wed., Sat.; Food-Mon., Thur., Fri., Sat.
**Stores Open Evenings & Sun.**-Drug, grocery.

**13 - RETAIL OUTLETS: Department Stores**-Sears.
**Discount Stores**-Wal-Mart.
**Chain Drug Stores**-Revco; Wal-Mart.
**Chain Supermarkets**-Safeway; HEB; Super S.
**Other Chain Stores**-Firestone, White Auto; Kenwin; Goodyear; Merle Norman.

**14 - NEWSPAPERS:** PRESS (e-mon to fri) 4,881; Sept. 15, 1988 VAC.
**Local Contact** for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St.; PO Box 1040, Taylor, TX 76574; Tel. (512) 352-8535.
**National Representative**. Papert Companies.

## TEMPLE

**1 - LOCATION:** Bell County (In Killeen-Temple MSA), E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35; intersection of U.S. Hwys. 190, 81; State Hwys. 36, 95, 53.

**2 - TRANSPORTATION: Railroads**-MK&T; Santa Fe; Amtrak.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Greyhound; Arrow Trailways; Kerrville.

**3 - POPULATION:**
Corp. City 80 Cen. 42,483; E&P 89 Est. 49,173
CZ-ABC: (80) 53,001
RTZ-ABC: (80) 193,144
County 80 Cen. 156,588; E&P 89 Est. 180,603
MSA 80 Cen. 213,134; E&P 89 Est. 245,082
City & RTZ-ABC: (80) 246,145
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 16,039; E&P 89 Est. 17,631
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 80 Cen. 52,661; E&P 89 Est. 56,617
MSA 80 Cen. 66,751; E&P 89 Est. 75,045
City & RTZ-ABC: (80) 83,854

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $407,238,515 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 151,042 (all vehicles)

**7 - ELECTRIC METERS:** Residence 19,348

**8 - GAS METERS:** Residence 11,184

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Farm Equip. 225; Fixtures 200; Foundry 284; Food 650; Gov't 1,400; Grain Terminals 105; Hatchery 75, Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Pub. 325; R.R. 725; Schools 950; Shoes 50; Screw Machine Prods. 15; Sheet Metal 363; Specialty Truck Bodies 24; Theater, School, Church Furn. 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Whol. 3,000; Wood 452; Electronics 1,650; Centrifugal & Die Casting 198.
**Principal Pay Days**-Fri., Sat.; 1st & 16th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; 3 on Central Ave.; 2 on Ave. A; 5 on 1st St.; 4 on 2nd St.
**Neighborhood Shopping Centers**-3 blocks on Ave. G; 2 on Third & French; 1 on S. 25; Ave. A through G on S. 8 St.; 25th through 29th Sts. between Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th through 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. S. 57th through S. 63rd St.; 4400 block of S. Interstate Hwy. 35; S.E. Corner of intersection of S. 31st St. & Loop 363.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| South Loop(14) | NA | Wal-Mart, King Saver, Perry's |
| Temple Mall(75) | NA | Dillard, Beall's, JCPenney, Sears, Service Mdse. |
| West Adams(5) | NA | HEB |
| Youngstown(12) | NA | Piggly Wiggly, Cavenders |
| Southwest City | NA | Apple Tree |
| Oak Park(6) | NA | Audio Tech |
| The Market Place(30) | NA | HEB, Revco, Weiner's, Mont. Ward |
| Exchange Plz.(32) | NA | The Rosebud |
| Pecan Plaza(11) | NA | Holze Music Co. |

**Principal Shopping Days**-Mon., Thur., Sat.
**Stores Open Evenings**-Thur.
**Stores Open Sundays**-Groceries & Drug.

**13 - RETAIL OUTLETS: Department Stores**-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; Beall Brothers; Dillard; Cochran; Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Triple D Tack; Western.
**Discount Stores**-K mart; Dollar General; Wal-Mart.
**Variety Stores**-Perry's.
**Chain Drug Stores**-Eckerd 3; Revco 2.
**Chain Supermarkets**-Apple Tree; David's; Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Strasburger; Payless Gas 16; King Saver 2; Albertson's.
**Other Chain Stores**-Singer; Firestone; Goodyear 2; Western Auto; Sherwin-Williams (Paints); Zale's (Jewelry); Lack's Furn.; McCoy's (lumber); Service Merchandise; Kinney (Shoes); General Nutrition; Radio Shack; Waldenbooks; Lerners; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Foot Action; Gordon's Jewelry; J. Riggins; Merle Norman (cosmetics) 2; Spencer's Gifts; Stuart's; Music Den; T-Shirts Plus; Wicks 'N Sticks; Weiner's; Oshman's; Command Performance; B. Dalton; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Colortech Photography; Foxworth Gabraith Bldg. Materials; Millers Outpost; Tractor Supply Co.; Michaels; Kay Bee Toys.

**14 - NEWSPAPERS:** TELEGRAM (m) 25,041; (S) 28,070; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jack W. Jones, Mktg. Dir., TEMPLE TELEGRAM, 10 S. 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
**National Representative**: Papert Companies.

## TERRELL

**1 - LOCATION:** Kaufman County (In Dallas PMSA), E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

**2 - TRANSPORTATION: Railroads**-Missouri Pacific.
**Motor Freight Carriers**-7; Central Freight.
**Intercity Bus Lines**-Continental Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 13,225; E&P 89 Est. 13,125
County 80 Cen. 39,391; E&P 89 Est. 54,485
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 4,302; E&P 89 Est. 4,435
County 80 Cen. 13,154; E&P 89 Est. 19,237
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $189,543,000 |
| Savings & Loan | 2 | $192,303,000 |

**6 - PASSENGER AUTOS:** County 45,421 (all vehicles)

**7 - ELECTRIC METERS:** Residence 4,976

**8 - GAS METERS:** Residence 4,202

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Hospital 1,468 ($231); Aluminum Prods. 445 ($236); Metal Shelving 375 ($256); Air Conditioning 406 ($240); Photo Processing 185 ($239); Foam Prods. 123 ($151); Air Filters 155 ($148).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Hwy. 80-W.; 4 blocks on N. Rockwall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Town West Plz.(20) | NA | JCPenney, Kroger, Revco |
| Terrell Sq.(2) | NA | Brookshines, Motts, Terrell Pharmacy |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Centers**-Revco; Wal-Mart; McCoy's;

**Variety Stores**-Mott's.

**Chain Supermarkets**-Safeway; Brookshires; Kroger; Affiliated.

**Other Chain Stores**-McDonald's; Lone John Silver; Western Auto; Radio Shack; Payless Shoes; Colortyme; Kentucky Fried Chicken; Grandy's; 7-11.

**14 - NEWSPAPERS:** TRIBUNE (e-mon to fri; S) 5,587; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Noble Welch, Adv. Dir., TRIBUNE, 1125 S. Virginia; PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.

**National Representative**: None.

## TEXARKANA, TX-AR

**1 - LOCATION:** Bowie County, TX; Miller County, AR. (MSA), E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Wholesale distribution center for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shopping center for cotton & cattle.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Kansas City Southern; Southern Pacific; Amtrak.
**Motor Freight Carriers**-28.
**Intercity Bus Lines**-Continental; Greyhound; Jefferson & Jordan.
**Airlines**-American Eagle; ASA.

**3 - POPULATION:**
Corp. City 80 Cen. 52,730; E&P 89 Est. 53,122
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 80 Cen. 113,528; E&P 89 Est. 122,959
  Bowie, TX 80 Cen. 75,466; E&P 89 Est. 82,101
  Miller, AR 80 Cen. 38,062; E&P 89 Est. 39,574
City & RTZ-ABC: (80) 357,728

**4 - HOUSEHOLDS:**
City 80 Cen. 20,213; E&P 89 Est. 21,006
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 80 Cen. 40,925; E&P 89 Est. 45,625
  Bowie, TX 80 Cen. 27,449; E&P 89 Est. 27,612
  Miller, AR 80 Cen. 13,476; E&P 89 Est. 14,978
City & RTZ-ABC: (80) 128,748

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $789,389,094 |
| Savings & Loan | 4 | $698,802,655 |

**6 - PASSENGER AUTOS:** Miller Co., AR 13,837; Bowie Co., TX 74,218 (all vehicles)

**7 - ELECTRIC METERS:** Residence 32,167

**8 - GAS METERS:** Residence 26,978

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); R.R. Tank Cars 358 ($260); Tires 1,400 ($225); Pipe Fitting Prods. ($204); Lumber Prods. 550 ($270).
**Principal Pay Days**-Ordnance, Fri.; Lumber, Sat.; Others, 1st., 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-5 blocks on Broad St., 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
**Neighborhood Shopping Areas**-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Central Mall | NA | Dillard, Sears, JCPenney |
| Southwest Mall | NA | Piggly Wiggly |
| New Boston Rd.(3) | NA | Price Lo, McCrory's |
| Oaklawn | NA | Mont. Ward |
| Wake Village | NA | 7-Eleven |
| K mart | NA | K mart |
| College Hill | NA | Piggly Wiggly, West Co. |
| Richmond Square | NA | Piggly Wiggly, Eckerd |

**Principal Shopping Days**-Fri., Sat., Mon.

**13 - RETAIL OUTLETS: Department Stores**-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears
**Discount Stores**-K mart; Dollar General; Wal-Mart; Target.
**Chain Drug Stores**-Medisav; Hart; Eckerd.
**Variety Stores**-McCrory 2.
**Chain Supermarkets**-7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6, E-Z Mart 17; Price Lo; Price-Slasher.
**Other Chain Stores**-Okla. Tire & Supplies; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's; Pay-Less; Fabric World.

**14 - NEWSPAPERS:** GAZETTE (m) 32,153; (S) 35,676; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Tom Robbins, Adv. Dir., GAZETTE, 313-17 Pine St.; Texarkana, TX 75501; Tel. (214) 794-3311.
**National Representative**: Papert Companies.

## TEXAS CITY

**1 - LOCATION:** Galveston County (In Galveston-Texas City PMSA), E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 45; State Hwy. 146.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Texas, Central Texas.
**Airlines**-All major airlines at Houston, 40 mi.

**3 - POPULATION:**
Corp. City 80 Cen. 61,902; E&P 89 Est. 62,321
County/PMSA 80 Cen. 196,372; E&P 89 Est. 217,006
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 14,045; E&P 89 Est. 24,910
County/PMSA 80 Cen. 69,284; E&P 89 Est. 75,791

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $132,000,000 |
| Saving & Loan | 3 | $62,000,000 |

**6 - PASSENGER AUTOS:** County 163,232 (all vehicles)

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence 16,923

**9 - PRINCIPAL INDUSTRIES:** 8 Major Industries With 7,658 Employees. An. Payroll $279,431,614.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mainland Plaza(12) | NA | Plaza Drugs, Texas Super |
| Bay Center(10) | NA | Kroger, Wal-Mart, Academy, Cloth World |
| Trade Winds(24) | NA | Fair, Weiners, H.E.B., TG&Y |
| K mart Ctr.(13) | | K mart, Super Warehouse Foods, Handy Dan |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Thur., Fri., Sat.
**Stores Open Sundays**-All Major, some local stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Weiners; The Fair.
**Variety Stores**-TG&Y.
**Chain Drug Stores**-Plaza; Eckerd; Walgreens.
**Discount Stores**-Wal-Mart; K mart.
**Chain Supermarkets**-Texas Super Minimax 2; Kroger; Safeway; Super Warehouse Foods; H.E.B.
**Other Chain Stores**-Goodyear 2; Sherwin-Williams; Firestone; Handy Dan.

**14 - NEWSPAPERS:** SUN (mS) 8,649; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: David T. Lyons, Assoc. Pub., SUN, 624 Fourth Ave.; PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
**National Representatives**: Landon Associates; U.S. Suburban Press.

## TYLER

**1 - LOCATION:** Smith County (MSA), E&P Map E-3, County Seat. Shipping, college, manufacturing, wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Union Pacific.
**Motor Freight Carriers**-9.
**Intercity Bus Lines**-Continental Trailways; Greyhound.
**Airlines**-Metro.

**3 - POPULATION:**
Corp. City 80 Cen. 70,508; E&P 89 Est. 84,956
CZ-ABC: (80) 71,409
RTZ-ABC: (80) 401,666
County/MSA 80 Cen. 129,348; E&P 89 Est. 163,589
City & RTZ-ABC: (80) 473,075
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 26,024; E&P 89 Est. 32,097
CZ-ABC: (80) 26,349
RTZ-ABC: (80) 143,672
County/MSA 80 Cen. 46,042; E&P 89 Est. 55,410
City & RTZ-ABC: (80) 170,021

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $1,462,929,000 |
| Savings & Loan | 6 | $700,300,000 |

**6 - PASSENGER AUTOS:** County 135,739 (all vehicles)

**7 - ELECTRIC METERS:** Residence 34,260

**8 - GAS METERS:** Residence 28,230

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Foundry 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210), R.R. Mng. Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58. First killing frost, Nov. 15; last killing frost, Mar 15.

**11 - TAP WATER:** Alkaline, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th; Broadway Mall 55 acres S. Broadway at Loop 323.
**Neighborhood Shopping Centers**-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Broadway Square Mall(72) | 4 | Sears, Dillard, JCPenney, Zale's |
| Bergfield(36) | 2 | Mont. Ward, Brookshire Groc. |
| French Quarter(40) | NA | Eckerd, Hancock Fabric |
| Green Acres(41) | 2 | Brookshire Groc., Revco |
| Front-Beckham (14) | 1 | B-Mart Groc., Eckerd |
| West Bow | 2 | Beard's, Eckerd, Perry 5&10 |
| West Erwin(8) | 3 | B-Mart Groc., General Dollar |
| Loop East | 3 | Brookshire Groc., Revco, Otasco |
| Southeast Crossing(3) | 3 | Bourbon St. Oyster Bar, Backcountry, Michaels |
| Times Sq. Plz. | 5 | Racquet & Jog |
| Westwood | 3 | Brookshire's, Royal Optical |
| Off Broadway | 2 | SP. Superstore, M.A. Sims Co. |
| Towne Ctr. | 4 | Clothestime, Barrett Shoes |
| Gas Light Plaza(5) | 1 | Brookshire Groc., Skillerns, Otasco |
| Old English | 4 | Karls Cameras |

**Principal Shopping Days**-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
**Stores Open Evenings**-Wed., Thur.

**13 - RETAIL OUTLETS: Department Stores**-J.M. Dyer; Dillard; Sears; Montgomery Ward; JCPenney; New York; Sanger Harris.
**Discount Stores**-K mart 2; Target.
**Variety Stores**-Perry 5&10 3; TG&Y.
**Chain Drug Stores**-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6; Page.
**Chain Supermarkets**-Beards; Brookshire 7; B-Mart 4; Skaggs Alpha Beta.
**Other Chain Stores**-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Serv.; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's, Brewster, Chamness, H.C. Pittman, Pope & Turner, Rose City, Ethan Allen, Parker-Chatham, Almand's, Furn. World, Kelly Furn., Murphy Bros., Texas T Food Store, Furn. Corner; Serv. Merchandise; Lowes; Payless Cashways.

**14 - NEWSPAPERS:** TELEGRAPH (m) 37,126; COURIER-TIMES (e-mon to fri) 6,891; COURIER-TIMES-TELEGRAPH (S) 49,201; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William E. Zeiss, Adv. Dir., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St.; PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
**National Representative**: None.

## VERNON

**1 - LOCATION:** Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281, 287; State Hwys. 5, 23, 28; 170 mi. NW of Fort Worth; 133 mi. NW of Dallas; 180 mi. NE of Lubbock.

**2 - TRANSPORTATION: Railroads**-Ft. Worth and Denver.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Continental Trailways; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 12,695; E&P 89 Est. 15,188
County 80 Cen. 15,944; E&P 89 Est. 17,994
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,871; E&P 89 Est. 5,271
County 80 Cen. 5,983; E&P 89 Est. 5,842

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $109,000,000 |
| Savings & Loan | 2 | $78,000,000 |

**6 - PASSENGER AUTOS:** County 14,248 (all vehicles)

**7 - ELECTRIC METERS:** County 6,317

**8 - GAS METERS:** Residence 5,671

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 300 ($200); Proc. & Mfg. 48 (N.A.); Proc. 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
**Neighborhood Shopping Centers**-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
**Principal Shopping Days**-Mon., Wed., Sat.
**Stores Open Evenings**-Food-daily; Family Centers-daily.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Sears; Watkins; Perry's; Pear Tree.
**Shoe Stores**-Gibson's; Osbornes; Bootierie.
**Variety Stores**-M.E. Moses; Perry's.

**Chain Drug Stores**-City Phcy.; Gibson; Hillcrest.
**Discount Stores**-Gibson's.
**Chain Supermarkets**-United; Furrs; Coy's.
**Other Chain Stores**-S&H Green Stamps, Golden Corral; Brauns; R&S Mens Wear.

**14 - NEWSPAPERS:** RECORD (e-mon to fri; S) 5,694; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Larry L. Crabtree, Pub. or Jim Surber, Adv. Dir., RECORD, 3214 Wilbarger St.; Vernon, TX 76384; Tel. (817) 552-5454.
**National Representative**: None.

## VICTORIA

**1 - LOCATION:** Victoria County (MSA), E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Continental Trailways; Kerrville; Valley Transit Co.
**Airlines**-Continental Express.

**3 - POPULATION:**
Corp. City 80 Cen. 50,695; E&P 89 Est. 52,926
CZ-ABC: (80) 50,663
RTZ-ABC: (80) 121,602
County/MSA 80 Cen. 69,425; E&P 89 Est. 75,074
City & RTZ-ABC: (80) 172,265
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 17,220; E&P 89 Est. 18,910
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337
County/MSA 80 Cen. 22,988; E&P 89 Est. 28,904
City & RTZ-ABC: (80) 59,382

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $827,664,199 |
| Savings & Loan | 5 | NA |

**6 - PASSENGER AUTOS:** County 65,492 (all vehicles)

**7 - ELECTRIC METERS:** Residence 25,627

**8 - GAS METERS:** Residence 10,933

**9 - PRINCIPAL INDUSTRIES:** Chem.; Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chem.; Sand & Gravel; Steel Fab.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Lone Tree(16) | NA | 7-Eleven, Dick's |
| Town & Country (33) | NA | Melvin's, Leons |
| Town Plaza(28) | NA | Beall's, Walgreens |
| Village Center(22) | NA | Weiner's, Village Drug, Woolworth |
| North Cross(14) | NA | Weiner's, Hastings, Revco, H.E.B. |
| Victoria Mall (85) | NA | Sears, Dillard, Bealls, Craigs JCPenney, Radio Shack |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Simon; Dunlaps; Sears; Beall Bros.; Leon's; Dillard; Weiner's.
**Discount Stores**-K mart; Wal-Mart.
**Variety Stores**-Woolworth 2.
**Chain Drug Stores**-Walgreens 2; Revco.
**Chain Supermarkets**-H.E. Butt 2; Drug Emporium; Dick's 3; Price-Lo; Albertson's.

**14 - NEWSPAPERS:** ADVOCATE (m) 34,818; (S) 36,323; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
**National Representative**: Branham/Newspaper Sales.

## WACO

**1 - LOCATION:** McLennan County (MSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State Hwys. 6, 31; I-35, 190 mi. NE of San Antonio.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
**Motor Freight Carriers**-17.
**Intercity Bus Lines**-Greyhound; Central Texas; Trailways.
**Airlines**-American Eagle; Atlantic Southeast.

**3 - POPULATION:**
Corp. City 80 Cen. 101,261; E&P 89 Est. 108,351
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 80 Cen. 171,222; E&P 89 Est. 194,208
City & RTZ-ABC: (80) 438,972

**4 - HOUSEHOLDS:**
City 80 Cen. 37,578; E&P 89 Est. 39,407
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 80 Cen. 61,554; E&P 89 Est. 63,496
City & RTZ-ABC: (80) 154,511

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $1,491,264,000 |
| Savings & Loan | 5 | $1,090,469,000 |

**6 - PASSENGER AUTOS:** County 154,078 (all vehicles)

**7 - ELECTRIC METERS:** 70,863

**8 - GAS METERS:** 38,702

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Glass 800; Cement 150; Lumber and Wood Prods. 1,000; Furn. & Fixtures 500; Rocket Fuel 350; Tire 100; Trans. Equip. 100; Iron & Steel Fab. 250; Food & Candy 1,800; Plastics 100; Battery Mfg. 379; Mach. 680; Elect. Mach. 500; Apparel 1,980; Paper 500; Printing & Pub. 840; Aircraft Modification 600.
**Principal Pay Days**-1st & 15th and Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

**11 - TAP WATER:** Alkaline, hard. Artesian; soft in some areas; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 neighborhood centers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brookview Hills (17) | 4 | Circle K, Kestner |
| Eastgate Plz.(15) | 3 | Winn's, HEB |
| Fairgate(21) | 4 | DuBois Furn. |
| Lake Air Ctr.(30) | 5 | Goldstein-Migel, Mont. Ward |
| K mart Center | 3 | Hancock, K mart |
| Richland Fashion Mall(102) | 5 | Sears, JCPenney, Beall's, Dillard, Service Mdse. |
| Parkdale | 5 | Dyer Electronics, Sack & Save |
| Park Lake(14) | 5 | Eckerd, HEB |
| Southgate(20) | 3 | HEB, Eckerd |
| Westview | 3 | Cox's, Amber's |
| Centerpiont | | Mervyn's, Suzanne's |
| Brazos Sq. | NA | Fuddruckers, Po' Folks, Video Giant |
| Bosque Sq.(20) | 6 | Winn-Dixie |

**Principal Shopping Days**-Dept. Stores-Mon., Thur., Sat. Food-Fri., Sat.
**Stores Open Evenings**-Dept.-Mon., Thur. Food Chains-all week.

**13 - RETAIL OUTLETS: Department Stores**-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Service Mdse.; Target; Mervyn's.
**Variety Stores**-McCrory; Winn's 5.
**Discount Stores**-K mart 2; Wal-Mart 2.
**Chain Drug Stores**-Eckerd 7; Super Save 3.
**Chain Supermarkets**-Safeway 3; Piggly Wiggly 2; H.E. Butt 5; Circle K 24; Payless Gas 28; Skaggs Alpha Beta; Winn-Dixie; United; Sack & Save.
**Other Chain Stores**-Butlers; Thom McAn; Kinney; Payless; McCoy's; Regan's; Zale's Jewelers; Piccadilly Cafeteria 2; Olmstead-Kirk (paper); Sherwin-Williams 2; Singer Co.; Pollock Paper; Goodyear; Texas State Optical 2; Sound Warehouse; Luby's Cafeteria 2; Radio Shack 3; Pier I; Blockbuster Video; Sam's Warehouse.

**14 - NEWSPAPERS:** TRIBUNE-HERALD (m) 52,714; (S) 66,717; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Joh[illegible]linek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin; PO Box 2588, Waco, TX 76702-2588; Tel. (817) 757-5757.
**National Representative**: Sawyer-Ferguson-Walker.

## WAXAHACHIE

**1 - LOCATION:** Ellis County (In Dallas PMSA), E&P Map E-3, County Seat. Diversified economy, light industry, agriculture center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

**2 - TRANSPORTATION: Railroads**-Southern Pacific; Missouri-Kansas-Texas; Burlington Rock Island.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound; Texas Electric Bus Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 14,624; E&P 89 Est. 18,395
County 80 Cen. 60,288; E&P 89 Est. 82,935
PMSA 80 Cen. 1,970,967; E&P 89 Est. 2,638,313

**4 - HOUSEHOLDS:**
City 80 Cen. 5,046; E&P 89 Est. 6,545
County 80 Cen. 19,866; E&P 89 Est. 30,577
PMSA 80 Cen. 711,093; E&P 89 Est. 991,241

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $193,709,000 |
| Savings & Loan | 2 | $6,678,223,179 |

**6 - PASSENGER AUTOS:** County 74,875 (all vehicles)

**7 - ELECTRIC METERS:** Residence 5,610

**8 - GAS METERS:** Residence 4,560

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

**11 - TAP WATER:** Neutral, Soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kroger Plz. | 2 | Kroger |
| JCPenney | | JCPenney, Safeway |
| North Gate(30) | 2 | Sears, Eckerd, Beall's, Motts |
| Ferris Ave. | NA | JCPenney |

**Principal Shopping Days**-Wed., Fri., Sat.
**Stores Open Evenings**-Wal-Mart; Revco; Eckerd.

**13 - RETAIL OUTLETS: Department Stores**-Cheeves Bros.; JCPenney; Sears; K-Wolen's; Beall's.
**Variety Stores**-Motts; Revco; Wal-Mart.
**Chain Drug Stores**-Eckerd.
**Chain Supermarkets**-Kroger; Minyards; Winn-Dixie.

**14 - NEWSPAPERS:** LIGHT (e-mon to fri; S) 5,722; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
**National Representative**: Papert Companies.

## WEATHERFORD

**1 - LOCATION:** Parker County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. W of Fort Worth.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Missouri Pacific.
**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 12,049; E&P 89 Est. 16,209
County 80 Cen. 45,280; E&P 89 Est. 68,924
PMSA 80 Cen. 981,112; E&P 89 Est. 1,323,441
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 4,609; E&P 89 Est. 6,503
County 80 Cen. 15,640; E&P 89 Est. 24,689
PMSA 80 Cen. 349,034; E&P 89 Est. 489,656

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $265,692,000 |
| Savings & Loan | 3 | $75,000,000 |

**6 - PASSENGER AUTOS:** County 56,895 (all vehicles)

**7 - ELECTRIC METERS:** Residence 7,125

**8 - GAS METERS:** Residence 4,772

**9 - PRINCIPAL INDUSTRIES:** Mach. Shops; Gen. Agric.; Truck Farming; Natural Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourist; Printing.

**10 - CLIMATE:** Min. & Max. Temp.-36-98.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southtown(9) | 2 | Radio Shack |
| Safeway(2) | 1 | Safeway, Gibson's |
| Village(4) | 1 | Sears, Motts |
| Parker Plaza(19) | 1 | JCPenney, Winn-Dixie |
| College Park(20) | 2 | Kroger, TG&Y, Mitchell's, Eckerd |

**Principal Shopping Days**-Wed., Sat., Sun.
**Stores Open Evenings**-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mitchells; The Hub.
**Discount Stores**-Gibson's; K mart; TG&Y; Wal-Mart.
**Chain Drug Stores**-Revco; Eckerd.
**Chain Supermarkets**-Safeway; Winn-Dixie; Tony's 2; Kroger; Affiliated.
**Other Chain Stores**-Higinbotham's; McCoys.

**14 - NEWSPAPERS:** DEMOCRAT (e-mon to fri) 6,418 (S) 7,292; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
**National Representative**: Papert Companies.

## WICHITA FALLS

**1 - LOCATION:** Wichita County (MSA), E&P Map D-2, County Seat. Manufacturing; Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Service. 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287; State Hwy. 79; I-44.

**2 - TRANSPORTATION: Railroads**-Fort Worth & Denver; Missouri-Kansas-Texas.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
**Airlines**-Delta; American Eagle.

**3 - POPULATION:**
Corp. City 80 Cen. 94,201; E&P 89 Est. 97,766
County/MSA 80 Cen. 120,897; E&P 89 Est. 128,983
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
Total NDM-ABC: (80) 130,664
RTZ-ABC: (80) 126,277
Total NDM & RTZ-ABC: (80) 256,941
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 33,647; E&P 89 Est. 31,321

County/MSA 80 Cen. 43,134; E&P 89 Est. 49,423

CZ-ABC: (80) 33,647

Bal. in NDM-ABC: (80) 13,094

Total NDM-ABC: (80) 46,741

RTZ-ABC: (80) 48,755

Total NDM & RTZ-ABC: (80) 95,496

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $1,020,034,687 |

**6 - PASSENGER AUTOS:** County 111,750 (all vehicles)

**7 - ELECTRIC METERS:** Residence 44,046

**8 - GAS METERS:** Residence 27,490

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Wood Prods. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Fin. & R.E. 2,320; Gov't 11,280; Petroleum Prods. 5,608; Private Household 1,820; Mach. 2,634; Electronic/Elect. 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

**11 - TAP WATER:** Alkaline, soft; flucridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Park Plaza | NA | Superfine, United Supermkt. |
| Parker Sq.(45) | NA | McClurkan's, Winn's |
| Southmoor(11) | NA | Computerland |
| Faith Village(60) | NA | Western Auto, Cloth World |
| Sikes Center(79) | NA | JCPenney, Beall's, Dillard |
| Wichita Sq. | NA | |
| French Vlg.(15) | NA | Penelope's |
| Scott Sq. | NA | |
| Century Plz. | NA | |
| Southwest Plz. | NA | Eckerd, Furr's |

**Principal Shopping Days**-Thur., Sat., Mon.

**Stores Open Evenings**-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Dillard; McClurkan's; JCPenney; Sears; Beall's.

**Discount Stores**-Gibson's 2; K mart 2; Target.

**Variety Stores**-Winn's 2.

**Chain Drug Stores**-Walgreens; Eckerd; Albertson's; Skaggs Alpha-Beta.

**Chain Supermarkets**-Furr's 3; United 3; Affiliated 7; Albertson's; Skaggs.

**Other Chain Stores**-Auto Supplies: Western Auto, Firestone, Goodyear; Women's Clothing: Lerner's, Brooks, Woods; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Bldg. Supplies, Hallmark, Radio Shack, Sutherland Lumber, Stewarts', Payless Shoes, Chick Fila, County Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

**14 - NEWSPAPERS:** RECORD-NEWS (m) 42,033; (S) 51,162; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carla Dowlen, Natl. Adv., TIMES/RECORD-NEWS, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

## UTAH SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Provo-Orem**-Utah County.
**Salt Lake City-Ogden**-Salt Lake, Weber and Davis Counties.

**POPULATION ESTIMATES**
(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 112 | 199 | 236 |
| 5-14 Years | 241 | 272 | 313 |
| 15-24 Years | 215 | 295 | 291 |
| 25-44 Years | 238 | 384 | 562 |
| 45-64 Years | 177 | 212 | 237 |
| 65 and Over | 77 | 110 | 121 |
| TOTAL | 1,060 | 1,472 | 1,762 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| **Kind of Business** | **1977 Census** | **1982 Census** | **1990 Est.** |
|---|---|---|---|
| Bldg. Mat./Hdwr | 290 | 362 | 825 |
| General Mdse | 551 | 708 | 1,295 |
| Food | 821 | 1,481 | 2,410 |
| Automobiles | 952 | 1,178 | 2,777 |
| Gasoline Stations | 367 | 657 | 794 |
| Apparel | 169 | 292 | 510 |
| Furniture | 231 | 305 | 681 |
| Eat-Drink Places | 314 | 498 | 917 |
| Drugs | 130 | 161 | 289 |
| TOTAL SALES | 4,146 | 6,327 | 11,419 |

## LOGAN

**1 - LOCATION:** Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

**2 - TRANSPORTATION: Railroads**-Union Pacific.
**Intercity Bus Lines**-Cook; Greyhound.
**Motor Freight Carriers**-4

**3 - POPULATION:**
Corp. City 80 Cen. 26,844; E&P 89 Est. 30,342
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 80 Cen. 57,551; E&P 89 Est. 70,099
City & RTZ-ABC: (80) 66,071
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,291; E&P 89 Est. 10,770
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 80 Cen. 17,558; E&P 89 Est. 21,272
City & RTZ-ABC: (80) 20,220

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 10 | $119,532,748 |
| Savings & Loan | 3 | $32,000,000 |

**6 - PASSENGER AUTOS:** County 24,658

**7 - ELECTRIC METERS:** Residence 9,589

**8 - GAS METERS:** Residence, City 11,069

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 1,000, Plastic Mfg. 105; Electronics 600.

**10 - CLIMATE:** Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.

**Stores Open Evenings**-Drug & Dept.: Nightly until 10; Grocery: Daily until midnight (two open 24 hrs.).

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Fred Meyer; ZCMI; Lamonts; K mart. Lamonts; K mart.
**Variety Stores**-King's; K mart; Shopko.
**Chain Drug Stores**-Osco's; Smiths; Fred Meyer; Shopko.
**Chain Supermarkets**-Albertson's; Smith's Foodking; Macy's.
**Other Chain Stores**-Standard Optical; Sherwin-Williams; Goodyear; Herman's; Kinney Shoes; Thom McAn; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Edwards, U&L, Bob's Furniture Outlet, Hy Whitney; House of Fabrics; Mode O'Day; Ernst Home Centers.

**14 - NEWSPAPERS:** HERALD-JOURNAL (e-mon to fri) 13,495; (S) 14,080; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
**National Representative**: None.

## OGDEN

**1 - LOCATION:** Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2, County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S & 80N, State Hwys. 39, 40.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Southern Pacific; Amtrak.
**Motor Freight Carriers**-21.
**Intercity Bus Lines**-Greyhound; Utah Transit Authority.

**3 - POPULATION:**
Corp. City 80 Cen. 64,407; E&P 89 Est. 61,115
NDM-ABC: (80) 263,001
County 80 Cen. 144,885; E&P 89 Est. 168,255
MSA 80 Cen. 916,358; E&P 89 Est. 1,084,544

**4 - HOUSEHOLDS:**
City 80 Cen. 23,985; E&P 89 Est. 20,815
NDM-ABC: (80) 80,507
County 80 Cen. 47,643; E&P 89 Est. 48,008
MSA 80 Cen. 289,379; E&P 89 Est. 352,935

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** County 69,094

**7 - ELECTRIC METERS:** Residence 53,404

**8 - GAS METERS:** Residence 52,211

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 20,705; Internal Revenue 3,996; Defense Depot 1,800; Freeport Center (60 companies) 4,600; Weber Industrial Park (10 companies) 1,500; Ogden Commercial and Industrial Park (10 companies) 1,200; Western Zirconium 450; Great Salt Lake Mineral 190; Steel Fab. (5 companies) 600.
**Principal Pay Days**-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-70; Summer 52-95; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-2nd & Harrison Blvd.; 40th & Washington Blvd.; 40th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown; 5 Points.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| S. Ogden | 4 | ZCMI |
| Roy(21) | 6 | Smith's |
| Five Points(46) | 3 | Wangsgard |
| Layton Hills | 12 | Mervyn's |
| Mall(90) | 2 | |
| Wall Ave. | 3 | Sears, Smith's |
| 2nd/Harrison | 2 | |
| K mart(12) | 2 | K mart |
| Newgate(11) | 3 | Sears |
| Newgate Mall | 3 | Mervyn's, Sears |
| Ogden Mall | | Bon Marche, JCPenney, Nordstrom |
| Wangsgard's | 2 | Wangsgard's |

**Principal Shopping Days**-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Tues., Wed., Sat., Sun.
**Stores Open Evenings**-Fri. Food-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
**Discount Stores**-Price Savers; Farr; K mart; Fred Meyer; Skaggs Alpha Beta; Osco; Shopko.
**Variety Stores**-Woolworth; Pay & Pak.
**Chain Drug Stores**-Osco 2; Prescription Centers 3; Fred Meyer; Skaggs Alpha Beta.
**Chain Supermarkets**-Farmer Jacks 3; Albertson's 5; Smith's Food 6; Stimson's 7; Macy's; Harmons 2.
**Other Chain Stores**-Singer Co.; Baker; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

**14 - NEWSPAPERS:** STANDARD-EXAMINER (e) 55,966; (S) 58,492; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## PROVO

**1 - LOCATION:** Utah County (In Provo-Orem MSA). E&P Map B-3, County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwys. 189, 115.

**2 - TRANSPORTATION: Railroads**-D&RGW; UP.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Continental.

**3 - POPULATION:**
Corp. City 80 Cen. 74,108; E&P 89 Est. 75,886
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 80 Cen. 220,387; E&P 89 Est. 252,021
City & RTZ-ABC: (80) 218,106
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 20,059; E&P 89 Est. 22,853
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 80 Cen. 58,515; E&P 89 Est. 83,541
City & RTZ-ABC: (80) 58,515

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 10 | $310,000,000 |
| Savings & Loan | 5 | $111,150,000 |

**6 - PASSENGER AUTOS:** County 80,780

**7 - ELECTRIC METERS:** Residence 49,414

**8 - GAS METERS:** Residence (County) 64,368

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. 1,600; Contract Constr. 2,059; Mining 20; Mfg. 12,147; Trans. & Util. 2,701; Whol. & Ret. 17,143; Fin., Ins., & R.E. 2,195; Servs. 28,599; Gov't (Fed., State and Local) 13,920.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| University Mall(165) | NA | ZCMI, JCPenney, Mervyn's |
| Carillan Sq.(17) | NA | Macy's, Sack'N Save Ernst |
| Parkway Ctr.(12) | NA | Fashion Gal, Utah Craft, Camera Den |
| Fred Meyer(11) | NA | Fred Meyer, Smith's Food King |
| Riverside Plz.(10) | NA | Best, Osco |

| | | |
|---|---|---|
| Parkway Plz.(20) | NA | Albertson's,<br>Day's Thriftway |
| Edgemont Plz.(12) | NA | |
| Northgate Mall | NA | Macy's, |
| Expressway Sq.(5) | 7 | K mart,<br>Payless Shoes |
| Connco Plz.(15) | NA | Connco Shoes<br>Wallpaper Whse. |
| Orem Ctr.(6) | NA | Pykettes |
| American Fork(20) | 14 | Fred Meyer,<br>Albertson's |
| Orem Plz.(5) | NA | Osco Drug |
| Orem Macy's(9) | NA | Macy's, Sack 'N Save |
| Univ. Festival(4) | NA | Lionel Playworld |
| Plum Tree | NA | Food 4 Less, Shopko |

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-University Mall, Mon.-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Best; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's.

**Variety Stores**-Woolworth; Sprouse-Reitz; Cornet; Forsey's; K mart; Ross Stores; Shopko.

**Chain Drug Stores**-Osco.

**Chain Supermarkets**-Allen's 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Smith's Food King 3; Macy's Sack'N Save 3; Food 4 Less; Associated Foods 8.

**Other Chain Stores**-Anderson Lumber; BMC West; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner's Shops; Goodrich; Douglas Optical; Standard Optical; Zale's; Montogomery Ward; House of Fabrics; Radio Shack; Payless Shoes; Utah Auto Parts; Herman's; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; Discount Tire Co., Pay 'N Pak; Coast-to-Coast Hardware; Edison Bros.; Hickory Farms; Pier I Imports; Fashion Gal; Price Savers; Cloth World; Foxmor; B. Dalton; Musicland; Chessking; Kay B Toys; Footlocker; Gart Bros.

**14 - NEWSPAPERS:** HERALD (e-mon to fri) 32,546; (S) 32,951; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Rowley, Adv. Dir., HERALD, 1555 N. Freedom Blvd., Provo, UT 84603; Tel. (801) 373-5050.

**National Representative**: Papert Companies.

## ST. GEORGE

**1 - LOCATION:** Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

**2 - TRANSPORTATION: Motor Freight Carriers**-4.

**Intercity Bus Lines**-Greyhound.

**Airlines**-All major airlines at Las Vegas, NV, Airport & Commuter Skywest; Delta.

**3 - POPULATION:**

Corp. City 80 Cen. 11,350; E&P 89 Est. 17,095

County 80 Cen. 26,548; E&P 89 Est. 43,968

**4 - HOUSEHOLDS:**

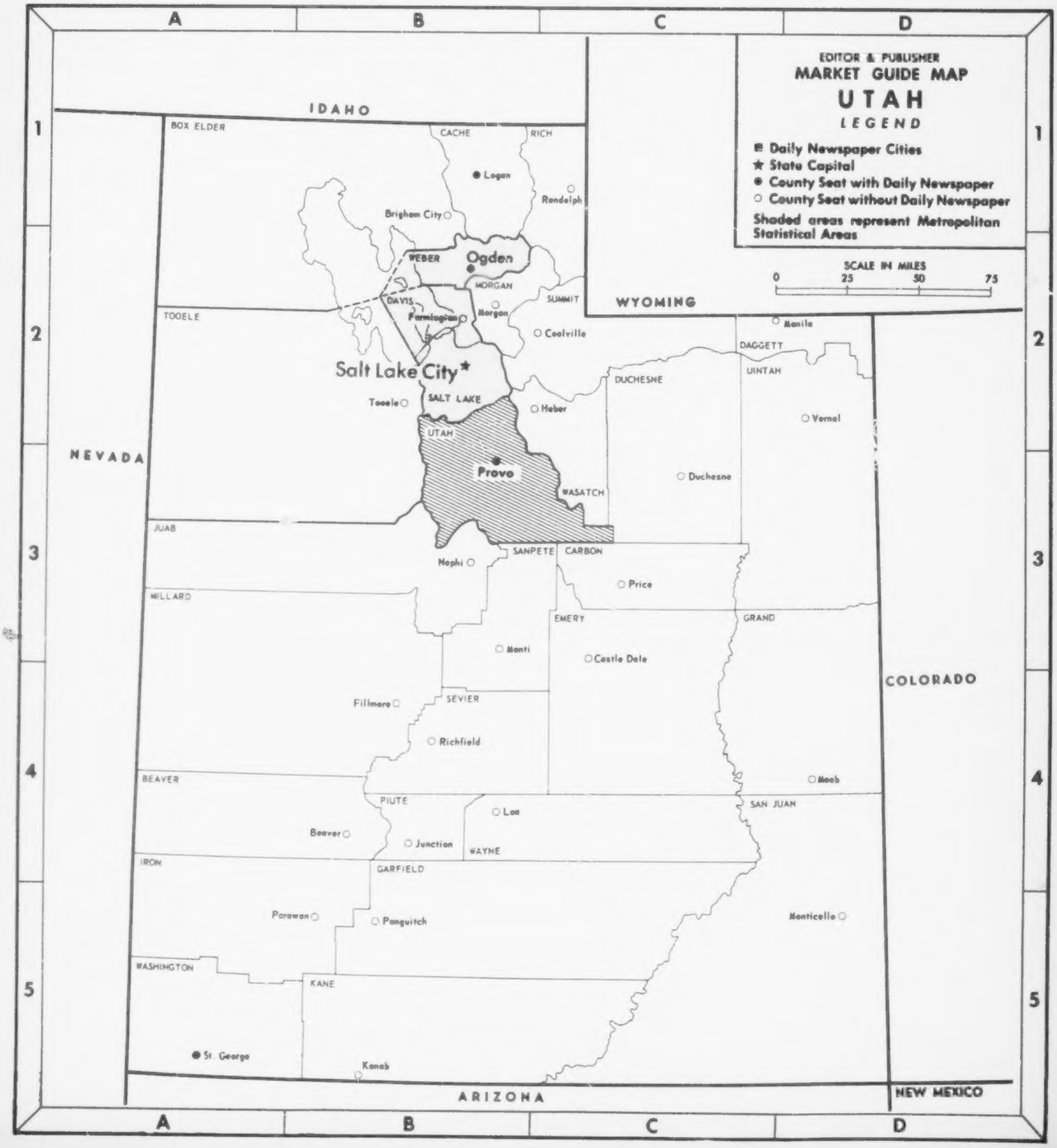
City 80 Cen. 3,589; E&P 89 Est. 5,432

County 80 Cen. 7,801; E&P 89 Est. 13,762

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 8 | N.A. |
| Commercial | 6 | N.A. |

**6 - PASSENGER AUTOS:** City 15,497

**7 - ELECTRIC METERS:** Residence 10,215


A
B
C
D
1
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
▪ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Tooele
Salt Lake City
SALT LAKE
Heber
DAGGETT
Manila
UINTAH
Vernal
DUCHESNE
Duchesne
UTAH
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
Fillmore
Manti
EMERY
Castle Dale
GRAND
Moab
SEVIER
Richfield
BEAVER
Beaver
PIUTE
Junction
Loa
WAYNE
SAN JUAN
Monticello
IRON
Parowan
GARFIELD
Panguitch
WASHINGTON
St. George
KANE
Kanab

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Mild winters, warm summers.

**11 - TAP WATER:** Soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown; St. George Blvd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Dixie Mall | 3 | Farmer Jacks |
| East City(8) | NA | Mont. Ward, K mart |
| Kemp Korner(18) | NA | Chuck's |
| Red Hills Plz. | NA | |
| Skyline Ctr. | NA | |
| Sunshine Sq. | NA | Sears (catalog), Ace Hdwe., Thriftway |
| Ancestor | NA | Commercial Ctr. |
| Zion Plz.(12) | 8 | |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Shpg. Ctrs. every evening until 9 & 11.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Christensen.
**Discount Stores**-K mart; Ashleys; D & D Discount; Outdoor Outlet; Sprouse-Reitz; Harmons.
**Variety Stores**-Ben Franklin.
**Chain Drug Stores**-Skaggs; Osco.
**Chain Supermarkets**-Thriftway; Food Town; Short Stop Mkt.; Albertson's; Harmons; Farmer Jacks.
**Other Chain Stores**-Radio Shack; Ace Hdwe.; 7-Eleven; True Value Hdwe.; Pro Hdwe. 11.

**14 - NEWSPAPERS:** SPECTRUM (eS) 15,001; sworn Oct. 1, 1988.
**Local Contact** for Advertising and Merchandising Data: Greg Hardig, Adv. Dir., SPECTRUM, 275 East St. George Blvd.; PO Box 1630, St. George, UT 84770; Tel. (801) 673-3511.
**National Representative**: Thomson Newspapers.

## SALT LAKE CITY

**1 - LOCATION:** Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2. State Capital. County Seat. MSA: Salt Lake; Davis, Weber. Trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50; I-80, I-15.

**2 - TRANSPORTATION: Railroads**-Union-Pacific; Denver-Rio Grande; Amtrak; Southern Pacific.
**Motor Freight Carriers**-40.
**Intercity Bus Lines**-Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority; Gray Line.
**Airlines**-Continental; United; American; TWA; Eastern; Delta; America West; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 163,033; E&P 89 Est. 145,239
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 80 Cen. 623,392; E&P 89 Est. 726,744
MSA 80 Cen. 916,358; E&P 89 Est. 1,084,544
Total NDM & RTZ-ABC: (80) 1,166,509
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 67,576; E&P 89 Est. 62,245
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 80 Cen. 201,742; E&P 89 Est. 210,756
MSA 80 Cen. 288,779; E&P 89 Est. 352,935
Total NDM & RTZ-ABC: (80) 356,368

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| State | 34 | $3,880,261,000 |
| National | 6 | $6,603,516,000 |
| Savings & Loan | 14 | $7,492,165,000 |
| Credit Unions | 192 | $2,400,000,000 |

**6 - PASSENGER AUTOS:** County 292,850

**7 - ELECTRIC METERS:** Residence (MSA) 330,000

**8 - GAS METERS:** Residence (MSA) 340,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Monthly Wage)-Nonagricultural 157,603 ($1,748); Mining 578 ($3,982); Contract Constr. 431 ($1,241); Mfg. 96 ($2,035); Public Util. 18,329 ($2,432); Trade 30,659 ($1,283); Fin., Ins., R.E. 12,141 ($1,879); Servs. 38,327 ($1,607); Total Gov't 34,250 ($1,729); Federal Gov't 40,257 ($1,998); State Gov't 39,245 ($1,470); Local Gov't 64,543 ($1,324).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-101; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-43 blocks on 8 streets.
**Neighborhood Shopping Centers**-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cottonwood(135) | 8 | ZCMI, JCPenney |
| Crossroads(140) | NA | Nordstrom, Weinstocks |
| Fashion Pl.(110) | 16 | Sears, Weinstock's, Nordstrom |
| Layton Hills(105) Mall | NA | ZCMI, Mervyn's, The Bon, Hermans |
| Foothill Vlg.(61) | NA | Dan's Food, ZCMI |
| Granger(27) | NA | |
| Mid-Valley Family Ctr.(60) | NA | Radio Shack, Samon's, Silo, Shopko |
| Brickyard Plz.(26) | NA | REI, Mervyn's, Ernst, Lionel Playworld |
| Olympus Hills(26) | NA | Smith's Food |
| Sugar House(20) | NA | Granite Furn. |
| Trolley Sq.(60) | NA | |
| Union Sq.(35) | NA | |
| Valley Fair(98) | 15 | JCPenney, ZCMI, Mervyn's |
| ZCMI(77) | NA | ZCMI |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-ZCMI, Sears; JCPenney, Weinstock's; Mervyns; Nordstroms.
**Discount Stores**-K mart; Thrifty Drug; Fred Meyer; Shopko.
**Chain Drug Stores**-Fred Meyers 10; Osco 8; Erickson's 2; Thrifty Drug 7; Dan's 5; Professional Phcy. 3.
**Chain Supermarkets**-Smiths 31; Albertson's 27; Reams 8; Harmons 5; Dan's 7; Skaggs Alpha-Beta 9; Winegars 3.
**Other Chain Stores**-Lerner's; Sherwin-Williams; Chandler's; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Mac's Clothes; Ernst; 7-Eleven; Circle K.

**14 - NEWSPAPERS:** TRIBUNE (m) 111,356; (S) 141,180; DESERET NEWS (e) 60,682; (S) 66,988; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Market Information Data: Merlyn Rodgers, Natl. Mgr., Newspaper Agency Corp., 143 S. Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
**National Representative**: None.

## VERMONT SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Burlington**-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 38 | 36 | 48 |
| 5-14 Years | 92 | 81 | 87 |
| 15-24 Years | 81 | 100 | 88 |
| 25-44 Years | 100 | 145 | 192 |
| 45-64 Years | 87 | 92 | 100 |
| 65 and Over | 47 | 58 | 62 |
| TOTAL | 445 | 512 | 577 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Thousands)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 129 | 173 | 427 |
| General Mdse | 145 | 171 | 333 |
| Food | 388 | 596 | 1,040 |
| Automobiles | 307 | 464 | 1,040 |
| Gasoline Stations | 137 | 217 | 1,168 |
| Apparel | 63 | 107 | 285 |
| Furniture | 56 | 76 | 201 |
| Eat-Drink Places | 125 | 217 | 179 |
| Drugs | 37 | 68 | 428 |
| TOTAL SALES | 1,668 | 2,601 | 131 |

## BARRE-MONTPELIER

**1 - LOCATION:** Washington County, E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On U.S. Hwys. 122, 302; I-89.

**2 - TRANSPORTATION: Railroads**-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Vermont Transit.

**3 - POPULATION:**
Corp. Cities 80 Cen. 18,065; E&P 89 Est. 18,500
Barre 80 Cen. 9,824; E&P 89 Est. 10,300
Montpelier 80 Cen. 8,241; E&P 89 Est. 8,200
CZ-ABC: (80) 20,519
RTZ-ABC: (80) 55,280
County 80 Cen. 52,365; E&P 89 Est. 60,300
City & RTZ-ABC: (80) 75,799

**4 - HOUSEHOLDS:**
Cities 80 Cen. 7,257; E&P 89 Est. 9,100
Barre 80 Cen. 4,003; E&P 89 Est. 4,600
Montpelier 80 Cen. 3,254; E&P 89 Est. 3,500
CZ-ABC: (80) 8,115
RTZ-ABC: (80) 18,502
County 80 Cen. 18,613; E&P 89 Est. 21,900
City & RTZ-ABC: (80) 26,617

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 8,052

**8 - GAS METERS:** Residence 1,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 20 ($210); State Gov't 3,750 ($236); Ins. 1,464 ($250); Rail Car Assembly 200 ($225).
**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 30-34. First killing frost, Sept. 15; last killing frost, May 15.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Barre: Main St.; Summer; Washington; Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ames(6) | NA | Ames, Radio Shack, Kinney Drugs |
| Central Plz.(5) | NA | Grand Union |
| Zayre(15) | NA | Woolworth, Zayre, Finast, Fayva |
| Montpelier Railroad Station(6) | NA | Grand Union |
| Twin City Plz.(7) | NA | |
| Berlin Mall(20) | 3 | Rich's, Magram's, JCPenney |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.
**Stores Open Evenings**-Grocery chains, shpg. ctr. stores, everyday.

**13 - RETAIL OUTLETS: Department Stores**-Homer Fitts;
**Discount Stores**-Harry's; Ames; Zayre; Rich's.
**Variety Stores**-Woolworth; Newberry.
**Chain Drug Stores**-Kinney; Brooks; Whelan's.
**Chain Supermarkets**-Grand Union 5; P&C 5.
**Other Chain Stores**-Sears (catalog); Sherwin-Williams 2; Aubuchon 4; So-Fro Fabrics; Radio Shack; Goss Tire; Goodyear; Firestone.

**14 - NEWSPAPERS:** TIMES-ARGUS (e) 12,902; (S) 13,765; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Glenn Dunning, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
**National Representative**: Branham Newspaper Sales.

## BENNINGTON

**1 - LOCATION:** Bennington County, E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

**2 - TRANSPORTATION: Railroads**-Vermont.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Trailways; Vermont Transit; Greyhound; Mini-Bus.

**3 - POPULATION:**
Corp. City 80 Cen. 15,815; E&P 89 Est. 18,774
NDM-ABC: (80) 40,077
County 80 Cen. 33,314; E&P 89 Est. 36,187

**4 - HOUSEHOLDS:**
City 80 Cen. 5,457; E&P 89 Est. 5,580
County 80 Cen. 11,956; E&P 89 Est. 13,077
NDM-ABC: (80) 14,259

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $190,000,000 |
| Savings & Loan | 1 | $12,000,000 |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 3,860

**8 - GAS METERS:** Residence 1,147

**9 - PRINCIPAL INDUSTRIES:** Town Zone-Textiles; Plastics; Paper; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prods.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg. 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov't 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7 downtown. A&P, Grand Union, all downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bennington Plz.(6) | NA | Price Chopper, Ames |
| Monument Plz.(5) | NA | Woolworth, Adams Drug, Sears (catalog), Western Auto |
| Bennington Sq.(11) | NA | JCPenney, P&C, K mart |
| North Street | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

**13 - RETAIL OUTLETS: Department Stores**-E.L. Nichols; Fienberg; JCPenney; H. Greenberg; Tuttle's.
**Discount Stores**-Ames; Woolworth's; K mart.

**Chain Drug Stores**-Adams; CVS; Rite Aid; Carl's.

**Chain Supermarkets**-A&P; Grand Union; P&C; Price Chopper.

**Other Chain Stores**-Sportique; Radio Shack; Sears (catalog); Midas Muffler; Subway.

**14 - NEWSPAPERS:** BANNER (m) 7,921; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.

**National Representative**: Landon Associates.

## BRATTLEBORO

**1 - LOCATION:** Windham County. E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

**2 - TRANSPORTATION: Railroads**-Amtrak; Boston & Maine; Central Vermont.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Vermont Transit; Peoples; Greyhound.

**Airports**-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.).

**3 - POPULATION:**

Corp. City 80 Cen. 11,886; E&P 89 Est. 12,950

County 80 Cen. 36,933; E&P 89 Est. 41,548

**4 - HOUSEHOLDS:**

City 80 Cen. 4,598; E&P 89 Est. 4,209

County 80 Cen. 13,840; E&P 89 Est. 14,406

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $200,000,000 |
| Savings & Loan | 1 | $10,000,000 |
| Savings | 2 | $25,000,000 |

**6 - PASSENGER AUTOS:** 316,502

**7 - ELECTRIC METERS:** Residence 6,021

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Wood & Lumber Prods. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.

**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** First killing frost, Nov. 1; last killing frost, Apr. 1.

**11 - TAP WATER:** Alkaline, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.

**Neighborhood Shopping Centers**-Western Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brattleboro Plz.(7) | NA | P&C |
| Brattleboro North Plz.(7) | 2 | Ames, O.K. Fairbanks |
| Fairfield Plz.(12) | 2 | Grand Union, JCPenney |
| Finast Plz.(4) | 2 | Finast, Brooks |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-J.E. Mann; Army & Navy; JCPenney.

**Discount Stores**-Ames.

**Chain Drug Stores**-Rexall; Rite Aid; Brooks.

**Chain Supermarkets**-Grand Union; First National; P&C; O.K. Fairbanks.

**14 - NEWSPAPERS:** REFORMER (m) 10,030; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Barbara Davis, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.

**National Representative**: Landon Associates.

## BURLINGTON

**1 - LOCATION:** Chittenden County, (Burlington NECMA), E&P Map A-3, County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from NYC; 221 mi. from Boston; 98 mi. from Montreal.

**2 - TRANSPORTATION: Railroads**-Central Vermont (Canadian Nat'l); Vermont Railway.

**Intercity Bus Lines**-Greyhound; Vermont Transit.

**Motor Freight Carriers**-6.

**Airlines**-USAir; Continental; Piedmont; United; Piedmont Commuter; Eastern Express; Business Express.

**3 - POPULATION:**

Corp. City 80 Cen. 37,712; E&P 89 Est. 37,860

CZ-ABC: (80) 54,709

RTZ-ABC: (80) 163,724

County 80 Cen. 115,842; E&P 89 Est. 137,270

NECMA 80 Cen. 120,513; E&P 89 Est. 143,166

City & RTZ-ABC: (80) 218,433

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 13,107; E&P 89 Est. 13,693

CZ-ABC: (80) 19,256

RTZ-ABC: (80) 53,481

County 80 Cen. 38,528; E&P 89 Est. 49,610

NECMA 80 Cen. 38,436; E&P 89 Est. 49,488

City & RTZ-ABC: (80) 72,737

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $1,742,879,000 |
| Savings | 1 | $507,959,000 |
| Savings & Loan | 1 | $234,196,000 |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 13,500

**8 - GAS METERS:** Residence 11,948

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aircraft Armament 2,180; Computer Electronic and Components 8,700; Greater Burlington Area-Total non-farm employment 71,150; Total Mfg. 16,750; Durable Goods Mfg. 14,050; Nondurable Goods Mfg. 2,700; Total Non-mfg. 54,400; Contract Constr. 4,150; Trans. & Pub. Util. 3,000; Whol. & Ret. Trade 16,050; Servs. 17,200; Fin., Ins. & R.E. 3,200; Gov't 10,750.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on and crossing Church St. plus underground mall.

**Shopping Centers**-Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (45 units).

**Principal Shopping Days**-Food: Fri.; Others: Fri. & Sat.

**Stores Open Evenings**-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Porteous.

**Discount Stores**-K mart; Zayre; Ames; Service Mdse.

**Chain Drug Stores**-Mall; Brooks; Luv's; Wellby's; City Drug.

**Chain Supermarkets**-Grand Union 5; P&C 4; Martin's 2; A&P.

**Other Chain Stores**-Thom McAn; Kinney; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little; Sherwin-Williams; Lane Bryant; Limited; Jason's Jewelry; Kitchen Etc.; Bed & Bath; Timberland Sports; Pier One Imports; Belden Jewelers; The Lodge; Benetton.

**14 - NEWSPAPERS:** FREE PRESS (m) 52,781; (S) 59,521; Mar. 29, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael DeCarlo, Adv. Dir., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.

**National Representative**: Gannett National Newspaper Sales.

### HARTFORD

**See LEBANON, NH**

### MONTPELIER

**See BARRE**

## NEWPORT

**1 - LOCATION:** Orleans County, E&P Map B-2, County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Quebec Central.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-Vt. Transit (Greyhound); Voyageur.

**3 - POPULATION:**

Corp. City 80 Cen. 4,756; E&P 89 Est. 4,796

County 80 Cen. 23,414; E&P 89 Est. 24,626

**4 - HOUSEHOLDS:**

City 80 Cen. 2,199; E&P 89 Est. 1,976

County 80 Cen. 8,097; E&P 89 Est. 9,946

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | N.A. |
| Savings | 2 | N.A. |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 7,820

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 75 ($400); Clothing 250 (N.A.); Plastics 100 (N.A.); Plywood 100 ($300); Other Mfg. 900 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal shopping Center**-5 blocks on Main; Coventry; Second Sts. and North Ave.

**Shopping Center**-Derby (4 mi. distant) Ames.

**Neighborhood Shopping Centers**-East Main St., two blocks; Lakeside Shpg. Ctr.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Needleman's.

**Variety Stores**-Newberry; Ames.

**Chain Supermarkets**-Grand Union; Fedeles' Mkt.; Shop & Save.

**Other Chain Stores**-Endicott-Johnson (shoes); Sears (catalog); JCPenney; Aubuchon.

**14 - NEWSPAPERS:** EXPRESS (e-mon to fri) 5,050; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St.; PO Box 347; Newport, VT 05855; Tel. (802) 334-6568.

**National Representative**: Scripps League Newspapers.

## RUTLAND

**1 - LOCATION:** Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

**2 - TRANSPORTATION: Railroads**-Vermont.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Vermont Transit; White River; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 18,436; E&P 89 Est. 17,907

CZ-ABC: (80) 28,457

RTZ-ABC: (80) 108,570

County 80 Cen. 58,244 E&P 89 Est. 63,500

City & RTZ-ABC: (80) 137,027

**4 - HOUSEHOLDS:**

City 80 Cen. 6,973; E&P 89 Est. 7,220

CZ-ABC: (80) 10,437

RTZ-ABC: (80) 38,423

County 80 Cen. 20,604; E&P 89 Est. 23,118

City & RTZ-ABC: (80) 48,860

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $1,769,256,872 |
| Savings | 1 | $168,353,470 |
| Savings & Loan | 1 | $201,000,762 |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 6,700

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.

**Shopping Centers**-Green Mt. Plz.; Rutland Plz.; Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Thur., Fri.; Mall nightly except Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward.

**Discount Stores**-Ames; K mart; Zayre.

**Variety Stores**-Woolworth; Rix; Duffys; CVS; Rite Aid; Osco.

**Chain Supermarkets**-IGA 2; Grand Union 2; Martins's 2; P&C.

**14 - NEWSPAPERS:** HERALD (m) 24,348; (S) 24,618; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gracie Johnston, Adv. Dir., HERALD, 27 Wales St., Rutland, VT 05701; Tel. (802) 775-5511.

**National Representative**: Branham Newspaper Sales.

## ST. ALBANS

**1 - LOCATION:** Franklin County, E&P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

**2 - TRANSPORTATION: Railroads**-Central Vermont; Amtrak.

**3 - POPULATION:**

Corp. City 80 Cen. 7,308; E&P 89 Est. 6,763

County 80 Cen. 34,879; E&P 89 Est. 38,586

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,913; E&P 89 Est. 2,776

County 80 Cen. 11,586; E&P 89 Est. 15,703

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $450,000,000 |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 9,000

**8 - GAS METERS:** Residence 1,600

**9 - PRINCIPAL INDUSTRIES:** Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing; Outerwear; Chocolate Chips; Lighting Fixtures; Industrial Ceramics; Maple Sugar Utensils; Industrial Chains.

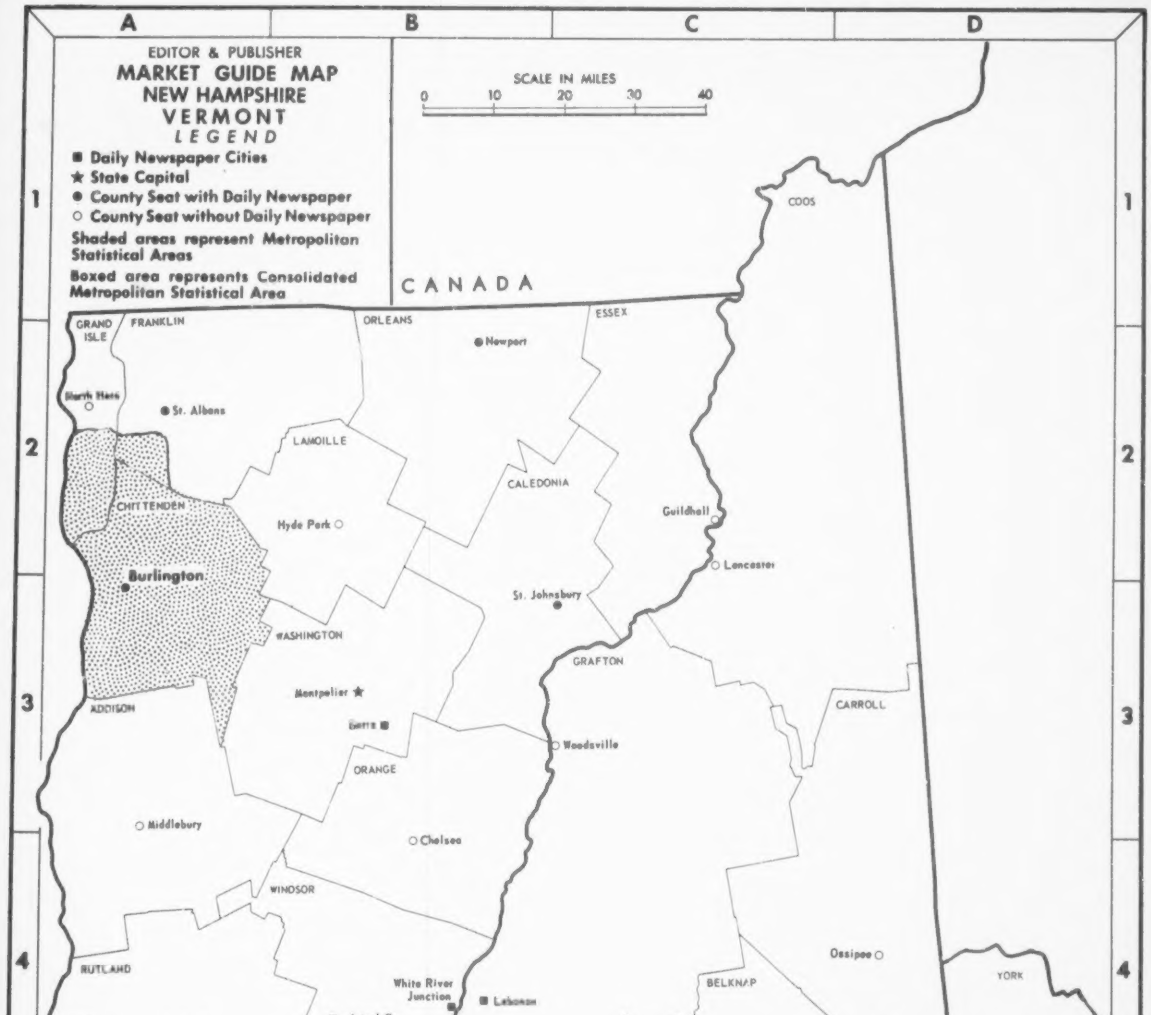
**10 - CLIMATE:** Min. Temp.-25; Max. 100.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Shopping Centers**-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's; Country Casuals; Children's Carousel; Kid's Stuff; Sherwin-Williams; Halrich's Stationers.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
YORK
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

| | | |
|---|---|---|
| Switchyard | NA | Blouin's IGA Mkt.,<br>V&S Pharmacy |
| Redwood Plz. | NA | Sporting Goods |
| Highgate Plz.(12) | NA | Woolworth,<br>Kinney Drugs,<br>Martin's, Ames |
| St. Albans(15) | NA | JCPenney, Ben<br>Franklin, Grand Union |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.
**Variety Stores**-Ben Franklin; Woolworth.
**Discount Stores**-Ames; Kinney Drug; Brooks.
**Chain Supermarkets**-Grand Union; Martin's; Blouin's IGA.

**14 - NEWSPAPERS:** MESSENGER (e) 4,868; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Jeremy G. Read, Adv. Dir., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104; FAX (802) 527-1948.
**National Representative**: None.

## ST. JOHNSBURY

**1 - LOCATION:** Caledonia County, E&P Map C-3. County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from NYC.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Maine Central.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Vermont Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 7,938; E&P 89 Est. 7,910
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 80 Cen. 25,784; E&P 89 Est. 27,200
City & RTZ-ABC: (80) 58,728

**4 - HOUSEHOLDS:**
City 80 Cen. 3,131; E&P 89 Est. 2,785
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 80 Cen. 9,225; E&P 89 Est. 10,129
City & RTZ-ABC: (80) 21,074

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | N.A. | $414,000,000 |

**6 - PASSENGER AUTOS:** 316,502 (statewide)

**7 - ELECTRIC METERS:** Residence 5,642

**8 - GAS METERS:** Residence 790

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Scales 700; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prods. 100; Sand & Gravel 325; Electronics 345.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Green Mountain Mall(8) | NA | Fayva,<br>Radio Snack |
| St. Johnsbury Plz. | NA | P&C Supermkt. |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Hoveys; JCPenney; Ben Franklin.
**Variety Stores**-Brooks Drugs.
**Discount Stores**-Ames.
**Chain Supermarkets**-Shop & Save 3; P&C.
**Other Chain Stores**-Sears; Aubuchon Hdwe.; Fayva; Radio Shack; O. Dean Hale; Sunshine Boutique; B&B Sales.

**14 - NEWSPAPERS:** CALEDONIAN-RECORD (e) 10,181; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
**National Representative**: Landon Associates.

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### WHITE RIVER JUNCTION
**See LEBANON, NH**

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# VIRGINIA SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Charlottesville**-Charlottesville city; Albermarle, Fluvanna and Greene Counties.
**Danville**-Danville city; Pittsylvania County.
**Johnson City-Kingston-Bristol, TN-VA**-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol city, Scott and Washington Counties, VA.
**Lynchburg**-Lynchburg city; Amherst and Campbell Counties.
**Norfolk-Virginia Beach-Newport News**-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
**Richmond-Petersburg**-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
**Roanoke**-Roanoke and Salem cities, Botetourt and Roanoke Counties.
**Washington, DC-MD-VA**-District of Columbia, Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 392 | 369 | 499 |
| 5-14 Years | 930 | 818 | 889 |
| 15-24 Years | 882 | 1,036 | 1,001 |
| 25-44 Years | 1,164 | 1,591 | 2,146 |
| 45-64 Years | 917 | 1,043 | 1,095 |
| 65 and Over | 367 | 505 | 513 |
| TOTAL | 4,652 | 5,362 | 6,143 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 813 | 1,066 | 2,572 |
| General Mdse | 2,215 | 2,868 | 5,470 |
| Food | 3,712 | 5,735 | 9,806 |
| Automobiles | 3,540 | 4,541 | 11,148 |
| Gasoline Stations | 1,481 | 2,394 | 3,064 |
| Apparel | 729 | 1,227 | 2,253 |
| Furniture | 740 | 1,135 | 2,658 |
| Eat-Drink Places | 1,239 | 2,111 | 4,075 |
| Drugs | 591 | 875 | 1,652 |
| TOTAL SALES | 16,545 | 24,706 | 46,833 |

## ALEXANDRIA

**1 - LOCATION:** Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA), E&P Map E-1. Residential center. 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

**2 - TRANSPORTATION: Railroads**-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
**Motor Freight Carriers**-41.
**Intercity Bus Lines**-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
**Airlines**-Major airlines. National Airport in Arlington.

**3 - POPULATION:**
Corp. City 80 Cen. 103,002; E&P 89 Est. 105,799
Counties 80 Cen. 753,480; E&P 89 Est. 996,441
Arlington 80 Cen. 152,541; E&P 89 Est. 154,237
Fairfax 80 Cen. 631,135; E&P 89 Est. 842,204
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045
NDM-ABC: (80) 103,217

**4 - HOUSEHOLDS:**
City 80 Cen. 49,004; E&P 89 Est. 29,669
Counties 80 Cen. 276,781; E&P 89 Est. 328,489
Arlington 80 Cen. 71,615; E&P 89 Est. 42,533
Fairfax 80 Cen. 233,754; E&P 89 Est. 359,283
MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822
NDM-ABC: (80) 49,004

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 14 | $7,000,000,000 |
| Savings & Loan | 9 | $4,100,000,000 |

**6 - PASSENGER AUTOS:** Counties: Arlington 116,478; Fairfax 565,935

**7 - ELECTRIC METERS:** Residence 32,373; MSA 873,200

**8 - GAS METERS:** Residence 18,361; MSA 565,320

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prods. 365; Paper Cups 150; Shades & Awnings 200; Concrete Prods. 170; Servs. 14,000; Whol. & Ret. Trade 13,000; Gov't 8,000; Trans. & Public Util. 5,000.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, medium soft.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.
**Neighborhood Shopping Centers**-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd., 600 block, Belle View Blvd., N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St., Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Arlandria(35) | 3 | Kinney |
| Beacon Mall(28) | 6 | Giant Food |
| Belle View(30) | 2 | Safeway,<br>People's Drugs |
| Farlington(12) | 3 | NA |
| Hollin Hall(9) | 5 | Drug Fair |
| Penn Daw(10) | 4 | Dart Drugs, K mart,<br>Grand Union |
| Virginia Plz.(19) | NA | Hecht's,<br>Evan Products |

**Principal Shopping Days**-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
**Stores Open Evenings**-Dept.-Thur., Fri.; Food every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
**Discount Stores**-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
**Variety Stores**-G.C. Murphy; H.L. Green.
**Chain Drug Stores**-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
**Chain Supermarkets**-~~Acme 2~~; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics.
**Other Chain Stores**-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

**14 - NEWSPAPERS:** JOURNAL (m-mon to fri) 5,333; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, Springfield, VA 22159; Tel. (703) 750-8100.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ARLINGTON

**1 - LOCATION:** County seat in Arlington County, (In Washington, DC-MD-VA MSA), E&P Map E-1. This Northern Virginia trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.

**2 - TRANSPORTATION: Motor Freight Carriers**-41.
**Intercity Bus Lines**-Greyhound; Trailways; Gold Line; Colonial Transit.
**Airlines**-Major national and international airlines at Washington, DC.

**3 - POPULATION:**
Corp. City/County 80 Cen. 152,541; E&P 89 Est. 154,237
MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045
JOURNAL:
NDM-ABC: (80) 152,599

**4 - HOUSEHOLDS:**
City/County 80 Cen. 71,615; E&P 89 Est. 73,069
MSA 80 Cen. 1,112,579; E&P 89 Est. 1,393,822
JOURNAL:
NDM-ABC: (80) 71,615

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 17 | $500,000,000 |
| Savings & Loan | 13 | $150,000,000 |

**6 - PASSENGER AUTOS:** County 116,479

**7 - ELECTRIC METERS:** Residence 138,470; MSA 873,200

**8 - GAS METERS:** Residence 96,886; MSA 565,320

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ret. Trade 22,950; Electronic Research 16,675; Trans. & Public Util. 14,850; Constr. 14,000; Fin., Ins. & R.E. 5,500; Mfg. Prods. 4,575; Whol. 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, medium soft.

**12 - RETAILING:**
**Arlington County**-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
**Fairfax County**-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
**Stores Open Evenings**-Most open every evening.

**13 - RETAIL OUTLETS: Department Stores**-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
**Variety Stores**-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
**Discount Stores**-Zayre; K mart; Woolco; Bradlees.
**Chain Drug Stores**-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
**Chain Supermarkets**-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
**Other Chain Stores**-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2;

Firestone; Goodrich Market Tire; Goodyear; Panel-rama.

**14 - NEWSPAPERS:** NORTHERN VIRGINIA SUN (m) 20,000; sworn Dec. 31, 1988 CAC.

**Local Contact** for Advertising and Merchandising Data: Amy Stevens Yankey, Adv. Dir., NORTHERN VIRGINIA SUN, 1144 G Walker Rd., PO Box 409, Great Falls, VA 22066; Tel. (703) 759-8200.

**National Representative**: Landon Associates.

JOURNAL (m-mon to fri) 8,773; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

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## BLUEFIELD
**See BLUEFIELD, WV**

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## BRISTOL, VA-TN

**1 - LOCATION:** Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA. On U.S. Hwys. 11, 19, 58, 421 & I-81.

**2 - TRANSPORTATION: Railroads**-Norfolk, Southern Railways (Southern Railway to Southwestern Virginia coal fields).

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-Greyhound; Yellow Coach; Bristol-Jenkins; City Bus System.

**Airlines**-Piedmont; USAir; Atlantic Southeast; American Eagle; Eastern Metro.

**3 - POPULATION:**

Corp. Cities 80 Cen. 43,028; E&P 89 Est. 42,807
  Bristol, TN 80 Cen. 23,986; E&P 89 Est. 25,267
  Bristol, VA 80 Cen. 19,042; E&P 89 Est. 17,540
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 267,515
Counties 80 Cen. 190,455; E&P 89 Est. 216,108
  Sullivan, TN 80 Cen. 143,968; E&P 89 Est. 148,470
  Washington, VA 80 Cen. 46,487; E&P 89 Est. 67,638
MSA 80 Cen. 433,638; E&P 89 Est. 456,544
City & RTZ-ABC: (80) 317,604

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 16,543; E&P 89 Est. 17,529
  Bristol, TN 80 Cen. 9,305; E&P 89 Est. 10,329
  Bristol, VA 80 Cen. 7,238; E&P 89 Est. 7,658
Counties 80 Cen. 67,888; E&P 89 Est. 80,236
  Sullivan, TN 80 Cen. 52,022; E&P 89 Est. 55,846
  Washington, VA 80 Cen. 24,360; E&P 89 Est. 24,390
CZ-ABC: (80) 18,935
RTZ-ABC: (80) 91,241
MSA 80 Cen. 154,169; E&P 89 Est. 168,528
City & RTZ-ABC: (80) 110,176

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** Sullivan Co. (TN) 128,811; Washington Co. (VA) 31,417; Bristol City (VA) 11,477.

**7 - ELECTRIC METERS:** Residence 34,919; Bristol, VA 12,092; Bristol, TN 22,827.

**8 - GAS METERS:** Residence 3,673.

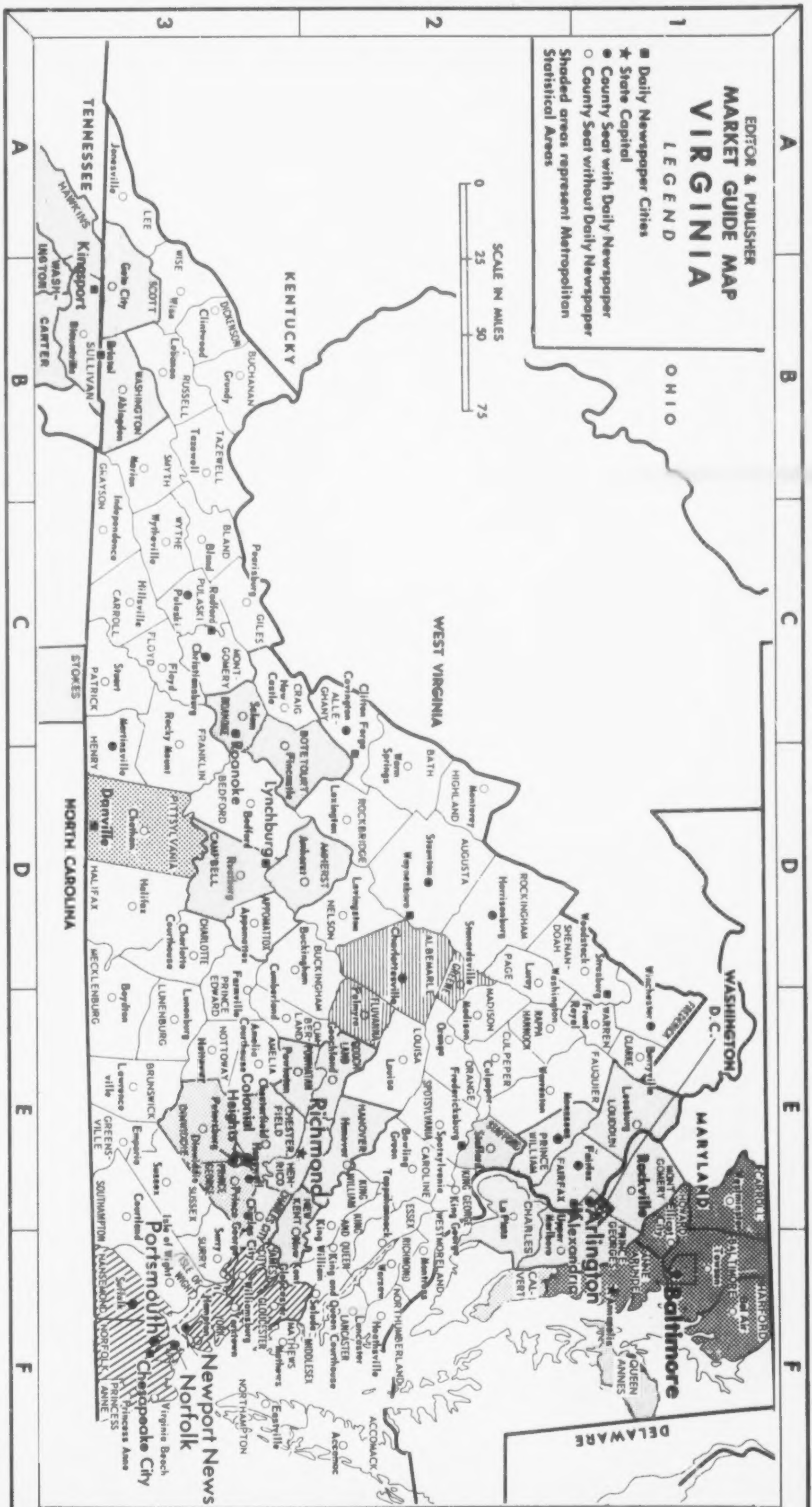
**9 - PRINCIPAL INDUSTRIES:** Food; Textile; Chem.; Metal Work; Electronics; Wood Works; Printing & Pub.; Stone, Clay & Glass Prods.; Mining Equip.; Pharmaceuticals.

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Downtown Shopping Center**-16 blocks on State St.; 3 on


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
A B C D E F
1 2 3
KENTUCKY
OHIO
WEST VIRGINIA
TENNESSEE
NORTH CAROLINA
MARYLAND
WASHINGTON D.C.
DELAWARE
Kingsport
Bristol
Roanoke
Lynchburg
Danville
Richmond
Colonial Heights
Arlington
Alexandria
Baltimore
Portsmouth
Chesapeake City
Newport News
Norfolk
Virginia Beach

Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.

**Neighborhood Shopping Centers**-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Bristol Mall, Gate City Hwy. & I-81. Approx. 70 stores. K mart, Bountville Hwy.; K mart, Volunteer Pkwy.; Little Creek Shpg. Ctr., Euclid Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Southside | 2 | Winn-Dixie |
| Bristol Plaza(9) | 2 | Kroger, SupeRx |
| Food Lion Plz South | 1 | Food Lion, Revco |
| Hills Volunteer | 2 | Hills |
| Southgate | 2 | Kroger, SupeRx, K mart |
| Westridge Plz (9) | 1 | Wal-Mart, Food Lion |
| Food Lion/Lee Hwy.(5) | 3 | Food Lion, Revco |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Parks-Belk; JCPenney; Sears; Hess's.

**Discount Stores**-Hills; J&M Wholesale Co.; K mart 2; Wal-Mart.

**Variety Stores**-Dollar General; Family Dollar 2.

**Chain Drug Stores**-Revco 4; SupeRx 2; Eckerd 2.

**Chain Supermarkets**-Kroge 2; Winn-Dixie 2; Hurt's; Food City 3; Food Country; Food Lion 2.

**Other Chain Stores**-Lerner's (women's); Lowes; Firestone; Free Service; Zale's; Pic Way Shoe; Paty; Advance Auto; Ball Bros. Furn.; Sherwin-Williams; Spencer; Rush Electronics; Hofheimers Shoes; Pappagallo; Ormonds; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack 2; Brooks Fashion; Butler Shoes; Port 'o' Call Records; Goody's; Sidney's; Hip Pocket; Shoe Show; Foxmoor; Worth's; B. Dalton; On Stage; Circus World.

**14 - NEWSPAPERS:** HERALD-COURIER VIRGINIA-TENNESSEAN (all day-mon to fri) 43,212; (m-sat) 43,099; (S) 44,052; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bill Cummings, Adv. Dir., HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.

**National Representative**: Branham Newspaper Sales.

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### CHESAPEAKE
See NORFOLK

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## CHARLOTTESVILLE

**1 - LOCATION:** Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2, County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, VA. On U.S. Hwy. 29 N & S; U.S. Hwy. 250 E & W & State Hwy. 20; I-64.

**2 - TRANSPORTATION: Railroads**-Southern; C&O.

**Motor Freight Carriers**-5.

**Airlines**-Piedmont; USAir; American; United Express; Continental Express.

**3 - POPULATION:**

Corp. City 80 Cen. 45,010; E&P 89 Est. 41,437
NDM-ABC: (80) 155,159
County 80 Cen. 96,070; E&P 89 Est. 110,074
MSA 80 Cen. 114,053; E&P 89 Est. 129,409

**4 - HOUSEHOLDS:**

City 80 Cen. 15,705; E&P 89 Est. 17,265
NDM-ABC: (80) 54,424
County 80 Cen. 36,950; E&P 89 Est. 36,886
MSA 80 Cen. 40,241; E&P 89 Est. 45,556

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $1,904,865,000 |
| Savings & Loan | 5 | $203,000,000 |

**6 - PASSENGER AUTOS:** County 46,143; City 24,282.

**7 - ELECTRIC METERS:** Residence 28,439.

**8 - GAS METERS:** Residence 11,010.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 10,000; Electronic Equip. 4,140; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

**11 - TAP WATER:** pH7; very soft (less than 2 gpg); fluoridated (1 ppm).

**12 - RETAILING: Principal Shopping Center**-10 blocks on E. Main St.

**Neighborhood Shopping Centers**-Univ., W. Main St.; K mart, Univ. Shpg. Ctr.; Ivy Sq.; Woodbrook; Preston Plz.; Meadowbrook.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Albermarle Sq (41) | NA | Safeway, Rite Aid |
| Barracks Rd (64) | NA | Superfresh |
| Charlottesville Fashion Sq (75) | NA | JCPenney, Leggett, Miller & Rhoads, Sears |
| Shoppers World(20) | NA | Fantles, Superfresh |
| Seminole Sq (6) | NA | Giant Foods, Hechingers |
| Willoughby | NA | Holdrens, Food Lion |
| River Bend | NA | Roses, Food Lion |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Fri.; Barracks Rd.-Mon. through Fri.

**Stores Open Sundays**-Food and drug stores.

**13 - RETAIL OUTLETS: Department Stores**-Miller & Rhoads 2; Sears; K mart; Leggett 2; JCPenney.

**Chain Drug Stores**-Standard; Peoples; Fantles; Rite Aid; Revco.

**Chain Supermarkets**-Safeway 3; Superfresh; Kroger; Reid Super Save 2; IGA 2; Food Lion 3; Giant.

**Other Chain Stores**-Kane Furn.; H&M Shoe 3; A&N 2; Advance; Rose's; Woolworth; Firestone 4; Glassner 3; Moores; Lowes; Best Prods.; Grand Piano & Furniture.

**14 - NEWSPAPERS:** PROGRESS (e) 31,936; (S) 33,816; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Perry Nardo, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.

**National Representative**: Landon Associates.

## CHRISTIANSBURG

**1 - LOCATION:** In Montgomery County, County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.

**Motor Freight Carriers**-United Parcel; Purolator Service.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Piedmont, Eastern.

**3 - POPULATION:**

Corp. City 80 Cen. 10,345; E&P 89 Est. 13,992
County 80 Cen. 63,516; E&P 89 Est. 69,239

**4 - HOUSEHOLDS:**

City 80 Cen. 3,929; E&P 89 Est. N.A.
County 80 Cen. 20,831; E&P 89 Est. 25,688

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 42,041.

**7 - ELECTRIC METERS:** Residential Appalachian Power 23,950, V.P.I. 4,500.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Furn.; Arsenal; Electric Tech.; A.T.&T.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp.; New River Textiles.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

**11 - TAP WATER:** Hard & alkaline.

**12 - RETAILING: Principal Shopping Center**-University Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| University(36) | 1 | |
| Gables(21) | | Leggetts |
| Blackbury Sq (4) | NA | Lowes Foods |
| Hills(5) | 9 | Hills |
| Northgate Vlg (7) | 4 | Food World, Rose's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Discount Stores**-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Rose's.

**Variety Stores**-Fenton Hdwe.; Pic 'N Save.

**Chain Drug Stores**-Eckerd; Peoples; Revco.

**Chain Supermarkets**-Kroger; Lowes; Food Lion; Harris-Teeter.

**Other Chain Stores**-Sears; Heironimus; Leggetts.

**14 - NEWSPAPERS:** NEWS MESSENGER (e-tues to fri) 7,100; (S) 7,300; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.

**National Representative**: Landon Associates.

## COVINGTON

**1 - LOCATION:** Independent City in center of Alleghany County. E&P Map C-2. County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

**2 - TRANSPORTATION: Railroads**-C&O, Railpax.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 9,063; E&P 89 Est. 7,276
CZ-ABC: (80) 9,063
Bal. in NDM-ABC: (80) 25,239
County 80 Cen. 28,446; E&P 89 Est. 28,886
Total NDM-ABC: (80) 34,302

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,511; E&P 89 Est. 3,032
CZ-ABC: (80) 3,511
Bal. in NDM-ABC: (80) 8,708
County 80 Cen. 10,159; E&P 89 Est. 10,435
Total NDM-ABC: (80) 12,219

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $732,000,000 |
| Savings & Loan | 1 | $350,000,000 |

**6 - PASSENGER AUTOS:** County 10,345; City 5,158.

**7 - ELECTRIC METERS:** Residence 3,600.

**8 - GAS METERS:** Residence 4,235.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

**11 - TAP WATER:** Medium alkaline.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Mallow Mall(13) | NA | K mart, Thrift Drug |
| Red Oak(6) | NA | Krogers, SupeRx, Food Lion, Family Dollar, Revco, Roses |

**Principal Shopping Days**-Thur. through Sun.

**Stores Open Evenings**-Groceries-Thur. & Fri.; Dept., furn. & jewelry-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Leggetts; JCPenney; Sidney's; Dollar General; Aides; K mart; Rose's.

**Chain Drug Stores**-SupeRx; Thrift; Revco.

**Chain Supermarkets**-Kroger; Food Lion; Mick-or-Mack.

**14 - NEWSPAPERS:** VIRGINIAN REVIEW (e) 8,372; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert S. Tucker, Mktg. Dir., VIRGINIAN REVIEW, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.

**National Representative**: Landon Associates.

## CULPEPER

**1 - LOCATION:** Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, DC; 85 mi. NW of Richmond, VA.

**2 - TRANSPORTATION: Railroads**-Southern.

**Intercity Bus Lines**-Trailways; Greyhound.

**Motor Freight Carriers**-15.

**3 - POPULATION:**

Corp. City 80 Cen. 6,621; E&P 89 Est. 6,670
County 80 Cen. 22,620; E&P 89 Est. 24,522
NDM-ABC: (80) 56,412

**4 - HOUSEHOLDS:**

City 80 Cen. 2,611; E&P 89 Est. 2,771
County 80 Cen. 7,605; E&P 89 Est. 9,606
NDM-ABC: (80) 18,680

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $75,648,053 |
| Savings & Loan | 1 | $124,700,000 |

**6 - PASSENGER AUTOS:** County 19,133.

**7 - ELECTRIC METERS:** Residence County 3,914.

**8 - GAS METERS:** Residence 2,479.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Commun. 570.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Mean Temp.-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

**11 - TAP WATER:** Soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Meadowbrook | NA | Food Lion, Revco, Aides |
| Dominion Sq. | NA | Leggett, Roses |
| Southgate(18) | 1 | People's Drug, Safeway, Jamesway |

**Principal Shopping Days**-Fri., Sat., Mon.

**Stores Open Evenings**-Dept.

**13 - RETAIL OUTLETS: Department Stores**-Leggetts; Lerner's; Fashion Shop; Rose's; Fashion Bug; Fashion Ctr.

**Variety Stores**-Newberry; G.C. Murr[illegible]es; Jamesway.

**Chain Supermarkets**-Safeway; A&P; [illegible] Sun Foods.

**Chain Drug Stores**-Drug Fair; Peoples; Revco.

**Other Chain Stores**-Firestone; A&N Men's Clothing; Sears (catalog).

**14 - NEWSPAPERS:** STAR-EXPONENT (m) 7,563; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ellen Keys, Adv. Dir., STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.

**National Representative**: Landon Associates.

## DANVILLE

**1 - LOCATION:** Independent City connected with Pittsylvania County (MSA). E&P Map D-3. Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

**2 - TRANSPORTATION: Railroads**-Norfolk/Southern; Carolina & Northwestern.

**Intercity Bus Lines**-Greyhound; Trailways; Silver Fox; Safety.

**Airlines**-Piedmont; USAir.

**3 - POPULATION:**

Corp. City 80 Cen. 45,642; E&P 89 Est. 41,503
CZ-ABC: (80) 62,550

RTZ-ABC: (80) 72,271
County 80 Cen. 66,147; E&P 89 Est. 109,970
MSA 80 Cen. 111,945; E&P 89 Est. 109,970
City & RTZ-ABC: (80) 134,821

**4 - HOUSEHOLDS:**
City 80 Cen. 17,511; E&P 89 Est. 17,293
CZ-ABC: (80) 23,474
RTZ-ABC: (80) 23,802
County 80 Cen. 39,980; E&P 89 Est. 40,703
MSA 80 Cen. 39,658; E&P 89 Est. 40,825
City & RTZ-ABC: (80) 47,276

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| National | 3 | $853,801,585 |
| State | 6 | (incl. above) |

**6 - PASSENGER AUTOS:** County 42,695; City 34,174

**7 - ELECTRIC METERS:** Residence 43,882

**8 - GAS METERS:** Residence (Nat. Gas) 15,510

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 7,302; Tobacco 2,196; Lumber & Wood Prods. 1,066; Comm. Steel Saw 527; Glass 886; Apparel 816; Rubber Prods. 2,000; Food Prods. 177; Printing & Pub. 325; Mobile Homes 228.

**10 - CLIMATE:** Av. An. Temp.-58.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Sherwood(16) | 2 | Sherwood House Furn. |
| Danville Plz.(8) | 3 | Value City, Harris Teeter, Thrift Drug |
| Riverside(27) | 3 | Winn-Dixie, SupeRx Big Lots, CMT Sporting |
| K mart | 3 | K mart |
| Ballou Park(14) | 5 | Food Lion, G.C. Murphy, Peebles |
| Dan River Plz.(4) | 6 | Eckerd, Family Dollar, Kroger |
| Nor-Dan(16) | 7 | King Food, Peoples Drug, Winn-Dixie |
| Fairgrounds Plz.(3) | 3 | Kroger, SupeRx |
| North Danville(8) | 4 | Old Dutch Mkt. |
| Piney Forest(6) | 6 | Food Lion, Revco, Family Dollar |
| Cain Creek(5) | 5 | Family Dollar, Revco, Winn-Dixie |
| Piedmont Mall(75) | 5 | Belk-Leggett, JCPenney, Hills, Globman's |

**Principal Shopping Days**-Thur. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Peebles; Belk-Leggett; JC Penney; Sears; Globmans.

**Variety Stores**-Woolworth; G.C. Murphy.

**Chain Drug Stores**-Peoples; Revco 2; SupeRx 4; Thrift; Professional Phcy. 2, Eckerd 2.

**Discount Stores**-K mart; Value City; Hills; Wal Mart.

**Chain Supermarkets**-Old Dutch 5; Winn-Dixie 3; Piggly Wiggly; Harris Teeter; Food Lion 3; Kings Food; Eddie's; Kroger.

**Other Chain Stores**-Diana Shop; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Advance; Olan Mills; Glen More.

**14 - NEWSPAPERS:** DANVILLE REGISTER & BEE (m) 25,669; (sat) 21,988; (S) 28,738; March 31, 1989 ABC.

**Note**: Morning & Evening papers merged 7/1/89 to a 7 day a week morning paper.

**Local Contact** for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., DANVILLE REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.

**National Representative**: Landon Associates.

## FREDERICKSBURG

**1 - LOCATION:** Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy.; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapons Center and 10 mi. N of Fort A.P. Hill.

**2 - TRANSPORTATION: Railroads**-Richmond; Fredericksburg and Potomac; ACL; Seaboard.

**Motor Freight Carriers**-25.

**Intercity Bus Lines**-Greyhound; Trailways.

**3 - POPULATION:**
Corp. City 80 Cen. 15,322; E&P 89 Est. 20,424
NDM-ABC: (80) 118,674
County 80 Cen. 50,132; E&P 89 Est. 60,686

**4 - HOUSEHOLDS:**
City 80 Cen. 5,927; E&P 89 Est. 9,284
County 80 Cen. 16,711; E&P 89 Est. 22,366
NDM-ABC: (80) 38,193

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 12 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** County 40,047; City 11,909

**7 - ELECTRIC METERS:** City and 4 adjacent counties 65,647

**8 - GAS METERS:** Residence 15,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry & Fishing 337; Constr. 4,703; Mfg. 4,727; Trans., Commun. & Public Util. 1,797; Whol. Trade 1,453; Ret. Trade 12,127; Fin., Ins. & Real Estate 1,460; Servs. 8,760; State, Local & Federal Gov't 9,695.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, Oct. 15; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Caroline St., 3 on William St., Downtown.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Park & Shop(27) | 2 | Giant Food, Rose's |
| Fredericksburg(12) | 2 | McCrory's |
| Greenbrier(20) | 2 | K mart |
| Spotsylvania Mall(100) | 3 | Sears, Mont. Ward, JCPenney, Leggett |
| 4-Mile Fork(10) | 4 | Nichols, Peoples |
| Westwood Ctr.(15) | 2 | Peoples |
| Village Square(14) | 3 | Standard Drug Warehouse Food |
| Chancellor Ctr.(10) | 4 | Nichols, Food Lion |
| Spotsylvania Crossing(8) | 4 | Bradlees, Giant Food |
| Breezewood(12) | 5 | Standard Drug |
| Aquia Town Ctr(50) | 20 | Basic Foods, Peoples Drug |
| Brafferton Ctr.(20) | 20 | Shopper's Food Whse. Jamesway |
| North Stafford(15) | 20 | Giant, Ames |
| Woodlawn Vlg.(10) | 3 | Revco, Food Lion |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur. & Fri.; Shpg. Ctrs.-6 nights.

**Stores Open Sundays**-Drug, Food & some Dept. stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Sears; Leggetts; Ames.

**Variety Stores**-Woolworth; McCrory; Ben Franklin; Roses; Dollar General 3.

**Discount Stores**-Nichols 2; K mart; Jamesway.

**Chain Drug Stores**-Peoples 6; Rite Aid 2; Standard 2; Revco 2.

**Chain Supermarkets**-Safeway 2; Bon Food; Giant 3; Food Lion 3.

**Other Chain Stores**-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack 3; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; Shaw's Jewelry; Best Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Sterling Optical; Athletic Attic; Susie Casuals; Waldenbooks, Hechinger's; Frank's Nursery; Big Sky.

**14 - NEWSPAPERS:** FREE LANCE-STAR (e) 38,015; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.

**National Representatives**: Landon Associates; U.S. Suburban Press.

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**HAMPTON**
**See NEWPORT NEWS**

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## HARRISONBURG

**1 - LOCATION:** Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

**2 - TRANSPORTATION: Railroads**-Southern; Norfolk & Western.

**Motor Freight Carriers**-10.

**Intercity Bus Line**-Greyhound.

**Airlines**-Allegheny Commuter; Henson; Piedmont.

**3 - POPULATION:**
Corp. City 80 Cen. 19,671; E&P 89 Est. 26,151
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 80 Cen. 76,817; E&P 89 Est. 86,829
City & RTZ-ABC: (80) 130,430

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,956; E&P 89 Est. 11[illegible]70
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 80 Cen. 28,451; E&P 89 Est. 29,717
City & RTZ-ABC: (80) 44,209

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $525,000,000 |
| Savings & Loan | 3 | $130,000,000 |

**6 - PASSENGER AUTOS:** County 44,545; City 16,425

**7 - ELECTRIC METERS:** Residence City 10,061; County 24,172

**8 - GAS METERS:** Residence City 2,179; County 395

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Garments 800; Poultry 3,500; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 640; Pkg. 190; Pharmaceuticals 747; Aluminum Prods. 549; Brewing 300.

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Main St.; 10 on Liberty; 15 all other.

**Neighborhood Shopping Centers**-Park View; Dayton Bridgewater; Sunset Heights; Rockingham Square.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Cloverleaf(12) | 1 | Super Fresh, Best |
| Spotswood Sq.(2) | 14 | Kroger, Zayre |
| Skyline Shpg.(3) Ctr. | 7 | Sears, Gee Bee, Hechingers |
| Dukes Plz.(2) | 12 | Roses, Super Fresh |
| Rockingham Sq.(10) | 4 | Food Lion, Eckerd |
| E. Market Sq.(20) | 2 | Food Lion, Eckerd, Radio Shack |
| Valley Plaza | 1 | Rose's, Firestone, Goodyear |
| Nichols | 2 | |
| Valley Mall(80) | 2 | JCPenney, Leggett, Watson's, Lowe's |

**Principal Shopping Days**-Mon. through Sat. Food-Fri. & Sat.

**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Alfred Ney; Leggett; JCPenney; Watson's.

**Variety Stores**-Woolworth; A&N; Glen's Fair Price.

**Discount Stores**-Nichols; Medco; Capital; K mart; Rose's; Zayre.

**Chain Drug Stores**-Peoples; Rite Aid; Eckerd.

**Chain Supermarkets**-Mick-or-Mack 2; Super Fresh 2; 7-Eleven 4; Red Front; Kroger; Food Lion 3; High's.

**Other Chain Stores**-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.), Grand Piano (Furn.); Sherwin-Williams.

**14 - NEWSPAPERS:** NEWS-RECORD (m) 30,749; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.

**National Representative**: Landon Associates.

## HOPEWELL

**1 - LOCATION:** Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western, Seaboard Coastline.

**Motor Freight Carriers**-24.

**Airlines**-Eastern; National; Piedmont; United; Davenport.

**3 - POPULATION:**
Corp. City 80 Cen. 23,397; E&P 89 Est. 23,882
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 80 Cen. 49,154; E&P 89 Est. 49,873
MSA 80 Cen. 761,311; E&P 89 Est. 850,162
City & RTZ-ABC: (80) 77,479

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 8,506; E&P 89 Est. 9,185
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 80 Cen. 18,205; E&P 89 Est. 17,956
MSA 80 Cen. 269,202; E&P 89 Est. 311,520
City & RTZ-ABC: (80) 24,788

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 3 | $210,000,000 |

**6 - PASSENGER AUTOS:** City 15,298; County 15,457

**7 - ELECTRIC METERS:** Residence 9,335

**8 - GAS METERS:** Residence 2,924

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855; Total Civilian Employment 11,832.

**Principal Pay Days**-Wed., Thur., Fri.; 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2, last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq., Colonial Corner; Crossings Center.

**Neighborhood Shopping Centers**-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.

**Shopping Centers**-Cavalier (33 units); Crossings Center; Colonial Corner Shopping Ctr. (14 units); Center open evenings and Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Rose's; Peebles.

**Chain Drug Stores**-Standard Drug; Rite Aid; Medicine Shoppe.

**Chain Supermarkets**-Farm Fresh; Pantry Pride; Richfood; Winn-Dixie; Super Fresh.

**Other Chain Stores**-Firestone; Sherwin-Williams; ABC 2; Four Seasons Cleaners; Dollar

General; Family Dollar; Pic 'N Pay; Nichols; True Value; Best; Radio Shack; Shoe Show; Book Whse.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 6,844; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Dir., NEWS, 516 E. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.

**National Representative**: Landon Associates.

## LYNCHBURG

**1 - LOCATION:** E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River, 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

**2 - TRANSPORTATION: Railroads**-CSX Systems; Amtrak; Norfolk Southern Corp.
**Motor Freight Carriers**-23.
**Intercity Bus Lines**-Lynchburg; Greyhound; Trailways.
**Airlines**-Piedmont; Henson; Allegheny-USAir; American Eagle/American Airlines.

**3 - POPULATION:**
Corp. City 80 Cen. 66,769; E&P 89 Est. 66,873
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 109,202
Counties 80 Cen. 110,057; E&P 89 Est. 115,743
Campbell 80 Cen. 45,540; E&P 89 Est. 48,516
Bedford 80 Cen. 35,241; E&P 89 Est. 37,951
Amherst 80 Cen. 29,275; E&P 89 Est. 29,276
MSA 80 Cen. 141,585; E&P 89 Est. 148,666
City & RTZ-ABC: (80) 203,768

**4 - HOUSEHOLDS:**
City 80 Cen. 23,940; E&P 89 Est. 26,749
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 37,013
Counties 80 Cen. 36,077; E&P 89 Est. 70,764
Campbell 80 Cen. 15,130; E&P 89 Est. 42,945
Bedford 80 Cen. 11,985; E&P 89 Est. 17,233
Amherst 80 Cen. 8,962; E&P 89 Est. 10,586
MSA 80 Cen. 48,032; E&P 89 Est. 51,091
City & RTZ-ABC: (80) 69,587

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | NA |

**6 - PASSENGER AUTOS:** Counties: Campbell 35,874; Bedford 35,992; Amherst 20,184; City 41,621.

**7 - ELECTRIC METERS:** Residence 59,775.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Shoes 1,095; Foundry 2,175; Paper Prods. 500; Needle Craft 850; Nuclear Facil. 3,800; Computer Prods. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Prods. 432; Farming & Cattle N.A.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Main St., The Plaza; River Ridge Mall; Outlet Mall.
**Neighborhood Shopping Centers**-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights 2; Timberlake Rd.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| River Ridge Mall(85) | NA | Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney |
| Pittman Plaza | NA | Heironimus, A&N, Murphy's, People's Drug, Best |
| Forest Plaza | NA | Stephenson & Aldridge, Rite Aid |
| West Forest Hill(30) | NA | Kroger |
| Forthill Vlg.(25) | NA | Peoples Drug, Winn-Dixie |
| Fairview Sq. | NA | Revco, Piggly Wiggly |
| Hills Lynchburg(22) | NA | Hill's |
| Seminole(15) | NA | Winn-Dixie, Western Auto |
| Boonsboro(15) | NA | Winn-Dixie |
| Village Sq. | NA | Harris Teeter |
| Westover(17) | NA | Kroger, Robertson Drug |
| Waterlick Plaza | NA | Winn-Dixie, Harris-Teeter |
| Timbrook Square | NA | Kroger |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Open Evenings**-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

**13 - RETAIL OUTLETS: Department Stores**-Miller & Rhoads; Leggetts; Sears; JCPenney; G.C. Murphy; Thalhimers; Heironimus.
**Discount Stores**-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores; Dale Garment Co.; Dress House; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tultex Apparel Outlet; Williamson Dickie Factory Outlet; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc; A&N; Rose's; Circuit City.
**Variety Stores**-Family Dollar 2.
**Chain Drug Stores**-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3; Rite-Aid.
**Chain Supermarkets**-Kroger 4; Harris Teeter 8; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3; Piggly Wiggly.
**Other Chain Stores**-Advance Stores; Western Auto 3; Firestone 3; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus.

**14 - NEWSPAPERS:** NEWS & DAILY ADVANCE (all day) 41,751; (m-sat) 40,692; (S) 44,478; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Meredith White, Mktg./Creative Mgr., NEWS & DAILY ADVANCE, 101 Wyndale Dr., PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.

**National Representative**: Cresmer, Woodward, O'Mara, & Ormsbee.

## MANASSAS

**1 - LOCATION:** Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2. County Seat. High Tech-Electronics; Timber; Farming (grain, dairy, horses; beef cattle); Steel Fabrication; 25 mi. SW of Washington, DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

**2 - TRANSPORTATION: Railroads**-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Virginia Trailways.
**Airlines**-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

**3 - POPULATION:**
Corp. City 80 Cen. 15,438; E&P 89 Est. 20,658
CZ-ABC: (80) 42,458
RTZ-ABC: (80) 29,851
County 80 Cen. 167,630; E&P 89 Est. 229,639
MSA 80 Cen. 3,249,611; E&P 89 Est. 3,698,045
City & RTZ-ABC: (80) 72,309
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 5,048; E&P 89 Est. 7,378
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 80 Cen. 54,074; E&P 89 Est. 96,074
MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822
City & RTZ-ABC: (80) 22,626

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $73,505,000 |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 142,682; City 17,428.

**7 - ELECTRIC METERS:** Residence Est. City 4,000.

**8 - GAS METERS:** Residence Est. City 3,740.

**9 - PRINCIPAL INDUSTRIES:** Work Force 23,000-Mfg. 2,404; Constr. 2,000; Trans. & Pub. Util. 1,000; Whol. & Ret. Trade 4,400; Fin., Ins. & R.E. 850; Servs. 2,235; Gov't 6,417; Other 2,234; Agric. 515.
**Tourist Area**-Manassas (Bull Run) National Battlefield Park.

**10 - CLIMATE:** Mild, Jan. 36; July 76.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grant Ave (9) | 3 | Safeway |
| Mall at Manassas(60) | 3 | Hecht's, Mont. Ward, Work Bazaar |
| K mart(20) | 3 | K mart, Showoff, Highs |
| Manassas | 3 | A&P, Drug Fair, Woolworth |
| Westgate(35) | 2 | Giant Food, ABC, Peoples Drug, Leggetts |
| Manassas Junction | 3 | Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza, Computerland |
| Sudley Plaza(4) | 3 | Hechinger, Zayre, Safeway, Peoples Drugs |

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Peeble's; Sears; The Hecht Co.
**Variety Stores**-Rohr's; Woolworth; K mart; Zayre.
**Chain Supermarkets**-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.
**Other Chain Stores**-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger.

**14 - NEWSPAPERS:** JOURNAL MESSENGER (e) 12,088; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Carol Cutlip, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.

**National Representative**: Landon Associates.

## MARTINSVILLE

**1 - LOCATION:** Independent City connected with Henry County. E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, WV. On U.S. Hwys. 58, 220; State Hwys. 57, 108.

**2 - TRANSPORTATION: Railroads**-N & W; Carolina & Northwestern.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Martinsville; Greyhound.

**3 - POPULATION:**
Corp. City 80 Cen. 18,075; E&P 89 Est. 17,401
CZ-ABC: (80) 18,986
RTZ-ABC: (80) 63,462
County 80 Cen. 75,839; E&P 89 Est. 76,807
City & RTZ-ABC: (80) 82,448
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,021; E&P 89 Est. 6,960
CZ-ABC: (80) 6,901
RTZ-ABC: (80) 21,625
County 80 Cen. 27,085; E&P 89 Est. 28,963
City & RTZ-ABC: (80) 28,526

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $659,569,231 |
| Savings & Loan | 1 | N.A. |

**6 - PASSENGER AUTOS:** City 11,285; County 45,250.

**7 - ELECTRIC METERS:** Residence 7,300.

**8 - GAS METERS:** Residence 3,662.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

**11 - TAP WATER:** pH Deposits 7.0 to 7.2, very soft.

**12 - RETAILING: Principal Shopping Center**-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bassett | 7 | |
| Collinsville | 5 | Leggetts |
| Ridgeway | 7 | |
| Axton Fieldale | 10 | Stultz-Townes |
| Patrick Henry Mall(27) | NA | JCPenney |
| Holiday(21) | 8 | Family Dollar |
| Central Plz. | 2 | |
| Martinsville Plz (8) | 3 | Kroger |
| Riverside Plz. | 6 | |
| Druid Hills(13) | NA | Kroger |
| Laurel Park(12) | NA | Winn-Dixie |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Leggetts; Globman's; Watson's.
**Variety Stores**-Rose's.
**Discount Stores**-Family Dollar; Mack's; Dollar General; K mart; Big Lots.
**Chain Drug Stores**-SupeRx 2; Peoples; Revco 6; Rite Aid.
**Chain Supermarkets**-Kroger 2; Winn-Dixie 4; Lowes 4; Food Lion 3.
**Other Chain Stores**-Jewel Box; Leed's; Advance; Goodyear; Western Auto; McCollum-Ferrel; Sherwin-Williams; Sidney's; Sears (catalog); Pic and Pay; Shoe Show; Super 10; Cato NY Carpet World; Lowes Hardware; Moore's.

**14 - NEWSPAPERS:** BULLETIN (e-mon to fri) 17,783; (S) 19,268; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.

**National Representative**: Landon Associates.

## NEWPORT NEWS-HAMPTON

**1 - LOCATION:** Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

**2 - TRANSPORTATION: Railroads**-Chessie System; CSX; Amtrak.
**Motor Freight Carriers**-26.
**Intercity Bus Lines**-Greyhound; Pentran.
**Freight Steamship Lines**-12.
**Airlines**-Piedmont Regional; Allegheny Commuter; USAir; United Sprint; Emerald.

**3 - POPULATION:**
Corp. Cities 80 Cen. 267,520; E&P 89 Est. 299,407
Newport News 80 Cen. 144,449; E&P 89 Est. 168,199
Hampton 80 Cen. 122,287; E&P 89 Est. 131,208
NDM-ABC: (80) 407,812
MSA 80 Cen. 1,160,051; E&P 89 Est. 1,378,721
**Demographic Information is available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 92,820; E&P 89 Est. 109,595
Newport News 80 Cen. 51,314; E&P 89 Est. 61,276
Hampton 80 Cen. 41,506; E&P 89 Est. 48,319
NDM-ABC: (80) 139,196
MSA 80 Cen. 385,929; E&P 89 Est. 473,856

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $1,422,350,000 |
| Savings & Loan | 9 | $733,607,000 |

**6 - PASSENGER AUTOS:** Newport News 96,475; Hampton 85,905.

**7 - ELECTRIC METERS:** Residence 141,000.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 30,000 (N.A.); Seafood Packing 2,200 ($175); Aeronautics 4,000 ($275); Beer 1,100 (N.A.); Electronics 700 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 4,700 ($175); Military 28,000; Gov't. 5,200.

**Principal Industrial Pay Days**-15th & end of month.

**10 - CLIMATE:** Average Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8; last killing frost, Mar. 16.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Mercury Blvd., Hampton, Newport News and Denbigh Area in Newport News.

**Neighborhood Shopping Centers**-Newport News: Hilton, Old Hilton Village. Hampton: Sinclair Circle, Mellen St., Langley Circle, Grant City.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Denbigh | 8 | Mont. Ward, K mart |
| Wythe | 3 | Superfresh |
| Langley Sq. | 9 | Ames, Belo |
| Newport Sq. | 5 | Superfresh, People's Safeway |
| Phoebus | 9 | |
| Newmarket North | NA | Sears, Miller & Rhoads, Leggett |
| Newmarket South | NA | Superfresh, Murphy Mart, JCPenney, Hechinger, Portfolio Furn. |
| Warwick Village | 1 | K mart, Hess, Peoples's, Superfresh |
| Buckroe | 10 | People's, Farm Fresh |
| Hidenwood | 10 | Woolworth, Food Lion |
| Sherwood Park | 19 | |
| Riverdale | 1 | Superfresh, Builder Square |
| Mercury Plz. | NA | Homequarters, Rose's |
| Willow Oak | 10 | Superfresh, Drug Fair |
| Todd Center | NA | Grand Furn., FX, Service Mdse. |
| Warwick | 7 | Hess, Farm Fresh |
| Coliseum Mall | NA | JCPenney, Hess, Thalhimer, Mont. Ward |
| Beechmont | 20 | Revco |
| Patrick Henry Mall | NA | Uptons, Leggett, Hess |

**Principal Shopping Days**-Dept. Stores: Thur., Fri., Sat., Mon.; Food Stores: Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept.: Mon. through Sun.; Food: most evenings. Many open 24 hrs., seven days.

**13 - RETAIL OUTLETS: Department Stores**-Hess; Leggett; Montgomery Ward; Sears; Smith & Welton; Thalhimers; Uptons; Miller & Rhoads; JCPenney.

**Discount Stores**-K mart; Zayre's; Ames; Roses; Family Dollar.

**Variety Stores**-Rose's.

**Chain Drug Stores**-Peoples 7; Revco 6; Treasury; Rite Aid.

**Chain Supermarkets**-A&P 8; Food Lion 8; Belo 6; Manor; Farm Fresh 18; Superfresh 6.

**Other Chain Stores**-Auto: Western Auto, Advance Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Home Quarters, Builders Square, Lowes; Clothing: La Vogue; Shoes: Kinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint.

**14 - NEWSPAPERS:** DAILY PRESS (m-mon to fri) 75,744; (S) 116,842; TIMES-HERALD (e) 31,460; DAILY PRESS/TIMES HEARLD (m-sat) 99,225, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: George McDaniel, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4666.

**National Representative**. Cresmer, Woodward, Omara & Ormsbee.

## NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

**1 - LOCATION:** Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River, known as Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Norfolk & Western; Southern; Eastern Shore; Amtrak; CSX Corp.

**Motor Freight Carriers**-50.

**Freight Steamship Lines**-87.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-United; Pan Am; Northwest; Piedmont; USAir; Eastern; TWA; American; Delta; Henson; Trans World Express; Cargo lines-Emery; Federal Express; Airborne.

**3 - POPULATION:**

Corp. Cities 80 Cen. 633,755; E&P 89 Est. 903,351

Norfolk 80 Cen. 265,831; E&P 89 Est. 271,295

Portsmouth 80 Cen. 104,476; E&P 89 Est. 107,096

Virginia Beach 80 Cen. 265,096; E&P 89 Est. 376,288

Chesapeake 80 Cen. 114,407; E&P 89 Est. 148,672

MSA-ABC: (80) 795,862

Bal. in MSA-ABC: (80) 364,449

Bal. in NDM-ABC: (80) 175,311

Total NDM-ABC: (80) 1,335,622

MSA 80 Cen. 1,161,268; E&P 89 Est. 1,378,721

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 246,014; E&P 89 Est. 335,017

Norfolk 80 Cen. 87,802; E&P 89 Est. 89,029

Portsmouth 80 Cen. 36,746; E&P 89 Est. 39,761

Virginia Beach 80 Cen. 85,155; E&P 89 Est. 144,738

Chesapeake 80 Cen. 36,311; E&P 89 Est. 61,489

MSA-ABC: (80) 261,828

Bal. in MSA-ABC: (80) 124,101

Bal. in NDM-ABC: (80) 59,733

Total NDM-ABC: (80) 445,662

MSA 80 Cen. 384,349; E&P 89 Est. 473,856

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 22 | $42,727,035,000 |
| Savings & Loan | 18 | $16,165,162,000 |

**6 - PASSENGER AUTOS:** Norfolk 131,907; Portsmouth 60,034; Virginia Beach 232,526; Chesapeake 94,489.

**7 - ELECTRIC METERS:** MSA Residence 480,109

**8 - GAS METERS:** MSA Residence 132,590

**9 - PRINCIPAL INDUSTRIES: (MSA Area)**-Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Fed. Gov't. 54,800; Ret. 108,600; Servs. 135,800; Constr. 38,100; Whol. 25,000; Fin., Ins., R.E. 27,000; Printing & Pub. 4,500; Trans. & Public Util. 26,500; Trans. Equip. 35,600; Food & Kindred 6,400.

**Principal Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-102; Summer 45-105; Fall 12-100; Winter -3-87. First killing frost, Nov. 17; last killing frost, Mar. 23.

**11 - TAP WATER:** Low alkalinity; slightly soft; fluoridated.

**12 - RETAILING: Norfolk Principal Shopping Area**-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.

**Portsmouth**-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.

**Virginia Beach**-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.

**Norfolk Neighborhood Shopping Areas**-8 blocks both sides of 21st St. between Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby St.; Va. Beach Blvd. at Military Hwy.; Military Hwy. at Norview Ave.

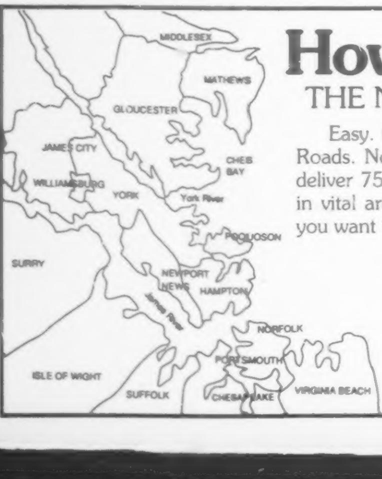
**Portsmouth Neighborhood Shopping Areas**-Alexanders Corner; Craddock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.

**Chesapeake Neighborhood Shopping Areas**-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall; Chesapeake Square Mall.

**Virginia Beach Neighborhood Shopping Areas**-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kemps River Crossing; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmans Plz.; Great American Outlet Mall; Celebration Station.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| **Norfolk:** | | |
| Best Sq.(29) | 6 | Sassafras, Pharmor, Best Products |
| Ghent/21st St. | 2 | Decorum, Farm Fresh, Gene Walters Mkt Pl., Twin City |
| Granby Mall | 1 | Hofheimer's, Nelco |
| Janaf(69) | 6 | Peoples, Mont. Ward, Hess's, T.J. Maxx |
| Military Circle (150) | 6 | Thalhimers, Leggett, JCPenney, Smith & Welton |
| Ocean View(33) | 10 | Giant, Albano, |
| Selden Arcade(18) | 1 | Bo's, Beecroft & Bill, Ltd. |
| Southern(36) | 7 | Peoples, Food Lion, Miller & Rhoads, A&N |
| Ward's Corner (212) | 5 | Peoples, Revco, La Vogue, Hofheimer's, K&K Toys, Farm Fresh |
| Waterside(125) | 1 | Hofheimer's, Phillips |
| **Virginia Beach:** | | |
| Celebration Station(12) | 12 | Drug Emporium, |
| College Park(56) | 10 | Roses, Western Auto, Super Fresh |
| Fairfield/ Providence Sq.(137) | 10 | Super Fresh, Bradlees, True Value, Peoples |
| Great American Outlet Mall(39) | 11 | Old Mill, Famous Footwear |
| Green Run/Chimney Hill(44) | 12 | K mart, Farm Fresh |
| Haygood/Pembroke Meadows(59) | 13 | Roses, Peoples, Super Fresh |
| Hilltop(93) | 17 | K mart, Zayre, Smith & Welton, Peoples |



# How Can One Market Be Two?

THE NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA

Easy. Our MSA is divided (geographically and socially) into Upper and Lower Hampton Roads. Norfolk newspapers reach less than 1% of Upper Hampton Roads. But our dailies deliver 75.1% net unduplicated coverage of all adults here daily and 78.4% Sundays. Adults in vital areas like Newport News, Hampton, Williamsburg and surrounding counties. So if you want to reach all of the MSA, buy the Daily Press and The Times-Herald, too.

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(Circle No. 28 on Market Request Card)

| | | |
|---|---|---|
| Holland/Timberlake (86) | 12 | Food Lion, Revco, Peoples |
| Loehmanns Plz. (34) | 12 | Loehmanns, Herman's Sporting Goods |
| Lynnhaven Mall (156) | 13 | Thalhimers, Mont. Ward, Leggett, JCPenney, Miller & Rhoads |
| Pembroke Mall (105) | 11 | Miller & Rhoads, Sears, Hess's |
| Princess Anne Pl.(56) | 13 | McCrory, Peoples |
| **Chesapeake:** | | |
| Great Bridge(25) | 15 | Peoples, Smith & Welton |
| Greenbrier Mall(145) | 9 | Miller & Rhoads, Sears, Hess's, Leggett |
| **Portsmouth:** | | |
| Churchland(19) | 7 | Ames Sears Surplus |
| Mid-City(50) | 5 | Smith & Welton, JCPenney, K mart |
| Tower Mall(82) | 4 | Miller & Rhoads, Mont. Ward, Hess's |

**Principal Shopping Days**-Department Stores-Thur., Fri., Sat., Sun.; Food-Wed., Thur. Fri., Sat., Sun. (for all four cities).

**Stores Open Evenings**-Dept. Stores-Mon. through Sat.; Food-most evenings.

**13 - RETAIL OUTLETS: (HDM Area) Department Stores**-Hess's 5; JCPenney 4; Leggett 5; Miller & Rhoads 5; Montgomery Ward 4; Sears 2; Smith & Welton 4; Thalhimers 2.

**Discount Stores**-Eagle 4; Family Dollar 7; K mart 7; Ames 2; Roses 11; Woolworth 6; Zayre 5; McCrory's 5.

**Chain Drug Stores**-Standard Drug 15; Freddy's; Drug Emporium 3; Peoples 32; Phar-Mor 3; Revco 33; Rite Aid 16.

**Chain Supermarkets**-Super Fresh 16; Be-Lo 27; Earles 7; Farm Fresh 27; Food Lion 29; 7-Eleven 165; Gene Walters Marketplace 10.

**Other Chain Stores**-Appliances: FX Singer, Bob Johnson's, Bryant Appliance, Southland, Luskins, Circuit City; Automotive Supply: Kramer Tire, Merchants Tire, Harris Tire, Firestone, Midas Muffler, Western Auto, General Tire, Goodyear, Twin B, Pro Parts, Victory Auto, Advance Auto, A&B Auto Parts; Building Supplies: Hechinger, Moores, Home Quarters, Lowes, Builder's Square, True Value Home Centers, Robbies True Value, Dails, 84 Lumber Co., Kempsville, Glidden, Sherwin-Williams, Norfolk Paint Co., C.A. Nash; Candy: Forbes, Anne Lee, Fanny Farmer; Furniture: Haynes, Grand, The Hub, Ethan Allen/Crawford, Meyers & Tabakin, Decorum, Scan, Willis Wayside; Gasoline Serv. Stations: BP, Chevron, Exxon, Mobil, Shell, Spur; Jewelers: Gordon's, Kay's, Barr Bros., Frank R. Ford, Hardy's, Zales', D.P. Paul, Spertner, Tidewater Keepsake; Laundries & Cleaners: Bon Air, Compeco, Albano, Heritage Cleaners; Loan Companies: American Capital Mortgage, Beneficial, Assoc. Financial Services, Arco Financial Services, Transouth, Household, Landmark Fin. Serv., Shearson Lehman; Men's Clothing: A&E, Fine's, Anderson-Little, T.J. Maxx, Gent's, Shulmans, Eagle Clothes, S&K, The Hub, Alexander Beegle, Beecroft & & Bull Ltd.; Music Dealers: Tmeple of Music, Center of Music; Opticians: Gilbert Optical, Pearle Vision, Smith Dunfield, Traylor, Dr. Richard Bartley, Optecon; Shoes: Hofheimers, Pic 'N Pay, Russell & Holmes, A&N, Thom McAn, Kinney, Barret, Butlers, Fanfare, Lotties, Bakers, Gallenkamp, Jarman; Trucks: Mack, Ryder, Hertz, U-Haul; Women's Clothing: Lerner Shops, T.J. Maxx, Lane Bryant, The Famous, La Vogue, Naivette, Casual Corner, Catherine Stout, Nicholson & Marks, Loehmann's, The Limited.

**14 - NEWSPAPERS:** VIRGINIAN-PILOT (m) 149,346; LEDGER-STAR (e) 80,590; VIRGINIAN-PILOT/LEDGER-STAR (m-sat) 236,734; (S) 232,060; Mar. 31, 1989 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach, Suffolk, and Northeastern North Carolina.

**Local Contact** for Advertising and Merchandising Data. Rick Walsh, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2117.

**National Representative**: None.

## PETERSBURG

**1 - LOCATION:** Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA), E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460, I-95 & 85; State Hwy. 36.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western, Seaboard Coast Line.

**Motor Freight Carriers**-51.

**Intercity Bus Lines**-Greyhound; Carolina Trailways; Petersburg Area Transit.

**3 - POPULATION:**

Corp. City 80 Cen. 41,005; E&P 89 Est. 39,989
CZ-ABC: (80) 80,684
RTZ-ABC: (80) 124,266
County 80 Cen. 22,602; E&P 89 Est. 19,073
MSA 80 Cen. 764,040; E&P 89 Est. 850,162
City & RTZ-ABC: (80) 204,950

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,920; E&P 89 Est. 15,380
CZ-ABC: (80) 25,753
RTZ-ABC: (80) 41,119
County 80 Cen. 26,640; E&P 89 Est. 27,838
MSA 80 Cen. 269,202; E&P 89 Est. 311,520
City & RTZ-ABC: (80) 66,872

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| **Petersburg:** | | |
| Commercial | 6 | $693,831,000 |
| Savings & Loan | 3 | $129,250,000 |
| **Colonial Heights:** | | |
| Commercial | 4 | $36,624,000 |
| Savings & Loan | 3 | $1,047,934,984 |

**6 - PASSENGER AUTOS:** City 15,159

**7 - ELECTRIC METERS:** Residence 47,995

**8 - GAS METERS:** Residence 21,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Cigarette 500; Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.

**Principal Industry Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Principal Shopping Centers**-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.

**Neighborhood Shopping Centers**-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. beginning with 1900 block & Crater Rd., U.S. 301, S.; Walnut Mall: Crater Rd., U.S. 301 S.; Lee Plaza, Rte. 36 & U.S. 301 S.; K mart, Rte. 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd., S. Craten Square, Craten Rd., U.S. 301, Battlefield Plaza, Craten Rd. 301 S.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ettrick | 2 | Coens, Bi-Rite Food, Ettrick Supermarket |
| Walnut Hill(16) | 2 | Bradlees, Sears |
| Walnut Mall(29) | 2 | Thalheimers |
| Colonial Sq.(16) | 3 | Peebles, Rose's, Revco |
| Town Hall(4) | 2 | Roper Hardware, Peoples Drug, Medallion Pools |
| Battlefield Plz. (3) | | Foodlion, Revco, Video World |
| South Crater Sq.(4) | NA | Ukrops, Standard Drug, Circuit City |
| Pickwick Ctr. | 1 | Community Sporting Goods |
| Lee Plaza(5) | 5 | S.E. Nichols, Radio Shack, Mack's, Winn-Dixie |

**Principal Shopping Days**-Dept. Stores Mon., Fri., Sat., Food Wed. (eve.), Thur. through Sat.

**Stores Open evenings**-Mon., Fri., Food every night; Neighborhood Centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-Taylor's; Rose's; Sears; Thalhimers; S.E. Nichols; K mart; Peebles; Helig-Myers; Butterworth; Harlow-Hardy; Crater House; The Oak; Love's Wayside; Philip Levy; Roadside Furniture.

**Discount Stores**-Bradlees; Nichol's; K mart; Rose's; Peebles.

**Variety Stores**-McClellan's, Mack's, Jupiter Discount; Woolworth.

**Chain Drug Stores**-Petersburg: Peoples 2, Standard 3; Rose's-Rexall; Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.

**Chain Supermarkets**-A&P; Safeway 5; Winn-Dixie 2; Sun.; Food Lion 4.

**Other Chain Stores**-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney, Thom McAn, Shoe Show, Barett; Others: Kay Bee Toys; Firestone; Goodyear; B.F. Goodrich; Singer Co.; Sherwin-Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

**14 - NEWSPAPERS:** PROGRESS-INDEX (e) 20,659; (S) 21,220; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Magee, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.

**National Representative**: Thomson Newspapers.

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### PORTSMOUTH
See NORFOLK

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## PULASKI

**1 - LOCATION:** Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

**2 - TRANSPORTATION: Railroads**-Norfolk & Southern.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 10,106; E&P 89 Est. 9,356
County 80 Cen. 35,191; E&P 89 Est. 36,495

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,859; E&P 89 Est. 3,717
County 80 Cen. 13,380; E&P 89 Est. 13,637

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | $1,290,000,000 |
| Savings & Loan | 1 | $3,500,000 |

**6 - PASSENGER AUTOS:** County 24,383

**7 - ELECTRIC METERS:** County 16,114

**8 - GAS METERS:** Residence/Est. 831

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage) Furn. 1,200 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov.; last killing frost, May 7.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pulaski Plaza(8) | NA | Peoples |
| Pulaski Mall(10) | NA | Sidney's, Heck's |
| 5th St. | NA | Rose's |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Heck's; Felix; Family Dollar; Roses; K mart; Magic Mart.

**Chain Drug Stores**-Peoples; Pulaski Drug; SupeRx; Dublin Pharmacy; Martins Pharmacy; Revco.

**Chain Supermarkets**-Kroger; Food Fair; Lowe's; Wade's; Food Lion.

**Other Chain Stores**-Advance Store; Sears; Bogle Tire; McDonalds; Hardee's; Bonanza; Golden Corral; Pizza Hut; Domino's; Heilg-Meyer; The Hub Furniture Store; Wendy's; Sidney's.

**14 - NEWSPAPERS:** SOUTHWEST TIMES (e-mon to fri; S) 7,005; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Joan Meadows, Adv. Dir., SOUTHWEST TIMES, 34 Fifth Street Shopping Ctr.; PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.

**National Representative**: Landon Associates.

## RADFORD

**1 - LOCATION:** Independent City connected with Montgomery County, E&P Map C-3. Residential, industrial & educational Center, 42 mi. SW of Roanoke, on U.S. Hwy. 11 & State Hwy. 102.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 13,225; E&P 89 Est. 12,516
County 80 Cen. 77,123; E&P 89 Est. 85,634

**4 - HOUSEHOLDS:**

City 80 Cen. 3,955; E&P 89 Est. 5,215
County 80 Cen. 30,849; E&P 89 Est. 25,688

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 1 | $11,000,000 |
| Commercial | 2 | $240,879,000 |

**6 - PASSENGER AUTOS:** County 42,041; City 7,535

**7 - ELECTRIC METERS:** Residence 4,778

**8 - GAS METERS:** Residence 1,780

**9 - PRINCIPAL INDUSTRIES:** Textile Mills; Powder, Castings & Pipe; Elect. Motors; Rubber; Dress Mfg.; Plastics; Milk Prods.; Paper Boxes; Limestone; Newspaper Printing & Pub.; Tel. Equip. Mfg.

**10 - CLIMATE:** Av. Temp.-Spring 54; Summer 72; Fall 55; Winter 36.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Christiansburg(8) | 8 | Leggetts, Hills |
| Tyler Square(6) | 1 | Food Lion |
| Dublin | 9 | Wades |
| University Mall (Blacksburg)(20) (Blacksburg)(20) | 15 | Heronimus |
| Triangle | NA | Roses, Eckerd |
| New River(13) | NA | Thriftway, Advance Auto |
| Radford Plaza(13) | NA | SupeRx, K mart, Sears |
| New River (Radford) | NA | Leggetts, Whitehead Drug |
| Village Oaks | NA | Eckerd, Food Lion |

**Principal Shopping Days**-Thur., Fri. & Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Family Dollar.

**Variety Stores**-K mart; Hills; Heronimus.

**Chain Drug Stores**-Revco; SupeRx; Professional Pharmacy; Eckerd.

**Other Chain Stores**-Deli-Mart; 7-Eleven; Sears; Hallmark Cards; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

**14 - NEWSPAPERS:** NEWS JOURNAL (e-tues to fri; S) 3,400; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Donna Linkous, Adv. Dir., NEWS JOURNAL, Grove & First Ave.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.

**National Representative**: Landon Associates.

## RICHMOND

**1 - LOCATION:** Independent City (In Richmond-Petersburg MSA). E&P Map E-3. State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River. 107 mi. S of Washington, DC; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 10, 5; I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

**2 - TRANSPORTATION: Railroads**-CSX Transportation; Southern; RF&P; Amtrak.

**Motor Freight Carriers**-92.

**Intercity Bus Lines**-16; Greyhound, Trailways; Groome Transportation; Virginia Overland Transportation.

**Airlines**-USAir; Eastern; United; Delta; USAir; American; WRA Inc.; USAir Express; American Eagle; United Express.

**Water freight service on James River**

**3 - POPULATION:**

Corp. City 80 Cen. 219,268; E&P 89 Est. 207,097

MSA 80 Cen. 764,040; E&P 89 Est. 850,162

NDM-ABC: (80) 591,719

Bal. in MSA-ABC: (80) 169,592

Total MSA-ABC: (80) 761,311

Bal. in RTZ-ABC: (80) 368,484

Total NDM & RTZ-ABC: (80) 1,129,795

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 85,797; E&P 89 Est. 65,784

MSA 80 Cen. 269,202; E&P 89 Est. 311,520

NDM-ABC: (80) 214,922

Bal. in MSA-ABC: (80) 54,370

Total MSA-ABC: (80) 269,292

Bal. in RTZ-ABC: (80) 124,308

Total NDM & RTZ-ABC: (80) 393,600

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 15 | $26,298,533,000 |
| Savings & Loan | 14 | $5,427,525,000 |

**6 - PASSENGER AUTOS:** City 121,988

**7 - ELECTRIC METERS:** Residence 352,861

**8 - GAS METERS:** Residence 72,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Tobacco 12,800 ($665); Lumber & Wood ex. Furn. 2,100 ($390); Fab. Metals 2,000 ($387); Food Prods. 4,600 ($315); Apparel & Textile Prods. 2,100 ($439); Paper Prods. 5,000 ($439); Printing & Pub. 7,100 ($305); Chem. Prods. 10,600 ($518).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING:** 9 blocks on Broad & Grace Sts. from 1st to 9th.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Willow Lawn(110) | 4 | JCPenney, Hess, Miller & Rhoads |
| Southside(50) | 5 | GC Murphy |
| Azalea(37) | 4 | Thalhimers, Ames |
| Eastgate(39) | 6 | Sears, Thalhimers |
| Cloverleaf(77) | 6 | Sears, JCPenney, Thalhimers |
| Brook Hill(22) | 4 | Super Fresh, Family Dollar |
| Village(22) | 5 | Super Fresh |
| Westland(20) | 8 | Peoples, Office America Office America |
| Fountain Sq.(21) | 8 | Ukrops, Total Plus |
| Ridge(18) | 7 | Rite Aid |
| Merchant's Walk (40) | 7 | Hechinger, Marshall's |
| Hanover Vlg.(8) | 8 | Rite Aid |
| Henrico Plz.(18) | NA | Ames |
| Gayton Crossing(68) | 8 | Ukrops, Safeway |
| Laburnum Sq.(27) | 4 | Safeway |
| Richmond(34) | 3 | Ukrops, Standard |
| Parham(15) | 7 | Safeway |
| Regency Sq.(93) | 7 | Sears, JCPenney, Miller & Rhoads, Thalhimers |
| Chesterfield Mall(74) | 10 | Miller & Rhoads, Hess, Leggett's |
| Bon Air(12) | 7 | Safeway |
| Chippenham Sq.(29) | 7 | Ames, Marshalls |
| Chippenham North(13) | 6 | Ukrops |
| Oxbridge(32) | 10 | Ukrops, Rite Aid |
| Meadow Brook Plz.(32) | 9 | Super Fresh, G.C. Murphy |
| Meadowdale(28) | 9 | Safeway |
| Rockwood(15) | 10 | Winn-Dixie, Revco |
| Tuckernuck(32) | 9 | Safeway, Standard |
| Huguerot Vlg (31) | 8 | Rite Aid, Super Fresh |
| Sycamore Sq.(35) | 13 | Ukrop's |
| Beaufont(28) | 6 | Best Prods., Builder's Sq. |
| Stony Point | NA | Peoples, Ukrops |

**Principal Shopping Days**-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri.

**Stores Open Evenings**-Nightly.

**13 - RETAIL OUTLETS: Department Stores**-Miller & Rhoads; Thalhimers; Sears; JCPenney; Hess; Leggetts.

**Discount Stores**-K mart 5; Best 4; Ames 4.

**Variety Stores**-Woolworth 4; G.C. Murphy 5.

**Chain Drug Stores**-Peoples 24; Standard 16; Revco 15; Drug City 3; Rite Aid 24.

**Chain Supermarkets**-Safeway 24; Super Fresh 13; Lukhards 2; Siegel's 5; Ukrop's 19; Winn-Dixie 10; Farm Fresh 6; Chuck's 11; Food Lion 14.

**Other Chain Stores**-Appliances. Circuit City, Luskin's, Lowe's; Automotive Supply. Pep Boys, Western Auto, Trak Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Amoco, Advance Auto Supply, Earl Scheib; Building Supplies. Builders Square, Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy. Fanny Farmer; Women's Apparel. Lerner, LaVogue, Montaldo's, Sassafras, Ragtime, Casual Corner, Stuarts, Added Dimension, Fashion Alley, Marshall's, Lane Bryant, Ardley; Men's Apparel. Jefferson, Steven Windsor, Kuppenheimer, A&N, Fines, Franco's, George's, Joseph Bank, Britches of Georgetown, S&K, Shevel's; Furniture. The Hub, Heilig-Meyers, The Oak, Haverty's, Virginia Wayside, Colony House, Haynes; Jewelers. Zale's, Schwarzchild, Morton's, D.P. Paul; Shoes. Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Russell & Holmes, Saxons.

**14 - NEWSPAPERS:** TIMES-DISPATCH (m) 140,774; NEWS LEADER (e) 105,340; TIMES-DISPATCH (S) 246,806; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., NEWS LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293-0001; Tel. (804) 649-6269.

**National Representative**: Sawyer-Ferguson-Walker.

## ROANOKE

**1 - LOCATION:** Independent city connected with Roanoke County (MSA). E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ. for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

**2 - TRANSPORTATION: Railroads**-Norfolk Southern Ry; (headquarters for shops) major freight-break point, 5 radiating routes.

**Intercity Bus Lines**-Greyhound; Trailways; 4 local and regional carriers.

**Motor Freight Carriers**-58.

**Airlines**-Piedmont; General Aviation Air Cargo; Charter and Helicopter Services; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 100,163; E&P 89 Est. 103,844

MSA-ABC: (80) 220,393

Bal. in NDM-ABC: (80) 497,210

County 80 Cen. 73,261; E&P 89 Est. 75,389

MSA 80 Cen. 220,768; E&P 89 Est. 231,592

Total NDM-ABC: (80) 717,603

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 40,027; E&P 89 Est. 34,785

County 80 Cen. 36,001; E&P 89 Est. 35,195

MSA 80 Cen. 81,882; E&P 89 Est. 88,978

MSA-ABC: (80) 81,878

Bal. in NDM-ABC: (80) 171,464

Total NDM-ABC: (80) 253,342

**5 - BANKS**: N.A.

**6 - PASSENGER AUTOS:** City 62,624

**7 - ELECTRIC METERS:** Metro-Res. 86,547

**8 - GAS METERS:** Metro-Res. 34,829

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry, & Fish 6,890; Constr. 6,770; Mfg. 20,580; Trans., Commun. & Util. 8,320; Trade 28,100; Fin., Ins. & R.E. 6,640; Servs. 26,560.

**Principal Pay Days**-Fri., 15th; Last day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean An. Temp.-56. First killing frost, Oct. 18; last killing frost, Apr. 15.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.

**Neighborhood Shopping Areas**-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grandin Road(28) | 2 | Thriftway, Revco, Harris-Teeter |
| Oak-Grove(10) | 7 | Big Lots, SupeRx |
| Crossroads Mall(51) | 5 | Kroger, Firestone, Heironimus, Peoples, K mart, Circuit City |
| Tanglewood Mall(109) | 5 | JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Brendie's, Firestone |
| Towers(55) | 2 | John Simmons, Heironimus, Peoples, Woolworth, Harris-Teeter |
| Roanoke-Salem(23) | | Peoples, Winn-Dixie, Woolworth |
| Towne Ctr. | NA | Sam's Wholesale, Zayre, Pharmor |
| Cave Spring Corners(19) | 5 | Kroger, SupeRx, Hills |
| Townside(2) | NA | SupeRx |
| Valley View(118) | 5 | Sears, Thalhimer's, JCPenney, Leggetts, Hechinger, Holdrens, Toys-R-Us, Miller & Rhoads |
| Vinton Plaza | 3 | Winn-Dixie, Sherwin-Williams |
| Parkside | 3 | Winn-Dixie, Revco |
| Lake Drive(17) | 3 | G.C. Murphy, Kroger, SupeRx, Sidney's, Radio Shack |
| Spartan Sq.(26) | 10 | Kroger, K mart, SupeRx |
| West Salem Plz. (5) | 9 | Winn-Dixie |
| Southwest Plz.(8) | 7 | Winn-Dixie, Revco, Firestone |
| Market Square North(10) | 10 | Food Lion |
| Market Sq. East(8) | 4 | Food Lion |
| Jamestown Plaza(3) | 3 | Bi-Rite |
| Blue Ridge(10) | | Food Lion |

**Principal Shopping Days**-Fri.; 15th; Last day of month.

**Stores Open Evenings**-Food, drug, dept. stores in shopping centers open nightly.

**13 - RETAIL OUTLETS: Department Stores**-S.H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears; Thalhimer's.

**Discount Stores**-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee 2; Revco 13; K mart 3; Family Dollar 4; Hills 2; Brendiees 2; TJ. Maxx; S&K; Sam's Wholesale; Zayre; Pharmor.

**Variety Stores**-Woolworth 3; Scotties.

**Chain Drug Stores**-Peoples 7; Revco 14; SupeRx 16.

**Chain Supermarkets**-Kroger 9; Harris-Teeter 6; Winn-Dixie 5; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 12; Thriftway 4; Food Lion 4; Other Grocery Stores 264.

**Other Chain Stores**-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Sherwin-Williams; Thom McAn; Webster Clothiers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Holdrens; Orvis.

**14 - NEWSPAPERS:** TIMES & WORLD NEWS (m-mon to fri) 82,125; (e-mon to fri) 41,885; (m-sat) 125,676; (S) 126,725; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Pat Blackstock, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3100.

**National Representative**: Branham/Newspaper Sales.

## SPRINGFIELD

**1 - LOCATION:** Independent City in Fairfax County (In Washington DC-MD-VA MSA). E&P Map E-1. County Seat. Suburban Washington.

**2 - TRANSPORTATION: Motor Freight Carriers**-41 in SMSA.

**Intercity Bus Lines**-Continental Trailways; Greyhound; Gold Line; Colonial Transit.

**Airlines**-Major airlines in Washington, DC.

**3 - POPULATION:**

Corp. City 80 Cen. 20,619; E&P 89 Est. 20,420

County 80 Cen. 600,939; E&P 89 Est. 807,496

MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045

NDM-ABC: (80) 745,103

**4 - HOUSEHOLDS:**

City 80 Cen. 6,881; E&P 89 Est. 8,168

County 80 Cen. 233,754; E&P 89 316,750

MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822

NDM-ABC: (80) 270,162

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Comm.(MSA) | 63 | $13,000,000,000 |
| Savings & Loan (MSA) | 53 | $9,000,000,000 |

**6 - PASSENGER AUTOS:** County 565,935

**7 - ELECTRIC METERS:** Residence 873,200 (MSA)

**8 - GAS METERS:** Residence 565,320 (MSA)

**9 - PRINCIPAL INDUSTRIES:** Gov't; Whol. & Ret. Trade; Servs.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

**11 - TAP WATER:** Slightly alkaline, medium soft.

**12 - RETAILING: Principal Shopping Center**-Springfield Mall.

**Neighborhood Shopping Centers**-Bradick.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Most.

**13 - RETAIL OUTLETS: Department Stores**-Garlinckels; Woodward & Lothrop; Montgomery Ward; Penney's.

**Discount Stores**-K mart.

**Chain Drug Stores**-Peoples; Drug Fair; Dart Drug; Revco.

**Chain Supermarkets**-Giant, Safeway, A&P.

**14 - NEWSPAPERS:** FAIRFAX JOURNAL (m-mon to fri) 56,365; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Michael Veitch, V.P.-Sales & Mktg., Journal Newspapers, Springfield, VA 22159. Tel. (703) 750-8100.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## STAUNTON

**1 - LOCATION:** Independent City connected with Augusta County. E&P Map D-2. County Seat. Trading center for three-county agricultural area. School center. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio, Chesapeake & Western (freight).

**Motor Freight Carriers**-16.

**Intercity Bus Lines**-Greyhound, Virginia Trailways.

**Airlines**-Henson.

**3 - POPULATION:**

Corp. City 80 Cen. 21,857; E&P 89 Est. 21,109
CZ-ABC: (80) 32,268
RTZ-ABC: (80) 94,093
County 80 Cen. 91,063; E&P 89 Est. 94,917
City & RTZ-ABC: (80) 126,361

**4 - HOUSEHOLDS:**

City 80 Cen. 8,097; E&P 89 Est. 8,795
CZ-ABC: (80) 11,344
RTZ-ABC: (80) 32,634
County 80 Cen. 33,727; E&P 89 Est. 33,853
City & RTZ-ABC: (80) 43,978

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $271,164,000 |
| Savings & Loan | 2 | $237,507,153 |

**6 - PASSENGER AUTOS:** County 42,444; City 16,427.

**7 - ELECTRIC METERS:** Residence 25,000.

**8 - GAS METERS:** Residence 8,171.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Trans., Commun. & Util. 1,377; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prods. & Fabric 1,080; Mach. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Constr. 2,100; Fin., Ins., R.E. 487; Gov't 5,130.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

**11 - TAP WATER:** Neutral, medium soft, fluoridated and chlorinated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.

**Neighborhood Shopping Centers**-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Mall, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center; Statler Square Shopping Center.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Terry Court(24) | NA | Terry Court Drug |
| Town & Country(3) | NA | K mart, Sears |
| Statler Sq.(16) | NA | Roses, Eckerd, Kroger |
| Staunton Plz. (31) | NA | JCPenney, Mont. Ward, Woolworth, Leggett |
| Chestnut Hills(5) | NA | Big Lots |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Fri.; Shpg. Ctrs. every evening.

**13 - RETAIL OUTLETS: Department Stores**-Leggett's; Montgomery Ward; JCPenney.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Peoples; SupeRx; Medco; Eckerd; Rite Aid; Revco.

**Chain Supermarkets**-IGA; Kroger; Shop & Save; 7-Eleven; Food Lion; Super Fresh.

**Discount Stores**-K mart; Roses; Big Lots.

**Other Chain Stores**-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; Memory Lane Gifts; Super Dollar; University Tire Co.; Advance Auto; Schewels.

**14 - NEWSPAPERS:** NEWS-LEADER (m) 17,789; (S) 21,535; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Martz White, Adv. Mgr., NEWS-LEADER, PO Box 59, Staunton, VA 24401. Tel. (703) 885-7281.

**National Representative**: Landon Associates.

## STRASBURG

**1 - LOCATION:** Shenandoah County. E&P Map E-1. On U.S. Hwy. 11, State Hwy. 55, I-81 and Junction I-66. Miscellaneous manufacturing center in agricultural region. 90 mi. W of Washington, DC; 130 mi. SW of Baltimore, MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

**2 - TRANSPORTATION: Railroads**-Norfolk & Western, Southern, Conrail, Chessie.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound, Trailways.

**Airlines**-Piedmont.

**3 - POPULATION:**

Corp. City 80 Cen. 2,431; E&P 89 Est. 3,020
County 80 Cen. 27,663; E&P 89 Est. 28,344
NDM-ABC: (80) 116,357

**4 - HOUSEHOLDS:**

City 80 Cen. 904; E&P 89 Est. 1,208
County 80 Cen. 10,035; E&P 89 Est. 10,362
NDM-ABC: (80) 41,906

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 13 | $478,207,000 |
| Savings & Loan | 5 | $50,000,000 |

**6 - PASSENGER AUTOS:** Counties-Shenandoah 25,857; Warren 20,346; Frederick 34,191; Regional total 80,394.

**7 - ELECTRIC METERS:** Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

**8 - GAS METERS:** 3,000.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 5,440; Apple Prods. 750; Rubber Prods. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Proc. 950; Light Bulbs 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furn. 350.

**Principal Industrial Pay Days**-Wed., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, Apr. 11.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Winchester; Front Royal; Strasburg; Woodstock.

**Neighborhood Shopping Centers**-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Fri.; Food-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre; Rose's; Maxway.

**Variety Stores**-Newberry 2; McCrory 2; Ben Franklin; Kresge; Family Dollar.

**Chain Drug Stores**-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.

**Chain Supermarkets**-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's; Food Lion 3; Martin's.

**Other Chain Stores**-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 3; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

**14 - NEWSPAPERS:** NORTHERN VIRGINIA DAILY (m) 14,529; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Rickard, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.

**National Representative**: Landon Associates.

## SUFFOLK

**1 - LOCATION:** Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA). E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

**2 - TRANSPORTATION: Railroads**-Atlantic Coast, Norfolk, Franklin and Danville, Norfolk & Western, Seaboard.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound, Trailways.

**3 - POPULATION:**

Corp. City 80 Cen. 47,111; E&P 89 Est. 50,621
CZ-ABC: (80) 47,621
RTZ-ABC: (80) 42,758
MSA 80 Cen. 1,161,268; E&P 89 Est. 1,378,721
City & RTZ-ABC: (80) 90,379

**4 - HOUSEHOLDS:**

City 80 Cen. 15,742; E&P 89 Est. 20,118
MSA 80 Cen. 385,929; E&P 89 Est. 473,856
CZ-ABC: (80) 15,742
RTZ-ABC: (80) 13,924
City & RTZ-ABC: (80) 29,666

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | $86,000,000 |
| Savings & Loan | 2 | $29,200,000 |

**6 - PASSENGER AUTOS:** City 32,752.

**7 - ELECTRIC METERS:** Residence 13,500.

**8 - GAS METERS:** Residence 1,835.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prods. 260; Farm Mach. Mfg. 175.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

**11 - TAP WATER:** Alkaline, very soft, not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Suffolk Plz(28) | NA | Ames, Super Fresh |
| Suffolk West(19) | NA | Rite Aid |
| Suffolk Shpg Ctr. | NA | Rose's, Revco, Farm Fresh |
| Holland Shpg Ctr. | NA | Revco, Food Lion |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Leggetts; Ames; B. Laderberg & Son.

**Variety Stores**-Woolworth; Rose's; Super Dollar; Dollar General.

**Chain Drug Stores**-Peoples; Revco; Rite Aid.

**Chain Supermarkets**-Super Fresh; Belo 4; Farm Fresh; Food Lion.

**Other Chain Stores**-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Cato's; Fashion Sents; Pic 'N Pay; Food: Dominoes, Kentucky Fried, Pizza Hut, McDonalds, Taco Bell, Hardies, Burger King.

**14 - NEWSPAPERS:** NEWS-HERALD (e-mon to fri) 5,635; (S) 5,877; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.

**National Representative**: Landon Associates.

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**VIRGINIA BEACH**
**See NORFOLK**

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## WAYNESBORO

**1 - LOCATION:** Independent City connected with Augusta County. E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties, 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340, I-64; State Hwys. 254, 340, 624, 664, 795, 865.

**2 - TRANSPORTATION: Railroads**-Chesapeake & Ohio, Norfolk & Western; Belt (freight line).

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Virginia Trailways.

**Airlines**-Allegheny Commuter.

**3 - POPULATION:**

Corp. City 80 Cen. 15,329; E&P 89 Est. 15,724
CZ-ABC: (80) 23,159
RTZ-ABC: (80) 47,812
County 80 Cen. 91,063; E&P 89 Est. 94,917
City & RTZ-ABC: (80) 70,971

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 5,870; E&P 89 Est. 6,290
CZ-ABC: (80) 8,578
RTZ-ABC: (80) 16,383
County 80 Cen. 33,727; E&P 89 Est. 33,853
City & RTZ-ABC: (80) 24,961

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | $69,884,000 |
| Savings & Loan | 2 | $26,052,000 |
| Credit Unions | 6 | $28,380,000 |

**6 - PASSENGER AUTOS:** County 42,444.

**7 - ELECTRIC METERS:** Residence 6,600.

**8 - GAS METERS:** Residence 6,425.

**9 - PRINCIPAL INDUSTRIES:** Electronics; Chem. and Synthetics; Furn.; Textiles; Metalcraft; Plastics, Filaments, Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery. No. of Wage Earners-over 9,000; annual payroll in excess of $165,000,000.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.

**Neighborhood Shopping Centers**-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Waynesboro Center(22) | NA | Rose's, Peoples, Food Lion |

**Principal Shopping Days**-Thur. through Sat.

**Stores Open Evenings**-Mon. through Fri.; Shopping Centers, Food Stores & many others nightly.

**13 - RETAIL OUTLETS: Department Stores**-Leggetts; Cato's; Corner Hdwe.

**Variety Stores**-Rose's.

**Discount Stores**-K mart.

**Chain Drug Stores**-Standard, Kroger Sav-on; Peoples Service Drugs; Rite Aid.

**Chain Supermarkets**-A&P; Kroger Savon; IGA; Shop & Save; Food Lion.

**Other Chain Stores**-Western Auto; Advance; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Moores.

**14 - NEWSPAPERS:** NEWS-VIRGINIAN (e) 11,550; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Greg Dillon, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.

**National Representative**: Landon Associates.

## WINCHESTER

**1 - LOCATION:** Independent City connected with Frederick County. E&P Map E-1. County Seat. Manufacturing, shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, DC; 142 mi. from Richmond.

**2 - TRANSPORTATION: Railroads**-B&O; Chessie, N/W Freight only.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 20,217; E&P 89 Est. 19,074

CZ-ABC: (80) 20,217

Bal. in NDM-ABC: (80) 44,115

County 80 Cen. 54,558; E&P 89 Est. 58,779

Total CZ & Bal. in NDM-ABC: (80) 64,332

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,971; E&P 89 Est. 8,293

CZ-ABC: (80) 7,971

Bal. in NDM-ABC: (80) 14,981

County 80 Cen. 19,485; E&P 89 Est. 21,300

Total CZ & Bal. in NDM-ABC: (80) 22,952

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Comm. & Savings | 7 | $4,423,021,325 |
| Savings & Loan | 1 | $583,843,438 |

**6 - PASSENGER AUTOS:** County 34,191

**7 - ELECTRIC METERS:** Residence City 9,926; County 15,200

**8 - GAS METERS:** Residence City & County 3,360

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric. Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prods. 1,420; Metal Prods. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Gov't 2,320; Servs. 3,670.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

**11 - TAP WATER:** Alkaline.

**12 - RETAILING: Principal Shopping Area**-10 blocks on 5 sts.; Downtown Pedestrian Mall.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Berryville Pl. | NA | Nichols, Choice IGA |
| Ward Pl.(16) | NA | Mont. Ward, Kresge, Peoples Drug |
| Delco Plz.(8) | NA | Zayre, Dart Drug |
| Apple Valley Sq.(14) | NA | Heck's, Acme, Revco |
| Apple Blossom Mall(43) | NA | Leggett, Sears JCPenney |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Department: Mon and Fri.; Food and Shpg. Ctrs.: Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-Leggett; JCPenney; Montgomery Ward; Sears; K mart.

**Variety Stores**-McCrory; Kresge.

**Discount Stores**-Revco 4; Zayre; Nichols; K mart; Heck's; Family Dollar; Dollar Bargain; Dollar General.

**Chain Drug Stores**-Peoples 2; Rite Aid 2; Revco 4; Fantles.

**Chain Supermarkets**-Superfresh; Safeway; Choice IGA; Acme; Martins; Food Lion 2.

**Other Chain Stores**-Royal Jewelers; Kinney; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay; 84 Lumber; Alfred Neys; Zale's; Grand Piano.

**14 - NEWSPAPERS:** STAR (e) 21,468; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jerry Howard, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.

**National Representative**. Landon Associates.

## WOODBRIDGE

**1 - LOCATION:** Prince William County (In Washington, DC-MD-VA MSA). E&P Map E-2. Suburban residential and military center. In N Virginia, 23 mi. S of Washington, DC. 30 mi. N of Fredericksburg on I-95.

**2 - TRANSPORTATION: Railroads**-Richmond, Fredericksburg & Potomac; Southern.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Trailways; Greyhound; Commuter Ride.

**Airlines**-Major national and international airlines at Washington, DC.

**3 - POPULATION:**

District 80 Cen. 14,867; E&P 89 Est. 19,526

NDM-ABC: (80) 107,632

County 80 Cen. 167,630; E&P 89 Est. 229,639

MSA 80 Cen. 3,258,724; E&P 89 Est. 3,698,045

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,700; E&P 89 Est. 7,810

NDM-ABC: (80) 31,442

County 80 Cen. 54,074; E&P 89 Est. 96,074

MSA 80 Cen. 1,173,172; E&P 89 Est. 1,393,822

**5 - BANKS** N.A.

**6 - PASSENGER AUTOS:** County 142,682

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, Percentage of Wage Earners (80 Cen.)-Gov't 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Servs. 11%; Industrial 10%; Farming 0.3%.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Neighborhood Shopping Centers**-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills, Smoketown Plz.; Smoketown Festival.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Marumsco Plaza(50) | NA | Peebles, Giant Foods Peoples Drugs |
| Gordon Plaza(20) | NA | Zayre, Basics, Dart |
| Manassas Mall(75) | NA | Mont. Ward, Hecht's |
| Manaport(25) | NA | Dart Home |
| Potomac Mills | NA | Waccamaw, Ikea |
| Manassas(41) | NA | Peebles, Drug Fair |

**Principal Shopping Days**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart; Ames; Bradlees.

**Chain Drug Stores**-Dart; Peoples; Drug Fair.

**Chain Supermarkets**-Basics; Grand Union; A&P; Safeway; Giant Foods; Bon Food; Shoppers Food Whse.

**Other Chain Stores**-Goodyear [illegible]chants Tire; Market Tire; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile; Waccamaw Pottery; Luskins; IKEA; Coho.

**14 - NEWSPAPERS:** POTOMAC NEWS (e) 24,492; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paula G. Troxel, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.

**National Representative**. U.S. Suburban Press.

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# WASHINGTON SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Bellingham**-Whatcom County.
**Bremerton**-Kitsap County.
**Olympia**-Thurston County.
**Richland-Kennewick-Pasco**-Benton and Franklin Counties.
**Spokane**-Spokane County.
**Yakima**-Yakima County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Seattle**-King and Snohomish Counties.
**Tacoma**-Pierce County.
**Vancouver**-Clark County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Portland-Vancouver, OR-WA**-Includes Portland, OR PMSA and Vancouver, WA PMSA.
**Seattle-Tacoma**-Includes Seattle PMSA and Tacoma PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 281 | 306 | 380 |
| 5-14 Years | 679 | 618 | 660 |
| 15-24 Years | 627 | 769 | 703 |
| 25-44 Years | 808 | 1,241 | 1,628 |
| 45-64 Years | 698 | 775 | 828 |
| 65 and Over | 321 | 439 | 453 |
| TOTAL | 3,413 | 4,148 | 4,652 |

Based on U.S. Census

### POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

| City | Total Pop. | Spanish Origin | Percent |
|---|---|---|---|
| Pasco-Kennewick-Richland | 86 | 18 | 20.9 |

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 898 | 1,083 | 2,432 |
| General Mdse | 1,604 | 2,170 | 3,877 |
| Food | 2,895 | 4,805 | 7,629 |
| Automobiles | 2,757 | 3,203 | 7,366 |
| Gasoline Stations | 947 | 1,690 | 2,005 |
| Apparel | 611 | 972 | 1,663 |
| Furniture | 669 | 818 | 1,784 |
| Eat-Drink Places | 1,356 | 2,233 | 4,024 |
| Drugs | 536 | 796 | 1,396 |
| TOTAL SALES | 13,503 | 20,008 | 35,250 |

## ABERDEEN

**1 - LOCATION:** Grays Harbor County, E&P Map A-2. On the Chehalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington Northern.
**Motor Freight Carrier**-5.
**Intercity Bus Lines**-Washington Coast Lines; Grays Harbor Transit.
**Airline**-San Juan.

**3 - POPULATION:**
Corp. City 80 Cen. 18,739; E&P 89 Est. 18,080
CZ-ABC: (80) 30,033
RTZ-ABC: (80) 46,089
County 80 Cen. 66,279; E&P 89 Est. 63,148
City & RTZ-ABC: (80) 76,122
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 7,539; E&P 89 Est. 7,568
CZ-ABC: (80) 11,886
RTZ-ABC: (80) 17,074
County 80 Cen. 25,181; E&P 89 Est. 24,582
City & RTZ-ABC: (80) 28,960

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $475,792,000 |
| Savings & Loan | 3 | (Incl. above) |

**6 - PASSENGER AUTOS:** County 31,207

**7 - ELECTRIC METERS:** Residence 29,030

**8 - GAS METERS:** Residence 2,400

**9 - PRINCIPAL INDUSTRIES:** Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 Emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
**Principal Pay Days**-Sat. 1st, 5th, 15th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

**11 - TAP WATER:** Neutral, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).
**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; La Monts; K mart.
**Variety Stores**-Pay 'N Save.
**Discount Stores**-Payless; Ernst-Malmo.
**Chain Drug Stores**-Payless, Rexall 2; Pay 'N Save; The Medicine Shoppe.
**Chain Supermarkets**-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Bi-Lo; Price Plus.
**Other Chain Stores**-Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hdwe. 3; Sprouse-Reitz; F.T. Kluh; Hickory Farms; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons; Goodyear; Ace Hdwe. 3; Gallencamps; Fabricland; Zales; Kits Camera.

**14 - NEWSPAPERS:** WORLD (e) 17,660 (S) 17,469; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr., WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
**National Representative**: The Papert Companies.

## AUBURN

See KENT

## BELLEVUE

**1 - LOCATION:** King County (In Seattle PMSA), E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Continental Trailways; Greyhound; Seattle Metro Transit.
**Airlines**-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; TWA; Republic; Horizon Air; (In Seattle).

**3 - POPULATION:**
Corp. City 80 Cen. 73,903; E&P 89 Est. 87,484
NDM-ABC: (80) 301,461
County 80 Cen. 1,273,654; E&P 89 Est. 1,414,585
PMSA 80 Cen. 1,614,078; E&P 89 Est. 1,830,866

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 27,871; E&P 89 Est. 34,458

NDM-ABC: (80) 105,528

County 80 Cen. 497,263; E&P 89 Est. 520,770

PMSA 80 Cen. 617,645; E&P 89 Est. 731,826

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 7 | $517,548,000 |
| Savings & Loan | 9 | $324,280,000 |
| Commercial | 10 | $234,073,000 |

**6 - PASSENGER AUTOS:** County 913,435

**7 - ELECTRIC METERS:** East Side 138,000

**8 - GAS METERS:** East Side 76,000

**9 - PRINCIPAL INDUSTRIES:** Electronic Control Systems; Phototypesetting Equip.; Bldg. Materials; Trucks; Constr. Equip.; Soft Drinks; Food Prods.; Medical Electronics; Computer Software Developers; Aerospace Support Systems.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Centers**-(No. of Stores)-8400 stores on East Side. Bel-Square, Bellevue Way & N.E. 8th (198); Crossroads-N.E. 8th & 156th N.E. (60); Totem Lake Exit 124 off 405; Kirkland (68); Factoria, I-90 & 405 (80); Overlake, 148th & N.E. 24th (55).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bel-Square | NA | JCPenney, Fredrick & Nelson, Nordstrom, The Bon |
| Crossroads(60) | NA | Lamont's, Ernst Hdwe. |
| Totem Lake(68) | NA | Pay 'N Save, Thrifty, Ernst Hdwe., Lamont's |
| Lake Hills | NA | QFC Grocery |
| Evergreen Vlg.(8) | NA | Pay 'N Save, Safeway |
| Redmond Ctr.(21) | NA | QFC, Sears |
| Juanita Vlg.(11) | NA | Safeway |
| Sunset Vlg.(20) | NA | Safeway, Fisher Drug |
| Eastgate P'lz. | NA | Albertson's, Payless |
| Bear Creek(23) | NA | Pay 'N Save, Safeway |
| Overlake(12) | NA | Payless, Safeway |
| Factoria(85) | NA | Pay 'N Save, Safeway, Target, Ernst |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Shopping centers every evening to 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bon Marche; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmanns.

**Chain Drug and Variety Stores**-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart; Target.

**Chain Supermarkets**-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.

**Other Chain Stores**-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Evans Tires; Dunn Lumber; 7-Eleven; Dairy Queen; Marshalls; Schuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Serv. Tire; Ross Dress For Less; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five.

**14 - NEWSPAPERS:** JOURNAL-AMERICAN (m) 26,133; (S) 26,118; Mar. 31, 1989 ABC.

**Local Contact** for Advertising, Market, and Merchandising Data: Harry Chin, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-9230; Tel. (206) 455-2222.

**National Representative**: Landon Associates.

## BELLINGHAM

**1 - LOCATION:** Whatcom County (MSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Chicago.

**Motor Freight Carriers**-14.

**Intercity Bus Line**-Greyhound.

**Airlines**-USAir; Alaska Air; Horizon; United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 45,794; E&P 89 Est. 46,816

CZ-ABC: (80) 45,794

RTZ-ABC: (80) 60,907

County/MSA 80 Cen. 107,005; E&P 89 Est. 117,237

City & RTZ-ABC: (80) 106,701

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 18,440; E&P 89 Est. 19,606

CZ-ABC: (80) 18,440

RTZ-ABC: (80) 21,190

County/MSA 80 Cen. 39,630; E&P 89 Est. 44,696

City & RTZ-ABC: (80) 39,630

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 10 | $480,000,000 |
| Mutual Savings | 4 | $130,000,000 |
| Savings & Loan | 6 | $310,000,000 |

**6 - PASSENGER AUTOS:** County 64,601

**7 - ELECTRIC METERS:** Residence 29,012

**8 - GAS METERS:** Residence 11,040

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agriculture 5,100; Food & Kindred Prods. 1,475; Lumber & Wood Prods. 1,400; Printing & Pub. 260; Stone, Clay & Glass Prods. 315; Other Durable Goods 1,800; Other Non-Durable Goods 2,310; Forestry, Fishing, Mining & Misc. 650; Contract Constr. 1,450; Whol. & Ret. Trade 10,020; Fin., Ins. & R.E. 1,300; Servs. 6,900; Gov't. 7,800; Educational Servs. 5,400; Other Gov't. 2,600.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 2.

**11 - TAP WATER:** Neutral, soft, filtered, chlorinated.

**12 - RETAILING: Principal Shopping Center**-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.

**Neighborhood Shopping Centers**-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall; College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bellingham Mall(27) | 2 | |
| Bellis Fair Mall (130) | 5 | Sears, Target, Mervyn, The Bon, JCPenney |

**Principal Shopping Days**-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Best; J.K. Gill.

**Variety Stores**-Woolworth; 88 Center; Pay 'N Save; Target; Mervyns.

**Discount Stores**-Yeager's; K mart.

**Chain Supermarkets**-Safeway Stores; Thriftway 5; Albertson's.

**Other Chain Stores**-Weisfield's Jewelry; Goodyear; Firestone; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's; Ernst Hdwe.

**14 - NEWSPAPERS:** HERALD (e) 24,015; (S) 28,369; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Gerry Rhea, Adv. Dir., HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600, FAX (206) 676-7113.

**National Representative**: Gannett National Newspaper Sales.

## BREMERTON

**1 - LOCATION:** Kitsap County (MSA). E&P Map B-2. On Puget Sound, 32 mi. from Tacoma. On Hwys. 3, 16.

**2 - TRANSPORTATION: Railroads**-Northern Pacific; Chicago; Milwaukee Train Ferry.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.

**Water**-Washington State Ferries (to Seattle).

**3 - POPULATION:**

Corp. City 80 Cen. 36,208; E&P 89 Est. 35,654

CZ-ABC: (80) 83,025

RTZ-ABC: (80) 70,301

County/MSA 80 Cen. 147,996; E&P 89 Est. 177,529

City & RTZ-ABC: (80) 153,326

**4 - HOUSEHOLDS:**

City 80 Cen. 14,067; E&P 89 Est. 14,432

CZ-ABC: (80) 31,491

RTZ-ABC: (80) 23,662

County/MSA 80 Cen. 52,591; E&P 89 Est. 70,620

City & RTZ-ABC: (80) 55,153

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $529,076,000 |
| Savings & Loan/ Savings | 14 | 360,716,000 |

**6 - PASSENGER AUTOS:** County 92,307

**7 - ELECTRIC METERS:** 67,172

**8 - GAS METERS:** Residence 9,128

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 11,500 (378 million); Bangor/Trident Submarine Base, Civilian, 4,851 ($141,558 million); Naval Undersea Warfare Eng. Station (Keyport) 3,202 ($100 million).

**Principal Pay Days**-Alternate Fridays.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

**11 - TAP WATER:** Natural, soft, some fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.

**Neighborhood Shopping Centers**-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E. end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kitsap Mall(80) | 10 | The Bon, Sears, Lamonts, Mervyn's |
| East Town Ctr. | 3 | Pay 'N Pak, Bag 'N Save |
| Redwood Plz. | 4 | Mt. Constance, Mountain Shop |
| Poulsbo Vlg. | 23 | Albertson's, Value Giant, Sprouse-Reitz |
| Sheridan Vlg. | 2 | Noah's, Shop-Rite |
| Perry Ave. Mall | 3 | Thriftway, Coast-to-Coast |
| Westgate | 3 | Arnold's Furn. |
| Value Giant | 3 | Albertson's, Value Giant, Payless N.W. |
| Oyster Bay Plaza | 3 | Thriftway, Payless, Smalley Drug |
| Kitsap Lake | 4 | Ralph's, Shop-Rite |
| Wheaton Mall(12) | 3 | Ernst Hdwe., Safeway, Pay 'N Save |
| Westbay(7) | 8 | Mark-It Foods |
| Olney/Jackson | 10 | K mart, Stock Market, Schucks |
| South Park Vlg.(22) | 10 | Thriftway, Ben Franklin |
| Port Orchard | 8 | Safeway |
| Silverdale Vlg. | 12 | Shop-Rite, Coast-to-Coast |
| CK Mall-Silverdale | 12 | Mark-It Foods |
| Hi Point | 9 | Safeway, Sprouse-Reitz |
| Alexander | 3 | Picadilly, Smart Size, Color Tile |
| Ross Plaza | 12 | Ross Dress for Less |
| S.K. Mall | 9 | Albertson's, Ernst, The Hub, Pay 'N Save |

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evening**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; The Bon; Lamont's; Ross Dress for Less; Mervyn's.

**Variety Stores**-Woolworth; Sprouse-Reitz.

**Discount Stores**-Payless N.W. (Value Giant); K mart; Pay 'N Save.

**Chain Drug Stores**-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.

**Chain Supermarkets**-Safeway 4; Shop-Rite 4; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market; Stock Market.

**Other Chain Stores**-Coast-to-Coast; Firestone; Pay 'N Pak; Radio Shack; Thurman Supply; Schuck's Auto Supply; Pacific Iron; Weisfield's Jewelry; Zale's; Ben Bridge; Track 'n Trail; B. Daltons; JK Gill; Grand Auto.

**14 - NEWSPAPERS:** SUN (e) 39,726; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., PO Box 259, Bremerton, WA 98310; Tel. (206) 377-3711.

**National Representative**: Branham/Newspaper Sales.

## CENTRALIA-CHEHALIS

**1 - LOCATION:** Lewis County. E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific; Amtrak.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Western Greyhound; Continental Pacific Trailways.

**3 - POPULATION:**

Corp. Cities 80 Cen. 17,655; E&P 89 Est. 18,275
  Centralia 80 Cen. 11,555; E&P 89 Est. 11,873
  Chehalis 80 Cen. 6,100; E&P 89 Est. 6,402

CZ-ABC: (80) 20,237

RTZ-ABC: (80) 54,831

County 80 Cen. 55,458; E&P 89 Est. 59,336

City & RTZ-ABC: (80) 75,068

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 6,793; E&P 89 Est. 7,761
  Centralia 80 Cen. 4,404; E&P 89 Est. 5,108
  Chehalis 80 Cen. 2,389; E&P 89 Est. 2,653

CZ-ABC: (80) 8,055

RTZ-ABC: (80) 18,978

County 80 Cen. 20,369; E&P 89 Est. 24,402

City & RTZ-ABC: (80) 27,033

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $218,660,635 |
| Savings & Loan | 4 | $301,332,158 |
| Mutual Savings | 1 | $14,330,000 |

**6 - PASSENGER AUTOS:** County 31,857

**7 - ELECTRIC METERS:** Residence 23,108

**8 - GAS METERS:** Residence 4,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Prods. 2,500 ($330); Retail 3,393 ($156); Whol. 1,004 ($268); Servs. 2,169 ($171); Agric. 328 ($138); Gov't. 3,171 ($289); Constr. 502 ($300); Other Mfg. 425 ($257); Trans., Commun. & Util. 696 ($370); Fin., Ins. & R.E. 512 ($215); Coal Mining 600 ($445); Food Proc. 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.

**Neighborhood Shopping Centers**-3 blocks on S. Market; 2 on S. Gold; 4 between Chehalis and Centralia.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fairway(4) | 1 | C.C. Sooper |
| Yard Birds(9) | 2 | Bi-Lo Foods, Yard Birds |
| Lewis Co. Mall(24) | 2 | Sears, Payless |
| Sunbird(3) | 2 | Sunbird |
| Safeway(7) | 1 | Safeway, Giant T |
| K mart | 2 | K mart |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evening**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney.

**Variety Stores**-Ben Franklin; Bonanza; K mart.

**Chain Drug Stores**-Olympic Drug; Payless; Giant T.

**Chain Supermarkets**-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.

**Other Chain Stores**-Coast-to-Coast 3; Mode O' Day; Fashion Crossroads; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

**14 - NEWSPAPERS:** CHRONICLE (e) 14,591; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joe Pitt, Adv. Mgr., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.

**National Representative**: Branham/Newspaper Sales.

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### CLARKSTON
### See LEWISTON, ID

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## ELLENSBURG

**1 - LOCATION:** Kittitas County, E&P Map C-2, County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

**2 - TRANSPORTATION: Railroads**-Washington Central.
**Motor Freight Carriers**-3.

**3 - POPULATION:**
Corp. City 80 Cen. 11,752; E&P 89 Est. 11,516
County 80 Cen. 24,764; E&P 89 Est. 25,958

**4 - HOUSEHOLDS:**
City 80 Cen. 4,585; E&P 89 Est. 4,612
County 80 Cen. 9,496; E&P 89 Est. 8,516

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $111,495,500 |
| Savings & Loan | 2 | $23,214,000 |

**6 - PASSENGER AUTOS:** County 12,666

**7 - ELECTRIC METERS:** Residence 4,482

**8 - GAS METERS:** Residence 1,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Beef Packing 38 ($350); Food Processing 90 ($200); Lumber 41 ($250); Central Washington U. 900 ($550); Lamb Packing 40 ($350).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; last killing frost, Apr. 24.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks wide on 3 streets.
**Shopping Centers**-Ellensburg; Central Bus. District.
**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Berry's; Sears (retail & catalog).
**Variety Store**-Sprouse-Reitz.
**Chain Drug Stores**-Ostrander's; Bi-Mart; Downtown Pharmacy.
**Chain Supermarkets**-Albertson's; Safeway; Thriftway 3; Price Chopper; Super 1 Foods.
**Other Chain Stores**-Coast-to-Coast; Fashion Crossroads; Maurice's; Woods Ace Hdwe.; Ranch & Home; Ellensburg; True Value; Bi-Mart.

**14 - NEWSPAPERS:** RECORD (e) 5,739; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.

**National Representative**: Branham/Newspaper Sales.

## EVERETT

**1 - LOCATION:** Snohomish County, (In Seattle PMSA), E&P Map B-2, County Seat. Industrial & High Tech Center. On Puget Sound. 28 mi. N of Seattle. On I-5. Everett is W. Coast's closest port to Pacific Rim.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.
**Motor Freight Carriers**-All major.
**Freight Steamship Lines**-6.
**Intercity Bus Lines**-Snohomish County Community Transit; Everett Transit; Greyhound; Trailways.
**Airport**-Paine Field.

**3 - POPULATION:**
Corp. City 80 Cen. 54,413; E&P 89 Est. 58,717
CZ-ABC: (80) 69,494
RTZ-ABC: (80) 312,274
County 80 Cen. 340,424; E&P 89 Est. 416,281
PMSA 80 Cen. 1,614,078; E&P 89 Est. 1,830,866
City & RTZ-ABC: (80) 381,768
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 22,358; E&P 89 Est. 24,785
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 80 Cen. 120,382; E&P 89 Est. 170,925
PMSA 80 Cen. 617,645; E&P 89 Est. 731,826
City & RTZ-ABC: (80) 136,558

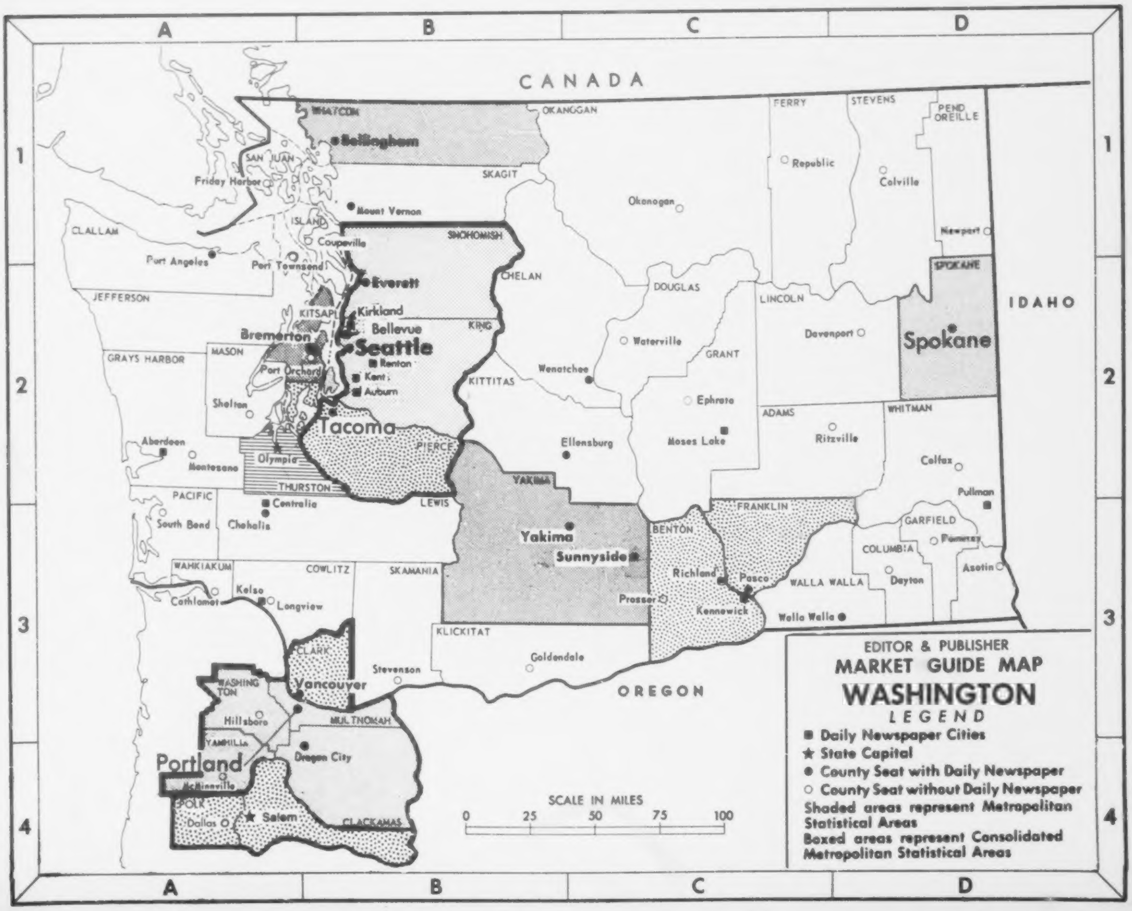
| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Loan | 7 | N.A. |
| Savings Assoc. | 19 | N.A. |
| Credit Unions | 15 | N.A. |

**6 - PASSENGER AUTOS:** County 254,840

**7 - ELECTRIC METERS:** Residence County 178,863

**8 - GAS METERS:** Residence County 14,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Ret./Whol. 28,900; Servs. 20,700; Gov't. 18,500; Aircraft Mfg. 23,000; Constr. 7,200; Trans./Commun./Util. 6,100; Electronic/Instrument Mfg. 7,200; Lumber 3,300.


A
B
C
D
1
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
OKANOGAN
SKAGIT
Mount Vernon
FERRY
STEVENS
PEND OREILLE
Republic
Colville
Okanogan
Newport
CLALLAM
Port Angeles
ISLAND
Coupeville
Port Townsend
SNOHOMISH
Everett
CHELAN
DOUGLAS
LINCOLN
SPOKANE
Spokane
Davenport
JEFFERSON
KITSAP
Kirkland
Bellevue
Bremerton
Seattle
KING
Renton
Kent
Auburn
Waterville
GRANT
GRAYS HARBOR
MASON
Port Orchard
Wenatchee
KITTITAS
Ephrata
Shelton
Tacoma
PIERCE
ADAMS
WHITMAN
Aberdeen
Montesano
Olympia
Ellensburg
Moses Lake
Ritzville
Colfax
THURSTON
YAKIMA
Pullman
PACIFIC
Centralia
LEWIS
FRANKLIN
South Bend
Chehalis
BENTON
GARFIELD
Yakima
Sunnyside
Pomeroy
COLUMBIA
WAHKIAKUM
COWLITZ
SKAMANIA
Richland
Pasco
WALLA WALLA
Dayton
Asotin
Kelso
Cathlamet
Longview
Prosser
Kennewick
Walla Walla
KLICKITAT
CLARK
Stevenson
Goldendale
WASHINGTON
Vancouver
Hillsboro
MULTNOMAH
YAMHILL
Portland
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

**11 - TAP WATER:** Acid, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-15 blocks on Colby and Rucker.

**Neighborhood Shopping Centers**-19th & Broadway; 49th & Hwy. 99 S.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 S.; S. Broadway.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Alderwood Mall(140) | 11 | Bon Marche, JCPenney, Nordstrom, Sears, Lamonts |
| Cascade Plz. | 4 | |
| Everett Mall(145) | 5 | Sears, Bon Marche, Frederick & Nelson |
| Frontier Vlg.(8) | 5 | Safeway, Sprouse, Mitchell Drugs |
| Lynnwood(100) | 19 | Pay Less, Jafco |
| James Vlg.(25) | 11 | Albertson's |
| Alderwood Plz. (16) | 10 | Pay 'N Save, Big 5 Sporting, Ernst, Haggens |
| College Plaza(8) | 2 | Payless, Jafco, Albertson's |
| Marysville Sq.(6) | 6 | Safeway, Sprouse-Reitz, Pay 'N Save |
| Mill Creek(11) | 9 | Albertson's, Pay 'N Save, Ernst Hdwe. |
| Smokey Point Mall(10) | 7 | Johnny's |
| Marysville Mall | 6 | Alberton's, Pay 'N Save, LaMonts |
| Cascade Plz | 4 | Mervyn's, Drug Emporium Frederick & Nelson, Red Tag |
| Greentree Plz. | 5 | Target, LaMonts |
| Target Plz. | 11 | Target, Cost Plus, Xtra Space |
| South Point Plz. | 11 | Target, Cost Plus, Xtra Space |
| Everett Mall Plaza | 5 | Ernst, Top Foods, Big Five |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon. through Fri.; Food & Discount every evening.

**13 - RETAIL OUTLETS: Department Stores**-Bon Marche (Allied) 4; Sears 2; JCPenney; Frederick & Nelson; Nordstrom's; LaMonts 3; Marshall's; Mervyn's 2.

**Discount Stores**-Payless 3; Best 2; Fred Meyer 3; K mart 3; Target 2.

**Variety Stores**-Bonanza; Sprouse 3; Ben Franklin 2.

**Chain Drug Stores**-Pay 'N Save 7; Bartell's 4; Payless 6; Drug Emporium.

**Chain Supermarkets**-Safeway 14; Thriftway 3; Albertson's 9; Haggen's 2; Olson's 7; Market Place 2; Top Foods 2; Johnny's.

**Other Chain Stores**-Jewelry: J. Herbert Hall, Weisfield's, Ben Bridge, Friedlander & Sons, Burnett's; Shoes: Kinney, Florsheim, Thom McAn, Volume, Stride Rite, Leed's; Hardware: Ernst, Pay 'N Pak, Ace, Coast-to-Coast, Home Club; Electronics: Silo, Judd 'n Black, Radio Shack, Jack Roberts; Off-Price Specialty: Nordstrom's Rack, Ross, Shoe Works; Other Clothing Stores: Lipman's, Squire Shop, Jay Jacobs, Lerners, Lane Bryant, Mode O'Day, Frederick's of Hollywood, Klopfensteins; Misc.: Firestone, Goodyear, Pittsburgh Paint, Sherwin-Williams, Tandy Leather, Hallmark, Hickory Farms, Kit's Camera, General Nutrition, Pier 1 Imports, Trident Imports, Musicland, Waldenbooks, B. Dalton Books, Big 5 Sporting Goods, Standard Brands, Pacific Linen, RB Furniture, Yellow Front, Cost Plus.

**14 - NEWSPAPERS:** HERALD (e) 56,304; (S) 63,095; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dave Johnson, Adv. Mgr., HERALD, Box 930, Everett, WA 98206-0930; Tel. (206) 339-3000.

**National Representative**: Sawyer-Ferguson-Walker.

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**KENNEWICK**
**See PASCO**

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## KENT-RENTON-AUBURN

**1 - LOCATION:** King County, (In Seattle PMSA), E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific; Amtrak.

**Motor Freight Carriers**-62.

**Intercity Bus Lines**-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).

**Airlines**-Served by all major Airlines through Seattle Airport.

**3 - POPULATION:**

Corp. Cities 80 Cen. 80,181; E&P 89 Est. 95,870
Kent 80 Cen. 23,152; E&P 89 Est. 28,579
Renton 80 Cen. 30,612; E&P 89 Est. 35,853
Auburn 80 Cen. 26,417; E&P 89 Est. 31,438
NDM-ABC: (80) 278,308
County 80 Cen. 1,273,654; E&P 89 Est. 1,414,585
PMSA 80 Cen. 1,614,078; E&P 89 Est. 1,830,866

**4 - HOUSEHOLDS:**

Cities 80 Cen. 32,493; E&P 89 Est. 40,579
Kent 80 Cen. 9,511; E&P 89 Est. 12,262
Renton 80 Cen. 12,586; E&P 89 Est. 15,396
Auburn 80 Cen. 10,396; E&P 89 Est. 12,921
NDM-ABC: (80) 99,217
County 80 Cen. 497,263; E&P 89 Est. 520,770
PMSA 80 Cen. 617,645; E&P 89 Est. 731,826

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Loan | 4 | $159,000,000 |
| Commercial | 14 | $342,000,000 |

**6 - PASSENGER AUTOS:** County 913,435

**7 - ELECTRIC METERS:** Residence (Est.) 41,150

**8 - GAS METERS:** Residence (Est.) 20,950

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 8,000 ($475); Electronics 1,000 ($325); Mfg. 500 ($320); Mfg. Phone Equip. 675 ($342); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle, Crates; Metalware; Computer Equip.; Ceramics; Chemicals; Glass; Greenhouses; Farming.

**Principal Industrial Pay Days**-1st & 15th monthly.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25; last killing frost, Mar. 15.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Center**-Downtown Kent, East Hill Kent; Downtown Renton; Downtown Auburn.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Benson Ctr.(15) | 2 | Ernst-Malmo |
| East Hill Ctr.(38) | 2 | |
| Kent Hill Plz.(15) | 2 | Sears |
| Sea Tac Mall(102) | 12 | Bon Marche, Sears, Mervyn's |
| South Center(124) | 7 | JCPenney, Nordstroms, Bon Marche |

**Principal Shopping Days**-Daily & Sun.

**Stores Open Evenings**-Shopping Centers every evening until 9.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears.

**Discount Store**-K mart.

**Variety Stores**-Fred Meyer; Target.

**Chain Drug Stores**-Pay 'N Save; Payless; Giant; Osco.

**Chain Supermarkets**-Safeway; Albertson's; Johnny's; Stock Market.

**Other Chain Stores**-Firestone; Coast-to-Coast; Goodyear.

**14 - NEWSPAPERS:** VALLEY DAILY NEWS (m-mon to fri) 28,606; (S) 29,307 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Souza, Adv. Dir., VALLEY DAILY NEWS, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.

**National Representative**: Landon Associates.

## LONGVIEW

**1 - LOCATION:** Cowlitz County, E&P Map A-3. Industrial, trading ctr. On Columbia River. 50 mi. downstream from Portland, OR; 130 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington-Northern; Amtrak; Columbia & Cowlitz.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Community-Urban Bus Service; Greyhound; Trailways; Air Porter.

**Freight Steamship Lines**-23.

**Air Taxi**-Aero West.

**3 - POPULATION:**

Corp. City 80 Cen. 31,052; E&P 89 Est. 31,286
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 80 Cen. 79,792; E&P 89 Est. 78,107
City & RTZ-ABC: (80) 97,258

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 12,263; E&P 89 Est. 12,741
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 80 Cen. 29,516; E&P 89 Est. 30,951
City & RTZ-ABC: (80) 35,813

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $250,596,000 |
| Savings & Loan | 6 | $185,250,000 |
| Credit Unions | 8 | $260,387,000 |

**6 - PASSENGER AUTOS:** County 44,230

**7 - ELECTRIC METERS:** Residence County 37,063

**8 - GAS METERS:** Residence 2,102

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Other Mfg. 2,701 ($502); Lumber 3,317 ($496); Pulp & Paper 2,500 ($591).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-61; Summer 50-77; Fall 43-63; Winter 31-44. First killing frost, Nov.; last killing frost, Mar.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Commerce, downtown Longview, 135 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 242 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units; Kelso Three Rivers Mall, 60 units; Twin City Ctr., Kelso-Longview Border, 25 units.

**Neighborhood Shopping Centers**-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Vancouver Mall(135) | 36 | JCPenney, Sears, Meir & Frank, Mervyn's |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Dept., Food & Mall Retailers Mon.-Fri. til 9pm.

**13 - RETAIL OUTLETS: Department Stores**-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer; The Emporium.

**Variety Stores**-Woolworth; Yellow Front; Newberry's 2.

**Discount Stores**-Bob's; Pay-n-Pak; Volume Shoes 2.

**Chain Drug Stores**-Olympic; Pay 'N Save 2; Fred Meyer.

**Chain Supermarkets**-Safeway 3; Shop & Kart 2; Marketplace; Fred Meyer; IGA; Stock Market; Tops.

**Other Chain Stores**-Weisfields; Sherwin-Williams; Ernst Hdwe.; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; Radio Shack 2; Jo Ann's Fabrics; Fabricland; House of Fabrics; Centerville; Waterbeds West; Wilson Leather; Maurices; Jay Jacobs; Lerner; Naturalizer; Waldenbooks; JK Gill.

**14 - NEWSPAPERS:** NEWS (e) 24,988; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Joyce A. Bates, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2500.

**National Representatives**. None.

## MOSES LAKE

**1 - LOCATION:** Grant County, E&P Map C-2.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-1.

**3 - POPULATION:**

Corp. City 80 Cen. 10,629; E&P 89 Est. 11,346
County 80 Cen. 48,423; E&P 89 Est. 54,634

**4 - HOUSEHOLDS:**

City 80 Cen. 3,807; E&P 89 Est. 4,170
County 80 Cen. 17,158; E&P 89 Est. 22,889

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $56,283,872 |
| Savings & Loan | 4 | $18,368,294 |

**6 - PASSENGER AUTOS:** County 27,834

**7 - ELECTRIC METERS:** Residence 3,100

**8 - GAS METERS:** Residence 962

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Prods. 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Av. Temp. Jan. 20; July-91. First killing frost, Oct. 14; last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

**11 - TAP WATER:** Soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Third Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Grant County Mall(12) | NA | Pay N' Save, Safeway |
| Penn Plaza(5) | NA | |
| Vista Village | 1 | |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Variety Stores**-Sprouse-Reitz; K mart.

**Chain Drug Stores**-Pay Less; Professional Ctr. Phcy.; Pay 'N Save.

**Chain Supermarkets**-Safeway; Excell; Buttreys; Super I.

**Other Chain Stores**-Sears (catalog); Coast-to-Coast; Goodyear; Radio Shack.

**14 - NEWSPAPERS:** COLUMBIA BASIN HERALD (e-mon to fri; S) 7,346 sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Sandy Hill, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.

**National Representative**: None.

## MOUNT VERNON

**1 - LOCATION:** Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi from Mount Vernon. On U.S. Hwys. 20, I-5.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 13,009; E&P 89 Est. 15,829
County 80 Cen. 64,533; E&P 89 Est. 71,011
NDM-ABC: (80) 64,138

**4 - HOUSEHOLDS:**
City 80 Cen. 5,203; E&P 89 Est. 6,586
County 80 Cen. 24,472; E&P 89 Est. 27,427
NDM-ABC: (80) 24,472

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $407,560,514 |
| Savings & Loan | 6 | $432,821,732 |

**6 - PASSENGER AUTOS:** County 43,380

**7 - ELECTRIC METERS:** Residence County 34,603

**8 - GAS METERS:** Residence County 9,600

**9 - PRINCIPAL INDUSTRIES:** County-Agric.; Constr.; Refineries, Forestry, Fishing & Mining; Trans. & Util.; Whol. & Ret.; Services.; Gov't.; Fin., Ins. & Real Estate; Mfg.; Total Employed 27,340.
**Principal Pay Days**-Fri., 1st, 10th, 15th, 31st.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost Sept. 25; last killing frost, May 10.

**11 - TAP WATER:** Neutral med. soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-First St., Main St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mt. Vernon Ctr. (18) | NA | Safeway, Sprouse |
| Mt. Vernon Mall (30) | NA | Payless, Emporium JCPenney |
| Riverside Plz.(8) | NA | Northern Sales |
| Skagit Valley Mall(24) | NA | Sears, Ernst, Pay 'N Save |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Nightly ex. Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Emporium [illegible] Sales.
**Variety Store**-Ernst.
**Chain Drug Stores**-Pay 'N Save; Payless.
**Chain Supermarkets**-Thrifty Foods; Market Place; Safeway; Family Grocer; AG; Today's Market; Stewart's.
**Other Chain Stores**-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Coast-to-Coast; Fabricland; Zale's; Thurmand Industries; Al's Auto; Schuck's Auto Supply.

**14 - NEWSPAPERS:** SKAGIT VALLEY HERALD (e) 17,025; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Larry Thomas, Mktg. Dir. or Leighton Wood, Pub., SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
**National Representative**: Papert Companies.

## OLYMPIA

**1 - LOCATION:** Thurston County (MSA), E&P Map A-2, State Capitol, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. Located on Interstate 5. 30 mi. SW of Tacoma; 60 mi. SW of Seattle.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington-Northern; Amtrak.
**Intercity Bus Lines**-Greyhound; Trailways; Capital Aeroporter; Intercity Transit; Compass Tours; Voyagers USA.
**Motor Freight Carriers**-11.

**3 - POPULATION:**
Corp. City 80 Cen. 27,447; E&P 89 Est. 26,874
CZ-ABC: (80) 48,861
RTZ-ABC: (80) 102,689
County/MSA 80 Cen. 125,388; E&P 89 Est. 154,529
City & RTZ-ABC: (80) 151,550

**4 - HOUSEHOLDS:**
City 80 Cen. 11,669; E&P 89 Est. 11,803
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 80 Cen. 46,375; E&P 89 Est. 60,527
City & RTZ-ABC: (80) 56,626

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $468,940,000 |
| Savings & Loan | 6 | $449,636,000 |

**6 - PASSENGER AUTOS:** County 92,681

**7 - ELECTRIC METERS:** Residence 49,232

**8 - GAS METERS:** Residence 15,228

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't 16,209 ($476); Trade & Servs. 20,485 ($304); Mfg. 3,759 ($454); Fin., Ins., & R.E. 2,058 ($364); Constr. 2,202 ($332); Trans. & Public Util. 1,339 ($480); Agric., Forestry & Fishing 1,438 ($223).
**Principal Pay Days**-10th & 25th of month; last day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-92; Summer 26-96; Winter 0-73; First killing frost, Sept. 29; last killing frost, May 12.

**11 - TAP WATER:** Alkaline, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-16 blocks center at 5th Ave. & Washington St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Capital Mall (104) | 2 | Frederick & Nelson, Bon Marche, Lamonts JCPenney |
| South Sound Mall(80) | 3 | Nordstrom, Sears, Sears, Mervyn's Woolworth |
| Olimpia Sq.(20) | 2 | Pacific Linen, Ross Dress for Less, Food Pavillion |
| Capital Vlg.(24) | 2 | Safeway, Ernst, Pay 'N Save |
| Black Lake Vlg.(10) | 2 | Best, Drug Emporium |
| Hawk's Prairie Mall(3) | 6 | Safeway, Sprouse-Reitz, Payless Drug |
| Hawks Prairie(7) | 6 | Market Pl., True Value Hwre |
| Westside Ctr.(13) | 2 | Shop Rite |
| Southgate Ctr.(6) | 2 | Rexall Drug |

**Principal Shopping Days**-Wed., Thurs., Fri., Sat.
**Stores Open Evenings**-Dept. and food nightly; Most stores open on Sundays.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Mervyn's; Bon Marche; Frederick & Nelson; Lamont's; Nordstrom.
**Variety Stores**-Woolworth; Sprouse-Reitz.
**Discount Stores**-Yardbirds; K mart; Target; Fred Meyer.
**Chain Drug Stores**-Gillette & Guffey 2; Rexall 2; Pay 'N Save 2; Payless Drug 2; Drug Emporium.
**Chain Supermarkets**-Safeway 6; Albertson's; Thriftway; Shop Rite; Marketplace 2; Mega Foods 2; Top Foods; Fred Meyer; Food Giant.
**Other Chain Stores**-Al's Auto Supply; Schuck's Auto Supply; Silo; Leads Shoes; Kinney Shoes; Tom McAn Shoes; Red Wing Shoes; Casual Corner; Women's World; The Limited; Ernst; Radio Shack; Hickory Farms.

**14 - NEWSPAPERS:** OLYMPIAN (e) 29,448; (S) 33,961; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Minnich, Adv. Dir. OLYMPIAN, 1268 4th Ave. E.; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
**National Representative**: Gannett National Newspaper Sales.

## PASCO-KENNEWICK-RICHLAND

**1 - LOCATION:** Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA), E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

**2 - TRANSPORTATION: Railroads**-Union Pacific; Burlington-Northern; Amtrak.
**Motor Freight Carriers**-9.
**Airlines**-Horizon; Delta; United Express.
**Intercity Bus Line**-Greyhound.

**3 - POPULATION:**
Corp. Cities 80 Cen. 85,919; E&P 89 Est. 113,827
Pasco 80 Cen. 17,944; E&P 89 Est. 18,574
Kennewick 80 Cen. 34,397; E&P 89 Est. 39,536
Richland 80 Cen. 33,578; E&P 89 Est. 35,717
CZ-ABC: (80) 99,543
RTZ-ABC: (80) 48,072
Counties/MSA 80 Cen. 146,046; E&P 89 Est. 152,959
Franklin 80 Cen. 35,238; E&P 89 Est. 37,808
Benton 80 Cen. 110,808; E&P 89 Est. 115,151
City & RTZ-ABC: (80) 147,615

**4 - HOUSEHOLDS:**
Cities 80 Cen. 31,958; E&P 89 Est. 36,293
Pasco 80 Cen. 6,666; E&P 89 Est. 7,081
Kennewick 80 Cen. 12,885; E&P 89 Est. 15,447
Richland 80 Cen. 12,407; E&P 89 Est. 13,765
CZ-ABC: (80) 34,997
RTZ-ABC: (80) 16,920
Counties/MSA 80 Cen. 50,963; E&P 89 Est. 64,736
Franklin 80 Cen. 11,985; E&P 89 Est. 16,464
Benton 80 Cen. 38,978; E&P 89 Est. 48,272
City & RTZ-ABC: (80) 51,917

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 23 | $421,000,000 |
| Savings & Loan | 16 | $289,000,000 |

**6 - PASSENGER AUTOS:** Counties: Benton 60,997; Franklin 25,235

**7 - ELECTRIC METERS:** Residence: Franklin County, Benton County 60,285

**8 - GAS METERS:** Residence: Pasco, Kennewick, Richland 5,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Total Wage)-Food Prods. 2,550 ($190); Printing 300 ($250); Dept. of Energy 15,490 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

**11 - TAP WATER:** Hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Pasco Downtown | | Payless, Youngs |
| Court Street (19) | 2 | Pay 'N Save, Hancock Fabrics, Albertson's, Price Chopper |
| Highland Center(23) | 3 | Payless, Pick 'N Pak, Albertson's, Safeway, Ernst, Pay 'N Save |
| Tri-Cities Ctr. | 5 | K mart, Best, Price Chopper, Hancock Fabrics |
| Columbia Ctr.(63) | 5 | Bon Marche, Ernst, Pay 'N Save, JCPenney, Woolworth, Lamonts, Sears |
| Richland Downtown | | Payless, Bell Furn., Albertson's |
| Richland Uptown | 1 | Buttrey-Osco, Men's Wear, Dawson-Richards, Price Chopper |
| Washington Plz. | NA | Safeway, Pay 'N Save |

**Principal Shopping Days**-Fri., Sat., Sun.
**Stores Open Evenings**-Dept. Stores-Fri.; Food-nightly; Kennewick stores also open Mon.

**13 - RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Bon Marche, Woolworth; Young's; Dawson Richards.
**Discount Stores**-Grigg's Self Service; K mart; Best; Fred Meyer; Costco; Shopko.
**Chain Drug Stores**-Payless 3; Fred Meyer; Pay 'N Save 4; Buttrey 4.
**Chain Supermarkets**-Price Chopper 4; Safeway 3; IGA 2; Albertson's 3; Lucky Dollar; Ware Mart; Buttrey 4.
**Other Chain Stores**-Firestone; Weisfield's; Goodyear; Radio Shack; 7-Eleven 18; True Value Hdwe. 2; Bunch-Finnigan; David's Shoes; Lantors; Washington Hdwe.; Deraneleau's; Furn.: Bell Furn., Kennewick, Ennis Drexel, Self-Service, Griggs; Les Schwab.

**14 - NEWSPAPERS:** TRI-CITY HERALD (m) 32,509; (S) 35,793; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jack Kelly, Mktg. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
**National Representative**: Landon Associates.

## PORT ANGELES

**1 - LOCATION:** Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

**2 - TRANSPORTATION: Intercity Bus Lines**-Greyhound; Clallam Transit.
**Motor Freight Carriers**-11.
**Steamship Lines**-Black Ball ferry to Victoria, B.C. (passengers and freight).
**Airline**-San Juan (scheduled and charter).

**3 - POPULATION:**
Corp. City 80 Cen. 17,311; E&P 89 Est. 16,249
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 80 Cen. 52,045; E&P 89 Est. 54,633
City & RTZ-ABC: (80) 51,648

**4 - HOUSEHOLDS:**
City 80 Cen. 6,937; E&P 89 Est. 6,667
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 80 Cen. 19,996; E&P 89 Est. 20,113
City & RTZ-ABC: (80) 19,996

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $203,265,255 |
| Savings & Loan | 3 | $223,910,819 |
| Credit Unions | 2 | $7,456,592 |

**6 - PASSENGER AUTOS:** County 28,040

**7 - ELECTRIC METERS:** Residence: City 8,500; County 18,639

**8 - GAS METERS:** None.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Agric., Forestry & Fisheries 184; Constr. 510; Mfg. 2,918; Whol. Trade 281; Ret. Trade 2,793; Trans. & Public Util. 846; Trades 3,000; Fin., Ins., Real Estate 471; Other 2,782; Total Employed 13,785.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
**Neighborhood Shopping Areas**-Sixth and Lincoln; E. First St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| The Plaza | 3 | Sprouse-Reitz, Payless, Safeway |
| Town of Sequim | 15 | Shop-Rite, Ben Franklin |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evening**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Lamont's; JCPenney; K mart.
**Discount Stores**-Pay 'N Save; Payless; Swain's.
**Variety Store**-Bonanza 88.
**Chain Drug Stores**-Pay 'N Save; Payless.
**Chain Supermarkets**-Safeway; Albertson's; Mark-It Foods.
**Other Chain Stores**-Sears (catalog); Kaufman-Miller; Weisfield; Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 12,880; (S) 14,048; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Huston, Adv. Dir., NEWS, 305 W 1st; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.

**National Representative**: Landon Associates.

## PULLMAN

**1 - LOCATION:** Whitman County, E&P Map D-3. Business & agricultural center. University education. 80 mi. S of Spokane and 310 mi. E of Seattle.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Union Pacific (freight).

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound, Pullman Transit System; Campus Link.

**Airlines**-Horizon; United Air Express.

**3 - POPULATION:**

Corp. City 80 Cen. 23,579; E&P 89 Est. 24,903
County 80 Cen. 40,057; E&P 89 Est. 40,580

**4 - HOUSEHOLDS:**

City 80 Cen. 7,859; E&P 89 Est. 7,585
County 80 Cen. 12,532; E&P 89 Est. 12,620

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 4 | $52,050,100 |
| Commercial | 3 | $65,061,002 |

**6 - PASSENGER AUTOS:** County 16,447

**7 - ELECTRIC METERS:** Residence 8,040

**8 - GAS METERS:** Residence 2,294

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 3,704 ($310); Constr. 582 ($220); Mfg. 218 ($200); Gov't. 3,905 ($251); Services 1,066 ($156); Trans., Commun. & Util. 272 ($311); Ret. Trade 1,539 ($148).

**Principal Industrial Pay Days**-1st, 15th, 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost, Sept. 26; last killing frost, Apr. 29.

**11 - TAP WATER:** Neutral; fluoridated.

**12 - RETAILING: Principal Shopping Center**-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Wheatland Ctr. | 1 | Sprouse-Reitz, Safeway, Payless |
| Palouse Empire Mall(64) | 8 | The Bon, JCPenney, Pay 'N Save, Lamonts |
| Moscow Mall(25) | 10 | Sears, Giant T, Safeway |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Discount Stores**-Radio Shack.

**Variety Stores**-Fonks.

**Chain Drug Stores**-White; Corner (IDL).

**Chain Supermarkets**-IGA; Warehouse Foods; Rosauer's; Safeway.

**Other Chain Stores**-Edward D. Jones.

**14 - NEWSPAPERS:** NEWS (e) 8,340; Sept. 30, 1988 VAC.

**Local Contact** for Advertising and Merchandising Data: Kurt Vantosky, Adv. Mgr., NEWS, E. 205 Main, Pullman, WA 99163-2618; Tel. (509) 334-7434.

**National Representative**: None.

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**RENTON**
**See KENT**

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**RICHLAND**
**See PASCO**

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## SEATTLE

**1 - LOCATION:** King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi., W of Spokane 276 mi.

**2 - TRANSPORTATION: Railroads**-Amtrak; Burlington Northern.

**Motor Freight Carriers**-155.

**Intercity Bus Lines**-Continental Trailways; Greyhound.

**Airlines**-Domestic: Air Cal, Alaska, American, America West, Continental, Delta, Eastern, Hawaiian, Horizon, Jet America, Northwest, PSA, Pan Am, Sunworld, TWA, United; Foreign: Air BC, Braniff, British, Canadian Intl., Condor, Finnair, JAL, Korean Air, Mexicana, SAS, Thai; Commuter: Coastal, Chart Air, San Juan, Harbor, Ludlow, Aviation, Sun Country; Total Air Cargo: 17 operators.

**3 - POPULATION:**

Corp. City 80 Cen. 493,846; E&P 89 Est. 470,756
NDM-ABC (80) 1,357,581
County 80 Cen. 1,273,654; E&P 89 Est. 1,414,585
PMSA 80 Cen. 1,614,078; E&P 89 Est. 1,830,866

**Demographic Information available from The Seattle Times & The Post Intelligencer. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 219,469; E&P 89 Est. 218,501
NDM-ABC (80) 528,700
County 80 Cen. 497,263; E&P 89 Est. 520,770
PMSA 80 Cen. 617,645; E&P 89 Est. 731,826

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 30 | $13,009,576,000 |
| Savings | 6 | $3,714,671,000 |
| Savings & Loan | 24 | $4,570,189,000 |
| Credit Unions | 66 | $1,868,866,000 |

**6 - PASSENGER AUTOS:** County 928,985

**7 - ELECTRIC METERS:** Residence County 281,893

**8 - GAS METERS:** Residence County 193,989

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 153,234 ($638); Trans. Equip. 85,315 ($728); Food Prods. 8,708 ($574); Lumber 5,986 ($576); Mach. 6,873 ($588); Whol. Trade 58,985 ($566); Ret. Trade 139,493 ($276); Servs. 192,343 ($390); Fin., Ins., Real Estate 63,745 ($534); Trans. & Public Util. 52,150 ($607); Constr. 40,823 ($515).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25; last killing frost, Mar. 31.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING: Downtown Shopping Area**-3 blocks from University to Pike Sts. on First, through Sixth Aves.

**Neighborhood Shopping Districts**-Lake City (N.E. 125th St. & Lake City Way N.E.); Burien (S.W. 152nd St. & 1st Ave. S.); Ballard (N.W. Market St. & Leary Way N.W.); Roosevelt (Roosevelt Way N.E. & N.E. 65th St.); Magnolia Village (33rd Ave. W. & W. McGraw St.); Uptown (Queen Anne Ave. N. & W. Mercer St.); Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.); Alaska Junction (California Ave. S.W. & S.W. Alaska St.); University District (University Way N.E. & N.E. 45th St.); Greenwood (Greenwood Ave. N. & N. 85th St.).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Alderwood Mall (145) | 17 | The Bon, Lamonts, JCPenney, Nordstrom |
| Aurora Vlg.(60) | 11 | Frederick & Nelson, Nordstrom, JCPenney |
| Bellevue Sq.(200) | 8 | The Bon, Frederick & Nelson, Nordstrom, JCPenney |
| Crossroads Mall (80) | 12 | Lamonts, Nordstrom Place Two |
| Everett Mall(140) | 25 | The Bon, Frederick & Nelson, Payless, Sears |
| Factoria Sq.(68) | 15 | Lamonts, Safeway |
| Forest Park(60) | 9 | Albertson's, Lamonts |
| Northgate Mall (118) | 6 | The Bon, Lamonts Nordstrom, JCPenney |
| Renton(55) | 13 | JCPenney, Sears |
| SeaTac Mall(115) | 14 | The Bon, Lamonts, Mervyns, Nordstrom Place Two |
| Southcenter(140) | 12 | The Bon, Frederick & Nelson, Nordstrom, JCPenney |
| Totem Lake Mall (65) | 11 | Lamonts, Thrifty |
| University Vlg (70) | | Bartell, QFC, Lamonts |
| Westwood Vlg.(42) | 7 | Lamonts |

**Principal Shopping Days**-Mon. through Sat. from 9:30 a.m.; Sun. from 11 a.m.

**Stores Open Evenings**-Dept.: Mon. & Fri. until 7 p.m.; Supermarkets: some open 24 hrs.; Discount Stores: except Sun.; Shopping Centers: Mon. through Fri. until 9 p.m., Sat. until 6 p.m., Sun. until 5 p.m.

**13 - RETAIL OUTLETS: Department Stores**-The Bon 10; Frederick & Nelson 5, Lamonts 12; Nordstrom 10; JCPenney 11, Sears 7.

**Discount Stores**-General Mdse.-Fred Meyer 10; Best 4; K mart 10; Target 3; Mervyn's 4.

**Variety Stores**-Meredith's 7; Sprouse-Reitz 3; Woolworth 2.

**Chain Drug Stores**-Bartell 31; Drug Emporium 8; G.O. Guy 6; Fred Meyer 11; Payless 19; Pay 'n Save 39.

**Chain Supermarkets**-Albertson's 29; QFC 22; Safeway 53; Thriftway 21.

**14 - NEWSPAPERS:** JOURNAL OF COMMERCE (m) 6,445; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Jim Preston, Adv. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.

**National Representative**: None.

POST-INTELLIGENCER (m-mon to fri) 204,827; (m-sat) 175,075; TIMES (e-mon to fri) 236,563; (m-sat) 232,580; (S) 504,993; Mar. 31, 1989 ABC.

**Local Contact** for Advertising And Merchandising Data: Marji Ruiz, Adv. Dir., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-8940.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SPOKANE

**1 - LOCATION:** Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping ctr. 348 mi. from Portland, OR; 278 mi. from Seattle.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Union Pacific; Amtrak.

**Motor Freight Carriers**-100.

**Intercity Bus Lines**-Western Greyhound; Spokane Transit System; Empire Lines; Charter Lines.

**Airlines**-United; Northwest; Continental; Horizon; Delta; PSA; Alaska; Sun World; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 171,300; E&P 89 Est. 165,074
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 80 Cen. 342,230; E&P 89 Est. 358,958
City & RTZ-ABC: (80) 728,988

**4 - HOUSEHOLDS:**

City 80 Cen. 70,916; E&P 89 Est. 71,963
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 80 Cen. 128,403; E&P 89 Est. 137,220
City & RTZ-ABC: (80) 265,896

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $1,801,060,000 |
| Mutual Savings | 1 | $458,880,000 |
| Savings & Loan | 7 | $490,610,000 |
| Credit Unions | 26 | $426,650,000 |

**6 - PASSENGER AUTOS:** County 195,856

**7 - ELECTRIC METERS:** Residence 137,581

**8 - GAS METERS:** Residence 48,479

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage $336)-Constr. 6,148; Mfg. 16,523; Trans., Commun. & Util. 6,152; Whol. & Ret. 36,404; Fin., Ins., etc. 7,822; Services 104,417; Misc. 740; Gov't 21,725.

**Principal Industrial Pay Days**-Tues., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14; last killing frost, Apr. 14.

**11 - TAP WATER:** Alkaline, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Spokane: (14-block area) Bordered by Spokane Falls Blvd. to 2nd Ave. and Washington Ave. to Monroe Ave.

**Major Shopping Centers**-Northtown (90 stores); Shadle Center (42 stores); University City (59 stores); Franklin Park Mall (31 stores); Silver Lake Mall (55 stores).

**Neighborhood Shopping Centers**: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Argonne Vlg.(9) | NA | Albertson's |
| Dishman Sq.(7) | NA | Fabricland, Outdoor Sportsman |
| East Town(11) | NA | K mart, Albertson's |
| Fairwood Ctr.(21) | NA | Albertson's |
| Five Mile(25) | NA | Rosauer's, Drug Fair |
| Franklin Park(31) Mall(23) | NA | Mont. Ward |
| Heritage Vlg.(12) | NA | Rosauer's |
| K mart, Eastown (9) | NA | K mart |
| Flour Mill(24) | | |
| K mart Plz.(10) | NA | K mart |
| Lincoln Heights(28) | NA | Safeway |
| Lincoln Sq.(8) | NA | Rosauer's |
| Manito(12) | NA | Lamonts, Safeway |
| Mission Vlg.(15) | NA | Jax Thrift |
| Northtown(90) | NA | Albertson's, Sears |
| Opportunity(5) | NA | Safeway, Pay 'N Save |
| River Ridge(7) | NA | Rosauer's |
| Shadle Ctr.(42) | NA | JCPenney, Safeway, Newberry, Lamonts |
| Town & Country (10) | NA | Safeway, T&C Drugs |
| University City(59) | NA | JCPenney, Newberry, Rosauer's |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept.: Mon., Fri.; Food: nightly.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward 2; Sears 3; JCPenney 5; Lamonts 4; Frederick & Nelson 3.

**Variety Stores**-Woolworth; Newberry 3.

**Discount Stores**-Two Swabbies 3; Best 2; Shopko, Costco.

**Chain Drug Stores**-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Felt.

**Chain Supermarkets**-Albertson's 7; Excell Food 3; Tidyman's 5.

**Other Chain Stores**-REI, Radio Shack; Shopko; Costco; Firestone; Goodyear; Goodrich; Eddie Bauer; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics; Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

**14 - NEWSPAPERS:** SPOKESMAN-REVIEW (m) 95,284; CHRONICLE (e) 26,274; (m-sat) 129,173; SPOKESMAN-REVIEW (S) 139,838; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: W. Duane Harter, Nat'l Sales Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, Review Tower, W. 999 Riverside; PO Box 2160, Spokane, WA 99210; (509) 459-5005.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## SUNNYSIDE

**1 - LOCATION:** Yakima County, (In Yakima MSA). E&P Map C-3.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.
**Motor Freight Carriers**-4.
**Airlines**-Yakima Municipal Airport, 35 mi. from Sunnyside.

**3 - POPULATION:**
Corp. City 80 Cen. 9,225; E&P 89 Est. 10,813
County/MSA 80 Cen. 172,663; E&P 89 Est. 187,622

**4 - HOUSEHOLDS:**
City 80 Cen. 3,138; E&P 89 Est. 3,888
County/MSA 80 Cen. 61,341; E&P 89 Est. 79,173

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commerical | 3 | N.A. |
| Savings & Loan | 2 | $200,000,000 |

**6 - PASSENGER AUTOS:** County 95,597

**7 - ELECTRIC METERS:** 3,500

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60

**11 - TAP WATER:** City has five wells.

**12 - RETAILING: Principal Shopping Center**-Downtown.
**Neighborhood Shopping Center**-Eastway Shopping Center.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mid Valley Mall | NA | Payless, Rosauers |
| Tri Cities Columbia Center(80) | 50 | The Hub, Sprouse-Reitz |
| Valley Mall(60) (Yakima) | 40 | JCPenney, Giffens |

**Principal Shopping Days**-Mon.-Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Totem Sales.
**Discount Stores**-Yellow Front; Bi-Mart.
**Chain Drug Stores**-Rosauers; Payless; Bi-Mart.
**Chain Supermarkets**-Safeway; Rosauers; Price Chopper.
**Other Chain Stores**-Sears (catalog); Coast-to-Coast; True Value; Sprouse-Reitz.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 3,584; sworn Sept. 30, 1988.
**Local Contact** for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, 520 S. 7th St.; PO Box 878, Sunnyside, WA 98944; Tel. (509) 837-4500.
**National Representative**: None.

## TACOMA

**1 - LOCATION:** Pierce County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
**Motor Freight Carriers**-Over 120 (trucking).
**Freight Steamship Lines**-Over 20.
**Intracity Bus Lines**-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
**Airlines**-Northwest; United; Pan Am; Alaska; Japan; Air Canada; Eastern; Continental; American; British Airways; CP Air; Delta; Mexicana; Scandinavian; TWA; PSA; Horizon; America West; Jet America; Braniff.

**3 - POPULATION:**
Corp. City 80 Cen. 158,501; E&P 89 Est. 163,160
CZ-ABC: (80) 315,489
RTZ-ABC: (80) 170,178
County/PMSA 80 Cen. 487,055; E&P 89 Est. 542,662
City & RTZ-ABC: (80) 485,667
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 63,405; E&P 89 Est. 66,999
CZ-ABC: (80) 121,007
RTZ-ABC: (80) 53,225
County/PMSA 80 Cen. 174,232; E&P 89 Est. 208,070
City & RTZ-ABC: (80) 174,232

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | $1,453,331,000 |
| Savings & Loan | 7 | $144,728,000 |
| Savings | 7 | $1,119,345,000 |
| Credit Union | 28 | $279,451,000 |

**6 - PASSENGER AUTOS:** County 287,808

**7 - ELECTRIC METERS:** City 116,987

**8 - GAS METERS:** City 20,233

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Food Prods. 2,200; Lumber & Wood Prods. 4,400; Furn. & Fixtures 500; Paper Prods. 1,600; Chem. Prods. 700; Primary Metals 1,000; Fab. Metals/Mach. 4,400; Trans. Equip. 1,300; Other Mfg. 5,800; Constr. 7,400; Trans. & Util. 7,800; Whol. & Ret. Trade 39,600; Fin., Ins. & Real Estate 8,100; Services 39,300; Fed. Gov't. 9,800; State & Local Gov't. 26,200.
**Principal Pay Days**-Fri., 1st and 15th. Last working day of month.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

**11 - TAP WATER:** Neutral, very soft mountain river water, stand-by aquifer well supply, relatively hard, not fluoridated.

**12 - RETAILING: Downtown Shopping Areas**-Broadway Plaza, Tacoma Ctr. Market, 4 blocks on Pacific Ave.; Regional Shopping Centers: Tacoma Mall (150 stores under cover), Lakewood Villa Plaza (54 stores).
**Neighborhood Shopping Centers**-Bellevue Sq.; Best Plaza; Bi-Lo; Capital Mall; Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Evergreen Ctr.; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyer-Stevens; Fred Meyer-Lakewood; Green Firs; Hi-Ho; Puyallup; Highland Hill; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Oakbrook Plz.; Olympic Vlg.; Pacific Commons; Pacific Ctr.; Parkway Plaza; Pavilion Outlet; Pt. Fosdick Sq.; Rainier Place; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound Mall; Lacey; S. Hill; S. Tacoma Vlg.; Spanaway Park; Spanaway Plz.; Spanaway Vlg.; Surprise Lake; Tacoma Ctr. Market; Tacoma Mall; Tacoma Pl.; Tacoma South Ctr.; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Lakewood Mall at Villa Plz.; Ward's Lake Plz.; Westgate; The Willows; 6th Ave. Plz.; Narrows Plz.; Narrows Place; Plaza West; Seatac Plz.; Pacific Sq.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Broadway Plz. | NA | Woolworth |
| Lakewood Colonial Ctr.(43) | 10 | Ethan Allen, Payless |
| Southcenter(127) | 24 | The Bon, Frederick & Nelson, JCPenney, Pay 'N Save |
| Sea Tac Mall | 12 | Sears, Mervyn's, Lamonts, The Bon |
| Tacoma Mall(150) | 5 | JCPenney, Sears, Thriftway, Bon, Nordstrom |
| Villa Plaza(50) | 7 | Frederick & Nelson, Thriftco, Pay 'N Save, Ernst, Safeway |
| Puyallup(17) | 7 | JCPenney, Elvins, Mont. Ward, Safeway |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Dept. & specialty stores-Mon., Thur., Fri.; Larger stores-every evening; Larger food stores-24 hours.

**13 - RETAIL OUTLETS: Department Stores**-Mervyns; Frederick & Nelson; Sears; JCPenney; The Bon; Montgomery Ward; Nordstrom; Elvin's; Lamonts.
**Discount Stores**B & I; Dahnken; K mart; Fred Meyer; Best; Ross; Clothestime; Costco; Silo; Price Savers.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Fred Meyer 4; Thrifty; H&P; Harold Meyer; Mark-It Pharmacy; Payless 4; Pay 'N Save 8; Sav-on 2; Stowell's 2; Drug Emporium; Medicine Shoppe 2; Albertson's 3.
**Chain Supermarkets**-Albertson 3; Stock Market; Hoagy's Corner 8; Fred Meyer 4; Lively Mkt. 3; Bi-Lo 4; Piggly Wiggly 7; Safeway 19; Thriftco; 7-Eleven 45; Shop-Rite 6; Mega Foods 2; Thriftway 8.
**Other Chain Stores**-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Paulson's; Ernst; Lerner; Bernie's; Leeds; Dutch Boy; Gallenkamp; Bottoms; Coast-to-Coast; Fabricland; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands; Schoenfelds.

**14 - NEWSPAPERS:** NEWS TRIBUNE (m) 117,246; (S) 129,436; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Judi Terrill, Adv. Dir., NEWS TRIBUNE, 1950 S. State St.; PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511.
**National Representative**: Sawyer-Ferguson-Walker.

## VANCOUVER

**1 - LOCATION:** Clark County (PMSA). E&P Map A-3. County Seat. Shipping lumber, paper products, aluminum, diversified light manufacturing and electronics. On the Columbia River 8 mi. N of Portland, OR.

**2 - TRANSPORTATION: Railroads**-Freight: Burlington Northern, Union Pacific. Passenger: Amtrak.
**Motor Freight Carriers**-150.
**Intercity Bus Lines**-Vancouver-Portland; Greyhound; Trailways.
**Airlines**-Portland Airport: United; Northwest; Alaska; Continental; Eastern; Republic; Horizon Air; Delta; American; Air Cal; PSA; TWA; Hawaiian Airlines; Sun World Airways.

**3 - POPULATION:**
Corp. City 80 Cen. 42,834; E&P 89 Est. 40,823
NDM-ABC: (80) 192,227
County/PMSA 80 Cen. 193,488; E&P 89 Est. 217,632
**Demographic Information available from newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 18,808; E&P 89 Est. 18,679
NDM-ABC: (80) 68,750
County/PMSA 80 Cen. 68,750; E&P 89 Est. 89,819

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | N.A. |
| Savings & Loan | 7 | N.A. |

**6 - PASSENGER AUTOS:** County 127,984

**7 - ELECTRIC METERS:** Residence County 86,000

**8 - GAS METERS:** Residence County 6,433

**9 - PRINCIPAL INDUSTRIES:** Industry, Number Wage Earners (Av. Wkly. Wage)-Constr. 2,419 ($682); Mfg. 12,314 ($407); Trans., Commun. & Util. 1,923 ($447); Whol. & Ret. Trade 11,097 ($440); Fin., Ins. & R.E. 2,024 ($274); Servs. 8,625 ($288).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

**11 - TAP WATER:** Medium, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
**Neighborhood Shopping Centers**-N.E. 52 St.; E. Fourth Plain Blvd.; E. Mill Plain & N.E. 120 Ave.; N.E. 164 Ave. & N.E. 1 St.; N.E. Gher Rd.; W. Fourth Plain Blvd.; Mill Plain & McArthur; N.E. 81 & Hazel Dell Ave.; S.E. Mill Plain Blvd.; Grand Blvd.; N.E. Hwy. 99; Fourth Plain Blvd. & 117 Ave.; 3021 Fourth Plain Blvd.; N.E. Thurston Way; 135th & Mill Plain Blvd.; N.E. 78 St. & Hwy. 99; E. Mill Plain Blvd.; Hwy. 99 & I-205; N.E. 78th St. & N.E. Hazel Dell Ave.; N.E. 99th St. & N.E. Hazel Dell Ave.; Garrison & Mill Plain Blvd.; NE 99th St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Jantzen Beach | 3 | Payless, Mont. Ward, Frederick & Nelson, Place 2, K mart, Lamonts, Silo, Herman's Sports, Toys 'R Us |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Retail: Mon.-Fri.; Food and Discount: daily.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Sears; Meier & Frank; Fred Meyer; Lamonts; Nordstroms; Mervyn's.
**Discount Stores**-K mart; Target Stores; Ross Stores; TJ Maxx; Kid's Mart; Clothes Time; Prestige Fragrance.
**Variety Stores**-Coast-to-Coast; Boyd's 88 Ctr.; Newberry.
**Chain Drug Stores**-Fred Meyer Drugs 3; Payless 2; Hi-School Phcy. 5.
**Chain Supermarkets**-Albertson's 2; Fred Meyer 3; Minit Mart 22; Safeway 7; 7-Eleven 9; Thriftway (United Grocers) 10; Dick & Steve's 4; Cub Food.
**Other Chain Stores**-Goodrich; Sherwin-Williams; Goodyear; Shoe Source; Kinney Shoes; AT&T Phone Ctr.; Firestone; Lerners; Squire Shop; Petries; JJ Jeans; Zale's; Schuck's; Toys 'R Us; Garden Way; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; General Nutrition; Casual Corner; B. Dalton; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; The Gap; Gordon's Jewelers; J.K. Gill; K.G. Men's Store; Leed's; Naturalizer; See's; Spencer Gifts; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World; GI Joes; Pacific Linen; Linen's & Things; Self Service Furniture; Claire's Boutique; Dairy Queen; Fred Meyer Jewelers; HK Limited; Hickory Farms; Lerner's; Naturalizer; Picturemart; RAX.

**14 - NEWSPAPERS:** COLUMBIAN (e-mon to fri) 48,365; (S) 55,434; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Larry Higgins, Display Adv. Mgr., COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
**National Representative**: None.

## WALLA WALLA

**1 - LOCATION:** Walla Walla County. E&P Map D-3. County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland OR; 271 mi. from Seattle.

**2 - TRANSPORTATION: Railroads**-Freight via Union Pacific and Burlington Northern.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Valley Transit; Northwest Greyhound.
**Airlines**-Horizon Airways (commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).
**Barge Service**-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

**3 - POPULATION:**
Corp. City 80 Cen. 25,618; E&P 89 Est. 26,419
CZ-ABC: (80) 35,808
RTZ-ABC: (80) 26,417
County 80 Cen. 47,558; E&P 89 Est. 48,479
City & RTZ-ABC: (80) 62,225

**4 - HOUSEHOLDS:**
City 80 Cen. 9,703; E&P 89 Est. 10,492
CZ-ABC: (80) 13,110
RTZ-ABC: (80) 9,639
County 80 Cen. 16,975; E&P 89 Est. 17,338
City & RTZ-ABC: (80) 22,749

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $507,000,000 |
| Savings & Loan | 4 | (incl. above) |
| Mutual Savings | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 22,398

**7 - ELECTRIC METERS:** Residence 17,304

**8 - GAS METERS:** Residence 6,041

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Forestry and Fisheries N.A.; Contract Constr. 450; Food Processing 4,160; Trans., Comm. and Util. 920; Schools/Hospitals 4,670; Gov't 4,170; Whol. & Ret. 3,730.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-62 Summer 63-89; Fall 45-64; Winter 27-39. First killing frost, Oct. 28; last killing frost, Apr. 3.

**11 - TAP WATER:** Alkaline, very soft, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St.; 7 on Second St.; 2 on First St.; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.

**Neighborhood Shopping Centers**-3 mi. on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy.; 1 on Plz. Way between 9th & Village Way.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Plaza Shopping | 1 | Safeway, Sprouse-Reittz, Bi-Mart, M&R Drug |
| Eastgate | 2 | Fleenor's, K mart, Radio Shack, Herman's World of Sports |
| Eastgate Mall | 2 | Albertson's, Pay Less, Hatfield's, Schuck's, Wendy's, Kinney's |
| Southgate | 1 | Fleenor's, Southgate Drug |
| Big Y | 2 | Wade's Thriftway, Foxy Flowers, Central Phcy |
| Oregon Stateline | 6 | Grigg's, Danielson's Food Warehouse |

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept. & Banks Fri.; Food stores: EG Mall.

**13 - RETAIL OUTLETS: Department Stores**-The Bon; Sears; JCPenney; Hatfields; Country Store.

**Discount Stores**-K mart, Bi-Mart.

**Variety Stores**-Bonanza 88; Sprouse-Rietz.

**Drug Stores**-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman; Book Nook.

**Chain Supermarkets**-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Food 4 Less; Jackpot 2; 7-Eleven 3.

**Other Chain Stores**-Shoes: Volume; Kinney; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Grover, Radio Shack; Auto: Twin W Motor Supply, Walla Motor Supply, Goodyear, Schuck's; Paint: Pittsburgh, Sherwin-Williams; Boats: Nixon's; Others: Book Nook, Fabricland, Mark's Hallmark, Herman's World of Sports, Courtesy TV & Appliance, P.D.Q. Mkt. (food/gas).

**14 - NEWSPAPERS:** UNION-BULLETIN (e-mon to fri) 14,988; (S) 15,515; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar; Walla Walla, WA 99362; Tel. (509) 525-3300.

**National Representative**: None.

## WENATCHEE

**1 - LOCATION:** Chelan County, E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97. 165 mi. W of Spokane; 138 mi. E of Seattle.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak (passenger).

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound.

**Airlines**-Horizon; Express Air.

**3 - POPULATION:**

Corp. City 80 Cen. 17,257; E&P 89 Est. 19,681
CZ-ABC: (80) 32,811
RTZ-ABC: (80) 113,579
County 80 Cen. 45,063; E&P 89 Est. 52,872
City & RTZ-ABC: (80) 146,390

**Demographic Information (Limited) available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,125; E&P 89 Est. 8,483
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 80 Cen. 17,792; E&P 89 Est. 19,753
City & RTZ-ABC: (80) 54,305

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $296,700,000 |
| Savings & Loan | 3 | $189,604,100 |
| Credit Unions | 10 | $12,513,500 |

**6 - PASSENGER AUTOS:** County 30,156

**7 - ELECTRIC METERS:** Residence County 21,852

**8 - GAS METERS:** Residence 3,540

**9 - PRINCIPAL INDUSTRIES:** (Chelan-Douglas Counties): Industry, No. Wage Earners-Mfg., incl. Primary Metals Proc. 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Whol. & Ret. Trade 7,320; Fin., Ins. & R.E. 940; Servs. 4,460; Gov't. 4,590. Total Civilian Work Force 36,420.

**Principal Pay Days**-Fri., 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

**11 - TAP WATER:** Slightly alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-Downtown, 5 blocks on Wenatchee Ave.; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Mon. through Fri.; Food-every night.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Lamonts; JCPenney.

**Discount Stores**-Stan's Merry Mart; Sav-Mart; K mart; Stanley's.

**Variety Stores**-Bonanza.

**Chain Drug Stores**-Payless; Buttrey Drugs.

**Chain Supermarkets**-Safeway 2; Albertson's; Buttrey's; Fleenor's; Top; Family Grocer.

**Other Chain Stores**-Mode O'Day; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Grand Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center; Thurman Supplies; Computerland.

**14 - NEWSPAPERS:** WORLD (e-mon to fri) 26,860; (S) 29,671; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jay White, Adv. Dir., WORLD, 14 N. Mission St., PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.

**National Representative**: Branham Newspaper Sales.

## YAKIMA

**1 - LOCATION:** Yakima County (MSA), E&P Map C-3. County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

**2 - TRANSPORTATION: Railroad**-Washington Central Railroad (Freight).

**Airline**-Horizon.

**Motor Freight Carriers**-7.

**Intercity Bus Line**-Western Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 49,826; E&P 89 Est. 51,619
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 80 Cen. 172,663; E&P 89 Est. 187,622
Total NDM-ABC: (80) 172,508

**4 - HOUSEHOLDS:**

City 80 Cen. 20,160; E&P 89 Est. 22,076
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 80 Cen. 61,341; E&P 89 Est. 79,173
Total NDM-ABC: (80) 61,341

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $435,000,000 |
| Savings | 2 | N.A. |
| Savings & Loan | 5 | $446,336,487 |

**6 - PASSENGER AUTOS:** County 95,597

**7 - ELECTRIC METERS:** Residence 23,289

**8 - GAS METERS:** Residence 9,975

**9 - PRINCIPAL INDUSTRIES:** Mfg.-218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter -10-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

**11 - TAP WATER:** Neutral, semi-hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).

**Neighborhood Shopping Centers**-56th & Summitview; 9th & Summitview; 16th and Nob Hill; Westpark, 1 mi. on Fruitvale Blvd.; Glenwood; Southgate; 16th and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton; 37th & Tieton; Meadowbrook at 72nd & Nob Hill.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept.-Mon. through Fri.; Food-every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom; Lamonts; Bon Marche.

**Discount Stores**-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; Shopko 2.

**Chain Drug Stores**-Payless 2; Bi-Mart; Fred Meyer; Wray's.

**Chain Supermarkets**-Albertson's; Safeway 7; Thriftway 5; Buttrey's; Associated Grocers 2; Rosauer's; Meads; Red Apple; Top; Others 9.

**Other Chain Stores**-Firestone; Weisfield's; Gallenkamp; Kinney; Leeds; Jay Jacob; Self Serv. Furn.; Penguin Electric; Zale's; Volume Shoes; B. Dalton; Radio Shack; Waldenbooks; McMahan's Furn.; Closet; Savannah; Mariposa; Natural Selection; Vanity; Zales; Ringmakers.

**14 - NEWSPAPERS:** HERALD-REPUBLIC (all day) 40,074; (S) 42,999; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: John Lamphiear, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.

**National Representatives**: Landon Associates.

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# WEST VIRGINIA SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Charleston**-Kanawha and Putnam Counties.

**Cumberland, MD-WV**-Allegany County, MD and Mineral County, WV.

**Huntington-Ashland, WV-KY-OH**-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.

**Parkersburg-Marietta, WV-OH**-Wood County, WV and Washington County, OH.

**Steubenville-Weirton, OH-WV**-Jefferson County, OH; Brooke and Hancock Counties, WV.

**Wheeling, WV-OH**-OH and Marshall Counties, WV; Belmont County, OH.

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 138 | 146 | 168 |
| 5-14 Years | 336 | 310 | 292 |
| 15-24 Years | 301 | 347 | 286 |
| 25-44 Years | 383 | 513 | 617 |
| 45-64 Years | 392 | 396 | 368 |
| 65 and Over | 194 | 238 | 222 |
| TOTAL | 1,744 | 1,950 | 1,953 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 388 | 437 | 806 |
| General Mdse | 776 | 1,008 | 1,476 |
| Food | 1,335 | 1,968 | 2,559 |
| Automobiles | 1,265 | 1,322 | 2,487 |
| Gasoline Stations | 493 | 709 | 693 |
| Apparel | 238 | 329 | 466 |
| Furniture | 260 | 329 | 489 |
| Eat-Drink Places | 352 | 523 | 778 |
| Drugs | 175 | 270 | 390 |
| TOTAL SALES | 5,676 | 7,521 | 10,915 |

## BECKLEY

**1 - LOCATION:** Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

**2 - TRANSPORTATION: Railroad**-CSX.

**Motor Freight Carriers**-12.

**Intercity Bus Line**-Greyhound.

**Airline**-Piedmont Commuter Systems.

**3 - POPULATION:**

Corp. City 80 Cen. 20,492; E&P 89 Est. 20,206
NDM-ABC: (80) 268,724
County 80 Cen. 86,745; E&P 89 Est. 85,010

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,164; E&P 89 Est. 8,451
NDM-ABC: (80) 92,373
County 80 Cen. 30,154; E&P 89 Est. 32,387

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $734,431,000 |

**6 - PASSENGER AUTOS:** County 52,992

**7 - ELECTRIC METERS:** Residence 27,000

**8 - GAS METERS:** Residence 15,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,884 ($451).

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4, last killing frost, May 7.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-2 blocks on Main, 1 on Heber, 3 on Neville St.

**Neighborhood Shopping Center**-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester Sq. in Sophia.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| By-Pass Plz.(12) | 3 | Revco, Hills |
| Beckley Plz.(23) | 3 | Acme Mkt., K mart |
| Raleigh Mall(43) | 3 | Ames, Mont. Ward, Stone & Thomas, Kroger |
| Town & Country Plaza(9) | 1 | Foodland, Heck's |
| Crossroads Mall(70) | 4 | Sears, JCPenney, Leggetts |
| Lester(14) | 6 | Kroger, Artley, Family Dollar |

**Principal Shopping Days**-Food: Wed., Thur. Department Stores: Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Fri., Food-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 3; Stone & Thomas; Value City.

**Variety Stores**-Ames; Dollar Bargain; Family Dollar; Dollar General.

**Discount Stores**-K mart; Heck's; Hills; McCrery.

**Chain Drug Stores**-Rite Aid 4; SupeRx 4; Thompson; Revco 2.

**Chain Supermarkets**-Kroger 5; Acme; Carolina 2; Pic Pac 3; Foodland.

**Other Chain Stores**-Ladies: H&M; Pic-Way Shoes; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto; Autoworks.

**14 - NEWSPAPERS:** REGISTER/HERALD (m) 33,263; (S) 33,565; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert E. Zutaut, Adv. Dir., REGISTER/HERALD, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.

**National Representative**: Sawyer-Ferguson-Walker.

## BLUEFIELD, WV-VA

**1 - LOCATION:** Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpke.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

**2 - TRANSPORTATION: Railroads**-Norfolk and Western.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Tri-City; Greyhound; Trailways.

**Airline**-Christman.

**3 - POPULATION:**

Corp. City 80 Cen. 16,060; E&P 89 Est. 15,592

NDM-ABC: (80) 225,692

Counties 80 Cen. 124,435; E&P 89 Est. 125,005

Mercer, WV 80 Cen. 73,856; E&P 89 Est. 73,161

Tazewell, VA 80 Cen. 50,579; E&P 89 Est. 51,844

**4 - HOUSEHOLDS:**

City 80 Cen. 6,170; E&P 89 Est. 6,191

NDM-ABC: (80) 76,755

Counties 80 Cen. 42,360; E&P 89 Est. 46,994

Mercer, WV 80 Cen. 26,494; E&P 89 Est. 26,415

Tazewell, VA 80 Cen. 15,866; E&P 89 Est. 20,579

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 16 | $688,800,000 |
| Savings & Loan | 4 | $25,000,000 |

**6 - PASSENGER AUTOS:** Counties: Mercer 48,248; Tazewell 32,174

**7 - ELECTRIC METERS:** Residence 26,144

**8 - GAS METERS:** Residence 8,330

**9 - PRINCIPAL INDUSTRIES:** Food Mfg.; Furn.; Mining Machinery.

**Principal Pay Days**-1st, 15th, Fri.

**10 - CLIMATE:** Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept. 29; last killing frost, May 12.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-One, centered around Bland, Union, North and South Sts.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bluefield Plz. (12) | 1 | Kroger, K mart |
| Blue Prince(11) | 3 | Hill's Dept., Murphy |
| Mercer Mall(53) | 2 | Sears, JCPenney, Stone & Thomas, Mont. Ward, Leggett |
| West Gate(9) | 2 | Acme |

**Principal Shopping Days**-Department Stores: Mon., Fri., Sat.; Food: Wed. through Sat.

**Stores Open Evenings**-Food nightly; others Mon.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Leggetts; Stone & Thomas; Sears.

**Variety Stores**-G.C. Murphy; Ben Franklin.

**Discount Stores**-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.

**Chain Drug Stores**-Bi Rite; Rexall 3; Rite Aid; Walgreens; SupeRx; Southside 2; Thrift; Revco; Eckerd.

**Chain Supermarkets**-Kroger 4; Deskin's 6; Acme 4; Warden's 2; IGA 3.

**Other Chain Stores**-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

**14 - NEWSPAPERS:** TELEGRAPH (m) 24,099; (S) 26,447; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Don Watson, Adv. Dir., TELEGRAPH, 928 Bluefield Ave.; PO Box 1599, Bluefield, WV 24701; Tel. (304) 327-6171.

**National Representative**: Landon Associates.

## CHARLESTON

**1 - LOCATION:** Kanawha County (MSA), E&P Map A-3 & B-3, State Capitol, County Seat. Wholesale distribution, financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 358 mi. from Washington; 215 mi. from Pittsburgh; 171 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of WV Tpke.; Junction of I-64, I-77 & I-79.

**2 - TRANSPORTATION: Railroads**-Chessie System; Amtrak; Conrail.

**Motor Freight Carriers**-30.

**Intercity Bus Lines**-Greyhound; KRT (local).

**Airlines**-USAir; United; Christman; Piedmont; ComAir; Atlantic SouthEast.

**3 - POPULATION:**

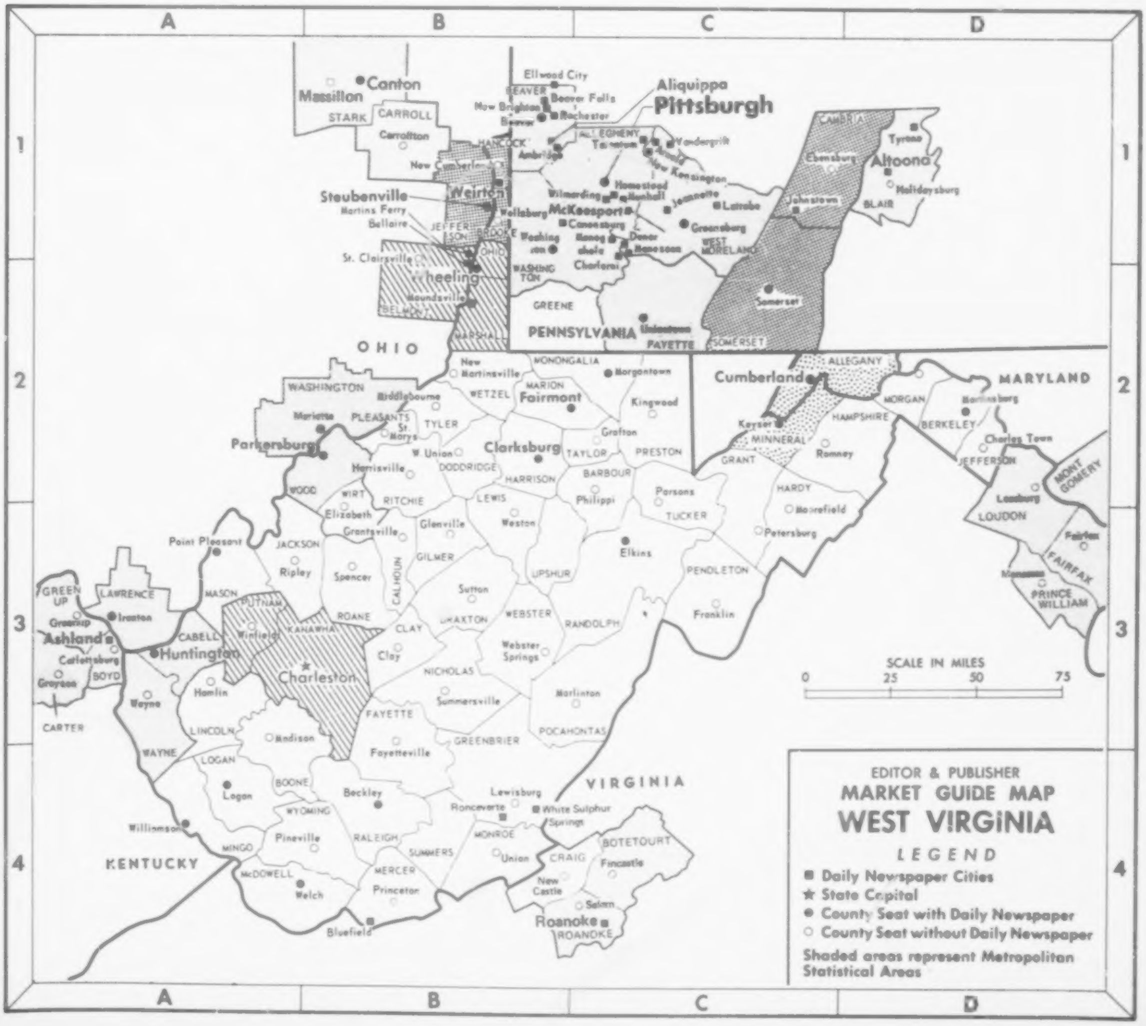
Corp. City 80 Cen. 63,968; E&P 89 Est. 57,149

NDM-ABC: (80) 522,062

County 80 Cen. 231,122; E&P 89 Est. 221,390

MSA 80 Cen. 269,674; E&P 89 Est. 271,969

**Demographic Information available from Newspaper. See paragraph 14.**


A
B
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Canton
Massillon
STARK
CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Beaver
Aliquippa
Pittsburgh
HANCOCK
Ambridge
ALLEGHENY
Tarentum
Vandergrift
New Cumberland
New Kensington
Homestead
Munhall
Jeannette
Latrobe
Steubenville
Weirton
Martins Ferry
Bellaire
JEFFERSON
Wilmerding
McKeesport
Wellsburg
Canonsburg
Greensburg
WESTMORELAND
Washington
Monongahela
Donora
Monessen
Charleroi
St. Clairsville
Wheeling
Moundsville
BELMONT
MARSHALL
WASHINGTON
GREENE
PENNSYLVANIA
Uniontown
FAYETTE
SOMERSET
Somerset
CAMBRIA
Ebensburg
Johnstown
Tyrone
Altoona
Hollidaysburg
BLAIR
OHIO
New Martinsville
MONONGALIA
Morgantown
WETZEL
MARION
Fairmont
Kingwood
Middlebourne
PLEASANTS
TYLER
St. Marys
Marietta
Parkersburg
West Union
Clarksburg
TAYLOR
Grafton
PRESTON
DODDRIDGE
HARRISON
BARBOUR
Philippi
Harrisville
RITCHIE
WIRT
WOOD
LEWIS
Weston
Elizabeth
Grantsville
Glenville
Parsons
TUCKER
Elkins
Point Pleasant
JACKSON
Ripley
Spencer
CALHOUN
GILMER
UPSHUR
Sutton
BRAXTON
WEBSTER
RANDOLPH
Webster Springs
MASON
PUTNAM
Winfield
KANAWHA
ROANE
CLAY
Clay
Charleston
NICHOLAS
Summersville
FAYETTE
Fayetteville
GREENBRIER
Lewisburg
POCAHONTAS
Marlinton
Cumberland
ALLEGANY
MARYLAND
Keyser
MINERAL
GRANT
HAMPSHIRE
Romney
MORGAN
Martinsburg
BERKELEY
Charles Town
JEFFERSON
MONTGOMERY
Leesburg
LOUDON
HARDY
Moorefield
Petersburg
PENDLETON
Franklin
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
GREENUP
Greenup
LAWRENCE
Ironton
Ashland
Catlettsburg
Grayson
BOYD
CABELL
Huntington
Hamlin
Wayne
WAYNE
CARTER
LINCOLN
Madison
LOGAN
Logan
BOONE
WYOMING
Pineville
Beckley
RALEIGH
Ronceverte
White Sulphur Springs
MONROE
Union
Williamson
MINGO
McDOWELL
Welch
SUMMERS
MERCER
Princeton
Bluefield
KENTUCKY
VIRGINIA
CRAIG
New Castle
BOTETOURT
Fincastle
Salem
Roanoke
ROANOKE
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

**4 - HOUSEHOLDS:**
City 80 Cen. 26,438; E&P 89 Est. 24,751
NDM-ABC: (80) 186,368
County 80 Cen. 86,446; E&P 89 Est. 77,546
MSA 80 Cen. 99,418; E&P 89 Est. 104,846

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 33 | $1,811,877,000 |
| Savings & Loan | 15 | $319,818,000 |

**6 - PASSENGER AUTOS:** County 153,860

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** City Res. 19,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,971 ($620); Metal Fab. 1,225 ($588); Coal Mining 3,334 ($588); Contract Constr. 3,871 ($422); Gov't 18,883 ($323); Health Servs. 8,748 ($386); Servs. 19,838 ($304); Whol./Ret. 24,247 ($266).
**Principal Pay Days**-Thur., Fri., 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, soft in city, varies outside; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
**Neighborhood Shopping Centers**-West Side (W. Washington St.) (24 stores); East End (E. Washington St.) (10 stores); St. Albans (Main Street) (12 stores); South Charleston (16 stores); Dunbar (7 stores); Marmet (18 stores); Spring Hill (12 stores); Nitro (13 stores); Belle (6 stores).

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Town Center Mall(100) | | Sears, JCPenney, Mont. Ward, Kaufmann's |
| West St. Albans | 8 | Heck's, Pick-Pac, Value City |
| Kanawha Mall(70) | 4 | Hill's, Kroger, Stone & Thomas, Ames |
| St. Albans(30) | 10 | K mart, Kroger, Watson's |
| Dunbar Vlg.(20) | 7 | Kroger, Ames |
| Southside Expwy. | 2 | Heck's |
| Plaza East(12) | 1 | Hecks |
| Patrick St. Plaza | 2 | K mart, Lowe's, Hills, Big Bear |
| K mart | 4 | K mart |
| Putnam Vlg.(33) | 20 | Heck's, Kroger |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Drug & Food: Mon. through Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

**13 - RETAIL OUTLETS: Department Stores**-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney; McClung & Morgan; Charleston.
**Discount Stores**-Heck's; K mart; Ames; Hills.
**Variety Stores**-McCrory; Ben Franklin; Family Dollar.
**Chain Drug Stores**-Revco 5; Rite Aid 21; SupeRx 1; Medicine Shop 2; K mart 2; Kroger.
**Chain Supermarkets**-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.
**Other Chain Stores**-Shoes: Butler, Edison Bros., Kinney, Endicott-Johnson, John Lee, Pic-Way, Shoe World, Shoe Show; Women's Ready to Wear: Embees, Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant; Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodyear, Firestone, Tire America; Jewelers: Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, Rex, The Appliance Store; Auto Accessories: Nationwise, Auto Works.

**14 - NEWSPAPERS:** GAZETTE (m) 55,456; MAIL (e) 50,917; GAZETTE-MAIL (S) 105,753; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William E. Birt, Natl. Adv./Co-op Mgr., GAZETTE-MAIL, 1001 Virginia St. E., Charleston, WV 25301; Tel. (304) 348-5105.
**National Representative**: Sawyer-Ferguson-Walker.

## CLARKSBURG

**1 - LOCATION:** Harrison County. E&P Map B-2. County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, DC; 276 mi. from Cincinnati, OH; 120 mi. from Pittsburgh, PA.

**2 - TRANSPORTATION: Railroads**-Chessie System.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Central WV Transit Authority; Interstate; Greyhound.
**Airlines**-Crown; Continental Express.

**3 - POPULATION:**
Corp. City 80 Cen. 22,371; E&P 89 Est. 20,058
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 80 Cen. 77,606; E&P 89 Est. 76,550
City & RTZ-ABC: (80) 177,615

**4 - HOUSEHOLDS:**
City 80 Cen. 10,053; E&P 89 Est. 8,825
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 48,585
County 80 Cen. 28,434; E&P 89 Est. 27,331
City & RTZ-ABC: (80) 63,098

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $737,448,927 |

**6 - PASSENGER AUTOS:** County 52,685

**7 - ELECTRIC METERS:** Residence 27,521

**8 - GAS METERS:** Residence 37,193

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chem. 2,000; Aircraft Parts 300; Natural Gas 1,500; Heavy Mach. 685.
**Principal Pay Days**-Fri., 15th and 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main and Pike Sts.
**Neighborhood Shopping Centers**-Stealey, Nutter Fort, Bridgeport.

**Nearby Shopping Centcrs**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Eastpointe | 2 | K mart, Aaron's, Kroger, Emily's |
| Hills Plaza(7) | 2 | David Weis, Hills |
| Holiday Plaza(4) | 2 | Big Lots, Gabriels |
| Rosebud Plaza(3) | 1 | Heck's |
| Bridgeport(8) | 3 | |
| Meadowbrook Mall | 3 | JCPenney, Mont. Ward, Murphy's Mart, Stone & Thomas, Sears |
| Valley Hills(5) | 3 | Super Dollar |
| Middletown Mall(40) | 18 | Lowe's, Stone & Thomas, Hess, Hills |
| Tygart Valley Mall(2) | 18 | Murphy's Mart |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon.; Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess.
**Variety Stores**-McCrory's.
**Discount Stores**-Heck's; Hill's; Ames; Gee Bee; David Weis; K mart.
**Chain Drug Stores**-Rexall; Walgreens; Rite Aid; Revco; Phar-Mor.
**Chain Supermarkets**-Kroger; Foodland; Shop'n Save; Giant Eagle.
**Furniture**-Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria; La-Z-Boy; Grandma's House.

**14 - NEWSPAPERS:** EXPONENT (m-tues to sat) 7,005; TELEGRAM (e) 15,405; EXPONENT-TELEGRAM (S) 25,271; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ELKINS

**1 - LOCATION:** Randolph County. E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

**2 - TRANSPORTATION: Railroads**-B&O; W. MD.
**Airlines**-USAir connection.
**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 8,536; E&P 89 Est. 8,525
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 80 Cen. 28,796; E&P 89 Est. 29,131
City & RTZ-ABC: (80) 39,162

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 3,146; E&P 89 Est. 3,274
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 80 Cen. 9,692; E&P 89 Est. 10,488
City & RTZ-ABC: (80) 13,347

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $30,715,405 |
| Savings & Loan | 1 | $1,685,579 |

**6 - PASSENGER AUTOS:** County 20,111

**7 - ELECTRIC METERS:** Residence 3,562

**8 - GAS METERS:** Residence 3,418

**9 - PRINCIPAL INDUSTRIES:** Brick and Tile; Planing Mill Prods.; Furn.; Limestone & Limestone Prods.; Foundry Prods.; W. MD R.R. Shops; Shoe Mfg.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Elkins Plaza(12) | NA | Rite Aid, Foodland |
| Tygarts Valley Mall(5) | NA | A&P, Revco, K mart |

**Principal Shopping Days**-Fri. & Sat.
**Stores Open Evenings**-Food nightly; all on Fri.; Plaza on Sunday.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Smart Shop.
**Variety Store**-G.C. Murphy.
**Discount Store**-Heck's.
**Chain Drug Stores**-Revco; Rite Aid.
**Chain Supermarkets**-A&P; Kroger; Key; Hi-Lo; Super Dollar.

**14 - NEWSPAPERS:** INTER-MOUNTAIN (e) 11,575; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Paula Harris, Adv. Dir., INTER-MOUNTAIN, 520 Railroad Ave., Elkins, WV 26241; Tel. (304) 636-2121.
**National Representative**: Landon Associates.

## FAIRMONT

**1 - LOCATION:** Marion County. E&P Map B-2. County Seat. Coal mining, manufacturing, Fairmont State College. Major highway hub. U.S. Hwys. 250, 19; I-79; State Hwy. 73. 88 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

**2 - TRANSPORTATION: Railroads**-Chessie System; Monongahela.
**Intercity Bus Lines**-Greyhound.
**Motor Freight Carriers**-10.
**Airlines**-Allegheny Commuter.

**3 - POPULATION:**
Corp. City 80 Cen. 23,863; E&P 89 Est. 21,097
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 50,325
County 80 Cen. 65,663; E&P 89 Est. 63,856
City & RTZ-ABC: (80) 83,415

**4 - HOUSEHOLDS:**
City 80 Cen. 9,727; E&P 89 Est. 9,188
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 17,633
County 80 Cen. 24,409; E&P 89 Est. 22,799
City & RTZ-ABC: (80) 30,748

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | $504,761,000 |
| Savings & Loan | 1 | $83,734,163 |

**6 - PASSENGER AUTOS:** County 43,377

**7 - ELECTRIC METERS:** Residence 10,500

**8 - GAS METERS:** Residence 8,628

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Coal Mining 2,410; Fluorescent Lamps 1,000; Mach. & Equip. Mfg. 1,028; Mining Equip. Mfg. 200; Fabricated Metal Prods. 485; Electric 619; Rolled Aluminum Prods. 311; Corrugated Fiber Containers 265; Can & Glass Labels 130; Gift Distribution Ctr. N.A.; Fiberglass 125.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Area**-7 blocks on Adams St.
**Neighborhood Shopping Centers**-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.; Marion Sq.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Rainbow Plz (5) | NA | |
| Middletown Mall(74) | 3 | Gee Bee, Stone & Thomas, Hess, Hills |
| Tygart Valley(6) | 3 | Ames |
| 12th St. | NA | Radio Shack, Revco, Giant Eagle |
| Meadowbrook | 13 | Sears, Mont. Ward, JCPenney, Stone & Thomas |

**Principal Shopping Days**-Mon. through Sun.
**Stores Open Evenings**-Dept.: Mon.; Food and shopping centers nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Stone & Thomas; Sears; Montgomery Ward.
**Variety Stores**-McCrory; Gee Bee.
**Discount Stores**-Revco; Hill's; Heck's; Dollar General; Family Dollar; Ames.
**Chain Drug Stores**-Revco 3; Rite Aid; Mason's; Thrift; Valu-Rite.
**Chain Supermarkets**-Foodland 3; Pitrolo's 1; Giant Eagle; Warehouse Grocery; A&P; Apple's; Shop 'N Save.
**Other Chain Stores**-Kinney; Goodrich; Pic Way; Carriage Shop; Bressler's; Teek's; Shoe World; The Unlimited; Lerner's; Fashion Bug; Casual Corner; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Thom McAn; Lang's; Camelot; Footlocker; GNC; Hickory Farms; Playland; Regis; Things Remembered; Waldenbooks; Payless.

**14 - NEWSPAPERS:** TIMES-WEST VIRGINIAN (m) 15,011; (S) 16,167; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 2530, Fairmont, WV 26554; Tel. (304) 363-5000.
**National Representative**: Landon Associates.

## HUNTINGTON

**1 - LOCATION:** Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA). E&P Map A-3. Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State Hwys. 2, 4, 7, 10; I-64.

**2 - TRANSPORTATION: Railroads**-CSX.
**Motor Freight Carriers**-30.
**Intercity Bus Lines**-TTA; Greyhound.
**Airlines**-USAir; Piedmont; ComAir; Christman.

**3 - POPULATION:**
Corp. City 80 Cen. 63,684; E&P 89 Est. 56,367
CZ-ABC: (80) 125,194
RTZ-ABC: (80) 208,921
Counties 80 Cen. 152,894; E&P 89 Est. 153,142

Cabell Co. 80 Cen. 106,696; E&P 89 Est. 103,928
Wayne Co. 80 Cen. 46,198; E&P 89 Est. 49,214
MSA 80 Cen. 336,724; E&P 89 Est. 334,708
City & RTZ-ABC: (80) 334,115

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 25,496; E&P 89 Est. 22,753
CZ-ABC: (80) 47,444
RTZ-ABC: (80) 71,786
Counties 80 Cen. 55,866; E&P 89 Est. 54,356
Cabell Co. 80 Cen. 40,218; E&P 89 Est. 34,708
Wayne Co. 80 Cen. 15,648; E&P 89 Est. 19,648
MSA 80 Cen. 119,007; E&P 89 Est. 122,696
City & RTZ-ABC: (80) 119,230

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $872,313,000 |

**6 - PASSENGER AUTOS:** Counties: Cabell 74,100; Wayne 25,334

**7 - ELECTRIC METERS:** Counties: Cabell 45,700; Wayne 17,400

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$470)-Metals 7,700; Glass & Stone 2,000; Apparel 1,800; Chem. 1,200.

**Principal Industrial Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20; last killing frost, Apr. 17.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Ceredo Plz.(11) | 12 | Harts, Big Bear |
| Eastern Heights(16) | 6 | Thrift, Mack's, Tradewell |
| Fairfield Plz.(8) | 2 | Big Bear |
| East Hills Mall(12) | 9 | Kelly & Cohen |
| Westland Plaza(6) | 5 | Big Lots, Thrift |
| Pea Ridge(20) | 9 | K mart, Kroger |
| Huntington Mall (125) | 10 | JCPenney, Lazarus, Stone & Thomas, Sears |

**Principal Shopping Days**-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.

**Stores Open Evenings**-All until 9:30 P.M.

**13 - RETAIL OUTLETS: Department Stores**-Stone & Thomas 2; JCPenney; Lazarus; Sears.

**Variety Stores**-McCrory; Green's.

**Discount Stores**-Hills 3; K mart 3; Hart's 4; Big & Small Lots 2.

**Chain Drug Stores**-Thrift 3; Rite Aid 2; Revco 2.

**Chain Supermarkets**-Kroger 4; Big Bear 3; Tradewell 8; Foodland 3; Foodfair 4.

**14 - NEWSPAPERS:** HERALD-DISPATCH (m) 43,587; (S) 49,363; Mar. 30, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Alley, Adv. Dir., HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 526-2820.

**National Representative**: Gannett National Newspaper Sales.

## KEYSER

**1 - LOCATION:** Mineral County (In Cumberland, MD-WV MSA), E&P Map C-2. County Seat. On E bank of Potomac River, 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

**2 - TRANSPORTATION: Railroads**-B&O; Western Md.

**Intercity Bus Lines**-Mt. State Bus; Emery; Potomac Transit Authority.

**Motor Freight Carriers**-6.

**3 - POPULATION:**
Corp. City 80 Cen. 6,569; E&P 89 Est. 6,147
MSA 80 Cen. 107,980; E&P 89 Est. 103,939
County 80 Cen. 27,311; E&P 89 Est. 28,146

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 2,496; E&P 89 Est. 2,437
MSA 80 Cen. 39,107; E&P 89 Est. 38,223
County 80 Cen. 9,438; E&P 89 Est. 10,538

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 2 | $89,834,000 |

**6 - PASSENGER AUTOS:** County 20,048

**7 - ELECTRIC METERS:** Residence 4,521

**8 - GAS METERS:** Residence (RTZ) 4,125

**9 - PRINCIPAL INDUSTRIES:** Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equip.; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost, Oct.; last killing frost, May.

**11 - TAP WATER:** Hard to soft.

**12 - RETAILING: Principal Shopping Area**-3 blocks each on Main & Armstrong Sts.

**Neighborhood Shopping Centers**-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.

**Principal Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Wed., Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Murphy; Heck's.

**Chain Drug Stores**-Revco; People's; Rite Aid.

**Chain Supermarkets**-A&P; Dishong's 3; Foodland; IGA 2; Brownings.

**Other Chain Stores**-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Charles Store; Shoe World; Dollar General 2.

**14 - NEWSPAPERS:** NEWS-TRIBUNE (e) 5,997; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.

**National Representative**: American Newspaper Representatives.

## LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

**1 - LOCATION:** Greenbrier County, E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwys. 3, 12, 20, 39, 63.

**2 - TRANSPORTATION: Railroads**-C&O.

**Airlines**-Piedmont, USAir, Air Atlanta; Henson.

**Intercity Bus Lines**-Greyhound; Mountain Transit Authority.

**3 - POPULATION:**
Corp. Cities 80 Cen. 8,748; E&P 89 Est. 9,209
Lewisburg 80 Cen. 3,065; E&P 89 Est. 3,334
Ronceverte 80 Cen. 2,312; E&P 89 Est. 2,374
White S. Springs 80 Cen. 3,371; E&P 89 Est. 3,501
County 80 Cen. 37,819; E&P 89 Est. 39,355

**4 - HOUSEHOLDS:**
Cities 80 Cen. 3,415; E&P 89 Est. 4,089
Lewisburg 80 Cen. 1,240; E&P 89 Est. 1,413
Ronceverte 80 Cen. 849; E&P 89 Est. 1,232
White S. Springs 80 Cen. 1,326; E&P 89 Est. 1,442
County 80 Cen. 13,535; E&P 89 Est. 14,270

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| National | 3 | $30,808,397 |
| State | 1 | (incl. above) |

**6 - PASSENGER AUTOS:** County 27,682

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** (County)-Agric.; Constr.; Mfg.; Trans.; Commun. & Other Public Util.; Whol. & Ret.; Resort Hotels.

**10 - CLIMATE:** Av. An. Temp. 54; Av. Jan. 28; Av. June 74.

**11 - TAP WATER:** Alkaline, soft; some iron & sulfur content.

**12 - RETAILING: Downtown Shopping Centers**: 3 Department Stores and approx. 25 Antique & specialty shops.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Red Oaks(11) | 3 | Kroger |
| Fairlea Mall(20) | 2 | Heck's, Stone & Thomas |

**13 - RETAIL OUTLETS: Department Stores**-Leggett's; Federated; Stone & Thomas; Yarid's.

**Discount Stores**-Aides; Heck's.

**Chain Drug Stores**-Rite Aid 2; Eckerd.

**Chain Supermarkets**-Kroger's 2; IGA 2.

**14 - NEWSPAPERS:** WEST VIRGINIA DAILY NEWS (e-mon to fri) 5,233; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Frank L. Spicer, Pub., WEST VIRGINIA NEWS, 200 S. Court St.; PO Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.

**National Representative**: General Advertising Service.

## LOGAN

**1 - LOCATION:** Logan County, E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor G Interstate Highway.

**2 - TRANSPORTATION: Railroads**-C&O.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston and Bluefield.

**3 - POPULATION:**
Corp. City 80 Cen. 3,029; E&P 89 Est. 2,474
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 80 Cen. 50,492; E&P 89 Est. 49,656
City & RTZ-ABC: (80) 50,679

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 1,254; E&P 89 Est. 1,067
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 80 Cen. 16,397; E&P 89 Est. 20,572
City & RTZ-ABC: (80) 16,397

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $180,000,000 |
| Savings & Loan | 2 | $19,372,256 |

**6 - PASSENGER AUTOS:** County 25,871

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Equip. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Mach. 145 ($275); Printing 65 ($225).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Stratton St. and surrounding County Court House.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Ellis Addn. | 1 | Bi-Rite |
| Man | 10 | Hensley Furn. |
| West Logan | 2 | Bi-Rite |
| K City | 31 | Cherry Tree |
| Huff Junction | 10 | McNelly's, Cooks |
| Midway Plaza | 9 | Kroger, Heck's, Wenders |
| Monitor Mall | 4 | Super S, Pizza Hut |

**Principal Shopping Days**-Mon., Fri., Sat., Sun.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's.

**Discount Stores**-Super S; 'K' City; Revco; Dollar General; EJ's; C&W Discount Furn.; Heck's.

**Variety Stores**-G.C. Murphy 2.

**Chain Drug Stores**-Rite Aid 2; Aracoma; Jack Prof. Pharmacy; Revco 2.

**Chain Supermarkets**-A&P; Kroger; Bi-Rite 4; IGA 6; AG Grocers 8; Pic 'N Pac 3; AJ's 3; Island Creek Produce; Clay Bros. 2.

**Other Chain Stores**-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; B&L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Anderson Wholesale; B&B Loans.

**14 - NEWSPAPERS:** BANNER (e-mon to fri) 10,043; (S) 10,087; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, 435 Stratton St., Logan, WV 25601; Tel. (304) 752-6950.

**National Representative**: Landon Associates.

## MARTINSBURG

**1 - LOCATION:** Berkeley County, E&P Map D-2. County Seat. Trading and manufacturing center in three-county NE neck of WV bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

**2 - TRANSPORTATION: Railroads**-Chessie System; Conrail; Amtrak.

**Intercity Bus Lines**-Pan Tran.

**Motor Freight Carriers**-5.

**Airlines**-Air Shenandoah (charter); Val Air (charter).

**3 - POPULATION:**
Corp. City 80 Cen. 13,063; E&P 89 Est. 11,427
County 80 Cen. 47,084; E&P 89 Est. 52,159

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Corp. City 80 Cen. 5,303; E&P 89 Est. 4,839
County 80 Cen. 16,432; E&P 89 Est. 18,774

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $406,926,536 |

**6 - PASSENGER AUTOS:** County 41,462

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-V.A. Hospital 1,273; R.R. 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Proc. 800 (Seasonal); Clothing Mfg. 425; Bread Prods. 230; Util. 136; Cement Prods. 227; Explosives Containers 65; Boxes & Containers 58; Limestone Prods. 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

**11 - TAP WATER:** Very hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on N. & S. Queen and intersecting streets, W. King St. and E. Moler Ave.; 37 store outlet mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Martinsburg Plaza(6) | NA | Barnhart's, Drug Fair |
| Berkeley Plz.(30) | NA | JCPenney, Kinney, Sherwin-Williams |
| Nichols Discount City | NA | Weis, K mart, Nichols Discount, Zayre |
| Charles Town Plaza(17) | NA | Foodland, Heck's |

**Principal Shopping Days**-Thur., Fri. & Sat.

**Stores Open Evenings**-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bon Ton; Sears.

**Variety Stores**-McCrory.

**Discount Stores**-Nichol's; Hecks 1; K mart; Zayre.

**Chain Drug Stores**-Peoples 2; Grey Fair; Widmann.

**Chain Supermarkets**-Acme-American 2; Martins; Weis; Food For Less.

**14 - NEWSPAPERS:** JOURNAL (e) 18,582; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edward W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.

**National Representative**: Landon Associates.

## MORGANTOWN

**1 - LOCATION:** Monongalia County, E&P Map C-2, County Seat. Educational (WV Univ.), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh; 225 mi. from Washington. On Monongahela River.

**2 - TRANSPORTATION: Railroads**-B&O; Monongahela.
**Motor Freight Carriers**-30.
**Intercity Bus Lines**-Greyhound; Monongalia County Transit System.
**Airlines**-Colgan Allegheny.

**3 - POPULATION:**
Corp. City 80 Cen. 27,605; E&P 89 Est. 24,703
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 80 Cen. 75,063; E&P 89 Est. 78,019
City & RTZ-ABC: (80) 112,307

**4 - HOUSEHOLDS:**
City 80 Cen. 9,628; E&P 89 Est. 9,107
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 80 Cen. 27,100; E&P 89 Est. 25,325
City & RTZ-ABC: (80) 39,886

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | $234,482,000 |
| Savings & Loan | 4 | 18,000,000 |

**6 - PASSENGER AUTOS:** County 43,148

**7 - ELECTRIC METERS:** Residence 23,000

**8 - GAS METERS:** Residence 13,206

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Educ. & Research 8,161; Coal 3,268; Metal & Metal Prods. 1,790; Glass 861; Public Service 796; Bldg. Contractors 477; Clothing & Textiles 325.
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

**11 - TAP WATER:** Acid, soft; fluoridated.

**12 - RETAILING: Principal Shopping Area**-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
**Neighborhood Shopping Centers**-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hilis Plaza; Monongahela Blvd.; Heck's; Sabraton.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Mountaineer(50) | 2 | JCPenney, Mont. Ward, Murphy's, Giant Eagle |
| Middletown | 22 | Sears, Watsons, Gee Bee, Thorofare |
| Morgantown Pl.(6) | 3 | Thorofare, Hill's |
| Suncrest Plz.(7) | 2 | Thrift Drug |
| Westover | 1 | Foodland, Heck's, Shop 'N Save |
| Sabraton | 1 | Heck's, Kroger |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Food & Chain Stores: Every evening. Independent Stores: Mon.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; David Weis; Hills; Heck's; Lowe's; JCPenney.
**Variety Stores**-G.C. Murphy; Murphy's Mart.
**Discount Stores**-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Stone & Thomas.
**Chain Drug Stores**-Thrift 2; Revco 3; Rite Aid 3; SuperRx; Thrift 2.
**Chain Supermarkets**-IGA 4; Apples; Kroger 2; Dairy Mart 7; Shop 'N Save; Giant Eagle.
**Other Chain Stores**-Kinney; Sears (catalog); Heck's; Hill's; Sherwin-Williams; Stone & Thomas; Nationwise; La-Z-Boy Showcase; Piece Goods Shop; David Weis; Sherwin-Williams; House of Cards; Giant; Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Circus World; Foot Locker; Associated Hdwe.; Fashion Bug; JoAnn Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; 84 Lumber Co.

**14 - NEWSPAPERS:** DOMINION-POST (m) 23,170; (S) 30,083; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Raese, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.

**National Representative**: Landon Associates.

## MOUNDSVILLE

**1 - LOCATION:** Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State Hwys. 2, 88; and Ohio Rt. 7.

**2 - TRANSPORTATION: Railroads**-B&O.
**Motor Freight Carriers**-15.
**Water Transportation**-Deep water docks.
**Intercity Bus Lines**-Greyhound; Cooperative Transit.

**3 - POPULATION:**
Corp. City 80 Cen. 12,419; E&P 89 Est. 8,816
County 80 Cen. 41,668; E&P 89 Est. 38,567
MSA 80 Cen. 185,453; E&P 89 Est. 171,557

**4 - HOUSEHOLDS:**
City 80 Cen. 4,511; E&P 89 Est. 3,332
County 80 Cen. 14,344; E&P 89 Est. 14,156
MSA 80 Cen. 67,532; E&P 89 Est. 68,774

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 3 | $37,647,443 |
| Commercial | 2 | $100,085,000 |

**6 - PASSENGER AUTOS:** County 22,292

**7 - ELECTRIC METERS:** Residence 12,301

**8 - GAS METERS:** Residence 3,989

**9 - PRINCIPAL INDUSTRIES:** Glassware; Coal Mining; Elect. Conduit and Cable; In County: Chem. Plants; Salt Chlorine Prods.; Aniline and other basic Chem.; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on Second, Jefferson, 7th & Lafayette; three Shpg. Ctrs. in city limits.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Moundsville Shopping Plz.(15) Plz.(15) | NA | Kroger, McCrory, Heck's |
| Murphy Mart(3) | NA | Murphy, Giant Eagle |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Variety Stores**-G.C. Murphy; McCrory.
**Chain Drug Stores**-Rite Aid; Myers; SuperRx; Revco.
**Chain Supermarkets**-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
**Other Chain Stores**-Sears (catalog); Montgomery Ward; Reichart.

**14 - NEWSPAPERS:** ECHO (e-mon to fri) 4,831; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave.; PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.

**National Representative**: None.

## PARKERSBURG

**1 - LOCATION:** Wood County (In Parkersburg-Marietta, WV-OH MSA), E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

**2 - TRANSPORTATION: Railroads**-Chessie.
**Motor Freight Carriers**-21.
**Intercity Bus Lines**-Greyhound.
**Airlines**-USAir.

**3 - POPULATION:**
Corp. City 80 Cen. 39,967; E&P 89 Est. 35,333
CZ-ABC: (80) 70,793
RTZ-ABC: (80) 127,861
County 80 Cen. 93,733; E&P 89 Est. 93,612
MSA 80 Cen. 158,231; E&P 89 Est. 158,474
City & RTZ-ABC: (80) 198,654
**Demographic Information available from Parkersburg Chamber of Commerce.**

**4 - HOUSEHOLDS:**
City 80 Cen. 15,873; E&P 89 Est. 14,721
CZ-ABC: (80) 26,787
RTZ-ABC: (80) 43,731
County 80 Cen. 33,822; E&P 89 Est. 33,627
MSA 80 Cen. 56,100; E&P 89 Est. 58,416
City & RTZ-ABC: (80) 70,518

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 9 | $81,880,000 |
| Savings & Loan | 3 | $4,822,800 |

**6 - PASSENGER AUTOS:** County 76,130

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Aluminum; Chem.; Glass; Insulation; Plastics.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grand Central Mall(101) | NA | JCPenney, Sears, Stone & Thomas, G.C. Murphy |
| Park(10) | NA | Dollar General, Harts, Sherwin-Williams |
| Southgate(10) | NA | Dollar General, Big & Small Lots |

**Principal Shopping Days**-Mon., Fri., Sat.
**Stores Open Evenings**-Mon., Food Daily, Grand Central Mall 7 days.
**Stores Open Sunday**-Mall, Food Stores.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney; Montgomery Ward; Sears; Stone & Thomas.
**Discount Stores**-K mart; Hills; Heck's; Harts.
**Variety Stores**-McCrory's; Murphy; Dollar General; Family Dollar; Big & Small Lots.
**Chain Drug Stores**-Thrift; Revco; SuperRx; Nelson Nancarrow; Rite Aid; Phar-Mor.
**Chain Supermarkets**-Kroger 3; Big Bear 2; 7-Eleven; IGA; Foodland; County Market.
**Other Chain Stores**-Fashion Bug; Merle Norman; Lerner; Singer; Kinney; Radio Shack.

**14 - NEWSPAPERS:** NEWS (m) 21,813; SENTINEL (e) 13,734; NEWS (S) 40,050; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: W. Edward Hofmann, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.

**National Representative**: Landon Associates.

## POINT PLEASANT

**1 - LOCATION:** Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

**2 - TRANSPORTATION: Railroads**-B&O; Conrail.

**3 - POPULATION:**
Corp. City 80 Cen. 5,682; E&P 89 Est. 4,937
County 80 Cen. 27,168; E&P 89 Est. 26,318

**4 - HOUSEHOLDS:**
City 80 Cen. 2,174; E&P 89 Est. 1,979
County 80 Cen. 9,400; E&P 89 Est. 9,894

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $180,000,000 |
| Savings & Loan | 1 | $38,500,000 |

**6 - PASSENGER AUTOS:** County 16,482 (1987)

**7 - ELECTRIC METERS:** Residence 2,680

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Iron castings; Chem. Prods.; Mining Mach.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Downtown Shopping Centers**-3 blocks on Main, Colonial Plz., Heck's Plz.

**13 - RETAIL OUTLETS: Variety Stores**-G.C. Murphy.
**Discount Stores**-Heck's.
**Chain Drug Stores**-Rite Aid; Fruth.
**Chain Supermarkets**-Johnson's, Foodland.
**Other Chain Stores**-Firestone; Western Auto; Goodyear; Hardman's Home Ctr.; Fashion Tree; Solo; Super America; Almeda's; Dairy Queen; Shoney's; Mister Donut; Gino's; Domino's; Kentucky Fried Chicken.

**14 - NEWSPAPERS:** REGISTER (e) 5,573; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.

**National Representative**: Landon Associates.

### RONCEVERTE

See LEWISBURG

## WEIRTON

**1 - LOCATION:** Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA), E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

**2 - TRANSPORTATION: Railroads**-Conrail.
**Intercity Bus Lines**-Greyhound; Trailways; Shortline.

**3 - POPULATION:**
Corp. City 80 Cen. 24,736; E&P 89 Est. 20,062
CZ-ABC: (80) 25,371
RTZ-ABC: (80) 23,006
Counties 80 Cen. 71,724; E&P 89 Est. 64,749
  Brooke 80 Cen. 31,201; E&P 89 Est. 28,932
  Hancock 80 Cen. 40,523; E&P 89 Est. 35,817
MSA 80 Cen. 163,173; E&P 89 Est. 144,771
City & RTZ-ABC: (80) 48,377
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 9,117; E&P 89 Est. 7,570
CZ-ABC: (80) 9,117
RTZ-ABC: (80) 7,618
Counties 80 Cen. 24,872; E&P 89 Est. 24,284
  Brooke 80 Cen. 10,619; E&P 89 Est. 10,765
  Hancock 80 Cen. 14,253; E&P 89 Est. 13,519
MSA 80 Cen. 57,577; E&P 89 Est. 58,035
City & RTZ-ABC: (80) 16,735

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $214,312,811 |
| Savings & Loan | 2 | $114,352,533 |

**6 - PASSENGER AUTOS:** Counties: Brooke 17,246; Hancock 26,280

**7 - ELECTRIC METERS:** Residence 8,600

**8 - GAS METERS:** Residence 17,000

**9 - PRINCIPAL INDUSTRIES:** Steel; Tin Cans; Chem.; R.R. Shops; Coal Mining; Metal Fab. and Coating; Salt Mfg.; Shelving; Trucking and Oil.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-4 Blocks on Main St., Weirton Shopping Plz. 18 Stores; K mart Plz. 11 Stores.

**Neighborhood Shopping Centers**-Weirton Heights, 2 blocks on Pennsylvania Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Ft. Steuben Mall(70) | 10 | Sears, JCPenney, Kaufman, Hill's |
| Hollywood(8) | 5 | Kroger, SuperRx, K mart |
| Tri-State Mall (10) | 15 | Hart's, Big Bear |
| Premier | 7 | Fisher Bros |
| Kusic | 1 | Thrift Drug |
| K mart Plz. | 6 | K mart, Kroger, SupeRx |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur.; Shopping Plz. daily until 9 p.m. and Sun.

**13 - RETAIL OUTLETS: Department Stores**-Stone & Thomas; Kaufman's; JCPenney; Sears.

**Discount Stores**-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart; Big Lots; Family Dollar.

**Variety Store**-Murphy.

**Chain Drug Stores**-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.

**Chain Supermarkets**-Kroger 2; Convenient Market; Foodland.

**Other Chain Stores**- Western Auto; Genuine Parts; Goodyear; Nationwise; Radio Shack; Sherwin-Williams.

**14 - NEWSPAPERS:** DAILY TIMES (e) 8,258; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ed Looman, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.

**National Representative**: Thomson Newspapers.

## WELCH

**1 - LOCATION:** McDowell County, E&P Map A-4. County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV. On U.S. Hwy. 52.

**2 - TRANSPORTATION: Railroad**-Norfolk-Southern.

**Intercity Bus Lines**-Greyhound; Intercity County; Price.

**3 - POPULATION:**

Corp. City 80 Cen. 3,885; E&P 89 Est. 2,907

County 80 Cen. 49,535; E&P 89 Est. 37,162

**4 - HOUSEHOLDS:**

City 80 Cen. 1,528; E&P 89 Est. 1,206

County 80 Cen. 16,034; E&P 89 Est. 15,602

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $145,000,000 |

**6 - PASSENGER AUTOS:** County 23,666

**7 - ELECTRIC METERS:** Residence 2,400

**8 - GAS METERS:** City 1,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 10,517 ($300).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, soft, fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Watsons; Sears (catalog); Super 10.

**Variety Store**-Murphy.

**Discount Stores**-Magic Mart; Big Lots.

**Chain Supermarkets**-Goodsons; Deskins.

**Chain Drug Store**-Rite Aid 2.

**Other Chain Stores**-Giant Dollar; H&M Shoe; Shoe Mart; Family Shoes; Best Furn.; Heileg-Meyers; Family Dollar; General Dollar; Super 10; Super Dollar.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 9,000; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.

**National Representative**: General Advertising Service.

## WHEELING

**1 - LOCATION:** Ohio County (WV-OH MSA). E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

**2 - TRANSPORTATION: Railroads**-Conrail; B&O; Nichel Plate (freight only).

**Motor Freight Carriers**-33.

**Intercity Bus Lines**-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

**3 - POPULATION:**

Corp. City 80 Cen. 43,070; E&P 89 Est. 37,725

CZ-ABC: (80) 92,987

In Ohio: (80) 25,416

In WV: (80) 67,571

RTZ-ABC: (80) 186,342

County 80 Cen. 61,389; E&P 89 Est. 56,456

MSA 80 Cen. 185,453; E&P 89 Est. 171,557

City & RTZ-ABC: (80) 279,329

**4 - HOUSEHOLDS:**

City 80 Cen. 17,087; E&P 89 Est. 14,086

CZ-ABC: (80) 36,213

In Ohio: (80) 10,090

In WV: (80) 26,123

RTZ-ABC: (80) 63,975

County 80 Cen. 22,938; E&P 89 Est. 18,552

MSA 80 Cen. 67,532; E&P 89 Est. 68,774

City & RTZ-ABC: (80) 100,188

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $475,889,000 |

**6 - PASSENGER AUTOS:** County 35,597

**7 - ELECTRIC METERS:** 23,862

**8 - GAS METERS:** 16,360

**9 - PRINCIPAL INDUSTRIES:** Steel; Foundry & Machine; Glass; Proprietary Medicines; Chem.; Tooth Paste Tubes; Food Prods.; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prods.; Clothing; Bearings; Corrugated Boxes; R.R. Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Neighborhood Shopping Center**-Warwood Plaza (Ben Franklin, Kroger); Grove Shopping Center (Elm Terrace Supermarket, Stone & Thomas, Rite Aid); Ohio Valley Mall; Elm Grove Crossings.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Elm Grove Crossings | NA | Riesbeck's, Food Mart, Heck's, Gray Drug |
| Elm. Terr. Plz.(8) | NA | Ben Franklin |
| Warwood Ctr.(7) | NA | Kroger, Ben Franklin |
| Ohio Valley Mall(80) | NA | Sears, JCPenney, K mart, Kaufmanns, Stone & Thomas |
| Benwood Plaza | NA | Hills, Kroger |

**Principal Shopping Days**-Thur., Fri., Sat., Mon.

**Stores Open Evenings**-Mon., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Stone & Thomas; Horne's; Kaufman's; Sears; JCPenney.

**Discount Stores**-Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Value City; Hills; K mart; Big Lots.

**Variety Stores**-Murphy's; Ames.

**Chain Drug Stores**-SupeRx; Revco; Rite Aid 3.

**Chain Supermarkets**-Kroger 7; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save 2; Hart's (Big Bear); Giant Eagle 2; Riesbeck's.

**14 - NEWSPAPERS:** INTELLIGENCER (m-mon to fri) 23,681; (m-sat) 45,505; NEWS-REGISTER (e-mon to fri) 24,345; NEWS-REGISTER (S) 56,884; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.

**National Representative**: Landon Associates.

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### WHITE SULPHUR SPRINGS
See LEWISBURG

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## WILLIAMSON

**1 - LOCATION:** Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

**2 - TRANSPORTATION: Railroads**-N. & W.

**Motor Freight Carriers**-5

**Intercity Bus Lines**-Consolidated Trailways.

**Air Travel**-County Airport-3000' runway.

**3 - POPULATION:**

Corp. City 80 Cen. 5,219; E&P 89 Est. 4,553

NDM-ABC: (80) 137,869

County 80 Cen. 37,291; E&P 89 Est. 37,082

**4 - HOUSEHOLDS:**

City 80 Cen. 2,023; E&P 89 Est. 1,838

NDM-ABC: (80) 44,153

County 80 Cen. 11,876; E&P 89 Est. 15,609

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | $166,702,485 |

**6 - PASSENGER AUTOS:** County 20,601 (1987)

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

**11 - TAP WATER:** Alkaline, varies.

**12 - RETAILING: Shopping Centers**-Appalachia Plz. (7 stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).

**Principal Shopping Days**-Mon., Fri. & Sat.

**Stores Open Evenings**-Fri. & Sat.

**13 - RETAIL OUTLETS: Department Stores**-Cox; Watson's; Dawahares; Cantee's; JCPenney; Sears.

**Discount Stores**-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.

**Variety Stores**-G.C. Murphy; R.H. Hobbs; K mart.

**Chain Drug Stores**-Rite Aid; Hurley 3; Sargent; Strosniders; SupeRx.

**Chain Supermarkets**-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.

**Other Chain Stores**-Brooks; Fashion Bug; Artleys; Radio Shack; General Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; Pic 'N Pay Shoes.

**14 - NEWSPAPERS:** NEWS (e) 11,487; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Lisa A. Marcum, Adv. Mgr., NEWS, 100 E. 3rd Ave., Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.

**National Representative**: General Advertising Service.

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# WISCONSIN SURVEYS

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### METROPOLITAN STATISTICAL AREAS

**Appleton-Oshkosh-Neenah**-Calumet, Outagamie and Winnebago Counties.

**Duluth, MN-WI**-St. Louis County, MN; Douglas County, WI.

**Eau Claire**-Eau Claire and Chippewa Counties.

**Green Bay**-Brown County.

**Janesville-Beloit**-Rock County.

**La Crosse**-La Crosse County.

**Madison**-Dane County.

**Minneapolis-St. Paul, MN-WI**-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.

**Sheboygan**-Sheboygan County.

**Wausau**-Marathon County.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Kenosha**-Kenosha County.

**Milwaukee**-Milwaukee, Ozaukee, Washington, Waukesha Counties.

**Racine**-Racine County.

### CONSOLIDATED METROPOLITAN STATISTICAL AREAS

**Chicago-Gary-Lake County, IL-IN-WI**-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

**POPULATION ESTIMATES**
(Thousand)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 382 | 347 | 420 |
| 5-14 Years | 936 | 740 | 741 |
| 15-24 Years | 771 | 916 | 757 |
| 25-44 Years | 977 | 1,262 | 1,572 |
| 45-64 Years | 881 | 889 | 881 |
| 65 and Over | 471 | 574 | 555 |
| TOTAL | 4,418 | 4,728 | 4,925 |

Based on U.S. Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1977 Census | 1982 Census | 1990 Est. |
|---|---|---|---|
| Bldg. Mat./Hdwr | 985 | 1,022 | 2,223 |
| General Mdse | 1,929 | 2,409 | 4,111 |
| Food | 3,084 | 4,478 | 6,838 |
| Automobiles | 3,033 | 3,432 | 7,574 |
| Gasoline Stations | 1,250 | 2,111 | 2,410 |
| Apparel | 560 | 832 | 1,367 |
| Furniture | 682 | 842 | 1,756 |
| Eat-Drink Places | 1,524 | 2,167 | 3,765 |
| Drugs | 382 | 546 | 921 |
| TOTAL SALES | 14,930 | 20,554 | 34,844 |

## ANTIGO

**1 - LOCATION:** Langlade County, E&P Map C-3. County Seat. Dairy, agricultural & recreation area. Miscellaneous small manufacturing 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

**2 - TRANSPORTATION: Motor Freight Carriers**-3.

**Intercity Bus Lines**-Inter-County.

**3 - POPULATION:**

Corp. City 80 Cen. 8,653; E&P 89 Est. 8,183

County 80 Cen. 20,088; E&P 89 Est. 19,851

**4 - HOUSEHOLDS:**

City 80 Cen. 3,344; E&P 89 Est. 3,366

County 80 Cen. 7,060; E&P 89 Est. 7,576

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Prod. Credit (Farm Loans) | 2 | $28,000,000 |
| Commercial | 2 | $100,512,000 |
| Savings & Loan | 1 | $41,000,000 |
| Credit Unions | 1 | $52,359,373 |

**6 - PASSENGER AUTOS:** County 9,056 (1978)

**7 - ELECTRIC METERS:** County 10,042

**8 - GAS METERS:** Residence 3,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 201 ($248); Steel & Metal 375 ($321); Food & Bev. 88 ($380); Gov't 846 ($350).

**Principal Pay Days**-5th, 20th; 1st, 15th; Some Sats.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Area**-15 blocks on five sts.; shpg. and recreation development N. side of Antigo.

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Almost all Fri.; some every night (including stores on Hwy. 45 N., Schultz's Dept. Store).

**Stores Open Sundays**-Food Stores; Schultz's and several downtown stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears (catalog).

**Discount Stores**-Mills Fleet Farm.

**Variety Stores**-Woolworth; Spurgeon; Snyder's.

**Chain Supermarkets**-Red Owl, IGA Foodliner, Antigo Big Food Saver Store; Lee's Antigo Super Valu.

**14 - NEWSPAPERS:** JOURNAL (e) 6,798, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.

**National Representative**: None.

## APPLETON-NEENAH-MENASHA

**1 - LOCATION:** Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee; 185 mi. N of Chicago, IL. On U.S. Hwys. 10, 41, 45; State Hwys. 47, 55, 76, 96, 114.

**2 - TRANSPORTATION: Railroads**-Chicago Northwestern; Soo/Milwaukee System.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Greyhound; Wis./Michigan Trailways.

**Airlines**-Northwest, United Express/Air Wisconsin; Midwest Express.

**3 - POPULATION:**

Corp. Cities 80 Cen. 97,032; E&P 89 Est. 101,464
  Appleton 80 Cen. 58,913; E&P 89 Est. 63,240
  Neenah 80 Cen. 22,432; E&P 89 Est. 22,964
  Menasha 80 Cen. 14,728; E&P 89 Est. 15,260
CZ-ABC: (80) 141,228
RTZ-ABC: (80) 126,684
Counties 80 Cen. 260,458; E&P 89 Est. 281,742
  Outagamie Co. 80 Cen. 128,726; E&P 89 Est. 140,934
  Winnebago Co. 80 Cen. 131,732; E&P 89 Est. 140,808
MSA 80 Cen. 291,325; E&P 89 Est. 317,198
City & RTZ-ABC: (80) 267,912

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 38,052; E&P 89 Est. 37,960
  Appleton 80 Cen. 19,314; E&P 89 Est. 23,071
  Neenah 80 Cen. 9,222; E&P 89 Est. 8,791
  Menasha 80 Cen. 9,516; E&P 89 Est. 6,098
CZ-ABC: (80) 49,798
RTZ-ABC: (80) 40,845
Counties 80 Cen. 89,620; E&P 89 Est. 104,318
  Outagamie Co. 80 Cen. 42,728; E&P 89 Est. 54,544
  Winnebago Co. 80 Cen. 46,892; E&P 89 Est. 49,774
MSA 80 Cen. 99,314; E&P 89 Est. 113,773
City & RTZ-ABC: (80) 90,643

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 12 | $964,640,219 |
| Savings & Loan | 10 | $482,412,000 |

**6 - PASSENGER AUTOS:** Outgamie Co. 74,980; Winnabago Co. 71,649.

**7 - ELECTRIC METERS:** Residence 64,154.

**8 - GAS METERS:** Residence 43,000.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 49,413 ($461); Retail Trade 23,115 ($162); Servs. 21,992 ($258); Trans. & Utilities 4,827 ($329); Whol. Trade 5,698 ($405); Finance, Ins. & Real Estate 6,593 ($320); Constr. 6,430 ($426); Agric., Forestry & Fishing 795 ($229); Gov't 14,166 ($344).

**Principal Pay Days**: Thur. & Fri.

**10 - CLIMATE:** Mean Temps.-Spring 44; Summer 70; Fall 40; Winter 19. First killing frost, Oct. 25; last killing frost, May 9.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Downtown Shopping Areas: Neenah, Menasha, Appleton, Kimberly, Little Chute, Kaukauna. 14 blocks on College Ave.; 8 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 4 on Morrison St.; 2 on Walnut St.; 2 on State St.; 20 on Richmond St.; 4 at Wisconsin at Richmond.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| S. Lawe St. | 2 | Kitz & Pfeil, Landens |
| Valley Fair(25) | 3 | Mike's Towne & Country, Kohl's |
| Fox Point(16) | | Pic 'N Save |
| Northland Plz. | 2 | Shopko, Kohl's |
| Sunset Plz (6) | | Gordy's, K mart |
| Fox River Mall(125) | NA | Prange's, Sears, JCPenney, Target |

**Principal Shopping Days**-Thur., Fri., Sat., Sun., Mon.

**Stores Open Evenings**-Dept.-Mon., Thur. & Fri.; Food-nightly.

**13 - RETAIL OUTLETS: Department Stores**-Prange's; JCPenney 2; Sears 2; Kohl's; Marshall Field's.

**Discount Stores**-Prange Way; K mart 2; Shopko 3; Target.

**Chain Drug Stores**-Walgreens; Ford 4; Appleton Phcy. 2; Snyder; Drug Emporium; Pharmor.

**Chain Supermarkets**-Cub; Sav-U-Foods 3; Towne & Country 3; Super Valu 5; Sentry 3; Austin's 2; Kohl's 2; Pick 'N Save 2; Copps.

**Other Chain Stores**-Fanny Farmer 2; TJ Maxx; Burlington Coat; Casual Male; Whitlock Auto; Northwest; Fabrics; Firestone; Goodyear; Best Buy; Car X; American TV; Fleet Farm 2; Carpetland USA; Coast-to-Coast 2; Crown Auto; All Car; Ace Hdwe.; True Value 6; Menard's; Wickes; Waldenbooks; Payless; Radio Shack 3.

**14 - NEWSPAPERS:** POST-CRESCENT (e) 53,954; (S) 68,032; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Randy Graf, Adv. Dir., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.

**National Representative**: Cresmer, Woodward, O'Mara & Ormsbee.

## ASHLAND

**1 - LOCATION:** Ashland County. E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State Hwys. 13 & 63.

**2 - TRANSPORTATION: Railroads**-Soo Line; Burlington-Northern.

**3 - POPULATION:**

Corp. City 80 Cen. 9,115; E&P 89 Est. 8,917
County 80 Cen. 16,783; E&P 89 Est. 17,538

**4 - HOUSEHOLDS:**

City 80 Cen. 3,710; E&P 89 Est. 3,752
County 80 Cen. 6,103; E&P 89 Est. 6,366

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $99,913,000 |
| Savings & Loan | 1 | $74,000,000 |

**6 - PASSENGER AUTOS:** County 6,938.

**7 - ELECTRIC METERS:** Residence 3,200.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Metal Prods. 375; Paper Prods. 230; Printing Forms 27; Wood Prods. 206; Garment Firms 250; Whol. 117; Util. 248; Dairy Prods. 12.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Very soft, fluoridated.

**12 - RETAILING: Principal Shopping Days**-Mon. through Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Pamida.

**Variety Stores**-Woolworth; McCrory.

**Chain Supermarkets**-Super Valu; IGA; Econo-mart.

**14 - NEWSPAPERS:** PRESS (m) 8,117, sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.

**National Representative**: Papert Companies.

## BARABOO

**1 - LOCATION:** Sauk County. E&P Map C-5. County Seat. On Baraboo River. 12 mi. from WI Dells; 40 mi. from Madison. On U.S. Hwys. 12, 33. 5 mi. S of I-90 & I-94.

**2 - TRANSPORTATION: Railroads**-C&NW.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 8,081; E&P 89 Est. 8,340
County 80 Cen. 43,717; E&P 89 Est. 47,407

**4 - HOUSEHOLDS:**

City 80 Cen. 3,720; E&P 89 Est. 3,452
County 80 Cen. 15,510; E&P 89 Est. 17,329

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $130,400,000 |
| Savings & Loan | 1 | $89,374,235 |

**6 - PASSENGER AUTOS:** County 23,928.

**7 - ELECTRIC METERS:** Residence 3,216.

**8 - GAS METERS:** Residence 1,503.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furn. 300; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

**10 - CLIMATE:** First killing frost, Oct.; last killing frost, Apr.

**11 - TAP WATER:** Acid, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-10 blocks on 4 streets.

**Principal Shopping Days**-Thur., Fri.

**Stores Open Evenings**-Food & Dept., Thur.; Food, evenings ex. Sat., Sun.; 20 others on Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's; Farm & Fleet.

**Discount Stores**-Ritz Outlet, K mart.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Walgreens, Rexall.

**Chain Supermarkets**-IGA 2; Rovndy's.

**14 - NEWSPAPERS:** NEWS-REPUBLIC (m) 5,189; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: James F. Bowers, Pub., NEWS-REPUBLIC, 219 1st St., Baraboo, WI 53913; Tel. (608) 356-4808.

**National Representative**: None.

## BEAVER DAM

**1 - LOCATION:** Dodge County. E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee; 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

**2 - TRANSPORTATION: Railroads**-Wisconsin & Southern.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 14,149; E&P 89 Est. 13,617
County 80 Cen. 74,747; E&P 89 Est. 76,063

**4 - HOUSEHOLDS:**

City 80 Cen. 6,479; E&P 89 Est. 5,634
County 80 Cen. 24,750; E&P 89 Est. 29,476

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $187,000,000 |
| Savings & Loan | 2 | $38,082,000 |

**6 - PASSENGER AUTOS:** County 37,846.

**7 - ELECTRIC METERS:** Residence 6,181.

**8 - GAS METERS:** Residence 4,701.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,262 ($358); Metal Mfg. 3,950 ($355); Food Prods. 2,003 ($269); Wood Prods. 344 ($286); Shoes 400 ($210).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

**11 - TAP WATER:** Soft. Water treatment & iron removal plant, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beaver Mall(32) | 1 | Herbergers, JCPenney, Lewis Drug, Wal-Mart |
| Park Plz. Mall(10) | 1 | Piggly Wiggly, Mont. Ward, ShopKo |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Sundays**-Food, Drug and Dept.; Beaver Mall; ShopKo.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.

**Variety Stores**-ShopKo; K mart; Wal-Mart.

**Chain Supermarkets**-Piggly Wiggly; Shop-Rite; Super Valu; Sentry; United Foods; Pic 'N Save.

**Other Chain Stores**-Elliots Model; Lewis Drug; Musicland; Tradehome Shoes; Wardrobe; Kinney Shoes; Radio Shack; Waldenbooks; Zale's; Copper Rivet; Kay Bee Toys; Stevensons; Sterling Optical; Regis Hairstylists.

**14 - NEWSPAPERS:** DAILY CITIZEN (e) 10,063, sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Richard McDermott, Adv. Mgr., DAILY CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.

**National Representative**: None.

## BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

**1 - LOCATION:** Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA). E&P Map C-5. Educational center. On the banks of Rock River. 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-90, I-43, U.S. 51; WI Hwys. 213, 11, 81; IL Hwys. 2, 75, 251.

**2 - TRANSPORTATION: Railroads**-Soo Line; Wisconsin Central.

**Motor Freight Carriers**-19.

**Intercity Bus Lines**-Greyhound; Peoria-Rockford; Van Galder.

**Airlines**-Shuttle Bus To O'Hare Int'l.

**3 - POPULATION:**

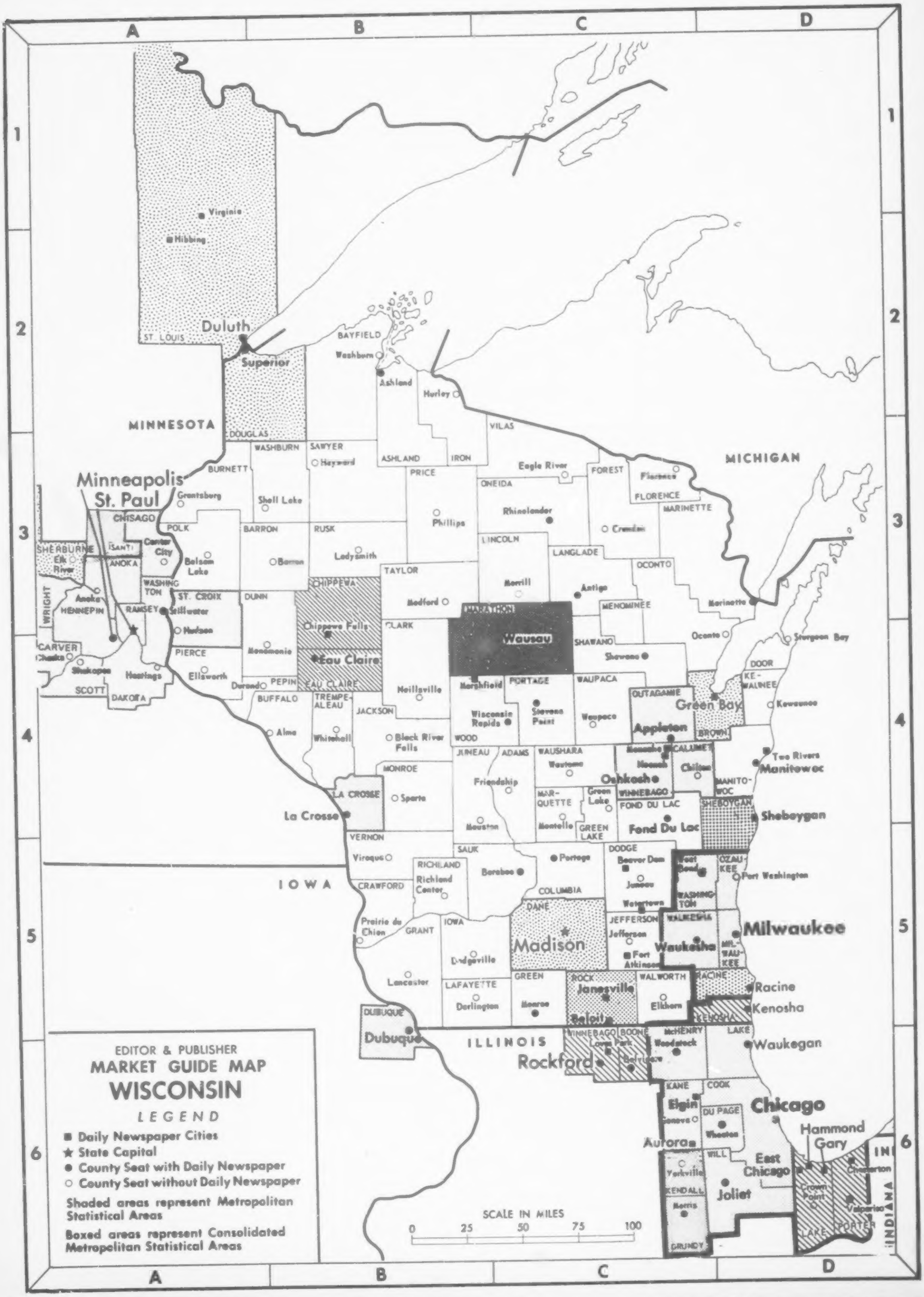
Corp. Cities 80 Cen. 41,600; E&P 89 Est. 41,099
  Beloit, WI 80 Cen. 35,207; E&P 89 Est. 34,356
  S. Beloit, IL 80 Cen. 4,088; E&P 89 Est. 4,232
  Rockton, IL 80 Cen. 2,313; E&P 89 Est. 2,511
Counties 80 Cen. 380,304; E&P 89 Est. 297,163
  Rock, WI/MSA 80 Cen. 139,420; E&P 89 Est. 142,045
  Winnebago, IL 80 Cen. 250,884; E&P 89 Est. 255,118

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

Cities 80 Cen. 15,242; E&P 89 Est. 15,784
  Beloit, WI 80 Cen. 12,785; E&P 89 Est. 13,148
  S. Beloit, IL 80 Cen. 1,575; E&P 89 Est. 1,659
  Rockton, IL 80 Cen. 882; E&P 89 Est. 977
Counties 80 Cen. 138,445; E&P 89 Est. 145,694
  Rock, WI/MSA 80 Cen. 49,037; E&P 89 Est. 53,142
  Winnebago, IL 80 Cen. 89,408; E&P 89 Est. 92,552

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | $126,000,000 |



EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

A
B
C
D
1
2
3
4
5
6
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
MINNESOTA
BAYFIELD
Washburn
Ashland
Hurley
VILAS
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
BURNETT
Grantsburg
Shell Lake
PRICE
Phillips
ONEIDA
Rhinelander
Eagle River
FOREST
Crandon
Florence
FLORENCE
MARINETTE
MICHIGAN
Minneapolis
St. Paul
CHISAGO
Center City
ISANTI
SHERBURNE
Elk River
ANOKA
Anoka
POLK
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
LINCOLN
Merrill
LANGLADE
Antigo
OCONTO
Oconto
Marinette
WASHINGTON
ST. CROIX
Stillwater
Hudson
RAMSEY
HENNEPIN
WRIGHT
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
Eau Claire
EAU CLAIRE
TAYLOR
Medford
MARATHON
Wausau
MENOMINEE
SHAWANO
Shawano
Sturgeon Bay
DOOR
KEWAUNEE
Kewaunee
CARVER
Chaska
Shakopee
SCOTT
DAKOTA
Hastings
PIERCE
Ellsworth
PEPIN
Durand
CLARK
Neillsville
Marshfield
PORTAGE
Stevens Point
WAUPACA
Waupaca
OUTAGAMIE
Appleton
Green Bay
BROWN
BUFFALO
Alma
TREMPEALEAU
Whitehall
JACKSON
Black River Falls
WOOD
Wisconsin Rapids
JUNEAU
ADAMS
Friendship
WAUSHARA
Wautoma
Oshkosh
WINNEBAGO
Neenah
Menasha
CALUMET
Chilton
MANITOWOC
Manitowoc
Two Rivers
MONROE
Sparta
LA CROSSE
La Crosse
Mauston
MARQUETTE
Montello
Green Lake
GREEN LAKE
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
VERNON
Viroqua
SAUK
Baraboo
Portage
COLUMBIA
DODGE
Beaver Dam
Juneau
West Bend
WASHINGTON
OZAUKEE
Port Washington
IOWA
RICHLAND
Richland Center
CRAWFORD
Prairie du Chien
GRANT
Lancaster
IOWA
Dodgeville
DANE
Madison
JEFFERSON
Jefferson
Watertown
Fort Atkinson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
Beloit
WALWORTH
Elkhorn
RACINE
Racine
KENOSHA
Kenosha
DUBUQUE
Dubuque
ILLINOIS
WINNEBAGO
BOONE
Loves Park
Rockford
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WILL
Joliet
KENDALL
Yorkville
GRUNDY
Morris
East Chicago
Hammond
Gary
Crown Point
Chesterton
Valparaiso
LAKE
PORTER
INDIANA
SCALE IN MILES
0
25
50
75
100

| | | |
|---|---|---|
| Savings | 3 | $42,300,000 |

**6 - PASSENGER AUTOS:** Counties: Rock 71,306; Winnebago 69,248

**7 - ELECTRIC METERS:** Residence 18,006

**8 - GAS METERS:** Residence 14,039

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators, Motors (Elect.) 1,141; Shoes 1,200; Food Processing 1,900.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

**11 - TAP WATER:** Alkaline, hard, fluoridated

**12 - RETAILING: Downtown Shopping Areas**-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.

**Regional Shopping Centers**-Beloit Mall, 38 Stores at Riverside Dr. & Henry Ave.

**Neighborhood Shopping Centers**-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beloit Mall(41) | | JCPenney, Sears, Bergner's |
| Westgate(3) | | Woodman, Cub Foods |
| Prairie Ave.(2) | | K mart, Sentry, Kohl's Foods |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Food: Nightly; Others: Mon., Fri. & Sun.; Beloit Plz., Mon. to Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bergner; Sears.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart.

**Chain Drug Stores**-Walgreens, Osco.

**Chain Supermarkets**-Cub Foods; Century Supermarket; Woodman's; Kohl's; Sentry.

**Other Chain Stores**-Singer Co.; Firestone; Leath (furn.); Montgomery Ward; Nobil Shoes; Neumode; Father & Son Shoes; Goodyear; F&F Tire; Osco Drug; Cub Foods.

**14 - NEWSPAPERS:** DAILY NEWS (e) 15,906; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: Thomas P. Paar, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.

**National Representative**: Landon Associates.

## CHIPPEWA FALLS

**1 - LOCATION:** Chippewa County (In Eau Claire MSA), E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29, 124, 178.

**2 - TRANSPORTATION: Railroads**-CM St. P&P; Soo and C St. PM&O (C&NW).

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Greyhound; Motor: North Central; B.U.S. City Bus with service to and from Eau Claire, WI.

**Airlines**-Chicago Air; Gibson Aviation.

**3 - POPULATION:**

Corp. City 80 Cen. 11,845; E&P 89 Est. 12,266
County 80 Cen. 51,702; E&P 89 Est. 55,759
MSA 80 Cen. 130,507; E&P 89 Est. 138,308

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,515; E&P 89 Est. 4,679
County 80 Cen. 17,262; E&P 89 Est. 22,213
MSA 80 Cen. 44,592; E&P 89 Est. 48,626

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $220,000,000 |
| Savings & Loan | 2 | $48,000,000 |
| Credit Unions | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 24,994

**7 - ELECTRIC METERS:** Residence 5,200

**8 - GAS METERS:** Residence 1,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. Wage Earners (Av. Wkly. Wage)-Computer Mfg. 2,000 ($400); Shoes 495 ($240); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Mach. 100 ($280).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28; last killing frost, Apr. 23.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Bridge St.; Bridge St.; Wissota Vlg. Shpg. Ctr., 7 stores. Chippewa Mall Anchor Stores, Prange Way; Super Valu; K-mart Center.

**Principal Shopping Days**-Dept. Stores: Thur., Fri., Sat.; Food: Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Farm & Fleet; Spurgeon's; Prange Way; ShopKo.

**Variety Stores**-Ben Franklin.

**Chain Drug Stores**-Medicine Shop; Snyder.

**Chain Supermarkets**-Super Valu; Roundys IGA; Red & White.

**14 - NEWSPAPERS:** HERALD-TELEGRAM (e) 8,839; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 321 Frenette Dr., Chippewa Falls, WI 54729; Tel. (715) 723-5515.

**National Representative**: None.

## EAU CLAIRE

**1 - LOCATION:** Chippewa and Eau Claire Counties (MSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, 93.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western, Soo Line.

**Motor Freight Carriers**-9.

**Intercity Bus Lines**-2 lines, 25 buses per day. Greyhound, Wis. Northern.

**Airlines Serving City**-Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 51,509; E&P 89 Est. 53,310
CZ-ABC: (80) 60,004
RTZ-ABC: (80) 174,049
Counties/MSA 80 Cen. 130,507; E&P 89 Est. 138,308
Chippewa 80 Cen. 51,702; E&P 89 Est. 55,759
Eau Claire 80 Cen. 78,805; E&P 89 Est. 82,549
City & RTZ-ABC: (80) 234,053

**4 - HOUSEHOLDS:**

City 80 Cen. 18,359; E&P 89 Est. 20,113
CZ-ABC: (80) 21,348
RTZ-ABC: (80) 58,367
Counties/MSA 80 Cen. 44,592; E&P 89 Est. 51,385
Chippewa 80 Cen. 17,262; E&P 89 Est. 22,213
Eau Claire 80 Cen. 27,330; E&P 89 Est. 29,172
City & RTZ-ABC: (80) 79,715

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 6 | $571,000,000 |
| Savings & Loan | 4 | $536,000,000 |
| Credit Unions | 2 | $153,000,000 |

**6 - PASSENGER AUTOS:** Counties: Chippewa Falls 24,994; Eau Claire 41,785

**7 - ELECTRIC METERS:** Residence 24,970

**8 - GAS METERS:** Residence 98,600

**9 - PRINCIPAL INDUSTRIES:** Tire Plant; Paper Mill; Steel Corp.; Computer Co.; Printing & Publishing. Total 67,600 Wage Earners. (Av. Wkly. Wage $510).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** First killing frost, Sept. 25; last killing frost, May 20.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz.(1) | 2 | K mart |
| Putnam Heights(3) | 3 | Thriftway, True Value, Ben Franklin |
| Barstow Commons (6) | 2 | Snyder Drug |
| Water St.(6) | 2 | Roy's Liquor |
| London Sq.(60) | 3 | Sears, Prange |
| ShopKo(8) | 3 | ShopKo |
| Oakwood Mall(89) | 6 | Target |

**Principal Shopping Days**-Wed., Sat., Sun.

**Stores Open Evenings**-Dept. Stores-Mon., Thur.; Food-every night.

**13 - RETAIL OUTLETS: Department Stores**-Samuelson's; Sears; JCPenney; H.C. Prange.

**Variety Stores**-Woolworth.

**Discount Stores**-K mart; Prange-Way; ShopKo; Target.

**Chain Drug Stores**-Walgreens; Snyder.

**Chain Supermarkets**-Randalls; Pick N Save.

**Other Chain Stores**-Leath Furn.; Kinney Shoes; Kelly Furn.; Mautz Paint; Stevenson's; Northwest Fabric.

**14 - NEWSPAPERS:** LEADER-TELEGRAM (e-mon to fri) 32,675; (m-sat) 36,311; (S) 38,599; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 833-9225.

**National Representative**: Branham Newspaper Sales.

## FOND DU LAC

**1 - LOCATION:** Fond du Lac County, E&P Map C-4. County seat. 62 mi. N of Milwaukee; 148 mi. N of Chicago, IL; 70 mi. NE of Madison; 61 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

**2 - TRANSPORTATION: Railroads**-C&NW; Wisconsin Central.

**Motor Freight Carriers**-14.

**Intercity Bus Lines**-Greyhound; Wisconsin-Michigan Trailways; American Trailways; Leisure-Way; Priggs.

**Airline**-County-owned Class 3 commercial airport.

**3 - POPULATION:**

Corp. City 80 Cen. 35,863; E&P 89 Est. 35,840
CZ-ABC: (80) 39,707
RTZ-ABC: (80) 111,967
County 80 Cen. 89,350; E&P 89 Est. 91,614
City & RTZ-ABC: (80) 151,674

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 14,098; E&P 89 Est. 13,813
CZ-ABC: (80) 14,424
RTZ-ABC: (80) 35,883
County 80 Cen. 29,867; E&P 89 Est. 35,004
City & RTZ-ABC: (80) 50,307

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $613,949,944 |
| Savings & Loan | | (incl. above) |

**6 - PASSENGER AUTOS:** 46,632

**7 - ELECTRIC METERS:** Residence 25,395

**8 - GAS METERS:** Residence 17,317

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Machine Tools 970; Outboard Motors 2,200; Railroad Shops 230; Textile & Apparel 270; Auto Parts 570; Hospital 850.

**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-51; Summer 60-84; Fall 42-55; Winter 14-30. First killing frost, Oct. 4; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Forest Mall(52) | 3 | Kohl's, Prange, JCPenney, Walgreens |
| Forest Plz.(16) | 3 | K mart, Sears, Osco, Pick 'n Save |
| Southtown(17) | 3 | Country Store |
| Downtown(60) | NA | Kohl's II |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Forest Mall and Southtown-Mon. through Sat.; Downtown-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; H.C. Prange; JCPenney.

**Chain Drug Stores**-Osco; Walgreens.

**Variety Stores**-Woolworth; Ben Franklin.

**Discount Stores**-ShopKo; Prange Way; Fleet Farm; K mart.

**Chain Supermarkets**-Piggly Wiggly; Sentry; Super Valu; Kohl's, Pick 'n Save; Red Owl.

**Other Chain Stores**-Firestone; Goodyear; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Radio Shack; Musicland; Kinney; Seiferts; Richman's.

**14 - NEWSPAPERS:** REPORTER (e) 19,875; (S) 21,023; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: James Reevs, Ret. Sales Mgr., REPORTER, 33 W. 2nd St.; PO Box 630, Fond du Lac, WI 54936-0630; Tel. (414) 922-4600.

**National Representative**: Thomson Newspapers.

## FORT ATKINSON

**1 - LOCATION:** Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago, IL. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western (freight).

**Motor Freight Carriers**-Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express; Badger Truck and Trailer.

**3 - POPULATION:**

Corp. City 80 Cen. 9,785; E&P 89 Est. 10,079
County 80 Cen. 66,485; E&P 89 Est. 69,749

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 3,703; E&P 89 Est. 3,918
County 80 Cen. 22,264; E&P 89 Est. 24,434

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $115,613,560 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 35,020

**7 - ELECTRIC METERS:** Residence 3,781

**8 - GAS METERS:** Residence 3,050

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm Equip. 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub. 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine Shop; Dairy Equip. 75.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-14 blocks on six sts.

**Neighborhood Shopping Centers**-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.

**Nearby Shopping Centers**-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).

**Principal Shopping Days**-Mon., Wed., Fri., Sat.

**Stores Open Evenings**-Thur.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Chain Drug Stores**-Walgreens; The Pharmacy.

**Chain Supermarkets**-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.

**Other Chain Stores**-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; ShopKo.

**14 - NEWSPAPERS:** DAILY JEFFERSON COUNTY UNION (e-mon to fri) 7,627; sworn Mar. 31, 1989.

**Local Contact** for Advertising and Merchandising Data: Charles Frandson, Adv. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.

**National Representative**: None.

## GREEN BAY

**1 - LOCATION:** Brown County, (MSA). E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay, NE part of state, 115 mi. N of Milwaukee; 200 mi. N of Chicago, IL; 275 mi. E of Minneapolis, MN. Whol. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

**2 - TRANSPORTATION: Railroads**-(freight only on all railroads) Chicago & Northwestern; Green Bay & Western; Escanaba & Lake Superior; Wisconsin Central Ltd; Fox River Valley.

**Motor Freight Carriers**-49.

**Intercity Bus Lines**-Central Greyhound; Seymour.

**Airlines**-Northwest; Midstate; American Eagle; United Express; Midway Connection; Air Toronto; Skyway; Enterprise; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 87,899; E&P 89 Est. 94,049

CZ-ABC: (80) 140,399

RTZ-ABC: (80) 135,278

County/MSA 80 Cen. 176,081; E&P 89 Est. 198,819

City & RTZ-ABC: (80) 275,677

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 33,488; E&P 89 Est. 36,456

County/MSA 80 Cen. 59,908; E&P 89 Est. 74,532

CZ-ABC: (80) 49,611

RTZ-ABC: (80) 45,139

City & RTZ-ABC: (80) 94,750

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 13 | $878,954,657 |
| Savings & Loan | 6 | $563,416,959 |

**6 - PASSENGER AUTOS:** County 98,618

**7 - ELECTRIC METERS:** Residence 40,622

**8 - GAS METERS:** Residence 32,930

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper & Prods. 11,300; Food & Prods. 4,900; All Other Nondurables 460; Nonelectrical Mach. 3,400; All other Durables 3,500; Trans., Commun., and Public Util. 6,400; Contract Constr. 2,700; Wholesale Trade 5,800; Retail Trade 18,000; Fin., Ins., Real Estate 3,300; Services & misc. 20,000; Gov't 11,000; Av. Wkly. Wage $461.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2; last killing frost, May 9.

**11 - TAP WATER:** Alkaline, hard, from Lake Michigan; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-3 blocks on N. Washington St.; 1 on E. Walnut St.; 3 on N. Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.

**Neighborhood Shopping Centers**-Four blocks on Broadway; 2 on W. Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beacon(18) | 3 | Aim |
| Marquette(7) | 1 | Sure Way, Ben Franklin |
| Colonial Vlg.(6) | 2 | Sure Way |
| Green Bay Plz. (26) | 3 | Sears, Prange-Way |
| Bay Park Sq.(48) | 6 | Mont. Ward, Shopko, Kohl's |
| Lombardi | 5 | Kohl's Foods, Osco |
| East Town(20) | 5 | K mart, White Store, Kohl's, Prange-Way |

**Additional Shopping Centers** (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9).

**Principal Shopping Days**-Sat., Sun., Mon.

**Stores Open Evenings**-All stores-Mon., Fri. Food-Mon. through Sun., Shopping Centers Mon. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store 2; Boston Store; Kohl's 2.

**Discount Stores**-ShopKo 4; K mart 2; Prange-Way 3; Wal-Mart.

**Variety Stores**-Ben Franklin; Aim.

**Chain Drug Stores**-Osco 2; Snyder 3.

**Chain Supermarkets**-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's; Lindy's 2; Cub Foods 2; Copps 2.

**Other Chain Stores**-Kinney Shoes; Payless Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2; Toys 'R Us; Just Pants; The Gap; The Limited; Maurice's; Jean Nicole; Foxmoor; Team Electronics; Benetton; Musicland.

**14 - NEWSPAPERS:** NEWS-CHRONICLE (m) 11,530; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Kurt Van Hout, Dir. of Sales, NEWS-CHRONICLE, 133 S. Monroe; PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941.

**National Representative**: Landon Associates.

PRESS-GAZETTE (e) 55,848; (S) 79,642; Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roy Valitchka, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut; PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411.

**National Representative**: Gannett National Newspaper Sales.

## JANESVILLE

**1 - LOCATION:** Rock County (In Janesville-Beloit MSA). E&P Map C-5. County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N of Rockford, IL; 40 mi. S of Madison. On U.S. Hwys. 14, 51, I-90; State Hwys. 11, 26.

**2 - TRANSPORTATION: Railroads**-Chicago Milwaukee, St. Paul & Pacific; Chicago & North Western; Wisconsin & Calumet.

**Motor Freight Carriers**-15.

**Intercity Bus Lines**-Peoria-Rockford; Alco; Greyhound; Trailways; Van Galder Charter.

**Airlines**-Passenger, air freight, helicopter, charter service available.

**3 - POPULATION:**

Corp. City 80 Cen. 51,071; E&P 89 Est. 52,760

CZ-ABC: (80) 51,071

RTZ-ABC: (80) 164,382

County MSA 80 Cen. 139,420; E&P 89 Est. 142,045

City & RTZ-ABC: (80) 215,453

**Demographic Information (partial) available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 19,363; E&P 89 Est. 20,132

CZ-ABC: (80) 18,491

RTZ-ABC: (80) 56,627

County MSA 80 Cen. 49,037; E&P 89 Est. 53,142

City & RTZ-ABC: (80) 75,118

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $382,402,296 |
| Savings & Loan | 4 | $129,282,962 |

**6 - PASSENGER AUTOS:** County 72,583

**7 - ELECTRIC METERS:** Residence 19,984

**8 - GAS METERS:** Residence 17,079

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Auto Assembly 7,000; Pen & Pencil 350; Auto Trans. 475; Food 150; Electronics 350; Engineering 550; Textiles Mill Prods. 495; Av. Wkly. Wage $627.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter -20-24. First killing frost, Oct. 30; last killing frost, May 23.

**11 - TAP WATER:** Alkaline, very hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Janesville Mall, 75 stores; 32 block downtown area with 70 stores.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Blackhawk Vlg.(8) | 1 | K mart |
| Creston Pk.(8) | 1 | Village Furn. |
| Janesville Mall(75) | 2 | JCPenney, Kohl's, Bergner's |
| Memorial Plz.(9) | 2 | Gentz' County Mkt. |
| Sunnyside(7) | 2 | Piggly Wiggly |
| Fairview Mall(13) | 2 | Fairview |
| Janesville Plz.(16) | 2 | Color Tile |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-Mon., Fri.; Shopping Centers-Mon. through Sun.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Bergner's; Kohl's; Menard's.

**Discount Stores**-K mart 2; Holiday; Farm & Fleet; ShopKo; Wal-Mart.

**Chain Drug Stores**-Walgreens; Synder 2; Thrift; Union Prescription; Family Drug 2.

**Chain Supermarkets**-Sentry 2; Piggly Wiggly; Woodman; Super Valu; Stop-N-Go 5; Kohl's; Gentz' 2.

**Other Chain Stores**-Ace Hardware; Rundell's; Brocks; Buddy Squirrel; Ben Franklin 2; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Osterman Jewelry; Elliott's; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Hallmark; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Leath Furn.; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin-Williams; Shoe-Tique; Rupert Cornelius; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Woiohan's; Woolworth; Father & Son Shoe; Kinney Shoe.

**14 - NEWSPAPERS:** GAZETTE (e) 27,518; (S) 28,347; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.

**National Representative**: Landon Associates.

## KENOSHA

**1 - LOCATION:** Kenosha County (PMSA). E&P Map D-5. County Seat. On Lake Michigan, 35 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western.

**Intercity Bus Lines**-Greyhound; Wis. Coach Lines.

**Motor Freight Carriers**-3.

**3 - POPULATION:**

Corp. City 80 Cen. 77,685; E&P 89 Est. 72,774

CZ-ABC: (80) 81,022

RTZ-ABC: (80) 42,115

County PMSA 80 Cen. 123,443; E&P 89 Est. 119,865

City & RTZ-ABC: (80) 123,137

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 27,964; E&P 89 Est. 27,409

CZ-ABC: (80) 29,020

RTZ-ABC: (80) 14,044

County PMSA 80 Cen. 43,064; E&P 89 Est. 44,563

City & RTZ-ABC: (80) 43,064

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 2 | $367,000,000 |
| Savings & Comm. | 4 | $625,000,000 |

**5 - PASSENGER AUTOS:** County 61,735

**7 - ELECTRIC METERS:** Residence 44,000

**8 - GAS METERS:** Residence 38,000

**9 - PRINCIPAL INDUSTRIES:** Automobiles Engines; Brass, Copper & Alloy Prods.; Textiles; Musical Instruments; Cranberry Proc.; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equip.; Commercial Fertilizer; Industrial Tools; Dies, Jigs & Fixtures; Paint Packaging; Castings; Structural Steel Prods.; Equip. for Dairy & Food Proc. Industries; Power Drives & Elect. Units & Spec. Mach. 13,000. Wage Earners Av. Wkly. Wage-$490. University of Wisconsin 5,241; Carthage College 1,200; Gateway Technical Institute 5,600.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Alkaline, Soft.

**12 - RETAILING: Principal Shopping Areas**-Downtown (6th Ave., 56th-58th Sts.); Uptown (22nd Ave.).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pershing Plz.(14) | 3 | Kohl's, Sears |
| Town & Country(11) | 3 | Ace Hdwe., So-fro Fabrics |
| Villa Capri(18) | 3 | Sentry, Ben Franklin |
| Sun Plz.(8) | 2 | Food 4 Less |
| Gateway Plz. | 3 | Kohl's, K mart, Wal-Mart |
| Sunnyside | 3 | Piggly Wiggly, Sentry |
| Greenwood Plz. | 4 | Walgreens, Super Valu |
| Factory Outlet Ctr.(80) | 9 | |
| Lakeside(25) Mkt. Pl. | 11 | Liz Claiborne, Jindo Furs, Evan-Picone |

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.; Shopping Ctrs.-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Barden's; Leader; Sears.

**Discount Stores**-K mart; ShopKo; Wal-Mart.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Drug Stores**-Walgreens 2; Thrift; Union; General 2.

**Chain Supermarkets**-Super-Valu; Piggly Wiggly 2; Kohl's 3; Sentry 4; Food 4 Less; Pick 'n Save.

**Other Chain Stores**-Goodyear; Firestone; Kinney; Shoe Kicks; Fanny Farmer; Payless Shoes; Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abbey Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack; Tru-Value Hdwe.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 28,431; (m-sat) 28,472; (S) 29,877; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank M. Misureli, Adv. Dir., NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.

**National Representative**: Branham/Newspaper Sales.

## LA CROSSE

**1 - LOCATION:** La Crosse County (MSA). E&P Map B-4. County Seat. State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison, WI. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.

**River Front**-On Mississippi River-9 ft. Gov't maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Amtrak; Soo Lines.

**Motor Freight Carriers**-23.

**Intercity Bus Lines**-Greyhound; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.

**Airlines**-American Eagle; Northwest (Republic); United Express.

**3 - POPULATION:**

Corp. City 80 Cen. 48,347; E&P 89 Est. 46,334

CZ-ABC: (80) 71,008

RTZ-ABC: (80) 162,988

County/MSA 80 Cen. 91,056; E&P 89 Est. 99,685

City & RTZ-ABC: (80) 233,996

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 18,085; E&P 89 Est. 18,324

CZ-ABC: (80) 25,830
RTZ-ABC: (80) 56,149
County/MSA 80 Cen. 32,017; E&P 89 Est. 34,563
City & RTZ-ABC: (80) 81,979

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 11 | $816,608,000 |
| Savings & Loan | 2 | $626,298,000 |

**6 - PASSENGER AUTOS:** County 47,441

**7 - ELECTRIC METERS:** Residence 20,814

**8 - GAS METERS:** Residence 11,772

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 5,600; Nondurable Goods 5,000; Contract Constr. 950; Trans., Elect., Gas Servs. 2,300; Trade-Whol. and Ret. 13,300; Fin., Ins., R.E. 1,440; Servs. & Misc. 14,100; Gov't-Local, State, Federal 7,400.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7, last killing frost, Apr. 6.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Downtown Shopping Centers**-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bridgeview Plz.(20) | 4 | ShopKo |
| Caledonia St.(12) | 3 | Ben Franklin |
| Center Q(7) | 2 | Rexall |
| K mart Plz. | 3 | K mart |
| Village(32) | 3 | IGA |
| Center 90(11) | 6 | IGA, Woolworth |
| Menard Plz.(2) | 4 | Menard's, IGA |
| Shelby Mall(25) | 5 | ShopKo, Walgreens, Ace Hardware |
| Valley View Mall(87) | 5 | Dayton's, Sears, JCPenney, Herberger's |

**Principal Shopping Days**-Sat., Sun.

**Stores Open Evenings**-Mon. & Thur.; Grocery Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.

**Stores Open Sundays**-Drug, Food, Discount, Major malls.

**13 - RETAIL OUTLETS: Department Stores**-Dayton's; Herberger's; Sears; JCPenney.

**Discount Stores**-K mart 2; ShopKo 2; Farm & Fleet; Menard's; Best Buy Superstore.

**Variety Stores**-Woolworth 1, Ben Franklin 3.

**Chain Drug Stores**-Major (Rexall); Walgreens; Degen-Berglund 2; Osco 2.

**Chain Supermarkets**-Super Valu; Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods.

**Other Chain Stores**-Brooks 2; Fanny Farmer; Hallmark; Leath's Furn.; Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabrics; Sound Idea; Sound World; Ace Hardware; The Dahl House 2; Buddy Squirrel's Nut Shop; Hal's; Two Plus Two; Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St. Paul Clothiers; Stevenson's; Ace Hardware; Super America; Scandinavian Design; The Limited; Just Petites; Waldenbooks.

**14 - NEWSPAPERS:** TRIBUNE (e) 34,528; (S) 38,142; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Thomas P. Kelley, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.

**National Representative**: Landon Associates.

## MADISON

**1 - LOCATION:** Dane County (MSA), E&P Map C-5, State Capital, County Seat. 77 mi. W of Milwaukee; 146 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 151. On State Hwys. 30, 113; I-90, I-94.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Soo/Milwaukee; Wisconsin & Calumet.
**Motor Freight Carriers**-40.
**Intercity Bus Lines**-Greyhound; Badger Coach; Madison Trailways; Van Galder; Alco.
**Airlines**-United; American Eagle; Midwest Express; Transworld Airlines; Midway; United Express; Northwest.

**3 - POPULATION:**
Corp. City 80 Cen. 170,616; E&P 89 Est. 171,121
CZ-ABC: (80) 209,065
RTZ-ABC: (80) 397,006
Co./MSA 80 Cen. 325,570; E&P 89 Est. 359,935
City & RTZ-ABC: (80) 606,071
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 80 Cen. 69,543; E&P 89 Est. 64,754
CZ-ABC: (80) 82,828
RTZ-ABC: (80) 137,235
Co./MSA 80 Cen. 120,601; E&P 89 Est. 140,811
City & RTZ-ABC: (80) 220,063

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 61 | N.A. |
| Savings & Loan | 39 | N.A. |
| Credit Unions | 21 | N.A. |

**6 - PASSENGER AUTOS:** County 194,489

**7 - ELECTRIC METERS:** Residence 107,115 (1987)

**8 - GAS METERS:** Residence 77,615 (1987)

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 21,400; Constr. 5,600, Trans. & Commun. 6,600; Whol. & Ret. 45,400; Fin., Ins. and R.E. 17,100; Serv. & Misc. 40,000; Gov't 57,900.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22; last killing frost, Apr. 4.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Downtown surrounding State Capitol Building and on State Street (275 units).
**Neighborhood Shopping Centers**-Shorwood on University; Monroe St.; Sherman & Aberg; Cottage Grove Rd.; Gammon Rd.; Odana Rd.; Monona Drive; University Hills; West Beltline Hwy.; Mineral Point Rd.; Northport Drive.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| East Towne(105) | 6 | Boston Store, JCPenney, H.C. Pranges, Sears |
| Heritage Sq.(11) | 5 | |
| High Point Ctr.(26) | 9 | Pier 1 |
| Hilldale(64) | 4 | Marshall Fields, Walgreens, Sentry |
| Nakoma Plz.(20) | 4 | Kohl's Food, Toys R Us, Walgreens |
| S. Mall Towne(29) | 6 | Kohl's Dept., Shopko |
| Walnut Grove(11) | 3 | |
| Westgate(60) | 5 | Bormanns, T.J. Maxx, Famous Footware, Walgreens |
| West Towne(94) | 8 | Sears, JCPenney, Prange |
| Nortgate(24) | NA | |
| Univ. Sq.(26) | NA | |

**Principal Shopping Days**-Mon. through Sun.
**Stores Open Evenings**-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney 2; Sears 2; Yost's 3; H. C. Prange 2; Kohl's 3; Marshall Fields; Boston Store.
**Discount Stores**-K mart 3; Prange-Way 4; ShopKo 3; Wal-Mart 2; Sam's Wholesale Club.
**Variety Stores**-Woolworth; Ben Franklin; Discount Den 2.
**Chain Drug Stores**-Walgreens 15; Prescription Phcy. 4; Thrift 2; Gerhardt 3; Bergmann 3; Consumers 3; Shopko 3.
**Chain Supermarkets**-Kohl's 6; Sentry 6; Woodmans 2; Cub 2; Food Country 2; Sav-U Food Warehouse 2.
**Other Chain Stores**-Men's Clothing: Baskins, Chess King, County Seat 2, Just Pants, Kuppenheimer, Land's End, Redwood & Ross, Richman Bros., Silverman's; Women's Clothing: Baskins, Benetton, Braun's, Brooks, Burlington Coat, Can'da Fashions, Casual Corner, Catherines, Espirit, Foxmoor, Hit or Miss, House of Large Sizes, I M Petite, Id Boutique 3, Jean's Talls, Just Pants, Land's End, Lerner Shop, The Limited, Marianne, Maurices 2, Peck & Peck, Redwood & Ross, Sieferts 2, Talbots; Furniture: American 2, Ethan Allen, Happy Sleeper, La-Z-Boy, Leath, Naked Furn., Workbend Contemporary; Auto Supply: Bumper to Bumper, Carquest, Champion Auto 2, Firestone 2, Goodyear 3; Audio: American 2, Radio Shack 7, Colortyme, Team, Musicland, TV Clinic, Evans, Video Station 3; Hardware: Menards, True Value 8, Ace 4, Coast to Coast, Hardware Hank, Our Own 2, Sevistar, Trustworthy.

**14 - NEWSPAPERS:** WISCONSIN STATE JOURNAL (m-mon to fri) 80,498; CAPITAL TIMES (e-mon to fri) 27,206; (m-sat) 85,025; (e-sat) 28,163; STATE JOURNAL (S) 151,805; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michael Petrak, Adv. Dir., Madison Newspapers, Inc., 1901 Fish Hatchery Rd.; P.O. Box 8056, Madison, WI 53713; Tel. (608) 252-6200.
**National Representative**: Branham/Newspaper Sales.

## MANITOWOC-
## TWO RIVERS

**1 - LOCATION:** Manitowoc County, E&P Map D-4, County Seat. On W. shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Soo Line.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Alliance.

**3 - POPULATION:**
Corp. Cities 80 Cen. 45,901; E&P 89 Est. 44,252
 Manitowoc 80 Cen. 32,547; E&P 89 Est. 31,383
 Two Rivers 80 Cen. 13,354; E&P 89 Est. 12,869
CZ-ABC: (80) 45,901
RTZ-ABC: (80) 62,415
County 80 Cen. 83,318; E&P 89 Est. 82,038
City & RTZ-ABC: (80) 108,316
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 80 Cen. 18,421; E&P 89 Est. 17,551
 Manitowoc 80 Cen. 12,769; E&P 89 Est. 12,619
 Two Rivers 80 Cen. 5,652; E&P 89 Est. 4,932
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 19,460
County 80 Cen. 28,525; E&P 89 Est. 31,360
City & RTZ-ABC: (80) 36,705

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 6 | $554,686,000 |
| Savings & Loan | 4 | $135,000,000 |

**6 - PASSENGER AUTOS:** County 42,602

**7 - ELECTRIC METERS:** Residence 21,808; Manitowoc 13,639; Two Rivers 8,923

**8 - GAS METERS:** Residence 16,254; Manitowoc 10,435; Two Rivers 3,923

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum N.A.; Furniture Mfg. N.A.; Heavy Mach. N.A.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost, Oct. 23; last killing frost, Apr. 20.

**11 - TAP WATER:** Neutral, medium, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
**Shopping Centers**-Park Plaza on Hwy. 151, 6 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 12 stores; Riverview Savings Center on 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 16 stores.
**Principal Shopping Days**-Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
**Variety Stores**-Fleet Farm; Woolworth; Evan's.
**Chain Drug Stores**-Rexall 2; Osco; Synder.
**Chain Supermarkets**-Red Owl 1; Piggly Wiggly; Sentry 2; Super Value 2; Copps; IGA Warehouse.

**14 - NEWSPAPERS:** HERALD-TIMES-REPORTER (e) 17,309; (S) 17,191; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Barbara Tryon, Natl. Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
**National Representative**: Thomson Newspapers.

## MARINETTE

**1 - LOCATION:** Marinette County, E&P Map D-3, County Seat. Retail and industrial center in NE part of state, on MI State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64, M35.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Escanaba & Lake Superior.
**Motor Freight Carriers**-5.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Great Lakes Airlines.

**3 - POPULATION:**
Corp. City 80 Cen. 11,965; E&P 89 Est. 11,512
CZ-ABC: (80) 11,939
RTZ-ABC: (80) 65,129
County 80 Cen. 40,926; E&P 89 Est. 41,641
City & RTZ-ABC: (80) 77,094

**4 - HOUSEHOLDS:**
City 80 Cen. 4,685; E&P 89 Est. 4,842
CZ-ABC: (80) 4,178
RTZ-ABC: (80) 22,810
County 80 Cen. 14,131; E&P 89 Est. 15,443
City & RTZ-ABC: (80) 27,495

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $119,346,171 |
| Savings & Loan | 2 | $70,000,000 |

**6 - PASSENGER AUTOS:** County 19,735

**7 - ELECTRIC METERS:** Residence 5,553

**8 - GAS METERS:** Residence 4,400

**9 - PRINCIPAL INDUSTRIES:** (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,700 ($500); Lumber and Prods. 450 ($275); Elect. and Nonelect. Metals 1,700 ($250); Marine and Chemicals 1,860 ($400); Gloves 75 ($250); Food 300 ($250).
**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4; last killing frost, May 15.

**11 - TAP WATER:** Alkaline, medium; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| M&M Plz.(14) | NA | McCrory, Super Valu |
| Pine Tree Mall(38) | NA | JCPenney, Sears, Prange |

**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Lauermans; Sears; JCPenney; Bell Store; H.C. Prange.
**Variety Stores**-McCrory; K mart.
**Chain Drug Stores**-Osco; Snyder.
**Chain Supermarkets**-Piggly Wiggly; Food Country IGA-2; Shoe Fine; Fairway Foods; Angelis; County Market.

**Other Chain Stores**-Kinney; Goodyear; Firestone; Zale's; Gap; Athlete's Foot; Team Electronics; Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; The Id; Galaxie of Sound; Coach-House Gifts; Hallmark; GNC; Claires Boutique; B. Dalton; Pierquet's.

**14 - NEWSPAPERS:** EAGLE-STAR (e) 8,806; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.

**National Representative**: Landon Associates

## MARSHFIELD

**1 - LOCATION:** Wood County, E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10; State Hwys. 13, 97.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Minneapolis, St. Paul & Sault Ste Marie; Chicago, St. Paul & Omaha.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.

**3 - POPULATION:**

Corp. City 80 Cen. 18,290; E&P 89 Est. 19,932
CZ-ABC: (80) 18,290
RTZ-ABC: (80) 69,012
County 80 Cen. 73,387; E&P 89 Est. 78,452
City & RTZ-ABC: (80) 87,302

**4 - HOUSEHOLDS:**

City 80 Cen. 6,943; E&P 89 Est. 7,703
CZ-ABC: (80) 6,794
RTZ-ABC: (80) 22,333
County 80 Cen. 25,067; E&P 89 Est. 29,983
City & RTZ-ABC: (80) 29,127

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | $153,200,000 |
| Savings & Loan | 3 | $58,429,000 |

**6 - PASSENGER AUTOS:** County 37,547

**7 - ELECTRIC METERS:** Residence 9,163

**8 - GAS METERS:** Residence 4,631

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 1,117 ($370); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prods. 41 ($151); Furn. & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Main St.; Northway Mall.

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Evenings**-Fri., Mall daily.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; H.C. Prange; Sears.

**Variety Stores**-McCrory.

**Discount Stores**-ShopKo; K mart; Fleet Farm.

**Chain Drug Stores**-Wing Snyder; Rexall.

**Chain Supermarkets**-IGA 2; Super Valu; Red & White 2.

**Other Chain Stores**-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Northwest Fabrics; Seifert's; Stevensons; Tradehome Shoes; Sarco; Thom McAn; Regis; The Barbers; Id; Musicland; B. Dalton; Wickes Lumber.

**14 - NEWSPAPERS:** NEWS-HERALD (e) 15,805; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr. or James Felhofer, Adv. Dir., NEWS-HERALD, 111 W. 3rd; P.O. Box 70, Marshfield, WI 54449; Tel. (715) 384-3131.

**National Representative**: Branham/Newspaper Sales.

### MENASHA
**See APPLETON**

## MILWAUKEE

**1 - LOCATION:** Milwaukee County (PMSA). E&P Map D-5. County Seat. 68 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

**2 - TRANSPORTATION: Railroads**-Amtrak; Chicago & Northwestern; Soo Line.

**Motor Freight Carriers**-350.

**Intercity Bus Lines**-Badger, Royal Coach, Greyhound, Wisconsin Coach, Trailways.

**Airlines**-United; Eastern; Ozark; Northwest Orient; Midwest Express; ComAir; TWA; American; Continental; Florida Express; USAir; United Express.

**Deep Sea Port City**-St. Lawrence Seaway.

**3 - POPULATION:**

Corp. City 80 Cen. 636,212; E&P 89 Est. 585,958
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 80 Cen. 966,459; E&P 89 Est. 911,693
PMSA 80 Cen. 1,402,165; E&P 89 Est. 1,397,459
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 241,818; E&P 89 Est. 203,649
County 80 Cen. 363,653; E&P 89 Est. 313,032
NDM-ABC: (80) 500,684
RTZ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 80 Cen. 500,684; E&P 89 Est. 521,316

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 76 | $11,600,000,000 |
| Savings & Loan | 133 | $4,700,000,000 |

**6 - PASSENGER AUTOS:** County 440,402

**7 - ELECTRIC METERS:** Residence PMSA 491,000

**8 - GAS METERS:** Residence PMSA 420,970

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Nonelect. Mach. 42,300 ($531); Elect. Mach. 28,300 ($504); Fabricated Metals 20,100 ($474); Food 13,600 ($444); Trans. Equip. 9,200 ($664); Primary Metals 7,400 ($430); Printing & Pub. 16,300 ($497).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-54; Summer 58-80; Fall 40-60; Winter 11-30. First killing frost, mid Oct.; last killing frost, end of Apr.

**11 - TAP WATER:** Alkaline, medium hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on Wisconsin Ave. (Downtown).

**Regional Shopping Areas**-Downtown, West Allis, 29 neighborhood shopping centers and areas.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Southridge(134) | 9 | JCPenney, Sears, Kohl's, Marshalls, Boston Store, Marshall Fields |
| Mayfair(139) | 9 | Marshall Field's, Boston Store |
| Northridge(135) | 14 | Sears, JCPenney, Marshall Field's, Boston Store |
| Brookfield Sq.(74) | 10 | Boston Store, Sears, JCPenney |
| Grand Ave.(190) | NA | Boston Store, Marshall Field's |
| Southgate(60) | 10 | Boston Store, Walgreens, Woolworth |
| Bay Shore(87) | 6 | Boston Store, Sears |
| Capitol Ct.(110) | 5 | Target, Dunham's Sporting Goods |
| Spring Mall(23) | NA | T.J. Maxx, Walgreens |
| Greenfield Fashion Ctr.(35) | NA | Marshalls, F&M Distributors, Inc. |
| Brookfield Fashion Ctr.(36) | NA | Marshalls, Pier I Imports |
| Loehmann's Plz. | NA | Loehmann's |
| Packard Plz. | NA | JCPenney Outlet |
| Northwest Fashion Ctr. | NA | Marshalls |
| Brown Port Shpg. Ctr.(45) | NA | Bay Point Phcy. |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.

**Stores Open Sunday**-Major shopping centers, discount, dept. stores and some food.

**Food Chains**-Mon. through Sat., some Sun; some 24 hr.

**13 - RETAIL OUTLETS: Department Stores**-Boston Store 7, Sears 6; JCPenney 6, Goldmann's; Marshall Field 4.

**Discount Stores**-Kohl's 13; Target 7, K mart 11; Zayre 4; TJ. Mazz 3.

**Chain Drug Stores**-Walgreens 42; Rexall; Union Prescriptions 11; Court 3; Laabs 3; Drug Fair 2; Phillips 6; Snyder 2; Serv-U 18; Drug Emporium 4.

**Chain Supermarkets**-Shop-Rite 13; Pick 'N Save 21; Kohl's 36; Sentry 33; Cub 3; Sav-U 6; Sun 3; Piggly Wiggly; AG Stores 200; Other Ind. 39.

**Other Chain Stores**-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross; Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik, The Limited, Loehmann's, Marshall's, Chapmans II, Designer Depot; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Hicker's, Florsheim, Priebe, Naturalizer, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, Kunzelmann-Esser, Carriage House.

**14 - NEWSPAPERS:** SENTINEL (m-mon to fri) 176,154; Journal (e-mon to fri) 275,778; SENTINEL (m-sat) 167,919; JOURNAL (e-sat) 260,426; (S) 506,517, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ben Kordus, Gen. Adv. Mgr., JOURNAL-SENTINEL, P.O. Box 661, Milwaukee, WI 53201; Tel. (414) 224-2200.

**National Representative**: Million Market Times Mirror Marketing.

## MONROE

**1 - LOCATION:** Green County, E&P Map C-5. County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 59, 69, 81.

**2 - TRANSPORTATION: Railroads**-Chicago, Madison Northern.

**Motor Freight Carriers**-4.

**3 - POPULATION:**

Corp. City 80 Cen. 10,027; E&P 89 Est. 9,827
County 80 Cen. 30,207; E&P 89 Est. 30,590

**4 - HOUSEHOLDS:**

City 80 Cen. 4,364; E&P 89 Est. 4,278
County 80 Cen. 10,759; E&P 89 Est. 11,355

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | $126,854,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 15,543

**7 - ELECTRIC METERS:** Residence 11,196

**8 - GAS METERS:** Residence 2,474

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-West Mall, 22 Stores.

**Shopping Days**-Wed., Thur., Fri.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's.

**Discount Stores**-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet; Wal-Mart.

**Variety Stores**-McClellan's.

**Chain Supermarkets**-IGA; Sentry; Pick-N-Save; Dick's.

**14 - NEWSPAPERS:** TIMES (e) 7,417; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W.; PO Box 230, Monroe, WI 53566-0230; Tel. (608) 328-4202.

**National Representative**: Papert Companies.

### NEENAH
**See APPLETON**

## OSHKOSH

**1 - LOCATION:** Winnebago County (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41, 45; State Hwys. 21, 26, 44, 110, 175.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Soo Line.

**Motor Freight Carriers**-22.

**Intercity Bus Lines**-Greyhound; Wisconsin-Michigan Trailways.

**Airlines**-United Express; Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 49,620; E&P 89 Est. 48,715
CZ-ABC: (80) 60,003
RTZ-ABC: (80) 150,152
County 80 Cen. 132,317; E&P 89 Est. 140,808
MSA 80 Cen. 292,881; E&P 89 Est. 317,198
City & RTZ-ABC: (80) 210,155
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

Corp. City 80 Cen. 19,623; E&P 89 Est. 19,003
CZ-ABC: (80) 21,481
RTZ-ABC: (80) 53,211
County 80 Cen. 46,892; E&P 89 Est. 49,774
MSA 80 Cen. 99,314; E&P 89 Est. 113,773
City and RTZ-ABC: (80) 74,692

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $398,887,000 |
| Savings & Loan | 5 | $159,376,000 |

**6 - PASSENGER AUTOS:** County 71,649

**7 - ELECTRIC METERS:** Residence 30,578

**8 - GAS METERS:** Residence 23,490

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lumber & Wood Prods. 1,050; Trans. & Util. 2,004; Gov't 1,665; Educ. 2,285; Equip. 910; Beverages 230; Pub. 100; Paper Prods. 300; Health Care 1,725; Apparel 850; Transformers 504; Servs. & Misc. 2,111.

**Principal Industrial Pay Days**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15; last killing frost, May 20.

**11 - TAP WATER:** Neutral, hard; fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Koeller Center(20) | 4 | Prange Way, Shopko, Copps Food |
| K mart Plaza | 3 | K mart |
| Lake Aire(10) | NA | Carlson's, Kitz & Pfeil Hdwe. |
| Park Plz.(61) | | Prange, Sears |
| Sawyer Ctr.(10) | 2 | Sentry, F.W. Mueller Drugs |
| Menards Plz.(6) | 4 | Menard's, Kids Port USA |

**Principal Shopping Days**-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Fri.; K mart, Shopko, Prangeway and Park Plaza, Mon. through Fri.; Food-every evening.

**13 - RETAIL OUTLETS: Department Stores**-Kline's; Sears; H.C. Prange; JCPenney.

**Discount Stores**-K mart; Shopko; Prangeway; Fleet Farm.

**Variety Stores**-Banner.

**Chain Drug Stores**-Schultz; Walgreens; Coe 3; Union Pharmacy.

**Chain Supermarkets**-Super Valu 2; Piggly Wiggly 2; Copps IGA; Sentry 2; County Market; Warehouse Foods; Prescott's Shop Rite.

**Other Chain Stores**-Thom McAn; Chess King; Computerland; Seifert's; Athlete's Foot; Sherwin-Williams; W G & R Furniture; The Barbers; Cross Country; Kinney Shoes; Klein Dickert; Kids Port USA; Hallmark Shop 2; Foxmoor; Hal's Sportswear; Hot Sam; Bee Frank; Kindy Optical; Zale's Jewelers; Maurice's; Moto-Photo; Northwest Fabrics; Radio Shack 2; Naturalizer Shoes; Regis Hair Stylists; Waldenbooks; General Nutrition Center; Marianne's; Menard's; Brooks; Pearle Vision; Fanny Farmer; Fashion Bug; One Photo Two; Vanity; Page Jewelers; All-Car; DMS Auto Parts. (All within Corp. City limits).

**14 - NEWSPAPERS:** NORTHWESTERN (e) 25,120; (S) 27,964; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: John F. Skoglind, Natl. Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh, WI 54903; Tel. (414) 235-7700.

**National Representative** None

## PORTAGE

**1 - LOCATION:** Columbia County, E&P Map C-5, County Seat. Light Manufacturing and Agricultural Center. 38 mi. from Madison; 170 mi. from Chicago; U.S. Hwys. 16, 51; State Hwy. 33.

**2 - TRANSPORTATION: Railroads**-Chicago; Milwaukee; Soo Line; St. Paul & Pacific.

**Motor Freight Carriers**-11.

**Intercity Bus Lines**-Northland Greyhound

**3 - POPULATION:**

Corp. City 80 Cen. 7,896; E&P 89 Est. 7,946
County 80 Cen. 43,512; E&P 89 Est. 45,008

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,154; E&P 89 Est. 3,358
County 80 Cen. 15,534; E&P 89 Est. 16,637

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 2 | $180,000,000 |

**6 - PASSENGER AUTOS:** County 23,715

**7 - ELECTRIC METERS:** Residence 3,044

**8 - GAS METERS:** Residence 1,331

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($200); Plastics 245 ($240); Batteries 200 ($240).

**Principal Industrial Pay Days**-Every Fri.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-15 blocks on 4 streets.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Moore's Family Center | 3 | Ben Franklin, Burnstad's |
| Northridge Plz. | 2 | Piggly Wiggly, Value Village, Spurgeon's |
| K mart | 2 | K mart |

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward; Sears (catalog).

**Variety Stores**-Schultz Bros.

**Discount Stores**-Great Surplus; K mart.

**Chain Drug Stores**-Walgreens.

**Chain Supermarkets**-Burnstad's; Piggly Wiggly; Pierce's.

**Other Chain Stores**-Hardware Hank; True Value Hardware; Radio Shack.

**14 - NEWSPAPERS:** REGISTER (m) 7,108; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Bill Berenz, Adv. Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.

**National Representative** None

## RACINE

**1 - LOCATION:** Racine County (PMSA), E&P Map D-5. 25 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

**2 - TRANSPORTATION: Railroads**-Chicago/Milwaukee; Amtrak.

**Motor Freight Carriers**-14

**Intercity Bus Lines**-Wisconsin Coach Lines; Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 85,725; E&P 89 Est. 79,827
CZ-ABC: (80) 132,532
RTZ-ABC (80) 40,600
Co./PMSA 80 Cen. 173,759; E&P 89 Est. 173,257
City & RTZ-ABC: (80) 173,132

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 31,744; E&P 89 Est. 30,739
CZ-ABC: (80) 46,586
RTZ-ABC: (80) 12,832
Co./PMSA 80 Cen. 59,418; E&P 89 Est. 65,594
City & RTZ-ABC: (80) 59,418

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 16 | $584,856,000 |
| Savings & Loan | 8 | $361,812,000 |

**6 - PASSENGER AUTOS:** County 86,495

**7 - ELECTRIC METERS:** Residence City 31,287

**8 - GAS METERS:** Residence City 43,081

**9 - PRINCIPAL INDUSTRIES:** Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol. Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24; last killing frost, May 11.

**11 - TAP WATER:** Neutral, hard.

**12 - RETAILING: Principal Shopping Areas**-4 blocks on Main St.; 4 on Sixth St.; Regency Mall Hwy. 31 & Hwy. 11.

**Neighborhood Shopping Centers**-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave.; 4 on Wash. Ave. Point West (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Shorecrest(6) | NA | Piggly Wiggly |
| Westgate Mall(20) | NA | ShopKo, Randalls Foods |
| K mart Complex | NA | K mart |
| Durand Complex-Zayre | NA | Zayre, Sav U Foods, Pick 'n Save |
| Western Village(13) | NA | |
| Regency Mall(5) | NA | Pranges, JCPenney, Boston Store, Sears, Target |
| Greenridge(6) | NA | Piggly Wiggly |
| Spring Bay Complex(6) | NA | Kohl's Food |
| Pioneer Vlg (8) | NA | |
| Crossroads(3) | NA | Kohl's Dept. |
| Rapids | NA | Zayre |
| Regency Point(8) | NA | Pick 'N Save, Food, Best Buy, PharMor Drugs |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Mon.-Fri., Food nightly.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Sears; Boston Store; Pranges; Kohl's.

**Discount Stores**-Zayre 2; ShopKo; Target; K mart.

**Variety Stores**-S.S. Nelson 2.

**Chain Drug Stores**-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.

**Chain Supermarkets**-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.

**Other Chain Stores**-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy, Avors; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

**14 - NEWSPAPERS:** JOURNAL-TIMES (m) 34,835; (S) 37,391; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mike Rolland, Ret. Adv. Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.

**National Representative** Branham Newspaper Sales.

## RHINELANDER

**1 - LOCATION:** Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8, State Hwys. 17, 47.

**2 - TRANSPORTATION: Motor Freight Carriers**-3

**Intercity Bus Lines**-Greyhound, Green Bay.

**Airlines**-United Express, Northwest Airlink.

**3 - POPULATION:**

Corp. City 80 Cen. 7,873; E&P 89 Est. 6,780
County 80 Cen. 31,216; E&P 89 Est. 32,614

**4 - HOUSEHOLDS:**

City 80 Cen. 3,020; E&P 89 Est. 2,704
County 80 Cen. 11,426; E&P 89 Est. 11,499

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 3 | $131,252,895 |
| Savings & Loan | 2 | $356,600,000 |
| Credit Union | 1 | $20,806,000 |

**6 - PASSENGER AUTOS:** County 15,518

**7 - ELECTRIC METERS:** District 16,248

**8 - GAS METERS:** District 4,982

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prods. 32 ($180); Potato Prods. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prods. 130 ($210); Cutting Tools 400 ($215); Health Services 1,711 ($280).

**Principal Pay Days**-Every Other Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Sept. 15; last killing frost, May 25.

**11 - TAP WATER:** Slightly acid, very soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-12 blocks on 8 sts. Two Shopping Centers.

**Neighborhood Shopping Centers**-Sunrise Plaza; Oneida Mall.

**Principal Shopping Days**-Wed. through Sun.

**Stores Open Evenings**-Some Fri., some 6 nights.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Campbell; DeByle's; Wickes; Prange Way; Ben Franklin; K mart.

**Variety Stores**-Woolworth; Winslow.

**Chain Drug Stores**-Snyder.

**Chain Supermarkets**-Foodlane; Trig's; Cirilli's; Nelson's.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 6,243; (S) 6,600; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Richard Timmons, Pub./Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.

**National Representative**: Scripps League Newspapers.

## SHAWANO

**1 - LOCATION:** Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake. 40 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western; Soo; Terminal Truck.

**Intercity Bus Lines**-Green Bay-Wausau; Cross State, Northern, Wis.-Mich. Coaches.

**3 - POPULATION:**

Corp. City 80 Cen. 7,013; E&P 89 Est. 7,752
County 80 Cen. 39,481; E&P 89 Est. 41,328

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,787; E&P 89 Est. 2,728
County 80 Cen. 12,347; E&P 89 Est. 17,010

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 2 | $155,185,000 |
| Savings & Loan | 2 | N.A. |

**6 - PASSENGER AUTOS:** County 17,648

**7 - ELECTRIC METERS:** Residence 3,608

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners N.A.-Lumber; Wood Working; Paper Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Gloves; Garments; Printing; Electric Foundry.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

**11 - TAP WATER:** Neutral, hard, not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-6 stores-Schultz Family Ctr.; Downtown business district.

**Principal Shopping Days**-Wed., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Chaimson's; JCPenney; Spurgeon's; Schultz Family Store; Farm & Home.

**Chain Supermarkets**-Red Owl; Super Valu; T&C; Pick 'N Save Warehouse.

**Other Chain Stores**-Gamble's; Sears; Coast-to-Coast.

**14 - NEWSPAPERS:** LEADER (e) 7,202; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.

**National Representative** None.

## SHEBOYGAN

**1 - LOCATION:** Sheboygan County (MSA), E&P Map D-4, County Seat. On W bank of Lake Michigan. 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43, Wisconsin Hwys. 23, 28, 32, 42.

**2 - TRANSPORTATION: Railroads**-Chicago & North Western.

**Motor Freight Carriers**-26.

**Freight**-1 Dock Warehouse; 2 Harbor Docks.

**Intercity Bus Lines**-Greyhound; Sheboygan City.

**Airlines**-At County Memorial Airport; Chaplin's.

**3 - POPULATION:**

Corp. City 80 Cen. 48,085; E&P 89 Est. 47,585
CZ-ABC: (80) 58,951
RTZ-ABC: (80) 101,103
Co./MSA 80 Cen. 101,279; E&P 89 Est. 103,200
City & RTZ-ABC: (80) 160,054

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 19,510; E&P 89 Est. 18,685
CZ-ABC: (80) 22,011
RTZ-ABC: (80) 31,938
Co./MSA 80 Cen. 35,484; E&P 89 Est. 37,703
City & RTZ-ABC: (80) 53,949

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 12 | $860,988,000 |

| | | |
|---|---|---|
| Savings & Loan | 8 | $606,476,594 |

**6 - PASSENGER AUTOS:** County 55,513

**7 - ELECTRIC METERS:** Residence 27,840

**8 - GAS METERS:** Residence 26,923

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners-Lumber Prods. 1,160; Furn. 1,540; Stone, Clay & Glass 835; Prim. Metal Prods. 1,310; Fab. Metal Prods. 4,893; Mach. 4,100; Other Durable Goods 2,600; Food Prods. 1,910; Textiles & Apparel 670; Paper Prods. 531; Printing & Pub. 515; Chem. & Plastic Prods. 1,450; Leather Prods. 730; Constr. 2,009; Trans. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & R.E. 1,920; Servs. 7,400; Gov't 5,900; Other Non-Farm Workers 7,553. Total Labor Force 56,977.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.

**Neighborhood Shopping Centers**-2 blocks on N. 8 St. between Lincoln and Bluff Ave.; 2 between Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.; 2 blocks on County Trunk EE; 1 block on County Truck J.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Memorial Mall (40) | 2 | Kohl's, Sears, JCPenney |
| Memorial Plz (6) | 2 | Prange-Way |
| North Gate(15) | 1 | Coast-to-Coast |
| Plaza 8(56) | NA | Prange, Walgreens |

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Open Evenings**-Dept.-Mon., Thur., Fri. Food nightly, Sunday.

**13 - RETAIL OUTLETS: Department Stores**-H.C. Prange; JCPenney; Sears; Kohl's; Wickes.

**Discount Stores**-K mart; Prange-Way.

**Variety Stores**-Evans 3.

**Chain Drug Stores**-Roenitz 5; Walgreens 2; Union Prescription; Grube Phcy. 2; South High Rexall 2.

**Chain Supermarkets**-Piggly Wiggly 3; Bensman Park 2; Open Pantry 2; Park & Save; Sav-U; Q-Mart 7; Sentry; Zimmerman's Red Owl.

**Other Chain Stores**-Firestone; Continental Baking; Blunt, Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Edward D. Jones & Co.; I.M. Simon Co.; Associates Financial Services; Goodyear; Hallmark; Maurice; Musicland; Payless Shoe Source; Mode O'Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles Bangles & Skins; DuBois Formal Wear; Brookes Co.; Below The Belt; Kindy Optical; Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Brunette's; Richardson's; Ebenreiter; Kindt Trilling; True Value; Major Appliance Dealers: Capelle's, Tag's, Quality Appliance, R.P. Jost, Machtig's; Major Furniture Stores: Kaat's, Kuechle Co., Dekker's, Bitter-Newmann, Buehler's, Cobble Peg Shop, Fale's, Hometown Furn., Korner Decor, Robert's Furn., Wisc. Bedding.

**14 - NEWSPAPERS:** PRESS (e) 27,044; (S) 27,169; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Dennis W. Hall, Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.

**National Representative**: Landon Associates.

## STEVENS POINT

**1 - LOCATION:** Portage County. E&P Map C-4. County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

**2 - TRANSPORTATION: Railroads**-Wisconsin Central Limited; Green Bay & Western.

**Motor Freight Carriers**-12

**Intercity Bus Lines**-Greyhound; American Coach Lines; Huettl.

**Airlines**-Northwest; Mesaba; United Express; American Eagle.

**3 - POPULATION:**

Corp. City 80 Cen. 22,970; E&P 89 Est. 21,048
CZ-ABC: (80) 30,973
RTZ-ABC: (80) 30,125
County 80 Cen. 57,420; E&P 89 Est. 61,272
City & RTZ-ABC: (80) 61,098

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,560; E&P 89 Est. 7,158
County 80 Cen. 18,313; E&P 89 Est. 22,655
CZ-ABC: (80) 10,066
RTZ-ABC: (80) 9,612
City & RTZ-ABC: (80) 19,678

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $428,687,000,000 |
| Savings & Loan | 2 | $53,131,960 |

**6 - PASSENGER AUTOS:** County 28,149

**7 - ELECTRIC METERS:** 19,600

**8 - GAS METERS:** 12,500

**9 - PRINCIPAL INDUSTRIES:** Industry. No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 1,320 ($280); Paper & Pulp 1,049 ($480); Potato & Vegetable Proc. 1,917 ($225); Trans. Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 978 ($210); Fin., Ins., Real Estate 2,465 ($2,000); College 1,135 ($350).

**10 - CLIMATE:** Av. Temp.-July 71; Jan. 15. First killing frost, Oct. 1; last killing frost, May 28.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.

**Neighborhood Shopping Centers**-(Location), No. of stores-Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20; Downtown Mall.

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Dept.-Fri., Tues.; Food & Discount-every night.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; ShopKo; Fleet Farm; Sears.

**Chain Drug Stores**-Osco; Shopko; K mart; Snyder.

**Variety Stores**-K mart.

**Chain Supermarkets**-IGA 2; Super Value 1; Piggly Wiggly 2; Thrifty; Copps Food Center; Warehouse Foods; Westgate; Jerry's Parkway; County Market 1.

**Other Chain Stores**-Sherwin-Williams; Seifert's; Women's: Maurices; Dahl House; Marianne & Marianne Plus; Vanity; Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics; Coach House Gifts; Fanny Farmer; Kaybee Toy; J.R. Music; Little Professor Book Center; Payless Shoes; Regis Hairstylists; Rogers & Hollands Jewelers; Uffenbeck Diamonds; Oshkosh B'Gosh; Winona Knits; Van Heusen.

**14 - NEWSPAPERS:** JOURNAL (e) 14,053; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Kenneth A. Biezinski, Adv. Dir., JOURNAL, 1200 Third Court, Stevens Point, WI 54481; Tel. (715) 344-6100.

**National Representative**: Branham/Newspaper Sales.

## SUPERIOR

**1 - LOCATION:** Douglas County (In Duluth, MN-WI MSA). E&P Map A-2. County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping. Education.

**2 - TRANSPORTATION: Railroads**-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.

**Motor Freight Carriers**-11

**Intercity Bus Lines**-Duluth-Superior; Northland Greyhound; Wisconsin Northern.

**Airlines**-Northwest.

**3 - POPULATION:**

Corp. City 80 Cen. 29,571; E&P 89 Est. 23,471
County 80 Cen. 44,537; E&P 89 Est. 39,766
MSA 80 Cen. 266,755; E&P 89 Est. 236,234

**4 - HOUSEHOLDS:**

City 80 Cen. 11,500; E&P 89 Est. 9,588
County 80 Cen. 16,467; E&P 89 Est. 13,781
MSA 80 Cen. 97,949; E&P 89 Est. 90,215

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $201,864,910 |
| Savings & Loan | 1 | $38,024,610 |

**6 - PASSENGER AUTOS:** County 20,134

**7 - ELECTRIC METERS**: Residence 10,040

**8 - GAS METERS**: Residence 7,998

**9 - PRINCIPAL INDUSTRIES:** (Duluth & Superior area) Industry. (Av. Wkly. Wage)-Lumber & Wood Prods. ($507); Elect. Mach. ($441); Mach. Shop ($480); Trans. Equip. ($682); Oil & Ref. ($640); Gen'l Constr. ($537); Trans. ($524); Railway Shops ($546); Trucking & Warehousing ($503).

**Principal Industrial Pay Days**-1st & 15th; 5th & 20th; Fri. & Sat.

**10 - CLIMATE:** Av. yearly temp. 40 degrees. Summer Av. 65 degrees. Precipitation 29.68 in.

**11 - TAP WATER:** Neutral, very soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-11 blocks on Tower Ave.; 6 on Belknap & 15th St.

**Neighborhood Shopping Centers**-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Belknap Plz (19) | NA | North Star Drug, Red Owl |
| Mariner Mall(50) | NA | Prange, JCPenney, Prange-Way |
| Midtown Plz | NA | K mart, Super Town Foods |

**Stores Open Evenings**-Thur., Mon.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; K mart; Prange; Prange-Way.

**Chain Drug Stores**-Allouez; East End Drug 2; Walgreens; Rexall.

**Variety Stores**-Woolworth; Ben Franklin.

**Chain Supermarkets**-Red Owl; IGA; Country Market; Super One.

**Other Chain Stores**-Sears (catalog); Firestone; Maurice's; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton; Braun's; Foxmoor; Radio Shack; Gordon Jewelers; Payless Shoes; Crown Auto; OK Auto; Brook's Fashions.

**14 - NEWSPAPERS:** TELEGRAM (e) 13,059; sworn Sept. 28, 1988.

**Local Contact** for Advertising and Merchandising Data: Betty Porter, Adv. Mgr., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.

**National Representative**: Papert Companies.

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### TWO RIVERS
**See MANITOWOC**

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## WATERTOWN

**1 - LOCATION:** Dodge and Jefferson Counties. E&P Map C-5. 45 mi. W of Milwaukee. U.S. Hwy. 16. Misc. light mfg., shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

**2 - TRANSPORTATION: Railroads**-Soo Line; Chicago & Northwestern.

**Motor Freight Carriers**-3

**Intercity Bus Lines**-Greyhound; Wis./Mich. Trailways.

**Airport**-Municipal.

**3 - POPULATION:**

Corp. City 80 Cen. 18,113; E&P 89 Est. 19,477
Counties 80 Cen. 140,899; E&P 89 Est. 145,845
  Dodge 80 Cen. 74,747; E&P 89 Est. 76,096
  Jefferson 80 Cen. 66,152; E&P 89 Est. 69,749

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,174; E&P 89 Est. 6,808
Counties 80 Cen. 47,014; E&P 89 Est. 53,910
  Dodge 80 Cen. 24,750; E&P 89 Est. 29,476
  Jefferson 80 Cen. 22,264; E&P 89 Est. 24,434

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $163,708,818 |
| Savings & Loan | 2 | $80,133,000 |

**6 - PASSENGER AUTOS:** Counties: Dodge 37,846; Jefferson 35,020

**7 - ELECTRIC METERS:** Residence 7,569

**8 - GAS METERS:** Residence 6,049

**9 - PRINCIPAL INDUSTRIES:** Industry-Evaporating Equip.; Rubber Prods.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Mattresses.

**Principal Industrial Pay Days**-Fri., Mon.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

**11 - TAP WATER:** Alkaline, very hard.

**12 - RETAILING: Principal Shopping Center**-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.

**Principal Shopping Days**-Mon., Fri., Sat.

**Stores Open Evenings**-Mon., Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's.

**Chain Supermarkets**-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.

**Other Chain Stores**-Elliott's; Farm & Fleet; Ace Hardware; River Valley Co-op; Ray's Shoes; Ben Franklin; Walgreens; Payless Shoes Source; Kline's.

**14 - NEWSPAPERS:** TIMES (e) 9,931; sworn Oct. 1, 1988.

**Local Contact** for Advertising and Merchandising Data: James M. Clifford, Editor & Publisher, TIMES, 113-115 W. Main St., PO Box 140, Watertown, WI 53094-0140; Tel. (414) 261-4949.

**National Representative**: None.

## WAUKESHA

**1 - LOCATION:** Waukesha County (In Milwaukee PMSA). E&P Map C-5. County Seat. Agricultural & residential center. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State Hwys. 59, 164.

**2 - TRANSPORTATION: Railroads**-CMSt P&P; C&NW; Soo Line.

**Intercity Bus Lines**-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

**3 - POPULATION:**

Corp. City 80 Cen. 50,319; E&P 89 Est. 56,930

CZ-ABC: (80) 50,365
Bal. in NDM-ABC: (80) 108,007
County 80 Cen. 282,829; E&P 89 Est. 318,610
PMSA 80 Cen. 1,402,165; E&P 89 Est. 1,397,459
Total NDM-ABC: (80) 158,372

**4 - HOUSEHOLDS:**
City 80 Cen. 19,660; E&P 89 Est. 20,381
CZ-ABC: (80) 17,644
Bal. in NDM-ABC: (80) 33,481
County 80 Cen. 88,552; E&P 89 Est. 130,491
PMSA 80 Cen. 500,684; E&P 89 Est. 521,316
Total NDM-ABC: (80) 51,125

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | $354,519,398 |

**6 - PASSENGER AUTOS:** County 165,317

**7 - ELECTRIC METERS:** Residence 16,550

**8 - GAS METERS:** Residence 10,550

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Brookfield Sq. | 6 | Sears, JCPenney, Boston Store |
| Fox Run(15) | NA | Ben Franklin, Sentry, John's True Value |
| Westbrook(30) | NA | Kohl's Dept., Super Valu |
| Moreland Plaza(12) | NA | Red Owl Mkt. |
| Mayfair Mall(114) | 12 | Marshall Field |

**Principal Shopping Days**-Mon., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; Johnson Hill's; Kohl's.

**Discount Stores**-K mart, Target.

**Variety Stores**-Ben Franklin; Schultz Bros.

**Chain Drug Stores**-Walgreens; Pill-N-Puff; Sentry Drug.

**Chain Supermarkets**-Sentry 2; SuperValu 3; Kohl's; Town & Country 2; Pick 'N Save.

**14 - NEWSPAPERS:** FREEMAN (e) 22,532, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Eric Bauer, Adv. Mgr., FREEMAN, 200 Park Pl., PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.

**National Representative**: Thomson Newspapers.

## WAUSAU

**1 - LOCATION:** Marathon County (MSA), E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis; 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area; diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 29, 52.

**2 - TRANSPORTATION: Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.

**Motor Freight Carriers**-19 interstate.

**Intercity Bus Lines**-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.

**Airlines**-Republic, Chicago Air, Air Wisconsin.

**3 - POPULATION:**
Corp. City 80 Cen. 32,426; E&P 89 Est. 29,804
CZ-ABC: (80) 52,770
RTZ-ABC: (80) 90,790
Co./MSA 80 Cen. 111,927; E&P 89 Est. 112,480
City & RTZ-ABC: (80) 143,560

**4 - HOUSEHOLDS:**
City 80 Cen. 13,423; E&P 89 Est. 12,369
CZ-ABC: (80) 19,724
RTZ-ABC: (80) 29,430
Co./MSA 80 Cen. 37,703; E&P 89 Est. 44,372
City & RTZ-ABC: (80) 49,154

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | $545,675,000 |
| Savings & Loan | 3 | $226,177,000 |

**6 - PASSENGER AUTOS:** County 55,875

**7 - ELECTRIC METERS:** City 38,771

**8 - GAS METERS:** City 23,725

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($278); Paper 2,904 ($416); Chem. 81 ($436); Stone & Glass Prods. 461 ($320); Food & Beverages 1,610 ($250); Printing 239 ($229); Lumber & Wood 3,005 ($267); Homes 1,805 ($307).

**Principal Industrial Pay Days**-5th, 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4; last killing frost, May 19.

**11 - TAP WATER:** Acid, hard.

**12 - RETAILING: Neighborhood Shopping Areas**-Wausau West Side; Wausau Center Mall, N. Third Ave.; S. Third Ave.; Hwy. 29 West; Menard South Side; Shopko, Grand Ave.; Rothschild; NE Side N. Sixth St.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Crossroads(4) | NA | County Market |
| Grand Ave.(7) | NA | True Value Hdwe. |
| Riverside(11) | NA | Prange Way |
| ShopKo Plz.(7) | 7 | ShopKo, Radio Shack |
| Wausau Mall(47) | NA | Prange, Sears, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Dept.: Mon., Fri.; Food: every evening.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Sears, H.C. Prange, K mart 2, Prange-Way, Shopko.

**Chain Drug Stores**-Walgreens.

**Chain Supermarkets**-IGA 2, Super Valu 2, Red Owl 4, Village Pantry 3, County Market.

**Other Chain Stores**-Fanny Farmer Candy, Firestone, Goodyear, Hoffer (Paints & Glass), Kinney, Farm & Home Supply, St. Clair's, Sherwin-Williams, Singer Co., Fleet Farm, Tradehome, U.S. Royal Tires 2, Midas, Foxmoor, Hot Sam, The Limited, Modas, Baker's Shoes, Berman's, Brauns, Buddy Squirrel, Camelot Music, GNC, Regis Hairstylists, Fabric Centers of America, County Seat, 16 Plus, Things Remembered, Kay Bee Toys.

**14 - NEWSPAPERS:** HERALD (e) 24,300; (S) 26,743, Mar. 26, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Larry Antony, Adv. Dir., DAILY-HERALD, 800 Scott St., P.O. Box 1286, Wausau, WI 54401; Tel. (715) 842-2101.

**National Representative**: Gannett National Newspaper Sales.

## WEST BEND

**1 - LOCATION:** Washington County, E&P Map C-5. County Seat. On Milwaukee River. 32 mi. N of Milwaukee; 18 mi. from Lake Michigan at the intersection of U.S. Hwy. 45 and Wisconsin Hwys. 33 & 144.

**2 - TRANSPORTATION: Railroads**-Chicago & Northwestern.

**Motor Freight Carriers**-4.

**Inter City Bus Lines**-Wisconsin Coach Lines.

**Airline**-Charter available.

**3 - POPULATION:**
Corp. City 80 Cen. 21,484; E&P 89 Est. N.A.
CZ-ABC: (80) 21,484
RTZ-ABC: (80) 61,615
City & RTZ-ABC: (80) 83,099
County 80 Cen. 85,629; E&P 89 Est. 94,209

**4 - HOUSEHOLDS:**
City 80 Cen. N.A.; E&P 89 Est. N.A.
CZ-ABC: (80) 7,293
RTZ-ABC: (80) 19,173
City & RTZ-ABC: (80) 26,466
County 80 Cen. N.A.; E&P 89 Est. 39,259

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 3 | N.A. |

**6 - PASSENGER AUTOS:** County 46,363

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Trans. Equip., Fabricated Metals, Precision Prods., Constr., Farm Mach., Printing & Pub., Services.

**Principal Industrial Pay Days**-Bi-wkly.

**10 - CLIMATE:** Annual Mean Max. Temp. 30.5 Jan., 80.4 June. First killing frost Oct. 10; last killing frost April 10.

**11 - TAP WATER:** Deep well, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St. in center of city.

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| West Bend Outlet | NA | Carrel Factory Outlet, Oshkosh B' Gosh |
| West Bend Plz. | NA | Kohl's Food |
| West Fair Mall | NA | Julie Ann Fabrics, Bits 'N' Pieces, Nobil Shoes |

**Stores Open Evenings**-Downtown stores Mon., Thur., Fri. Shopping centers open all evenings except Sat. and Sun. Food stores open Sun.

**13 - RETAIL OUTLETS: Department Stores**-JC Penney, Kohl's, K mart, Shopko.

**Discount Store**-Shopko.

**Chain Drug Stores**-Snyder's, Walgreens, Perry.

**Chain Food Supermarkets**-Pick-n-Save, Red Owl, Piggly Wiggly.

**Other Chain Stores**-General Shoe, Knit Pikker, Eye Care Optical, Cheese & Crafters, Brighter Side.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 10,447, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Bekki LaFine, Gen. Mgr., NEWS, 100 S. Sixth Ave., P.O. Box 478, West Bend, WI 53095; Tel. (414) 338-0622.

**National Representative**: Thomson Newspapers.

## WISCONSIN RAPIDS

**1 - LOCATION:** Wood County, E&P Map C-4. County Seat. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

**2 - TRANSPORTATION: Railroads**-Soo-Milwaukee Line, CMSt P&P, C&NW, GB&W.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-American Coach Lines.

**3 - POPULATION:**
Corp. City 80 Cen. 17,995; E&P 89 Est. 17,793
CZ-ABC: (80) 30,608
RTZ-ABC: (80) 25,591
County 80 Cen. 73,387; E&P 89 Est. 78,452
City & RTZ-ABC: (80) 56,199

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 80 Cen. 6,988; E&P 89 Est. 7,186
CZ-ABC: (80) 11,064
RTZ-ABC: (80) 8,308
County 80 Cen. 25,067; E&P 89 Est. 29,983
City & RTZ-ABC: (80) 19,372

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | $196,846,189 |
| S&L/Credit Unions | 10 | $132,264,006 |

**6 - PASSENGER AUTOS:** County 37,547

**7 - ELECTRIC METERS:** Residence 10,119

**8 - GAS METERS:** Residence 7,732

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chem. 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Proc. 1,075 (N.A.)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

**11 - TAP WATER:** Alkaline, very soft.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Port Edwards | 4 | J&K Foods |
| The Mall at Shopko Plz.(7) | NA | Endicott-Johnson, Fashion Bug. |
| Town & Country(6) | 2 | True Value, Goodwill, Leath, Snyder |
| Southtown | 2 | Ace Hdwe., Sears, Bob's Castle Foods |
| Rapids Mall(45) | NA | Prange's, JCPenney |

**Principal Shopping Days**-Mon., Thur., Fri.

**Stores Open Evenings**-Fri.; Some Thur. & Fri.; some nightly.

**13 - RETAIL OUTLETS: Department Stores**-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.

**Variety Stores**-Daly Drug.

**Discount Stores**-ShopKo; Wal-Mart; K mart; Holiday.

**Chain Drug Stores**-John E. Daly; Major Rexall; Church's 2; Union Prescription.

**Chain Supermarkets**-IGA 4; Sentry Foods; Bob's Castle Foods; Copps; County Market.

**Other Chain Stores**-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton; Braun's; T Shirts Plus; Fashion Bug; Endicott-Johnson.

**14 - NEWSPAPERS:** TRIBUNE (e) 13,239, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Helen Jungwirth, Adv. Mgr., TRIBUNE, 220 1st Ave. S., P.O. Box 8090, Wisconsin Rapids, WI 54495-8090; Tel. (715) 423-7200.

**National Representatives**: Branham/Newspaper Sales; Thomson Newspapers.

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# WYOMING SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Casper**-Natrona County
**Cheyenne**-Laramie County

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1970** | **1980** | **1990** |
|---|---|---|---|
| Under 5 Years | 28 | 45 | 51 |
| 5-14 Years | 71 | 77 | 80 |
| 15-24 Years | 58 | 94 | 83 |
| 25-44 Years | 78 | 142 | 190 |
| 45-64 Years | 67 | 80 | 83 |
| 65 and Over | 30 | 37 | 39 |
| TOTAL | 332 | 475 | 526 |

Based on U.S. Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1977** | **1982** | **1990** |
|---|---|---|---|
| | **Census** | **Census** | **Est.** |
| Bldg. Mat./Hdwr. | 148 | 198 | 340 |
| General Mdse. | 135 | 189 | 253 |
| Food | 314 | 620 | 756 |
| Automobiles | 344 | 488 | 841 |
| Gasoline Stations | 214 | 399 | 365 |
| Apparel | 79 | 136 | 176 |
| Furniture | 68 | 93 | 152 |
| Eat-Drink Places | 146 | 278 | 387 |
| Drugs | 48 | 91 | 122 |
| TOTAL SALES | 1,654 | 2,819 | 3,794 |

## CASPER

**1 - LOCATION:** Natrona County (MSA), E&P Map C-2. County Seat. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State Hwys. 220, I-25.

**2 - TRANSPORTATION: Railroads**-BN, C&NW.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Central Wyo. Trans.; Continental Trailways; Powder River Trans.

**Airlines**-United; Big Sky; Centennial; Continental.

**3 - POPULATION:**

Corp. City 80 Cen. 51,016; E&P 89 ESt. 49,635
CZ-ABC: (80) 55,490
RTZ-ABC: (80) 136,011
County/MSA 80 Cen. 72,461; E&P 89 Est. 69,079
City & RTZ-ABC: (80) 191,501

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 18,874; E&P 89 Est. 18,619
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 80 Cen. 25,841; E&P 89 Est. 24,540
City & RTZ-ABC: (80) [illegible],139

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 10 | $754,421,602 |
| Savings & Loan | 3 | $452,545,445 |

**6 - PASSENGER AUTOS:** County 41,504

**7 - ELECTRIC METERS:** Residence 27,087

**8 - GAS METERS:** Residence 22,556

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,100 ($534); Constr. 2,400 ($419); Mfg. 1,300 ($496); Trans., Commun., Util. 2,200 ($422); Whol./Ret. 3,600 ($340); Fin., Ins. & R.E. 1,700 ($316); Services 5,600 ($302); Gov't 6,500.

**10 - CLIMATE:** Mean monthly temps.: Jan. 22; July 71.

**11 - TAP WATER:** Alkaline, very hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beverly Plz.(13) | 2 | Buttrey, Pay 'N Pak |
| Hilltop(28) | 2 | Albertson's |
| K mart Ctr. | 2 | K mart |
| Mountain Plz.(10) | 5 | K mart, Buttrey |
| Plaza East(10) | 3 | Safeway |
| Sunrise(18) | 3 | |
| Westridge(11) | 2 | Albertson's |
| East Ridge Mall(92) | 6 | Sears, JCPenney, The Bon, Target |

**Principal Shopping Days**-Mon., Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Mon through Fri.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney, Sears, The Bon.

**Discount Stores**-K mart, Target.

**Variety Stores**-Woolworth.

**Chain Drug Stores**-Bi-Rite.

**Chain Supermarkets**-Albertson's 2; Safeway 3; Buttrey 2; Smith's Food King.

**Other Chain Stores**-Firestone; Goodrich; Goodyear; Radio Shack; Zale's; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast; Fred Schmid.

**14 - NEWSPAPERS:** STAR-TRIBUNE (m) 35,330; (S) 38,729; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David J. Mertz, Mktg. Dir., STAR-TRIBUNE, 170 Star Lane; PO Box 80, Casper, WY 82602; Tel. (307) 266-0[illegible]0.

**National Representa[illegible]** Branham/Newspaper Sales.

## CHEYENNE

**1 - LOCATION:** Laramie County, E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-80, 25 and Yellowstone Hwys.

**2 - TRANSPORTATION: Railroads**-Union Pacific; C&S; Burlington.

**Intercity Bus Lines**-Greyhound; Trailways.

**Airlines**-Rocky Mountain; Aspen.

**3 - POPULATION:**

Corp. City 80 Cen. 47,283; E&P 89 Est. 50,739
CZ-ABC: (80) 51,343
RTZ-ABC: (80) 75,265
County 80 Cen. 68,649; E&P 89 Est. 76,191
City & RTZ-ABC: (80) 126,608

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 1[illegible],239; E&P 89 Est. 19,378
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 80 Cen. 25,292; E&P 89 Est. 25,741
City & RTZ-ABC: (80) 46,581

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 7 | $332,252,000 |
| Savings & Loan | 6 | $289,500,000 |

**6 - PASSENGER AUTOS:** County 51,264

**7 - ELECTRIC METERS:** Residence 29,050

**8 - GAS METERS:** Residence 23,691

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Whol. Trade 1,100; Ret. Trade 5,700; Fin., Ins., R.E. 1,500; Servs. 4,400; Fed. Gov't 2,200; Local Gov't 6,400.

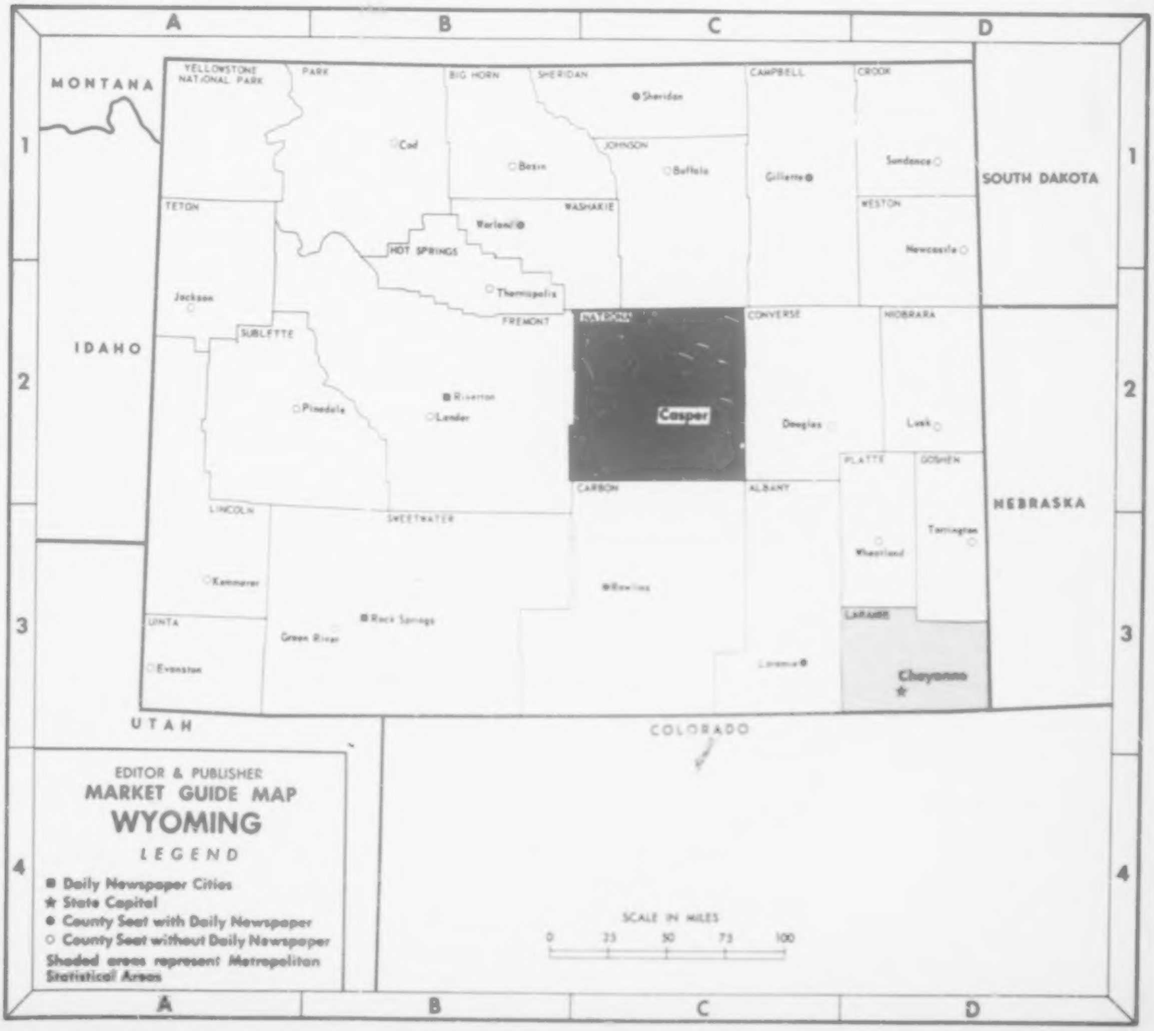
**10 - CLIMATE:** Av. Temp.: Jan. 37; July 83.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Frontier Mall (80) | 5 | Sears, Zale's, Joslins, Target |
| Cole(29) | 2 | Cole's, Safeway |
| Town & Country(4) | 5 | Town & Country, Safeway |
| Pershing Sq.(3) | 2 | Mont. Ward |
| Cheyenne Plz.(35) | 6 | Albertson's, Pay 'n Save Drug |
| K mart(2) | 3 | K mart, Pay 'N Pak |
| Melton(6) | 6 | Osco Drug |


A
B
C
D
1
2
3
4
MONTANA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
Sheridan
CAMPBELL
CROOK
Cody
Basin
JOHNSON
Buffalo
Gillette
Sundance
SOUTH DAKOTA
TETON
WASHAKIE
WESTON
Worland
HOT SPRINGS
Newcastle
Thermopolis
Jackson
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
IDAHO
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
PLATTE
GOSHEN
CARBON
ALBANY
LINCOLN
SWEETWATER
NEBRASKA
Torrington
Wheatland
Kemmerer
Rawlins
UINTA
Rock Springs
Green River
LARAMIE
Laramie
Evanston
Cheyenne
UTAH
COLORADO
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100

| | | |
|---|---|---|
| Westgate(9) | 7 | McDonalds, K mart |

**Stores Open Evenings**-Shopping Centers every evening and Sun.

**Principal Shopping Days**-Thur., Fri., Sat., Sun.

**13 - RETAIL OUTLETS: Department Stores**-Montgomery Ward; Fowler's; JCPenney; Sears; Inslins.

**Discount Stores**-K mart; Gibson's; Target; Wal-Mart.

**Chain Drug Stores**-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'n Save.

**Chain Supermarkets**-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2; Dev's County Mkt.

**Other Chain Stores**-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

**14 - NEWSPAPERS:** WYOMING EAGLE (m) 8,522; WYOMING STATE TRIBUNE (e) 9,889; WYOMING TRIBUNE-EAGLE (S) 19,662; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 702 W. Lincolnway, Cheyenne, WY 82001; Tel. (307) 634-3361.

**National Representative**: Branham/Newspaper Sales.

## GILLETTE

**1 - LOCATION:** Campbell County, E&P Map C-1. County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90; State Hwy. 59.

**2 - TRANSPORTATION**: **Railroads**-Burlington-Northern.

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Continental Trailways.

**Airlines**-Aspen Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 12,134; E&P 89 Est. 27,082
County 80 Cen. 24,865; E&P 89 Est. 36,449

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 4,231; E&P 89 Est. 9,435
County 80 Cen. 8,006; E&P 89 Est. 14,731

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 4 | $311,044,384 |
| Savings & Loan | 2 | $22,550,988 |

**6 - PASSENGER AUTOS:** County 17,565

**7 - ELECTRIC METERS:** Residence 7,552

**8 - GAS METERS:** 4,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,429 ($634); Retail 3,061 ($134); Constr. 1,810 ($425); Services with agric., forestry and fisheries 3,382 ($171); Trans., Commun. & Util. 880; Whol. Trade 110 ($502); Fin., Ins. & R.E. 420 ($450); Mfg. 180 ($301).

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12; last killing frost, May 1.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING**: **Principal Shopping Center**-3 blocks on Gillette Ave.

**Neighborhood Shopping Centers**-Decker's Food Center; Southview; Holiday Plz.; 1001 Plz.; Camel Plz.; Downtown Gillette; McCann Ctr.; Powder Basin Ctr.; Lakeway Ctr.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Camel Plaza(19) | NA | C.R. Anthony, Buttrey |
| Holiday Plaza(6) | NA | Dairy Queen, IGA |
| Powder Basin(21) | NA | Albertson's, Alco, Pamida |

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony.

**Discount Stores**-Pamida, Alco, K mart, Buttrey.

**Chain Drug Stores**-Drug Fair.

**Chain Supermarkets**-Buttrey (Div. of [illegible] Inc.); Mini-Mart; 7-Eleven; Tiger Discounter ([illegible]); Decker's; Albertson's; Common Cents.

**Other Chain Stores**-Firestone; Coast-to-Coast; Farmers Co-op; Sears (catalog and automotive store); Howe; Hank; Goodyear; Corral West Ranchwear; Fashion Crossroads; Maurice's; Edward's Optical.

**14 - NEWSPAPERS**: NEWS-RECORD (e-mon to fri; S) 6,517; sworn Oct. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Brian Ryan, Adv. Mgr., NEWS-RECORD, 1201 W. 2nd St., PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.

**National Representative**: None.

## LARAMIE

**1 - LOCATION:** Albany County, E&P Map C-3. County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

**2 - TRANSPORTATION**: **Railroads**-Union Pacific; Colorado; Southern.

**Motor Freight Carriers**-5.

**Intercity Bus Line**-Greyhound.

**Airlines**-Laramie Aviation; Rocky Mtn. Airways; Mesa Airlines.

**3 - POPULATION:**

Corp. City 80 Cen. 24,410; E&P 89 Est. 30,313
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 80 Cen. 29,062; E&P 89 Est. 31,122
City & RTZ-ABC: (80) 40,476

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 8,943; E&P 89 Est. 8,613
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 80 Cen. 10,639; E&P 89 Est. 11,502
City & RTZ-ABC: (80) 14,706

| 5 - BANKS | NUMBER | DEPCSITS |
|---|---|---|
| Commercial | 4 | $186,981,000 |
| Savings & Loan | 2 | $63,506,532 |

**6 - PASSENGER AUTOS:** County 17,944

**7 - ELECTRIC METERS:** Residence 12,397

**8 - GAS METERS:** Residence 9,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 100; Gov't 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Constr. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 2,255.

**10 - CLIMATE:** Min. & max. temp.-Jan. 25; July 76. Mean Annual precipitation 11 in.; Mean Annual snowfall 41 in.; last killing frost, May 29.

**11 - TAP WATER:** Neutral, hard, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| 600 N. 3rd | NA | Safeway, Anthony's, K mart |
| 15th & Spring Creek(3) | NA | Albertson's Super Mkt., Osco |
| Campus Mall(4) | 1 | Independent Records, Varsity Sports |
| Gateway Plz.(8) | NA | |
| Northridge Ctr. | NA | Ideal Foods, Shopper's Supply, Ken's TV |
| Odd Fellows | 1 | Center Phcy. |
| 30th Grand | 4 | Buttrey's, Alco, Payless Shoes |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney.

**Discount Stores**-Osco, Alco, K mart, Wal-Mart.

**Chain Supermarkets**-Safeway, Albertson's, Ideal, Buttrey's.

**14 - NEWSPAPERS**: DAILY BOOMERANG (m-tues thru Sat.) 7,335; (S) 7,525; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.

**National Representative**: Branham/Newspaper Sales.

## RAWLINS

**1 - LOCATION:** Carbon County, E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. Hwy. 287.

**2 - TRANSPORTATION**: **Railroads**-Union Pacific main line (freight distribution only).

**Motor Freight Carriers**-2.

**Intercity Bus Lines**-Overland Greyhound.

**3 - POPULATION:**

Corp. City 80 Cen. 11,547; E&P 89 Est. 11,130
County 80 Cen. 21,896; E&P 89 Est. 20,884
CZ-ABC: (80) 8,000
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

**4 - HOUSEHOLDS:**

City 80 Cen. 3,892; E&P 89 Est. 3,657
County 80 Cen. 7,4[illegible]; E&P 89 Est. 7,059
CZ-ABC: (80) [illegible]
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | [illegible] | $119,482,000 |
| Savings & Loan | [illegible] | $41,756,000 |

**6 - PASSENGER AUTOS:** County 10,341

**7 - ELECTRIC METERS:** County-Commercial Residential 6,402

**8 - GAS METERS:** Residential & Commercial 3,260

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining; Trans., Comm. & Util.; Whol. & Ret. Trade; Fin., Ins. & R.E.; Agric.; Public Admin.

**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-76; Summer 40-92; Fall 12-75; Winter 11-41. First killing frost, Sept. 22; last killing frost, June 8.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Gamble's; Sears (catalog); Karl's; Anthony's.

**Variety Stores**-True Value; Corral West Ranchwear; B & H Sports.

**Discount Stores**-Pamida; Alco-Duckwall.

**Chain Drug Stores**-Bi-Rite; Hi-Way Merit.

**Chain Supermarket**-City Market.

**14 - NEWSPAPERS:** TIMES (m-tues to sat) 3,598; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts., PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.

**National Representative**: Branham/Newspaper Sales.

## RIVERTON

**1 - LOCATION**: Fremont County, E&P Map B-2. Mining, milling, manufacturing, agricultural, dairy, meat packing, oil and gas; home of Central Wyoming Community College with Wyoming's only PBS television station. West central portion of state, 123 miles west of Casper on U.S. Hwy. 26 and State Hwys. 135 and 789.

**2 - TRANSPORTATION**: **Railroads**-Badwater Lines, connects with BN at Bonneville, 26 miles NE of Riverton.

**Intercity Bus Lines**-Powder River Transportation connects with Greyhound.

**Motor Freight Carriers**-2.

**Airlines**-Continental Express/Rocky Mountain Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 9,712; E&P 89 Est. 9,599
County 80 Cen. 40,251; E&P 89 Est. 38,839

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 3,477; E&P 89 Est. 3,405
County 80 Cen. 13,294; E&P 89 Est. 13,810

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 5 | $170,600,000 |

**6 - PASSENGER AUTOS:** County 19,122

**7 - ELECTRIC METERS:** Residence 4,599

**8 - GAS METERS:** Residence 4,225

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 107 ($293); Mining 499 ($849); Constr. 616 ($392); Mfg. 574 ($355); Trans., Commun., & Util. 708 ($532); Whol. Trade 297 ($334); Ret. Trade 2,269 ($194); Fin., Ins. & R.E. 344 ($414); Servs. 5,093 ($326); Public Admin. 724 ($328).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 25-96; Summer 44-96; Fall 8-77; Winter -21-65. First killing frost, Sept. 19; last killing frost, May 25.

**11 - TAP WATER:** Artesian, very soft, pure.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Riverton Mall(6) | 1 | Safeway, K mart |
| N. Federal(6) | 1 | Woodward's IGA, Bi-Rite Drug |
| West Main(4) | 1 | Smith's Foods |

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-All Grocery, Drug and Convenience Stores.

**13 - RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony.

**Variety Discount Stores**-K mart; Alco.

**Chain Drug Stores**-Bi-Rite; Safeway; Smith's.

**Chain Supermarkets**-Safeway; Woodward's IGA; Smith's.

**Other Chain Stores**-Big A Auto Parts; Champion Auto Stores; Coast-to-Coast; Corral West Ranchwear; JB's Big Boy; Kline's; Linton's Big R; McDonald's; Maurice; Maverick Country Stores; Mini Mart; NAPA Motor Parts, Inc.; Pizza Hut; Riverton Builders Mart; Sears (catalog); Taco John's; Taco Time; Valley Motor Supply; Wal-Mart; Wendy's.

**14 - NEWSPAPERS:** RANGER (e-mon to fri) 6,665; sworn Oct. 3, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert A. Peck, Pub., RANGER, 421 E. Main, Riverton, WY 82501-0993; Tel. (307) 856-2244.

**National Representative**: Branham/Newspaper Sales.

## ROCK SPRINGS

**1 - LOCATION:** Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle; Chevron Fertilizer Plant. Wholesale center. 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. Hwy. 30) and U.S. Hwy. 187; on State Hwys. 430 & 1908.

**2 - TRANSPORTATION: Motor Freight Carriers**-10.

**Intercity Bus Lines**-Greyhound; Jackson.

**Airlines**-Commuter: Trans-Colorado; Skywest; Flightaire.

**3 - POPULATION:**

Corp. City 80 Cen. 19,458; E&P 89 Est. 22,514
CZ-ABC: (80) 19,458
RTZ-ABC: (80) 71,312
County 80 Cen. 47,139; E&P 89 Est. 51,158
City & RTZ-ABC: (80) 90,770

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 80 Cen. 7,031; E&P 89 Est. 8,102
CZ-ABC: (80) 7,031
RTZ-ABC: (80) 23,764
County 80 Cen. 14,052; E&P 89 Est. 19,652
City & RTZ-ABC: (80) 30,795

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $346,682,991 |
| Savings & Loan | 3 | (incl. above) |

**6 - PASSENGER AUTOS:** County 22,811

**7 - ELECTRIC METERS:** Residence 11,872

**8 - GAS METERS:** Residence 9,548

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812

($671); Constr. 3,384 ($408); Mfg. 404 ($466); Trans., Commun. and Util. 1,534 ($537); Whol. and Ret. Trade 3,889 ($189-422); Fin., Ins. & R.E. 433 ($353); Agric., Forestry, Fisheries 4,242 ($278); Public Admin. 765 ($315).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Rock Springs Plaza(38) | NA | Thrifty Drug, Sunset Sports, Anthony's, Albertson's |
| White Mountain (50) | NA | JCPenney, Ernst, K mart, Herbergers, Woolworth |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Herberger's, JCPenney, Anthony's.

**Variety Stores**-Woolworth, Sprouse-Reitz, K mart, Ernst.

**Discount Stores**-Pamida, Thrifty.

**Chain Drug Stores**-Thrifty, Osco, Del's Bi-Rite, Ernst, College Hill Drug.

**Chain Supermarkets**-Safeway, Ben's CityMarket, Albertson's.

**Other Chain Stores**-Sunset Sports, Coast-to-Coast, Yellow Front, Radio Shack, Montgomery Ward, Sears, Kinney Shoes, Lerner, Gallenkamps, Maurice's, Work Wearhouse, Zale's, Schuback's, So-Fro Fabrics, General Nutrition Ctr., Circus World.

**14 - NEWSPAPERS:** ROCKET-MINER (m-tues to sat) 6,784, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, 215 D St., PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.

**National Representative**-None.

## SHERIDAN

**1 - LOCATION:** Sheridan County, E&P Map C-1. County Seat. Agricultural, mining, tourism center. Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14, I-90.

**2 - TRANSPORTATION: Railroads**-Burlington-Northern.

**Motor Freight Carriers**-4.

**Intercity Bus Lines**-Trailways.

**Airlines**-Aspen Airways, United Express, Falcon Flight, Big Horn Airways.

**3 - POPULATION:**

Corp. City 80 Cen. 15,146; E&P 89 Est. 15,625
CZ-ABC: (80) 15,146
RTZ-ABC: (80) 16,602
County 80 Cen. 25,048; E&P 89 Est. 26,254
City & RTZ-ABC: (80) 31,748

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 6,053; E&P 89 Est. 6,409
CZ-ABC: (80) 6,053
RTZ-ABC: (80) 5,753
County 80 Cen. 9,321; E&P 89 Est. 9,052
City & RTZ-ABC: (80) 11,806

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | $269,840,000 |
| Savings & Loan | 2 | $139,696,540 |

**6 - PASSENGER AUTOS:** County 14,994.

**7 - ELECTRIC METERS:** Residence 10,004.

**8 - GAS METERS:** Residence 5,382.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Constr. 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 11-91; Summer 31-100; Fall 04-95; Winter -21-59.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Area**-5 blocks downtown on Main St.

**Neighborhood Shopping Center**-Sugarland Village (13 units).

**Principal Shopping Days**-Fri., Sat., Sun.

**Stores Open Evenings**-K mart, Pamida, Yellow Front until 9; Corral West until 8pm; Woolworth.

**Stores Open Sunday**-Woolworth, JCPenney, Corral West 12-5pm.

**13 - RETAIL OUTLETS: Department Stores**-Stevens Fryberger, Conrad's, JCPenney, Sears.

**Variety Store**-Woolworth.

**Discount Stores**-Yellow Front, K mart, Pamida.

**Chain Drug Stores**-Rexall, Buttrey.

**Chain Supermarkets**-Safeway, IGA, Deckers, Buttreys.

**Other Chain Stores**-Coast-to-Coast, Fashion Crossroads, Maurice's.

**14 - NEWSPAPERS:** PRESS (e) 6,530, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Keith D. Kemper, Pub., PRESS, 144 Grinnell, PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.

**National Representative**-Landon Associates.

## WORLAND

**1 - LOCATION:** Washakie County, E&P Map B-1. County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16, 20.

**2 - TRANSPORTATION: Railroads**-Burlington Northern.

**Motor Freight Carriers**-3.

**Airlines**-Mesa.

**Intercity Bus Lines**-Powder River.

**3 - POPULATION:**

Corp. City 80 Cen. 6,391; E&P 89 Est. 6,881
CZ-ABC: (80) 6,391
RTZ-ABC: (80) 16,344
County 80 Cen. 9,496; E&P 89 Est. 10,253
City & RTZ-ABC: (80) 22,735

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 80 Cen. 2,309; E&P 89 Est. 2,477
CZ-ABC: (80) 2,309
RTZ-ABC: (80) 5,852
County 80 Cen. 3,275; E&P 89 Est. 3,662
City & RTZ-ABC: (80) 8,161

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 3 | $113,689,000 |
| Savings & Loan | 2 | $19,749,000 |

**6 - PASSENGER AUTOS:** County 5,065.

**7 - ELECTRIC METERS:** Residence 2,900.

**8 - GAS METERS:** Residence 2,864.

**9 - PRINCIPAL INDUSTRIES:** Industry-Refinery, Sugar, Bentonite, Beverages, Agric.

**Principal Industrial Pay Days**-5th & 20th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12; last killing frost, Apr. 18.

**11 - TAP WATER:** Artesian well, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-Big Horn Ave.

**Neighborhood Shopping Centers**-10th and Bonine, 11th and Charles.

**Principal Shopping Days**-Thur., Sat.

**13 - RETAIL OUTLETS: Department Stores**-C.R. Anthony, Pamida, Linton's, Sears (catalog).

**Variety Stores**-Ben Franklin.

**Chain Supermarkets**-IGA, Wea, Thriftway.

**14 - NEWSPAPERS:** NORTHERN WYOMING DAILY NEWS (m-tues to sat) 3,791, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Doug Cottet, Adv. Mgr., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.

**National Representative**-Branham/Newspaper Sales.

# PUERTO RICO SURVEYS

### METROPOLITAN STATISTICAL AREAS

**Aguadilla**-Aguada, Aguadilla, Isabela and Moca Municipios.

**Arecibo**-Arecibo, Camuy, Hatillo and Quebradillas Municipios.

**Mayaguez**-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.

**Ponce**-Juana Diaz and Ponce Municipios.

### PRIMARY METROPOLITAN STATISTICAL AREAS

**Caguas**-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.

**San Juan**-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

### CONSOLIDATED METROPOLITAN STATISTICAL AREA

**San Juan-Caguas**-Includes Caguas PMSA and San Juan PMSA.

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1970 | 1980 | 1990 |
|---|---|---|---|
| Under 5 Years | 318 | 311 | N.A. |
| 5-14 Years | 673 | 725 | N.A. |
| 15-24 Years | 525 | 669 | N.A. |
| 25-44 Years | 613 | 824 | N.A. |
| 45-64 Years | 406 | 468 | N.A. |
| 65 and Over | 177 | 191 | N.A. |
| TOTAL | 2,712 | 3,188 | N.A. |

Based on U.S. Census

## SAN JUAN

**1 - LOCATION:** San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y. and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W and bet. 18 and 18.30 N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.

The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

**2 - TRANSPORTATION: Motor Freight Carriers**-In San Juan-358; In Puerto Rico-1,698.

**Bus Lines**-Puerto Rico Motor Coach, Travel Service, Borinquen Tour, Will Rey, Inc., Pronto Seeing Tour, Contact of Puerto Rico, Puerto Rico Sight Seeing, Grayline, Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).

**Also Government Operated**-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.)

**Air Transportation**-American, Capitol, Delta, Eastern, Pan American, BWIA, Iberia, Avianca, Mexicana, Dominicana, Quisquellana, Air France, ALM (Dutch Antillean Airlines), Viasa, Windward Islands International, Lufthansa.

**Local Airlines**-Antilles Air Boats, Air Best, Dorado Wings, Pan Island, Vieques Air Link, Prinair, Saint Thomas Tax Air, Trans Commuter Air Lines, Caribbean Islands Air Services, Helicopter Service, Puerto Rico Air, Crown Air.

**Steamship Companies**-26.

**3 - POPULATION:**

San Juan City 80 Cen. 434,849
CZ-ABC: (80) 982,179
RTZ-ABC: (80) 307,230
City & RTZ-ABC: (80) 1,289,409
Commonwealth 80 Cen. 3,196,520
  Aguadilla MSA 80 Cen. 152,793
  Arecibo MSA 80 Cen. 160,336
  Caguas PMSA 80 Cen. 265,854
  Mayaguez MSA 80 Cen. 200,424
  Ponce MSA 80 Cen. 232,551
  San Juan PMSA 80 Cen. 1,509,406

**All Municipios in Puerto Rico (80 Census)**

Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115

Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

**Cities of 25,000 or more (80 Census)**

Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

**4 - HOUSEHOLDS:**

San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) 285,635
RTZ-ABC: (80) 80,240
City & RTZ-ABC: (80) 365,875

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 22 | N.A. |
| Savings & Loan | 8 | N.A. |
| Savings | NA | N.A. |

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

**6 - PASSENGER AUTOS:** Commonwealth 1,304,171; San Juan 67,317

**All other Municipios**

Adjuntas 4,434
Aguada 6,912
Aguadilla 15,520
Aguas Buenas 6,651
Aibonito 7,434
Anasco 7,955
Arecibo 37,299
Arroyo 4,695
Barceloneta 5,738
Barranquitas 7,434
Bayamon 114,397
Cabo Rojo 14,215
Caguas 57,536
Camuy 7,434
Canovanas 10,694
Carolina 82,184
Catano 26,083
Cayey 14,346
Ceiba 5,217
Ciales 4,173
Cidra 6,651
Coamo 6,782
Comerio 4,956
Corozal 9,260
Culebra 391
Dorado 10,303
Fajardo 13,303
Florida 4,000
Guanica 4,695
Guayama 14,215
Guayanilla 5,217
Guaynabo 42,277
Gurabo 7,825
Hatillo 5,347
Hormigueros 6,390
Humacao 20,736
Isabela 9,912
Jayuya 3,130
Juana Diaz 8,086
Juncos 10,825
Lajas 8,999
Lares 6,651
Las Marias 2,869
Las Piedras 9,260
Loiza 4,173
Luquillo 6,130
Manati 11,216
Maricao 1,826
Maunabo 3,130
Mayaguez 45,776
Moca 6,651
Morovis 6,130
Naguabo 7,173
Naranjito 8,738
Orocovis 5,738
Patillas 4,956
Penuelas 3,391
Ponce 67,122
Quebradillas 6,130
Rincon 3,130
Rio Grande 11,216
Rio Piedras 210,776
Sabana Grande 8,216
Salinas 6,651
San German 13,433
San Juan 67,317
San Lorenzo 8,477
San Sebastian 9,912
Santa Isabel 3,913
Toa Alta 11,346
Toa Baja 19,171
Trujillo Alto 19,041
Utuado 8,477
Vega Alta 9,129
Vega Baja 17,172
Vieques 2,478
Villalba 4,173
Yabucoa 8,868
Yauco 10,564

**7 - ELECTRIC METERS:** Residence 232,114; Commonwealth 422,979

**8 - GAS METERS:** Residence (City) 22,500

**9 - PRINCIPAL INDUSTRIES:** Agric., Constr., Food, Tobacco, Textile Mill Prods., Apparel, Lumber & Wood Prods., Furn. Fixt., Paper Prods., Printing & Pub., Chem. & Allied Prods., Petroleum & Coal Prods., Rubber & Plastics, Leather Prods., Stone, Clay & Glass Prods., Primary Metals, Fab. Metal Prods., Mach. (ex. elect.), Elect. Mach., Trans. Equip., Instruments, Trans. & Util., Whol., Retail, Fin., Ins. & Real Estate, Services.

**10 - CLIMATE:** Av. Winter Temperature 75, Summer 79. Av. Annual Rainfall 61 inches, fairly even distribution, heavier normally from May to Dec.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Areas**: Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).

**On Santurce**-Ponce de Leon Ave. from San Antonio Bridge to San Jorge St.; Jose de Diego Ave. from Ponce de Leon Ave. to the Minillas Govt. Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to de Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldority Ave. and the Boundary line between San Juan and Carolina Municipio. Both sides of Loiza St. from Jose de Diego Ave. at Las Americas St. before Providencia St.

**On Rio Piedras**-Rio Piedras town principally on De Diego, Robles, Brungbaugh, Arzuaga, Georgetti, Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave. Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.

**On Bayamon**-Area bounded by Betances St.; W. side of Barbosa St.; Baldority St.; E. side of Degetau St.; S. side of Maceo St.; E. side of Palmar St.; W. side of Ferrer St.; W. side of Tio St.; S. side of Dr. Veve St.; E. side of Parque St.; Highway No. 2; Sanchez Lopez St.; N. side of Dr. Veve St. and Parque St.

**Shopping Center/San Juan PMSA (Car Parking Spaces)** -Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100; Plaza Carolina 5,000; Plaza Riohondo 4,000.

**13 - RETAIL OUTLETS: Department Stores-(San Juan PMSA)** International Dept. 6; New York Dept. 5; Gonzalez Padin 4; Velasco 2; La Colombina; La California; Infanzon; La Reina; K mart 3; JCPenney 2; Sears 7; Walgreens 14; Seedmans 2.

**Variety Stores**-Woolworth, Kresge's.

**Chain Drug Stores**-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.

**Chain Supermarkets**-Pueblo 18; Criollo 16; Amigo 6; Conchita 4; Casablanca 4; Econo 10; Selectos 8; Pueblo X-Tra 6; Grande 4; Centro Plaza 5.

**Auto Supplies**-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.

**Other Chain Stores**-Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; La Esquina Famosa 4; Franks 3; Martinez 2; D'Elegants Mens 5; Euromoda 2; Madison 4; Thom McAn 15; General Tire 6; JCPenney (catalog); Sears Whse.; Tecnicentros Mundiales 7; La Favorita 3; Kinney 5.

**14 - NEWSPAPERS:** EL NUEVO DIA (Spanish) (m) 210,940; (S) 216,753; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Fernando Zegri, Jr., Adv. Mgr., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.

**National Representative**: S.S. Koppe & Co.

EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 240,297; (sat) 180,381; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Alfredo Arias, Adv. Mgr., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.

**National Representative**: None.

STAR (English) (m) 35,083; (S) 36,857; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Roberto Perez DeLeon, Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.

**National Representative**: Landon Associates.

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# SECTION III

## Surveys of Daily Newspaper Cities
Communities in Canada
where daily newspapers are published

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### Canadian Daily Newspaper Cities

| | Page | Map |
|---|---|---|
| Alberta | 1 | 3 |
| British Columbia | 2 | 3 |
| Manitoba | 6 | 3 |
| New Brunswick | 7 | 3 |
| Newfoundland | 8 | 3 |
| Nova Scotia | 8 | 3 |
| Ontario | 9 | 18 |
| Prince Edward Island | 19 | — |
| Quebec | 19 | 3 |
| Saskatchewan | 21 | 3 |
| Yukon Territory | 22 | 3 |

***Note: Tables showing Population, Income and Retail Sales for Canadian markets are on page 126 & 246 in Section IV.***

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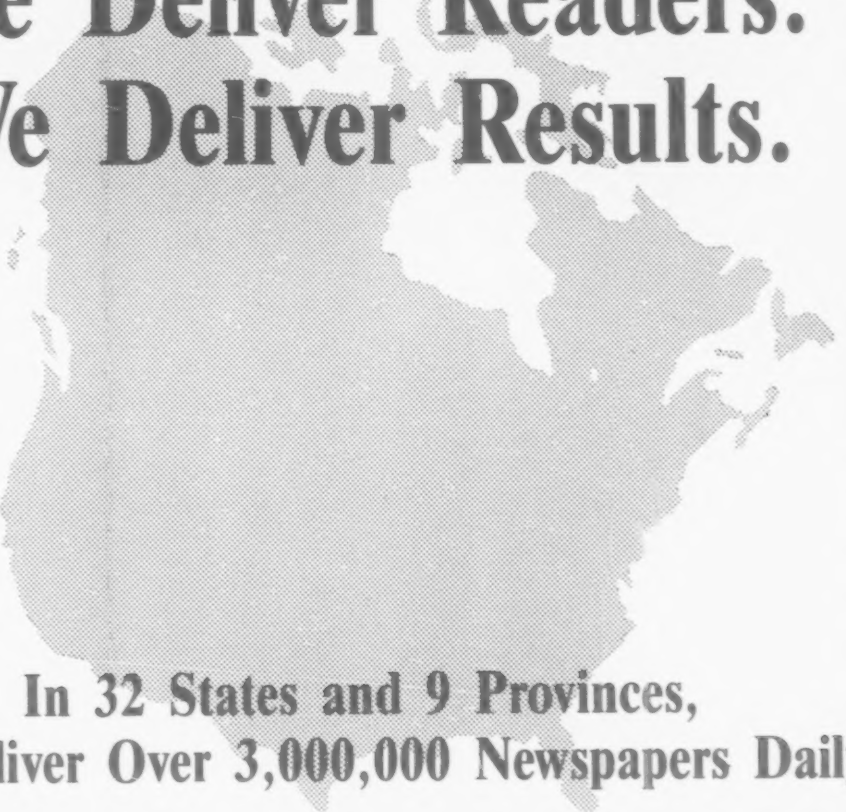

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We are THE LOCAL daily newspaper, in over 150 markets, from Victoria, British Columbia, to St. John's, Newfoundland, to Bridgeport, Connecticut, to Elizabeth City, North Carolina, to Key West, Florida, to Lafayette, Louisiana, to Kerrville, Texas, to Eureka, California.

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(Circle No. 29 on Market Request Card)

# SURVEYS OF DAILY NEWSPAPER CITIES

## Cities and communities in Canada supporting daily newspapers

## ALBERTA SURVEYS

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 188 | 199 | 212 |
| 5-14 Years | 354 | 374 | 399 |
| 15-24 Years | 479 | 506 | 541 |
| 25-44 Years | 695 | 736 | 786 |
| 45-64 Years | 359 | 378 | 404 |
| 65 and Over | 163 | 173 | 185 |
| TOTAL | 2,238 | 2,365 | 2,528 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 561 | 2,602 | 3,332 |
| Apparel | 64 | 689 | 1,372 |
| Furniture | 38 | 289 | 899 |
| Groceries | 519 | 2,439 | 3,676 |
| Lumber/Bldg. Mat | 49 | 89 | 80 |
| Restaurants | 103 | 1,115 | 1,270 |
| Autos | 424 | 3,107 | 5,210 |
| Gasoline/Fuel Oil | 246 | 776 | 894 |
| Drugs | 68 | 390 | 836 |
| TOTAL SALES | 2,675 | 13,617 | 19,981 |

Source: Census of Canada/Retail Trade

## CALGARY

**1 - LOCATION:** Division 6, E&P Map B-3. Business and industrial center, distribution point. Agriculture, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National; VIA.

**Motor Freight Carriers**-100.

**Intercity Bus Lines**-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.

**Airlines**-Air Canada; Canadian Air; Western; Pacific Time Airways; Wardair; Lufthansa; United; America West; Continental.

**3 - POPULATION:**

Corp. City/Met. Area 86 Cen. 636,104; E&P 89 Est. 685,966

CZ-ABC: (86) 636,104

RTZ-ABC: (86) 419,376

City & RTZ-ABC: (86) 1,055,480

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City/Met. Area 86 Cen. 238,798; E&P 89 Est. 257,561

CZ-ABC: (86) 237,565

RTZ-ABC: (86) 144,755

City & RTZ-ABC: (86) 382,320

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| All Banks | 9 (337 Br.) | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 220,047

**8 - GAS METERS:** Residence 184,310

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 30,495 ($550); Constr. 33,075 ($630).

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

**11 - TAP WATER:** Slightly alkaline, moderately hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-No. of Stores-Beddington Sq. Mall 30; Bow Valley Sq. 48; Brentwood Vlg. Mall 110; Calgary Market Mall 175; Chinook Ctr. 235; Deervalley Mall 44; Deerfoot Mall 103; Franklin Mall 45; Glenmore Landing 36; Lake Bonavista 35; Marlborough Mall 100; Midnapore Mall 45; Mount Royal Vlg. 40; North Hill Ctr.; Northgate Vlg. 50; Northland Vlg. 143; Palliser Sq. 13; Penny Lane Mall 25; Richmond Sq. 32; Scotia Fashion Ctr. 45; Southcentre 200; Sunridge Mall 160; Toronto Dominion Sq. 110; Trans Canada Mall 24; Village Square Mall 16; Westbrook Mall 50; Willowpark Vlg. 63.

**Neighborhood Shopping Centers**-Approximately 70 throughout Calgary.

**Principal Shopping Days**-Thur., Fri., Sat. & Sun.

**Stores Open Evenings**-Most major retailers and malls open evenings 5 days a week and Sundays. Some stores open only Wednesday, Thursday and Friday evenings.

**Stores Open Evenings**-Wed., Thur., Fri. Some stores open every evening. Most malls and major retailers open Sun.

**13 - RETAIL OUTLETS: Department Stores**-The Bay 5; Eatons 3; Simpsons-Sears 4; Woodwards 4; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 14.

**Variety Stores**-Kresge; Metropolitan 2; Army and Navy; The Brick; Saan Stores 4.

**Chain Drug Stores**-Boots 11; Shoppers Drug Mart 12; Pinder's 4; London 2; Super Drug Mart 6; Value Drug Mart 4; Guardian 3; IDA 18; Associated Retail 10.

**Chain Supermarkets**-Canada Safeway 29; IGA; Calgary Co-op 12; 7-Eleven 54; Macs 62; Loaf'n Jug 7; All West 6; Super Value 5; Food City 6; Jay's 5; Red Rooster 8; Food For Less 3.

**Other Chain Stores**-Shoes: Aggies 4, Aldo 3, Agnew 5, Athlete's World 2, Bata 5, Bally, Gallenkamp 3, Checkmate, Sassy Straps 2, Lewis 3, Maher 2, Sterling 3, British Boot Shop 4, Antels 3; Vanity 2, Sole Comfort 2, Soda 3, Arnold Churgin 3, Kinney's 7, Robert's 3, Scholls, Spence's 7, Fredelle's 6, Florsheim 3, Bourne 6; Women's Wear: Mariposa 6, Serena 3, Stiches 3, Gazebo 3, Gloria & Co. 5, Heritage House 4, Karin Tina 4, Lady Foot Locker 5, Mannequin 4, Holt Renfrew, Hurtig/Fairweather 7, Suzy Shier 5, Marks and Spencer 3, Le Chateau 5, Smart Set 8, Ethos 5, Dalliards 7, Dalmys 7, Pennington's 3, Melanies 4, Reitman's 8, Sweet 16, Tall Girl 2, Pacy's, Ricki's 7, Silk-O-Lina, Addition-Elie 2; Mens Wear: Anthony's 2, Asher, Big and Tall Shops 2, Big Steel 8, Black Sheep, O'Connors, Bootlegger 5, Thomas Jeffery, Mister Grant, Jack Fraser 6, McLeod 4, Tip Top 8; Jewelry: OB Allen 4, Craftsman 4, Birks 6, Mappins 6, Breslauer & Warren 2, Ben Moss 7, Classic McKenzie 2, Peoples 7; Sporting Goods: Collegiate Sports World 2, Sport Chek 2, Eddie Bauer; Miscellaneous: Cotton-Ginny 2, Thrifty's 8, A & A Records 8, Mister Sound 4, Radio Shack 18, Canadian Tire 4, Laura Secord 8, Lighting Unlimited 3, Classique Books 7, The Picture Store 3, Japan Camera Centre 8, PMS Photo 2, Black's Photo 4, Hallmark 3, Happy Hour Cards 2, Grand and Toy 5, Coles 11.

**14 - NEWSPAPERS:** CALGARY SUN (m-mon to fri) 71,166; (S) 98,381; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Mario Sgroi, Adv. Dir., CALGARY SUN, 2615 12 St. N.E., Calgary, AB T2E 7W9; Tel. (403) 250-4200.

**National Representative**: None.

HERALD (e-mon to thur & sat) 135,066; (m-fri) 175,636; (S) 123,394; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Sandy Muir, Adv. Dir., HERALD, 215 16th St., S.E., Calgary, AB T2P 0W8; Tel. (403) 235-7175.

**National Representative**: Southam Newspapers.

## EDMONTON

**1 - LOCATION:** Division 11, E&P Map B-3. N Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National; Northern Alberta; Great Slave Lake; Alberta Resources; Via Rail.

**Motor Freight Carriers**-90; over 300 truck firms.

**Intercity Bus Lines**-Canadian Coachways; Greyhound; Western.

**Airlines**-Air Canada; Canadian Airlines Int'l.; Air B.C.; Wardair; Northwest; Time Air; Northwest Territorial Airways Ltd.; Trans North Air; Wapiti Aviation; America West; Delta.

**3 - POPULATION:**

Corp. City 86 Cen. 573,982; E&P 89 Est. 589,876

Met. Area 86 Cen. 698,413; E&P 89 Est. 707,093

JOURNAL

CZ-ABC: (86) 640,941

RTZ-ABC: (86) 731,931

City & RTZ-ABC: (86) 1,372,872

SUN

NDM-ABC: (86) 741,308

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 86 Cen. 218,820; E&P 89 Est. 225,310

Met. Area 86 Cen. 283,365; E&P 89 Est. 267,075

JOURNAL

CZ-ABC: (86) 238,826

RTZ-ABC: (26) 239,279

City & RTZ-ABC: (86) 478,105

SUN

NDM-ABC: (86) 269,220

**5 - BANKS:** Deposits-$31 Billion Total Alberta

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 239,000

**8 - GAS METERS:** Residence Metro 255,622

**9 - PRINCIPAL INDUSTRIES:** (Av. Wkly. Wage)-Constr. ($535); Mfg. ($547); Trans. ($587); Fin. ($443).

**Principal Pay Days**-Fri. 1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First killing frost, Oct. 9; last killing frost, May 4.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.; 3 on 102 Ave.

**Neighborhood Shopping Areas**-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd.; 102 Ave. to 109 Ave. on 124th St.

**Shopping Centers**-Bonnie Doon Mall (95 stores); Capilano Mall (75 stores); Edmonton Center (150 stores); Eaton Center (120 stores); Heritage Mall (160 stores); Kingsway Garden Mall (327 stores); Lake Beaumaris Mall (34 stores); Londonderry Mall (165 stores); Manulife Place (60 stores); Marketplace at Callingwood (50 stores); McCauley Plaza (35 stores); Meadowlark Park (70 stores); Millwoods Town Centre (103 stores); Millbourne Mall (47 stores); Northtown Mall (45 stores); Northwood Mall (113 stores); Southgate Shopping Centre (136 stores); Southpark Village (32 stores); West Edmonton Mall (828 stores); Westmount Mall (115 stores); Whitemud Crossing (22 stores); Village Tree Mall (27 stores); Abbotsfield Mall (24 stores); St. Albert Centre (65 stores); Sherwood Park Mall (80 stores).

**Principal Shopping Days**-Dept. stores: Thur., Fri., Sat.; Food: Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's 4; The Bay 6; Woodward 6; Sears 4; Zellers 8; Woolco 5; Kresge; Army & Navy 2; K mart 3; Bi-Way 7.

**Chain Drug Stores**-ARP 4; Baydala 6; IDA 17; Shoppers Drug Mart 20; Sprague 7; Dispensaries Ltd. 7; London 5; Owl 5; Value 17; Guardian 11.

**Chain Supermarkets**-Safeway 36; IGA 10; 7-Eleven 49; Mac's Convenience Foods 39; Red Rooster 12; Superstores 3; Food For Less 3; Happy Mart 18.

**Other Chain Stores**-Shoes: Bata 10, Agnew-Surpass 9, Cedar 4, Dack's 2, Florsheim 3, Julia 7, Aldo 4, Kinney 10, Fredelle 6, Scholl's 2; Clothing: Burdines, Dalmy's 12, Thrifty's 8, Marks & Spencer 3, D'Allairds 7, Fairweather 13, Francine's 8, Suzy Creamcheese 7, Pennington's 6, Reitman's 14, Ricki's 14, Saan, Town & Country 3, Braemar 4, Big Steel 8, Jack Fraser 11, Tip Top 17, Work Wearhouse 8; Electronics: Radio Shack 21, International Stereo 5, Mister Sound 8, A&A Records 9; Furniture: Ikea, Leon's, The Brick; Other: National Drapery, Cara Shops 8, Coles Books 15, McBain Camera 8, Birks Jewellers 6, MacKenzies Jewellers 2, Ben Moss Jewellers 6, Mappins Jewellers 4, People Jewellers 10, General Paints 9, Cloverdale Paint 7, Tower Paint 2, Sherwin-Williams 4, General Paint 7; St. Clair Paint 9, Glidden 2, Totem Lumber 3, Revelstoke 5, Windsor Plywood 5, Beaver Lumber 3, Factory Carpet 3.

**14 - NEWSPAPERS:** JOURNAL (m-mon to thur; sat) 159,075; (m-fri) 191,421; (S) 145,935; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Clarence C. Heringer, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel. (403) 429-5440.

**National Representative**: None.

SUN (m-mon to fri) 97,303; (S) 131,907; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Black, Adv. Dir., SUN, #100-9405-50 St., Edmonton, AB T6B 2Y2; Tel. (403) 468-5111.

**National Representative**: Toronto Sun Publishing; Vancouver Western Corp.

## FORT McMURRAY

**1 - LOCATION:** E&P Map B-4. Primary industry extraction and conversion of sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

**2 - TRANSPORTATION: Railroads**-Northern Alberta.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Greyhound; Red Arrow.

**Airlines**-Canadian Airlines International; Wapiti Aviation, Time Air.

**3 - POPULATION:**

Corp. City 86 Cen. 34,949; E&P 89 Est. 36,005

**4 - HOUSEHOLDS:**

City 86 Cen. 10,730 E&P 89 Est. 11,212

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 11,377

**8 - GAS METERS:** Residence 9,077

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Mining 7,048; Mfg. 244; Constr. 1,298; Commun. and Utilities 651; Ret./Whol. 1,713; Educ. 1,218; Gov't. 968; Other 2,922. Av. Wkly. Wage-$702.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

**11 - TAP WATER:** Medium.

**12 - RETAILING: Principal Shopping Area**-2 on Franklin Ave. three major malls each.

**Neighborhood Shopping Centers**-4.

**Principal Shopping Days**-Wed., Thur., Fri., Sat., Sun.

**Stores Open Evenings**-Thur., Fri.; Peter Pond Shopping Centre-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Zellers; The Brick; Fields.

**Drug/Variety Stores**-Shoppers Drug Mart 2; Plaza Drug Mart.

**Chain Food Stores**-Safeway; Super A; IGA.

**Other Chain Stores**-Simpson-Sears; National Tire; Shell; Red Rooster; Beaver Lumber; Revelstoke; Kinney Shoes; Tip Top Taylors; Saan; People's Jeweller's; O.B. Allan; Fairweather; Rietman's; Thriftys; Work Warehouse; Stereo People; Big K Music; Video Show place; Safety Supply; Randy River; Agnew-Surpass; Frozani's; Marshall Wells; Boston Pizza; A & W; Dairy Queen; McDonald's; National Video; Coles Book Stores; Buns Master; Canadian Tire.

**14 - NEWSPAPERS:** TODAY (e-mon to thur) 6,267; (e-fri) 7,965; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave.; PO Box 4008; Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
**National Representative**: None.

## GRAND PRAIRIE

**1 - LOCATION:** Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to N, E and W.

**2 - TRANSPORTATION: Railroads**-Northern Alberta; Alberta Resources.
**Motor Freight Carriers**-12.
**Interprovincial Bus Lines**-Greyhound.
**Airlines**-Air BC; Time Air.

**3 - POPULATION:**
Corp. City 86 Cen. 26,471; E&P 89 Est. 30,756
CZ-ABC: (86) 26,471
RTZ-ABC: (86) 60,712
City & RTZ-ABC: (86) 87,183

**4 - HOUSEHOLDS:**
City 86 Cen. 8,985; E&P 89 Est. 10,504
CZ-ABC: (86) 8,985
RTZ-ABC: (86) 18,911
City & RTZ-ABC: (86) 27,896

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| All Banks | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 5,150

**8 - GAS METERS:** Residence 5,150

**9 - PRINCIPAL INDUSTRIES:** North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble; Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Whol. Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Bottling Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Govt. Telephones; Elect.; Gas; Railway; Federal & Provincial Govt. Depts.; Constr. Firms; Concrete; Telecommunications; Sulphur; Higher Educ.; Aviation; Meat Packing; Natural Gas Plant; Regional Hospital.

**10 - CLIMATE:** Av. An. Temp.-36 F.; Min. & Max. Temp.-Min.-Jan. 9 F.; Max.-July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

**11 - TAP WATER:** Hard, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S. and N. of NAR tracks; Industrial Pk. at 100 Ave.-108 St.
**Neighborhood Shopping Centers**-London Drugs Plz.; N. on Clairmont Road; Towne Ctr. Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Pl. Shopping Ctr. 84th Ave.

**13 - RETAIL OUTLETS: Department Stores**-Co-op; Simpson-Sears; The Brick.
**Variety Stores**-Woolworth's; Metropolitan.
**Chain Supermarkets**-Safeway; IGA; Co-op.
**Other Chain Stores**-Fields; Saan; St. Clair Shop; Singer Co.; Sweet 16; Home Hardware; Beaver Lumber.

**14 - NEWSPAPERS:** HERALD-TRIBUNE (e-mon to thur) 8,460; (e-fri) 11,590; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Peter J. Woolsey, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
**National Representative**: None.

## LETHBRIDGE

**1 - LOCATION:** Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the U.S. border. On Provincial Hwy. 3 E and W (Trans-Alberta).

**2 - TRANSPORTATION: Railroads**-Canadian.
**Motor Freight Carriers**-50.
**Interprovincial Bus Lines**-Greyhound.
**Airlines**-Time Airways, Air BC.

**3 - POPULATION:**
Corp. City 86 Cen. 58,841; E&P 89 Est. 60,908
CZ-ABC: (86) 58,741
RTZ-ABC: (86) 104,940
City & RTZ-ABC: (86) 163,681

**4 - HOUSEHOLDS:**
City 86 Cen. 21,985; E&P 89 Est. 22,825
CZ-ABC: (86) 21,985
RTZ-ABC: (86) 33,590
City & RTZ-ABC: (86) 55,575

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 8 | N.A. |
| Trust & Credit Unions | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 19,580

**8 - GAS METERS:** Residence 20,203

**9 - PRINCIPAL INDUSTRIES:** Grain Elevators; Food Proc.; Furn.; Metal Fab.; Rollers; Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Boats; Cellular Telephones; Cinder Blocks; Brewery; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining; Edible & Non-Edible Oils; Meat Packing & Dressing; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal & Wood Doors & Windows; Higher Educ.; Soft Drinks; Feed Plants; Bakeries; Dairy Prods.; Poly Bogs; Clothing; Metal Fab.; Aluminum Architectural Prods.; Boilers & Pressure Vessels.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring 15-20; Summer 5-32; Fall -17-20; Winter -15-11. First killing frost, Oct. 9; last killing frost, May 20.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
**Neighborhood Shopping Centers**-2nd Ave. N.W. from 9th St. to 13th St.; 3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Vlg. on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Vlg., 13th St. and 2nd Ave. N.; Lethbridge Centre, 5th St. & 4th Ave. S.; Park Place 1st Ave. between 3rd and 7th St.; Westminster, 5th Ave. and 13th St. N.; South Plz., 16th Ave. and Mayor Magrath Dr.; Chinook Ctr., 13th Ave. N., Park Meadow Mall, 23rd St. & 18th Ave. N.; 100 Columbia Blvd. W.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Center Vlg. Mall(36) | NA | Simpson-Sears, Food Giant, MacLeods |
| College Mall(46) | NA | Woolco, Super Valu, Canadian Tire |
| Sandman Inn Plz.(26) | NA | 7-Eleven |
| Lethbridge Ctr. | NA | Woodward's |
| South Plz.(15) | NA | Zeller's, Safeway |
| Chinook Ctr.(5) | NA | |
| Park Meadow(35) | NA | Safeway |
| West Vlg. Mall | NA | Super Sam |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Woolco; Zeller's; Sears; MacLeod's; Woodward's.
**Variety Stores**-Woolworth; Saan; Kresge's; Canadian Tire; Bi-Way.
**Chain Supermarkets**-Safeway 2; Super Valu; Woodward's; IGA; Food City; Super Sam.

**14 - NEWSPAPERS:** HERALD (e) 25,783; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Andreachuk, Adv. Mgr., HERALD, 504 7th St. S., Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411; FAX (403) 328-4536.
**National Representative**: Thomson Newspapers.

## MEDICINE HAT

**1 - LOCATION:** Division 1, E&P Map B-3. Industrial trading ctr. for SE Alberta. On S branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific.
**Airlines**-Time Airways.
**Bus Lines**-Greyhound.
**Motor Freight Carriers**-7.

**3 - POPULATION:**
Corp. City 86 Cen. 41,804; E&P 89 Est. 45,583
CZ-ABC: (86) 41,804
RTZ-ABC: (86) 21,236
City & RTZ-ABC: (86) 63,040
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 15,825; E&P 89 Est. 17,629
CZ-ABC: (86) 15,825
RTZ-ABC: (86) 6,825
City & RTZ-ABC: (86) 22,650

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| All Banks | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 16,808

**8 - GAS METERS:** Residence 14,037

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Constr. 1,200 ($200); Trans. 600 ($185); Whse. 300 ($130); Ret. 1,500 ($125); Fin. 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Servs. 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
**Principal Industrial Pay Days**-2nd and 4th Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5.

**11 - TAP WATER:** Alkaline, hard 140 ppm.

**12 - RETAILING: Principal Shopping Center**-5 blocks on 2nd and 3rd Sts.
**Neighborhood Shopping Centers**-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist., N Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.
**Principal Shopping Days**-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.; Food Lumber Outlets-Sun. 11-4.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Simpson-Sears; K mart; The Bay.
**Variety Stores**-Woolworth.
**Chain Supermarkets**-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl 2.

**14 - NEWSPAPERS:** NEWS (e) 14,271; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd. S.E., Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
**National Representative**: Southam Newspapers.

## RED DEER

**1 - LOCATION:** E&P Map B-3. Midway between Calgary and Edmonton (95 mi.). Hub for the four Western Canadian Provinces; accessible to newly developing Canadian Northland, Alaska and NW U.S.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific, Canadian National.
**Motor Freight Carriers**-40.
**Bus Lines**-Greyhound; Coachways; Red Arrow Express.

**3 - POPULATION:**
Corp. City 86 Cen. 54,425; E&P 89 Est. 60,765
CZ-ABC: (86) 54,425
RTZ-ABC: (86) 172,914
City & RTZ-ABC: (86) 227,339
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 16,168; E&P 89 Est. 21,730
CZ-ABC: (86) 19,691
RTZ-ABC: (86) 60,219
City & RTZ-ABC: (86) 79,910

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 26 | N.A. |

**6 - PASSENGER AUTOS:** Province 73,808

**7 - ELECTRIC METERS:** Residence 20,000

**8 - GAS METERS:** Residence 19,546

**9 - PRINCIPAL INDUSTRIES:** Milk Condensery; Poultry Eviscerating & Creamery; Packing & Can Mfg.; Mfg. of Transformers; Bottling; Trailer Mfg.; Concrete; Auto Parts; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't. 3,000; Alberta Gas Ethylene Mfg.; Pipeline Mfg.; Steel Mfg.

**10 - CLIMATE:** Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31.

**11 - TAP WATER:** Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

**12 - RETAILING: Principal Shopping Centers**-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bower Place(99) | 3 | Woodwards, Eatons |
| Eastview(10) | 2 | IGA, Eastview Super Drug |
| Parkland Mall(100) | 4 | Sears, Woolco |
| Safeway Plz. Ctr. | NA | Co-op |
| Port-O-Call(8) | 1 | Safeway, Western |
| Pines Shopping Plz.(10) | 2 | Red Rooster |
| Village Mall | 2 | Debajis, Visions |

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton, Hudson's Bay; Simpson-Sears; Co-op; Woolco; Merit; Woodwards.
**Variety Stores**-S.S. Kresge; Zellers; Saan.
**Other Chain Stores**-Safeway 2; IGA 2; Tom Boy; Collegiate Sports; The Brick; North Star Sports; Shoppers Drugmart; Boots; London Drugs.

**14 - NEWSPAPERS:** RED DEER ADVOCATE (e) 22,776; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave.; PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
**National Representative**: None.

# BRITISH COLUMBIA SURVEYS

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 191 | 201 | 212 |
| 5-14 Years | 397 | 417 | 441 |
| 15-24 Years | 491 | 515 | 545 |
| 25-44 Years | 831 | 1,139 | 924 |
| 45-64 Years | 536 | 562 | 594 |
| 65 and Over | 298 | 313 | 330 |
| TOTAL | 2,744 | 2,883 | 3,047 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 719 | 2,611 | 3,076 |
| Apparel | 122 | 584 | 898 |
| Furniture | 99 | 299 | 595 |
| Groceries | 904 | 3,104 | 4,689 |
| Lumber/Bldg. Mat. | 36 | 105 | 131 |
| Restaurants | 205 | 1,535 | 3,722 |
| Autos | 580 | 2,801 | 3,846 |
| Gasoline/Fuel Oil | 283 | 885 | 1,449 |
| Drugs | 124 | 596 | 737 |
| TOTAL SALES | 3,744 | 15,190 | 21,917 |

Source: Census of Canada/Retail Trade

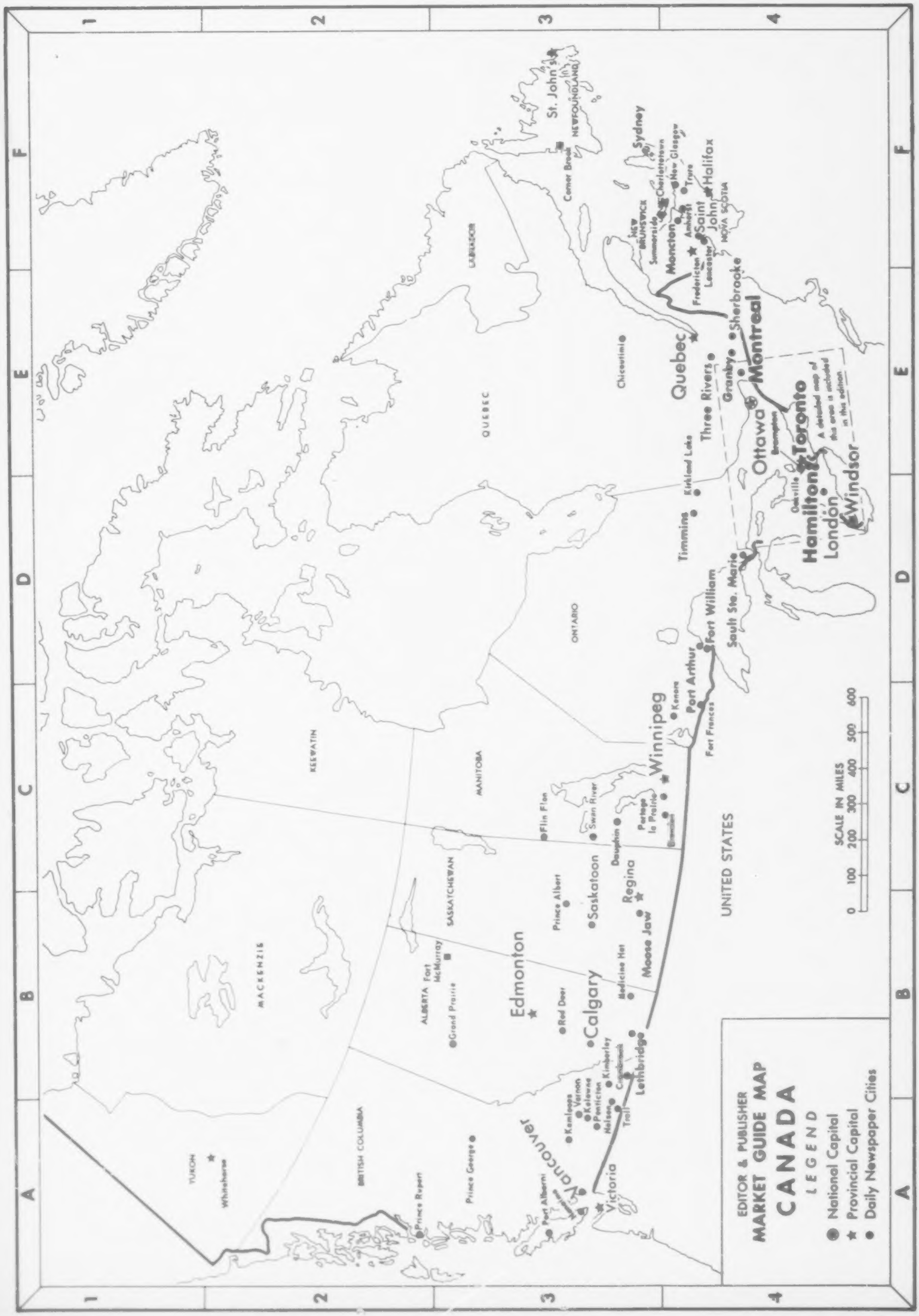
## CRANBROOK

**1 - LOCATION:** E&P Map B-3. Located on Hwys. 3 & 95. 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway center.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Pacific Western.

**3 - POPULATION:**
Corp. City 86 Cen. 15,893; E&P 89 Est. 18,390
CZ-ABC: (86) 15,893
RTZ-ABC: (86) 18,470
City & RTZ-ABC: (86) 34,363

**4 - HOUSEHOLDS:**
City 86 Cen. 5,734; E&P 89 Est. 6,607
CZ-ABC: (86) 5,720
RTZ-ABC: (86) 6,449



EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
- ◉ National Capital
- ★ Provincial Capital
- ● Daily Newspaper Cities

A
B
C
D
E
F
1
2
3
4
YUKON
Whitehorse
BRITISH COLUMBIA
Prince Rupert
Prince George
Port Alberni
Victoria
Vancouver
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
Lethbridge
Calgary
Red Deer
Edmonton
Grand Prairie
ALBERTA
Fort McMurray
Medicine Hat
MACKENZIE
SASKATCHEWAN
Prince Albert
Saskatoon
Moose Jaw
Regina
Flin Flon
Swan River
Dauphin
Brandon
Portage la Prairie
Winnipeg
MANITOBA
KEEWATIN
Kenora
Fort Frances
Port Arthur
Fort William
ONTARIO
Sault Ste. Marie
Timmins
Kirkland Lake
Hamilton
London
Windsor
Oakville
Brampton
Toronto
Ottawa
A detailed map of this area is included in this edition
Three Rivers
Quebec
Granby
Montreal
Sherbrooke
Chicoutimi
QUEBEC
LABRADOR
Fredericton
Lancaster
Saint John
Moncton
NEW BRUNSWICK
Summerside
Charlottetown
Amherst
Truro
New Glasgow
Halifax
NOVA SCOTIA
Sydney
Corner Brook
St. John's
NEWFOUNDLAND
UNITED STATES
SCALE IN MILES
0
100
200
300
400
500
600

City & RTZ-ABC: (86) 12,169

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 7 | N.A. |
| Credit Union | 1 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Forestry; Coal Mining; Trans.; Gold, Silver & Lead Mining; Dairy, Trucking & Farming; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Centers**-Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** TOWNSMAN (e-mon to fri) 4,073; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C 3R9; Tel. (604) 426-5201.
**National Representative**: None.

## DAWSON CREEK

**1 - LOCATION:** Peace River-Prince George Elect. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, forestry, farming & agriculture. Mile Zero on Alaska Hwy.

**2 - TRANSPORTATION: Railroads**-Canadian National; British Columbia.
**Motor Freight Carriers**-11.
**Airlines**-Canadian Airlines; Air B.C.; Time Air; Various Charter Lines.

**3 - POPULATION:**
Corp. City 86 Cen. 10,544; E&P 89 Est. 12,075

**4 - HOUSEHOLDS:**
City 86 Cen. 4,095; E&P 89 Est. 4,500

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 1 | N.A. |
| Commercial | 7 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 4,383

**8 - GAS METERS:** Residence 4,210

**9 - PRINCIPAL INDUSTRIES:** Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Trans.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Six-year Av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Center**-Dawson Mall, 40 stores; Co-op Mall, 12 stores.
**Neighborhood Shopping Centers**-Dawson Co-op; Century Place mini mall.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Grand Prairie Mall | 80 | Zeller's, Safeway |
| Fort St. John | 50 | Zeller's, Safeway |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Mon. to Fri.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Co-op; Zellers.
**Discount Stores**-Woolworth; Kresge's; Saan; Fields.
**Variety Stores**-Woolworth; Kresge's.
**Chain Drug Stores**-Shoppers.
**Chain Supermarkets**-Safeway; Co-op; IGA.
**Other Chain Stores**-Reitmans; Sweet 15; Kelly's Stereos; Sears; Kit's Camera; Bumper to Bumper.

**14 - NEWSPAPERS:** PEACE RIVER BLOCK NEWS (e-mon to fri) 3,135; sworn Dec. 31, 1988.
**Local Contact** for Advertising and Merchandising Data: Bob Hanger, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888; FAX (604) 782-6770.
**National Representative**: None.

## FORT ST. JOHN

**1 - LOCATION:** Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

**2 - TRANSPORTATION: Railroads**-B.C.R.
**Motor Freight Carriers**-White Pass, Canadian Freightways.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Canadian Airlines; Air BC. (connecting point Edmonton, Whitehorse, Prince George, Vancouver)

**3 - POPULATION:**
Corp. City 86 Cen. 13,355; E&P 89 Est. 21,586
CZ-ABC: (86) 13,355
RTZ-ABC: (86) 7,728
City & RTZ-ABC: (86) 21,083

**4 - HOUSEHOLDS:**
City 86 Cen. 4,777; E&P 89 Est. 7,124
CZ-ABC: (86) 4,745
RTZ-ABC: (86) 2,415
City & RTZ-ABC: (86) 7,160

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 6 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** City 6,430

**8 - GAS METERS:** 5,677

**9 - PRINCIPAL INDUSTRIES:** Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey.

**10 - CLIMATE:** Min. & Max. Temp. -40 to 40 C.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Center**-Totem Mall.
**Neighborhood Shopping Centers**-Northgate Mall; Co-op Shopping Ctr.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Central; The Bay; Co-op.
**Discount Stores**-Save-A-Lot.
**Chain Drug Stores**-People's Drug Mart; Shoppers Drug.
**Chain Supermarkets**-Overwaitea; IGA; Safeway.
**Other Chain Stores**-MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western; Ming Loong.

**14 - NEWSPAPERS:** ALASKA HIGHWAY NEWS (e-mon to fri) 3,185; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: L.F. Armas, Pub., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
**National Representative**: None.

## KAMLOOPS

**1 - LOCATION:** Division 6, E&P Map A-3. About 220 mi. NE of Vancouver; approximately same distance NW of Trail; 390 mi. W of Calgary.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian Natl. Railway.
**Airlines**-Canadian Airlines; Air BC.

**3 - POPULATION:**
Corp. City 86 Cen. 61,773; E&P 89 Est. 69,584
CZ-ABC: (86) 61,773
RTZ-ABC: (86) 35,032
City & RTZ-ABC: (86) 96,805

**4 - HOUSEHOLDS:**
City 86 Cen. 22,265; E&P 89 Est. 24,872
CZ-ABC: (86) 22,155
RTZ-ABC: (86) 12,235
City & RTZ-ABC: (86) 34,390

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| All Banks | 20 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 23,683

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Primary 1840; Mfg. 3,165; Constr. 3,280; Trans., Util. & Comm. 3,585; Trade 6,420; Fin., Ins. & R.E. 1,595; Commerce, Business & Personal Service 10,285; Public Administration & Defense 2,370.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Town, soft. Trading area, fairly hard, fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Aberdeen(80) | 5 | Bay/Woodwards |
| Brock(5) | 7 | Coopera |
| Fortune(10) | 5 | Safeway |
| K mart Plz.(5) | 7 | K mart |
| N. Hills(4) | 5 | Zellers, Fields |
| Sahali Ctr. Mall(30) | 2 | Woolco, Fields |
| Thompson Park Mall(36) | 2 | Sears, Fields |
| Valleyview(10) | 5 | Coopers |

**Principal Shopping Days**-Thur., Fri., Sat. & Sun.
**Stores open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Woodwards, Bay, Sears; K mart, Zellers; Woolco; Fields 3.
**Chain Drug Stores**-Shoppers Drug Mart; Boots; Circle Drugs.
**Food Outlets**-Safeway 4; Coopers 3; Super-Valu; Overwaitea 2.
**Other Chain Stores**-Canadian Tire 2; Copps 2; Singer; Sally; Saans 2; Jack Fraser's 2; People's Jewellers 2; Mappins; O.B. Allen Jewelers; Buckerfields; Thunderbird; Radio Shack 2.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 20,370; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 106-63 W Victoria St., Kamloops, BC V2C 6J6; Tel. (604) 372-2331; FAX (604) 374-3884.
**National Representative**: Southam Newspapers.

## KELOWNA

**1 - LOCATION:** Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.
**Motor Freight Carriers**-12.
**Intercity Bus Lines**-Greyhound.
**Airlines**-C.P., Pacific Western; Time Air.

**3 - POPULATION:**
Corp. City 86 Cen. 61,213; E&P 89 Est. 67,613
CZ-ABC: (86) 58,702
RTZ-ABC: (86) 31,028
City & RTZ-ABC: (86) 89,730

**4 - HOUSEHOLDS:**
City 86 Cen. 24,161; E&P 89 Est. 26,513
CZ-ABC: (86) 22,641
RTZ-ABC: (86) 11,276
City & RTZ-ABC: (86) 33,917

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 17 | N.A. |
| Savings & Loan | 6 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** 11,000

**8 - GAS METERS:** 6,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Trans. 288; Constr. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

**10 - CLIMATE:** Daily mean temperature 47. Precipitation 12.35 in. annually.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-Field's; Hudson's Bay; MacLeod's; Sears; Woolco.
**Variety Stores**-Woolworth; Metropolitan; Saan.
**Chain Drug Stores**-Rexall; Western; London Drug; Shoppers Drug Mart.
**Chain Supermarkets**-Safeway; Super Valu; IGA; Overwaitea.

**14 - NEWSPAPERS:** COURIER (e) 17,094; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
**National Representative**: Thomson Newspapers.

## KIMBERLEY

**1 - LOCATION:** Division 3, E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Pacific Western.

**3 - POPULATION:**
Corp. City 86 Cen. 6,732; E&P 89 Est. 7,360

**4 - HOUSEHOLDS:**
City 86 Cen. 2,744; E&P 89 Est. 2,894

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 2,701

**8 - GAS METERS:** Residence 1,600

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining; Fertilizer Plant 429; Trans., Commun., Util. 240; Pulp Mill 250.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-Field's (catalog); Simpson.
**Variety Stores**-MacLeod's.
**Chain Drug Stores**-Rexall; Tamblyn.
**Chain Supermarkets**-Super Valu; Overwaitea.

**14 - NEWSPAPERS:** BULLETIN (e-mon to fri) 2,060; sworn Oct. 1 1988.
**Local Contact** for Advertising and Merchandising Data: Carol Murray, Pub., BULLETIN, 335 Spokane St., Kimberley, BC V1A 1Y9; Tel. (604) 427-5333.
**National Representative**: None.

## NANAIMO

**1 - LOCATION:** Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp production area.

**2 - TRANSPORTATION: Railroads**-E&N; Canadian Pacific and B.C.; Ferries to Vancouver.
**Interprovincial Bus Lines**-Vancouver Island.

**3 - POPULATION:**
Corp. City 86 Cen. 49,029; E&P 89 Est. 55,456
CZ-ABC: (86) 49,029
RTZ-ABC: (86) 77,324
City & RTZ-ABC: (86) 126,353

**4 - HOUSEHOLDS:**
City 86 Cen. 17,739; E&P 89 Est. 21,563
CZ-ABC: (86) 19,255
RTZ-ABC: (86) 29,948
City & RTZ-ABC: (86) 49,203

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 12 | $149,000,000 |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 14,000

**8 - GAS METERS:** Residence 1,350

**9 - PRINCIPAL INDUSTRIES:** Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-10-35.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Stores Open Evenings**-Thur., Fri.; Woolco-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco; The Bay.
**Chain Drug Stores**-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western.
**Chain Supermarkets**-Safeway 2; Super Valu 2; Overwaitea; IGA.

**14 - NEWSPAPERS:** FREE PRESS (e) 10,082; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
**National Representative**: Thomson Newspapers.

## NELSON

**1 - LOCATION:** West Kootenay Electoral District, E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. #3.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Burlington Northern.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Kaslo-Nelson Airline Service.
**Airlines**-PWA.

**3 - POPULATION:**
Corp. City 86 Cen. 8,113; E&P 89 Est. 8,448
CZ-ABC: (86) 9,143
RTZ-ABC: (86) 49,018

City & RTZ-ABC: (86) 58,161

**4 - HOUSEHOLDS:**
City 86 Cen. 3,599; E&P 89 Est. 3,527
CZ-ABC: (86) 3,570
RTZ-ABC: (86) 17,836
City & RTZ-ABC: (86) 21,406

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 3,983

**8 - GAS METERS:** Residence 2,327

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans. 400 ($150); Lumber 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts., Chaika Mika Mall.
**Neighborhood Shopping Centers**-Fairview-Nelson Ave.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri. until 9.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
**Variety Stores**-Woolworth.
**Chain Supermarkets**-Super-Valu; Safeway; Overweightea.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 4,531; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: L.R. (Verne) Shaull, Pub., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
**National Representative**: None.

## PENTICTON

**1 - LOCATION:** Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

**2 - TRANSPORTATION: Motor Freight Carriers**-All major.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Air Canada.

**3 - POPULATION:**
Corp. City 86 Cen. 23,588; E&P 89 Est. 24,688
CZ-ABC: (86) 24,409
RTZ-ABC: (86) 29,976
City & RTZ-ABC: (86) 54,385

**4 - HOUSEHOLDS:**
City 86 Cen. 10,227; E&P 89 Est. 10,449
CZ-ABC: (86) 10,227
RTZ-ABC: (86) 11,840
City & RTZ-ABC: (86) 22,160

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 7 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** 10,030

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Forestry 278; Mfg. 2,156; Constr. 1,224; Trans. Storage 779; Mining 305; Fruit & Pkg. 1,984.

**10 - CLIMATE:** Min. & Max. Av. Temp.-8.9.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Sears (catalog); Woodward's; Woolco.
**Variety Stores**-Woolworth, Penticton 5.
**Chain Drug Stores**-Rexall 2; Shopper's Drug Mart.
**Chain Supermarkets**-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodward's; Overwaitea.

**14 - NEWSPAPERS:** HERALD (e-mon to sat) 8,473; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
**National Representative**: Thomson Newspapers.

## PORT ALBERNI

**1 - LOCATION:** Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber manufacturing); Province's third largest deep-sea port with commercial fishery facilities.

**2 - TRANSPORTATION: Railroad**-Canadian Pacific.
**Motor Freight Carriers**-2.
**Intercity Bus Lines**-Pacific Coach Lines Ltd.
**Airlines**-Pacific Rim.

**3 - POPULATION:**
Corp. City 86 Cen. 18,241; E&P 89 Est. 18,447
CZ-ABC: (86) 18,241
RTZ-ABC: (86) 12,100
City & RTZ-ABC: (86) 30,341

**4 - HOUSEHOLDS:**
City 86 Cen. 6,755; E&P 89 Est. 6,782
CZ-ABC: (86) 6,755
RTZ-ABC: (86) 4,160
City & RTZ-ABC: (86) 10,915

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 8 | N.A. |
| Credit Union | 1 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 7,005

**8 - GAS METERS:** None

**9 - PRINCIPAL INDUSTRIES:** Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing; Heavy Mach.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

**11 - TAP WATER:** Soft.

**12 - RETAILING: Principal Shopping Areas**-3 blocks on Third Ave., Port Alberni Plz. Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Woodward's; K mart; Simpson-Sears (catalog).
**Chain Drug Stores**-Shopper's Drug Mart; People's.
**Chain Supermarkets**-Safeway; Super-Valu; Woodward's; Randy's By-Low.
**Other Chain Stores**-Color Your World; Woolworth; Saan; Radio Shack; People's Jewelers; Revelstoke Lumber; Reitman's; Bootlegger; Sweet 16; Windsor Plywoods.

**14 - NEWSPAPERS:** ALBERNI VALLEY TIMES (e-mon to fri) 6,878; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: N.E. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St., PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
**National Representative**: None.

## PRINCE GEORGE

**1 - LOCATION:** E&P Map A-3. 466 mi. N of Vancouver.

**2 - TRANSPORTATION: Railroads**-British Columbia; Canadian National.
**Airlines**-Canadian Airlines.
**Bus Lines**-Greyhound; Coachways.

**3 - POPULATION:**
Corp. City 86 Cen. 67,621; E&P 89 Est. 76,142
CZ-ABC: (86) 67,621
RTZ-ABC: (86) 59,186
City & RTZ-ABC: (86) 126,807
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 22,625; E&P 89 Est. 25,820
CZ-ABC: (86) 22,625
RTZ-ABC: (86) 18,700
City & RTZ-ABC: (86) 41,325

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Loan | 27 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage)-Lumbering ($465); Trans.; Gov't; Pulp and Paper; Oil Refinery; Caustic Chem.

**10 - CLIMATE:** Min. & Max. Temp. N.A.

**11 - TAP WATER:** Fluoridated.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Sears; Woodward's; Woolco.
**Variety Stores**-Kresge; Saan; Canadian Tire.
**Chain Supermarkets**-Safeway; Overwaitea 4; Woodward's; Extra Foods.

**14 - NEWSPAPERS:** THE CITIZEN (e) 22,289; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St., PO Box 5700, Prince George, BC V2L 5K9; Tel. (604) 562-2441.
**National Representative**: None.

## PRINCE RUPERT

**1 - LOCATION:** Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island, NW part of Hecate Strait, between mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian National Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Motor Freight Carriers**-3.
**Passenger Steamship Lines**-2.
**Freight Steamship Lines**-4.
**Intercity Bus Lines**-Watson Island; Far West.
**Airlines**-Canadian Pacific; Air BC; Alaska Coastal; North Coast Air Servs.; Trans Provincial.

**3 - POPULATION:**
Corp. City 86 Cen. 15,755; E&P 89 Est. 17,586
CZ-ABC: (86) 15,755
RTZ-ABC: (86) 5,177
City & RTZ-ABC: (86) 20,932

**4 - HOUSEHOLDS:**
City 86 Cen. 5,330; E&P 89 Est. 5,999
CZ-ABC: (86) 5,330
RTZ-ABC: (86) 1,390
City & RTZ-ABC: (86) 6,720

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 6 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 3,600

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Trans. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't 300 (N.A.); Repap Paper Mill (N.A.).
**Principal Industrial Pay Days**-1st, 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-Rupert Sq.; Third Ave.; Pride 'O' North Mall.
**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Fri. until 9.

**13 - RETAIL OUTLETS: Variety Stores**-Woolworth; Field's; MacLeod's.
**Chain Supermarkets**-Zellers; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
**Other Chain Stores**-Sears.

**14 - NEWSPAPERS:** NEWS (e-mon to fri) 3,769; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Iris M. Christison, Pub. or Mrs. Penny Brown, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781; FAX (604) 624-2851.
**National Representative**: None.

## TRAIL

**1 - LOCATION:** District of West Kootenay, E&P Map A-3. On the Columbia River 10 mi. from International boundary, in section of district, 410 mi. E of Vancouver.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Greyhound; Airline; City Transit Service.
**Airlines**-Pacific Western; Arrow.

**3 - POPULATION:**
Corp. City 86 Cen. 7,948; E&P 89 Est. 8,431
CZ-ABC: (86) 9,788
RTZ-ABC: (86) 25,347
City & RTZ-ABC: (86) 35,135

**4 - HOUSEHOLDS:**
City 86 Cen. 3,770; E&P 89 Est. 3,549
CZ-ABC: (86) 4,030
RTZ-ABC: (86) 9,170
City & RTZ-ABC: (86) 13,200

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 6,457

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
**Principal Industrial Pay Days**-8th, 23rd.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-9 blocks on 3 streets (Waneta Plz.).
**Neighborhood Shopping Centers**-Rossland Ave. (2 blocks); E. Trail (3 blocks); Glenmerry (1 block).
**Principal Shopping Days**-Tues. through Sat.
**Stores Open Evenings**-Fri.
**Stores Close**-Most on Mon.

**13 - RETAIL OUTLETS: Department Stores**-Woolco; Simpson-Sears.
**Variety Stores**-S.S. Kresge.
**Chain Supermarkets**-Super Valu; Safeway.
**Other Chain Stores**-Sally; MacLeod's; Sweet 16; Firestone; Mariposa; Woodwyn.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 5,892; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., TIMES, 1153 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
**National Representative**: None.

## VANCOUVER

**1 - LOCATION:** Division 15, E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport; direct access to ocean. Principal sources of income are lumbering, fishing, mining, manufacturing, shipping, tourism, and government enterprise. Harbor has 159 km. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon. Financial, distributing & University center. 15 mi. N. of U.S. border; 140 mi. N. of Seattle; 66 km. from Victoria. Hwys. to Trans-Canada and U.S.

**2 - TRANSPORTATION: Railroads**-Via Rail; Burlington Northern; B.C. Rail; B.C. Hydro.
**Motor Freight Carriers**-N.A.
**Intercity Bus Lines**-Greyhound; B.C. Transit; Grey Line of Vancouver; West Vancouver City Bus; Richmond Coachlines; Seabus; Skytrain.
**Airlines**-Aeromexico; Air B.C.; Air Canada; Air France; Air-India; Air New Zealand; Aloha; American; Aquila Air Ltd.; British Airways; Burrard Air Ltd.; Canandian Airlines, International; Cathay Pacific Airways; Continental; Delta; Eastern; El-Al Israel; Finnair; Harbour Air Ltd.; Hawaiian; Japan; JAT-Yugoslav; KLM Royal Dutch; Korean Air; Lufthansa; Mexicana; Philippine; Qantas; San Juan; Singapore; Trans-Provincial; United; Wardair Canada.
**Steamship Lines**-67.

**3 - POPULATION:**
Corp. City 86 Cen. 431,147; E&P 89 Est. 440,850
Met. Area 86 Cen. 1,336,609; E&P 89 Est. 1,359,088
CZ-ABC: (86) 864,977
RTZ-ABC: (86) 696,423
City & RTZ-ABC: (86) 1,561,400

**4 - HOUSEHOLDS:**
City 86 Cen. 188,256; E&P 89 Est. 190,510
Met. Area 86 Cen. 521,222; E&P 89 Est. 545,142
CZ-ABC: (86) 356,130
RTZ-ABC: (86) 240,295
City & RTZ-ABC: (86) 596,425

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Trust Companies | 23 | N.A. |
| Credit Union | 33 | N.A. |
| Chartered | 32 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Lower Mainland 586,110

**8 - GAS METERS:** Residence Lower Mainland 355,427

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 67,000; Retail Trade 58,000; Wholesale Trade 47,000; Finance & Insurance 45,000; Food & Beverage Servs. 37,000; Business Servs. 36,000; Health & Social Servs. 32,000; Trans. Servs. 29,000; Educ. Servs. 28,000; Constr. 28,000; Gov't. Servs. 17,000; Others 29,000. Total Wage Earners-453,000.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-January 0-5; July 13-22.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Area**-Downtown Vancouver bounded by Hastings (N), Burrard (W), Hamilton (E) and Robson.

**Major Retail Areas-Vancouver Proper**-Pacific Ctr.; Oakridge Shpg. Ctr.; Champlain Mall; Arbutus Village Sq.; Vancouver Ctr.

**North Shore**-Park Royal; Capilano Mall; Westlynn Mall; Lonsdale Quay.

**Burnaby/New Westminster**-Metrotown Ctr.; Brentwood Mall; Lougheed Mall; Middlegate Ctr.; Westminster Mall;

**Coquitlam Pt./Moody Maple Ridge**-Coquitlam Ctr.; Westwood Mall.

**Richmond**-Lansdowne Park; Richmond Sq. Ctr.

**Delta**-Scott 72 Ctr.; Scottsdale Mall.

**Surrey**-Guildford Town Ctr.; Semiahmoo Ctr.; Scott Town Plz.

**Langley**-Willowbrook Shpg. Ctr.; Langley Mall.

**13 - RETAIL OUTLETS: Major Department Stores**-Woodward's 9; The Bay 7; Eaton's 6; Sears 6.

**Variety/Discount Department Stores**-Field's 18; Zeller's 7; Marks & Spencer 7; K mart 4; Woolco 3; Woolworth 3; Army & Navy 2.

**Chain Drug Stores**-Pharmasave 17; Shopper's Drug Mart 42; London Drugs 16; People's 15; Woodward's 8; Owl 6; Regency 4; Macdonald's 4; Circle 3.

**Chain Supermarkets**-Safeway 46; Super Valu 27; Woodward's Food Floor 6; Save-On-Foods 8; Overwaitea 8; Produce City 3; IGA 13.

**14 - NEWSPAPERS:** PROVINCE (m-mon to fri) 183,842; (S) 224,336; Mar. 31, 1989 ABC.
SUN (e-mon to thur) 222,287; (e-fri) 279,108; (e-sat) 283,951; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Norman R. Weitzel, Adv. Dir., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2431.

**National Representatives**. Southam Newspapers; Cresmer, Woodward, O'Mara & Ormsbee

## VERNON

**1 - LOCATION:** North Okanagan Regional District, E&P Map A-3. Fruit & vegetable processing, agriculture, lumber, stock-raising area. 71 mi. SE of Kamloops.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.

**Motor Freight Carriers**-3.

**Intercity Bus Lines**-Trailways; Central Coach; Greyhound.

**Airlines**-American; Eastern; USAir.

**3 - POPULATION:**
Corp. City 86 Cen. 20,241; E&P 89 Est. 22,602
CZ-ABC: (86) 28,018
RTZ-ABC: (86) 50,521
City & RTZ-ABC: (86) 78,539

**4 - HOUSEHOLDS:**
City 86 Cen. 8,440; E&P 89 Est. 9,197
CZ-ABC: (86) 10,948
RTZ-ABC: (86) 18,462
City & RTZ-ABC: (86) 29,410

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** City 4,250

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming. Fruit, Cattle, Sheep Raising, Dairying.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** NEWS (e) 7,727; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: W.H. Morgan, Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.

**National Representative**. Thomson Newspapers.

## VICTORIA

**1 - LOCATION:** Vancouver Island, E&P Map A-3. Provincial Capital. Tourism, Oceanographic, Research center. Education and Cultural center. Lumbering. Small Fruits and Agriculture. Naval base and dockyard. Wholesale Center on S tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

**2 - TRANSPORTATION: Railroads**-Esquimalt & Nanaimo; Canadian National (freight).

**Steamship Lines**-4; also B.C. Steamship Ltd. Ferry to Seattle; Washington State Ferries to Anacortes; B.C. Government Ferries, Swartz Bay to Tsawwassen; Black Ball Ferries to Port Angeles, U.S.; Victoria Clipper.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Vancouver Island Coach covering Vancouver Island.

**Airlines**-Air Canada; Air B.C.; Pacific Western; Burrard Air; Otter Air; Wardair; Canadian Airlines Int'l; Helijet; San Juan Air; Horizon Air.

**3 - POPULATION:**
Corp. City 86 Cen. 66,303; E&P 89 Est. 67,800
Met. Area 86 Cen. 239,154; E&P 89 Est. 244,260
NDM-ABC: (86) 212,026
RTZ-ABC: (86) 187,234
NDM & RTZ-ABC: (86) 399,260

**4 - HOUSEHOLDS:**
City 86 Cen. 33,845; E&P 89 Est. 34,608
Met. Area 86 Cen. 105,445; E&P 89 Est. 105,628
NDM-ABC: (86) 90,235
RTZ-ABC: (86) 71,110
NDM & RTZ-ABC: (86) 161,345

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 72 | N.A. |
| Trust & Loan | 29 | N.A. |
| Credit Unions | 42 | N.A. |

**6 - PASSENGER AUTOS:** Province 95,169

**7 - ELECTRIC METERS:** Residence 120,958

**8 - GAS METERS:** Residence 3,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$391)-Mfg. 4,800; Trans. & Util. 3,800; Trade 6,600; Servs. 5,400; Industrial Composite 24,300. Total employment 110,560.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4; last killing frost, Mar. 4.

**11 - TAP WATER:** Acid, very soft.

**12 - RETAILING: Principal Shopping Area**-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.

**Neighborhood Shopping Centers** Major Shopping Ctrs. Hillside Mall 120 stores; Mayfair Mall 100; Tillicum Mall 80; Town & Country 23; Can West; Saanich Plz.; Saanich Ctr.; University Heights.

**Stores Open Evenings**-Many stores open 7 days a week; all stores open Wed., Thur., Fri., evening. Substantial Sun. opening.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.

**Chain Drug Stores**-Shoppers; London; Pharmas; People's.

**Chain Supermarkets**-Safeway; Low Cost Stores; Shop Easy; IGA; Oakcrest; Fairways; Thrifty's; 7-Eleven; Woodward's; Economart; Mac's Convenience Stores; Save-on-Foods.

**Other Chain Stores**-Aamco; A&B Sound; A&A Records; O.B. Allan Jewelers; Agnew-Surpass; Allied Radio Shack; Bata Shoe; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World; D'Allaird's Ltd.; Dalmy's; Discus Music World; Fairweather; Firestone; Jack Fraser; Footlocker; Great West Gold & Diamond Co.; Japan Camera Ctr.; Grassie's; Jordan's Victoria Ltd.; Kinney Shoes; Black's Cameras; Lords Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Miller's; Midas; Murray Goldman; The Nut House; Pennington's Large Size Shop; People's Jewelers; The Pop-Shoppe; Purdy Chocolates; Reitman's; Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops; Shirley K Maternity; Singer; Speedy Muffler King; Sterling Shoes; Superstar Athletic Footwear; Sweet Sixteen; Thrifty's; Thunderbird; Tip Top Tailors; Windsor Plywoods.

**14 - NEWSPAPERS:** TIMES-COLONIST (m) 82,349; (S) 79,687; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 381-5211.

**National Representatives**. Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee

# MANITOBA SURVEYS

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1981** | **1986** | **1990** |
|---|---|---|---|
| Under 5 Years | 77 | 80 | 85 |
| 5-14 Years | 161 | 167 | 178 |
| 15-24 Years | 190 | 197 | 209 |
| 25-44 Years | 278 | 288 | 306 |
| 45-64 Years | 198 | 205 | 218 |
| 65 and Over | 122 | 127 | 135 |
| TOTAL | 1,026 | 1,063 | 1,131 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1971** | **1983** | **1989** |
|---|---|---|---|
| General Mdse | 335 | 884 | 1,204 |
| Apparel | 52 | 176 | 356 |
| Furniture | 26 | 90 | 260 |
| Groceries | 281 | 1,031 | 1,845 |
| Lumber/Bldg. Mat | 17 | 25 | 49 |
| Restaurants | 17 | 336 | 755 |
| Autos | 225 | 808 | 1,490 |
| Gasoline/Fuel Oil | 95 | 260 | 628 |
| Drugs | 40 | 141 | 247 |
| TOTAL SALES | 1,346 | 4,338 | 7,415 |

Source: Census of Canada/Retail Trade

## BRANDON

**1 - LOCATION:** Division 7, E&P Map C-4.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.

**Intercity Bus Lines**-Greyhound; Manitoba Motor Transit; Grey Goose.

**Airlines**-Canadian Airlines International.

**3 - POPULATION:**
Corp. City 86 Cen. 38,708; E&P 89 Est. 41,757
CZ-ABC: (86) 38,708
RTZ-ABC: (86) 71,353
City & RTZ-ABC: (86) 110,061

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 13,619; E&P 86 Est. 16,334
CZ-ABC: (86) 14,920
RTZ-ABC: (86) 25,565
City & RTZ-ABC: (86) 40,485

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** Province 26,755

**7 - ELECTRIC METERS:** Residence 9,210

**8 - GAS METERS:** 5,725

**9 - PRINCIPAL INDUSTRIES:** Metal Fab.; Chem. & Fertilizers; Elect. Components; Health Care; Railroads (4,400 employees); Meat & Poultry Proc.; Power Generating.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Shopping Centers**-Brandon Shopping Mall-2 mi. S. of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur., Fri. evening. K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.)

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Shoppers Mall(24) | NA | Woolco, Allen-Brown Drug, Saan, Safeway |
| River Heights | NA | K mart |
| Gallery | NA | Zellers, Eaton's, IGA, Shoppers Drug |

**Principal Shopping Days**-Thur., Fri. (evening), Sat.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Woolco; K mart; Zellers.

**Variety Stores**-Metropolitan; BiWay.

**Chain Supermarkets**-Safeway 2; Solo Stores; Econo-Mart; IGA 3; Economy; Other Grocery Stores 50.

**Other Chain Stores**-Maher; Reitmans; Gallenkamp; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Radio Shack; Astral Photo; Agnew-Surpass; Peoples Jewelers; Japan Camera.

**14 - NEWSPAPERS:** SUN (e) 19,138; (S) 16,000; Mar. 31, 1989 ABC.

**Note**-Effective June 11, 1989, The SUN began a Sunday edition.

**Local Contact** for Advertising and Merchandising Data: Gord Derouin, Adv. Mgr., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.

**National Representative**. Thomson Newspapers (Toronto, Montreal).

## DAUPHIN

**1 - LOCATION:** On E&P Map C-3. Approx. 210 mi. NW of Winnipeg. 90 mi. N of Brandon.

**2 - TRANSPORTATION: Railroads**-Canadian Natl.

**Intercity Bus Lines**-Grey Goose; Greyhound.

**Airlines**-Perimeter.

**3 - POPULATION:**
Corp. City 86 Cen. 8,875; E&P 89 Est. 9,378

**4 - HOUSEHOLDS:**
City 86 Cen. 3,669; E&P 89 Est. 3,895

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 6 | N.A. |

**6 - PASSENGER AUTOS:** Province 26,755

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-R.R. 383; Beverages 34; Hwy. 189; Telephone 71.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** BULLETIN (e-mon to fri) 1,125; sworn Apr. 19, 1988.

**Local Contact** for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.

**National Representative**. None.

## FLIN FLON

**1 - LOCATION:** Division 21, E&P Map C-3. Retailing, resort, mining and smelting center.

**2 - TRANSPORTATION: Intercity Bus Lines**-Grey Goose.

**Airlines**-Pacific Western.

**3 - POPULATION:**
Corp. City 86 Cen. 7,243; E&P 89 Est. 8,085

**4 - HOUSEHOLDS:**
City 86 Cen. 2,641; E&P 89 Est. 3,050

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 2 | N.A. |

**6 - PASSENGER AUTOS:** Province 26,755

**7 - ELECTRIC METERS:** 3,100

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining; Smelting.

**10 - CLIMATE:** Min. & Max. Temp.-38, 84.

**11 - TAP WATER:** N.A.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** REMINDER (e-mon to fri) 3,850; sworn Sept. 30, 1988.

**Local Contact** for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; PO Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.

**National Representative**: None.

## PORTAGE LA PRAIRIE

**1 - LOCATION:** Division 9. E&P Map C-4. 56 mi. W of Winnipeg on Hwys. 1, 4.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.

**Interprovincial Bus Lines**-Greyhound.

**3 - POPULATION:**

Corp. City 86 Cen. 13,198; E&P 89 Est. 15,118
CZ-ABC: (86) 13,086
RTZ-ABC: (86) 13,325
City & RTZ-ABC: (86) 26,411

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 86 Cen. 4,871; E&P 89 Est. 5,571
CZ-ABC: (86) 4,860
RTZ-ABC: (86) 4,200
City & RTZ-ABC: (86) 9,060

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 26,755.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc. & Intl. Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip. Mfg.; Frozen Potato Chip Plant.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

**11 - TAP WATER:** Alkaline, hard, fluoridated.

**12 - RETAILING: Principal Shopping Center**-40 store mall-Woolco & Safeway.

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Stylerite; Federated Co-op; Woolco.

**Variety Stores**-Metropolitan, Saan.

**Chain Supermarkets**-Safeway; Co-op.

**Other Chain Stores**-Canadian Tire.

**14 - NEWSPAPERS:** DAILY GRAPHIC (e) 4,637, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: B.R. Clayton, Adv. Mgr., DAILY GRAPHIC, 1941 Saskatchewan Ave. W., Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.

**National Representative**: None.

## WINNIPEG

**1 - LOCATION:** Metropolitan Corp. of Greater Winnipeg. E&P Map C-4. Provincial Capital. At the junction of the Red and Assiniboine rivers, 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific/Canadian National; VIA Rail.

**Intercity Bus Lines**-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.

**Airlines**-Air Canada; CP Air; Northwest; Pacific Western; Nordair; North Central.

**3 - POPULATION:**

Corp. City 86 Cen. 594,551; E&P 89 Est. 617,664
FREE PRESS:
CZ-ABC: (86) 602,074
Bal. in NDM-ABC: (86) 204,295
Met. Area 86 Cen. 625,304; E&P 89 Est. 658,664
Total NDM-ABC: (86) 806,369
SUN:
NDM-ABC: (86) 594,551

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**

City 86 Cen. 213,038; E&P 86 Est. 244,264
FREE PRESS:
CZ-ABC: (86) 229,385
Bal. in NDM-ABC: (86) 66,235
Met. Area 86 Cen. N.A.; E&P 89 Est. 257,523
Total NDM-ABC: (86) 295,620
SUN:
NDM-ABC: (86) 227,145

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial<br>(193 Branches) | 11 | N.A. |

**6 - PASSENGER AUTOS:** Province 26,755.

**7 - ELECTRIC METERS:** Residences-combined totals Wpg. Hydro/Man. Hydro: 238,968.

**8 - GAS METERS:** Residences 164,800 (total Greater Wpg. gas customers).

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Whol. 18,400 ($388); Ret. 30,800 ($249); Fin., Ins. & R.E. 15,600 ($405); Service 86,300 ($385); Industrial Composite 129,000 ($396); Mfg. 39,200 ($418); Durable Goods 17,500 ($449); Non-durable Goods 21,700 ($393); Constr. 6,300 ($475); Trans. and Commun. 25,400 ($530).

**Principal Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; July 19.6; Oct. 6.1. Max. Temp. 40.6; Min. -45. First killing frost, Sept. 22; last killing frost, May 23.

**11 - TAP WATER:** Acid, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centre**-11 blocks on Portage Ave., 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; ~~Unicity Mall~~; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Sq.; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Mon., Thur., Fri.; Food Thur., Fri.; Shopping centers every evening.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's 4; Hudson's Bay 4; Simpson-Sears 3.

**Discount Stores**-BiWay 7; K mart 5; Woolco 5; Zellers 7.

**Variety Stores**-Woolworth; S.S. Kresge; Metropolitan.

**Chain Drug Stores**-Boots 3; ARP 5; Howies 2; Metro 15; Shoppers 12; Nieman 7; Woolco 5; Price Watchers 15.

**Chain Supermarkets**-Dominion 3; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner 2; Tom Boy 4; Family Fare 10; Super Valu 5.

**Other Chain Stores**-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 7; Steen & Wright; Holt-Renfrew; D'Allairds 5; Gray's Apparel 2; Bata Shoe 5; Bowring's 2; Radio Shack 14; Reitman's 6; MacLeod's 3; Canadian Tire 7; Firestone 3; Pennington's 6; Fairweather 5; Goodyear 5; Clifford's 4; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 4.

**14 - NEWSPAPERS:** FREE PRESS (e-mon to fri) 170,404; (m-sat) 234,322; (S) 150,415, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: B. LeGoff, Ret. Adv. Dir., or D.G. Gabelhouse, Mktg. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.

**National Representatives**: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

SUN (m-mon to fri) 49,705; (S) 56,599, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: D.G. Gabelhouse, Mktg. Dir., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2; Tel. (204) 694-2022.

**National Representative**: None.

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## NEW BRUNSWICK SURVEYS

**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1981 | 1986 | 1989 |
|---|---|---|---|
| Under 5 Years | 53 | 54 | 57 |
| 5-14 Years | 120 | 122 | 129 |
| 15-24 Years | 137 | 140 | 148 |
| 25-44 Years | 194 | 197 | 209 |
| 45-64 Years | 122 | 124 | 131 |
| 65 and Over | 70 | 71 | 75 |
| TOTAL | 696 | 709 | 750 |

Based on Statistics Canada Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1971 | 1983 | 1989 |
|---|---|---|---|
| General Mdse | 158 | 456 | 657 |
| Apparel | 29 | 125 | 215 |
| Furniture | 22 | 52 | 119 |
| Groceries | 197 | 667 | 959 |
| Lumber/Bldg. Mat | 19 | 19 | 28 |
| Restaurants | 8 | 196 | 481 |
| Autos | 150 | 553 | 1,066 |
| Gasoline/Fuel Oil | 78 | 256 | 418 |
| Drugs | 22 | 112 | 185 |
| TOTAL SALES | 851 | 2,772 | 4,506 |

Source: Census of Canada/Retail Trade

## CARAQUET

**1 - LOCATION**: Gloucester County. E&P Map F-4 Map F-4.

**2 - TRANSPORTATION: Railroad**-CN; Canadian Pacific.

**Motor Freight Carriers**-Midland; Day and Ross.

**Inter City Bus Lines**-Voyageur; Gloucester Coach.

**Airlines**-Air Nova; Canadian Pacific.

**3 - POPULATION:**

Corp. City 86 Cen. 5,000; E&P 89 Est. 5,041
NDM-ABC: (86) 46,832
RTZ-ABC: (86) 40,641
Total NDM & RTZ-ABC: (86) 87,473

**4 - HOUSEHOLDS:**

City 86 Cen. 1,383; E&P 89 Est. 1,571
NDM-ABC: (86) 13,340
RTZ-ABC: (86) 12,565
Total NDM & RTZ-ABC: (86) 25,905

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** County 22,355.

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Fisheries; Tourisme; Mine. (Av. Wkly Wage)-N.A.

**Principal Industrial Pay Day** N.A.

**10 - CLIMATE:** N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Centre Chaleur; Bathurst Mall; Bathurst Super Mall; Douglastown.

**Neighborhood Shopping Centers**-Place Caraquet; Place St.-Pierre; Le Rond Point; Le Carre Point; Place Champlain.

**13 - RETAIL OUTLETS: Discount Stores**-Zeller; K mart; Woolco; Sears; Wise; People's.

**Chain Drug Stores**-Jean Centre; Shoppers.

**Chain Food Supermarkets**-Save-Easy; Co-op; Sobey's; Dominion; IGA.

**Other Chain Stores**-Canadian Tire; Home Hdwe.

**14 - NEWSPAPERS:** L'ACADIE NOUVELLE (m-mon to fri) 10,143, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wilbrod Laplante, Adv. Mgr., L'ACADIE NOUVELLE, 976 Boul St.-Pierre, Caraquet, NB E0B 1K0; Tel. (506) 727-4444; FAX (506) 727-7620.

**National Representative**: None.

## FREDERICTON

**1 - LOCATION:** York County. E&P Map F-4. Provincial Capital. County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Division Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal, 783 mi. from Gander, Newfoundland on Trans-Canadian Hwy.

**2 - TRANSPORTATION: Motor Freight Carriers**-8.

**Intercity Bus Lines**-SMT (Eastern).

**Airlines**-Air Canada; Eastern Provincial Airways.

**3 - POPULATION:**

Corp. City 86 Cen. 44,352; E&P 89 Est. 44,871
CZ-ABC: (86) 48,011
RTZ-ABC: (86) 71,312
City & RTZ-ABC: (86) 119,323

**4 - HOUSEHOLDS:**

City 86 Cen. 16,067; E&P 89 Est. 16,882
CZ-ABC: (86) 17,630
RTZ-ABC: (86) 22,690
City & RTZ-ABC: (86) 40,320

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 21 | N.A. |
| Finance & Trust | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 22,355.

**7 - ELECTRIC METERS:** City 18,700.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Footwear 150; Millwork 200; Printing 200; Creamery 70; Food Proc. 115; Brick & Concrete Prods. 115. Gov't Offices and Educational Institutions (combined) 2,450.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter -10-30.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Downtown Shopping Center**-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S. Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4 mile-wide river on North Side.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fredericton Mall | NA | Zeller's, Sobeys, Metropolitan |
| K mart Plz | NA | K mart, Mr. Grocer |
| Devon Park | NA | Save Easy Mkt. |
| Oromocto Mall | 10 | Woolworth, Save Easy Mkt. |
| Regent Mall | NA | Woolco, Dominion |
| Brookside Mall | NA | K mart |

**Principal Shopping Days**-Thur., Fri.

**Stores Close**-N.A.

**13 - RETAIL OUTLETS: Department Stores**-Creaghan; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Woolco.

**Chain Supermarkets**-Dominion 2; Sobeys 4; Red & White 2; Save Easy 3.

**Chain Drug Stores**-Ross 3; Shoppers 2; Devon Pharmacy 2; Lawtons.

**Other Chain Stores**-Canadian Tire; Western Tire.

**14 - NEWSPAPERS:** GLEANER (e) 29,402, Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671.

**National Representative**: Media Marketing.

## MONCTON

**1 - LOCATION:** Westmorland County. E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

**2 - TRANSPORTATION: Railroads**-Canada National.

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-S.M.T. (Eastern).

**Airlines**-Air Canada; Canadian Pacific; Atlantair Ltd.

**3 - POPULATION:**

Corp. City 86 Cen. 55,468; E&P 89 Est. 55,634
CZ-ABC: (86) 80,190
RTZ-ABC: (86) 227,561
City & RTZ-ABC: (86) 307,751

**4 - HOUSEHOLDS:**

City 86 Cen. 20,479; E&P 89 Est. 20,807
CZ-ABC: (86) 28,065
RTZ-ABC: (86) 69,120
City & RTZ-ABC: (86) 97,185

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 30 | N.A. |

**6 - PASSENGER AUTOS:** Province 22,355.

**7 - ELECTRIC METERS:** Residence 19,500.

**8 - GAS METERS:** Residence 1,000.

**9 - PRINCIPAL INDUSTRIES:** Regional HQ C.N.R. (Offices & Shps.) 6,000 Emp., Payroll $24 million an. Mfg. 2,342 Emp., Payroll approx. $17 million an. Approx. 400 smaller industries.

**Principal Industrial Pay Days**-15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

**11 - TAP WATER:** Acidic, very soft.

**12 - RETAILING: Principal Shopping Areas**-7 blocks on Main St., 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall.

**Neighborhood Shopping Centers**-St. George St., Mountain Rd.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Sears, Lounsbury's, Creaghan's.

**Variety Stores**-Woolco, Metropolitan, Zeller's, K mart.

**Chain Drug Stores**-Good Neighbor 3; Shoppers 4; Lawton's.

**Chain Supermarkets**-Sobey's 4, Save-Easy 3, Mountain Way 3; Dewares 3; Low Food, No Frills, Mr. Grocer; Nub.

**Other Chain Stores**-Goodrich, Peoples Jewelers, Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Ltd., Canadian Tire; Birks; Marks & Spencer, Tip Top Tailors, Jack Frazer's; Town and Country, Suzy Sheer, Dominion Playworld, Jean Junction, Tower Jewellers, Direct Film; D'Allairds, Penningtons, Cole's Book Stores, Braemar; Fredelle's; Nortell's, Singer, Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco, Consumers Distributing; Elk's, Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City, Radioland, Cartier's; Abram's, Pantorama; Medjuck's, Sam the Record Man, Kelly's Stereo Mart; Big Steel; Fairweathers; Radio Shack, Building Supplies, Kent, Lockhart's.

**14 - NEWSPAPERS:** TIMES-TRANSCRIPT (e-mon to fri) 44,200; (S) 53,345; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 853-9321.

**National Representative**: Associated Media Representatives.

## SAINT JOHN

**1 - LOCATION:** St. John County, E&P Map F-4. County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Manufacturing and distribution center.

**2 - TRANSPORTATION: Railroads**-Canadian Atlantic Railway (CP); Canadian National (CN), VIA Rail.

**Motor Freight Carriers**-18.

**Steamship Lines**-15.

**Airlines**-Air Atlantic; Air Canada; Air Nova; Canadian Int'l. Airlines.

**3 - POPULATION:**

Corp. City 86 Cen. 76,381; E&P 89 Est. 75,115
CZ-ABC: (86) 79,655
RTZ-ABC: (86) 629,787
Met. Area 86 Cen. 121,265; E&P 89 Est. 127,805
City & RTZ-ABC: (86) 709,442

**4 - HOUSEHOLDS:**

City 86 Cen. 28,115; E&P 89 Est. 27,684
CZ-ABC: (86) 28,855
RTZ-ABC: (86) 202,830
Met. Area 86 Cen. 41,937; E&P 89 Est. 46,906
City & RTZ-ABC: (86) 231,685

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 35 | N.A. |

**6 - PASSENGER AUTOS:** Province 22,355.

**7 - ELECTRIC METERS:** Residence 29,500.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners Earners (Av. Wkly. Wage N.A.) - Shipbuilding & Drydock 4,000; Hospitals 2,500, Telecommunications 1,840; Port of Saint John 1,300; Newsprint Mill 700; Pulp Mill 525; Steel/Welding 525; Dairy 450; Oil Refinery 435; Breweries 425; Sugar Refinery 380; Univ./Community College 315; Paint Brush Mfg. 200; Newspaper 200.

**Principal Pay Days**-5th & 15th; 20th & 30th.

**10 - CLIMATE:** Av. Min. & Max. Temp. (Celsius) - Spring 1 to 11; Summer 12 to 22; Fall 1 to 10; Winter -13 to -2. First killing frost, Oct. 3; last killing frost, May 16. Average 139 frost-free days.

**11 - TAP WATER:** Neutral, very soft; not fluoridated.

**12 - RETAILING: Principal Shopping Locations**-Brunswick Square, Market Square, and surrounding 6 blocks on King, Charlotte and Union Streets in the City Core.

**Neighborhood Shopping Centers**-Lancaster Mall; Loch Lomond Mall, McAllister Place, Parkway Mall, Prince Edward Square, The Village Place.

**Principal Shopping Days**-Mon. through Sat.

**Stores Open Evenings**-Most downtown stores open to 5:30 Mon. - Wed., to 9:00 Thur. & Fri.; to 5:00 Sat. Malls open to 9:30 or 10:00 Mon. - Sat.

**13 - RETAIL OUTLETS: Department Stores**-Calp's Limited, K mart 2, Sears, Woolco, Towers, Zellers.

**Chain Drug Stores**-Drug City; Guardian, Lawton's, Shoppers.

**Chain Supermarkets**-Great Atlantic Superstore, IGA, Save-Easy 2, Sobey's 6, Village Food Stores 3.

**Other Chain Stores**-Benetton; Big Steel, Birks Jewellers; Black's Camera, Canadian Tire; Coles Books, Color Your World; Computerland; Crabtree & Evelyn; D'Allaird's; Dalmy's; Eastern Furriers; Eastern Sports, Fairweather, Jack Fraser, Japan Camera, Kettle Creek Canvas, Labrador Furs, Leon's; Marks & Spencer, Medjuck's; Pascal-Emerson; Pennington's, People Jewellers, Radio Shack, Reitman's; St. Clair, Paint & Paper; Sam The Record Man; Smart Set, W.H. Smith; SONY Store; Sports Experts; Suzy Shier, Thrifty's; Tip Top; Town & Country, Wicker Emporium.

**14 - NEWSPAPERS:** THE TELEGRAPH-JOURNAL (m-mon to fri) 30,423; (m-sat) 60,920 THE EVENING TIMES-GLOBE (e-mon to fri) 33,179; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Edward Thurlbeck, Adv. Mgr., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown St., PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888; FAX (506) 648-2652.

**National Representatives**: Brydson Media Sales (U.S.); Bardal, Gosbee & Associates (Canada).

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## NEWFOUNDLAND SURVEYS

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 49 | 49 | 52 |
| 5-14 Years | 118 | 118 | 124 |
| 15-24 Years | 114 | 114 | 120 |
| 25-44 Years | 156 | 156 | 164 |
| 45-64 Years | 87 | 87 | 91 |
| 65 and Over | 44 | 44 | 47 |
| TOTAL | 568 | 568 | 597 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 159 | 414 | 521 |
| Apparel | 21 | 106 | 205 |
| Furniture | 8 | 40 | 93 |
| Groceries | 130 | 507 | 948 |
| Lumber/Bldg. Mat | 61 | 5 | 46 |
| Restaurants | 8 | 160 | 197 |
| Autos | 96 | 331 | 679 |
| Gasoline/Fuel Oil | 39 | 190 | 302 |
| Drugs | 15 | 92 | 156 |
| TOTAL SALES | 599 | 2,009 | 3,379 |

Source: Census of Canada/Retail Trade

## CORNER BROOK

**1 - LOCATION:** E&P Map F-3.

**2 - TRANSPORTATION: Railroads**-Canadian National.

**Steamship Lines**-6.

**Intercity Bus Lines**-CN Roadcruiser; Corner Brook Transit.

**Airlines**-Air Canada; Air Nova; LabAir; Sealand; Canadian Airlines International.

**3 - POPULATION:**

Corp. City 86 Cen. 22,719; E&P 89 Est. 22,966
CZ-ABC: (86) 23,134
RTZ-ABC: (86) 62,931
City & RTZ-ABC: (86) 86,065

**4 - HOUSEHOLDS:**

City 86 Cen. 6,829; E&P 89 Est. 7,115
CZ-ABC: (86) 6,935
RTZ-ABC: (86) 17,270
City & RTZ-ABC: (86) 24,205

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 7 | N.A. |

**6 - PASSENGER AUTOS:** Province 18,349.

**7 - ELECTRIC METERS:** Residence 8,092.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

**11 - TAP WATER:** Soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Broadway, West Street, Millbrook and Corner Brook Plz., Valley Mall.

**Principal Shopping Days**-Thur., Fri. and Sat.

**Stores Close**-Sun.

**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Co-op, Coleman's; K mart, Zellers, The Met.

**Discount Stores**-Target.

**Chain Drug Stores**-Shoppers, Lawtons.

**Chain Supermarkets**-Sobeys, Dominion.

**14 - NEWSPAPERS:** WESTERN STAR (e) 11,355; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Christine King, Adv. Mgr., WESTERN STAR, West St., PO Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.

**National Representative**: Thomson Newspapers.

## ST. JOHN'S

**1 - LOCATION:** Division 1, E&P Map F-3. Easternmost point in Canada. Industrial center. Capital of Province.

**2 - TRANSPORTATION: Railroad**-Canadian National.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-St. John's; Canadian Roadcruiser; United; Fleet Line.

**Airlines**-Air Canada, Canadian Airlines International; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter, Air Atlantic; Air Nova, NFLD. Labrador Airways.

**3 - POPULATION:**

Corp. City 86 Cen. 96,216; E&P 89 Est. 98,098
CZ-ABC: (86) 96,216
RTZ-ABC: (86) 264,550
Met. Area 86 Cen. 146,370; E&P 89 Est. 173,478
City & RTZ-ABC: (81) 360,766

**4 - HOUSEHOLDS:**

City 86 Cen. 30,199; E&P 89 Est. 30,630
CZ-ABC: (86) 29,750
RTZ-ABC: (86) 73,520
Met. Area 86 Cen. 44,091; E&P 89 Est. 53,314
City & RTZ-ABC: (86) 103,270

**5 - BANKS:** 39 Branches, Deposits NA.

**6 - PASSENGER AUTOS:** Province 18,349.

**7 - ELECTRIC METERS:** Residence 176,227.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,318 ($493); Trade 12,333 ($326); Industrial Composite 54,067 ($435); Constr. 1,479 ($497).

**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring -2.2-5.03; Summer 9.23-18.47; Fall 3.7-10.83; Winter -6.57- -1.47. First killing frost, Oct. 11; last killing frost, June 5.

**11 - TAP WATER:** Soft, neutral (lime added); not fluoridated.

**12 - RETAILING: Neighborhood Shopping Centers**-Water St.; LeMarchant Rd.; Churchill Park, Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Rd.; Topsail Hwy.; Sobeys Sq.; Avalon Mall; Kenmount Rd.; K mart Plz.; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Close**-Sun.

**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Store**-Sears.

**Variety Stores**-Bowrings; Ayres; Woolworth; Woolco, K mart; Zeller's.

**Chain Supermarkets**-Dominion 7; The General 2; Consumers Co-op 2; Sobeys 6; IGA.

**14 - NEWSPAPERS:** TELEGRAM (e-mon to fri) 40,105; (wknd) 57,262; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, Columbus Drive; PO Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.

**National Representative**: Thomson Newspapers.

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## NOVA SCOTIA SURVEYS

### POPULATION ESTIMATES

(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 61 | 63 | 66 |
| 5-14 Years | 138 | 142 | 150 |
| 15-24 Years | 164 | 169 | 179 |
| 25-44 Years | 236 | 243 | 256 |
| 45-64 Years | 156 | 161 | 170 |
| 65 and Over | 92 | 95 | 101 |
| TOTAL | 847 | 873 | 922 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 187 | 541 | 901 |
| Apparel | 42 | 165 | 331 |
| Furniture | 21 | 66 | 159 |
| Groceries | 246 | 924 | 1,627 |
| Lumber/Bldg. Mat | 8 | 34 | 83 |
| Restaurants | 16 | 303 | 750 |
| Autos | 173 | 633 | 1,551 |
| Gasoline/Fuel Oil | 113 | 270 | 571 |
| Drugs | 27 | 149 | 357 |
| TOTAL SALES | 971 | 3,545 | 7,005 |

Source: Census of Canada/Retail Trade

## AMHERST

**1 - LOCATION:** Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

**2 - TRANSPORTATION: Railroads**-Canadian National.

**Motor Freight Carriers**-1.

**Intercity Bus Lines**-S.M.T.; Acadian.

**3 - POPULATION:**

Corp. City 86 Cen. 9,671; E&P 89 Est. 9,618
CZ-ABC: (86) 9,671
RTZ-ABC: (86) 33,027
City & RTZ-ABC: (86) 42,698

**4 - HOUSEHOLDS:**

City 86 Cen. 3,630; E&P 89 Est. 3,631
CZ-ABC: (86) 3,630
RTZ-ABC: (81) 11,385
City & RTZ-ABC: (86) 15,015

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** Province 35,438.

**7 - ELECTRIC METERS:** Residence 3,263.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene, Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Prods.; Custom Mach.; Mobile Home Mfg.; Electronics; Chewing Gum.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Neutral.

**12 - RETAILING: Shopping Centers**-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).

**Principal Shopping Days**-Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Margolians.

**Variety Stores**-Metropolitan; Zeller's; County Fair; K mart.

**Chain Drug Stores**-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
**Chain Supermarkets**-Save-Easy; Co-op Stores; Sobeys.

**14 - NEWSPAPERS:** NEWS (m-mon to fri) 3,975; (m-sat) 6,868 Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
**National Representative**: None.

## HALIFAX

**1 - LOCATION:** Halifax County. E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Acadian; DTS Buses Ltd.
**Passenger Steamship Lines**-5.
**Freight Steamship Lines**-Container 7; Freight 25.
**Airlines**-Canadian Airlines Intl.; Air Canada; Air Atlantic; Air Nova; KLM.

**3 - POPULATION:**
Corp. City 86 Cen. 113,577; E&P 89 Est. 113,448
Met. Area 86 Cen. 295,990; E&P 89 Est. 306,301
CHRONICLE-HERALD and MAIL-STAR
NDM-ABC: (86) 707,060
DAILY NEWS:
NDM-ABC: (86) 306,418

**4 - HOUSEHOLDS:**
City 86 Cen. 44,680; E&P 89 Est. 46,049
Met. Area 86 Cen. 103,830; E&P 89 Est. 116,173
CHRONICLE-HERALD and MAIL-STAR
NDM-ABC: (86) 243,780
DAILY NEWS:
NDM-ABC: (86) 108,183

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 35,438

**7 - ELECTRIC METERS:** City 105,800

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES: Metro Area**-Industry, No. of Wage Earners (Av. Wkly. Wage-$467)-Mfg. 10,915; Constr. 10,210; Trans., Comm. & Util. 14,200; Trade 28,815; Fin., Ins. & R.E. 10,515; Servs. 55,605; Govt. 27,620; Primary 2,225.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31; last killing frost, May 13.

**11 - TAP WATER:** Acid, very soft; fluoridated.

**12 - RETAILING: Metro Area**-Principal Shopping Areas-6 blocks on Barrington St., 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd., 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
**Neighborhood Shopping Centers**-(No. of stores)-Capitol Plz. (8); Capitol Vlg. Ctr. (7); Clayton Park Plz. (5); Green Street Plz. (3); Shannon Plz. (8).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Barrinston Pl.(24) | NA | Colwell Bros. |
| Bayers Road(90) | NA | IGA, Zellers |
| Bedford Place(40) | NA | Towers, IGA |
| Clayton Park(12) | NA | IGA |
| Dartmouth S.C.(25) | NA | Zellers |
| Downsview Mall(16) | NA | Metropolitan, K mart |
| Halifax S.C.(74) | NA | Eatons, Kresges |
| Historic Prop.(20) | NA | |
| K mart Mall(12) | NA | K mart, IGA |
| Maritime Mall(32) | NA | |
| Micmac Mall(130) | NA | Bay, IGA, Eaton's |
| Penhorn Mall(35) | NA | Sears, K mart |
| Quinpool Ctr.(20) | NA | IGA, CDN Tire, Dominion |
| Sackville Town Centre(15) | NA | IGA |
| Scotia Square(50) | NA | Woolco |
| Spring Garden Place(27) | NA | Kettle Creek |
| Spryfield Mall(12) | NA | Capital, Zellers |
| Sunnyside(30) | NA | Zellers, IGA |
| Woodlawn Mall(20) | NA | The Met |
| West End Mall(20) | NA | Sears, The Bay |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Wed., Thur., Fri.
**Stores Close**-Sunday.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Robert Simpson; Woolco; Towers.
**Variety Stores**-Woolworth; Zellers 4; Metropolitan 6; Kresges.
**Chain Drug Stores**-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
**Chain Supermarkets**-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
**Other Chain Stores**-Men's: Tip Top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K. Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata, Bonita, Maher, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

**14 - NEWSPAPERS:** CHRONICLE-HERALD (m) 89,884; MAIL-STAR (e) 59,754 Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., CHRONICLE-HERALD and MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-3030.
**National Representative**: None.
DAILY NEWS (m) 23,473; (S) 29,553; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mike Hancox, Adv. Dir., DAILY NEWS, PO Box 8330, Stn. A, Halifax, NS B3K 5M1; Tel. (902) 465-1222; FAX (902) 468-3609.
**National Representative**: None.

## NEW GLASGOW

**1 - LOCATION:** Pictou County. E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

**2 - TRANSPORTATION: Railroad**-Canada National.
**Motor Freight Carriers**-3.
**Intercity Bus Lines**-Pictou Co. Transit; Acadian.

**3 - POPULATION:**
Corp. City 86 Cen. 10,022; E&P 89 Est. 10,520
CZ-ABC: (86) 22,635
RTZ-ABC: (86) 27,087
City & RTZ-ABC: (86) 49,722

**4 - HOUSEHOLDS:**
City 86 Cen. 3,676; E&P 89 Est. 3,930
CZ-ABC: (86) 7,975
RTZ-ABC: (86) 8,685
City & RTZ-ABC: (86) 16,660

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 13 | N.A. |

**6 - PASSENGER AUTOS:** Province 35,438

**7 - ELECTRIC METERS:** Residence 7,270

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railway Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 155; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

**11 - TAP WATER:** Alkaline, soft, not fluoridated.

**12 - RETAILING: Principal Shopping Center**-4 blocks on Provost and Archmedes Sts.
**Neighborhood Shopping Centers**-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.; East River Rd. Plaza.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; K mart; Woolco; Sears; Biway; Dalfens; Stedman's.
**Chain Drug Stores**-Shoppers 2; Lawton's; Guardian; ARP 3.
**Chain Supermarkets**-Sobey's 4; Save Easy; IGA 2; Johnson & MacDonald 2; Red & White.
**Other Chain Stores**-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Jack Frazer (men's); Tip Top Tailors; Marks Work Warehouse; Bargain Harolds.

**14 - NEWSPAPERS:** EVENING NEWS (e) 11,164; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Paul McCuaigh, Adv. Mgr., NEWS, 352 E. River Rd., New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
**National Representative**: Thomson Newspapers.

## SYDNEY

**1 - LOCATION:** Cape Breton County. E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

**2 - TRANSPORTATION: Railroads**-Intercommunication: Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
**Motor Freight Carriers**-16.
**Intercity Bus Lines**-Acadian; Transit Cape Breton; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
**Airlines**-Air Canada; Canadian Airlines; Air Nova; Air Atlantic; Air Bras D'Or.
**Steamship Lines**-12.

**3 - POPULATION:**
Corp. City 86 Cen. 27,754; E&P 89 Est. 28,571
CZ-ABC: (86) 35,647
RTZ-ABC: (86) 130,469
City & RTZ-ABC: (86) 166,116

**4 - HOUSEHOLDS:**
City 86 Cen. 9,608; E&P 89 Est. 10,014
CZ-ABC: (86) 11,966
RTZ-ABC: (86) 40,044
City & RTZ-ABC: (86) 52,010

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 33 | N.A. |

**6 - PASSENGER AUTOS:** Province 35,438

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 1,400 employees; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants; Coal 6,000 employees; Point Tupper, Power Plant, Pulp Mill 2,000 employees; Raw & Refined Limestone; Component Homes Plant.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Areas**-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St., 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay: 4 on Main St.; 8 on Commercial St.; New Waterford: 6 Plummer L Ave. North Sydney: 10 on Commercial St.; 2 on Bowers St. Sydney Mines: 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury: 4 on Main St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz.(21) | NA | K mart, LoFood |
| Sydney(27) | NA | Zeller's, Sobey's |
| Woolco(15) | NA | Woolco, Sobey's |
| Glace Bay(20) | NA | Sobey's, Met. |
| North Sydney(25) | NA | Zeller's, Peoples, Sobey's |
| Mayflower(60) | 2 | Woolco, Simpson's |

**Stores Open Evenings**-Fri.; Shopping Plazas-daily.

**13 - RETAIL OUTLETS: Department Stores**-The Bay; Crowell's; Sears 4; Woolco; K mart; Zellers.
**Variety Stores**-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furn. 8; Bi-Way 2; Bargain Harold's 2.
**Chain Supermarkets**-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; LoFood 2.
**Other Chain Stores**-Canadian Tire; Agnew-Surpass; Woodhouse; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 6; Radio Shack; Reitmans 2; Singer Co.

**14 - NEWSPAPERS:** CAPE BRETON POST (e) 31,791; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, PO Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.
**National Representative**: Thomson Newspapers.

## TRURO

**1 - LOCATION:** Colchester County. E&P Map F-4. County Seat. On Salmon River, 65 mi. from Halifax; 124 mi. from Moncton. On Hwys. running E, W & S. Railway & Hwy. hub.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Motor Freight Carriers**-17.
**Intercity Bus Lines**-Acadian Coach.
**Airlines**-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

**3 - POPULATION:**
Corp. City 86 Cen. 12,124; E&P 89 Est. 12,546
CZ-ABC: (86) 20,061
RTZ-ABC: (86) 42,533
City & RTZ-ABC: (86) 62,594

**4 - HOUSEHOLDS:**
City 86 Cen. 4,908; E&P 89 Est. 5,204
CZ-ABC: (86) 7,523
RTZ-ABC: (86) 13,862
City & RTZ-ABC: (86) 21,385

**5 - BANKS** 12, Deposits N.A.

**6 - PASSENGER AUTOS:** Province 35,438

**7 - ELECTRIC METERS:** Residence 5,744

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Textiles; Bldg. Materials; Dairy Prods.; Railway.
**Principal Industrial Pay Days**-5th & 15th; 20th & 30th.

**10 - CLIMATE:** First killing frost, Sept. 15; last killing frost., May 31.

**11 - TAP WATER:** Acid, very soft; trace of fluorine.

**12 - RETAILING: Principal Shopping Centers**-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (15 stores); Truro Mall (30 stores).
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Margolian's; Walker's; K mart; Zeller's; People's.
**Variety Stores**-Woolworth; Metropolitan; Zeller's; Bargain Harold's.
**Chain Drug Stores**-MacQuarries; Lawtons; Shoppers.
**Chain Supermarkets**-Sobey's; IGA; Save-Easy.
**Other Chain Stores**-Canadian Tire, Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy; Radio Shack.

**14 - NEWSPAPERS:** NEWS (e) 9,180; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bruce Pearson, Adv. Mgr., NEWS, 6 Louise St., PO Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
**National Representative**: Thomson Newspapers.

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# ONTARIO SURVEYS

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### POPULATION ESTIMATES
(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 593 | 625 | 660 |
| 5-14 Years | 1,294 | 1,365 | 1,441 |
| 15-24 Years | 1,599 | 1,686 | 1,780 |
| 25-44 Years | 2,529 | 2,668 | 2,815 |
| 45-64 Years | 1,742 | 1,837 | 1,939 |
| 65 and Over | 868 | 916 | 966 |
| TOTAL | 8,625 | 9,101 | 9,684 |

Based of Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 1,874 | 5,340 | 8,325 |
| Apparel | 739 | 2,084 | 3,620 |
| Furniture | 385 | 889 | 1,498 |
| Groceries | 2,831 | 10,206 | 15,880 |
| Lumber/Bldg. Mat | 138 | 250 | 559 |
| Restaurants | 270 | 4,101 | 12,727 |
| Autos | 1,839 | 7,670 | 20,224 |
| Gasoline/Fuel Oil | 988 | 3,431 | 5,164 |
| Drugs | 316 | 1,392 | 2,952 |
| TOTAL SALES | 12,606 | 41,753 | 77,572 |

Source: Census of Canada/Retail Trade

## BARRIE

**1 - LOCATION:** Simcoe County. E&P Maps E-4 & M-2. County Seat. Agricultural, light manufacturing, tourism; 60 mi. N of Toronto, on Ontario Hwys. 11, 26-27, 93 (90 to Base Borden); 400.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific (at Midhurst, 5 miles).

**Intercity Bus Lines**-Gray Coach; Greer Trans.

**Motor Freight Carriers**-10.

**Airlines**-Air Canada; American; C.P.A. (Toronto Airport 40 mi.).

**3 - POPULATION:**

Corp. City 86 Cen. 48,287; E&P 89 Est. 49,298

CZ-ABC: (86) 48,287

RTZ-ABC: (86) 64,703

City & RTZ-ABC: (86) 112,990

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 81 Cen. 16,935; E&P 89 Est. 17,295

CZ-ABC: (86) 16,895

RTZ-ABC: (86) 21,470

City & RTZ-ABC: (86) 38,365

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 8 | $49,000,000 |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 7,820

**8 - GAS METERS:** Residence 2,100

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Elect. Appliances 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.

**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

**11 - TAP WATER:** From artesian wells, alkaline, medium hard.

**12 - RETAILING: Principal Shopping Areas**-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.

**Neighborhood Shopping Centers**-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Bayfield Mall(38) | NA | Miracle Food Mart |
| Wellington St. | NA | Woolworth |
| Georgian Mall(40) | NA | Sears, Dominion |

**Principal Shopping Days**-Fri., Sat.

**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Woolworth; Tower; K mart; Sayvette; Walker's; Sears.

**Chain Supermarkets**-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.

**Other Chain Stores**-Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

**14 - NEWSPAPERS:** EXAMINER (e) 14,133; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: David Woronka, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.

**National Representative**: Thomson Newspapers.

## BELLEVILLE

**1 - LOCATION:** Hastings County. E&P Maps E-4 & N-2. County Seat. Dairy and agricultural area; 115 mi. from Toronto; 235 mi. from Montreal. Wholesale shopping, manufacturing center on provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific Div. point & repair shops for C.N.R.

**Motor Freight Carriers**-6.

**Intercity Bus Lines**-Belleville Transit; Colonial Coach; Rathbun; Smith.

**3 - POPULATION:**

Corp. City 86 Cen. 36,041; E&P 89 Est. 36,463

CZ-ABC: (86) 36,041

RTZ-ABC: (86) 90,588

City & RTZ-ABC: (86) 126,629

**4 - HOUSEHOLDS:**

City 86 Cen. 13,400; E&P 89 Est. 14,515

CZ-ABC: (86) 14,347

RTZ-ABC: (81) 31,147

City & RTZ-ABC: (86) 45,494

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Trust | 15 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Total 13,203

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods, Liquor and Industrial Alcohol; Cheese and Spices.

**Principal Industrial Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., N. Front St., Pinnacle St.

**Neighborhood Shopping Centers**-2 on Pinnacle St.; Belleville Plz., Dundas St.; Westgate Plz., Allied Towers, Trent Road; North Front St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Quinte Mall(65) | NA | Town & Country, Miracle Food, Sears, K mart |

**Principal Shopping Days**-Fri. & Sat.

**Stores Open Evenings**-Fri.; many Thur.

**13 - RETAIL OUTLETS: Department Stores**-Walker; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.

**Variety Stores**-Kresges; Woolworths.

**Chain Drug Stores**-Shopper's Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.

**Chain Supermarkets**-Loblaw's 2; Dominion; A&P 2; Food City; Miracle Food Mart.

**Other Chain Stores**-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulver's Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

**14 - NEWSPAPERS:** INTELLIGENCER (e) 18,744; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.

**National Representative**: Thomson Newspapers.

## BRAMPTON

**1 - LOCATION:** Peel County. E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 7 & 10.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; GO Trans.

**Motor Freight Carriers**-20.

**Intercity Bus Lines**-Gray Coach.

**Airlines**-Toronto International Airport; 15 min. from downtown Brampton.

**3 - POPULATION:**

Corp. City 86 Cen. 188,498; E&P 89 Est. 243,109

CZ-ABC: (86) 188,498

RTZ-ABC: (86) 29,666

City & RTZ-ABC: (86) 218,164

**4 - HOUSEHOLDS:**

City 86 Cen. 57,009; E&P 89 Est. 72,589

CZ-ABC: (86) 56,885

RTZ-ABC: (86) 8,960

City & RTZ-ABC: (86) 65,845

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 9 | N.A. |
| Trust Co's. | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** 9,087

**8 - GAS METERS:** 4,200

**9 - PRINCIPAL INDUSTRIES:** Building Prods.; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Commun. Equip.; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

**10 - CLIMATE:** Min. & Max. Temp.-Winter 27-32; Summer 39-85.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Brampton Mall(33) | NA | Steinberg's Mkt. |
| Brampton Ctr.(4) | NA | Dominion Store |
| Peel Vlg. Sq.(9) | NA | Shoppers Drug Mart, Dominion |
| Shoppers World(119) | NA | K mart, Canada Safeway, Simpsons |
| Bramalea City Ctr.(160) | NA | Hudson's Bay, Eaton's |
| Mississauga Sq. One(170) | NA | Sears, Woolco, Hudson's Bay |
| Centennial Mall(20) | NA | Zeller's, Dominion |
| Southgate Mall(20) | NA | Steadman's |

**13 - RETAIL OUTLETS: Department Stores**-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.

**Discount Stores**-BiWay; Stripe Discount.

**Chain Drug Stores**-Boots; Shoppers Drug Mart.

**Chain Supermarkets**-Dominion; Safeway; IGA; Loblaw's; Miracle Mart; Food City; Warehouse Foods.

**Other Chain Stores**-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitman's; Jack Fraser; Laura Secord; Maher; Agnew-Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostrander's; Stitsky's; Bonita Shoes; Aikenhead.

**14 - NEWSPAPERS:** TIMES (e-mon to fri) 8,666; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Paul Williams, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.

**National Representative**: Thomson Newspapers.

## BRANTFORD

**1 - LOCATION:** Brant County. E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

**2 - TRANSPORTATION: Railroads**-Canadian National; Toronto, Ham. & Buffalo.

**Motor Freight Carriers**-31.

**Intercity Bus Lines**-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

**3 - POPULATION:**

Corp. City 86 Cen. 76,146; E&P 89 Est. 86,270

CZ-ABC: (86) 76,146

RTZ-ABC: (86) 106,883

City & RTZ-ABC: (86) 183,029

**4 - HOUSEHOLDS:**

City 86 Cen. 27,937; E&P 89 Est. 32,486

CZ-ABC: (86) 27,900

RTZ-ABC: (86) 36,358

City & RTZ-ABC: (86) 64,258

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Comm. | 18 | N.A. |
| Trust Co's. | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 24,700

**8 - GAS METERS:** Residence 20,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Farm Mach.; Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Eaton Market Sq.; Brantford Mall; Lynden Park Mall, Mohawk Plz.; Towers; Colborne Sq.; Fairview, Morrell Street Plz.; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz..

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Eaton Market Sq.-Wed., Thur., Fri.; Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Right House; Woolco 2; Towers; K mart; Sears.

**Chain Drug Stores**-SupeRx; Shoppers'; Boots; Towers; Woolco; K mart.

**Chain Supermarkets**-IGA; Calbecks 5; Gordon-Guscott Super Save; Miracle Mart; Vickerman's; Valdi's; No Frills; Zehrs; A&P.

**Other Chain Stores**-Reitman's 3; Agnew-Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone; Goodyear; Gallenkamp Shoes; Radio Shack 2; Jack Fraser 2; Japan Camera 2; BiWay 2; Tip Top Tailors 2; Fairweathers; Bargain Harolds 2; Nabour 2; Sunrise Records; Leisure World; Athletes Foot; Churchills; Lady Footlocker; Suzie Shier 3; Hallmark Cards; Toys & Wheels; Town & Country; Youngs Jewellers.

**14 - NEWSPAPERS:** EXPOSITOR (e) 33,269; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: J.H. Gaul, Pub., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.

**National Representative**: Southam Newspapers.

## BROCKVILLE

**1 - LOCATION:** Leeds County. E&P Maps E-4, O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29, 401.

**2 - TRANSPORTATION: Intercity Bus Lines**-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.; Via Rail.

**3 - POPULATION:**

Corp. City 86 Cen. 20,888; E&P 89 Est. 20,642

CZ-ABC: (85) 20,888

RTZ-ABC: (86) 59,941

City & RTZ-ABC: (86) 80,821

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 86 Cen. 8,400; E&P 89 Est. 8,527

CZ-ABC: (86) 8,400

RTZ-ABC: (86) 20,675

City & RTZ-ABC: (86) 29,075

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings | 9 | N.A. |
| Savings & Loan | 4 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 8,000

**8 - GAS METERS:** Residence 2,500

**9 - PRINCIPAL INDUSTRIES:** Abrasion & Grinding Wheels; Insulated Chimneys; Computers; Concrete Prods.; Tel. Installation & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.

**Wage Rates**-Manufacturing: Unskilled $4.35-$6.00; Semi-Skilled $5.00-$7.00; Skilled $9.00-$15.00.

**Principal Industrial Pay Days**-15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 48 stores.

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Lipson's; Zeller's; Woolco.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-IDA 3; Rexall; Shoppers'; Family Pharmacy 2; Boots.
**Chain Supermarkets**-A&P; No Frills; OK Economy; Steinberg; IGA; Save-A-Center.
**Other Chain Stores**-Kern's Jeweler; Agnew-Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer; Pro Hardware; Reitman's; Cashway; Smart Set; Dominion Hardware

**14 - NEWSPAPERS:** RECORDER & TIMES (e) 16,229; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Richard Sadick, Adv. Mgr., RECORDER & TIMES, 23 King St. W.; PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
**National Representative**: None.

## CAMBRIDGE

**1 - LOCATION:** Waterloo County, E&P Map E-4, M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.
**Motor Freight Carriers**-12
**Intercity Bus Lines**-Canada Coach; Burley; Grey Coach; Cambridge Transit.

**3 - POPULATION:**
Corp. City 86 Cen. 79,920; E&P 89 Est. 88,856
CZ-ABC: (86) 79,920
RTZ-ABC: (86) 14,127
City & RTZ-ABC: (86) 94,047

**4 - HOUSEHOLDS:**
City 86 Cen. 25,585; E&P 89 Est. 31,054
CZ-ABC: (86) 27,075
RTZ-ABC: (86) 4,455
City & RTZ-ABC: (86) 31,530

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 26 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 19,986

**8 - GAS METERS:** Residence 12,000; Commercial 1,400; Industrial 250.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Industry ($300).
**Principal Industrial Pay Days**-15th, 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

**11 - TAP WATER:** Alkaline, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Center**-Main St., Ainslie, Dickson, & Water Sts.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Ayr | 11 | Zehr's |
| K mart Centre | 5 | K mart |
| Fairview Mall | 9 | Simpson's, Sears, Woolco, Zehr's |

**Other Shopping Centers**-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Shopping centers open every evening. Downtown stores open Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Right House; Zeller's; Woolco; Miracle Mart; K mart.
**Chain Drug Stores**-Rexall; IDA; Shoppers; Boots.
**Chain Supermarkets**-Miracle Mart 2; Zehr's 4; Food Barn; A&P.
**Other Chain Stores**-Woodhouse; Canadian Tire; Firestone; Goodyear; Agnew-Surpass.

**14 - NEWSPAPERS:** REPORTER (e) 14,306; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
**National Representative**: Thomson Newspapers.

## CHATHAM

**1 - LOCATION:** Kent County, E&P Maps D-4, L-3. County Seat. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy.; near Kings Hwys. 3, 21, 98.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Chatham; Greyhound.

**3 - POPULATION:**
Corp. City 86 Cen. 42,211; E&P 89 Est. 46,645
CZ-ABC: (86) 42,211
RTZ-ABC: (86) 64,521
City & RTZ-ABC: (86) 106,732

**4 - HOUSEHOLDS:**
City 86 Cen. 15,297; E&P 89 Est. 17,495
CZ-ABC: (86) 15,297
RTZ-ABC: (86) 22,486
City & RTZ-ABC: (86) 37,783

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Chartered Banks | 6 | N.A. |
| Trust & Mortgage | 5 | N.A. |
| Credit Unions | 7 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 13,913

**8 - GAS METERS:** Residence (Chatham and immediate rural areas) 32,985

**9 - PRINCIPAL INDUSTRIES:** Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natural Gas Distributing; Jute Bags; Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp. Farenheit-Spring 24-75; Summer 57-102; Fall 31-85; Winter-3-50. First killing frost, Oct. 5; last killing frost, May 10.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
**Neighborhood Shopping Centers**-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Thames Lea(20) | 2 | K mart, Zeller's, Zehr's |
| Nortown(12) | 2 | IGA, A&P |
| North Maple Mall(24) | 3 | Woolco, Zehr's, Bi-Way |
| Downtown Chatham Centre(60) | NA | Sears, Miracle Mart |

**Principal Shopping Days**-Fri., Sat.
**Stores Close**-Sun.
**Stores Open Evenings**-Fri.; Food Thur., Fri.; some nightly.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Woolco; K mart; Sears.
**Discount Stores**-Shoppers Drug Mart; Krazy Kelly; Valdi; Bargain Harold; Bi-Way.
**Variety Stores**-Bi-Way.
**Chain Drug Stores**-Shoppers; Boots.
**Chain Supermarkets**-A&P; IGA; Zehrs.
**Other Chain Stores**-Young's Jewellers; Singer; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, E. & R. Maher, Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri, Leons; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Home Howe; Cash & Carry Lumber.

**14 - NEWSPAPERS:** NEWS (e) 16,242; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dave MacDonald, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
**National Representative**: Thomson Newspapers.

## COBOURG

**1 - LOCATION:** Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Intercity Bus Lines**-Gray; Colonial; Charterway; G.O. Buses.
**Airlines**-At Toronto International Airport.

**3 - POPULATION:**
Corp. City 86 Cen. 13,197; E&P 89 Est. 13,762
CZ-ABC: (86) 13,197
RTZ-ABC: (86) 16,472
City & RTZ-ABC: (86) 29,669

**4 - HOUSEHOLDS:**
City 86 Cen. 5,014; E&P 89 Est. 5,362
CZ-ABC: (86) 5,005
RTZ-ABC: (86) 5,705
City & RTZ-ABC: (86) 10,710

**5 - BANKS:** N.A.

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fab.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Hard; fluoridated.

**12 - RETAILING:** N.A.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** DAILY STAR (e-mon to fri) 5,819; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William J. Poirier, Pub., DAILY STAR, 415 King St. W.; PO Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131.
**National Representative**: Bardal, Gosbee & Associates.

## CORNWALL

**1 - LOCATION:** Stormont County, E&P Maps E-4 & O-2. County Seat. On St. Lawrence River; Headquarters St. Lawrence Seaway; Site of International St. Lawrence Power Generating Station 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Voyageur Coach.
**Water Shipping**-Great Lakes and Ocean Steamships.

**3 - POPULATION:**
Corp. City 86 Cen. 46,425; E&P 89 Est. 47,933
CZ-ABC: (86) 46,425
RTZ-ABC: (86) 17,069
City & RTZ-ABC: (86) 63,494

**4 - HOUSEHOLDS:**
City 86 Cen. 16,228; E&P 89 Est. 17,965
CZ-ABC: (86) 17,185
RTZ-ABC: (86) 5,605
City & RTZ-ABC: (86) 22,790

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Province 3,700,000; Residence 16,600

**8 - GAS METERS:** Residence 5,300

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chem. 1,450; Other 1,850.
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Woolco; Sears; K mart; Harts; Giant Tiger; Bargain Harold; Bi-Way.
**Chain Drug Stores**-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers; Jean Coutu.
**Chain Supermarkets**-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
**Other Chain Stores**-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Irene Hill; Shoes: Fredelle, Kinney, Dexter, Belinda & Brother, Lewis, Maher; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country.

**14 - NEWSPAPERS:** STANDARD-FREEHOLDER (e) 18,062; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Peter Padbury, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
**National Representative**: Thomson Newspapers.

## FORT FRANCES

**1 - LOCATION:** Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

**2 - TRANSPORTATION: Railroads**-Canadian National; D.W.P.
**Intercity Bus Lines**-Grey Goose; Excel Motor Coach.
**Motor Freight Carriers**-3.
**Airlines**-Northwest Orient (International Falls); NorOntair.

**3 - POPULATION:**
Corp. City 86 Cen. 8,870; E&P 89 Est. 8,805

**4 - HOUSEHOLDS:**
City 86 Cen. 3,413; E&P 89 Est. 3,338

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 3 | N.A. |
| Savings & Loan | 1 | N.A. |
| Credit Unions | 1 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** 4,000

**8 - GAS METERS:** 1,700

**9 - PRINCIPAL INDUSTRIES:** Pulp & Paper; Agric.; Lumbering; Tourism.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Soft; fluoridated & chlorinated.

**12 - RETAILING: Principal Shopping Area**-5 blocks in town.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Chain Stores**-Safeway; Canadian Tire; Saan; Ackland's; MacLeod's; IGA; Metropolitan; Stedman's.

**14 - NEWSPAPERS:** BULLETIN (e-mon, tues, thur, fri) 2,818; sworn Nov. 16, 1988.
**Local Contact** for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St.; PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
**National Representative**: None.

## GUELPH

**1 - LOCATION:** Wellington County, E&P Map E-4, M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto; 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; Junction.
**Intercity Bus Lines**-Canada; Elliott Coach; Grey Coach.
**Motor Freight Carriers**-31.
**City Bus Lines**-Guelph Trans. Comm.
**Airlines**-Waterloo Wellington, private & charter; Guelph Air Park, private & small charter.

**3 - POPULATION:**
Corp. City 86 Cen. 78,235; E&P 89 Est. 80,579
CZ-ABC: (86) 83,400
RTZ-ABC: (86) 76,700
City & RTZ-ABC: (86) 160,100

**4 - HOUSEHOLDS:**
City 86 Cen. 28,160; E&P 89 Est. 30,569
CZ-ABC: (86) 28,160
RTZ-ABC: (86) 23,715
City & RTZ-ABC: (86) 51,875

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 38 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 27,009

**8 - GAS METERS:** Residence 16,856

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mfg. 12,155; Trade 6,730; Govt. Service 2,175; Fin., Ins., & R.E. 2,115; Constr. 2,095; Trans., Comm. & Utility 1,665; Total 43,255.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30.

**11 - TAP WATER:** Acid, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-on 9 Sts.; 8 blocks Macdonell; Eaton Ctr.; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victona Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall; Campus Estates.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Fergus | 14 | Russels, Big V, Zehr's, L&M Mkt. |
| Elora | 13 | L&M Food |
| Acton | 14 | Eisen, IGA |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri. until 9 pm.

**13 - RETAIL OUTLETS: Department Stores**-Budds; Sears; Zeller's County Fair 2; K mart; BiWay 2; Eaton's.
**Variety Stores**-Woolworth; Bargain Harold.
**Chain Drug Stores**-IDA; Big V 3; Boots 2; Shoppers 3; Guardian.
**Chain Supermarkets**-A&P 2; Foodland; Zehr's 5; Miracle Mart; Valdi; Sobey's; Valu Mart.
**Other Chain Stores**-Shoes: Aggie's, Athletes Foot, Joggers, Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Heller & Moisan, Ab Amies; Auto Supply: Canadian Tire 2, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitman's 2, Arcade, Irene Hill, Suzy Shier 2, Brown's, House of David, Star 2, Ellen's Fashion's, Lee's Apparel, Petticoat Lane; TV.: Wickham's County TV, Shortreed, Love's, Japan Camera, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters, People's, Morse, Young's, Brancier.

**14 - NEWSPAPERS:** MERCURY (e) 18,839; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St.; PO Box 3604, Guelph, ON N1H 6P7; Tel. (519) 822-4310; FAX (519) 767-1681.
**National Representative**: Thomson Newspapers.

## HAMILTON

**1 - LOCATION:** Wentworth & Halton Counties, E&P Maps E-4, M-3. Western end Lake Ontario. County Seat; 19,230 acres, one of the largest land-locked harbors on Great Lakes, 42 mi. SW of Toronto; 64 mi. W of Buffalo; 47 mi. W of Niagara Falls; 200 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Via Rail Canada Inc.; Canadian National.
**Motor Freight Carriers**-100.
**Intercity Bus Lines**-Eastern Canadian Greyhound; Gray Coach; Canada Coach; Go Transit; Travelways; United Trails.
**Steamship Lines**-61.
**Airlines**-Air Canada, C.P.; American; British Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France. (from Toronto all major National & International connections).

**3 - POPULATION:**
Corp. City 86 Cen. 306,728; E&P 89 Est. 308,494
CZ-ABC: (86) 505,178
RTZ-ABC: (86) 259,086
Met. Area 86 Cen. 564,100; E&P 89 Est. 585,932
City & RTZ-ABC: (86) 764,264
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 117,925; E&P 89 Est. 123,433
Met. Area 86 Cen. 201,325; E&P 89 Est. 223,704
CZ-ABC: (86) 178,578
RTZ-ABC: (86) 91,619
City & RTZ-ABC: (86) 270,197

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| All | 137 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residential 112,700 (city of Hamilton)

**8 - GAS METERS:** Residence 67,900; City of Hamilton 97,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 80,970; Agric. 5,200; Constr. 16,875; Trans. 8,820; Whol. Trade 14,540; Fin. 10,105; Ins. & R.E. 5,875; Educ. Serv. 20,220; Health & Social Serv. 23,995; Accomodation, Food & Beverage 16,250; Other Serv. 19,065; Bus. Serv. 11,610; Gov't. Serv. 12,195; Other 865. Total 284,505.
**Principal Pay Days**-Thur., Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23; last killing frost, Apr. 28.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Districts**-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
**Neighborhood Shopping Districts**-Ottawa St. N.; Hess Village; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.; Rosedale.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| University Plz. Dundas(27) | 5 | Miracle Food Mart, A&P |
| Greater Hamilton(85) | 3 | Robinson's, Sears, K mart, A&P, Canadian Tire |
| Burlington Mall(116) | 12 | Sears, Eaton's, K mart, Robinson's, A&P |
| Mountain Plz.(45) | 3 | Woolco |
| Battlefield Sq.(23) | 15 | Simpsons, IDA Drug |
| Fennel Sq.(9) | 10 | A&P, Woolworth |
| Terminal Towers (40) | NA | |
| Aldershot(15) | 8 | Canadian Tire, Towers, A&P |
| Brant Plz.(15) | 10 | No Frills |
| Roseland Plz.(20) | 11 | SupeRx |
| County Fair(5) | 4 | Zeller's, No Frills |
| Appleby Mall-Burlington | 10 | Zeller's, A&P |
| Queenston Mall (28) | 5 | Miracle Food Mart, Canadian Tire |
| Eastgate Sq. (104) | 5 | Eaton's, Woolco, Robinson's, Fortinos |
| Jackson Sq.(250) | NA | Eaton's, Marks & Spencer |
| Westcliffe Mall (10) | 10 | A&P |
| Gage Square(6) | NA | A&P, Canadian Tire |
| Stadium Mall(7) | 3 | Consumer Dist., Food City |
| Strath-Barton(6) | 4 | Family Fair, Food City |
| Harvard Sq.(8) | 10 | Fortinos |
| Lime Ridge Mall(204) | 10 | Sears, Robinson's, Eaton's, K mart |
| Fiesta Mall(40) | 7 | Fortinos, Zeller's |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Most downtown chain food & shopping centers: Thur., Fri.; Plaza food stores open 6 nights. Most other city malls: Mon. to Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; G.W. Robinson; Sears.
**Discount Stores**-Towers; Zeller's; Woolco; K mart.
**Variety Stores**-Woolworth; Kresge.
**Chain Drug Stores**-IDA; Shoppers; Big V; SupeRx; Boots; Dell Chemists.
**Chain Supermarkets**-Miracle Food Marts; IGA; A&P; Valdi; Fortino; No Frills; Min-A-Mart; Zehr's.
**Other Chain Stores**-Tip-Top Tailors, Reitman's, D'Allaird's, Agnew-Surpass, Maher, Elks Men's Wear, Lindor; Auto: Canadian Tire, Firestone; Jewelry: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Walters, Ostranders, Ashleys, Grahams.

**14 - NEWSPAPERS:** SPECTATOR (e) 142,125; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Dave Copeland, Adv. Dir., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
**National Representative**: Southam Newspapers.

## KENORA

**1 - LOCATION:** District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific.
**Intercity Bus Lines**-Greyhound.
**Airlines**-Norontair; Bearskin; Helitac (Helicopter Serv.); Walsten Air Serv. (Float & Ski Serv.); Austin Air; Air Canada.

**3 - POPULATION:**
Corp. City 86 Cen. 9,621; E&P 89 Est. 9,967
CZ-ABC: (86) 9,621
RTZ-ABC: (86) 10,557
City & RTZ-ABC: (86) 20,178
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 3,675; E&P 89 Est. 3,785
CZ-ABC: (86) 3,365
RTZ-ABC: (86) 3,450
City & RTZ-ABC: (86) 7,115

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Banks | 6 | N.A. |
| Credit Unions | 2 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 10,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 0-10; Summer 20-26; Fall 10-20; Winter -25-20. First killing frost, mid-Oct.; last killing frost, mid-May.

**11 - TAP WATER:** Lake water (treated).

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Kenora Shoppers Mall(15) | NA | Woolworth |
| Kenora Town Centre(65) | NA | |

**Principal Shopping Days**-Thur. through Sat. Major food stores and mall open 9 a.m. to 9 p.m. (summer only).

**13 - RETAIL OUTLETS:** Canadian Tire; Safeway; Saan; Loblaws; Sears (mail order).

**14 - NEWSPAPERS:** MINER & NEWS (e-mon to fri) 4,990; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
**National Representative**: None.

## KINGSTON

**1 - LOCATION:** Frontenac County, E&P Maps E-4, N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Water**-St. Lawrence Seaway Port.
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Voyageur Colonial, Ltd.; Charter Aircraft.
**Airlines**-Corporate Air; Kingston Flying Club.

**3 - POPULATION:**
Corp. City 86 Cen. 55,050; E&P 89 Est. 56,343
Bal. in NDM: (86) 76,683
CZ-ABC: (86) 59,202
Bal. in RTZ-ABC: (86) 28,700
Total NDM & RTZ-ABC: (86) 164,585

**4 - HOUSEHOLDS:**
City 86 Cen. 22,209; E&P 89 Est. 24,472
Bal. in NDM: (86) 25,014
CZ-ABC: (86) 24,416
Bal. in. RTZ-ABC: (86) 9,795
Total NDM & RTZ-ABC: (86) 59,225

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Savings & Comm | 32 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** 22,839

**8 - GAS METERS:** 5,316

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).
**Principal Industrial Pay Days**-15th and 31st.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Centers**-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.
**Neighborhood Shopping Centers**-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| K mart Plz.(6) | NA | K mart, Loblaw's |
| Kingston Centre(4) | NA | Simpsons-Sears, Loblaw's |
| Frontenac Centre(6) | NA | Dominion, Woolco |
| Cataraqui Centre(6) | 8 | Simpson's, Zeller's, Loblaw's |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; The Bay.
**Discount Stores**-S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
**Variety Stores**-Woolworth; Kresge.
**Chain Drug Stores**-Tamblyn; Thrifty, Shoppers; Boots; Guardian; Medical Arts Pharmacy; I.D.A.
**Chain Supermarkets**-A&P; Loblaw; IGA; Food City; Valdi's; Loebs.
**Other Chain Stores**-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; People's Credit Jewelers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Klobber (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowring's; Shorney's; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds; Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stiches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical.

**14 - NEWSPAPERS:** WHIG-STANDARD (e) 38,709; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ray Johnston, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
**National Representative**: Bardal, Gosbee & Associates (in Canada); Brydson Media Sales Int'l. (in New York).

## KIRKLAND LAKE

**1 - LOCATION:** Temiskaming County, E&P Map D-4. Mining, farming, education, distribution center. 365 mi. from Toronto. On Hwys. 11, 66.

**2 - TRANSPORTATION: Railroads**-Ontario-Northland and Bus.
**Motor Freight Carriers**-2.
**Airlines**-NorOntair.

**3 - POPULATION:**
Corp. City 86 Cen. 11,604; E&P 89 Est. 11,356
CZ-ABC: (86) 11,604
RTZ-ABC: (86) 28,703
City & RTZ-ABC: (86) 40,307

**4 - HOUSEHOLDS:**
City 86 Cen. 4,725; E&P 89 Est. 4,620
CZ-ABC: (86) 4,725
RTZ-ABC: (81) 9,885
City & RTZ-ABC: (86) 14,610

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 4 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 5,160

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Mining.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

**11 - TAP WATER:** Neutral; very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**- 4 blocks on Government Road.
**Principal Shopping Days**-Mon., Thur., Fri., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Variety Stores**-Metropolitan; Kresge; Woolworth.
**Chain Drug Stores**-IDA 2; Rexall.
**Chain Supermarkets**-A&P; Dominion; Montemurro's; IGA.

**14 - NEWSPAPERS:** NORTHERN NEWS (e) 6,058; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
**National Representative**: Thomson Newspapers.

## KITCHENER-WATERLOO

**1 - LOCATION:** Regional Municipality of Waterloo, E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-34.
**Intercity Bus Line**-Gray.
**Airlines**-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; SwissAir; Pearson Int'l Airport, Toronto (45 minutes); Nordair; Hamilton Airport (40 minutes).

**3 - POPULATION:**
Corp. Cities 86 Cen. 209,322; E&P 89 Est. 218,883
Kitchener 86 Cen. 150,604; E&P 89 Est. 159,363
Waterloo 86 Cen. 58,718; E&P 89 Est. 59,520
CZ-ABC: (86) 209,322
RTZ-ABC: (86) 126,719
City & RTZ-ABC: (86) 336,041
Met. Area 86 Cen. 311,195; E&P 89 Est. 327,346
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
Cities 86 Cen. 77,367; E&P 89 Est. 82,595
Kitchener 86 Cen. 55,275; E&P 89 Est. 60,440
Waterloo 86 Cen. 22,092; E&P 89 Est. 22,155
Met. Area 86 Cen. 111,291; E&P 89 Est. 126,401
CZ-ABC: (86) 76,265
RTZ-ABC: (86) 40,365
City & RTZ-ABC: (86) 116,630

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings | 111 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 101,249

**8 - GAS METERS:** Residence 59,538

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Managerial/Administrative 28,000; Technical/Lower Professional 9,100; Clerical/Secretarial (including sales clerk) 37,100; Serv. 20,600; Skilled Labor 26,300; Unskilled Labor 14,500.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

**11 - TAP WATER:** Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Fairview Park, 5 mi. from downtown Kitchener (154 stores); Market Sq., downtown Kitchener (75 stores); King Ctr., downtown Kitchener (65 stores); 8 blocks on King St., Kitchener; Waterloo Town Sq., downtown Waterloo (52 stores); Conestoga Mall 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.; Food-every evening except Sunday.

**13 - RETAIL OUTLETS: Department Stores**-Budds; Eaton's 2; Marks & Spencer; The Bay; Sears; Robinson's 2.
**Variety Stores**-Woolworth; Zeller's.
**Discount Stores**-Woolco; Towers 2; K mart 2.
**Chain Drug Stores**-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 2; SupeRx.
**Chain Supermarkets**-Dutch Boy 6; Zehr's 12; Central; Knechtel's 3; Mr. Grocer; Super Fresh.
**Other Chain Stores**-Agnew-Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (women's); Town & Country (women's) 6; Leon's Furn.; Brick Furn.; Pennington's 2; D'Allard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; BiWay 3; Nabour 3; Bargain Harold's 2.

**14 - NEWSPAPERS:** RECORD (e) 80,648; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Gordon Young, Ret. Adv. Mgr., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
**National Representatives**: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

## LINDSAY

**1 - LOCATION:** Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.
**Intercity Bus Lines**-Travelway Bus.

**3 - POPULATION:**
Corp. City 86 Cen. 14,455; E&P 89 Est. 15,087
CZ-ABC: (86) 14,455
RTZ-ABC: (86) 42,970
City & RTZ-ABC: (86) 57,425

**4 - HOUSEHOLDS:**
City 86 Cen. 5,754; E&P 89 Est. 6,190
CZ-ABC: (86) 5,730
RTZ-ABC: (86) 15,220
City & RTZ-ABC: (86) 20,950

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 7 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** POST (e-mon to fri) 5,903; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Marc Foisy Des Forges, Adv. Sales Dir., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
**National Representative**: None.

## LONDON

**1 - LOCATION:** Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit, MI.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-67.
**Intercity Bus Lines**-Greyhound; Gray Coach; London Charterways.
**Airlines**-Air Canada; Air Ontario; City Express; Canadian Air International Ltd.

**3 - POPULATION:**
Corp. City 86 Cen. 269,140; E&P 89 Est. 289,295
Met. Area 86 Cen. 303,644; E&P 89 Est. 318,522
CZ-ABC: (86) 272,160
Bal. in. NDM-ABC: (86) 130,645
Total NDM-ABC: (86) 402,805
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 105,593; E&P 89 Est. 116,948
Met. Area 86 Cen. 116,607; E&P 89 Est. 129,760
CZ-ABC: (86) 105,368
Bal. in. NDM-ABC: (86) 44,027
Total NDM-ABC: (86) 149,395

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 81<br>Branches | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 90,000

**8 - GAS METERS:** Residence 80,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Primary 900; Mfg. 28,400; Constr. 6,700; Trans., Commun., Utils. 8,300; Trades 24,400; Fin., Ins. & R.E. 10,100; Servs. 49,600; Public Admin. 7,100.
**Principal Pay Days**-Thur., Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

**11 - TAP WATER:** Lake Huron Pipeline; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(No. of Stores)-Eaton Sq. (65), Wellington King Sts.; Eastown Plz. (37), East Dundas St.; [illegible]stown Plz. (55), Oxford St. W.; London Plz. (10), Adelaide St. N.; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Masonville Pl. (130), Richmond St. & Fanshawe Park Rd.; Oakridge Mall (27); Northland Mall (25), Highbury and Huron Sts.; White Oaks (170), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz. (18), Oxford-Adelaide Sts.; Argyle Mall (32), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (9); Westmount Plz. (70); City Centre (32), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Mall (42), Oxford St. E.; Towers Plz. (7), Wellington Rd. S.; London Mews (70); Wonderland Mall (24), Wonderland & Southdale; Superstore Mall (30), Wellington Rd.
**Core Shopping Area**-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
**Neighborhood Shopping Areas**-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
**Stores Close**-Sundays.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eatons 3; The Bay 2; Kingsmills; Sears; Fairweather 3.
**Discount Stores**-Towers; K mart 2; Zellers 2; Woolco 3; Family Fare 2.
**Variety Stores**-Zellers; Woolworth 2; Metropolitan; Kresges.
**Chain Drug Stores**-Boots 7; Canadian Apothecary 4; Shopper's Drug 6; SupeRx 6; Big V 11.
**Chain Supermarkets**-Loblaws 4; No Frills 3; Superstore 2; A&P 7; Miracle Foodmart 5; EMA 2; Food City 2.
**Other Chain Stores**-Apparel: D'Allaird's 3, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furn.: Leon's, Interior Trend, Design Plus, Pattons Place, Common Mkt., Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 2, Belinda 4, Dacks, Fredelle 2, Kinney 3, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

**14 - NEWSPAPERS:** FREE PRESS (m) 125,925; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
**National Representative**: Newspaper Marketing Bureau.

## NIAGARA FALLS

**1 - LOCATION:** Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

**2 - TRANSPORTATION: Railroads**-Canadian National; Wabash; Canadian Pacific.
**Motor Freight Carriers**-7.
**Intercity Bus Lines**-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
**Airlines**-Air Canada; American; United; Mohawk; Lake Central.

**3 - POPULATION:**
Corp. City 86 Cen. 72,107; E&P 89 Est. 76,409
CZ-ABC: (86) 72,107
RTZ-ABC: (86) 35,747
Met. Area 86 Cen. 320,005; E&P 89 Est. 320,449
City & RTZ-ABC: (86) 107,854

**4 - HOUSEHOLDS:**
City 86 Cen. 26,105; E&P 89 Est. 28,588
CZ-ABC: (86) 26,060
RTZ-ABC: (86) 13,025
Met. Area 86 Cen. 116,594; E&P 89 Est. 120,380
City & RTZ-ABC: (86) 39,085

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Comm. | 24 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 20,810

**8 - GAS METERS:** Residence 16,415

**9 - PRINCIPAL INDUSTRIES:** Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage N.A.).
**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Av. Temp.-Summer 68; Av. An. Temp.-47; An. Rainfall 30 inches.

**11 - TAP WATER:** Neutral, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
**Neighborhood Shopping Centers**-Stamford; Chippawa; Lundy's Lane Plz.; Dorchester Rd.; Niagara Square.
**Principal Shopping Days**-Thur., Sat.
**Stores Close**-Wed. afternoon.
**Stores Open Evenings**-Thur. & Fri.-North End; Fri.-South End.

**13 - RETAIL OUTLETS: Department Stores**-Rosberg's; Zeller's; Towers; Robinson's; K mart.
**Variety Stores**-Metropolitan.
**Chain Drug Stores**-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.
**Chain Supermarkets**-Red & White 4; Super Save; A&P 2; Quality Fare; IGA; Food City; No Frills.
**Other Chain Stores**-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

**14 - NEWSPAPERS:** REVIEW (e) 21,725; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.
**National Representative**: Thomson Newspapers.

## NORTH BAY

**1 - LOCATION:** Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; O.N.R. Headquarters.
**Motor Freight Carriers**-15.
**Intercity Bus Lines**-Deluxe Trans.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
**Airlines**-Air Canada; First Air; Voyager; NorOntair; Canadian Airlines Int'l.

**3 - POPULATION:**
Corp. City 86 Cen. 50,623; E&P 89 Est. 52,582
CZ-ABC: (86) 50,623
RTZ-ABC: (86) 52,706
City & RTZ-ABC: (86) 103,329
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 18,044; E&P 89 Est. 18,855
CZ-ABC: (86) 17,980
RTZ-ABC: (86) 18,204
City & RTZ-ABC: (86) 36,184

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Commercial | 19 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 16,559

**8 - GAS METERS:** Residence 8,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Commun. & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.

**Principal Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-7 blocks on Main St.

**Neighborhood Shopping Centers**-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq. 21 acres, 60 stores, incl. Loblaw; Woolco; Reitman 1,450 cars; Nipissing Plz., Zeller's, 2 mi. from downtown; Widdifield Plz. 2 stores, 70 cars; North Bay Mall; K mart, A&P, Shoppers Drug Store, 65 stores, 1,200 cars.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.; some 6 nights.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Woolco; Tower's; K mart.

**Variety Stores**-Kresge's; Bargain Harolds; Saan.

**Chain Drug Stores**-Boots 2; Shopper's 2; Guardian IDA.

**Chain Supermarkets**-A&P 4; Loblaw's; IGA; Food City.

**Other Chain Stores**-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailors; Jack Frasers; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer; Firestone; Goodyear; Uniroyal.

**14 - NEWSPAPERS:** NUGGET (e) 24,218; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Frank Gurini, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200; FAX (705) 472-1438.

**National Representative**: Southam Newspapers.

## ORILLIA

**1 - LOCATION:** Simcoe County. E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.

**Airlines**-Orillia.

**3 - POPULATION:**

Corp. City 86 Cen. 24,077; E&P 89 Est. 24,084
CZ-ABC: (86) 24,077
RTZ-ABC: (86) 35,541
City & RTZ-ABC: (86) 59,618

**4 - HOUSEHOLDS:**

City 86 Cen. 9,049; E&P 89 Est. 9,152
CZ-ABC: (86) 9,035
RTZ-ABC: (86) 12,440
City & RTZ-ABC: (86) 21,475

**5 - BANKS:** N.A.

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 6,692

**8 - GAS METERS:** 2,900

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't Servs. 1,100; Misc. 430. (Av. Wkly. Wage $210).

**Principal Pay Days**-2nd, 4th; Fri.

**10 - CLIMATE:** First killing frost, Oct. 15; last killing frost, Apr. 15.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Beaverton | 20 | IGA, Red & White |
| Coldwater | 15 | IGA |
| Gravenhurst | 20 | IGA, A&P, Dominion |
| Washago | 14 | IGA |
| Bracebridge | NA | Dominion, IGA |

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Close**-9 p.m.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Zeller's; Woolworth; A&N.

**Chain Drug Stores**-Rexall; Drug City; Shoppers Drug Mart.

**Chain Supermarkets**-Dominion; Loblaws; A&P; IGA; Miracle Food Mart.

**14 - NEWSPAPERS:** PACKET & TIMES (e) 10,676 Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E., Orillia, ON L3V 1T4; Tel. (705) 325-1355.

**National Representative**: Thomson Newspapers.

## OSHAWA-WHITBY

**1 - LOCATION:** Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.

**Intercity Bus Lines**-Gray, Colonial, Charterways & G.O. Buses.

**Airlines**-At Toronto Intl. Airport.

**3 - POPULATION:**

Corp. Cities 86 Cen. 169,470; E&P 89 Est. 195,530
Oshawa 86 Cen. 123,651; E&P 89 Est. 141,197
Whitby 86 Cen. 45,819; E&P 89 Est. 54,333
CZ-ABC: (86) 169,470
RTZ-ABC: (86) 146,682
City & RTZ-ABC: (86) 316,152
Met. Area 86 Cen. 169,470; E&P 89 Est. 195,319

**4 - HOUSEHOLDS:**

Cities 86 Cen. 57,298; E&P 89 Est. 67,330
Oshawa 86 Cen. 42,670; E&P 89 Est. 49,545
Whitby 86 Cen. 14,628; E&P 89 Est. 17,785
CZ-ABC: (86) 57,115
RTZ-ABC: (86) 46,080
Met. Area 86 Cen. 57,298; E&P 89 Est. 66,916
City & RTZ-ABC: (86) 103,195

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 29 | N.A. |
| Trust Co's. | 4 | N.A. |
| Credit Unions | 4 | N.A. |
| Loan Co's. | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 26,700

**8 - GAS METERS:** Residence, Oshawa 9,900

**9 - PRINCIPAL INDUSTRIES:** Automotive Assembly; Elect. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Acid, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.

**Principal Shopping Days**-Wed., Thur., Fri., Sat.

**Stores Open Evenings**-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.

**Variety Stores**-Kresge's; Woolworth; K mart.

**Chain Drug Stores**-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.

**Chain Supermarkets**-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.

**Other Chain Stores**-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Bi-Way; Collegiate Sports.

**14 - NEWSPAPERS:** TIMES (e) 21,941; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Laurin, Adv. Mgr., TIMES, 44 Richmond St. W, Oshawa, ON L1G 1C8; Tel. (416) 723-3474.

**National Representative**: Thomson Newspapers.

## OTTAWA

**1 - LOCATION:** Carleton County, E&P Maps E-4, 0-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal; 270 mi. E of Toronto. Commercial and industrial center.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; VIA.

**Motor Freight Carriers**-10.

**Intercity Bus Lines**-OC Trans.; Voyageur Colonial; Commission de Transport; Travelways; Greyhound.

**Airlines**-Air Canada; C.P. Air; Nordair; Air Ontario; First Air; City Express; Voyageur Air; Canadian Airlines; Wardair; Skycraft; USAir; Air Niagara; World Ways; Air Alliance; Air Nova; Inter-Canadian; Canadian Partner; KLM.

**3 - POPULATION:**

Corp. City 86 Cen. 300,763; E&P 89 Est. 303,855
Met. Area 86 Cen. 819,263; E&P 89 Est. 826,126
CITIZEN:
NDM-ABC: (86) 782,302
LE DROIT:
NDM-ABC: (86) 657,311

**4 - HOUSEHOLDS:**

City 86 Cen. 128,615; E&P 89 Est. 131,922
Met. Area 86 Cen. 290,235; E&P 89 Est. 317,566
CITIZEN:
NDM-ABC: (86) 290,235
LE DROIT:
NDM-ABC: (86) 249,910

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 170 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 191,421

**8 - GAS METERS:** Residence 98,400

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Federal Gov't 76,095; High Tech Industry, Technology Firms employ over 43,166; Food & Beverages 1,407; Printing & Publishing 3,740; Metal Fab. 944; Chemicals & Chemical Prods 603; Scientific & Professional Equip. 2,352; Fin., Insurance & Real Estate 1,108.

**Principal Industrial Pay Days**-Fri.; 1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

**11 - TAP WATER:** Purified, soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St., Bayshore, St. Laurent, Byward Mkt.

**Neighborhood Shopping Centers**-Alta Vista; Merivale Rd.; Elmvale; Westgate; Billings Bridge; Carlingwood; Heron Gate; Merivale Mall; Barrhaven Mall; Hazeldean Mall; Market Mall; Pinecrest Ctr.; Place D-Orleans; Shopper's City East; Shopper's City West; L'Esplanade Laurier; Beacon Hill; Greenbank Square; Hampton Park Plaza; Towers; K mart; Lincoln Fields; Vista Plz.; Les Galeries de Hull; Les Galleries Aylmer; Place Cartier-Hull; Les Promenades de l'Outaouais-Gatineau.

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-The Bay Co.; Robinson Ogilvy; Eaton's; Sears; Brettons.

**Variety Stores**-Woolworth; Zeller's; Giant Tiger.

**Discount Stores**-Towers Mart 3; K mart 4; Miracle Mart 3; Woolco 3.

**Catalogue Discount Stores**-Consumers Distributing 9.

**Chain Drug Stores**-Boots 17; IDA 11; Shoppers Drug Mart 20; Uniprix; Cumberland.

**Chain Supermarkets**-Loblaw's 10; Steinberg's 12; A&P 5; IGA 32; Mr. Grocer 3.

**Other Chain Stores**-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Reitman's; Bata; Holt Renfrew; Singer Co.; Kinney; Agnew-Surpass; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Pennington's; Uniroyal; Black's Camera; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Atlantique; Astral Photo; Boots; W.H. Smith; D.B. Allan; Leather Attic; Mappins; Doucet; Eastview TV.

**14 - NEWSPAPERS:** CITIZEN (all day-mon to fri) 191,805; (m-sat) 244,024; (S) 167,304; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd.; PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.

**National Representative**: Southam Newspapers.

LE DROIT (French) (all day-mon to fri) 34,039; (e-sat) 39,750; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Andre Boulet, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.

**National Representative**: Landon Associates.

## OWEN SOUND

**1 - LOCATION:** Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 & 26.

**2 - TRANSPORTATION: Railroads**-C.P.; Canadian National.

**Steamship Lines**-Ontario Northland Transportation Co.

**Motor Freight Carriers**-8.

**Intercity Bus Lines**-Gray Coach; Charterways; Travelways.

**3 - POPULATION:**

Corp. City 86 Cen. 19,804; E&P 89 Est. 21,295
CZ-ABC: (86) 19,804
RTZ-ABC: (86) 93,601
City & RTZ-ABC: (86) 113,405

**4 - HOUSEHOLDS:**

City 86 Cen. 7,700; E&P 89 Est. 8,552
CZ-ABC: (86) 7,700
RTZ-ABC: (86) 33,375
City & RTZ-ABC: (86) 41,075

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |
| Trust Co's. | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 8,300

**8 - GAS METERS:** Residence 6,235

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-$425)-Mach. & Elect. Equipment 1,280; Mfg. 1,375; Printing and Pub. 700.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

**11 - TAP WATER:** Neutral, very hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.

**Shopping Centers**-Towers (Food City); Grey County Mall (Woolco, No Frills); Heritage Place Mall (Sears, Zellers, Zehrs).

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Towers.

**Discount Stores**-Woolco.

**Variety Stores**-Woolworth; S.S. Kresge.

**Chain Drug Stores**-Drug City; Big V; Shoppers Drug Mart.

**Chain Supermarkets**-A&P; Food City; Mr. Grocer; No Frills; Zehrs; Valdi.

**Other Chain Stores**-Maher; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World; Agnew-Surpass; Bi-Way.

**14 - NEWSPAPERS:** SUN TIMES (e) 24,228; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.

**National Representative**: Southam Newspapers.

## PEMBROKE

**1 - LOCATION:** Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa, 97 mi. SE; North Bay, 138 mi. NW; Toronto, 257 mi. SW; Montreal, 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60, 41.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.

**Motor Freight Carriers**-5.

**Intercity Bus Lines**-Colonial Coach; Renfrew County Coach.

**Airlines**-Pem-Air Ltd.

**3 - POPULATION:**

Corp. City 86 Cen. 14,131; E&P 89 Est. 14,460
CZ-ABC: (86) 15,598
RTZ-ABC: (86) 47,253

City & RTZ-ABC: (86) 62,851

**4 - HOUSEHOLDS:**
City 86 Cen. 5,357; E&P 89 Est. 5,465
CZ-ABC: (86) 5,835
RTZ-ABC: (86) 15,500
City & RTZ-ABC: (86) 21,335

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 8 | $18,000,000 |
| Savings | 6 | (incl. above) |
| Savings & Loan | 6 | (incl. above) |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 5,124

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Wood and Wood Prods. 1,494; Dept. of National Defense (Civilians 794, Soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Matches 99; Petawawa and Atomic Energy Commission, Chalk River 2,643.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

**11 - TAP WATER:** Soft, not fluoridated.

**12 - RETAILING: Principal Shopping Areas**-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Doran's of Pembroke; Simpson's Order Office.
**Discount Stores**-Giant Tiger; Cost Plus.
**Variety Stores**-Woolworth.
**Chain Drugs**-IDA 2; Rexall; Guardian.
**Chain Supermarkets**-Loblaw's 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
**Other Chain Stores**-Sally Shops (women's) Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Singer Co.; Woodhouse Furn.

**14 - NEWSPAPERS:** OBSERVER (e) 7,491; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
**National Representative**: Thomson Newspapers.

## PETERBOROUGH

**1 - LOCATION:** Peterborough County. E&P Maps E-4, N-2, County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto. Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Interprovincial Bus Lines**-Voyageur Colonial.
**Motor Freight Carriers**-14.
**Intercity Bus Lines**-Voyageur.
**Airlines**-City Express.

**3 - POPULATION:**
Corp. City 86 Cen. 61,049; E&P 89 Est. 64,665
CZ-ABC: (86) 61,049
RTZ-ABC: (86) 74,290
City & RTZ-ABC: (86) 135,339

**4 - HOUSEHOLDS:**
City 86 Cen. 22,677; E&P 89 Est. 25,676
CZ-ABC: (86) 23,130
RTZ-ABC: (86) 26,065
City & RTZ-ABC: (86) 49,195

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 19 | N.A. |
| Savings & Loans | 4 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 20,136

**8 - GAS METERS:** Res. & Comm. 5,992

**9 - PRINCIPAL INDUSTRIES:** Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Atomic Energy; Dairy Mach.; Outboard Motors; Primary & Fab. Metals & Instruments; Robotics; Surgical Supplies.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-8 F/22 C; 79 F/30 C.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other retail outlets); Lansdowne Pl. (Sears major store with 70 other outlets); Portage Pl. (Woolco major store with 45 other outlets).
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers; Woolco.
**Variety Stores**-Woolworth 2; Zeller's; Bi-Way; Nabors; Bargain Harold's.
**Chain Drug Stores**-IDA 4; Big V; Shoppers 2.
**Chain Supermarkets**-Loblaw's; A&P; Red & White; Sunnybrook; Food City 2; IGA 2; Valdis; Valu-Mart 3.

**14 - NEWSPAPERS:** EXAMINER (e) 27,927; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Fred Eismont, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641; FAX (705) 743-4581.
**National Representative**: Thomson Newspapers.

## PORT HOPE

**1 - LOCATION:** Northumberland County. E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National.
**Motor Freight Carriers**-4.
**Intercity Bus Lines**-Colonial; Burley.

**3 - POPULATION:**
Corp. City 86 Cen. 10,281; E&P 89 Est. 10,739
CZ-ABC: (86) 10,281
RTZ-ABC: (86) 3,601
City & RTZ-ABC: (86) 13,882

**4 - HOUSEHOLDS:**
City 86 Cen. 3,825; E&P 89 Est. 4,153
CZ-ABC: (86) 3,820
RTZ-ABC: (86) 1,171
City & RTZ-ABC: (86) 4,991

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 5 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 2,740

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Tools 230; Bathroom Fixt. 415; Conveyors 260; Refining 290; Other 505.
**Principal Industrial Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

**11 - TAP WATER:** Alkaline, hard.

**12 - RETAILING: Principal Shopping Areas**-3 blocks on Walton; 1 each on John, Ontario, Queen.
**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Food & Dept., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Coleman & Philip.
**Variety Stores**-Chainway; Stedman's.
**Chain Supermarkets**-Dominion; A&P; Super Save; IGA; Loblaw's.
**Other Chain Stores**-Canadian Tire.

**14 - NEWSPAPERS:** GUIDE (e-mon to fri) 3,590; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St., PO Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
**National Representative**: None.

## ST. CATHARINES

**1 - LOCATION:** E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way, on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 km (69 mi.) S of Toronto; 19 km (12 mi.) from Niagara River. Regional government seat 19 km (12 mi.) from U.S. border.

**2 - TRANSPORTATION: Railroad**-Canadian National.
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Gray; Canada; Farr.

**3 - POPULATION:**
Corp. City 86 Cen. 123,455; E&P 89 Est. 129,921
CZ-ABC: (86) 133,291
RTZ-ABC: (86) 45,317
Met. Area 86 Cen. 336,400; E&P 89 Est. 350,000
City & RTZ-ABC: (86) 178,608
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 44,644, E&P 89 Est. 49,832
CZ-ABC: (86) 49,425
RTZ-ABC: (86) 15,195
Met. Area 86 Cen. 106,485; E&P 89 Est. 124,575
City & RTZ-ABC: (86) 64,620

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 33 | N.A. |
| Savings & Loan | 12 | N.A. |
| Credit Unions | 15 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 45,000

**8 - GAS METERS:** Residence 46,531

**9 - PRINCIPAL INDUSTRIES:** Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Bldg.; Paper Prods.; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
**Principal Pay Days**-Wed., Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfull 61.65cm (24.27 in.); Av. yearly snowfall 97.79 cm (38.5 in.)

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-(No. of stores)-Pen Centre (125); Fairview Mall (42); Lincoln Mall (17); Grantham Plz.
**Neighborhood Shopping Centers**-(No. of stores)-Pendale (4); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (6); North End Plz. (8); Corbloc (downtown); Ridley Plz. (5); Lakeshore; Ridley heights; Ridley Sq.; Henley; Port Briarfield.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Pen Centre(125) | 4 | Sears |
| Fairview Mall(42) | 3 | Right House |
| Lincoln Mall(17) | 6 | Woolco |

**Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-The Right House; Eaton's; Sears; Robinson's.
**Variety Stores**-Avon Dale; 7-Eleven.
**Chain Drug Stores**-IDA 5; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); Super Discount; Dominion; Herbies.
**Discount Stores**-Woolco; K mart; Towers; Consumer's Distributing; Bi-Way; Bargain Harold's; Nabours; Marks & Spenser; Zellers.
**Chain Supermarkets**-Red & White; Valdi's 2; No Frills; IGA 5; Food City; A&P 5; Food Terminal.
**Other Chain Stores**-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Direct Tire. Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Boot Shop, Vogue Shoes, Athlete's Foot, Naturalizer. Furniture: The Brick, Carriage House, Towers, Dominion, Waterbed Co., Leons Town Furniture, Woodhouse. Women's: Reitman's, J. Michaels, Opus, Dalmy's, Big Steel, Fairweather, Raglans, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antel's, Pennington's, Cotton Plus, Wrays, Arlies, Rosanne. Men's: Tip Top Tailors, Elks, Jack Fraser, Moore's, John Pomer. Stationary: Grand & Toy, Beatties, C. Cole & Co. Crafts: Lewiscraft. Records: Sunrise, Sam The Record Man, Discus. Jewelry: Birk's, O.B. Allen. Others: Radio Shack, For Goodness Sake, Collacutt Lugagge, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Province Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Winners, Iniskellen Wines, Coy's, Pot Pourie, Le Chateau, Chateau Gai, Fabricland, Lizannes, Mark's Work Warehouse, Bell Phone Centre, Brewer's Retail, LCBO; Beaver Lumber; Living Lighting; Jumbo Video; Foot Locker; L.A. Exprell; Majestic Sound.

**14 - NEWSPAPERS:** STANDARD (e) 43,944; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catharines, ON L2R 5G5; Tel. (416) 684-7251; FAX (416) 684-8011.
**National Representatives**: Newspaper Mktg. Bureau; Bardal, Gosbee & Associates; Brydson Media (U.S. RGP. House).

## ST. THOMAS

**1 - LOCATION:** Elgin County. E&P Maps D-4 & L-3. County Seat. Diversified Manufacturing & Agriculture. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

**2 - TRANSPORTATION: Railroads**-Conrail; C&O; B&O; Canadian National; Canadian Pacific; Norfolk and Western.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Eastern Can. Greyhound.
**Freight Steamship Lines**-4.
**Airlines**-Air Canada; Air Ontario.

**3 - POPULATION:**
Corp. City 86 Cen. 28,851; E&P 89 Est. 30,983
CZ-ABC: (86) 28,851
RTZ-ABC: (86) 41,484
City & RTZ-ABC: (86) 70,335

**4 - HOUSEHOLDS:**
City 86 Cen. 10,859; E&P 89 Est. 12,022
CZ-ABC: (86) 10,835
RTZ-ABC: (86) 13,630
City & RTZ-ABC: (86) 24,465

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 13 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 10,200

**8 - GAS METERS:** Residence 6,200

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prods. 100; Trans. 800; Auto Assembling 3,000; Iron & Steel Prods. 1,869; Constr. 245.
**Principal Pay Days**-Railways: 9th, 21st; Mfg.: 15th, 30th. Others: Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21; last killing frost, May 10.

**11 - TAP WATER:** 10 ppm hardness; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. E.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Some on Wed. afternoon.
**Stores Open Evenings**-All Stores: Fri., Food Stores: Wed., Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Anderson's; K mart.
**Discount Stores**-Jupiter.
**Variety Stores**-Woolworth; Zeller's.
**Chain Drug Stores**-Super Discount Drug; Pricegard.
**Chain Supermarkets**-A&P; Dominion; Loblaw's 2; IGA.
**Other Chain Stores**-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

**14 - NEWSPAPERS:** TIMES-JOURNAL (e) 9,928; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: William Barthorpe, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
**National Representative**: Thomson Newspapers.

## SARNIA

**1 - LOCATION:** Lambton County, E&P Maps D-4 & L-3. County Seat. 170 mi. W of Thoronat. Entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

**2 - TRANSPORTATION: Railroads**-Canadian National; C&O.
**Motor Freight Carriers**-132.
**Freight Steamship Lines**-12.
**Intercity Bus Lines**-Blue Water; Greyhound; Chatham Coach; Sarlon.
**Airlines**-Air Ontario.

**3 - POPULATION:**
Corp. City 86 Cen. 49,033; E&P 89 Est. 48,952
021CZ-ABC: (86) 78,729
RTZ-ABC: (86) 45,863
City & RTZ-ABC: (86) 124,592

**4 - HOUSEHOLDS:**
City 86 Cen. 19,509; E&P 89 Est. 19,482
CZ-ABC: (86) 28,887
RTZ-ABC: (86) 15,308

City & RTZ-ABC: (86) 44,195

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| Savings & Loan | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 15,990

**8 - GAS METERS:** Residence 13,050

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Constr. 1,500. Av. Wkly. Wage-$290.
**Principal Pay Days**-Fri., 15th & 30th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22; last killing frost, Apr. 27.

**11 - TAP WATER:** Neutral, very soft; fluoridated.

**12 - RETAILING: Principal Shopping Days**-Wed., Thur., Fri., Sat.
**Stores Open Evenings**-Shopping centers. Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Walker Bros.; Sears; Zeller's; Woolco, Bi-Way, K mart; Canadian Tire; Eaton's.
**Discount Stores**-K mart.
**Variety Stores**-Woolworth.
**Chain Drug Stores**-Guardian; Super Save; Woolco; IDA; K mart; Big V Pharmacy; Boots; Shoppers.
**Chain Supermarkets**-A&P 3; IGA; National Grocer 11; 4; Miracle Mart; Super Centre.

**14 - NEWSPAPERS:** OBSERVER (e) 24,429; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Amar Badami, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
**National Representative**: Thomson Newspapers.

## SAULT STE. MARIE

**1 - LOCATION:** Algoma District, E&P Map D-4. District Seat. On St. Mary's River between Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Algoma Central Term. Pt. & Headquarters.
**Motor Freight Carriers**-18.
**Intercity Bus Lines**-Greyhound; Ontario Northland.
**Airlines**-Air Canada; NorOntair; Nordair; Air Ontario; Austin Airways.

**3 - POPULATION:**
Corp. City 86 Cen. 80,905; E&P 89 Est. 88,823
CZ-ABC: (86) 80,905
RTZ-ABC: (86) 18,443
City & RTZ-ABC: (86) 99,348
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 28,433; E&P 89 Est. 31,061
CZ-ABC: (86) 28,395
RTZ-ABC: (86) 6,255
City & RTZ-ABC: (86) 34,650

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Chartered | 6 | N.A. |
| Trust Co's. | 3 | N.A. |
| Finance Co's. | 5 | N.A. |
| Investment Houses | 3 | N.A. |
| Credit Unions | 5 | N.A. |
| Insurance Co's. | 29 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 25,726 (Dist.) 9,673

**8 - GAS METERS:** Residence 10,750

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 7,500; Paper 475; Railway 550; Veneer & Plywood Mills 400.

**10 - CLIMATE:** Av. Daily Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

**11 - TAP WATER:** Alkaline, soft; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Queen; 4 on Wellington W; 1 on James; 3 blocks on Bay St. (A.C.R. Station Mall); 2 on Great Northern Rd.
**Neighborhood Shopping Centers**-Wallace Terrace; Peoples and Korah Rds.; Bruce St. Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market Mall; ACR Sta. Mall; Wellington Sq. Mall; Cambrian Mall.
**Principal Shopping Days**-Mon. through Sat.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; Zeller's; Saan.
**Variety Stores**-Woolworth's; Jupiter; Bi-Way.
**Chain Supermarkets**-A&P 6; IGA; Loblaw's; Red & White 2.

**14 - NEWSPAPERS:** STAR (e) 27,372; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Howard Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., PO Box 460, Sault Ste Marie, ON P6A 5M5; Tel. (705) 759-3030.
**National Representative**: Southam Newspapers.

## SIMCOE

**1 - LOCATION:** Regional Municipality of Haldimand-Norfolk (west half). E&P Maps D-4, M-3. Junction of Hwys. 3, 24. County Seat. Industrial center. 40 kms. S of Brantford; 58 kms. SW of Hamilton; 117 kms. SW of Toronto; 270 kms. E of Windsor.

**2 - TRANSPORTATION: Railroads**-Canadian National; Wabash; Canadian Pacific.
**Motor Freight Carriers**-13.
**Intercity Bus Lines**-Greyhound; Canada Coach.

**3 - POPULATION:**
Corp. City 86 Cen. 14,290; E&P 89 Est. 15,120
CZ-ABC: (86) 14,290
RTZ-ABC: (86) 45,958
City & RTZ-ABC: (86) 60,248

**4 - HOUSEHOLDS:**
City 86 Cen. 5,333; E&P 89 Est. 5,811
CZ-ABC: (86) 5,325
RTZ-ABC: (86) 15,835
City & RTZ-ABC: (86) 21,160

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 5 | N.A. |
| Trust Co's. | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 4,558

**8 - GAS METERS:** Residence 3,700

**9 - PRINCIPAL INDUSTRIES:** Town Zone-Mach.; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Fruit Growers; Safety Clothing; 18 smaller.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

**11 - TAP WATER:** Hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
**Shopping Center**-At town's southern limits; No. 3 Highway East; Shopping Mall corners of Head St. and West St.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.; A&P & Miracle Mart open 24 hours except Sundays.

**13 - RETAIL OUTLETS:** Total 273.
**Department Stores**-Budd's; Woolworth; K mart.
**Chain Supermarkets**-A&P; Calbeck; Miracle Mart.
**Other Chain Stores**-Potter & Shaw Drug; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitman's.
**Nearby Chain Stores**-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

**14 - NEWSPAPERS:** REFORMER (e-mon to fri) 9,957; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: B. Lightbourn, Adv. Mgr., REFORMER, 105 Donly Dr. S., PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
**National Representative**: Thomson Newspapers.

## STRATFORD

**1 - LOCATION:** Perth County, E&P Maps D-4, M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Motor Freight Carriers**-10.
**Intercity Bus Lines**-Greyhound; Cherry; Sherwood; Zorra Highland.
**Airlines**-Airgo; Air Canada (at London, Ont.).

**3 - POPULATION:**
Corp. City 86 Cen. 26,451; E&P 89 Est. 28,368
CZ-ABC: (86) 26,451
RTZ-ABC: (86) 32,786
City & RTZ-ABC: (86) 59,237

**4 - HOUSEHOLDS:**
City 86 Cen. 10,220; E&P 89 Est. 11,372
CZ-ABC: (86) 10,220
RTZ-ABC: (86) 10,375
City & RTZ-ABC: (86) 20,595

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | 11 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 12,609

**8 - GAS METERS:** Residence 7,700

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Leather & Allied Prods. 350; Clothing 140; Furn. & Fixts. 370; Printing, Pub. & Allied 150; Fab. Metal Prods. 470; Mach. Ind. 725; Trans. Equip. 2780; Elect. & Electronics Equip. 435; Trade 290; Fin. & Ins. 300; Gov't. Servs. 240; Educ. Servs. 500; Health and Social Servs. 700; Accommodations, Food and Beverage 220; Other Serv. Ind. 1,000 (Stratford Shakespearean Festival).

**10 - CLIMATE:** Min. & Max. Temp.-N.A.

**11 - TAP WATER:** Acid, hard.

**12 - RETAILING: Principal Shopping Area**-Downtown with 3 dept. stores. Two major shopping ctr. at east edge of town with 3 dept. stores and 90 additional units. One small ctr. at west end with 6 stores.

**13 - RETAIL OUTLETS: Department Stores**-K mart; Hudson's; Towers; Woolco; Sears.
**Variety Stores**-Pinto; Beckers; Mac's Milk; Little Short Stop.
**Chain Drug Stores**-Towers; Woolco; Guardian.
**Chain Supermarkets**-Loblaw's; A&P; Mr. Grocer; Lonjo; Valdi; Sobeys.
**Other Chain Stores**-Agnew-Surpass; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Nabour's; Home Hdwe.; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery; T.S.C.; Town & Country; St. Clair Paints.

**14 - NEWSPAPERS:** BEACON HERALD (e) 13,272; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St.; PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.
**National Representative**: None.

## SUDBURY

**1 - LOCATION:** Sudbury Regional County, E&P Maps D-4 & M-1. County Seat. Shipping and wholesale ctr. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Eastern Canadian Greyhound; Gray; Colonial; Ontario Northland.
**Airlines**-Air Canada; NorOntair; Voyageur Airways; Air Ontario; Ramsey Airways; Manitoulin Air Serv.; Sudbury Aviation.

**3 - POPULATION:**
Corp. City 86 Cen. 88,717; E&P 89 Est. 85,794
NDM-ABC: (86) 152,476
Met. Area 86 Cen. 129,644; E&P 89 Est. 143,583
RTZ-ABC: (86) 53,327
Total NDM & RTZ-ABC: (86) 205,803

**4 - HOUSEHOLDS:**
City 86 Cen. 32,263; E&P 89 Est. 32,482
Met. Area 86 Cen. 149,923; E&P 89 Est. 50,401
NDM-ABC: (86) 52,810
RTZ-ABC: (86) 17,455
Total NDM & RTZ-ABC: (86) 70,265

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 37 | N.A. |
| Credit Unions | 38 | N.A. |
| Trust Co. | 5 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 33,600

**8 - GAS METERS:** Residence 8,529

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 7,885; Forests 485; Constr. 3,775; Public Admin. 6,875; Community Bus. & Personal Serv. 23,155; Overall Av. Wkly. Wage ($451.65).
**Principal Industrial Pay Days**-Mon., Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

**11 - TAP WATER:** Neutral, soft; fluoridated.

**12 - RETAILING: Principal Shopping Areas**-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
**Neighborhood Shopping Centers**-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W, Lorne, Regent and Eyre Sts. in W. End area; Shopping Plz. in centre of city and in New Sudbury, 3 mi. E. area of city, Southridge Mall (22 stores), Plz. 69, Cedar Point Plz. (20 stores), S. area of city; Falcon Plz., N.E. section of city.

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| City Centre(40) | NA | Bonimart, Reitman's, Pennington's |
| Regency Mall | NA | NA |
| Supermall-New Sudbury(30) | NA | Loblaw's, Woolco, Sears |

**Principal Shopping Days**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Pit Stop; Sears; Bi-Way; Green, Ltd.; Woolco; K mart; Towers; Mark's & Spencer; Saan; Bargain Harold's; Stedman's.
**Variety Store**-Woolworth.
**Chain Drug Stores**-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco; Herbie's.
**Chain Supermarkets**-Mr. Grocer's; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart; Towers; Food City; Valdi's; Metro.
**Other Chain Stores**-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles Furn., Laura Secord 2, Singer, United Cigar 3, Coles Bookstores 2, Bowring's.

**14 - NEWSPAPERS:** STAR (e) 29,756; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Maurice H. Switzer, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
**National Representative**: Thomson Newspapers.

## THUNDER BAY

**1 - LOCATION:** Thunder Bay District, E&P Maps D-4, N-2. District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National; Via Rail Passenger Serv.
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Greyhound; Grey Goose; Voyageur.

**Airlines**-Air Canada; NorOntair; Canadian Airlines; Austin Airways, Bearskin; Air Ontario.

**3 - POPULATION:**
Corp. City 86 Cen. 112,272; E&P 89 Est. 118,609
CZ-ABC: (86) 112,272
Met. Area 86 Cen. 112,272; E&P 89 Est. 129,907
RTZ-ABC: (86) 50,146
City & RTZ-ABC: (86) 162,418
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 39,220; E&P 89 Est. 44,288
Met. Area 86 Cen. N.A.; E&P 89 Est. 47,982
CZ-ABC: (86) 40,580
RTZ-ABC: (86) 16,195
City & RTZ-ABC: (86) 56,775

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 58 Branches | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 42,000

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 2,700; Fishing & Trapping 85; Mining 4,200; Constr. 3,850; Trans. & Commun. 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640; Total Mfg. Employ. 57,800; Av. Annual Income $33,000.

**Principal Pay Days**-7th, 10th, 15th, 22nd, 31st.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-14 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave., 8 blocks May St.; 10 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.

**Neighborhood Shopping Centers**-Current River Dist., South Algoma St., Red River Rd.; Simpson St.; Westfort Dist., Memorial Ave., Balmoral Ave., N Cumberland St., May St. N & S; Westfort, Edward & Arthur Sts.; Hodder Ave. Plz.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Intercity Plz.(147) | NA | Woolworth, Zeller's, Simpson-Sears |
| Grandview Mall (23) | NA | A&P |
| County Fair(97) | NA | Zeller's, Safeway |
| Northwood Plz. (17) | NA | Zeller's, Safeway |
| Keskus Mall(92) | NA | Eaton's |
| McIntyre Plz.(26) | NA | Shoppers Drug Mart, Hudsons Bay |
| Green Acres(13) | NA | Colguhouns, IDA |
| Thunder Bay(43) | NA | K mart, A&P |
| Centennial Sq. Ctr.(20) | NA | Canada Safeway |
| Victoria Mall(36) | NA | |
| Victoriaville Mall(144) | NA | |
| Hodderave Plz.(9) | NA | |

**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-T. Eaton; Simpson-Sears; Zeller's 3; K mart.

**Variety Stores**-Woolworth, Kresge's 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire; Bargain Harolds 2; Acklands.

**Chain Supermarkets**-Safeway 4; A&P 5; Skaf Foods 3.

**Other Chain Stores**-Singer Co.; Agnew-Surpass; Bata Shoes, Reitman's; Reward Shoes; Penningtons; Thrifty's; Tip Top Tailors; Rickis; Dalmy's; Consumer Distributing; Jack Fraser's; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Charms 'n Things; Home Hardware; IDA Drugs; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy.; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; Mmmuffins; Wismith Books; McCartney's Jewellers; Shopper's Drug Mart; Music City; Golden Griddle Pancakes; Blacks Cameras; O.B. Allen Jewellers; St. Clair Paints; Color Your World; Glidden Paints; Pittsburgh Paints; Sherwin-Williams Paints; Casey's; Moores The Suit People; Classic Books; The Brick; Leons Furniture; McDonalds Rest. 4; London Wines; Burger King 2.

**14 - NEWSPAPERS:** TIMES-NEWS (m) 8,132; CHRONICLE-JOURNAL (e) 30,180; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE-JOURNAL, 75 s. Cumberland St., Thunder Bay, ON P8B 1A3; Tel. (807) 343-6200; FAX (807) 345-5991.

**National Representative**: Thomson Newspapers.

## TIMMINS

**1 - LOCATION:** Cochrane District, E&P Map D-4. Retail and wholesale distributing ctr.; gold and base metals, waferboard, timber and lumber, area serv. ctr. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 428 mi. from Toronto.

**2 - TRANSPORTATION: Railroads**-Ontario Northland connects with Canadian Pacific and Canadian National.

**Motor Freight Carriers**-Alary Transport; Ontario Northland Transport; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.; Brazeau Transport Inc.; Burgess Transfer; Commercial Transport (Northern) Ltd. Timmins Division; Northwind Transport Ltd.; Richards Moving & Cartage; Trans Provincial Freight Carriers Ltd.

**Intercity Bus Lines**-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.

**Airlines**-Air Canada; Norontair; Austin.

**3 - POPULATION:**

Corp. City 86 Cen. 46,657; E&P 89 Est. 50,349
CZ-ABC: (86) 46,657
RTZ-ABC: (86) 15,412
City & RTZ-ABC: (86) 62,069

**4 - HOUSEHOLDS:**

City 86 Cen. 16,112; E&P 89 Est. 17,683
CZ-ABC: (86) 16,085
RTZ-ABC: (86) 5,280
City & RTZ-ABC: (86) 21,365

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 12 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 26,000

**8 - GAS METERS:** Residence 10,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 4,500 ($500), Forestry 800 ($500); Tot. Labor Force 24,450 ($417).

**Principal Pay Days**-Tues.; 10th & 25th.

**10 - CLIMATE:** Min. & Max. Temp.-Spring -29-27; Summer -3-39; Fall -34-28; Winter -43-6. First killing frost, Sept. 4; last killing frost, June 4.

**11 - TAP WATER:** Neutral, very soft.

**12 - RETAILING: Principal Shopping Centers**-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.

**Neighborhood Shopping Centers**-Pine St. (South); Wilson Ave. (West); Midtown Plz.; The 101 Mall (21 stores); Timmins Sq. (55 stores); Porcupine Mall (16 stores); River Park Plz. (8 stores).

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Thur., Fri. to 9.

**13 - RETAIL OUTLETS: Department Stores**-Bucovetsky's; Woolco 2; K mart.

**Variety Stores**-Metropolitan; S.S. Kresge; Giant Tiger.

**Chain Supermarkets**-Dominion 2; IGA; Mike's Supermarkets 4; Consumers Co-op 2; Red & White.

**Other Chain Stores**-Shoes: Reward, Agnew-Surpass, Athlete's World, Kiddie Kobbler, Belinda, Dolomity, Kinney, Gallenkamp; Jewelry: Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitman's; Men's: Elks, Mark's Work Whse., Jack Fraser Stores 2, Seymour's; Others: Simpson-Sears, Firestone Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place, Sam The Record Man, Records on Wheels, IDA, Home Hdwe., National Video, Pro Hdwe.

**14 - NEWSPAPERS:** PRESS (e) 13,911; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Jon C. Butler, Pub., PRESS, 187 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 268-5050.

**National Representative**: Thomson Newspapers.

## TORONTO

**1 - LOCATION:** York County, E&P Maps E-4, M-2. Provincial Capital. Commercial and industrial ctr. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

**2 - TRANSPORTATION: Railroads**-Freight: Canadian National, Canadian Pacific Rail, Passenger: Amtrak, GO Transit, VIA Rail.

**Motor Freight Carriers**-More than 1,500.

**Intercity Bus Lines**-GO Transit; Gray Coach; Greyhound; Travelways; Voyageur Colonial.

**Airlines**-(Lester B. Pearson Intl. Airport) Aeromexico; Air Canada; Air France; Air Jamaica; Alitalia; American; British Airways; BWIA; Canadian Airlines International; Canadian Partner; ComAir; Commuter Express; Eastern; Iberia; JAT; KLM, LOT; Lufthansa; Mall Airways; Northwest; Olympic; Swissair; TAP; United; USAir; Varig; Viasa; Wardair; several charter lines. (Toronto Island Airport) City Express; Skywalker.

**3 - POPULATION:**

Corp. City 86 Cen. 612,289; E&P 89 Est. 615,365
SUN:
NDM-ABC: (86) 3,566,407
STAR:
NDM-ABC: (86) 3,721,998
Met. Area 86 Cen. 3,345,121; E&P 89 Est. 3,471,322

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 86 Cen. 253,150; E&P 89 Est. 258,025
SUN:
NDM-ABC: (86) 1,254,997
STAR:
NDM-ABC: (86) 1,299,805
Met. Area 86 Cen. 1,199,805; E&P 89 Est. 1,334,953

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| 67 Banks | 1,180 Branches | N.A. |
| 40 Trust Co's. | 297 Branches | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Res. Met. Area 792,000 (est.)

**8 - GAS METERS:** Res. Met. Area 470,000 (est.)

**9 - PRINCIPAL INDUSTRIES:** (Metro)-Foods and Beverages; Trans. Equip.; Elect. Prods.; Metal Fabricating; Chemical Prods.; Printing, Publishing and Allied Industries; Mach. Industries; Paper Prods.; Petroleum & Coal Prods.; Clothing.

**10 - CLIMATE:** Av. Min. & Max. Temp.-Spring 38-75; Summer 55-80; Fall 24-59; Winter 18-39.

**11 - TAP WATER:** Alkalinity 83 parts per million (ppm) Calcium Carbonate. Hardness 132 ppm. Iron content negligible; fluoridated. Fluorine 1.6 ppm.

**12 - RETAILING: Principal Shopping Area**-Downtown and Yonge-Bay-Bloor areas; Yorkdale; Fairview; The Eaton Centre; Scarborough Town Centre; Sherway; Square One; The Promenade.

**Nearby Shopping Centers**

**West**: Bramalea City Ctr.-Eaton's, The Bay; Cloverdale Mall-The Bay; Oakville Place-The Bay, Simpson's; Rockwood Mall-Eaton's, K mart; Sherway Gardens-Eaton's, Simpson's; Shopper's World (Brampton)-The Bay, Eaton's; Square One-The Bay, Sears, Woolco.

**East**: Cedarbrae Mall-Eaton's, Simpson's; Eglinton Square-The Bay; Markham Place-Eaton's, Sears; Oshawa Ctr.-Eaton's, The Bay, Sears; Pickering Town Ctr.-Eaton's, K mart; Scarborough Town Ctr.-Eaton's, Simpson's, The Bay; Shopper's World (Danforth)-Eaton's; Warden Woods-Simpson's.

**Central**: Dufferin Mall-Eaton's; The Eaton Ctr.-Eaton's; The Galleria-Towers; Gerrard Square-Sears; Hudson's Bay Plz.-The Bay; Lawrence Plz.-The Bay; Yonge-Eglinton Centre-Eaton's.

**North**: Don Mills Shopping Ctr.-Eaton's, Sears; Fairview Mall-The Bay, Simpson's; Hillcrest Shopping Ctr.-Sears, Simpson's; Markville-Eaton's, Sears; The Promenade-Eaton's, Simpson's, The Bay; Upper Canada Mall-Sears; Yorkdale-Eaton's, Simpson's.

**Principal Shopping Days**-Thur., Fri., Sat.

**Stores Open Evenings**-Major shopping malls open nightly.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's; Simpson's; Sears; The Bay; Holt Renfrew; Bretton's; Marks & Spencer.

**Discount Stores**-Honest Ed's; Towers; K mart; Bi-Way; Woolco; Bargain Harold's; Zeller's; Hy & Zel's; Miracle Mart.

**Chain Drug Stores**-Shopper's Drug Mart; Boots; IDA; Drug City; Howie's; Guardian.

**Chain Supermarkets**-A&P; Dominion; Knob Hill Farms; Loblaws; Miracle Food Mart; Mr. Grocer; No Frills; SuperCentre; Valdi's.

**Other Chain Stores**-Furniture: Leon's, Pascal, The Brick, De Boer's, The Art Shoppe, Ikea, Atwoods. Hardware: Home Hardware, Canadian Tire, Aikenhead, Dominion, Beaver Lumber, Lansing Buildall, Pro Hardware; Women's Wear: Lipton's, Fairweather, Willy Wonderful, Pennington's, Reitman's, Winners, Town & Country, Braemar, Suzy Shier; Men's Wear: Elks, Jack Fraser, Tip Top Tailors, Studio 267, Big Steel Man, Harry Rosen, Moore's The Suit People, Heritage Clothing, Bulloch's; Shoes: Agnew-Surpass, Ingeborg, Bata, Town Shoes, Maher, Calderone, Ruby, Florsheim, Kinney, Aggies, David, Clark; Candy: Chocolate Squirrel, Laura Secord, Women's Bakery.

**14 - NEWSPAPERS:** GLOBE & MAIL (m) 326,200; sworn Dec. 31, 1988.

**Local Contact** for Advertising and Merchandising Data: Jocelyn Hird, Adv. Dir., (Retail/Telemarketing), THE GLOBE & MAIL, 444 Front St. W., Toronto, ON M5V 2S9; Tel. (416) 585-5000.

**National Representative**: Thomson Newspapers.

STAR (all day-mon to fri) 525,939; (sat) 803,081; (S) 524,860; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Norman R. Kirk, Adv. Dir., THE TORONTO STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2000.

**National Representative**: Sy Kaplan Associates.

SUN (m-mon to fri) 296,191; (sat) 204,878; (S) 464,798; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ron Clark, Adv. Dir., THE TORONTO SUN, 333 King St. E., Toronto, ON M5A 3X5; Tel. (416) 947-2222.

**National Representative**: Brydson Media Sales International.

## WELLAND-PORT COLBORNE

**1 - LOCATION:** Niagara Regional Municipality, E&P Maps E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

**2 - TRANSPORTATION: Railroads**-Michigan Central; Canadian National; Canadian Pacific; Conrail, TH&B; Wabash; Pere Marquette.

**Motor Freight Carriers**-7.

**Intercity Bus Lines**-Canada Coach; Greyhound; Lakeview.

**Freight Steamship Lines**-3.

**3 - POPULATION:**

Corp. Cities 86 Cen. 63,335; E&P 89 Est. 62,824
Welland 86 Cen. 45,054; E&P 89 Est. 45,020
Port Colborne 86 Cen. 18,281; E&P 89 Est. 17,804
CZ-ABC: (86) 63,335
RTZ-ABC: (86) 57,476
City & RTZ-ABC: (86) 120,811

**4 - HOUSEHOLDS:**

Cities 86 Cen. 23,617; E&P 89 Est. 23,298
Welland 86 Cen. 16,483; E&P 89 Est. 16,472
Port Colborne 86 Cen. 7,134; E&P 89 Est. 6,826
CZ-ABC: (86) 23,330
RTZ-ABC: (86) 20,210
City & RTZ-ABC: (86) 43,540

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Commercial | 22 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence: Greater Welland 12,440; Port Colborne 5,800

**8 - GAS METERS:** Residence: Welland 12,200; Port Colborne 5,500

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.

**Principal Industrial Pay Days**-Thur., Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

**11 - TAP WATER:** Alkaline, hard; fluoridated.

**12 - RETAILING: Principal Shopping Centers**-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.

**Neighborhood Shopping Centers**-Welland Plz., Fitch St.; Lincoln Plz., Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.

**Principal Shopping Days**-Mon., Thur., Fri., Sat.

**Stores Close**-Wed. afternoon.

**Stores Open Evenings**-Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears (catalog) 2; Zeller's.

**Variety Stores**-Woolworth 3; People's.

**Chain Drug Stores**-Woolco; Boots.

**Chain Supermarkets**-Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart.

**Other Chain Stores**-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

**14 - NEWSPAPERS:** TRIBUNE (e) 17,532; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Bill Anderson, Adv. Mgr., TRIBUNE, PO Box 278, Welland, ON L3B 5P5; Tel. (416) 732-2411.
**National Representative**: Thomson Newspapers.

## WINDSOR

**1 - LOCATION:** Essex County, E&P Maps D-4 & L-3, County Seat. On Detroit River, opposite Detroit, MI; 229 mi. SW of Toronto.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; Conrail; C&O; Essex Terminal; Norfolk & Western.
**Motor Freight Carriers**-50.
**Intercity Bus Lines**-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
**Airlines**-Air Canada; Canadian Pacific.
**Freight & Steamship Lines**-2.

**3 - POPULATION:**
Corp. City 86 Cen. 193,111; E&P 89 Est. 193,738
CZ-ABC: (86) 213,612
RTZ-ABC: (86) 108,493
Met. Area 86 Cen. 253,988; E&P 89 Est. 255,065
City & RTZ-ABC: (86) 322,105

**4 - HOUSEHOLDS:**
City 86 Cen. 70,563; E&P 89 Est. 73,305
CZ-ABC: (86) 78,940
Met. Area 86 Cen. N.A.; E&P 89 Est. 95,858
RTZ-ABC: (86) 35,510
City & RTZ-ABC: (86) 114,450

| **5 - BANKS** | **NUMBER** | **EST. DEP.** |
|---|---|---|
| All Banks | 99 Branches | N.A. |
| Trust Companies | 10 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence 65,918

**8 - GAS METERS:** Residence 57,615

**9 - PRINCIPAL INDUSTRIES:** Industries, (No. of plants), No. of Wage Earners-Trans. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furn. & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Mach. (21) 1,202; Elect. Prods. (9) 275; Nonmetallic Mineral (12) 189; Chemical Prods. (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Av. Wkly. Wage $219.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

**11 - TAP WATER:** Neutral, soft, fluoridated.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E. of Ouellette Ave. on Tecumseh Blvd.
**Neighborhood Shopping Centers**-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, Windsor.
**Shopping Centers**-Devonshire-Windsor Shopping Ctr., 82 units; Dorwin Plz., Dougall Rd., 32 units; Gateway, Dougall Rd.; 20 units, Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units; Eastown, 6 units; Tecumseh Rd. at Lauzon K mart, Huron Line, 12 units; University Mall, 18 units; Tecumseh Mall, [illegible]7 units.
**Retail Outlets**-Food 65; Men's Wear 49; Women's Wear 148; Furn. 44; Appliances 71; Hardware 43; Bldg. Material 35; Auto 68; Drug 66; Jewellry 51; Tobacco 4; Stationers 6; Paint 58; Serv. Sta. 120; Florists 63; Photo Supplies 10; Optometrists 19; Hearing Aids 7; Shoe Stores 58; Dry Cleaners 46; Beauty Shops 269; Floor Coverings 22; Dry Goods 36; Variety & Gift 131; Luggage 3; Book Stores 20; Upholsterers 27; Music 21; Office Supplies 14; Sporting Goods 40.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.; Malls open evenings, Mon. to Fri.

**13 - RETAIL OUTLETS: Department Stores**-Marks & Spencer; Gray's; Woolco 2; K mart 2; Sears; The Bay; Zeller's 2.
**Variety Stores**-Woolworth 2; Kresge's.
**Chain Drug Stores**-IDA; Big V 24; Shoppers 5.
**Chain Supermarkets**-A&P 4; Red & White 3; IGA; Steinberg's-Miracle Marts; Zehr's 2.
**Other Chain Stores**-Agnew-Surpass 4; Beaver Lumber; Belinda Shoes 2; Coles Bookstore 4; Dacks Shoes; Maher Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 3; Goodyear 2; Jack Fraser's 2; Laura Secord 3; Leon's Furniture; People's Credit Jewelers 3; Reitman's 4; Tip Top Tailors; Black's Cameras 4; Young Canada; Kinney Shoes; Fairweather.

**14 - NEWSPAPERS:** STAR (e) 86,394; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert J. Becker, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5711.
**National Representative**: Southam Newspapers.

## WOODSTOCK-INGERSOLL

**1 - LOCATION:** Oxford County, E&P Maps E-4, M-3, County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-8.
**Intercity Bus Lines**-Greyhound; Gray Coach.

**3 - POPULATION:**
Corp. Cities 86 Cen. 34,837; E&P 89 Est. 36,664
Woodstock 86 Cen. 26,386; E&P 89 Est. 27,309
Ingersoll 86 Cen. 8,451; E&P 89 Est. 9,355
CZ-ABC: (86) 26,386
RTZ-ABC: (86) 48,233
City & RTZ-ABC: (86) 74,619

**4 - HOUSEHOLDS:**
Cities 86 Cen. 12,696; E&P 89 Est. 14,129
Woodstock 86 Cen. 9,692; E&P 89 Est. 10,633
Ingersoll 86 Cen. 3,004; E&P 89 Est. 3,496
CZ-ABC: (86) 9,900
RTZ-ABC: (86) 15,500
City & RTZ-ABC: (86) 25,400

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 9 | N.A. |
| Savings & Loan | 13 | N.A. |

**6 - PASSENGER AUTOS:** Province 440,896

**7 - ELECTRIC METERS:** Residence Woodstock 7,654; County 27,870

**8 - GAS METERS:** Residence Woodstock 4,200; Ingersoll 1,900

**9 - PRINCIPAL INDUSTRIES:** No. of factories-Woodstock 53; Ingersoll 14. Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prods.; Cement; Heavy Mach.; General Motors Parts Dist. Ctr.; No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
**Principal Industrial Pay Day**-Fri.

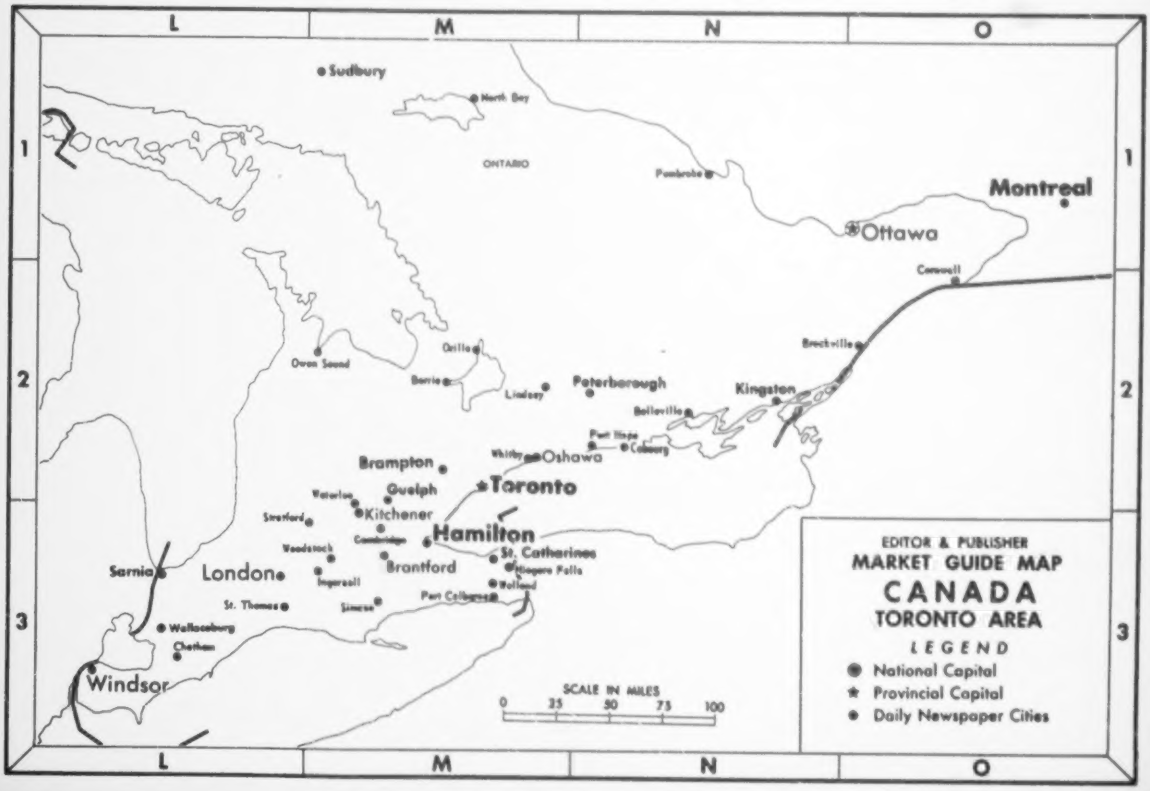
**10 - CLIMATE:** Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12; last killing frost, May 4.

**11 - TAP WATER:** Neutral, hard; not fluoridated.

**12 - RETAILING: Principal Shopping Centers**-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Sq.
**Neighborhood Shopping Centers**-1 block on Huron St.; 2 blocks Norwich Ave.; Plz. on Springbank Drive; Plz. Norwich Ave., Dundas St.; Blandford Shopping Ctr. Hwy. 2.
**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Close**-Sun.
**Stores Open Evenings**-Food Stores-Thur., Fri.; Some 6 days.

**13 - RETAIL OUTLETS: Discount Stores**-Towers; Woolco; Nabours; Bi-Way.
**Chain Drug Store**-Big V 2.
**Chain Supermarkets**-A&P; Food City; Zehr's.
**Other Chain Stores**-Canadian Tire; Mr. Grocer; Reward Shoes; Simpson-Sears; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores; Valdi; Twins; New Orlean Pizza; King Optical; Radio Shack; Sherwin-Williams; St. Claire Paint & Wallpaper; Craik Wiseway.

**14 - NEWSPAPERS:** SENTINEL-REVIEW (e) 10,708; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Mark Holmes, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St.; PO Box 1000, Wood-



stock, ON N4S 8A5; Tel. (519) 537-2341; FAX (519) 537-3049.

**National Representative**: Thomson Newspapers.

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# PRINCE EDWARD ISLAND SURVEYS

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**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 10 | 11 | 11 |
| 5-14 Years | 21 | 21 | 22 |
| 15-24 Years | 24 | 25 | 26 |
| 25-44 Years | 32 | 33 | 35 |
| 45-64 Years | 21 | 21 | 22 |
| 65 and Over | 15 | 15 | 16 |
| TOTAL | 123 | 126 | 133 |

Based on Statistics Canada Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 28 | 109 | 171 |
| Apparel | 5 | 15 | 40 |
| Furniture | 2 | 3 | 6 |
| Groceries | 32 | 94 | 143 |
| Lumber/Bldg. Mat | 1 | 2 | 5 |
| Restaurants | 1 | 42 | 92 |
| Autos | 23 | 89 | 197 |
| Gasoline/Fuel Oil | 14 | 53 | 58 |
| Drugs | 5 | 15 | 29 |
| TOTAL SALES | 146 | 490 | 814 |

Source: Census of Canada/Retail Trade

## CHARLOTTETOWN

**1 - LOCATION:** Queens County, E&P Map F-4, Capital of P.E.I. Agriculture, fisheries, tourism, shipping, wholesale and college center.

**2 - TRANSPORTATION: Railroads**-Canadian National connected with mainland by car ferry.
**Motor Freight Carriers**-5.
**Steamships**-7 pass. & frt. (2 strictly frt.).
**Intercity Bus Lines**-Island Bus Service.
**Airlines**-Air Canada; Canadian Air.

**3 - POPULATION:**
Corp. City 86 Cen. 15,776; E&P 89 Est. 15,881
CZ-ABC: (86) 23,610
RTZ-ABC: (86) 103,036
City & RTZ-ABC: (86) 126,646

**4 - HOUSEHOLDS:**
City 86 Cen. 6,430; E&P 89 Est. 6,625
CZ-ABC: (86) 8,985
RTZ-ABC: (86) 31,705
City & RTZ-ABC: (86) 40,690

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 8 | N.A. |
| Savings & Loan | 9 | N.A. |

**6 - PASSENGER AUTOS:** Province 4,009

**7 - ELECTRIC METERS:** Residence 45,804

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Railway Shops 10; Packers 300; Constr. 1,200.
**Principal Pay Day**-Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14; last killing frost, May 24.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Centers**-7 blocks on Queen, Grafton, University Ave. and Kent St.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Confederation Plz.(20) | NA | Sobey's |
| Charlott'n(50) | NA | Towers |
| K mart Plz.(8) | NA | K mart, Reitman's |
| Royalty Mall(16) | NA | Central Farmers, Co-Op |
| Sherwood(5) | NA | |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Towers; Eatons; K mart.
**Variety Stores**-Woolworth; Stedmans; Metropolitan; Zeller's.
**Chain Drug Stores**-Rexall 2; ARP 20; Shoppers Drug Mart.
**Chain Supermarkets**-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
**Other Chain Stores**-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Goodyear.

**14 - NEWSPAPERS:** GUARDIAN (m) 18,773; PATRIOT (e) 5,418; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Doug King, Adv. Mgr., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
**National Representative**: Thomson Newspapers.

## SUMMERSIDE

**1 - LOCATION:** Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Intercity Bus Lines**-Island Transit.
**Airlines**-CP Air; Air Canada.

**3 - POPULATION:**
Corp. City 86 Cen. 8,020; E&P 89 Est. 8,315
CZ-ABC: (86) 13,471
RTZ-ABC: (86) 34,594
City & RTZ-ABC: (86) 48,065
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 86 Cen. 2,612; E&P 89 Est. 2,888
CZ-ABC: (86) 4,460
RTZ-ABC: (86) 10,610
City & RTZ-ABC: (86) 15,070

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings & Comm. | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 4,009

**7 - ELECTRIC METERS:** 6,732

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Agric.; Fishing; Tourism (June to Sept.); Canadian Forces Base.

**10 - CLIMATE:** Min. & Max. Temp.-Winter 18; Summer 85.

**11 - TAP WATER:** Hard; fluoridated.

**12 - RETAILING: Principal Shopping Center**-3 blocks on Water; 1 block E. on Central; Summer and Spring Sts.; 3 shopping malls.
**Stores Open Evenings**-Mon. through Sat.

**13 - RETAIL OUTLETS: Department Stores**-Dominion Sq.; Zeller's; Towers.
**Variety Stores**-Metropolitan.
**Chain Supermarkets**-Sobey's; Save-Easy; Co-Op; Towers.
**Other Chain Stores**-Jewelry 4; Canadian Tire; Shoppers Drug Mart 2; Charm Jewelers.

**14 - NEWSPAPERS:** JOURNAL-PIONEER (e) 11,644; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Blaine Corkum, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
**National Representative**: None.

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# QUEBEC SURVEYS

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**POPULATION ESTIMATES**
(Thousands)

| Age Group | 1981 | 1986 | 1990 |
|---|---|---|---|
| Under 5 Years | 473 | 480 | 499 |
| 5-14 Years | 923 | 936 | 973 |
| 15-24 Years | 1,264 | 1,282 | 1,333 |
| 25-44 Years | 1,965 | 1,993 | 2,072 |
| 45-64 Years | 1,244 | 1,262 | 1,312 |
| 65 and Over | 569 | 577 | 602 |
| TOTAL | 6,438 | 6,532 | 6,791 |

Based on Statistics Canada Census

**RETAIL SALES ESTIMATES**
(Millions)

| Kind of Business | 1971 | 1983 | 1990 |
|---|---|---|---|
| General Mdse | 1,015 | 2,992 | 3,985 |
| Apparel | 563 | 1,783 | 4,186 |
| Furniture | 286 | 695 | 1,883 |
| Groceries | 2,046 | 7,974 | 11,983 |
| Lumber/Bldg. Mat | 158 | 342 | 544 |
| Restaurants | 198 | 2,562 | 5,023 |
| Autos | 1,212 | 4,823 | 10,565 |
| Gasoline/Fuel Oil | 655 | 2,110 | 3,829 |
| Drugs | 228 | 637 | 1,686 |
| TOTAL SALES | 8,325 | 27,643 | 45,607 |

Source: Census of Canada/Retail Trade

## CHICOUTIMI

**1 - LOCATION:** Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat. 120 mi. N of Quebec.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Intercity Bus Lines**-Autobus Voyageur.
**Airlines**-Quebecair; Air Alliance; Air Alma.

**3 - POPULATION:**
Corp. City 86 Cen. 61,083; E&P 89 Est. 63,841
Met. Area 86 Cen. 137,715; E&P 89 Est. 145,973
CZ-ABC: (86) 61,083
RTZ-ABC: (86) 129,380
City & RTZ-ABC: (86) 190,463
**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 86 Cen. 18,365; E&P 89 Est. 21,597
Met. Area 86 Cen. N.A.; E&P 89 Est. 48,531
CZ-ABC: (86) 20,190
RTZ-ABC: (86) 41,350
City & RTZ-ABC: (86) 61,540

**5 - BANKS:** N.A.

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** N.A.

**8 - GAS METERS:** N.A.

**9 - PRINCIPAL INDUSTRIES:** Furn. Mfg.; Aluminum; Paper; Pulp; Shoes; Agric.; Fishing Outfitters.

**10 - CLIMATE:** Min. & Max. Temp.-3-77.

**11 - TAP WATER:** N.A.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Chicoutimi Ctr.(4) | NA | Aligro |
| Place Racine(4) | NA | Gagnon Freres and Steinberg |
| Place du Royaume(170) | NA | Woolco, The Bay |
| Place du Saguenay(45) | NA | Simpson, Sears, Zeller's, Aligro-Metro |

**13 - RETAIL OUTLETS:** N.A.

**14 - NEWSPAPERS:** (French) LE QUOTIDIEN DU SAGUENAY LAC ST JEAN (m) 33,537; PROGRES-DIMANCHE (S) 50,951; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Patrick Bourbeau, Adv. Mgr., PROGRES-DIMANCHE, Jasmin Gilbert, Adv. Mgr., LE QUOTIDEN DU SAGUENAY LAC ST-JEAN, 1051 Talbot Blvd., Chicoutimi, QC G7H 5C1; Tel. (418) 545-9854.
**National Representatives**: Probec S.

## GRANBY

**1 - LOCATION:** Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

**2 - TRANSPORTATION: Railroads**-Canadian National.
**Motor Freight Carriers**-100.
**Intercity Bus Lines**-Voyageur; Inter Cities.

**3 - POPULATION:**
Corp. City 86 Cen. 38,508; E&P 89 Est. 39,511
CZ-ABC: (86) 52,236
RTZ-ABC: (86) 90,319
City & RTZ-ABC: (86) 142,555

**4 - HOUSEHOLDS:**
City 86 Cen. 14,991; E&P 89 Est. 15,788
CZ-ABC: (86) 19,185
RTZ-ABC: (86) 31,015
City & RTZ-ABC: (86) 50,200

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Commercial | 9 | N.A. |
| Savings | 5 | N.A. |

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** Residence 14,500

**8 - GAS METERS:** Residence 2,115

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prods. 957; Clothing 720; Furn. 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
**Principal Industrial Pay Day**-Thur.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

**11 - TAP WATER:** Alkaline, soft; fluoridated.

**12 - RETAILING: Principal Shopping Center**-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
**Neighborhood Shopping Centers**-Court St.; St. Joseph St.; Plaza Shopping Center.
**Principal Shopping Days**-Thur., Fri., Sat.

**13 - RETAIL OUTLETS: Department Stores**-Greenberg; Harts; Woolco; K mart; Sears.
**Chain Supermarkets**-Provigo 3; Steinberg; Metro 2; Richelieu; Select.
**Other Chain Stores**-Trans-Canada Shoe; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

**14 - NEWSPAPERS:** LA VOIX DE L'EST (French) (m) 16,384; Mar. 26, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Guy Choiniere, Sales Dir., LA VOIX DE L'EST, 136 Main St., Granby, QC J2G 2V4; Tel. (514) 375-4555.
**National Representative**: Probec 5 (Montreal).

## MONTREAL

**1 - LOCATION:** E&P Maps E-4 & O-1. One of the world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

**2 - TRANSPORTATION: Railroads**-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
**Motor Freight Carriers and Movers**-193.
**Intercity Bus Lines**-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
**Steamship Lines**-(Pass. & Frt.) 190.
**Airlines**-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandinavian; Swissair; Iberia; Olympic; Air Alma; City Express; Republic; Torontair; CSA Czechoslovak Airlines; Cubana; First Air; Yogoslav Airlines. Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Aerolineas Argentinas; American; Finnair; Lot Polish; Tap Air Portugal; Wardair Canada.
**Waterborne Commerce**-21,000,000 metric tons (approx.).

**3 - POPULATION:**
Corp. City 86 Cen. 1,015,420; E&P 89 Est. 1,052,210
Met. 86 Cen. 2,826,434; E&P 89 Est. 2,859,482
LE DEVOIR/LE JOURNAL DE MONTREAL:
NDM-ABC: (86) 2,921,357
RTZ-ABC: (86) 623,369
Total NDM & RTZ-ABC: (86) 3,544,726
THE GAZETTE:
CZ-ABC: (86) 2,381,298
RTZ-ABC: (86) 1,163,428
City & RTZ-ABC: (86) 3,544,726
LA PRESSE:
NDM-ABC: (86) 3,182,948
RTZ-ABC: (86) 361,778
Total NDM & RTZ-ABC: (86) 3,544,726
**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**

City 86 Cen. 417,336; E&P 89 Est. 466,532
Met. Area 86 Cen. N.A.; E&P 89 Est. 1,173,532
LE DEVOIR/LE JOURNAL DE MONTREAL
NDM-ABC: (86) 1,115,380
RTZ-ABC: (86) 222,190
Total NDM & RTZ-ABC: (86) 1,337,570
THE GAZETTE:
CZ-ABC: (86) 943,320
RTZ-ABC: (86) 394,250
City & RTZ-ABC: (86) 1,337,570
LA PRESSE:
NDM-ABC: (86) 1,209,355
RTZ-ABC: (86) 128,215
Total NDM & RTZ-ABC: (86) 1,337,570

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| Banks | 500 Branches | N.A. |
| Cuisse Populaires | 145 Branches | N.A. |

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** Residence 714,600

**8 - GAS METERS:** Residence 150,000

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Service Industries 396,683; Trade 224,062; Trans., Commun. & Other Util. 105,887; Fin., Ins. & R.E. 73,853; Public Administration 37,474; Constr. 42,027; Clothing 28,999; Food & Beverage 26,177; Trans. Equip. 23,012. Av. Wkly Wage $443.
**Principal Industrial Pay Days**-1st & 15th.

**10 - CLIMATE:** Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

**11 - TAP WATER:** Neutral, soft.

**12 - RETAILING: Principal Shopping Centers**-Downtown Ste. Catherine St. (Atwater to Amherst, approx. 1 mi.); Promenade La Cite.

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Champlain Mall(109) | 8 | Sears, Steinbergs, Miracle Mart |
| Pl. Longueuil (100) | 4 | Steinbergs, Miracle Mart |
| Ctr. Rockland(190) | 3 | Eaton, Steinberg, The Bay |
| Galeries D'Anjou(140) | 6 | Simpson's, Eaton, Sears, Steinberg |
| Pl. Versailles (160) | 5 | Steinbergs, Miracle Mart, The Bay |
| Pl. Veru(175) | 10 | Sears, K mart, The Bay, Provigo |
| Plz. Cote des Neiges(120) | 3 | Canadian Tire, Wise, Steinbergs |
| Fairview(196) | 10 | Simpsons, Eatons, Pascals, Steinbergs |
| Ctr. Laval(140) | 10 | Woolco, The Bay, Steinbergs |

**Principal Shopping Days**-Thur., Fri. & Sat.
**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 13; K mart 5; Woolco 9; Boni Mart 8; Croteau 29; Greenberg's 20; Hart 6; Sears 4; Wise Bros. 11.
**Variety Stores**-People's 6; Rossy's 15; Woolworth 15; Zeller's 11; Kresge's 3; People's Jewellers 11.
**Chain Drug Stores**-Uniprix 44; Cadieux 12; Super Pharm 7; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 20; Kane 4; Jean Coutu 37.
**Chain Supermarkets**-Steinberg 72; IGA 60; Metro Richelieu 116; Provigo 67; Super Carnaval 7; Maxi 4.
**Other Chain Stores**-Clothing: Reitmans 43, Au Coin des Petits 20, Bo Jeans 21, Boutique Marie Claire 21, Pantorama 21, Le Chateau 20, Tip Top 13; Shoes: Pitt 37, Trans Canada 27, Salon Six 26, City Shoes 13; Jewellery: Birks 15; Sports: Sports Experts 23; Furniture: Woodhouse 8; Hardware/Auto: Canadian Tire 20, Firestone 11, Goodyear 14, Pascals 14; Audio/Visual: Direct Film 75, Discus Music 21, Radio Shack 37; Convenience Stores: Perrettes Dairies 125, La Maisonnee 45, Provisoir 70; Misc.: Cantors Bakery 37, Consumers Distributing 30.

**14 - NEWSPAPERS:** LE DEVOIR (French) (m-mon to fri) 28,206; (m-sat) 32,257; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Michelle Alie, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel. (514) 844-3361.
**National Representative**: None.
THE GAZETTE (m-mon to fri) 178,529; (m-sat) 258,186; (S) 160,206; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., LA GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2222.
**National Representative**: Southam Newspapers (Toronto, Montreal).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 324,234; (m-sat) 350,274; (S) 338,547; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Rosaire Mailloux, UP Sales, LE JOURNAL DE MONTREAL, 4545 Frontenac St., Montreal, QC H2H 2R7; Tel. (514) 521-4545.
**National Representative**: None.
LA PRESSE (French) (m-mon to fri) 207,411; (m-sat) 330,228; (S) 195,033; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Fernand Lacourse, Nat'l. Adv. Dir., LA PRESSE, 7 Rue St., Jacques, Montreal, QC H2Y 1K9; Tel. (514) 285-6991.

**National Representative**: Target Media Company.

## QUEBEC

**1 - LOCATION:** Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence, 167 mi. E of Montreal.

**2 - TRANSPORTATION: Railroads**-Canadian National; Via Rail, Canadian Pacific.
**Motor Freight Carriers**-59.
**Intercity Bus Lines**-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee.; Autobus Fortier Inc.; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee.; Autobus Dupont Ltee.; Autobus Fournier Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
**Airlines**-Air Canada; Quebecair; Quebec Aviation; Les Ailes Quebecoises; Air Alliance; City Express; Inter-Canadian.

**3 - POPULATION:**
Corp. City 86 Cen. 164,580; E&P 89 Est. 165,662
Met. Area 86 Cen. 603,267; E&P 89 Est. 632,847
LE JOURNAL DE QUEBEC:
NDM-ABC: (86) 603,267
RTZ-ABC: (86) 129,121
Total NDM & RTZ-ABC: (86) 732,388
LE SOLEIL:
NDM-ABC: (86) 571,372
RTZ-ABC: (86) 161,016
RTZ & NDM-ABC: (86) 732,388
**Demographic Information available from Newspapers. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 66,321; E&P 89 Est. 71,152
Met. Area 86 Cen. N.A.; E&P 89 Est. 259,888
LE JOURNAL DE QUEBEC:
NDM-ABC: (86) 218,430
RTZ-ABC: (86) 41,915
Total NDM & RTZ-ABC: (86) 260,345
LE SOLEIL:
NDM-ABC: (86) 207,730
RTZ-ABC: (86) 52,615
RTZ & NDM-ABC: (86) 260,345

| 5 - BANKS | NUMBER | EST. DEP. |
|---|---|---|
| 11 Banks | 152 Branches | N.A. |

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** Residence 73,921

**8 - GAS METERS:** Residence 4,290

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Plants (No. of Wage Earners)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prods. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prods. 124 (1,187); Printing & Pub. 96 (1,810); Iron & Steel Prods. 16 (1,029); Non-ferrous Metal Prods. 23 (673); Cement, etc. 21 (466); Chemical Prods. 28 (1,261); Misc. Mfg. 89 (8,457).

**10 - CLIMATE:** Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

**11 - TAP WATER:** Acidic, very soft; not fluoridated.

**12 - RETAILING:**

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Galeries Ste. Anne(26) | NA | Woolco |
| Place Laurier (300) | NA | La Baie, Sears |
| Les Galeries de la Canardiere(20) | NA | |
| Place Fleur de Lys(220) | NA | Pascal-Sears |
| Place Ste-Foy (110) | NA | Eaton |
| Place de la Capitale | NA | Woolco, Eaton, La Baie |
| Galeries de la Capitale(250) | NA | Eaton, La Baie |
| Place Lebourgneuf (50) | NA | Le Castor |
| Carrefour Beaupont(40) | NA | Ikea |

**Principal Shopping Days**-Thur., Fri., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Sears 3.
**Discount Stores**-Magasin M; K mart; Woolco 2.
**Variety Stores**-Zeller's 4; Bonimart.
**Chain Drug Stores**-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
**Chain Supermarkets**-Steinberg's 11; Metro; IGA 7; Provigo 22.
**Other National Chain Stores**-Agnew-Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Zellers; Legare; Dr. Scholl's; Singer Co.; Laura Secord; Tip Top Tailor; Canadian Tire; Pascal Hdwe.; Bata Shoes; Pennington (women's); Goodyear.

**14 - NEWSPAPERS:** LE JOURNAL DE QUEBEC (French) (m-mon to fri) 107,996; (m-sat) 109,656; (S) 98,573; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Daniel Houde, Adv. Mgr., LE JOURNAL DE QUEBEC, 450 Ave. Bechard, Ville Vanier, QC G1M 2E9; Tel. (418) 683-1573.
**National Representative**: Quebecor.
LE SOLEIL (French) (m-mon to fri) 114,703; (m-sat) 146,823; (S) 95,406; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jean Fortier, Adv. Mktg. Dir., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
**National Representatives**: Landon Associates; Leonard Company; Probec 5.

## SHERBROOKE

**1 - LOCATION:** Sherbrooke County, E&P Map E-4. County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 108, 112, 143, 147 & 249; Autoroutes 10, 55 & 410.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Motor Freight Carriers**-11.
**Intercity Bus Lines**-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St. Louis; Autobus Dostie; Autobus Pouliot.

**3 - POPULATION:**
Corp. City 86 Cen. 74,438; E&P 89 Est. 74,800
CZ-ABC: (86) 104,887
RTZ-ABC: (86) 184,982
City & RTZ-ABC: (86) 289,869

**4 - HOUSEHOLDS:**
City 86 Cen. N.A.; E&P 89 Est. 30,772
CZ-ABC: (86) 40,000
RTZ-ABC: (86) 64,405
City & RTZ-ABC: (86) 104,405

| 5 - BANKS | NUMBER | DEPOSITS |
|---|---|---|
| Savings | 7 | N.A. |
| Charter Branches | 27 | N.A. |
| Trust Co's. | 3 | N.A. |

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** Residence 46,569

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
**Principal Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.(Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

**11 - TAP WATER:** Alkaline, soft.

**12 - RETAILING: Principal Shopping Areas**-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
**Neighborhood Shopping Centers**-Galeries 4 Saisons: 13e Avenue North (80 units); Place Belvedere: Galt St. W & Belvedere St. S. (23 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W (25 units); Carrefour de l'Estrie: Portland Blvd. (180 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

**Nearby Shopping Centers**

| Name (No. of stores) | Miles from Downtown | Principal Stores |
|---|---|---|
| Center d'Achats Sherbrooke(25) | NA | Zeller's, Dominion |
| Plaza Rock Forest(40) | NA | Woolco, Provigo, Nutri-Plus |
| King Street(19) | NA | Zeller's, Provigo |
| Place Belvedere (17) | NA | Steinberg, Miracle Mart |
| Plaza Sherbrooke Downtown(70) | NA | Provigo |
| Carrefour de l'Estrie(180) | NA | Eaton's, Pascal, Reitman's, Sears, Steinberg |
| Galerie Quatre Saisons(80) | NA | Zeller's, Provigo |
| Place Dunant(12) | NA | Nutri-Plus |

**Principal Shopping Days**-Wed., Thur., Fri. & Sat.
**Stores Open Evenings**-Thur. & Fri.

**13 - RETAIL OUTLETS: Department Stores**-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
**Variety Stores**-Greenberg's; Zeller's.
**Chain Drug Stores**-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
**Chain Supermarkets**-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
**Independent Grocers**-Les Epiciers Supreme 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
**Other Chain Stores**-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

**14 - NEWSPAPERS:** RECORD (e-mon to fri) 6,122; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9526.
**National Representative**: Beyer Drake & Associates.
LA TRIBUNE (m-mon to fri) 41,324; (m-sat) 47,455; Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: J. Bertin St-Amand, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 564-5450.
**National Representative**: Probec 5.

## TROIS-RIVIERES

**1 - LOCATION:** St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific.
**Intercity Bus Lines**-Provincial Transport; Transport en Commun de Trois-Rivieres; CITF.
**Airlines**-C.P.; C.N.

**3 - POPULATION:**
Corp. City 86 Cen. 50,122; E&P 89 Est. 49,888
Met. Area 86 Cen. 128,888; E&P 89 Est. 130,376
NDM-ABC: (86) 206,164

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 86 Cen. 20,671; E&P 89 Est. 19,972
Met. Area 86 Cen. 48,066; E&P 89 Est. 49,887
NDM-ABC: (86) 75,340

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 21 | N.A. |
| Savings & Loan | 53 | N.A. |
| Commercial | 22 | N.A. |

**6 - PASSENGER AUTOS:** Province 304,508

**7 - ELECTRIC METERS:** 24,906

**8 - GAS METERS:** 4,500

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage) (including overtime)-All Employees Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utils. ($527); Service Producing Industries ($468); Industrial Aggregate ($403)

**Principal Industrial Pay Days**-Thur. & Fri.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25

**11 - TAP WATER:** Alkaline, very soft, fluoridated

**12 - RETAILING: Principal Shopping Centers**-on des Forges Blvd.; Centre Commercial Les Rivieres (115 stores)

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Ctre d'Achats(8) | 2 | Provigo, Radio Shack, Boutique Frivole |
| Trois-Rivieres W. Ctr (150) | 2 | Reitman's, Woolco, Steinberg |
| Les Galeries du Cap(55) | NA | Maxi, Woolco |
| Plaza de la Maurice | 20 | Steinberg, K mart, Canadian Tire, Lies Promenade du Centile Villa |

**Principal Shopping Days**-Fri., Sat.
**Stores Open Evenings**-Shopping centers-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-Sears; Woolco; Zeller's; Miracle Mart
**Discount Stores**-Bonaprix
**Variety Stores**-Zeller's; Greenberg's
**Chain Drug Stores**-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix
**Chain Supermarkets**-Steinberg's 2; A&P Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Co-oprix; Baribo; Axep
**Other Chain Stores**-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Maher; Bonita; Chez Lillane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; Dalmys; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts

**14 - NEWSPAPERS:** LE NOUVELLISTE (French) (m) 57,679; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St. Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501

**National Representatives**: Probec 5; Target Media.

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## SASKATCHEWAN SURVEYS

**POPULATION ESTIMATES**
(Thousands)

| **Age Group** | **1981** | **1986** | **1990** |
|---|---|---|---|
| Under 5 Years | 81 | 84 | 90 |
| 5-14 Years | 157 | 164 | 174 |
| 15-24 Years | 184 | 192 | 204 |
| 25-44 Years | 246 | 257 | 274 |
| 45-64 Years | 184 | 192 | 204 |
| 65 and Over | 116 | 121 | 129 |
| TOTAL | 968 | 1,009 | 1,075 |

**Based on Statistics Canada Census**

**RETAIL SALES ESTIMATES**
(Millions)

| **Kind of Business** | **1971** | **1983** | **1990** |
|---|---|---|---|
| General Mdse | 249 | 861 | 1,158 |
| Apparel | 54 | 201 | 360 |
| Furniture | 25 | 141 | 130 |
| Groceries | 212 | 882 | 1,537 |
| Lumber Bldg. Mat. | 21 | 38 | 97 |
| Restaurantes | 16 | 324 | 768 |
| Autos | 243 | 1,158 | 1,450 |
| Gasoline-Fuel Oil | 111 | 295 | 265 |
| Drugs | 37 | 152 | 298 |
| TOTAL SALES | 1,188 | 4,740 | 6,710 |

Source: Census of Canada Retail Trade

## MOOSE JAW

**1 - LOCATION:** Division 7; E&P Map B-3. Situated 43.3 mi. W of Regina; 112 mi. N of U.S. border

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National
**Motor Freight Carriers**-3
**Intercity Bus Lines**-Saskatchewan Trans.; Greyhound
**Airlines**-Major Airlines to Regina

**3 - POPULATION:**
Corp. City 86 Cen. 35,073; E&P 89 Est. 36,842
CZ-ABC: (86) 35,073
RTZ-ABC: (86) 22,953
City & RTZ-ABC: (86) 58,026

**4 - HOUSEHOLDS:**
City 86 Cen. 13,490; E&P 89 Est. 14,688
CZ-ABC: (86) 13,490
RTZ-ABC: (86) 8,020
City & RTZ-ABC: (86) 21,510

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 8 | N.A. |

**6 - PASSENGER AUTOS:** Province 21,840

**7 - ELECTRIC METERS:** Residence 11,500

**8 - GAS METERS:** Residence 7,100

**9 - PRINCIPAL INDUSTRIES:** Meat Packing; Food Proc.; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R. Total: 2,050 employees. Av. Wkly. Wage $213

**Principal Industrial Pay Days**-5th, 15th, 20th, 30th

**10 - CLIMATE:** Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13; last killing frost, May 31

**11 - TAP WATER:** Alkaline, hard, fluoridated

**12 - RETAILING: Principal Shopping Areas**-7 blocks on Main St.; 3 on High St.; 2 on River St.

**Neighborhood Shopping Centers**-4th Ave. S.W. between Home & Coteau Sts.; 9th Ave. N.W., N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W. to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area

**Principal Shopping Days**-Mon. through Sat.
**Stores Close**-Sun.

**13 - RETAIL OUTLETS: Department Stores**-Army & Navy; Moose Jaw Co-op; Joyner's; Saan; Sears; Woolco
**Variety Stores**-Kresge; Metropolitan
**Chain Drug Stores**-Bi-rite; Price Watchers; Shoppers
**Chain Supermarkets**-Safeway 2; Co-op
**Other Chain Stores**-Tip Top Tailors; Agnew-Surpass; Reitmans; Canadian Tire; A&A Records; Dalmys; Jack Fraser; Radio Shack; Consumers Distributing; Thriftys

**14 - NEWSPAPERS:** TIMES-HERALD (e) 9,334; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: John Dubas, Adv. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441

**National Representative**: Thomson Newspapers

## PRINCE ALBERT

**1 - LOCATION:** Division 15; E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11, 55 and All-Weather Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

**2 - TRANSPORTATION: Railroads**-Div. Point for Canadian Pacific & Canadian National (21 branches out of city).
**Motor Freight Carriers**-20.
**Intercity Bus Lines**-Saskatchewan Trans. Co.
**Airlines**-Transair; North Can Air; Athabaska (charter)

**3 - POPULATION:**
Corp. City 86 Cen. 33,686; E&P 89 Est. 36,156
CZ-ABC: (86) 33,686
RTZ-ABC: (86) 75,262
City & RTZ-ABC: (86) 108,948

**Demographic Information available from Newspaper. See paragraph 14**

**4 - HOUSEHOLDS:**
City 86 Cen. 11,928; E&P 89 Est. 13,003
CZ-ABC: (86) 11,885
RTZ-ABC: (86) 25,955
City & RTZ-ABC: (86) 37,840

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Credit Unions | 3 | N.A. |
| Commercial | 7 | N.A. |
| Trust Co | 2 | N.A. |

**6 - PASSENGER AUTOS:** Province 21,840

**7 - ELECTRIC METERS:** Residence 7,710

**8 - GAS METERS:** Residence 8,163

**9 - PRINCIPAL INDUSTRIES:** Industry (Av. Wkly. Wage)-Mfg. ($599); Constr. ($501); Trade ($246); Industrial Composite ($368)

**10 - CLIMATE:** Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10

**11 - TAP WATER:** Fluoridated

**12 - RETAILING:**

**Nearby Shopping Centers**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Gateway North Plaza(65) | NA | Safeway, Sears, Eaton's, Zeller's, Fields |
| South Hill(40) | NA | Safeway, Woolco, Reitmans, The Bay |

**13 - RETAIL OUTLETS:** Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; R.E. & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores; Drug Stores 11; Farm Implements 13; Furniture Stores 12
**Department Stores**-Eaton's; Simpson-Sears; The Bay; Zellers
**Chain Drug Stores**-Rexall 3; White Cross; Shopper's Drugmart; Boots
**Chain Supermarkets**-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3
**Other Chain Stores**-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lumber; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lumber; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store

**14 - NEWSPAPERS:** HERALD (e) 9,573; Mar. 31, 1989 ABC

**Local Contact** for Advertising and Merchandising Data: Robert W. Gibb, Pub., Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276

**National Representative**: Thomson Newspapers

## REGINA

**1 - LOCATION:** Division 6; E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton

**2 - TRANSPORTATION: Railroads**-Canadian Pacific; Canadian National; Via Rail
**Motor Freight Carriers**-90
**Intercity Bus Lines**-Saskatchewan Transportation; Greyhound; Moose Mountain
**Airlines**-Air Canada; Norcanair; Canadian Airlines Int'l

**3 - POPULATION:**
Corp. City 86 Cen. 175,064; E&P 89 Est. 188,305
CZ-ABC: (86) 175,064
Bal. in NDM-ABC: (86) 326,978
Met. Area 86 Cen. 186,521; E&P 89 Est. 190,244
Total NDM-ABC: (86) 502,042

**Demographic Information available from Newspaper. See paragraph 14.**

**4 - HOUSEHOLDS:**
City 86 Cen. 64,030; E&P 89 Est. 71,134
Met. Area 86 Cen. N.A.; E&P 89 Est. 71,814
CZ-ABC: (86) 64,030
Bal. in NDM-ABC: (86) 118,325
Total NDM-ABC: (86) 182,355

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings | 51 | N.A. |
| Trust | 18 | N.A. |
| Loan | 15 | N.A. |
| Credit Union | 20 | N.A. |

**6 - PASSENGER AUTOS:** Province 21,840

**7 - ELECTRIC METERS:** Residence 66,900

**8 - GAS METERS:** Residence 55,200

**9 - PRINCIPAL INDUSTRIES:** Gov't.; Steel; Meat Proc.; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Dist. Ctr.; Comm.; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equip.; Gases; Dry Ice; Chemicals; Steel. Total Employed 92,000. Av. Wkly. Wage $374

**Principal Industrial Pay Days**-1st & 15th

**10 - CLIMATE:** Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30; last killing frost, May 6. 2,450 average hours of sunshine annually.

**11 - TAP WATER:** Neutral, very hard, not fluoridated

**12 - RETAILING: Principal Shopping Centers**-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.

**Neighborhood Shopping Centers**-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.

**Shopping Centers-No. of Stores**-Avon Ctr. 14; Broad Plz. 5; Broadway 10; Cornwall Ctr. 75; Eatons Mall 16; Golden Mile Plz. 10; Gordon Road 11; Glen Cairn Shopping Ctr. 14; Hill Ave. 11; Hillsdale Ctr. 7; Midtown Plz. 35; Normanview 40; Northgate 70; Park Plz. 7; Regent Pk. 16; Regina Inn Ctr. 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Vlg. 40; Thirteenth Ave. Ctr. 9; Whitmore Pk. 7; Victoria Sq. 45

**Principal Shopping Days**-Mon. through Sat.; Open Thur. evening

**13 - RETAIL OUTLETS: Department Stores**-Army & Navy; T. Eaton Co.; Saan; Sears; Sherwood Co-op; The Bay; Woolco; Robinson; Zeller's 3.
**Variety Stores**-Woolworth; Metropolitan
**Chain Drug Stores**-Boots 3; Pinders-Rexall 6; Bi-Rite 9; Shoppers 2; Arp 8
**Chain Supermarkets**-Safeway 7; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Superstore; Pic n Pak
**Other Chain Stores**-Shoes: Agnew-Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Aggies; Jewelry: People's, Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zale's, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger; Automotive: Uniroyal, Dunlop, Firestone 3, B.F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2; Other: Radio Shack, Laura Secord, Sam The Record Man, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n'Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & suppl.), Samco Electronics, Andrea's Bath Boutique, The Key Man, Punchy's Posys, Kids World.

**14 - NEWSPAPERS:** THE LEADER-POST (e) 73,619; Mar. 31, 1989 ABC.

**Local Contact** for Advertising and Merchandising Data: Ed Galenzoski, Adv. Dir., THE LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.

**National Representative** None

## SASKATOON

**1 - LOCATION:** Division 11, E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11, 14.

**2 - TRANSPORTATION: Railroads**-Canadian National; Canadian Pacific; Via Rail.
**Motor Freight Carriers**-87.
**Intercity Bus Lines**-Saskatchewan Transportation; Greyhound.
**Airlines**-Air Canada; Norcanair; Canadian; Wardair.

**3 - POPULATION:**
Corp. City 86 Cen. 177,641; E&P 89 Est. 193,538
Met. Area 86 Cen. 200,665; E&P 89 Est. 204,105
CZ-ABC: (86) 177,641
Bal. in NDM-ABC: (86) 84,851
Total NDM-ABC: (86) 262,492

**4 - HOUSEHOLDS:**
City 86 Cen. 67,970; E&P 89 Est. 75,632
Met. Area 86 Cen. 74,864; E&P 89 Est. 75,632
CZ-ABC: (86) 67,075
Bal. in NDM-ABC: (86) 28,620
Total NDM-ABC: (86) 95,695

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Savings & Comm. | 52 | N.A. |
| Credit Unions | 17 | N.A. |
| Trust Co.'s | 19 | N.A. |

**6 - PASSENGER AUTOS:** Province 21,840.

**7 - ELECTRIC METERS:** Residence 78,485.

**8 - GAS METERS:** Residence 55,268.

**9 - PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Manufacturing 7,000; Constr. 3,000; Trans., Commun. and Utilities 11,000; Trade 19,000; Services 31,000; Public Administration and Defense 12,000; Other 4,000. Total Work Force-87,000 (1985). Av. Wkly. Wage-$408.

**10 - CLIMATE:** Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter-40-35. First killing frost, Sept. 4; last killing frost, May 8.

**11 - TAP WATER:** Alkaline, hard; fluoridated, artificially softened.

**12 - RETAILING: Principal Shopping Centers**-Downtown Core (5 blocks on 2nd Ave., 4 blocks on 3rd Ave., 3 blocks on 21st St. E., 4 blocks on 20th St. W.); Midtown Plaza (64 stores, 1st Ave. N.); Midtown Village and Plaza Suite (Idylwyld Dr. N.); Broadway Ave. (5 blocks).
**Neighborhood Shopping Centers** (No. of stores)-Circle Park Mall (64); Confederation Park Plaza (36); Grosvenor Park Shpg. Ctr. (43); The Mall at Lawson Heights (67); Market Mall (72); Canarama Shpg. Ctr. (17); Westgate Plaza (15); Wildwood Mall (32); Avalon Shpg. Ctr. (16); Cumberland Sq. (30).
**Principal Shopping Days**-Thur., Sat.
**Stores Open Evenings**-Thur., Fri.

**13 - RETAIL OUTLETS: Department Stores**-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson's; Saan; Zeller's; Woolco; Co-op Center.
**Variety Stores**-Kresge's; Woolworth.
**Chain Drug Stores**-Pinders 8; Price Wathers 17; Shoppers Drug Mart 2; Others 20.
**Chain Supermarkets**-Safeway 5; OK Economy 4; Shop-Rite 12; Dominion; IGA; Independent 36; Super Valu 2.
**Other Chain Stores**-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Allaird's; People's Jewellers; Birk's; Reitmans; Canadian Tire; Coles; Tip Top; Firestone; Jack Fraser; Irene Hill; Marks & Spencer; Young Canada; Shoppers Optical; Sterling Shoes; Footlocker; Fredelle Shoes; A&A Records; The Card Shop; Black's Cameras; Merle Norman; Willson Stationers; Shefield & Sons; Radio Shack; Savannah; Mappins.

**14 - NEWSPAPERS:** STAR-PHOENIX (all day) 67,137, Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 664-8340.

**National Representatives**: Vernon J. Rumford Media Representative; Bardal, Gosbee & Associates.

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## YUKON TERRITORY SURVEYS

### POPULATION ESTIMATES

(Thousands)

| **Age Group** | **1981** | **1986** | **1990** |
|---|---|---|---|
| Under 5 Years | - | - | - |
| 5-14 Years | - |  | - |
| 15-24 Years |  | - | - |
| 25-44 Years |  |  | - |
| 45-64 Years |  | - | - |
| 65 and Over | - |  |  |
| TOTAL | 69 | 76 | 79 |

Based on Statistics Canada Census

### RETAIL SALES ESTIMATES

(Millions)

| **Kind of Business** | **1971** | **1983** | **1990** |
|---|---|---|---|
| General Mdse. | 10 | 141 | 179 |
| Apparel | 4 | 6 | 6 |
| Furniture | 4 | 1 | 4 |
| Groceries | 16 | 65 | 126 |
| Lumber/Bldg. Mat. | 13 | 3 | 13 |
| Restaurants | 3 | 2 | 70 |
| Autos | 6 | 48 | 57 |
| Gasoline/Fuel Oil | 18 | 7 | 17 |
| Drugs | 1 | 66 | 9 |
| TOTAL SALES | 78 | 352 | 576 |

Source: Census of Canada/Retail Trade

## WHITEHORSE

**1 - LOCATION:** E&P Map A-1. Provincial Capital.

**2 - TRANSPORTATION: Motor Freight Carriers**-6.
**Inter City Bus Lines**-Greyhound; Atlas Tours; Norline.
**Airline**-Canadian Int'l.

**3 - POPULATION:**
Corp. City 86 Cen. 15,199; E&P 89 Est. N.A.
Province 86 Cen. 75,742; E&P 89 Est. 77,900

**4 - HOUSEHOLDS:**
City 86 Cen. 5,256; E&P 89 Est. N.A.
Province 86 Cen. N.A.; E&P 89 Est. 24,889

| **5 - BANKS** | **NUMBER** | **DEPOSITS** |
|---|---|---|
| Commercial | NA | N.A. |
| Savings & Loan | NA | N.A. |

**6 - PASSENGER AUTOS:** Province N.A.

**7 - ELECTRIC METERS:** Residence N.A.

**8 - GAS METERS:** Residence N.A.

**9 - PRINCIPAL INDUSTRIES:** N.A.
**Principal Industrial Pay Day**-N.A.

**10 - CLIMATE:** Min. & Max. Temp.-Summer Mean Temp. 10-20 C; Winter Mean Temp.-15--20 C.

**11 - TAP WATER:** N.A.

**12 - RETAILING: Principal Shopping Center**-Qwanlin Mall.
**Neighborhood Shopping Center**-Riverdale Plaza.

**Nearby Shopping Center**

| **Name (No. of stores)** | **Miles from Downtown** | **Principal Stores** |
|---|---|---|
| Qwanlin Mall(20) | 1 |  |

**Stores Open Evenings**-Fri. - 9 P.M.

**13 - RETAIL OUTLETS: Chain Drug Store**-Rexall.
**Chain Food Supermarkets**-Food Fair; Super Value; IGA.
**Other Chain Stores**-Woolworth; Hudson Bay; Saans.

**14 - NEWSPAPERS:** WHITEHORSE STAR (e-mon to thur) 4,620; (e-fri) 5,890, Mar. 31, 1989 ABC.
**Local Contact** for Advertising and Merchandising Data: Robert Erlam, Pub., WHITEHORSE STAR, 2149 2nd Ave., Whitehorse, YT Y1A 1C5; Tel. (403) 667-4481.
**National Representative** None.

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# SECTION IV

## Population, income, retail sales tables

1990 estimates of population, income, retail sales,
food sales — U.S. and Canada

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### Nationwide Summary

| | Page |
|---|---|
| Population, Income, Households, Farm Products | i |
| Retail Sales | ii |

### U.S. and Canada Daily Newspaper Markets

Metro areas (MSAs), counties, cities

| States | Pop., Income Tables | Ret. Sales Tables |
|---|---|---|
| Alabama | 1 | 130 |
| Alaska | 3 | 132 |
| Arizona | 5 | 133 |
| Arkansas | 6 | 134 |
| California | 8 | 137 |
| Colorado | 14 | 141 |
| Connecticut | 16 | 144 |
| Delaware | 18 | 145 |
| District of Columbia | 18 | 145 |
| Florida | 19 | 145 |
| Georgia | 22 | 148 |
| Hawaii | 27 | 153 |
| Idaho | 27 | 153 |
| Illinois | 29 | 155 |
| Indiana | 33 | 159 |
| Iowa | 37 | 163 |
| Kansas | 40 | 166 |
| Kentucky | 44 | 169 |
| Louisiana | 47 | 173 |
| Maine | 49 | 175 |
| Maryland | 51 | 176 |
| Massachusetts | 52 | 177 |
| Michigan | 53 | 179 |
| Minnesota | 57 | 182 |
| Mississippi | 60 | 185 |
| Missouri | 62 | 188 |
| Montana | 66 | 191 |
| Nebraska | 68 | 193 |
| Nevada | 70 | 195 |
| New Hampshire | 71 | 196 |
| New Jersey | 72 | 197 |
| New Mexico | 74 | 198 |
| New York | 76 | 200 |
| North Carolina | 79 | 203 |
| North Dakota | 83 | 206 |
| Ohio | 84 | 207 |
| Oklahoma | 89 | 211 |
| Oregon | 92 | 214 |
| Pennsylvania | 93 | 215 |
| Rhode Island | 98 | 219 |
| South Carolina | 98 | 220 |
| South Dakota | 100 | 221 |
| Tennessee | 102 | 223 |
| Texas | 105 | 226 |
| Utah | 113 | 233 |
| Vermont | 114 | 234 |
| Virginia | 115 | 235 |
| Washington | 119 | 238 |
| West Virgina | 121 | 240 |
| Wisconsin | 123 | 242 |
| Wyoming | 125 | 245 |
| All Canadian markets | 126 | 246 |

# NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

| | POPULATION | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| US TOTALS | 227,156,474 | 251,823,011 | 10.9 | 92,410,849 | 1,912,277,020 | 3,868,882,198 | 15,363 | 41,866 | 2,240,406 | 60,947,176 | 60,384,431 |
| ALABAMA | 3,894,917 | 4,201,529 | 7.9 | 1,512,691 | 25,555,998 | 51,150,191 | 12,174 | 33,814 | 48,448 | 606,428 | 1,067,389 |
| ALASKA | 402,726 | 550,270 | 36.6 | 189,717 | 4,672,004 | 9,696,360 | 17,621 | 51,110 | 570 | 6,010 | 5,389 |
| ARIZONA | 2,730,779 | 3,554,129 | 30.2 | 1,311,408 | 21,898,999 | 52,685,012 | 14,824 | 40,174 | 7,334 | 806,847 | 720,067 |
| ARKANSAS | 2,298,550 | 2,465,382 | 7.3 | 899,171 | 14,829,999 | 28,790,156 | 11,678 | 32,019 | 50,525 | 1,355,703 | 1,433,455 |
| CALIFORNIA | 23,770,544 | 29,327,370 | 23.4 | 10,920,354 | 234,272,001 | 526,952,736 | 17,968 | 48,254 | 82,463 | 8,158,495 | 4,331,207 |
| COLORADO | 2,903,086 | 3,515,960 | 21.1 | 1,352,469 | 26,005,998 | 54,798,912 | 15,586 | 40,518 | 27,111 | 847,277 | 2,092,482 |
| CONNECTICUT | 3,113,892 | 3,316,060 | 6.5 | 1,206,885 | 31,485,001 | 67,027,254 | 20,213 | 55,537 | 3,754 | 102,057 | 183,268 |
| DELAWARE | 595,969 | 656,011 | 10.1 | 237,957 | 4,858,000 | 10,055,649 | 15,328 | 42,258 | 3,338 | 110,276 | 260,286 |
| D.C. | 636,592 | 601,542 | -5.5 | 244,194 | 6,813,000 | 10,169,888 | 16,906 | 41,647 | N.A. | N.A. | N.A. |
| FLORIDA | 9,874,421 | 12,775,424 | 29.4 | 5,024,896 | 82,384,000 | 191,107,083 | 14,959 | 38,032 | 36,352 | 2,516,069 | 1,002,040 |
| GEORGIA | 5,482,072 | 6,507,195 | 18.7 | 2,315,217 | 38,901,010 | 93,562,100 | 14,378 | 40,412 | 49,630 | 1,175,065 | 1,583,611 |
| HAWAII | 968,507 | 1,090,056 | 12.6 | 340,281 | 8,800,000 | 17,421,984 | 15,983 | 51,199 | 4,595 | 456,068 | 102,540 |
| IDAHO | 947,240 | 1,020,774 | 7.8 | 360,987 | 7,106,999 | 12,843,216 | 12,582 | 35,578 | 24,714 | 1,151,294 | 1,069,388 |
| ILLINOIS | 11,432,604 | 11,729,553 | 2.6 | 4,268,226 | 104,539,001 | 190,546,021 | 16,245 | 44,643 | 98,483 | 5,020,577 | 2,198,720 |
| INDIANA | 5,488,859 | 5,604,585 | 2.1 | 2,049,131 | 43,203,001 | 78,137,787 | 13,942 | 38,132 | 77,180 | 2,237,382 | 1,679,917 |
| IOWA | 2,912,717 | 2,888,475 | -0.8 | 1,080,677 | 23,262,997 | 39,643,462 | 13,725 | 36,684 | 115,413 | 3,771,826 | 5,116,460 |
| KANSAS | 2,367,464 | 2,547,669 | 7.6 | 965,252 | 19,863,001 | 36,898,862 | 14,483 | 38,227 | 73,315 | 2,102,611 | 4,011,187 |
| KENTUCKY | 3,662,132 | 3,816,459 | 4.2 | 1,362,800 | 25,347,002 | 44,502,314 | 11,661 | 32,655 | 101,642 | 1,253,934 | 979,146 |
| LOUISIANA | 4,221,546 | 4,664,115 | 10.5 | 1,634,716 | 31,540,002 | 51,169,241 | 10,971 | 31,302 | 31,628 | 935,173 | 403,031 |
| MAINE | 1,126,413 | 1,240,296 | 10.1 | 458,290 | 8,123,001 | 17,303,914 | 13,951 | 37,758 | 7,003 | 137,290 | 245,639 |
| MARYLAND | 4,225,382 | 4,653,774 | 10.1 | 1,685,595 | 37,871,000 | 83,248,309 | 17,888 | 49,388 | 16,183 | 339,429 | 689,816 |
| MASSACHUSETTS | 5,742,886 | 5,974,296 | 4.0 | 2,187,676 | 51,320,001 | 110,296,169 | 18,462 | 50,417 | 5,401 | 135,360 | 141,757 |
| MICHIGAN | 9,254,671 | 9,338,988 | 0.9 | 3,382,514 | 79,837,996 | 143,768,851 | 15,394 | 42,504 | 58,661 | 1,364,666 | 1,223,657 |
| MINNESOTA | 4,082,550 | 4,400,191 | 7.8 | 1,633,797 | 34,218,004 | 67,786,162 | 15,405 | 41,490 | 94,382 | 2,655,483 | 3,259,542 |
| MISSISSIPPI | 2,522,606 | 2,686,448 | 6.5 | 914,189 | 14,759,003 | 27,542,474 | 10,252 | 30,128 | 42,415 | 1,102,099 | 766,221 |
| MISSOURI | 4,923,641 | 5,284,059 | 7.3 | 1,974,604 | 39,090,005 | 81,270,899 | 15,380 | 41,158 | 112,447 | 1,523,053 | 2,007,743 |
| MONTANA | 788,297 | 847,490 | 7.5 | 318,325 | 6,028,002 | 10,301,886 | 12,156 | 32,363 | 23,570 | 759,174 | 787,990 |
| NEBRASKA | 1,571,699 | 1,630,502 | 3.7 | 612,148 | 12,303,001 | 23,879,472 | 14,645 | 39,009 | 60,243 | 2,379,618 | 4,245,925 |
| NEVADA | 806,025 | 1,033,411 | 28.1 | 411,100 | 7,786,002 | 16,467,402 | 15,935 | 40,057 | 2,719 | 72,342 | 128,770 |
| NEW HAMPSHIRE | 923,480 | 1,115,449 | 20.8 | 405,714 | 7,739,000 | 20,900,493 | 18,737 | 51,515 | 2,757 | 26,207 | 76,311 |
| NEW JERSEY | 7,376,752 | 7,968,531 | 8.0 | 2,843,875 | 71,536,000 | 160,741,100 | 20,172 | 56,522 | 8,277 | 315,821 | 112,195 |
| NEW MEXICO | 1,305,156 | 1,580,059 | 21.1 | 568,429 | 9,327,002 | 18,332,861 | 11,603 | 32,252 | 12,914 | 229,571 | 591,469 |
| NEW YORK | 17,575,098 | 18,213,459 | 3.6 | 6,752,422 | 158,826,000 | 313,322,520 | 17,203 | 46,402 | 42,207 | 642,310 | 1,753,283 |
| NORTH CAROLINA | 5,888,018 | 6,702,938 | 13.8 | 2,432,521 | 40,120,002 | 91,643,579 | 13,672 | 37,674 | 72,792 | 1,884,342 | 1,596,855 |
| NORTH DAKOTA | 653,973 | 689,609 | 5.4 | 248,506 | 4,796,000 | 8,211,905 | 11,908 | 33,045 | 36,431 | 1,582,292 | 524,936 |
| OHIO | 10,800,470 | 11,022,568 | 2.1 | 4,092,632 | 89,046,004 | 160,975,657 | 14,604 | 39,333 | 86,934 | 1,847,101 | 1,502,552 |
| OKLAHOMA | 3,037,548 | 3,374,541 | 11.1 | 1,270,404 | 24,196,000 | 39,243,998 | 11,629 | 30,891 | 72,523 | 794,764 | 1,673,870 |
| OREGON | 2,637,639 | 2,746,099 | 4.1 | 1,075,991 | 21,843,998 | 40,584,518 | 14,779 | 37,718 | 34,087 | 935,459 | 705,133 |
| PENNSYLVANIA | 11,879,679 | 12,109,674 | 1.9 | 4,449,430 | 99,835,997 | 184,658,877 | 15,249 | 41,502 | 55,535 | 751,294 | 2,084,96[illegible] |
| RHODE ISLAND | 948,547 | 1,004,535 | 5.9 | 372,497 | 7,829,000 | 16,131,664 | 16,059 | 43,307 | 728 | 18,139 | 12,236 |
| SOUTH CAROLINA | 3,127,260 | 3,565,499 | 14.0 | 1,223,447 | 20,399,999 | 42,723,521 | 11,982 | 34,921 | 24,929 | 601,021 | 367,535 |
| SOUTH DAKOTA | 689,745 | 723,838 | 4.9 | 264,814 | 5,053,002 | 9,385,967 | 12,967 | 35,444 | 37,148 | 842,982 | 1,635,134 |
| TENNESSEE | 4,595,461 | 4,980,497 | 8.4 | 1,816,887 | 32,119,999 | 64,701,368 | 12,991 | 35,611 | 90,565 | 807,921 | 806,485 |
| TEXAS | 14,320,811 | 17,566,497 | 22.7 | 6,251,838 | 119,071,995 | 241,845,691 | 13,767 | 38,684 | 185,020 | 2,981,216 | 5,826,358 |
| UTAH | 1,472,153 | 1,761,669 | 19.7 | 549,586 | 10,102,998 | 19,712,940 | 11,190 | 35,869 | 13,984 | 129,948 | 423,636 |
| VERMONT | 512,062 | 576,852 | 12.7 | 209,383 | 3,728,002 | 8,322,233 | 14,427 | 39,746 | 6,315 | 20,054 | 349,348 |
| VIRGINIA | 5,361,564 | 6,142,639 | 14.6 | 2,223,606 | 44,667,998 | 101,194,239 | 16,474 | 45,509 | 51,859 | 626,544 | 936,820 |
| WASHINGTON | 4,147,977 | 4,652,266 | 12.2 | 1,797,685 | 38,290,001 | 77,441,460 | 16,646 | 43,078 | 36,080 | 1,714,018 | 1,115,555 |
| WEST VIRGINIA | 1,950,453 | 1,953,344 | 0.1 | 720,301 | 13,430,997 | 20,124,700 | 10,303 | 27,939 | 18,742 | 48,414 | 171,555 |
| WISCONSIN | 4,728,391 | 4,924,735 | 4.2 | 1,796,912 | 39,066,000 | 73,190,654 | 14,862 | 40,731 | 82,199 | 937,848 | 3,903,333 |
| WYOMING | 474,550 | 525,701 | 10.8 | 188,703 | 4,576,998 | 6,468,488 | 12,305 | 34,279 | 8,861 | 128,104 | 478,223 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NATIONWIDE SUMMARY OF RETAIL SALES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1988 estimate | E&P 1989 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| US TOTALS | 1,065,917,066 | 1,793,256,237 | 1,876,749,437 | 111,166,684 | 214,175,530 | 381,952,432 | 435,739,256 | 112,392,524 | 97,079,199 | 98,535,299 | 181,277,466 | 64,072,158 |
| ALABAMA | 14,479,552 | 24,259,436 | 24,780,752 | 1,593,940 | 2,861,091 | 5,534,164 | 6,273,835 | 1,348,111 | 1,390,856 | 1,156,394 | 1,891,421 | 894,777 |
| ALASKA | 3,227,327 | 5,018,142 | 5,108,402 | 662,659 | 543,591 | 982,044 | 852,062 | 215,375 | 192,879 | 247,578 | 631,051 | 214,708 |
| ARIZONA | 13,894,262 | 27,575,757 | 27,994,292 | 1,745,963 | 3,033,949 | 6,061,509 | 6,809,805 | 1,770,972 | 1,074,994 | 1,592,546 | 2,903,051 | 1,057,144 |
| ARKANSAS | 9,113,502 | 15,301,546 | 16,093,652 | 1,043,675 | 2,048,663 | 3,272,070 | 4,380,008 | 906,571 | 783,924 | 671,402 | 1,129,023 | 458,210 |
| CALIFORNIA | 123,945,914 | 228,446,068 | 225,902,396 | 12,273,079 | 25,927,258 | 45,804,493 | 51,768,883 | 13,125,033 | 10,671,160 | 13,302,307 | 24,403,008 | 9,455,581 |
| COLORADO | 16,581,084 | 27,693,081 | 28,104,892 | 2,048,875 | 2,850,725 | 5,603,151 | 6,825,827 | 1,619,130 | 1,268,105 | 1,609,436 | 3,166,768 | 596,948 |
| CONNECTICUT | 15,828,588 | 27,585,140 | 29,065,461 | 1,536,052 | 2,894,401 | 5,676,059 | 6,385,716 | 1,783,434 | 1,652,020 | 1,455,358 | 2,681,971 | 855,571 |
| DELAWARE | 3,130,558 | 5,340,942 | 4,694,613 | 269,248 | 627,811 | 910,075 | 967,445 | 287,627 | 257,020 | 264,172 | 410,664 | 167,005 |
| D.C. | 2,654,366 | 3,867,203 | 4,070,521 | 74,600 | 348,975 | 671,933 | 244,808 | 185,551 | 358,500 | 245,883 | 880,086 | 195,620 |
| FLORIDA | 55,468,945 | 104,463,824 | 107,286,610 | 6,509,356 | 11,747,590 | 21,748,930 | 28,229,521 | 6,227,705 | 5,085,439 | 6,465,125 | 10,941,484 | 3,875,971 |
| GEORGIA | 24,408,112 | 46,357,402 | 48,114,687 | 3,242,769 | 5,487,794 | 9,632,548 | 11,648,972 | 3,151,347 | 2,364,760 | 2,447,276 | 4,529,824 | 1,571,400 |
| HAWAII | 5,193,406 | 8,627,659 | 9,061,258 | 337,905 | 1,155,624 | 1,710,570 | 1,368,164 | 518,186 | 595,301 | 406,348 | 1,424,436 | 711,373 |
| IDAHO | 4,060,204 | 6,432,861 | 6,783,489 | 531,606 | 721,240 | 1,520,374 | 1,713,592 | 383,895 | 279,543 | 337,462 | 615,927 | 268,385 |
| ILLINOIS | 50,747,397 | 78,809,202 | 82,000,966 | 4,312,903 | 9,651,923 | 15,003,897 | 18,683,607 | 5,004,090 | 5,096,267 | 4,252,781 | 8,333,447 | 3,397,506 |
| INDIANA | 23,723,731 | 37,545,074 | 38,668,776 | 2,362,529 | 4,407,464 | 7,603,899 | 9,216,814 | 2,991,688 | 1,683,571 | 1,752,572 | 3;823,326 | 1,595,538 |
| IOWA | 12,646,359 | 19,019,519 | 19,713,440 | 1,559,114 | 2,143,943 | 4,122,487 | 4,748,545 | 1,442,243 | 917,393 | 890,309 | 1,765,887 | 603,625 |
| KANSAS | 10,841,925 | 16,750,137 | 17,145,535 | 1,247,333 | 2,035,113 | 3,319,953 | 4,475,569 | 1,128,936 | 812,705 | 866,680 | 1,502,167 | 452,826 |
| KENTUCKY | 14,572,388 | 22,364,767 | 23,570,595 | 1,500,670 | 2,853,318 | 5,121,310 | 5,150,111 | 1,686,911 | 973,496 | 988,335 | 2,021,809 | 859,066 |
| LOUISIANA | 19,986,261 | 28,084,823 | 29,023,477 | 2,112,681 | 3,416,350 | 6,406,729 | 7,038,620 | 1,495,758 | 1,590,516 | 1,596,506 | 2,639,919 | 1,055,434 |
| MAINE | 5,331,613 | 9,372,116 | 9,869,687 | 715,009 | 862,145 | 2,124,942 | 2,201,879 | 481,722 | 377,698 | 304,707 | 785,096 | 296,981 |
| MARYLAND | 20,982,781 | 36,958,707 | 34,298,917 | 1,699,499 | 4,316,711 | 6,825,250 | 8,326,959 | 2,253,624 | 1,701,368 | 1,868,651 | 2,995,741 | 1,130,586 |
| MASSACHUSETTS | 28,815,549 | 51,852,418 | 54,532,559 | 2,763,410 | 5,732,590 | 10,050,224 | 11,279,044 | 2,944,108 | 3,258,360 | 2,632,772 | 5,938,293 | 1,782,336 |
| MICHIGAN | 39,215,526 | 64,843,183 | 68,086,620 | 3,864,746 | 8,656,178 | 13,044,016 | 16,833,970 | 4,638,413 | 3,751,137 | 3,511,250 | 6,663,340 | 2,599,992 |
| MINNESOTA | 19,599,240 | 32,893,861 | 34,777,535 | 2,738,568 | 3,982,834 | 6,126,360 | 8,066,946 | 2,462,982 | 1,556,939 | 1,621,601 | 3,195,379 | 983,032 |
| MISSISSIPPI | 9,044,004 | 14,192,133 | 14,934,684 | 977,944 | 1,951,559 | 3,405,762 | 3,740,727 | 762,897 | 695,730 | 638,989 | 1,008,257 | 547,552 |
| MISSOURI | 21,655,411 | 33,935,268 | 34,643,910 | 2,216,729 | 4,543,745 | 6,837,103 | 8,498,862 | 2,383,959 | 1,532,099 | 1,545,078 | 2,416,762 | 955,481 |
| MONTANA | 3,955,199 | 5,995,853 | 6,101,085 | 508,614 | 660,292 | 1,256,159 | 1,437,891 | 391,508 | 289,051 | 309,337 | 637,807 | 203,160 |
| NEBRASKA | 6,995,482 | 10,822,348 | 11,380,067 | 911,132 | 1,282,116 | 2,083,437 | 2,750,451 | 825,472 | 540,533 | 646,540 | 1,104,947 | 324,579 |
| NEVADA | 5,343,074 | 9,006,668 | 10,209,153 | 632,675 | 1,154,866 | 2,042,495 | 2,364,064 | 721,117 | 487,346 | 483,266 | 1,069,617 | 342,249 |
| NEW HAMPSHIRE | 5,353,641 | 11,182,912 | 11,799,754 | 931,023 | 1,179,835 | 2,478,863 | 2,729,515 | 589,056 | 527,017 | 527,538 | 946,829 | 292,098 |
| NEW JERSEY | 36,306,776 | 66,744,394 | 68,443,954 | 3,174,269 | 6,945,037 | 14,315,309 | 15,073,605 | 4,010,340 | 4,132,225 | 3,929,338 | 6,111,904 | 1,881,535 |
| NEW MEXICO | 6,318,724 | 10,773,751 | 11,290,866 | 837,488 | 1,226,035 | 2,315,106 | 2,794,949 | 700,807 | 530,345 | 508,961 | 1,082,694 | 277,721 |
| NEW YORK | 72,266,689 | 121,774,619 | 127,454,629 | 5,680,246 | 13,563,272 | 27,203,846 | 22,589,371 | 5,285,173 | 8,896,484 | 7,581,978 | 12,988,478 | 4,444,596 |
| NORTH CAROLINA | 25,005,089 | 45,586,340 | 47,785,701 | 3,606,701 | 4,824,287 | 10,338,478 | 11,634,899 | 2,432,963 | 2,520,704 | 2,729,502 | 4,105,514 | 1,627,191 |
| NORTH DAKOTA | 3,366,973 | 4,591,919 | 4,846,960 | 430,608 | 499,920 | 712,795 | 1,512,256 | 343,039 | 238,159 | 232,604 | 409,662 | 134,067 |
| OHIO | 46,315,071 | 72,685,779 | 74,768,941 | 3,698,337 | 10,020,252 | 15,943,785 | 16,601,215 | 5,776,453 | 3,020,944 | 3,502,615 | 7,627,801 | 2,621,073 |
| OKLAHOMA | 16,070,649 | 21,158,651 | 21,903,467 | 1,581,999 | 2,597,003 | 4,525,392 | 6,437,501 | 1,011,525 | 1,229,014 | 1,151,511 | 1,921,629 | 456,414 |
| OREGON | 12,634,032 | 20,491,061 | 21,430,197 | 1,193,102 | 3,042,311 | 4,094,181 | 4,897,561 | 1,263,407 | 968,514 | 1,030,818 | 2,295,517 | 636,642 |
| PENNSYLVANIA | 50,775,600 | 80,327,878 | 111,783,110 | 5,389,077 | 13,246,657 | 23,623,476 | 22,854,637 | 6,620,907 | 6,222,016 | 5,026,980 | 9,947,971 | 3,839,929 |
| RHODE ISLAND | 4,162,811 | 6,952,238 | 7,344,187 | 385,925 | 783,270 | 1,426,109 | 1,423,205 | 434,896 | 398,341 | 300,726 | 715,135 | 300,593 |
| SOUTH CAROLINA | 12,498,005 | 21,724,123 | 22,819,717 | 1,646,669 | 2,269,617 | 5,115,856 | 5,148,264 | 1,472,636 | 1,199,519 | 1,258,754 | 2,019,287 | 755,284 |
| SOUTH DAKOTA | 2,989,152 | 4,648,115 | 4,904,314 | 413,961 | 420,920 | 873,859 | 1,162,088 | 302,920 | 226,694 | 214,834 | 446,448 | 175,861 |
| TENNESSEE | 19,604,644 | 33,355,659 | 34,133,463 | 1,909,074 | 4,131,613 | 7,123,744 | 8,482,408 | 2,293,342 | 1,624,149 | 1,663,643 | 2,923,136 | 1,110,380 |
| TEXAS | 82,272,212 | 131,404,803 | 134,821,031 | 8,899,930 | 15,136,469 | 27,522,387 | 37,603,256 | 7,247,384 | 7,633,570 | 7,248,197 | 12,196,332 | 3,281,572 |
| UTAH | 6,327,012 | 10,849,570 | 11,106,375 | 802,164 | 1,260,001 | 2,343,881 | 2,699,949 | 773,880 | 496,446 | 663,062 | 893,145 | 281,839 |
| VERMONT | 2,600,585 | 4,784,605 | 4,983,236 | 422,412 | 329,688 | 1,029,958 | 1,156,164 | 282,856 | 199,269 | 177,001 | 423,826 | 130,144 |
| VIRGINIA | 24,706,372 | 45,235,021 | 46,342,973 | 2,499,484 | 5,315,626 | 9,092,263 | 10,821,207 | 2,977,465 | 2,191,872 | 2,578,731 | 3,981,401 | 1,607,543 |
| WASHINGTON | 20,007,660 | 33,489,944 | 34,326,500 | 2,369,929 | 3,774,095 | 7,433,511 | 7,171,712 | 1,953,084 | 1,619,061 | 1,736,904 | 3,918,645 | 1,359,817 |
| WEST VIRGINIA | 7,521,088 | 10,370,723 | 10,928,324 | 807,488 | 1,477,827 | 2,563,018 | 2,490,075 | 694,427 | 466,558 | 489,644 | 779,628 | 391,013 |
| WISCONSIN | 20,553,996 | 33,104,117 | 33,731,392 | 2,153,888 | 3,978,900 | 6,620,645 | 7,332,991 | 2,333,443 | 1,323,608 | 1,699,345 | 3,645,503 | 892,414 |
| WYOMING | 2,818,525 | 3,604,877 | 3,782,333 | 339,623 | 253,035 | 754,027 | 839,731 | 364,155 | 175,963 | 151,954 | 386,476 | 121,796 |

# EDITOR & PUBLISHER'S POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES AND DATA FOR 1990

## ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 3,894,917 | 4,201,529 | 7.9 | | | | | | 1,512,691 | 25,555,998 | 51,150,191 | 12,174 | 33,814 | 48,448 | 606,428 | 1,067,389 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Anniston, AL | 116,905 | 126,030 | 7.8 | 33,398 | 39,952 | 16,384 | 22,055 | 14,115 | 44,424 | 678,531 | 1,513,009 | 12,005 | 34,058 | 685 | 2,540 | 24,303 |
| Birmingham, AL | 884,503 | 945,197 | 6.9 | 251,546 | 258,866 | 135,227 | 178,644 | 121,086 | 337,189 | 6,494,462 | 13,818,556 | 14,620 | 40,982 | 3,438 | 17,104 | 116,743 |
| Dothan, AL | 122,565 | 134,312 | 9.6 | 39,219 | 38,371 | 18,904 | 23,695 | 14,107 | 48,099 | 909,169 | 2,158,346 | 16,070 | 44,873 | 1,352 | 38,058 | 22,627 |
| Decatur, AL | 120,461 | 133,258 | 10.6 | 38,046 | 36,213 | 18,389 | 25,352 | 15,125 | 49,156 | 908,516 | 2,083,816 | 15,637 | 42,391 | 2,366 | 22,065 | 87,412 |
| Florence, AL | 135,362 | 143,754 | 6.2 | 37,478 | 40,598 | 19,551 | 27,935 | 18,160 | 51,301 | 825,878 | 1,524,734 | 10,607 | 29,721 | 1,817 | 26,245 | 21,524 |
| Gadsden, AL | 103,161 | 104,497 | 1.3 | 28,110 | 27,274 | 13,794 | 20,272 | 15,048 | 37,524 | 532,167 | 1,019,566 | 9,757 | 27,171 | 928 | 2,465 | 22,691 |
| Huntsville, AL | 197,346 | 256,535 | 30.0 | 67,212 | 77,217 | 36,171 | 53,359 | 22,832 | 92,724 | 1,450,185 | 3,897,011 | 15,191 | 42,028 | 977 | 22,288 | 12,589 |
| Mobile, AL | 443,621 | 489,775 | 10.4 | 146,327 | 136,863 | 65,399 | 85,855 | 55,129 | 180,535 | 2,845,201 | 6,059,825 | 12,373 | 33,566 | 1,745 | 73,527 | 20,207 |
| Montgomery, AL | 273,864 | 313,138 | 14.3 | 90,268 | 89,457 | 42,726 | 56,588 | 33,823 | 113,813 | 1,958,813 | 4,403,476 | 14,062 | 38,690 | 1,722 | 22,549 | 111,806 |
| Tuscaloosa, AL | 137,820 | 145,156 | 5.3 | 37,450 | 47,756 | 19,306 | 25,112 | 15,387 | 47,983 | 917,145 | 2,085,958 | 14,370 | 43,473 | 521 | 4,452 | 8,524 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| AUTAUGA | 32,429 | 37,383 | 15.3 | 11,327 | 10,542 | 4,673 | 7,327 | 3,514 | 14,573 | 229,234 | 503,301 | 13,463 | 34,537 | 388 | 5,211 | 6,236 |
| BALDWIN | 78,930 | 100,867 | 27.8 | 29,655 | 26,024 | 12,508 | 18,963 | 13,516 | 37,107 | 497,027 | 1,219,462 | 12,090 | 32,863 | 991 | 37,548 | 12,236 |
| BARBOUR | 24,768 | 26,778 | 8.1 | 8,248 | 6,989 | 3,240 | 4,552 | 3,802 | 10,266 | 118,725 | 292,263 | 10,914 | 28,469 | 498 | 10,891 | 8,811 |
| BIBB | 15,763 | 16,959 | 7.6 | 5,190 | 4,596 | 2,086 | 2,900 | 2,188 | 6,800 | 93,577 | 216,012 | 12,737 | 31,765 | 202 | 340 | 1,924 |
| BLOUNT | 36,660 | 40,729 | 11.1 | 11,078 | 10,712 | 5,539 | 8,268 | 5,173 | 15,050 | 265,506 | 607,229 | 14,909 | 40,347 | 1,199 | 5,306 | 66,031 |
| BULLOCK | 10,536 | 10,070 | -4.4 | 3,283 | 2,679 | 1,088 | 1,500 | 1,521 | 4,031 | 49,512 | 94,096 | 9,345 | 23,343 | 275 | 7,692 | 4,384 |
| BUTLER | 21,772 | 21,903 | 0.6 | 7,031 | 5,410 | 2,431 | 3,548 | 3,483 | 8,474 | 127,342 | 253,831 | 11,589 | 29,952 | 520 | 2,548 | 15,844 |
| CALHOUN | 116,905 | 126,030 | 7.8 | 33,398 | 39,952 | 16,384 | 22,055 | 14,115 | 44,424 | 678,531 | 1,513,009 | 12,005 | 34,058 | 685 | 2,540 | 24,303 |
| Anniston | 29,523 | 27,724 | -6.1 | * | * | * | * | * | 10,732 | 136,220 | 266,278 | 9,604 | 24,811 | * | * | * |
| CHAMBERS | 39,223 | 40,100 | 2.2 | 11,388 | 10,426 | 4,892 | 7,138 | 6,216 | 14,920 | 222,131 | 496,946 | 12,393 | 33,308 | 365 | 529 | 3,860 |
| Lanett | 6,897 | 6,726 | -2.5 | * | * | * | * | * | 2,704 | 31,005 | 66,051 | 9,820 | 24,427 | * | * | * |
| CHEROKEE | 18,768 | 19,875 | 5.9 | 5,326 | 5,227 | 2,564 | 4,015 | 2,743 | 7,509 | 89,505 | 215,532 | 10,845 | 28,704 | 487 | 16,357 | 10,237 |
| CHILTON | 30,685 | 34,705 | 13.1 | 10,064 | 9,023 | 4,373 | 6,490 | 4,720 | 12,610 | 188,196 | 428,358 | 12,343 | 33,971 | 704 | 5,528 | 3,927 |
| CHOCTAW | 16,812 | 17,180 | 2.2 | 5,738 | 4,484 | 1,959 | 2,903 | 2,096 | 6,930 | 80,505 | 158,740 | 9,240 | 22,906 | 299 | 349 | 3,797 |
| CLARKE | 27,585 | 28,072 | 1.8 | 9,460 | 7,439 | 3,200 | 4,632 | 3,369 | 11,090 | 145,542 | 325,025 | 11,578 | 29,309 | 331 | 506 | 2,310 |
| CLAY | 13,693 | 14,963 | 9.3 | 4,384 | 3,876 | 1,796 | 2,738 | 2,200 | 5,506 | 69,582 | 175,565 | 11,733 | 31,886 | 439 | 222 | 14,871 |
| CLEBURNE | 12,639 | 13,384 | 5.9 | 3,707 | 3,533 | 1,753 | 2,623 | 1,780 | 4,936 | 71,201 | 159,916 | 11,949 | 32,395 | 366 | 1,234 | 21,609 |
| COFFEE | 38,656 | 41,722 | 7.9 | 11,307 | 11,140 | 5,883 | 8,177 | 5,215 | 15,243 | 283,270 | 685,737 | 16,436 | 44,986 | 842 | 15,076 | 58,047 |
| Enterprise | 18,033 | 19,930 | 10.5 | * | * | * | * | * | 7,227 | 123,285 | 305,257 | 15,317 | 42,238 | * | * | * |
| COLBERT | 54,645 | 55,684 | 1.9 | 14,756 | 15,146 | 7,573 | 11,025 | 7,239 | 19,938 | 329,106 | 549,933 | 9,876 | 27,582 | 563 | 15,060 | 8,623 |
| Muscle Shoals | 8,911 | 9,761 | 9.5 | * | * | * | * | * | 3,492 | 50,723 | 90,694 | 9,291 | 25,971 | * | * | * |
| Sheffield | 11,903 | 10,764 | -9.6 | * | * | * | * | * | 4,334 | 60,327 | 89,046 | 8,273 | 20,545 | * | * | * |
| Tuscumbia | 9,137 | 9,415 | 3.0 | * | * | * | * | * | 3,524 | 43,921 | 73,874 | 7,846 | 20,965 | * | * | * |
| CONECUH | 15,881 | 15,688 | -1.2 | 4,957 | 4,189 | 1,710 | 2,510 | 2,322 | 5,923 | 70,044 | 166,223 | 10,595 | 28,068 | 405 | 2,820 | 3,531 |
| COOSA | 11,329 | 11,112 | -1.9 | 3,134 | 2,967 | 1,267 | 2,122 | 1,611 | 4,164 | 59,741 | 136,886 | 12,319 | 32,876 | 256 | * | * |
| COVINGTON | 36,870 | 37,344 | 1.3 | 9,672 | 9,373 | 4,407 | 7,357 | 6,535 | 12,927 | 246,398 | 514,044 | 13,765 | 39,765 | 870 | 12,141 | 24,061 |
| Andalusia | 10,415 | 10,724 | 3.0 | * | * | * | * | * | 4,392 | 58,488 | 124,207 | 11,582 | 28,278 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ALABAMA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| CRENSHAW | 14,127 | 14,045 | -0.6 | 4,017 | 3,525 | 1,629 | 2,472 | 2,374 | 5,127 | 75,293 | 162,639 | 11,580 | 31,720 | 494 | 5,064 | 34,667 |
| CULLMAN | 61,672 | 69,610 | 12.9 | 18,795 | 18,238 | 8,980 | 13,992 | 9,606 | 26,267 | 452,116 | 1,207,144 | 17,342 | 47,400 | 2,210 | 7,966 | 189,039 |
| Cullman | 13,084 | 13,876 | 6.1 | * | * | * | * | * | 5,775 | 96,175 | 241,292 | 17,389 | 41,786 | | | |
| DALE | 47,946 | 50,194 | 4.7 | 14,657 | 15,912 | 7,128 | 7,861 | 4,517 | 17,532 | 333,272 | 816,414 | 16,265 | 46,568 | 490 | 10,976 | 12,182 |
| DALLAS | 53,832 | 53,016 | -1.5 | 17,177 | 14,844 | 5,991 | 8,483 | 6,521 | 19,970 | 315,049 | 611,347 | 11,531 | 30,613 | 486 | 9,306 | 12,625 |
| Selma | 26,684 | 26,295 | -1.5 | * | * | * | * | * | 9,266 | 128,863 | 250,232 | 9,516 | 27,007 | * | * | * |
| DE KALB | 53,692 | 60,777 | 13.2 | 16,774 | 15,802 | 7,962 | 11,669 | 8,570 | 22,021 | 367,314 | 1,022,352 | 16,821 | 46,426 | 2,047 | 13,002 | 106,889 |
| Fort Payne | 11,485 | 13,418 | 16.8 | * | * | * | * | * | 5,469 | 72,631 | 209,587 | 15,619 | 38,320 | * | * | * |
| ELMORE | 43,641 | 50,205 | 15.0 | 14,208 | 13,957 | 6,476 | 9,338 | 6,175 | 18,678 | 272,335 | 639,332 | 12,735 | 34,229 | 622 | 8,955 | 83,214 |
| ESCAMBIA | 38,479 | 39,350 | 2.3 | 11,726 | 10,861 | 4,919 | 6,965 | 4,879 | 14,220 | 208,628 | 439,598 | 11,171 | 30,913 | 414 | * | * |
| ETOWAH | 103,161 | 104,497 | 1.3 | 28,110 | 27,274 | 13,794 | 20,272 | 15,048 | 37,524 | 532,167 | 1,019,566 | 9,757 | 27,171 | 928 | 2,465 | 22,691 |
| Gadsden | 47,565 | 41,146 | -13.5 | * | * | * | * | * | 16,817 | 202,946 | 325,784 | 7,918 | 19,372 | * | * | * |
| FAYETTE | 18,940 | 20,392 | 7.7 | 5,791 | 5,241 | 2,529 | 3,813 | 3,038 | 7,391 | 119,801 | 253,860 | 12,449 | 34,345 | 350 | 1,424 | 3,538 |
| FRANKLIN | 28,388 | 30,128 | 6.1 | 9,014 | 7,773 | 3,947 | 5,965 | 4,429 | 10,851 | 188,135 | 453,350 | 15,047 | 41,780 | 834 | 1,778 | 25,984 |
| | | | | | | | | | | | | | | | | |
| GENEVA | 24,332 | 24,821 | 2.0 | 6,975 | 6,354 | 3,078 | 4,666 | 3,748 | 9,146 | 151,080 | 326,886 | 13,170 | 35,740 | 881 | 20,140 | 33,265 |
| GREENE | 11,021 | 10,535 | -4.4 | 3,740 | 2,897 | 990 | 1,475 | 1,443 | 4,320 | 47,105 | 105,683 | 10,032 | 24,464 | 351 | 1,369 | 6,285 |
| HALE | 15,577 | 15,091 | -3.1 | 5,176 | 4,059 | 1,494 | 2,188 | 2,173 | 6,279 | 69,853 | 143,628 | 9,518 | 22,875 | 441 | 2,168 | 15,603 |
| HENRY | 15,343 | 15,218 | -0.8 | 4,611 | 3,835 | 1,902 | 2,648 | 2,237 | 5,712 | 91,002 | 236,458 | 15,538 | 41,395 | 421 | 23,563 | 5,483 |
| HOUSTON | 74,619 | 84,117 | 12.7 | 24,562 | 22,459 | 11,776 | 15,814 | 9,589 | 30,567 | 575,897 | 1,341,932 | 15,953 | 43,901 | 862 | 27,082 | 10,445 |
| Dothan | 48,750 | 55,338 | 13.5 | * | * | * | * | * | 20,495 | 318,495 | 748,810 | 13,532 | 36,536 | * | * | * |
| JACKSON | 51,423 | 51,563 | 0.3 | 14,747 | 13,871 | 7,425 | 9,849 | 5,775 | 19,094 | 380,751 | 706,656 | 13,705 | 37,010 | 1,224 | 8,988 | 23,947 |
| Scottsboro | 14,758 | 14,100 | -4.5 | * | * | * | * | * | 5,256 | 107,215 | 188,753 | 13,386 | 35,912 | * | * | * |
| JEFFERSON | 671,268 | 691,805 | 3.1 | 178,486 | 190,938 | 99,620 | 130,751 | 92,010 | 243,244 | 5,103,785 | 10,445,259 | 15,099 | 42,942 | 520 | 1,958 | 6,967 |
| Birmingham | 284,413 | 270,867 | -4.8 | * | * | * | * | * | 106,014 | 1,342,571 | 2,519,122 | 9,300 | 23,762 | * | * | * |
| LAMAR | 16,484 | 18,195 | 10.4 | 5,204 | 4,603 | 2,183 | 3,475 | 2,729 | 6,783 | 95,643 | 211,214 | 11,608 | 31,139 | 362 | 933 | 2,636 |
| LAUDERDALE | 80,717 | 88,071 | 9.1 | 22,722 | 25,452 | 11,978 | 16,910 | 10,921 | 31,363 | 496,772 | 974,801 | 11,068 | 31,081 | 1,254 | 11,185 | 12,901 |
| Florence | 37,029 | 38,542 | 4.1 | * | * | * | * | * | 14,778 | 203,754 | 379,840 | 9,855 | 25,703 | * | * | * |
| LAWRENCE | 30,156 | 33,353 | 10.6 | 10,073 | 9,139 | 4,303 | 5,970 | 3,836 | 13,462 | 168,074 | 385,734 | 11,565 | 28,654 | 1,123 | 15,745 | 39,136 |
| | | | | | | | | | | | | | | | | |
| LEE | 76,536 | 89,793 | 17.3 | 20,742 | 36,366 | 11,404 | 13,649 | 7,722 | 32,069 | 503,951 | 1,343,282 | 14,960 | 41,887 | 402 | 3,660 | 3,767 |
| Auburn | 28,471 | 33,365 | 17.2 | * | * | * | * | * | 12,372 | 143,147 | 378,549 | 11,346 | 30,598 | * | * | * |
| Opelika | 21,896 | 24,551 | 12.1 | * | * | * | * | * | 8,811 | 123,652 | 312,856 | 12,743 | 35,506 | * | * | * |
| LIMESTONE | 46,120 | 59,907 | 29.9 | 17,373 | 16,654 | 7,848 | 11,203 | 6,889 | 22,300 | 252,983 | 703,512 | 11,743 | 31,548 | 1,090 | 26,316 | 15,265 |
| Athens | 14,558 | 18,198 | 25.0 | * | * | * | * | * | 6,751 | 71,144 | 190,035 | 10,443 | 28,148 | * | * | * |
| LOWNDES | 13,147 | 12,670 | -3.6 | 4,891 | 3,611 | 1,216 | 1,634 | 1,318 | 5,805 | 53,780 | 111,918 | 8,833 | 19,279 | 378 | 3,458 | 21,180 |
| MACON | 26,780 | 26,774 | 0.0 | 7,497 | 8,862 | 2,918 | 20,589 | 3,746 | 9,136 | 142,624 | 275,610 | 10,294 | 30,168 | 370 | 5,362 | 3,565 |
| MADISON | 197,346 | 256,535 | 30.0 | 67,212 | 77,217 | 36,171 | 53,359 | 22,832 | 92,724 | 1,450,185 | 3,897,011 | 15,191 | 42,028 | 977 | 22,288 | 12,589 |
| Huntsville | 142,513 | 182,498 | 28.1 | * | * | * | * | * | 67,182 | 903,940 | 2,381,913 | 13,052 | 35,454 | * | * | * |
| MARENGO | 24,971 | 24,390 | -2.3 | 8,024 | 6,512 | 2,683 | 4,000 | 3,171 | 9,544 | 138,866 | 300,391 | 12,316 | 31,474 | 471 | 2,972 | 11,866 |
| MARION | 30,095 | 32,284 | 7.3 | 8,814 | 8,426 | 4,262 | 6,231 | 4,584 | 11,686 | 192,728 | 426,584 | 13,213 | 36,504 | 658 | 1,388 | 9,536 |
| MARSHALL | 65,655 | 78,780 | 20.0 | 20,562 | 21,113 | 10,478 | 15,914 | 10,635 | 28,192 | 404,756 | 1,055,287 | 13,395 | 37,432 | 1,582 | 3,353 | 101,621 |
| MOBILE | 364,691 | 388,908 | 6.6 | 116,672 | 110,839 | 52,892 | 66,892 | 41,613 | 143,428 | 2,348,174 | 4,840,363 | 12,446 | 33,748 | 754 | 35,979 | 7,971 |
| Chickasaw | 7,402 | 6,752 | -8.8 | * | * | * | * | * | 2,770 | 38,707 | 65,210 | 9,657 | 23,538 | * | * | * |
| Mobile | 200,452 | 212,192 | 5.9 | * | * | * | * | * | 78,411 | 1,056,058 | 2,064,519 | 9,730 | 26,329 | * | * | * |
| Prichard | 39,541 | 37,544 | -5.0 | * | * | * | * | * | 11,858 | 108,440 | 223,220 | 5,945 | 18,824 | * | * | * |
| MONROE | 22,723 | 23,196 | 2.1 | 7,747 | 6,170 | 2,668 | 3,758 | 2,876 | 9,509 | 132,958 | 277,195 | 11,950 | 29,152 | 455 | 6,800 | 5,437 |
| | | | | | | | | | | | | | | | | |
| MONTGOMERY | 197,794 | 225,551 | 14.0 | 64,733 | 64,959 | 31,577 | 39,923 | 24,134 | 80,563 | 1,457,244 | 3,260,843 | 14,457 | 40,476 | 712 | 8,383 | 22,356 |
| Montgomery | 177,857 | 209,489 | 17.8 | * | * | * | * | * | 76,372 | 989,342 | 2,710,375 | 12,938 | 35,489 | * | * | * |
| MORGAN | 90,305 | 99,905 | 10.6 | 27,973 | 27,074 | 14,087 | 19,382 | 11,289 | 35,694 | 740,442 | 1,698,082 | 16,997 | 47,573 | 1,243 | 6,320 | 48,274 |
| Decatur | 42,002 | 45,200 | 7.6 | 0 | 0 | 0 | 0 | 0 | 16,815 | 305,055 | 678,549 | 15,012 | 40,353 | | | |
| PERRY | 15,006 | 14,646 | -2.4 | 5,009 | 4,145 | 1,347 | 2,153 | 1,992 | 6,148 | 71,165 | 150,374 | 10,267 | 24,458 | 341 | 3,247 | 8,577 |
| PICKENS | 21,397 | 21,753 | 1.7 | 7,004 | 5,677 | 2,328 | 3,720 | 3,002 | 8,800 | 117,372 | 226,136 | 10,396 | 25,697 | 417 | 3,196 | 44,090 |
| PIKE | 28,216 | 28,395 | 0.6 | 7,525 | 9,370 | 3,067 | 4,430 | 4,004 | 9,342 | 171,480 | 378,177 | 13,318 | 40,481 | 605 | 10,409 | 19,633 |
| Troy | 12,945 | 13,213 | 2.1 | * | * | * | * | * | 4,534 | 61,023 | 136,220 | 10,310 | 30,042 | * | * | * |
| RANDOLPH | 20,080 | 20,317 | 1.2 | 5,892 | 5,262 | 2,357 | 3,657 | 3,149 | 7,512 | 100,712 | 236,953 | 11,663 | 31,544 | 646 | 313 | 23,524 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| RUSSELL | 47,263 | 51,107 | 8.1 | 14,668 | 14,157 | 6,491 | 9,557 | 6,235 | 18,809 | 317,104 | 604,930 | 13,597 | 36,947 | 276 | 3,438 | 3,903 |
| ST. CLAIR | 41,443 | 51,684 | 24.7 | 15,144 | 14,627 | 8,270 | 9,200 | 4,393 | 19,835 | 264,632 | 633,839 | 12,264 | 31,956 | 526 | 3,004 | 7,011 |
| SHELBY | 66,644 | 91,519 | 37.3 | 27,181 | 24,253 | 12,630 | 17,297 | 10,342 | 33,669 | 460,535 | 1,256,513 | 13,730 | 37,319 | 634 | 5,978 | 17,793 |
| SUMTER | 16,843 | 16,175 | -4.0 | 5,629 | 4,804 | 1,504 | 2,151 | 2,103 | 6,623 | 84,158 | 182,280 | 11,269 | 27,523 | 456 | 3,019 | 8,946 |
| TALLADEGA | 73,949 | 78,130 | 5.7 | 23,986 | 21,564 | 9,454 | 13,673 | 9,610 | 29,352 | 360,034 | 794,826 | 10,173 | 27,079 | 552 | 1,991 | 14,603 |
| Sylacauga | 12,708 | 13,183 | 3.7 | * | * | * | * | * | 4,986 | 53,676 | 115,549 | 8,765 | 23,172 | * | * | * |
| Talladega | 19,128 | 19,408 | 1.5 | * | * | * | * | * | 6,303 | 63,991 | 134,734 | 6,942 | 21,375 | * | * | * |
| TALLAPOOSA | 38,644 | 39,813 | 3.0 | 11,108 | 10,272 | 4,977 | 7,405 | 6,012 | 14,263 | 218,977 | 522,207 | 13,116 | 36,612 | 365 | 2,809 | 4,761 |
| Alexander City | 13,807 | 14,962 | 8.4 | * | * | * | * | * | 5,391 | 62,865 | 158,538 | 10,596 | 29,409 | * | * | * |
| TUSCALOOSA | 137,820 | 145,156 | 5.3 | 37,450 | 47,756 | 19,306 | 25,112 | 15,387 | 47,983 | 917,145 | 2,085,958 | 14,370 | 43,473 | 521 | 4,452 | 8,524 |
| Tuscaloosa | 75,211 | 77,353 | 2.8 | * | * | * | * | * | 28,031 | 378,778 | 841,663 | 10,881 | 30,027 | * | * | * |
| WALKER | 68,568 | 69,459 | 1.3 | 19,657 | 18,337 | 9,169 | 13,128 | 9,169 | 25,391 | 400,004 | 875,716 | 12,608 | 34,490 | 559 | 858 | 18,941 |
| Jasper | 11,894 | 12,668 | 6.5 | * | * | * | * | * | 4,900 | 59,264 | 137,107 | 10,823 | 27,982 | * | * | * |
| WASHINGTON | 16,765 | 18,022 | 7.5 | 6,001 | 4,938 | 2,199 | 2,956 | 1,910 | 7,790 | 86,298 | 183,809 | 10,199 | 23,597 | 416 | 1,054 | 12,842 |
| WILCOX | 14,778 | 14,031 | -5.1 | 5,304 | 3,732 | 1,333 | 1,866 | 1,796 | 5,877 | 65,835 | 127,412 | 9,081 | 21,681 | 322 | 1,567 | 6,145 |
| WINSTON | 21,971 | 23,643 | 7.6 | 6,525 | 6,171 | 3,144 | 4,752 | 3,050 | 8,496 | 143,109 | 335,356 | 14,184 | 39,473 | 591 | 189 | 51,310 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1987 Cash Receipts as follows: From Crops $606,428,000; from Livestock & Livestock Products $1,067,389,000; Total $1,673,817,000. *.—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# ALASKA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| STATE TOTALS.................. | 402,726 | 550,270 | 36.6 | | | | | | 189,717 | 4,672,004 | 9,696,360 | 17,621 | 51,110 | 570 | 6,010 | 5,389 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Anchorage, AK | 174,084 | 257,204 | 47.7 | 75,103 | 82,048 | 46,811 | 43,982 | 9,002 | 91,797 | 2,297,010 | 5,155,112 | 20,043 | 56,158 | 245 | 7,748 | 5,384 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALEUTIAN ISLANDS | 7,808 | 9,471 | 21.3 | 2,311 | 4,129 | 1,809 | 1,108 | 123 | 2,219 | 38,921 | 70,811 | 7,476 | 31,914 | 27 | * | * |
| ANCHORAGE | 174,084 | 257,204 | 47.7 | 75,103 | 82,048 | 46,811 | 43,982 | 9,002 | 91,797 | 2,297,010 | 5,155,112 | 20,043 | 56,158 | 245 | 7,748 | 5,384 |
| Anchorage | 174,431 | 257,396 | 47.6 | * | * | * | * | * | 91,797 | 2,297,010 | 5,155,112 | 20,028 | 56,158 | | | |
| BETHEL | 11,044 | 13,150 | 19.1 | 5,181 | 4,037 | 1,696 | 1,617 | 631 | 3,316 | 65,404 | 144,676 | 11,002 | 43,634 | N.A. | N.A. | N.A. |
| BRISTOL BAY | 1,098 | 1,335 | 21.6 | 284 | 541 | 250 | 232 | 28 | 437 | 15,446 | 19,292 | 14,446 | 44,146 | N.A. | N.A. | N.A. |
| DILLINGHAM | 4,615 | 5,686 | 23.2 | 1,984 | 1,854 | 785 | 807 | 256 | 2,030 | 41,700 | 109,594 | 19,274 | 53,987 | N.A. | N.A. | N.A. |
| FAIRBANKS NORTH STAR | 53,915 | 78,518 | 45.6 | 23,084 | 25,518 | 14,683 | 12,170 | 2,984 | 28,042 | 600,106 | 1,111,453 | 14,155 | 39,635 | 175 | 2,523 | 966 |
| Fairbanks | 22,645 | 36,711 | 62.1 | * | * | * | * | * | 13,528 | 186,772 | 393,425 | 10,717 | 29,083 | | | |
| HAINES | 1,688 | 2,219 | 31.5 | 648 | 588 | 382 | 431 | 171 | 821 | 17,655 | 51,624 | 23,262 | 62,879 | N.A. | N.A. | N.A. |
| JUNEAU | 19,587 | 28,902 | 47.6 | 8,035 | 8,382 | 5,463 | 5,376 | 1,619 | 10,704 | 263,528 | 582,927 | 20,169 | 54,459 | N.A. | N.A. | N.A. |
| Juneau | 19,528 | 28,869 | 47.8 | * | * | * | * | * | 10,692 | 184,270 | 581,038 | 20,126 | 54,343 | | | |
| KENAI PENINSULA | 25,729 | 42,178 | 63.9 | 13,624 | 12,274 | 7,044 | 7,297 | 1,982 | 14,848 | 210,298 | 501,549 | 11,891 | 33,779 | 119 | * | * |
| Kenai | 4,324 | 6,533 | 51.1 | * | * | * | * | * | 2,402 | 30,695 | 67,325 | 10,306 | 28,029 | | | |

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# ALASKA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| KETCHIKAN GATEWAY | 11,346 | 14,047 | 23.8 | 4,144 | 3,947 | 2,233 | 2,669 | 1,068 | 5,016 | 183,421 | 282,036 | 20,079 | 56,227 | N.A. | N.A. | N.A. |
| Ketchikan | 7,198 | 8,473 | 17.7 | * | * | * | * | * | 3,043 | 80,158 | 114,169 | 13,474 | 37,518 | | | |
| KOBUK | 4,850 | 5,698 | 17.5 | 2,291 | 1,749 | 660 | 700 | 285 | 4,375 | 27,232 | 190,228 | 33,385 | 43,476 | N.A. | N.A. | N.A. |
| KODIAK ISLAND | 10,074 | 14,326 | 42.2 | 4,340 | 4,713 | 2,593 | 2,120 | 516 | 15,168 | 121,721 | 606,334 | 42,324 | 39,973 | N.A. | N.A. | N.A. |
| Kodiak | 4,756 | 9,615 | 102.2 | * | * | * | * | * | 9,530 | 46,957 | 344,560 | 35,836 | 36,154 | | | |
| MATANUSKA-SUSITNA | 18,342 | 9,621 | -47.5 | 3,281 | 2,598 | 1,597 | 1,655 | 491 | 3,366 | 145,906 | 101,890 | 10,590 | 30,272 | N.A. | N.A. | N.A. |
| NOME | 6,528 | 6,312 | -3.3 | 2,392 | 1,868 | 814 | 877 | 360 | 2,714 | 36,915 | 93,485 | 14,810 | 34,448 | N.A. | N.A. | N.A. |
| NORTH SLOPE | 4,218 | 6,269 | 48.6 | 2.119 | 1,994 | 947 | 953 | 251 | 1,607 | 70,602 | 97,072 | 15,483 | 60,406 | N.A. | N.A. | N.A. |
| PR. OF WALES-OUTER KETCHIKAN | 3,787 | 5,877 | 55.2 | 1,986 | 1,740 | 858 | 993 | 294 | 1,781 | 44,444 | 91,417 | 15,555 | 51,329 | N.A. | N.A. | N.A. |
| SITKA | 7,724 | 8,830 | 14.3 | 2,808 | 2,525 | 1,439 | 1,554 | 503 | 2,787 | 79,608 | 116,598 | 13,205 | 41,839 | N.A. | N.A. | N.A. |
| Sitka | 7,803 | 8,874 | 13.7 | * | * | * | * | * | 2,798 | 60,324 | 116,984 | 13,183 | 41,813 | | | |
| SKAGWAY-YAKUTAT-ANGOON | 3,485 | 3,934 | 12.9 | 1,373 | 1,039 | 677 | 590 | 256 | 1,269 | 27,883 | 61,348 | 15,594 | 48,343 | N.A. | N.A. | N.A. |
| S.E. FAIRBANKS | 5,782 | 7,204 | 24.6 | 2,435 | 2,255 | 1,253 | 1,016 | 231 | 2,139 | 47,594 | 92,729 | 12,872 | 43,348 | N.A. | N.A. | N.A. |
| VALDEZ-CORDOVA | 8,200 | 9,859 | 20.2 | 2,800 | 2,928 | 1,775 | 1,844 | 523 | 3,521 | 155,484 | 169,892 | 17,232 | 48,251 | N.A. | N.A. | N.A. |
| WADE HAMPTON | 4,677 | 6,469 | 38.3 | 2,795 | 1,954 | 679 | 744 | 298 | 3,828 | 16,425 | 44,174 | 6,828 | 11,539 | N.A. | N.A. | N.A. |
| WRANGELL-PETERSBURG | 6,246 | 7,136 | 14.2 | 2,162 | 2,012 | 1,213 | 1,220 | 528 | 2,460 | 83,878 | 116,306 | 16,299 | 47,279 | N.A. | N.A. | N.A. |
| YUKON-KOYUKUK | 7,899 | 9,957 | 26.1 | 3,365 | 2,997 | 1,633 | 1,494 | 458 | 3,112 | 60,524 | 142,282 | 14,290 | 45,720 | N.A. | N.A. | N.A. |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1987 Cash Receipts as follows: From Crops $6,010,000; from Livestock & Livestock Products $5,389,000; Total $11,399,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# ARIZONA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 89 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1989 number of households | E&P 1989 estimate (Thousands) | E&P 1994 estimate (Thousands) | Income per capita | E&P 1989 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 2,730,779 | 3,554,129 | 30.2 | | | | | | 1,311,408 | 21,898,999 | 52,685,012 | 14,824 | 40,174 | 7,334 | 806,847 | 720,067 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Phoenix, AZ | 1,516,353 | 2,189,856 | 44.4 | 58,031 | 626,299 | 300,010 | 398,554 | 286,871 | 795,443 | 12,927,905 | 37,745,350 | 17,236 | 47,452 | 2,334 | 308,606 | 240,183 |
| Tucson, AZ | 533,034 | 673,385 | 26.3 | 17,104 | 195,955 | 95,621 | 121,883 | 89,560 | 258,994 | 4,638,928 | 11,683,328 | 17,350 | 45,110 | 520 | 35,597 | 21,072 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| APACHE | 51,982 | 69,383 | 33.5 | 3,039 | 19,150 | 7,355 | 8,742 | 3,747 | 18,800 | 205,845 | 454,165 | 6,546 | 24,158 | 380 | 1,371 | 16,223 |
| COCHISE | 86,724 | 103,365 | 19.2 | 3,173 | 27,908 | 13,024 | 18,709 | 12,094 | 39,486 | 542,711 | 1,241,593 | 12,012 | 31,444 | 836 | 22,565 | 31,355 |
| Bisbee | 7,154 | 5,701 | -20.3 | * | * | * | * | * | 2,573 | 37,650 | 58,966 | 10,343 | 22,913 | * | * | * |
| Douglas | 13,058 | 12,510 | -4.2 | * | * | * | * | * | 4,326 | 55,102 | 103,749 | 8,293 | 23,981 | * | * | * |
| Sierra Vista | 24,937 | 45,810 | 83.7 | * | * | * | * | * | 15,458 | 140,462 | 507,111 | 11,070 | 32,806 | * | * | * |
| COCONINO | 75,103 | 97,408 | 29.7 | 3,127 | 33,801 | 13,247 | 13,442 | 5,552 | 38,684 | 511,414 | 1,359,756 | 13,959 | 35,151 | 294 | 747 | 14,655 |
| Flagstaff | 34,743 | 40,233 | 15.8 | * | * | * | * | * | 12,251 | 199,460 | 466,524 | 11,506 | 38,080 | * | * | * |
| GILA | 37,070 | 42,480 | 14.6 | 1,304 | 10,025 | 4,970 | 7,859 | 6,584 | 16,448 | 268,800 | 469,595 | 11,055 | 28,550 | 157 | 291 | 4,999 |
| GRAHAM | 23,042 | 25,336 | 10.0 | 940 | 6,942 | 2,812 | 3,724 | 2,508 | 11,065 | 114,131 | 232,059 | 9,159 | 20,973 | 323 | 19,149 | 11,313 |
| GREENLEE | 11,247 | 8,475 | -24.7 | 324 | 2,093 | 1,051 | 1,390 | 712 | 3,911 | 77,609 | 89,405 | 10,550 | 22,862 | 102 | 1,250 | 3,710 |
| MARICOPA | 1,516,353 | 2,189,856 | 44.4 | 58,031 | 626,299 | 300,010 | 398,554 | 286,871 | 795,443 | 12,927,905 | 37,745,350 | 17,236 | 47,452 | 2,334 | 308,606 | 240,183 |
| Chandler | 29,673 | 50,674 | 70.8 | * | * | * | * | * | 17,032 | 152,872 | 583,690 | 11,518 | 34,269 | * | * | * |
| Mesa | 152,453 | 280,756 | 84.2 | * | * | * | * | * | 105,187 | 913,360 | 3,760,661 | 13,395 | 35,752 | * | * | * |
| Phoenix | 789,704 | 1,024,152 | 29.7 | * | * | * | * | * | 389,576 | 4,964,594 | 14,395,027 | 14,056 | 36,950 | * | * | * |
| Scottsdale | 88,412 | 112,494 | 27.2 | * | * | * | * | * | 46,049 | 761,256 | 2,165,597 | 19,251 | 47,028 | * | * | * |
| Sun City | 40,664 | 54,446 | 25.3 | * | * | * | * | * | 20,940 | 405,207 | 736,056 | 13,519 | 19,351 | * | * | * |
| Tempe | 106,743 | 156,323 | 46.4 | * | * | * | * | * | 57,585 | 702,960 | 2,301,676 | 14,724 | 39,970 | * | * | * |
| MOHAVE | 56,748 | 87,490 | 54.2 | 2,213 | 19,598 | 9,974 | 19,423 | 16,361 | 31,135 | 507,773 | 1,390,258 | 15,891 | 44,653 | 236 | 6,079 | 7,425 |
| Kingman | 9,257 | 9,486 | 2.5 | * | * | * | * | * | 3,686 | 75,707 | 137,184 | 14,461 | 37,220 | * | * | * |
| NAVAJO | 67,994 | 80,720 | 18.7 | 3,318 | 21,391 | 9,121 | 11,381 | 5,408 | 41,253 | 361,111 | 794,058 | 9,837 | 19,249 | 376 | 1,315 | 27,746 |
| PIMA | 533,034 | 673,385 | 26.3 | 17,104 | 195,955 | 95,621 | 121,883 | 89,560 | 258,994 | 4,638,928 | 11,683,328 | 17,350 | 45,110 | 520 | 35,597 | 21,072 |
| Tucson | 330,537 | 356,795 | 7.9 | * | * | * | * | * | 144,805 | 2,112,318 | 4,248,857 | 11,908 | 29,342 | * | * | * |
| PINAL | 90,867 | 108,931 | 19.9 | 3,333 | 28,540 | 12,745 | 19,608 | 14,706 | 42,703 | 513,786 | 1,099,877 | 10,097 | 25,756 | 730 | 173,701 | 228,857 |
| Casa Grande | 14,971 | 18,582 | 24.1 | * | * | * | * | * | 6,152 | 65,576 | 143,425 | 7,719 | 23,313 | * | * | * |
| SANTA CRUZ | 20,605 | 24,264 | 17.8 | 861 | 6,139 | 2,912 | 4,052 | 2,523 | 11,778 | 114,784 | 262,225 | 10,807 | 22,263 | 179 | 447 | 6,294 |
| Nogales | 15,683 | 19,978 | 27.4 | * | * | * | * | * | 8,242 | 55,399 | 156,401 | 7,829 | 18,976 | * | * | * |
| YAVAPAI | 68,573 | 100,225 | 46.2 | 2,415 | 21,849 | 11,426 | 20,947 | 21,749 | 33,645 | 548,098 | 1,428,203 | 14,250 | 42,449 | 484 | 1,595 | 17,887 |
| Prescott | 20,055 | 24,721 | 23.3 | * | * | * | * | * | 10,693 | 133,367 | 286,008 | 11,569 | 26,748 | * | * | * |
| YUMA | 91,437 | 108,630 | 18.8 | 3,302 | 29,113 | 12,818 | 19,010 | 14,882 | 41,384 | 566,104 | 1,931,548 | 17,781 | 46,673 | 609 | 256,493 | 99,657 |
| Yuma | 42,433 | 49,143 | 15.8 | * | * | * | * | * | 17,933 | 215,290 | 723,627 | 14,725 | 40,353 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1987 Cash Receipts as follows: From Crops $806,847,000; from Livestock & Livestock Products $720,067,000; Total $1,526,914,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ARKANSAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1990 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1996 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 2,298,550 | 2,465,382 | 7.3 | | | | | | 899,171 | 14,829,999 | 28,790,156 | 11,678 | 32,019 | 50,525 | 1,355,703 | 1,433,455 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Fayetteville-Springdale, AR | 100,576 | 113,193 | 12.5 | • | • | • | • | • | 38,386 | 706,129 | 1,711,555 | 15,121 | 44,588 | • | • | • |
| Little Rock-North Little Rock, AR | 477,772 | 525,495 | 10.0 | 15,379 | 18,790 | 7,227 | 9,771 | 6,649 | 191,186 | 3,894,490 | 8,427,261 | 16,037 | 44,079 | 1,103 | 3,135 | 15,581 |
| Pine Bluff, AR | 91,369 | 91,195 | -0.2 | • | • | • | • | • | 34,287 | 668,504 | 1,184,650 | 12,990 | 34,551 | • | • | • |
| Fort Smith, AR-OK | 163,480 | 190,405 | 16.5 | 26,810 | 22,840 | 11,420 | 16,123 | 11,171 | 71,765 | 1,080,952 | 2,393,670 | 12,571 | 33,354 | 1,878 | 10,221 | 36,890 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ARKANSAS | 24,207 | 23,310 | -4.7 | 6,643 | 5,944 | 2,821 | 4,452 | 3,473 | 8,377 | 171,407 | 314,740 | 13,502 | 37,572 | 572 | 80,048 | 892 |
| Stuttgart | 10,941 | 10,584 | -4.3 | • | • | • | • | • | 4,046 | 62,588 | 115,787 | 10,940 | 28,617 | • | • | • |
| ASHLEY | 26,554 | 27,240 | 1.5 | 8,417 | 7,028 | 3,378 | 4,876 | 3,568 | 10,350 | 137,662 | 292,105 | 10,724 | 28,224 | 368 | 30,127 | 2,386 |
| BAXTER | 27,620 | 32,031 | 14.8 | 6,855 | 6,182 | 3,395 | 6,278 | 9,353 | 10,497 | 180,374 | 413,567 | 12,912 | 39,400 | 484 | 186 | 14,881 |
| Mountain Home | 8,066 | 10,382 | 27.4 | • | • | • | • | • | 4,581 | 43,705 | 112,083 | 10,796 | 24,467 | | | |
| BENTON | 78,997 | 97,894 | 22.6 | 25,942 | 24,278 | 12,041 | 18,698 | 17,033 | 35,311 | 536,459 | 1,385,863 | 14,157 | 39,248 | 2,441 | 4,032 | 259,452 |
| Bentonville | 8,756 | 10,996 | 24.3 | • | • | • | • | • | 4,203 | 41,490 | 108,251 | 9,844 | 25,756 | • | • | • |
| Rogers | 17,429 | 21,780 | 23.7 | • | • | • | • | • | 8,439 | 93,211 | 241,999 | 11,111 | 28,676 | • | • | • |
| BOONE | 26,398 | 28,731 | 7.7 | 7,614 | 7,039 | 3,620 | 5,574 | 4,884 | 9,796 | 173,531 | 389,290 | 13,549 | 39,733 | 1,193 | 528 | 24,990 |
| Harrison | 9,567 | 10,112 | 4.6 | • | • | • | • | • | 4,153 | 51,160 | 111,117 | 10,989 | 26,756 | • | • | • |
| BRADLEY | 13,817 | 13,352 | -4.4 | 3,805 | 3,271 | 1,402 | 2,403 | 2,470 | 4,907 | 62,228 | 127,219 | 9,528 | 25,927 | 266 | 2,781 | 6,783 |
| CALHOUN | 6,132 | 7,778 | 25.5 | 2,147 | 2,108 | 856 | 1,361 | 1,299 | 2,849 | 26,396 | 56,854 | 7,310 | 19,953 | 127 | 99 | 959 |
| CARROLL | 16,355 | 20,390 | 23.4 | 4,975 | 4,527 | 2,549 | 4,261 | 4,098 | 6,905 | 102,953 | 292,888 | 14,364 | 42,415 | 1,045 | 840 | 79,649 |
| CHICOT | 17,824 | 16,864 | -7.5 | 6,016 | 4,283 | 1,583 | 2,450 | 2,350 | 6,792 | 80,465 | 141,423 | 8,487 | 20,821 | 409 | 47,573 | 6,706 |
| CLARK | 23,427 | 23,675 | 0.0 | 5,800 | 7,742 | 2,746 | 3,835 | 3,528 | 7,708 | 122,319 | 251,366 | 10,617 | 32,610 | 408 | 3,094 | 5,940 |
| Arkadelphia | 10,005 | 10,009 | -1.0 | • | • | • | • | • | 3,414 | 41,470 | 84,538 | 8,446 | 24,761 | • | • | • |
| CLAY | 20,631 | 19,626 | -5.9 | 5,063 | 4,691 | 2,198 | 3,964 | 3,709 | 6,705 | 119,444 | 233,885 | 11,917 | 34,880 | 670 | 43,317 | 2,548 |
| CLEBURNE | 17,057 | 21,339 | 23.8 | 5,228 | 4,823 | 2,369 | 4,737 | 4,204 | 7,527 | 95,761 | 237,320 | 11,122 | 31,528 | 717 | 269 | 34,040 |
| CLEVELAND | 7,946 | 8,524 | 6.2 | 2,336 | 2,131 | 1,083 | 1,645 | 1,338 | 3,451 | 34,093 | 82,635 | 9,694 | 23,944 | 261 | 289 | 26,110 |
| COLUMBIA | 26,748 | 27,086 | 0.2 | 7,449 | 7,584 | 2,979 | 4,848 | 4,198 | 9,712 | 170,843 | 357,010 | 13,181 | 36,761 | 411 | 1,994 | 17,789 |
| Magnolia | 11,909 | 12,151 | 1.0 | • | • | • | • | • | 4,558 | 65,222 | 137,454 | 11,312 | 30,157 | • | • | • |
| CONWAY | 19,622 | 19,776 | -0.3 | 5,693 | 5,043 | 2,235 | 3,599 | 2,966 | 7,633 | 122,552 | 270,664 | 13,686 | 35,459 | 721 | 4,151 | 42,745 |
| CRAIGHEAD | 63,464 | 66,349 | 3.4 | 17,184 | 20,303 | 9,090 | 11,810 | 7,962 | 23,022 | 461,057 | 976,753 | 14,721 | 42,428 | 902 | 65,863 | 3,703 |
| Jonesboro | 31,530 | 32,289 | 1.3 | • | • | • | • | • | 11,866 | 202,230 | 418,666 | 12,966 | 35,282 | • | • | • |
| CRAWFORD | 37,184 | 49,657 | 32.1 | 15,046 | 12,811 | 6,753 | 8,988 | 6,157 | 19,153 | 215,173 | 579,767 | 11,675 | 30,270 | 902 | 7,441 | 29,021 |
| CRITTENDEN | 49,358 | 50,939 | 2.1 | 17,523 | 14,110 | 6,113 | 8,099 | 5,043 | 22,159 | 278,223 | 498,426 | 9,785 | 22,493 | 313 | 49,300 | 188 |
| West Memphis | 28,138 | 29,105 | 2.4 | • | • | • | • | • | 10,231 | 131,427 | 239,512 | 8,229 | 23,411 | • | • | • |
| CROSS | 20,409 | 20,629 | 0.0 | 6,870 | 5,426 | 2,476 | 3,280 | 2,558 | 8,422 | 124,152 | 247,620 | 12,003 | 29,401 | 492 | 55,399 | 907 |
| DALLAS | 10,545 | 10,557 | -0.9 | 3,125 | 2,534 | 1,225 | 1,858 | 1,816 | 4,070 | 50,507 | 102,649 | 9,724 | 25,221 | 128 | 156 | 836 |
| DESHA | 19,773 | 19,613 | -1.9 | 6,806 | 5,217 | 2,157 | 2,883 | 2,550 | 8,058 | 107,439 | 193,212 | 9,851 | 23,977 | 406 | 55,572 | 1,027 |
| DREW | 17,967 | 18,312 | 0.9 | 5,310 | 5,329 | 2,271 | 3,058 | 2,362 | 6,762 | 86,255 | 183,839 | 10,039 | 27,185 | 380 | 12,739 | 2,685 |
| FAULKNER | 46,700 | 57,815 | 22.5 | 15,379 | 18,790 | 7,227 | 9,771 | 6,649 | 20,002 | 307,589 | 825,678 | 14,281 | 41,279 | 1,103 | 3,135 | 15,581 |
| Conway | 20,375 | 23,537 | 14.3 | • | • | • | • | • | 7,998 | 103,881 | 256,672 | 10,905 | 32,092 | • | • | • |
| FRANKLIN | 14,819 | 16,027 | 7.0 | 4,359 | 4,359 | 4,359 | 4,359 | 4,359 | 5,739 | 85,785 | 193,912 | 12,099 | 33,791 | 4,359 | 4,359 | 4,359 |
| FULTON | 10,024 | 10,702 | 5.6 | 2,708 | 2,429 | 1,252 | 2,119 | 2,205 | 3,843 | 45,893 | 101,555 | 9,409 | 26,425 | 712 | 209 | 12,352 |
| GARLAND | 70,316 | 77,014 | 8.4 | 18,483 | 18,329 | 9,396 | 15,480 | 15,326 | 25,039 | 447,199 | 945,091 | 12,272 | 37,745 | 389 | 755 | 11,115 |
| Hot Springs | 35,781 | 33,510 | -7.3 | • | • | • | • | • | 14,536 | 163,537 | 283,553 | 8,462 | 19,508 | • | • | • |
| GRANT | 13,078 | 14,033 | 6.2 | 3,803 | 3,663 | 1,880 | 2,849 | 1,852 | 5,366 | 67,390 | 151,642 | 10,806 | 28,261 | 235 | 319 | 4,182 |
| GREENE | 30,839 | 33,503 | 7.5 | 9,146 | 8,644 | 4,422 | 6,399 | 4,891 | 12,623 | 198,543 | 424,102 | 12,658 | 33,598 | 847 | 33,949 | 3,577 |
| Paragould | 15,248 | 17,905 | 16.2 | • | • | • | • | • | 7,297 | 82,987 | 193,973 | 10,834 | 26,581 | • | • | • |

# ARKANSAS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 80 vs 88 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1980 number of households | E&P 1980 estimate (Thousands) | E&P 1988 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| HEMPSTEAD | 23,842 | 23,510 | -2.4 | 7,053 | 5,689 | 2,751 | 4,138 | 3,879 | 8,825 | 140,002 | 294,723 | 12,536 | 33,397 | 802 | 2,543 | 105,071 |
| Hope | 10,290 | 10,940 | 5.2 | • | • | • | • | • | 4,336 | 49,571 | 113,723 | 10,395 | 26,228 | • | • | • |
| HOT SPRING | 27,002 | 28,186 | 3.3 | 7,864 | 6,990 | 3,692 | 5,412 | 4,228 | 10,559 | 157,743 | 270,982 | 9,614 | 25,665 | 526 | 971 | 6,628 |
| Malvern | 10,163 | 10,267 | 0.0 | 2,998 | 2,485 | 1,242 | 1,786 | 1,766 | 4,156 | 45,814 | 75,830 | 7,386 | 18,246 | 656 | 243 | 69,840 |
| HOWARD | 13,535 | 15,012 | 9.8 | • | • | • | • | • | 5,679 | 83,972 | 188,194 | 12,536 | 33,140 | • | • | • |
| INDEPENDENCE | 30,470 | 34,787 | 13.0 | • | • | • | • | • | 13,276 | 188,942 | 426,447 | 12,259 | 32,122 | • | • | • |
| Batesville | 8,263 | 8,619 | 3.2 | 1,853 | 1,724 | 931 | 1,698 | 2,405 | 3,669 | 43,042 | 88,308 | 10,245 | 24,068 | 664 | 200 | 17,253 |
| IZARD | 10,300 | 11,957 | 8.6 | 3,444 | 2,989 | 1,459 | 2,212 | 1,865 | 4,104 | 57,884 | 141,708 | 11,851 | 34,529 | 469 | 50,384 | 1,840 |
| JACKSON | 21,662 | 20,924 | -4.4 | • | • | • | • | • | 7,774 | 134,992 | 252,168 | 12,051 | 32,437 | • | • | • |
| Newport | 8,339 | 8,245 | -2.2 | 2,490 | 2,300 | 1,039 | 1,393 | 1,022 | 3,179 | 47,772 | 91,457 | 11,092 | 28,767 | 417 | 53,245 | 3,614 |
| JEFFERSON | 91,369 | 91,195 | -1.2 | • | • | • | • | • | 34,287 | 668,504 | 1,184,650 | 12,990 | 34,551 | • | • | • |
| Pine Bluff | 56,636 | 53,650 | -6.3 | 14,593 | 13,359 | 6,277 | 10,086 | 9,281 | 19,227 | 308,110 | 507,388 | 9,457 | 26,389 | 611 | 1,245 | 41,923 |
| JOHNSON | 17,464 | 19,817 | 12.3 | 6,203 | 4,796 | 2,200 | 3,349 | 3,290 | 7,299 | 94,999 | 222,368 | 11,221 | 30,464 | 257 | 7,078 | 25,539 |
| LAFAYETTE | 10,222 | 9,821 | -4.9 | 2,612 | 2,514 | 1,159 | 1,856 | 1,660 | 3,817 | 54,460 | 117,738 | 11,988 | 30,845 | 709 | 36,815 | 3,986 |
| LAWRENCE | 18,507 | 19,111 | 2.2 | 6,613 | 5,103 | 1,854 | 2,924 | 2,599 | 6,704 | 108,360 | 223,639 | 11,702 | 33,357 | 393 | 41,946 | 704 |
| LEE | 15,478 | 13,826 | -11.6 | 3,774 | 4,328 | 1,742 | 2,171 | 1,811 | 5,511 | 61,976 | 97,700 | 7,066 | 17,729 | 356 | 33,955 | 15,381 |
| LINCOLN | 13,447 | 13,299 | -2.1 | 4,203 | 3,405 | 1,689 | 2,261 | 1,742 | 4,848 | 61,983 | 116,070 | 8,727 | 23,942 | 402 | 3,809 | 12,537 |
| LITTLE RIVER | 14,053 | 14,393 | 1.3 | 4,016 | 3,613 | 1,684 | 2,634 | 2,447 | 5,640 | 79,697 | 177,861 | 12,358 | 31,538 | 995 | 1,438 | 36,210 |
| LOGAN | 20,224 | 21,546 | 5.4 | 6,658 | 5,602 | 2,823 | 3,943 | 2,521 | 7,895 | 104,582 | 249,693 | 11,589 | 31,626 | 908 | 59,463 | 25,773 |
| LONOKE | 34,739 | 38,725 | 10.3 | • | • | • | • | • | 15,260 | 208,876 | 482,053 | 12,448 | 31,589 | • | • | • |
| MADISON | 11,491 | 13,075 | 12.6 | 3,295 | 2,772 | 1,451 | 2,641 | 2,903 | 4,991 | 55,055 | 151,101 | 11,556 | 30,276 | 544 | 156 | 11,240 |
| MARION | 11,385 | 15,427 | 34.1 | 4,690 | 3,934 | 2,005 | 2,638 | 2,129 | 5,791 | 61,803 | 168,857 | 10,946 | 29,160 | 539 | 6,962 | 24,029 |
| MILLER | 38,062 | 39,993 | 4.0 | • | • | • | • | • | 14,974 | 227,892 | 497,695 | 12,444 | 33,236 | • | • | • |
| Texarkana, Tex. | 21,459 | 20,616 | -4.9 | 6,927 | 5,731 | 2,474 | 3,175 | 2,309 | 7,992 | 97,397 | 189,409 | 9,187 | 23,699 | 615 | 89,128 | 767 |
| MISSISSIPPI | 59,402 | 58,565 | -2.4 | • | • | • | • | • | 22,795 | 315,090 | 569,529 | 9,725 | 24,985 | • | • | • |
| Blytheville | 23,844 | 22,853 | -5.2 | 7,359 | 5,850 | 2,354 | 3,702 | 3,588 | 7,861 | 100,712 | 181,689 | 7,950 | 23,112 | 306 | 32,751 | 723 |
| MONROE | 14,049 | 12,314 | -13.3 | 2,955 | 2,943 | 1,441 | 2,561 | 2,426 | 4,603 | 72,925 | 125,717 | 10,209 | 27,312 | 435 | 187 | 26,862 |
| MONTGOMERY | 7,845 | 8,414 | 6.1 | 2,516 | 2,028 | 951 | 1,405 | 1,515 | 3,070 | 39,825 | 98,458 | 11,701 | 32,068 | 447 | 839 | 25,883 |
| NEVADA | 11,134 | 10,905 | -3.1 | 3,217 | 2,650 | 1,418 | 2,050 | 1,581 | 4,231 | 57,758 | 116,682 | 10,700 | 27,578 | 562 | 122 | 4,735 |
| NEWTON | 7,815 | 8,660 | 9.6 | 2,555 | 2,104 | 1,126 | 1,628 | 1,256 | 3,391 | 32,160 | 79,909 | 9,228 | 23,564 | 234 | 404 | 7,610 |
| OUACHITA | 30,657 | 34,236 | 10.5 | • | • | • | • | • | 12,993 | 158,990 | 323,566 | 9,451 | 24,903 | • | • | • |
| Camden | 15,356 | 18,187 | 17.2 | • | • | • | • | • | 7,392 | 61,971 | 135,580 | 7,455 | 18,341 | • | • | • |
| PERRY | 7,282 | 8,213 | 11.6 | 3,014 | 2,119 | 821 | 1,240 | 1,043 | 3,129 | 33,058 | 78,494 | 9,557 | 25,084 | 441 | 46,450 | 1,651 |
| PHILLIPS | 34,640 | 31,599 | -9.7 | • | • | • | • | • | 13,135 | 159,658 | 255,521 | 8,086 | 19,454 | • | • | • |
| Helena | 9,598 | 8,784 | -9.4 | • | • | • | • | • | 3,274 | 34,007 | 55,786 | 6,351 | 17,038 | • | • | • |
| West Helena | 11,367 | 11,523 | 0.3 | 3,111 | 2,892 | 1,394 | 2,143 | 1,982 | 4,174 | 40,834 | 74,195 | 6,439 | 17,775 | 443 | 596 | 30,519 |
| PIKE | 10,463 | 10,180 | -3.7 | 2,983 | 2,667 | 1,262 | 1,873 | 1,405 | 3,618 | 56,656 | 117,163 | 11,509 | 32,382 | 643 | 78,393 | 1,510 |
| POINSETT | 27,037 | 24,934 | -8.7 | 6,882 | 5,885 | 2,793 | 4,787 | 4,563 | 9,288 | 162,800 | 296,519 | 11,892 | 31,926 | 814 | 228 | 63,589 |
| POLK | 17,005 | 17,639 | 2.6 | • | • | • | • | • | 6,454 | 90,169 | 215,757 | 12,232 | 33,428 | • | • | • |
| Mena | 5,154 | 5,567 | 6.9 | 1,509 | 1,609 | 735 | 1,019 | 701 | 2,286 | 21,543 | 53,887 | 9,679 | 23,568 | 964 | 1,843 | 70,737 |
| POPE | 39,345 | 46,135 | 16.0 | • | • | • | • | • | 16,820 | 249,652 | 634,586 | 13,755 | 37,728 | • | • | • |
| Russellville | 14,031 | 15,174 | 7.0 | 4,203 | 3,945 | 1,851 | 2,853 | 2,322 | 5,581 | 77,791 | 181,416 | 11,956 | 32,508 | 486 | 47,033 | 6,692 |
| PRAIRIE | 10,151 | 10,149 | -1.1 | 2,842 | 2,852 | 1,583 | 1,796 | 1,076 | 3,896 | 56,872 | 104,929 | 10,338 | 26,932 | 507 | 10,862 | 4,694 |
| PULASKI | 342,900 | 367,973 | 6.2 | • | • | • | • | • | 132,162 | 2,991,410 | 6,261,811 | 17,017 | 47,380 | • | • | • |
| Little Rock | 158,461 | 167,641 | 4.7 | • | • | • | • | • | 66,227 | 1,169,327 | 2,436,721 | 14,535 | 36,793 | • | • | • |
| North Little Rock | 64,288 | 64,013 | -1.5 | • | • | • | • | • | 25,171 | 413,809 | 811,620 | 12,679 | 32,244 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ARKANSAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANDOLPH | 16,923 | 17,229 | 0.7 | 6,254 | 4,479 | 1,947 | 2,567 | 1,999 | 6,757 | 100,434 | 210,703 | 12,230 | 31,181 | 422 | 36,813 | 542 |
| ST. FRANCIS | 30,850 | 32,007 | 2.7 | * | * | * | * | * | 13,323 | 148,594 | 274,820 | 8,586 | 20,628 | * | * | * |
| Forrest City | 13,803 | 14,934 | 7.1 | 4,122 | 3,942 | 2,270 | 3,032 | 1,553 | 5,136 | 53,986 | 104,765 | 7,015 | 20,399 | 427 | 1,012 | 2,644 |
| SALINE | 53,433 | 60,982 | 12.9 | * | * | * | * | * | 23,761 | 386,615 | 857,706 | 14,065 | 36,097 | * | * | * |
| Benton | 17,717 | 17,742 | -0.9 | 4,560 | 4,382 | 2,040 | 3,706 | 3,052 | 6,601 | 99,372 | 191,226 | 10,778 | 28,967 | 867 | 199 | 42,776 |
| SCOTT | 9,760 | 10,960 | 11.1 | 2,882 | 2,619 | 1,304 | 2,181 | 1,951 | 3,996 | 44,753 | 115,942 | 10,579 | 29,014 | 714 | 273 | 9,468 |
| SEARCY | 8,876 | 9,384 | 4.6 | 2,609 | 2,487 | 1,314 | 1,727 | 1,258 | 3,431 | 40,226 | 89,865 | 9,576 | 26,191 | 738 | 1,049 | 18,951 |
| SEBASTIAN | 95,422 | 102,179 | 6.0 | * | * | * | * | * | 36,379 | 724,091 | 1,512,191 | 14,799 | 41,567 | * | * | * |
| Fort Smith | 71,626 | 73,748 | 1.9 | 20,428 | 18,511 | 9,440 | 13,570 | 11,800 | 28,230 | 453,445 | 910,013 | 12,339 | 32,235 | 556 | 144 | 57,937 |
| SEVIER | 14,189 | 14,596 | 1.8 | * | * | * | * | * | 5,454 | 81,619 | 180,344 | 12,356 | 33,068 | * | * | * |
| De Queen | 4,594 | 5,126 | 10.4 | 1,215 | 1,092 | 513 | 994 | 1,307 | 2,012 | 21,032 | 50,826 | 9,916 | 25,267 | 537 | 283 | 10,376 |
| SHARP | 14,804 | 16,072 | 7.4 | 4,179 | 3,873 | 2,025 | 3,391 | 2,588 | 5,635 | 84,078 | 170,998 | 10,640 | 30,347 | 628 | 275 | 29,218 |
| STONE | 9,133 | 10,784 | 16.8 | * | * | * | * | * | 3,828 | 39,584 | 109,917 | 10,192 | 28,713 | * | * | * |
| UNION | 50,248 | 51,956 | 2.3 | * | * | * | * | * | 18,088 | 287,632 | 553,905 | 10,661 | 30,623 | * | * | * |
| El Dorado | 25,270 | 24,524 | -4.0 | 6,278 | 5,248 | 2,747 | 5,175 | 5,126 | 9,952 | 112,065 | 199,759 | 8,145 | 20,073 | 553 | 407 | 16,391 |
| VAN BUREN | 13,484 | 15,717 | 15.2 | 3,835 | 5,234 | 2,105 | 2,688 | 1,760 | 5,585 | 68,394 | 175,490 | 11,166 | 31,423 | 2,853 | 3,120 | 295,579 |
| WASHINGTON | 100,578 | 113,193 | 11.4 | * | * | * | * | * | 38,386 | 706,129 | 1,711,565 | 15,121 | 44,588 | * | * | * |
| Fayetteville | 36,608 | 39,193 | 5.9 | * | * | * | * | * | 14,777 | 214,008 | 491,820 | 12,549 | 33,284 | * | * | * |
| Springdale | 23,458 | 27,555 | 16.2 | 7,302 | 8,074 | 3,307 | 5,015 | 3,830 | 10,234 | 142,351 | 358,931 | 13,028 | 35,074 | 1,529 | 18,066 | 35,025 |
| WHITE | 51,216 | 56,079 | 8.3 | * | * | * | * | * | 20,068 | 317,846 | 684,080 | 12,198 | 34,091 | * | * | * |
| Searcy | 13,612 | 16,304 | 18.5 | 5,119 | 4,206 | 1,826 | 2,609 | 2,543 | 5,519 | 75,449 | 178,524 | 10,950 | 32,349 | 309 | 39,000 | 595 |
| WOODRUFF | 11,271 | 10,465 | -8.1 | 2,669 | 2,505 | 1,277 | 2,041 | 1,873 | 3,940 | 59,777 | 111,830 | 10,686 | 28,383 | 937 | 3,315 | 72,001 |
| YELL | 16,977 | 20,413 | 19.0 |  |  |  |  |  | 7,547 | 99,800 | 274,541 | 13,440 | 36,376 |  |  |  |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1987 Cash Receipts as follows: From Crops $135,703,000; from Livestock & Livestock Products $1,433,455,000; Total $1,569,158,000.*—included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# CALIFORNIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS** | 23,770,544 | 29,327,370 | 23.4 |  |  |  |  |  | 10,920,354 | 234,272,001 | 526,952,736 | 17,968 | 48,254 | 82,463 | 6,158,495 | 4,331,207 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Anaheim-<br>Santa Ana, CA | 1,941,365 | 2,651,856 | 36.6 | 641,749 | 787,601 | 416,341 | 533,023 | 273,141 | 996,815 | 24,806,563 | 68,056,640 | 25,684 | 68,274 | 504 | 184,963 | 2,941 |
| Bakersfield, CA | 406,327 | 543,369 | 33.7 | 165,184 | 149,970 | 72,811 | 95,633 | 59,771 | 213,614 | 4,230,861 | 10,534,837 | 19,388 | 49,317 | 2,255 | 957,747 | 142,289 |

# CALIFORNIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 | HOUSE-HOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Chico, CA | 145,449 | 188,764 | 29.8 | 42,661 | 56,818 | 25,483 | 32,467 | 31,524 | 62,144 | 1,219,002 | 3,025,430 | 16,028 | 48,684 | 2,030 | 163,056 | 12,657 |
| Fresno, CA | 517,062 | 641,904 | 24.1 | 185,510 | 184,868 | 90,508 | 111,049 | 69,968 | 250,121 | 5,237,043 | 11,827,722 | 18,426 | 47,288 | 7,590 | 1,223,873 | 457,650 |
| Los Angeles-Long Beach, CA | 7,492,023 | 9,180,324 | 22.5 | 2,331,802 | 2,607,212 | 1,395,409 | 1,771,802 | 1,074,098 | 3,450,327 | 51,265,527 | 122,635,432 | 13,359 | 35,543 | 2,035 | 159,333 | 34,793 |
| Merced, CA | 135,319 | 182,022 | 34.5 | 58,611 | 52,786 | 23,481 | 30,034 | 17,110 | 76,915 | 1,443,922 | 3,421,494 | 18,797 | 44,484 | 3,048 | 318,278 | 473,827 |
| Modesto, CA | 268,333 | 348,382 | 29.8 | 100,334 | 97,547 | 48,425 | 61,315 | 40,412 | 132,455 | 2,469,064 | 5,666,901 | 16,266 | 42,784 | 4,630 | 302,491 | 483,429 |
| Oakland, CA | 1,765,899 | 2,254,538 | 27.7 | 531,096 | 627,378 | 371,436 | 456,696 | 267,932 | 786,810 | 19,538,782 | 49,110,408 | 21,783 | 62,417 | 1,532 | 79,171 | 26,921 |
| Oxnard-Ventura, CA | 534,558 | 706,197 | 32.1 | 202,678 | 198,441 | 105,223 | 132,059 | 67,795 | 282,236 | 6,446,635 | 17,599,828 | 24,922 | 62,359 | 2,120 | 481,257 | 56,257 |
| Redding, CA | 117,350 | 144,146 | 22.8 | 38,631 | 37,766 | 20,901 | 28,541 | 18,451 | 51,831 | 1,014,883 | 2,542,771 | 17,640 | 49,059 | 899 | 12,908 | 13,799 |
| Riverside-San Bernardino, CA | 1,573,202 | 2,236,463 | 42.2 | 632,099 | 607,141 | 300,546 | 399,771 | 296,906 | 844,194 | 14,050,857 | 38,209,229 | 17,085 | 45,261 | 5,812 | 376,203 | 839,438 |
| Sacramento, CA | 1,107,363 | 1,479,106 | 33.6 | 368,587 | 431,165 | 226,422 | 286,605 | 167,508 | 608,595 | 14,883,215 | 38,336,349 | 26,080 | 62,992 | 4,568 | 272,786 | 144,886 |
| Salinas-Seaside-Monterey, CA | 291,096 | 365,306 | 25.5 | 100,824 | 110,688 | 52,604 | 62,102 | 38,722 | 135,699 | 3,189,231 | 7,373,843 | 20,185 | 54,340 | 1,364 | 687,781 | 42,965 |
| San Diego, CA | 1,872,741 | 2,472,250 | 32.0 | 603,229 | 771,342 | 368,365 | 437,588 | 291,725 | 839,980 | 19,324,676 | 52,398,807 | 21,195 | 62,381 | 6,259 | 345,349 | 98,651 |
| San Francisco, CA | 1,489,926 | 1,719,573 | 15.4 | 328,299 | 475,715 | 328,874 | 401,007 | 263,915 | 822,877 | 18,208,043 | 45,621,636 | 26,531 | 55,442 | 620 | 90,035 | 41,849 |
| San Jose, CA | 1,299,040 | 1,639,857 | 26.2 | 406,685 | 487,038 | 268,937 | 326,332 | 150,867 | 611,963 | 17,025,656 | 45,221,798 | 27,577 | 73,896 | 1,312 | 106,190 | 25,827 |
| Santa Barbara-Santa Maria-Lompoc, CA | 298,869 | 408,084 | 36.5 | 91,819 | 127,730 | 60,397 | 77,536 | 51,419 | 143,094 | 3,423,497 | 9,380,034 | 22,986 | 65,552 | 1,756 | 244,433 | 43,333 |
| Santa Cruz, CA | 189,875 | 257,081 | 35.4 | 58,100 | 75,325 | 44,732 | 43,961 | 34,963 | 85,887 | 1,879,777 | 5,427,880 | 21,114 | 63,198 | 813 | 156,587 | 4,937 |
| Santa Rosa-Petaluma, CA | 302,195 | 413,938 | 37.0 | 100,173 | 109,280 | 68,300 | 76,578 | 58,779 | 159,206 | 3,446,681 | 9,474,099 | 22,888 | 59,508 | 3,039 | 99,006 | 110,060 |
| Stockton, CA | 349,137 | 472,838 | 35.4 | 133,813 | 131,449 | 63,360 | 87,002 | 57,213 | 177,252 | 3,888,438 | 9,041,437 | 19,122 | 51,009 | 4,366 | 415,320 | 218,380 |
| Vallejo-Fairfield-Napa, CA | 337,592 | 432,698 | 28.2 | 116,961 | 122,657 | 66,304 | 78,673 | 48,285 | 164,853 | 4,824,283 | 11,458,604 | 26,482 | 69,508 | 2,092 | 144,482 | 24,506 |
| Visalia-Tulare-Porterville, CA | 247,329 | 307,297 | 24.2 | 98,950 | 83,585 | 39,334 | 51,011 | 34,110 | 127,237 | 2,628,547 | 5,990,861 | 19,495 | 47,084 | 5,911 | 658,159 | 372,296 |
| Yuba City, CA | 102,413 | 124,066 | 21.1 | 35,623 | 35,206 | 16,615 | 22,831 | 13,850 | 44,782 | 826,473 | 1,705,696 | 13,748 | 38,089 | 2,092 | 244,516 | 22,884 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALAMEDA | 1,104,759 | 1,383,542 | 25.2 | 316,831 | 395,693 | 233,819 | 271,174 | 166,025 | 471,684 | 11,575,421 | 28,760,044 | 20,787 | 60,973 | 692 | 40,491 | 13,161 |
| Alameda | 63,852 | 66,761 | 4.6 | • | • | • | • | • | 25,770 | 524,330 | 1,299,431 | 19,464 | 50,424 | • | • | • |
| Dublin | 13,496 | 18,295 | 35.6 | • | • | • | • | • | 5,451 | 220,541 | 363,275 | 19,857 | 66,642 | • | • | • |
| Fremont | 131,945 | 201,803 | 52.9 | • | • | • | • | • | 62,729 | 1,060,038 | 3,842,858 | 19,043 | 61,262 | • | • | • |
| Hayward | 94,167 | 127,997 | 35.9 | • | • | • | • | • | 43,714 | 671,862 | 2,164,617 | 16,911 | 49,518 | • | • | • |
| Livermore | 48,349 | 73,233 | 51.5 | • | • | • | • | • | 22,850 | 377,832 | 1,356,484 | 18,523 | 59,365 | • | • | • |
| Newark | 32,126 | 46,829 | 45.8 | • | • | • | • | • | 12,486 | 221,714 | 766,039 | 16,358 | 61,350 | • | • | • |
| Oakland | 339,337 | 368,416 | 8.6 | • | • | • | • | • | 142,952 | 2,310,395 | 5,945,550 | 16,136 | 41,591 | • | • | • |
| Pleasanton | 35,160 | 66,106 | 88.0 | • | • | • | • | • | 19,777 | 299,011 | 1,332,538 | 20,157 | 67,377 | • | • | • |
| ALPINE | 1,112 | 1,706 | 53.4 | 348 | 602 | 297 | 334 | 125 | 604 | 9,615 | 34,472 | 20,205 | 57,091 | 8 | • | 450 |
| AMADOR | 19,585 | 26,985 | 37.8 | 5,910 | 6,314 | 3,400 | 6,153 | 5,235 | 8,828 | 182,733 | 465,263 | 17,242 | 52,704 | 371 | 3,227 | 22,102 |

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# CALIFORNIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BUTTE | 145,449 | 188,764 | 29.5 | 42,661 | 56,818 | 25,483 | 32,467 | 31,524 | 62,144 | 1,219,002 | 3,025,430 | 16,028 | 48,684 | 2,030 | 163,056 | 12,657 |
| Chico | 26,603 | 33,048 | 24.2 | • | • | • | • | • | 13,236 | 151,587 | 351,251 | 10,628 | 26,537 | • | • | • |
| Oroville | 8,683 | 9,863 | 13.6 | • | • | • | • | • | 4,316 | 50,921 | 107,882 | 10,939 | 24,996 | • | • | • |
| CALAVERAS | 21,036 | 32,553 | 54.8 | 7,487 | 7,487 | 4,330 | 7,259 | 5,990 | 11,058 | 189,358 | 545,343 | 16,752 | 49,317 | 431 | 846 | 16,968 |
| COLUSA | 12,792 | 15,725 | 22.9 | 4,592 | 3,931 | 1,997 | 3,004 | 2,186 | 6,005 | 115,658 | 184,409 | 11,727 | 30,707 | 764 | 125,407 | 7,950 |
| Colusa | 4,075 | 5,071 | 24.4 | • | • | • | • | • | 1,946 | 18,520 | 29,980 | 5,912 | 15,405 | • | • | • |
| CONTRA COSTA | 661,140 | 870,997 | 31.7 | 214,265 | 231,685 | 137,617 | 185,522 | 101,907 | 315,125 | 7,963,361 | 20,350,365 | 23,364 | 64,579 | 840 | 38,680 | 13,760 |
| Antioch | 42,683 | 64,679 | 51.5 | • | • | • | • | • | 22,362 | 301,442 | 875,063 | 13,529 | 39,132 | • | • | • |
| Martinez | 22,582 | 32,376 | 43.4 | • | • | • | • | • | 11,936 | 197,208 | 541,640 | 16,730 | 45,378 | • | • | • |
| Pinole | 14,253 | 18,201 | 27.7 | • | • | • | • | • | 6,171 | 124,174 | 303,771 | 16,690 | 49,229 | • | • | • |
| Pittsburg | 33,034 | 50,425 | 52.6 | • | • | • | • | • | 16,699 | 206,977 | 605,252 | 12,003 | 36,244 | • | • | • |
| Walnut Creek | 53,643 | 76,283 | 42.2 | • | • | • | • | • | 32,817 | 616,335 | 1,679,044 | 22,011 | 51,164 | • | • | • |
| DEL NORTE | 18,271 | 20,020 | 9.6 | 5,746 | 5,105 | 2,743 | 3,604 | 2,823 | 7,111 | 137,627 | 255,223 | 12,749 | 35,891 | 84 | 6,501 | 7,343 |
| EL DORADO | 87,472 | 122,099 | 39.6 | 29,060 | 32,723 | 20,757 | 24,664 | 14,896 | 43,281 | 869,021 | 2,354,988 | 19,288 | 54,412 | 738 | 5,430 | 3,589 |
| South Lake Tahoe | 20,681 | 23,731 | 14.8 | • | • | • | • | • | 10,303 | 164,947 | 361,593 | 15,237 | 35,097 | • | • | • |
| FRESNO | 517,062 | 641,904 | 24.1 | 185,510 | 184,868 | 90,508 | 111,049 | 69,968 | 250,121 | 5,237,043 | 11,827,722 | 18,426 | 47,288 | 7,590 | 1,223,873 | 457,650 |
| Fresno | 218,202 | 272,906 | 25.1 | • | • | • | • | • | 103,805 | 1,410,465 | 3,313,266 | 12,141 | 31,918 | • | • | • |
| GLENN | 21,519 | 24,216 | 12.5 | 7,216 | 6,151 | 3,027 | 4,480 | 3,342 | 8,958 | 182,810 | 282,890 | 11,682 | 31,579 | 1,170 | 109,302 | 38,502 |
| HUMBOLDT | 108,016 | 122,377 | 13.3 | 28,881 | 37,080 | 20,437 | 21,416 | 14,563 | 43,221 | 839,519 | 1,804,301 | 14,744 | 41,746 | 890 | 9,989 | 43,739 |
| Eureka | 24,153 | 25,091 | 3.9 | • | • | • | • | • | 10,526 | 142,989 | 284,535 | 11,340 | 26,778 | • | • | • |
| IMPERIAL | 92,550 | 115,851 | 25.2 | 38,462 | 32,438 | 13,439 | 19,579 | 11,933 | 51,593 | 1,018,104 | 1,795,216 | 15,496 | 34,796 | 804 | 373,085 | 343,110 |
| Brawley | 14,946 | 17,483 | 17.0 | • | • | • | • | • | 5,932 | 107,589 | 173,953 | 9,950 | 29,325 | • | • | • |
| El Centro | 23,996 | 30,054 | 25.2 | • | • | • | • | • | 10,196 | 178,759 | 309,455 | 10,297 | 30,350 | • | • | • |
| INYO | 18,077 | 19,963 | 10.4 | 5,031 | 4,591 | 2,695 | 4,172 | 3,493 | 6,508 | 162,188 | 339,965 | 17,030 | 52,236 | 94 | 859 | 3,856 |
| KERN | 406,327 | 543,369 | 33.7 | 165,184 | 149,970 | 72,811 | 95,633 | 59,771 | 213,614 | 4,230,861 | 10,534,837 | 19,388 | 49,317 | 2,255 | 957,747 | 142,289 |
| Bakersfield | 105,611 | 155,158 | 46.9 | • | • | • | • | • | 50,527 | 849,850 | 2,347,386 | 15,129 | 39,434 | • | • | • |
| Ridgecrest | 15,929 | 28,096 | 76.4 | • | • | • | • | • | 10,398 | 138,926 | 460,702 | 16,397 | 44,305 | • | • | • |
| Taft | 5,316 | 7,042 | 32.5 | • | • | • | • | • | 2,841 | 45,672 | 113,748 | 16,152 | 40,034 | • | • | • |
| KINGS | 73,700 | 93,684 | 27.1 | 30,635 | 27,075 | 12,085 | 15,364 | 8,525 | 39,716 | 666,923 | 1,481,164 | 15,810 | 37,294 | 1,204 | 329,054 | 157,858 |
| Hanford | 20,958 | 30,972 | 47.8 | • | • | • | • | • | 11,619 | 112,655 | 320,119 | 10,336 | 27,552 | • | • | • |
| LAKE | 36,926 | 55,885 | 51.3 | 12,462 | 11,289 | 6,371 | 12,071 | 13,692 | 18,367 | 270,723 | 802,060 | 14,352 | 43,669 | 873 | 21,321 | 2,329 |
| Lakeport | 3,675 | 4,264 | 16.0 | • | • | • | • | • | 1,812 | 22,005 | 49,742 | 11,666 | 27,444 | • | • | • |
| LASSEN | 21,885 | 27,296 | 24.7 | 7,152 | 8,243 | 3,985 | 4,941 | 2,921 | 9,668 | 179,022 | 426,896 | 15,639 | 44,154 | 413 | 17,213 | 13,646 |
| LOS ANGELES | 7,492,023 | 9,180,324 | 22.5 | 2,331,802 | 2,607,212 | 1,395,409 | 1,771,802 | 1,074,098 | 3,450,327 | 51,265,527 | 122,635,432 | 13,359 | 35,543 | 2,035 | 159,333 | 34,793 |
| Arcadia | 45,994 | 55,966 | 21.7 | • | • | • | • | • | 22,357 | 324,151 | 857,702 | 15,325 | 38,365 | • | • | • |
| Baldwin Park | 50,554 | 62,864 | 24.4 | • | • | • | • | • | 17,768 | 145,841 | 467,698 | 7,440 | 26,322 | • | • | • |
| Bell | 25,450 | 32,953 | 29.5 | • | • | • | • | • | 11,767 | 78,561 | 245,162 | 7,440 | 20,835 | • | • | • |
| Covina | 33,751 | 42,711 | 26.5 | • | • | • | • | • | 15,881 | 170,446 | 469,038 | 10,982 | 29,572 | • | • | • |
| Glendale | 139,060 | 171,374 | 23.2 | • | • | • | • | • | 75,048 | 770,277 | 2,064,212 | 12,045 | 27,505 | • | • | • |
| Glendora | 38,654 | 51,413 | 33.0 | • | • | • | • | • | 17,584 | 197,772 | 572,020 | 11,126 | 32,531 | • | • | • |
| Hermosa Beach | 18,070 | 22,169 | 22.7 | • | • | • | • | • | 11,501 | 140,828 | 375,707 | 16,947 | 32,668 | • | • | • |
| Long Beach | 361,334 | 437,344 | 21.0 | • | • | • | • | • | 188,321 | 1,755,143 | 4,619,459 | 10,563 | 24,530 | • | • | • |
| Los Angeles | 2,966,850 | 3,667,221 | 23.6 | • | • | • | • | • | 1,440,048 | 14,523,444 | 39,036,888 | 10,645 | 27,108 | • | • | • |
| Manhattan Beach | 31,542 | 30,316 | -3.9 | • | • | • | • | • | 12,930 | 251,534 | 525,712 | 17,341 | 40,657 | • | • | • |
| Palmdale | 12,277 | 17,706 | 44.2 | • | • | • | • | • | 6,894 | 56,880 | 178,411 | 10,076 | 25,878 | • | • | • |
| Pasadena | 118,550 | 146,184 | 23.3 | • | • | • | • | • | 59,548 | 634,236 | 1,700,641 | 11,634 | 28,559 | • | • | • |
| Pomona | 92,742 | 114,940 | 23.9 | • | • | • | • | • | 38,566 | 314,200 | 855,130 | 7,440 | 22,173 | • | • | • |
| Quartz Hill | | | | | | | | | | | | | | | | |
| Redondo Beach | 57,102 | 69,639 | 22.0 | • | • | • | • | • | 31,016 | 644,979 | 1,650,489 | 23,701 | 53,214 | • | • | • |

# CALIFORNIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| San Fernando | 17,731 | 22,057 | 24.4 | * | * | * | * | * | 6,901 | 58,718 | 164,099 | 7,440 | 23,780 | * | * | * |
| San Fernando Valley | 1,281,595 | 1,561,763 | 21.9 | * | * | * | * | * | 542,714 | 10,740,600 | 17,297,381 | 11,076 | 31,872 | * | * | * |
| San Gabriel | 30,072 | 36,690 | 22.0 | * | * | * | * | * | 13,963 | 135,549 | 359,620 | 9,802 | 25,755 | * | * | * |
| San Pedro | 62,108 | 76,022 | 22.4 | * | * | * | * | * | 27,887 | 218,721 | 631,106 | 8,302 | 22,631 | * | * | * |
| Santa Clarita | 77,262 | 147,228 | 47.5 | * | * | * | * | * | 42,667 | N.A. | 2,568,686 | 17,447 | 47,107 | * | * | * |
| Santa Monica | 88,314 | 106,584 | 20.7 | * | * | * | * | * | 54,387 | 572,071 | 1,501,331 | 14,086 | 27,605 | * | * | * |
| South Bay | 567,177 | 664,903 | 17.2 | * | * | * | * | * | 259,026 | 5,418,874 | 11,416,402 | 17,170 | 44,074 | * | * | * |
| Torrance | 129,881 | 133,552 | 2.8 | * | * | * | * | * | 52,355 | 777,734 | 1,739,004 | 13,021 | 33,216 | * | * | * |
| West Covina | 80,291 | 104,587 | 30.3 | * | * | * | * | * | 35,276 | 413,986 | 1,172,625 | 11,212 | 33,241 | * | * | * |
| Whittier | 69,717 | 71,322 | 2.3 | * | * | * | * | * | 28,316 | 393,642 | 875,686 | 12,278 | 30,926 | * | * | * |
| MADERA | 64,116 | 84,764 | 32.2 | 26,785 | 21,784 | 11,528 | 14,834 | 9,833 | 36,037 | 617,260 | 1,246,512 | 14,706 | 34,590 | 1,746 | 241,459 | 104,111 |
| Madera | 21,732 | 26,305 | 21.0 | * | * | * | * | * | 9,080 | 116,667 | 209,159 | 7,951 | 23,035 | * | * | * |
| MARIN | 222,673 | 283,074 | 27.1 | 51,519 | 72,467 | 55,199 | 69,353 | 34,818 | 117,947 | 3,221,329 | 9,075,476 | 32,060 | 76,945 | 285 | 1,564 | 40,098 |
| San Rafael | 44,700 | 62,276 | 39.3 | * | * | * | * | * | 22,464 | 435,774 | 1,419,430 | 22,793 | 63,187 | * | * | * |
| MARIPOSA | 11,301 | 16,383 | 45.0 | 3,637 | 4,129 | 2,212 | 3,490 | 2,900 | 5,168 | 90,880 | 250,780 | 15,307 | 48,524 | 255 | 393 | 14,442 |
| MENDOCINO | 67,217 | 84,534 | 25.8 | 22,571 | 20,880 | 14,033 | 15,808 | 11,243 | 29,408 | 515,290 | 1,251,992 | 14,810 | 42,574 | 1,067 | 27,293 | 10,583 |
| Ukiah | 12,035 | 14,351 | 19.2 | * | * | * | * | * | 5,466 | 65,379 | 149,606 | 10,425 | 27,371 | * | * | * |
| MERCED | 135,319 | 182,022 | 34.5 | 58,611 | 52,786 | 23,481 | 30,034 | 17,110 | 76,915 | 1,443,922 | 3,421,494 | 18,797 | 44,484 | 3,048 | 318,278 | 473,827 |
| Merced | 36,499 | 54,287 | 48.7 | * | * | * | * | * | 20,790 | 275,296 | 743,431 | 13,694 | 35,758 | * | * | * |
| MODOC | 8,649 | 9,929 | 14.8 | 2,810 | 2,214 | 1,390 | 1,956 | 1,559 | 3,462 | 74,887 | 137,577 | 13,856 | 39,740 | 495 | 24,652 | 20,981 |
| MONO | 8,784 | 12,413 | 41.3 | 2,694 | 4,183 | 2,632 | 2,110 | 794 | 5,172 | 84,616 | 270,161 | 21,765 | 52,235 | 76 | 2,602 | 2,481 |
| MONTEREY | 291,096 | 365,306 | 25.5 | 100,824 | 110,688 | 52,604 | 62,102 | 38,722 | 135,699 | 3,189,231 | 7,373,843 | 20,185 | 54,340 | 1,364 | 687,781 | 42,965 |
| Monterey | 27,558 | 33,102 | 20.1 | * | * | * | * | * | 13,169 | 242,563 | 532,379 | 16,083 | 40,426 | * | * | * |
| Salinas | 80,479 | 110,288 | 37.0 | * | * | * | * | * | 36,000 | 548,782 | 1,374,159 | 12,460 | 38,171 | * | * | * |
| NAPA | 99,508 | 125,318 | 25.9 | 27,821 | 33,209 | 18,046 | 25,189 | 20,928 | 48,199 | 1,559,126 | 3,712,174 | 29,622 | 77,018 | 1,197 | 66,948 | 5,768 |
| Napa | 50,879 | 67,127 | 31.9 | * | * | * | * | * | 24,809 | 580,061 | 1,488,701 | 22,177 | 60,007 | * | * | * |
| NEVADA | 52,604 | 82,775 | 57.4 | 19,783 | 19,369 | 12,499 | 16,720 | 14,320 | 28,982 | 494,836 | 1,555,522 | 18,792 | 53,673 | 386 | 821 | 2,280 |
| Grass Valley | 6,697 | 8,006 | 19.5 | * | * | * | * | * | 3,604 | 42,215 | 99,667 | 12,449 | 27,655 | * | * | * |
| ORANGE | 1,941,365 | 2,651,856 | 36.6 | 641,749 | 787,601 | 416,341 | 533,023 | 273,141 | 996,815 | 24,806,563 | 68,056,640 | 25,664 | 68,274 | 504 | 184,963 | 2,941 |
| Anaheim | 219,311 | 285,660 | 30.3 | * | * | * | * | * | 99,804 | 1,826,902 | 5,009,414 | 17,536 | 50,193 | * | * | * |
| Brea | 27,913 | 39,129 | 40.2 | * | * | * | * | * | 13,354 | 273,399 | 806,809 | 20,619 | 60,416 | * | * | * |
| Costa Mesa | 82,562 | 99,915 | 21.0 | * | * | * | * | * | 37,948 | 724,273 | 1,845,170 | 18,467 | 48,623 | * | * | * |
| Huntington Beach | 170,505 | 235,307 | 38.0 | * | * | * | * | * | 81,051 | 1,628,429 | 4,730,963 | 20,106 | 58,370 | * | * | * |
| La Habra | 45,232 | 53,764 | 18.9 | * | * | * | * | * | 18,887 | 389,686 | 975,089 | 18,136 | 51,626 | * | * | * |
| Newport Beach | 62,556 | 79,693 | 27.4 | * | * | * | * | * | 34,052 | 1,104,383 | 2,961,771 | 37,165 | 86,978 | * | * | * |
| San Clemente | 27,325 | 39,530 | 44.7 | * | * | * | * | * | 16,351 | 281,326 | 856,771 | 21,674 | 52,398 | * | * | * |
| Santa Ana | 203,713 | 264,346 | 29.8 | * | * | * | * | * | 79,841 | 1,306,538 | 3,569,106 | 13,502 | 44,702 | * | * | * |
| PLACER | 118,514 | 176,080 | 48.6 | 44,196 | 46,309 | 26,586 | 36,801 | 22,186 | 65,214 | 1,529,806 | 4,473,268 | 25,405 | 68,594 | 1,233 | 11,528 | 23,704 |
| Auburn | 7,540 | 9,619 | 27.6 | * | * | * | * | * | 3,998 | 76,434 | 190,570 | 19,812 | 47,662 | * | * | * |
| Roseville | 24,347 | 33,443 | 37.4 | * | * | * | * | * | 12,375 | 215,943 | 579,718 | 17,335 | 46,846 | * | * | * |
| PLUMAS | 17,551 | 21,001 | 19.7 | 5,397 | 5,082 | 3,213 | 4,263 | 3,024 | 7,297 | 161,321 | 389,195 | 19,008 | 54,705 | 109 | 1,532 | 4,446 |
| RIVERSIDE | 670,838 | 966,025 | 44.0 | 259,861 | 246,336 | 122,685 | 178,715 | 158,428 | 352,797 | 6,050,791 | 16,658,967 | 17,245 | 47,220 | 3,874 | 335,098 | 391,805 |
| Banning | 14,020 | 17,800 | 27.0 | * | * | * | * | * | 6,704 | 72,138 | 171,281 | 9,622 | 25,549 | * | * | * |

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# CALIFORNIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS--Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Beaumont | 6,818 | 8,933 | 31.0 | • | • | • | • | • | 3,431 | 32,178 | 78,844 | 8,826 | 22,977 | • | • | • |
| Corona | 37,791 | 52,061 | 37.8 | • | • | • | • | • | 16,247 | 233,396 | 601,282 | 11,550 | 37,009 | • | • | • |
| Hemet | 22,454 | 36,282 | 61.6 | • | • | • | • | • | 18,151 | 128,864 | 389,395 | 10,732 | 21,453 | • | • | • |
| India | 21,611 | 31,132 | 44.1 | • | • | • | • | • | 9,410 | 103,796 | 279,625 | 8,982 | 29,717 | • | • | • |
| Palm Springs | 11,801 | 12,238 | 3.7 | • | • | • | • | • | 5,363 | 125,572 | 243,533 | 19,899 | 45,412 | • | • | • |
| Palm Desert | 32,271 | 47,271 | 46.5 | • | • | • | • | • | 21,859 | 320,877 | 878,980 | 18,595 | 40,211 | • | • | • |
| Riverside | 170,876 | 221,801 | 29.8 | • | • | • | • | • | 78,008 | 1,104,952 | 2,682,173 | 12,093 | 34,383 | • | • | • |
| SACRAMENTO | 787,776 | 1,039,532 | 32.0 | 261,962 | 302,504 | 158,009 | 201,669 | 116,428 | 399,820 | 11,109,848 | 28,268,983 | 27,194 | 70,704 | 1,586 | 87,270 | 108,240 |
| Sacramento | 275,741 | 337,792 | 22.5 | • | • | • | • | • | 138,259 | 2,786,140 | 6,523,992 | 19,314 | 47,187 | • | • | • |
| SAN BENITO | 25,178 | 34,081 | 35.4 | 11,076 | 9,134 | 4,328 | 5,930 | 3,613 | 14,532 | 242,296 | 671,667 | 19,708 | 46,219 | 704 | 56,171 | 27,802 |
| Hollister | 11,488 | 16,205 | 41.1 | • | • | • | • | • | 5,268 | 62,691 | 183,915 | 11,349 | 34,911 | • | • | • |
| SAN BERNARDINO | 902,364 | 1,270,438 | 40.8 | 372,238 | 360,804 | 177,861 | 221,056 | 138,478 | 491,397 | 8,000,066 | 21,550,262 | 16,963 | 43,855 | 1,938 | 41,105 | 447,633 |
| Barstow | 17,690 | 21,928 | 24.0 | • | • | • | • | • | 7,665 | 113,747 | 266,137 | 12,137 | 34,719 | • | • | • |
| Fontana | 37,111 | 61,148 | 64.8 | • | • | • | • | • | 20,447 | 226,792 | 705,361 | 11,535 | 34,496 | • | • | • |
| Ontario | 88,820 | 127,320 | 43.3 | • | • | • | • | • | 42,181 | 549,448 | 1,486,683 | 11,677 | 35,245 | • | • | • |
| Redlands | 43,619 | 58,298 | 33.7 | • | • | • | • | • | 21,097 | 340,476 | 858,950 | 14,734 | 40,713 | • | • | • |
| San Bernardino | 117,490 | 150,862 | 28.4 | • | • | • | • | • | 55,079 | 688,059 | 1,667,561 | 11,054 | 30,278 | • | • | • |
| Upland | 47,647 | 70,256 | 47.5 | • | • | • | • | • | 25,937 | 419,621 | 1,167,902 | 16,624 | 45,028 | • | • | • |
| Victorville | 14,220 | 19,834 | 39.5 | • | • | • | • | • | 7,458 | 86,264 | 227,110 | 11,451 | 30,451 | • | • | • |
| SAN DIEGO | 1,872,741 | 2,472,250 | 32.0 | 603,229 | 771,342 | 368,365 | 437,588 | 291,725 | 839,980 | 19,324,676 | 52,398,807 | 21,195 | 62,381 | 6,259 | 345,349 | 98,651 |
| El Cajon | 73,892 | 97,125 | 31.4 | • | • | • | • | • | 36,823 | 513,746 | 1,408,087 | 14,498 | 38,240 | • | • | • |
| Escondido | 64,355 | 95,703 | 48.7 | • | • | • | • | • | 36,658 | 446,502 | 1,384,564 | 14,467 | 37,770 | • | • | • |
| Oceanside | 76,698 | 119,778 | 56.2 | • | • | • | • | • | 44,607 | 523,879 | 1,705,969 | 14,243 | 38,244 | • | • | • |
| San Diego | 875,538 | 1,079,510 | 23.3 | • | • | • | • | • | 389,606 | 6,809,368 | 17,506,767 | 16,217 | 44,935 | • | • | • |
| Vista | 35,834 | 47,799 | 33.4 | • | • | • | • | • | 17,973 | 250,567 | 696,944 | 14,581 | 38,777 | • | • | • |
| SAN FRANCISCO | 678,750 | 786,567 | 15.9 | 125,064 | 209,227 | 152,594 | 167,539 | 131,357 | 357,530 | 7,472,323 | 17,805,843 | 22,637 | 49,802 | 5 | 2,010 | • |
| San Francisco | 678,974 | 786,771 | 15.9 | • | • | • | • | • | 224,073 | 4,799,700 | 17,809,438 | 22,636 | 79,481 | • | • | • |
| SAN JOAQUIN | 349,137 | 472,838 | 35.4 | 133,813 | 131,449 | 63,360 | 87,002 | 57,213 | 177,252 | 3,888,438 | 9,041,437 | 19,122 | 51,009 | 4,366 | 415,320 | 218,380 |
| Lodi | 35,221 | 50,039 | 42.1 | • | • | • | • | • | 20,238 | 289,814 | 765,479 | 15,297 | 37,824 | • | • | • |
| Manteca | 24,925 | 43,193 | 73.3 | • | • | • | • | • | 15,133 | 182,187 | 586,945 | 13,589 | 38,786 | • | • | • |
| Stockton | 149,779 | 223,776 | 49.4 | • | • | • | • | • | 84,028 | 1,081,175 | 3,003,039 | 13,420 | 35,739 | • | • | • |
| Tracy | 18,428 | 26,422 | 43.4 | • | • | • | • | • | 9,665 | 132,470 | 353,102 | 13,364 | 36,534 | • | • | • |
| SAN LUIS OBISPO | 156,559 | 239,650 | 53.1 | 50,806 | 78,366 | 33,072 | 41,460 | 35,708 | 77,215 | 1,700,739 | 5,003,729 | 20,879 | 64,803 | 1,991 | 117,619 | 42,554 |
| Paso Robles | 9,163 | 12,829 | 40.0 | • | • | • | • | • | 4,961 | 76,003 | 197,333 | 15,382 | 39,778 | • | • | • |
| San Luis Obispo | 34,252 | 46,956 | 37.1 | • | • | • | • | • | 18,287 | 295,563 | 751,392 | 16,002 | 41,089 | • | • | • |
| SAN MATEO | 588,503 | 729,402 | 23.9 | 151,716 | 194,021 | 121,081 | 164,115 | 97,740 | 264,395 | 7,514,391 | 18,740,318 | 25,693 | 70,880 | 330 | 86,361 | 1,751 |
| San Mateo | 77,561 | 85,620 | 10.4 | • | • | • | • | • | 34,477 | 750,844 | 1,808,366 | 21,121 | 52,451 | • | • | • |
| SANTA BARBARA | 298,869 | 408,084 | 36.5 | 91,819 | 127,730 | 60,397 | 77,536 | 51,419 | 143,094 | 3,423,497 | 9,380,034 | 22,986 | 65,552 | 1,756 | 244,433 | 43,333 |
| Lompoc | 26,267 | 34,565 | 31.6 | • | • | • | • | • | 12,370 | 172,204 | 454,364 | 13,145 | 36,732 | • | • | • |
| Santa Barbara | 74,414 | 98,741 | 32.7 | • | • | • | • | • | 43,230 | 650,872 | 1,731,679 | 17,538 | 40,057 | • | • | • |
| Santa Maria | 39,685 | 55,820 | 40.7 | • | • | • | • | • | 19,791 | 248,120 | 699,774 | 12,536 | 35,358 | • | • | • |
| SANTA CLARA | 1,299,040 | 1,639,857 | 26.2 | 406,685 | 487,038 | 268,937 | 326,332 | 150,867 | 610,591 | 17,025,656 | 45,221,798 | 27,577 | 74,062 | 1,312 | 106,190 | 25,827 |
| Gilroy | 21,641 | 32,764 | 51.4 | • | • | • | • | • | 10,482 | 151,255 | 586,650 | 17,906 | 55,965 | • | • | • |
| Palo Alto | 55,225 | 56,998 | 3.2 | • | • | • | • | • | 24,077 | 711,640 | 1,881,632 | 33,012 | 78,152 | • | • | • |
| San Jose | 629,442 | 841,856 | 33.7 | • | • | • | • | • | 283,808 | 5,310,022 | 18,194,154 | 21,612 | 64,107 | • | • | • |
| Saratoga | 29,261 | 34,894 | 19.3 | • | • | • | • | • | 12,461 | 443,643 | 714,134 | 20,466 | 57,310 | • | • | • |
| SANTA CRUZ | 189,875 | 257,081 | 35.4 | 58,100 | 75,325 | 44,732 | 43,961 | 34,963 | 85,887 | 1,879,777 | 5,427,880 | 21,114 | 63,198 | 815 | 156,587 | 4,937 |
| Santa Cruz | 41,483 | 50,897 | 22.7 | • | • | • | • | • | 19,949 | 281,531 | 733,105 | 14,404 | 36,749 | • | • | • |
| Watsonville | 23,543 | 32,653 | 38.7 | • | • | • | • | • | 11,089 | 136,262 | 401,102 | 12,284 | 36,170 | • | • | • |

# CALIFORNIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 88 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65+ | 1988 number of households | E&P 1988 estimate (Thousands) | E&P 1993 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SHASTA | 117,350 | 144,146 | 22.8 | 38,631 | 37,766 | 20,901 | 28,541 | 18,451 | 51,831 | 1,014,883 | 2,542,771 | 17,640 | 49,059 | 899 | 12,908 | 13,799 |
| Redding | 41,995 | 68,531 | 63.2 | * | * | * | * | * | 26,538 | 295,368 | 1,019,719 | 14,880 | 38,425 | * | * | * |
| SIERRA | 3,097 | 3,684 | 18.9 | 829 | 884 | 619 | 748 | 604 | 1,220 | 27,051 | 61,276 | 16,635 | 50,216 | 46 | 207 | 1,529 |
| SISKIYOU | 39,995 | 45,100 | 12.8 | 12,132 | 10,914 | 6,765 | 8,749 | 6,539 | 15,975 | 322,502 | 684,556 | 15,179 | 42,853 | 765 | 27,168 | 24,191 |
| Yreka City | 5,916 | 6,325 | 6.9 | * | * | * | * | * | 2,539 | 37,609 | 75,265 | 11,899 | 29,640 | * | * | * |
| SOLANO | 238,084 | 307,380 | 29.1 | 89,140 | 89,448 | 48,259 | 53,484 | 27,357 | 116,654 | 3,265,157 | 7,746,430 | 25,201 | 66,405 | 895 | 77,534 | 18,738 |
| Fairfield | 58,099 | 69,996 | 20.5 | * | * | * | * | * | 23,652 | 535,150 | 1,459,573 | 20,852 | 61,711 | * | * | * |
| Sui Sun | 11,087 | 22,283 | 101.0 | * | * | * | * | * | 7,361 | 99,064 | 450,731 | 20,228 | 61,229 | * | * | * |
| Vacaville | 43,367 | 67,138 | 54.8 | * | * | * | * | * | 23,992 | 441,944 | 1,548,891 | 23,070 | 64,558 | * | * | * |
| Vallejo | 80,303 | 88,829 | 10.6 | * | * | * | * | * | 34,228 | 788,559 | 1,974,706 | 22,230 | 57,693 | * | * | * |
| SONOMA | 302,195 | 413,938 | 37.0 | 100,173 | 109,280 | 68,300 | 76,578 | 58,779 | 140,073 | 3,446,681 | 9,474,099 | 22,888 | 67,637 | 3,039 | 99,006 | 110,060 |
| Petaluma | 33,834 | 43,364 | 28.2 | * | * | * | * | * | 14,968 | 271,656 | 720,540 | 16,616 | 48,139 | * | * | * |
| Santa Rosa | 83,320 | 119,854 | 43.8 | * | * | * | * | * | 46,876 | 709,080 | 2,110,853 | 17,612 | 45,031 | * | * | * |
| STANISLAUS | 268,333 | 348,382 | 29.8 | 100,334 | 97,547 | 48,425 | 61,315 | 40,412 | 132,455 | 2,469,064 | 5,666,901 | 16,266 | 42,784 | 4,630 | 302,491 | 483,429 |
| Modesto | 106,602 | 152,225 | 42.8 | * | * | * | * | * | 56,065 | 789,996 | 2,078,803 | 13,656 | 37,079 | * | * | * |
| Turlock | 26,287 | 39,547 | 50.4 | * | * | * | * | * | 14,943 | 175,111 | 485,462 | 12,276 | 32,488 | * | * | * |
| SUTTER | 52,515 | 64,431 | 22.7 | 17,912 | 17,912 | 8,505 | 12,693 | 7,410 | 23,477 | 473,180 | 996,532 | 15,467 | 42,447 | 1,438 | 181,911 | 7,383 |
| Yuba City | 18,736 | 23,861 | 27.4 | * | * | * | * | * | 9,517 | 107,788 | 237,280 | 9,944 | 24,933 | * | * | * |
| TEHAMA | 39,276 | 48,601 | 23.7 | 13,220 | 12,053 | 6,124 | 9,720 | 7,533 | 17,497 | 321,114 | 721,275 | 14,841 | 41,223 | 1,420 | 46,626 | 35,571 |
| Corning | 4,745 | 5,869 | 23.7 | * | * | * | * | * | 2,258 | 24,353 | 54,460 | 9,279 | 24,113 | * | * | * |
| Red Bluff | 9,490 | 11,281 | 18.9 | * | * | * | * | * | 4,322 | 58,196 | 125,072 | 11,087 | 28,936 | * | * | * |
| TRINITY | 11,945 | 14,632 | 22.5 | 3,907 | 3,351 | 2,297 | 3,058 | 2,019 | 5,079 | 101,248 | 241,065 | 16,475 | 47,466 | 133 | 99 | 1,629 |
| TULARE | 247,329 | 307,297 | 24.2 | 98,950 | 83,585 | 39,334 | 51,011 | 34,110 | 127,237 | 2,628,547 | 5,990,861 | 19,495 | 47,084 | 5,911 | 658,159 | 372,296 |
| Porterville | 19,707 | 26,590 | 34.9 | * | * | * | * | * | 9,136 | 132,507 | 335,183 | 12,606 | 36,688 | * | * | * |
| Tulare | 22,526 | 28,348 | 25.8 | * | * | * | * | * | 10,029 | 152,914 | 360,778 | 12,727 | 35,973 | * | * | * |
| Visalia | 49,729 | 73,989 | 48.8 | * | * | * | * | * | 27,745 | 429,226 | 1,197,259 | 16,182 | 43,153 | * | * | * |
| TUOLUMNE | 34,340 | 49,142 | 43.1 | 11,892 | 12,728 | 7,126 | 9,632 | 7,764 | 17,032 | 292,027 | 835,102 | 16,994 | 49,032 | 271 | 1,521 | 7,786 |
| Sonora | 3,247 | 3,783 | 16.5 | * | * | * | * | * | 1,767 | 23,566 | 54,716 | 14,462 | 30,961 | * | * | * |
| VENTURA | 534,558 | 706,197 | 32.1 | 202,678 | 198,441 | 105,223 | 132,059 | 67,795 | 262,236 | 6,446,635 | 17,599,828 | 24,922 | 62,359 | 2,120 | 481,257 | 56,257 |
| Camarillo | 37,797 | 59,488 | 57.4 | * | * | * | * | * | 22,028 | 377,141 | 1,301,664 | 21,881 | 59,090 | * | * | * |
| Oxnard | 108,195 | 145,522 | 34.5 | * | * | * | * | * | 46,778 | 750,597 | 2,213,880 | 15,213 | 47,327 | * | * | * |
| Port Hueneme | 17,803 | 21,453 | 20.5 | * | * | * | * | * | 7,400 | 130,752 | 345,524 | 16,106 | 46,690 | * | * | * |
| San Santa Paula | 20,552 | 23,677 | 15.2 | * | * | * | * | * | 8,293 | 138,765 | 350,570 | 14,806 | 42,271 | * | * | * |
| Simi Valley | 77,500 | 95,309 | 23.1 | * | * | * | * | * | 30,654 | 656,065 | 1,770,430 | 18,564 | 57,755 | * | * | * |
| Thousand Oaks | 77,072 | 128,468 | 66.7 | * | * | * | * | * | 44,923 | 833,178 | 3,045,522 | 23,706 | 67,795 | * | * | * |
| Ventura | 74,474 | 99,427 | 33.5 | * | * | * | * | * | 40,536 | 989,580 | 2,005,119 | 20,167 | 49,465 | * | * | * |
| YOLO | 113,601 | 141,395 | 24.5 | 33,369 | 49,630 | 21,068 | 23,472 | 13,996 | 47,745 | 1,374,540 | 3,239,109 | 24,591 | 67,842 | 1,011 | 168,558 | 9,353 |
| Davis | 36,640 | 51,934 | 41.7 | * | * | * | * | * | 19,452 | 308,138 | 937,896 | 18,059 | 48,215 | * | * | * |
| Woodland | 30,235 | 41,302 | 36.6 | * | * | * | * | * | 14,340 | 260,746 | 764,874 | 18,519 | 53,339 | * | * | * |
| YUBA | 49,898 | 59,635 | 19.5 | 17,712 | 17,294 | 8,110 | 10,138 | 6,441 | 21,305 | 353,293 | 709,164 | 11,892 | 33,287 | 654 | 62,605 | 15,501 |
| Marysville | 9,898 | 11,564 | 16.8 | * | * | * | * | * | 4,714 | 66,401 | 130,251 | 11,264 | 27,632 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1987 Cash Receipts as follows: From Crops $8,158,495,000; from Livestock & Livestock Products $4,331,207,000; Total $12,489,702,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# COLORADO POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS ([illegible]) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | [illegible] U.S. Census | E&P estimate July 1, [illegible] | % Pop. Change [illegible] vs [illegible] | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | [illegible] number of households | E&P [illegible] estimate (Thousands) | E&P [illegible] estimate (Thousands) | Income per capita | E&P [illegible] estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 2,903,086 | 3,515,960 | 21.1 | | | | | | 1,352,469 | 26,005,998 | 54,798,912 | 15,586 | 40,518 | 27,111 | 847,277 | 2,092,482 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Boulder-Longmont, CO | 190,295 | 250,322 | 31.5 | 55,571 | 86,361 | 46,560 | 43,055 | 18,524 | 92,018 | 1,695,251 | 4,298,010 | 17,170 | 46,709 | 752 | 11,753 | 27,871 |
| Colorado Springs,CO | 309,693 | 415,617 | 34.2 | 115,126 | 131,751 | 63,174 | 72,733 | 32,003 | 154,664 | 2,828,108 | 7,629,640 | 18,357 | 49,331 | 711 | 6,229 | 17,327 |
| Denver, CO | 1,434,304 | 1,799,843 | 25.5 | 465,369 | 519,273 | 315,872 | 338,497 | 162,132 | 1,005,151 | 13,434,752 | 29,964,077 | 16,648 | 29,811 | 1,903 | 66,009 | 62,223 |
| Ft. Collins-Loveland, CO | 150,644 | 186,179 | 23.6 | 45,055 | 63,673 | 31,092 | 29,416 | 16,756 | 74,472 | 1,477,511 | 3,596,081 | 19,315 | 48,288 | 1,233 | 18,060 | 72,128 |
| Greeley, CO | 124,515 | 136,960 | 10.0 | 38,486 | 43,553 | 19,996 | 22,462 | 12,600 | 54,565 | 1,089,248 | 2,192,455 | 16,008 | 40,181 | 2,975 | 120,844 | 743,761 |
| Pueblo, CO | 126,116 | 136,377 | 8.1 | 38,049 | 37,776 | 18,138 | 24,957 | 17,320 | 54,172 | 819,190 | 1,410,108 | 10,340 | 26,030 | 615 | 8,996 | 29,393 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 246,572 | 305,280 | 23.8 | 90,668 | 93,110 | 47,013 | 53,119 | 21,675 | 125,046 | 1,986,423 | 4,099,822 | 13,430 | 32,787 | 701 | 42,021 | 48,535 |
| ALAMOSA | 11,821 | 13,902 | 17.6 | 4,059 | 4,490 | 1,835 | 2,210 | 1,321 | 5,608 | 82,121 | 164,770 | 11,852 | 29,380 | 327 | 30,003 | 4,203 |
| Alamosa | 6,830 | 7,368 | 7.9 | • | • | • | • | • | 2,707 | 31,955 | 56,715 | 7,698 | 20,950 | • | • | • |
| ARAPAHOE | 297,963 | 442,610 | 48.5 | 119,947 | 126,586 | 80,555 | 86,309 | 29,655 | 175,026 | 3,122,303 | 7,712,974 | 17,426 | 44,068 | 285 | 9,341 | 4,454 |
| ARCHULETA | 3,718 | 5,322 | 43.1 | 1,597 | 1,336 | 745 | 1,054 | 591 | 2,234 | 25,173 | 58,260 | 10,948 | 26,076 | 152 | 140 | 8,990 |
| BACA | 5,401 | 4,934 | -8.6 | 1,357 | 1,243 | 607 | 962 | 760 | 1,837 | 37,652 | 78,682 | 15,946 | 42,826 | 612 | 16,686 | 55,756 |
| BENT | 5,947 | 5,853 | -1.6 | 1,715 | 1,411 | 685 | 1,118 | 919 | 2,247 | 36,548 | 63,239 | 10,804 | 28,149 | 292 | 6,591 | 30,387 |
| BOULDER | 190,295 | 250,322 | 31.5 | 55,571 | 86,361 | 46,560 | 43,055 | 18,524 | 92,018 | 1,695,251 | 4,298,010 | 17,170 | 46,709 | 752 | 11,753 | 27,871 |
| Boulder | 76,685 | 84,271 | 9.9 | • | • | • | • | • | 32,626 | 512,806 | 1,172,418 | 13,912 | 35,935 | • | • | • |
| Longmont | 42,942 | 61,665 | 43.6 | • | • | • | • | • | 23,021 | 263,222 | 786,389 | 12,753 | 34,160 | • | • | • |
| CHAFFEE | 13,306 | 14,703 | 10.5 | 3,999 | 4,220 | 2,029 | 2,661 | 1,808 | 5,368 | 111,558 | 199,611 | 13,576 | 37,184 | 160 | 1,125 | 3,492 |
| Salida | 4,870 | 5,266 | 8.1 | • | • | • | • | • | 2,213 | 29,048 | 50,676 | 9,624 | 22,902 | • | • | • |
| CHEYENNE | 2,155 | 2,398 | 11.3 | 767 | 549 | 293 | 403 | 386 | 976 | 17,952 | 23,262 | 9,702 | 23,845 | 325 | 10,956 | 15,922 |
| CLEAR CREEK | 7,402 | 8,466 | 14.4 | 2,235 | 2,193 | 1,972 | 1,448 | 610 | 2,939 | 85,763 | 140,570 | 16,605 | 47,829 | 11 | 18 | • |
| CONEJOS | 7,777 | 8,006 | 2.9 | 2,914 | 2,129 | 825 | 1,297 | 849 | 4,044 | 33,124 | 69,408 | 8,670 | 17,164 | 439 | 6,478 | 12,379 |
| COSTILLA | 3,044 | 3,883 | 27.6 | 1,211 | 1,021 | 427 | 691 | 532 | 1,773 | 14,129 | 34,435 | 8,869 | 19,426 | 191 | 9,752 | 1,974 |
| CROWLEY | 2,994 | 3,320 | 10.9 | 886 | 764 | 355 | 644 | 664 | 1,242 | 18,213 | 25,751 | 7,757 | 20,729 | 187 | 2,752 | 84,956 |
| CUSTER | 1,540 | 2,215 | 43.8 | 651 | 529 | 306 | 436 | 292 | 856 | 10,852 | 31,833 | 14,373 | 37,208 | 130 | 1,101 | 3,963 |
| DELTA | 21,412 | 23,785 | 11.1 | 6,469 | 5,566 | 3,021 | 4,400 | 4,305 | 9,546 | 144,000 | 267,947 | 11,265 | 28,068 | 900 | 12,642 | 17,235 |
| DENVER | 490,336 | 504,127 | 2.8 | 109,396 | 147,205 | 90,743 | 87,718 | 69,570 | 240,060 | 4,373,683 | 8,358,814 | 16,581 | 34,820 | 17 | • | • |
| Denver | 492,365 | 505,754 | 2.7 | • | • | • | • | • | 240,835 | 3,055,342 | 8,378,186 | 16,566 | 34,788 | • | • | • |
| DOLORES | 1,676 | 1,591 | -5.1 | 506 | 401 | 197 | 294 | 193 | 638 | 12,559 | 24,808 | 15,589 | 38,880 | 130 | 2,663 | 1,748 |
| DOUGLAS | 25,752 | 47,508 | 84.5 | 14,775 | 11,782 | 8,504 | 9,787 | 2,708 | 22,369 | 311,534 | 1,001,825 | 21,087 | 44,786 | 454 | 2,141 | 6,718 |
| Castle Rock | 3,921 | 6,342 | 61.7 | • | • | • | • | • | 2,328 | 29,546 | 82,609 | 13,026 | 35,491 | • | • | • |
| EAGLE | 13,305 | 18,988 | 42.7 | 3,760 | 7,330 | 4,633 | 2,525 | 741 | 7,911 | 160,812 | 302,971 | 15,956 | 38,297 | 147 | 302 | 5,910 |
| Vail | 3,555 | 5,119 | 44.0 | • | • | • | • | • | 2,133 | 24,994 | 82,922 | 16,199 | 38,876 | • | • | • |
| ELBERT | 7,022 | 8,836 | 25.8 | 2,668 | 2,182 | 1,573 | 1,582 | 822 | 3,907 | 54,606 | 124,737 | 14,118 | 31,924 | 679 | 3,296 | 22,950 |
| EL PASO | 309,693 | 415,617 | 34.2 | 115,126 | 131,751 | 63,174 | 72,733 | 32,003 | 154,664 | 2,828,108 | 7,629,640 | 18,357 | 49,331 | 711 | 6,229 | 17,327 |
| Colorado Springs | 215,150 | 321,058 | 49.2 | • | • | • | • | • | 121,639 | 1,574,408 | 5,080,931 | 15,826 | 41,770 | • | • | • |
| FREMONT | 28,873 | 36,046 | 24.8 | 9,552 | 8,615 | 4,902 | 6,633 | 6,344 | 12,819 | 191,681 | 430,431 | 11,941 | 33,578 | 412 | 2,405 | 7,519 |
| Canon City | 13,037 | 16,933 | 29.9 | • | • | • | • | • | 6,611 | 62,860 | 147,539 | 8,713 | 22,316 | • | • | • |
| GARFIELD | 22,781 | 26,579 | 16.7 | 7,176 | 7,761 | 4,598 | 4,518 | 2,525 | 10,529 | 231,049 | 419,870 | 15,797 | 39,877 | 480 | 2,661 | 14,077 |
| Glenwood Springs | 4,637 | 5,048 | 8.9 | • | • | • | • | • | 2,161 | 37,339 | 62,788 | 12,439 | 29,050 | • | • | • |

# COLORADO POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 19[illegible] | % Pop. Change [illegible] vs [illegible] | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 19[illegible] number of households | E&P 19[illegible] estimate (Thousands) | E&P 19[illegible] estimate (Thousands) | Income per capita | E&P 19[illegible] estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GILPIN | 2,487 | 3,053 | 22.8 | 699 | 791 | 724 | 604 | 235 | 1,057 | 19,922 | 39,030 | 12,785 | 36,939 | 15 | 0 | 95 |
| GRAND | 7,549 | 10,480 | 38.8 | 2,798 | 3,144 | 2,054 | 1,803 | 681 | 4,192 | 81,516 | 197,199 | 18,817 | 47,042 | 163 | 704 | 7,429 |
| GUNNISON | 10,839 | 10,061 | -7.2 | 1,791 | 4,678 | 1,710 | 1,338 | 543 | 4,374 | 91,379 | 183,083 | 18,197 | 41,857 | 173 | 299 | 9,323 |
| Gunnison | 5,785 | 5,825 | 0.7 | • | • | • | • | • | 2,048 | 34,478 | 77,122 | 13,241 | 37,666 | • | • | • |
| HINSDALE | 397 | 535 | 34.6 | 130 | 136 | 106 | 117 | 45 | 223 | 6,163 | 10,483 | 42,206 | 47,009 | 16 | 5 | 399 |
| HUERFANO | 6,396 | 7,550 | 18.0 | 2,250 | 1,759 | 876 | 1,344 | 1,336 | 3,067 | 38,737 | 76,251 | 10,100 | 24,860 | 243 | 291 | 7,410 |
| JACKSON | 1,870 | 1,743 | -6.8 | 477 | 472 | 281 | 354 | 157 | 730 | 22,039 | 33,941 | 19,478 | 46,470 | 126 | 1,524 | 12,262 |
| JEFFERSON | 373,681 | 500,318 | 33.9 | 130,583 | 140,589 | 89,057 | 101,565 | 38,524 | 202,165 | 3,640,809 | 8,790,642 | 17,570 | 43,482 | 446 | 12,506 | 2,516 |
| KIOWA | 1,956 | 1,929 | -1.4 | 515 | 380 | 193 | 419 | 424 | 794 | 14,701 | 39,092 | 20,270 | 49,234 | 328 | 10,528 | 10,785 |
| KIT CARSON | 7,601 | 7,354 | -3.3 | 2,221 | 1,831 | 927 | 1,331 | 1,037 | 2,828 | 60,666 | 137,869 | 18,749 | 48,751 | 793 | 44,469 | 82,105 |
| LAKE | 8,835 | 5,996 | -32.1 | 1,919 | 1,955 | 911 | 899 | 312 | 2,682 | 84,293 | 80,287 | 13,389 | 29,941 | 14 | • | • |
| LA PLATA | 27,448 | 30,416 | 10.8 | 7,574 | 9,946 | 4,684 | 5,201 | 2,981 | 11,427 | 218,238 | 494,441 | 16,256 | 43,271 | 682 | 2,826 | 13,214 |
| Durango | 11,426 | 11,602 | 1.5 | • | • | • | • | • | 4,345 | 71,621 | 146,836 | 12,656 | 33,791 | • | • | • |
| LARIMER | 150,644 | 186,179 | 23.6 | 45,055 | 63,673 | 31,092 | 29,416 | 16,756 | 74,472 | 1,477,511 | 3,596,081 | 19,315 | 48,288 | 1,233 | 18,060 | 72,128 |
| Fort Collins | 65,092 | 74,983 | 15.2 | • | • | • | • | • | 28,045 | 496,707 | 1,117,011 | 14,897 | 39,829 | • | • | • |
| Loveland | 30,244 | 40,412 | 33.6 | • | • | • | • | • | 15,806 | 250,726 | 654,031 | 16,184 | 41,379 | • | • | • |
| LAS ANIMAS | 14,879 | 14,414 | -3.1 | 3,964 | 3,848 | 1,643 | 2,378 | 2,580 | 5,707 | 91,662 | 155,339 | 10,777 | 27,221 | 481 | 2,083 | 18,763 |
| Trinidad | 9,663 | 9,519 | -1.5 | • | • | • | • | • | 3,731 | 38,330 | 66,803 | 7,018 | 17,905 | • | • | • |
| LINCOLN | 4,670 | 4,787 | 2.5 | 1,202 | 1,187 | 531 | 972 | 895 | 1,995 | 36,480 | 75,387 | 15,747 | 37,788 | 489 | 14,045 | 43,025 |
| LOGAN | 19,835 | 19,449 | -1.9 | 5,601 | 5,679 | 2,334 | 3,384 | 2,431 | 7,517 | 161,850 | 300,283 | 15,439 | 39,946 | 945 | 32,028 | 159,156 |
| Sterling | 11,385 | 11,360 | -0.2 | • | • | • | • | • | 4,672 | 66,545 | 126,484 | 11,134 | 27,075 | • | • | • |
| MESA | 82,767 | 92,915 | 12.3 | 25,644 | 26,016 | 14,309 | 16,353 | 10,499 | 36,023 | 713,644 | 1,236,945 | 13,313 | 34,338 | 1,223 | 15,006 | 24,247 |
| Grand Junction | 28,144 | 29,740 | 5.7 | • | • | • | • | • | 13,022 | 174,394 | 282,012 | 9,482 | 21,657 | • | • | • |
| MINERAL | 799 | 739 | -7.5 | 188 | 198 | 117 | 154 | 83 | 295 | 6,295 | 7,097 | 9,605 | 24,024 | 11 | • | • |
| MOFFAT | 13,524 | 13,649 | 0.9 | 4,327 | 3,863 | 2,361 | 2,211 | 887 | 5,492 | 132,757 | 210,018 | 15,387 | 38,239 | 330 | 2,353 | 12,153 |
| Craig | 8,133 | 9,723 | 19.5 | • | • | • | • | • | 3,722 | 73,569 | 140,934 | 14,495 | 37,858 | • | • | • |
| MONTEZUMA | 16,634 | 18,889 | 13.6 | 5,988 | 4,911 | 2,512 | 3,438 | 2,021 | 8,279 | 122,371 | 226,118 | 11,971 | 27,311 | 623 | 4,239 | 6,870 |
| Cortez | 7,095 | 7,657 | 7.9 | • | • | • | • | • | 3,031 | 42,215 | 73,616 | 9,614 | 24,285 | • | • | • |
| MONTROSE | 24,552 | 25,100 | 2.2 | 7,329 | 6,250 | 3,464 | 4,819 | 3,188 | 10,196 | 187,726 | 350,660 | 13,970 | 34,393 | 826 | 12,547 | 33,405 |
| Montrose | 8,722 | 7,508 | -13.9 | • | • | • | • | • | 2,892 | 31,154 | 95,493 | 12,719 | 33,022 | • | • | • |
| MORGAN | 22,652 | 23,921 | 5.6 | 7,248 | 6,339 | 3,062 | 4,186 | 3,086 | 9,532 | 174,190 | 282,157 | 11,795 | 29,601 | 800 | 38,473 | 237,758 |
| Fort Morgan | 8,768 | 9,416 | 7.4 | • | • | • | • | • | 3,790 | 51,799 | 86,105 | 9,144 | 22,716 | • | • | • |
| OTERO | 22,509 | 22,271 | -1.1 | 6,860 | 5,835 | 2,606 | 3,808 | 3,185 | 9,186 | 136,427 | 253,620 | 11,388 | 27,609 | 491 | 12,421 | 66,840 |
| La Junta | 8,338 | 8,571 | 2.8 | • | • | • | • | • | 3,343 | 35,450 | 69,319 | 8,088 | 20,735 | • | • | • |
| Rocky Ford | 4,804 | 4,777 | -0.6 | • | • | • | • | • | 1,835 | 16,511 | 31,232 | 6,538 | 17,019 | • | • | • |
| OURAY | 1,915 | 2,449 | 27.9 | 624 | 544 | 433 | 504 | 343 | 943 | 16,793 | 35,562 | 14,522 | 37,722 | 88 | 195 | 3,186 |
| PARK | 5,517 | 7,928 | 43.7 | 2,291 | 1,998 | 1,586 | 1,419 | 634 | 3,439 | 48,694 | 118,931 | 15,002 | 34,588 | 162 | 381 | 3,212 |
| PHILLIPS | 4,564 | 4,364 | -4.4 | 1,235 | 995 | 546 | 803 | 786 | 1,724 | 36,600 | 78,671 | 18,027 | 45,622 | 417 | 31,097 | 24,395 |
| PITKIN | 10,210 | 11,401 | 11.7 | 1,516 | 3,682 | 3,546 | 2,132 | 524 | 5,182 | 150,686 | 211,389 | 18,542 | 40,793 | 70 | 156 | 1,472 |
| Aspen | 3,678 | 3,889 | 5.7 | • | • | • | • | • | 1,976 | 48,054 | 104,078 | 26,763 | 52,678 | • | • | • |
| PROWERS | 13,029 | 17,449 | 33.9 | 5,566 | 4,642 | 2,199 | 2,914 | 2,111 | 7,252 | 89,197 | 242,303 | 13,886 | 33,414 | 510 | 23,991 | 119,098 |
| Lamar | 7,713 | 10,420 | 35.1 | • | • | • | • | • | 4,145 | 37,974 | 104,425 | 10,022 | 25,191 | • | • | • |
| PUEBLO | 126,116 | 136,377 | 8.1 | 38,049 | 37,776 | 18,138 | 24,957 | 17,320 | 54,172 | 819,190 | 1,410,108 | 10,340 | 26,030 | 615 | 8,996 | 29,393 |
| Pueblo | 101,686 | 108,621 | 6.8 | • | • | • | • | • | 41,964 | 510,939 | 858,951 | 7,908 | 20,469 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# COLORADO POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| RIO BLANCO | 6,351 | 6,735 | 6.1 | 2,128 | 1,980 | 943 | 1,179 | 519 | 2,853 | 60,320 | 91,828 | 13,634 | 32,188 | 231 | 1,023 | 13,732 |
| RIO GRANDE | 10,498 | 12,364 | 17.8 | 3,833 | 3,227 | 1,558 | 2,164 | 1,583 | 5,186 | 72,767 | 153,894 | 12,447 | 29,677 | 345 | 30,124 | 5,130 |
| ROUTT | 13,624 | 13,940 | 2.3 | 3,304 | 4,224 | 3,569 | 2,077 | 767 | 5,577 | 136,869 | 242,215 | 17,376 | 43,428 | 405 | 1,731 | 18,025 |
| SAGUACHE | 3,889 | 4,199 | 8.0 | 1,344 | 1,100 | 537 | 684 | 537 | 1,729 | 21,220 | 39,212 | 9,339 | 22,685 | 254 | 26,075 | 10,010 |
| SAN JUAN | 828 | 1,011 | 22.1 | 350 | 250 | 199 | 158 | 55 | 400 | 6,944 | 15,910 | 15,740 | 39,768 | * | * | * |
| SAN MIGUEL | 3,223 | 3,836 | 19.0 | 986 | 1,013 | 1,097 | 522 | 219 | 1,408 | 26,796 | 74,558 | 19,438 | 52,936 | 84 | 354 | 3,002 |
| SEDGWICK | 3,247 | 2,877 | -11.4 | 829 | 653 | 314 | 547 | 541 | 1,087 | 25,250 | 45,914 | 15,959 | 42,225 | 263 | 16,721 | 14,689 |
| SUMMIT | 8,962 | 14,531 | 62.1 | 2,717 | 6,016 | 3,647 | 1,787 | 378 | 6,317 | 112,314 | 339,404 | 23,357 | 53,729 | 21 | 68 | 1,085 |
| TELLER | 8,175 | 13,829 | 69.2 | 3,706 | 3,609 | 2,503 | 2,807 | 1,217 | 5,690 | 74,813 | 224,345 | 16,223 | 39,426 | 67 | 23 | 1,091 |
| WASHINGTON | 5,366 | 5,294 | -1.3 | 1,466 | 1,276 | 662 | 1,043 | 847 | 2,121 | 39,933 | 81,039 | 15,307 | 38,200 | 854 | 39,401 | 44,948 |
| WELD | 124,515 | 136,960 | 10.0 | 38,486 | 43,553 | 19,996 | 22,462 | 12,600 | 54,565 | 1,089,248 | 2,192,455 | 16,008 | 40,181 | 2,975 | 120,844 | 743,761 |
| Greeley | 53,006 | 56,822 | 7.2 | * | * | * | * | * | 21,984 | 368,767 | 733,692 | 12,912 | 33,373 | * | * | * |
| YUMA | 9,748 | 9,552 | -2.0 | 2,923 | 2,254 | 1,184 | 1,767 | 1,423 | 3,773 | 73,894 | 147,818 | 15,475 | 39,178 | 975 | 73,237 | 107,001 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1987 Cash Receipts as follows: From Crops $847,277,000; from Livestock & Livestock Products $2,092,482,000; Total $2,939,759,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# CONNECTICUT POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

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| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 3,113,892 | 3,316,060 | 6.5 | | | | | | 1,206,885 | 31,485,001 | 67,027,254 | 20,213 | 55,537 | 3,754 | 102,057 | 183,268 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Bridgeport-Stamford-Norwalk-Danbury,Ct | 1,572,038 | 1,669,253 | 6.2 | 383,168 | 450,353 | 235,167 | 353,812 | 245,084 | 627,559 | 16,738,852 | 39,076,863 | 23,410 | 62,268 | 668 | 29,270 | 15,791 |
| Hartford-New Britain-Middletown-Bristol, Ct | 1,449,340 | 1,581,849 | 9.1 | 364,125 | 447,897 | 232,960 | 320,206 | 217,811 | 572,996 | 14,129,709 | 33,348,570 | 21,082 | 58,200 | 2,428 | 131,414 | 135,567 |
| New Haven-Waterbury-Meriden, Ct | 1,049,923 | 1,128,781 | 7.5 | 258,267 | 308,689 | 166,952 | 224,300 | 169,913 | 411,451 | 8,959,313 | 21,210,709 | 18,791 | 51,551 | 1,285 | 53,469 | 34,629 |
| New London-Norwich,Ct | 424,537 | 479,349 | 12.9 | 119,834 | 143,660 | 69,042 | 88,0[illegible]4 | 58,818 | 174,690 | 3,511,781 | 8,519,126 | 17,772 | 48,767 | 1,246 | 45,732 | 115,081 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| FAIRFIELD | 809,061 | 859,312 | 6.2 | 198,501 | 225,999 | 117,726 | 195,064 | 121,163 | 332,300 | 10,505,651 | 24,716,759 | 28,763 | 74,381 | 261 | 6,517 | 8,759 |
| Bridgeport | 142,546 | 144,430 | 1.3 | * | * | * | * | * | 55,730 | 764,983 | 2,024,402 | 14,017 | 36,325 | * | * | * |

# CONNECTICUT POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 80 vs 90 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Danbury | 60,470 | 69,972 | 15.7 | * | * | * | * | * | 25,787 | 424,631 | 1,060,777 | 15,160 | 41,137 | * | * | * |
| Greenwich | 59,578 | 62,419 | 4.8 | * | * | * | * | * | 23,099 | 924,676 | 1,541,621 | 24,698 | 66,740 | * | * | * |
| Norwalk | 77,767 | 78,501 | 0.9 | * | * | * | * | * | 30,211 | 650,755 | 1,418,162 | 18,066 | 46,942 | * | * | * |
| Stamford | 102,453 | 99,714 | -2.7 | * | * | * | * | * | 39,490 | 958,449 | 2,034,863 | 20,407 | 51,529 | * | * | * |
| Trumbull | 32,989 | 36,283 | 10.0 | * | * | * | * | * | 11,071 | 409,892 | 770,887 | 21,246 | 69,632 | * | * | * |
| HARTFORD | 809,208 | 867,018 | 7.1 | 195,079 | 240,164 | 124,851 | 180,340 | 127,452 | 315,378 | 8,214,693 | 18,693,326 | 21,560 | 59,273 | 656 | 67,535 | 21,294 |
| Bristol | 57,370 | 62,743 | 9.4 | * | * | * | * | * | 23,432 | 374,347 | 854,778 | 13,623 | 36,479 | * | * | * |
| Enfield | 42,695 | 45,595 | 6.8 | * | * | * | * | * | 14,459 | 351,782 | 827,141 | 18,141 | 57,205 | * | * | * |
| Hartford | 136,392 | 137,297 | 0.7 | * | * | * | * | * | 53,657 | 640,769 | 1,454,985 | 10,597 | 27,116 | * | * | * |
| Manchester | 31,058 | 31,653 | 1.9 | * | * | * | * | * | 12,774 | 214,626 | 456,692 | 14,428 | 35,751 | * | * | * |
| New Britain | 73,840 | 75,149 | 1.8 | * | * | * | * | * | 30,342 | 446,558 | 948,872 | 12,626 | 31,273 | * | * | * |
| LITCHFIELD | 157,419 | 169,259 | 7.5 | 39,945 | 43,500 | 25,727 | 35,037 | 25,050 | 63,517 | 1,438,404 | 3,696,829 | 21,841 | 58,202 | 619 | 6,496 | 21,836 |
| Torrington | 30,987 | 31,359 | 1.2 | * | * | * | * | * | 12,826 | 173,597 | 417,610 | 13,317 | 32,559 | * | * | * |
| MIDDLESEX | 129,527 | 149,581 | 15.5 | 33,656 | 40,836 | 23,783 | 30,514 | 20,941 | 52,675 | 1,287,708 | 3,153,776 | 21,084 | 59,873 | 259 | 24,220 | 5,761 |
| Middletown | 39,040 | 43,774 | 12.1 | * | * | * | * | * | 16,225 | 247,853 | 586,722 | 13,404 | 36,161 | * | * | * |
| NEW HAVEN | 762,977 | 809,941 | 6.2 | 184,667 | 224,354 | 117,441 | 158,748 | 123,921 | 295,259 | 6,233,201 | 14,360,104 | 17,730 | 48,636 | 407 | 22,753 | 7,032 |
| Ansonia | 19,039 | 19,168 | 0.7 | * | * | * | * | * | 7,461 | 100,023 | 214,188 | 11,174 | 28,706 | * | * | * |
| Meriden | 57,118 | 61,052 | 6.9 | * | * | * | * | * | 23,706 | 321,338 | 730,567 | 11,966 | 30,818 | * | * | * |
| Milford | 49,101 | 48,862 | -0.5 | * | * | * | * | * | 17,674 | 303,321 | 642,031 | 13,140 | 36,327 | * | * | * |
| Naugatuck | 26,456 | 30,015 | 13.5 | * | * | * | * | * | 11,169 | 139,605 | 336,888 | 11,224 | 30,161 | * | * | * |
| New Haven | 126,109 | 127,998 | 1.5 | * | * | * | * | * | 50,130 | 551,033 | 1,189,608 | 9,294 | 23,731 | * | * | * |
| Wallingford | 17,821 | 18,304 | 2.7 | * | * | * | * | * | 7,252 | 102,345 | 223,584 | 12,215 | 30,831 | * | * | * |
| Waterbury | 103,266 | 101,851 | -1.4 | * | * | * | * | * | 39,522 | 498,265 | 1,045,288 | 10,263 | 26,448 | * | * | * |
| NEW LONDON | 238,115 | 264,539 | 11.1 | 65,606 | 79,362 | 37,829 | 49,733 | 32,274 | 94,815 | 2,143,550 | 5,164,826 | 19,524 | 54,473 | 556 | 28,934 | 69,576 |
| New London | 28,842 | 27,876 | -3.3 | * | * | * | * | * | 10,344 | 163,600 | 335,965 | 12,052 | 32,479 | * | * | * |
| Norwich | 38,074 | 36,811 | -3.3 | * | * | * | * | * | 14,165 | 222,327 | 456,716 | 12,407 | 32,243 | * | * | * |
| TOLLAND | 115,071 | 131,453 | 14.2 | 29,840 | 44,037 | 20,770 | 24,582 | 12,094 | 46,611 | 1,045,354 | 2,639,814 | 20,082 | 56,635 | 338 | 4,229 | 17,100 |
| Vernon | 27,974 | 29,860 | 6.7 | * | * | * | * | * | 11,156 | 264,056 | 633,225 | 21,207 | 56,763 | * | * | * |
| WINDHAM | 92,514 | 100,809 | 9.0 | 26,412 | 28,731 | 14,113 | 18,246 | 13,206 | 37,240 | 616,440 | 1,433,870 | 14,224 | 38,503 | 484 | 3,980 | 41,680 |
| Willimantic | 14,652 | 15,441 | 5.4 | * | * | * | * | * | 5,938 | 63,217 | 141,279 | 9,150 | 23,792 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1987 Cash Receipts as follows: From Crops $102,057,000; from Livestock & Livestock Products $183,268,000; Total $285,325,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, inc.

## DELAWARE POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65+ | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 595,969 | 656,011 | 10.1 | | | | | | 237,957 | 4,858,000 | 10,055,649 | 15,328 | 42,258 | 3,338 | 110,276 | 260,286 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Wilimington, DE-NJ- | | | | * | * | * | * | * | | | | | | * | * | * |
| MD | 524,585 | 585,860 | 11.7 | 149,153 | 169,516 | 83,259 | 115,215 | 69,164 | 224,480 | 4,447,124 | 10,221,211 | 17,446 | 45,533 | 1,578 | 60,738 | 60,013 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| KENT | 98,407 | 111,475 | 13.3 | 31,770 | 33,442 | 15,718 | 19,954 | 10,702 | 41,923 | 608,710 | 1,331,162 | 11,941 | 31,752 | 857 | 38,980 | 44,717 |
| Dover | 23,512 | 28,414 | 20.8 | * | * | * | * | * | 9,832 | 131,576 | 307,197 | 10,812 | 31,243 | * | * | * |
| NEW CASTLE | 399,034 | 442,630 | 10.9 | 109,772 | 131,019 | 63,296 | 87,641 | 51,345 | 170,242 | 3,622,310 | 8,108,884 | 18,320 | 47,632 | 380 | 21,323 | 9,094 |
| Newark | 25,247 | 29,894 | 18.4 | * | * | * | * | * | 8,986 | 135,759 | 322,140 | 10,776 | 35,849 | * | * | * |
| Wilmington | 70,195 | 71,812 | 2.3 | * | * | * | * | * | 28,673 | 350,322 | 718,224 | 10,001 | 25,049 | * | * | * |
| SUSSEX | 98,528 | 119,466 | 21.3 | 30,942 | 30,942 | 15,292 | 23,654 | 18,517 | 43,526 | 626,980 | 1,517,165 | 12,700 | 34,857 | 1,729 | 35,906 | 293,646 |
| Milford | 5,366 | 6,327 | 17.9 | * | * | * | * | * | 1,814 | 30,645 | 59,892 | 9,466 | 33,016 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1987 Cash Receipts as follows: From Crops $110,276,000; from Livestock & Livestock Products $260,286,000; Total $370,562,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

## DIST. OF COLUMBIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65+ | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 636,592 | 601,542 | -5.5 | | | | | | 244,194 | 6,813,000 | 10,169,888 | 16,906 | 41,647 | N.A. | N.A. | N.A. |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Washington, | | | | | | | | | | | | | | | | |
| DC-MD-VA | 3,258,724 | 3,781,946 | 16.1 | * | * | * | * | * | 1,423,249 | 42,509,746 | 87,369,844 | 23,102 | 61,388 | * | * | * |
| DISTRICT OF | | | | | | | | | | | | | | | | |
| COLUMBIA | 636,592 | 609,657 | -4.2 | 118,883 | 181,068 | 103,642 | 121,322 | 85,352 | 247,107 | 6,813,000 | 9,580,876 | 15,715 | 38,772 | | | |
| Washington | 636,592 | 609,657 | -4.2 | * | * | * | * | * | 247,107 | 6,813,000 | 9,580,876 | 15,715 | 38,772 | * | * | * |

# FLORIDA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 9,874,421 | 12,775,424 | 29.4 | | | | | | 5,024,896 | 82,384,000 | 191,107,083 | 14,959 | 38,032 | 36,352 | 2,516,069 | 1,002,040 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Bradenton, FL | 149,600 | 201,304 | 34.6 | 41,469 | 43,482 | 21,942 | 39,254 | 55,359 | 75,122 | 1,378,384 | 3,608,571 | 17,926 | 48,036 | 766 | 125,858 | 22,797 |
| Daytona Beach, FL | 260,971 | 350,898 | 34.5 | 71,232 | 86,321 | 39,651 | 70,881 | 82,812 | 130,025 | 2,030,678 | 5,215,407 | 14,863 | 40,111 | 920 | 53,814 | 9,980 |
| Fort Lauderdale-Hollywood-Pompano Beach, FL | 1,022,365 | 1,356,515 | 32.7 | 257,738 | 313,355 | 180,416 | 274,016 | 329,633 | 513,458 | 10,594,315 | 25,934,074 | 19,118 | 50,509 | 448 | 35,403 | 7,940 |
| Fort Myers-Cape Coral, FL | 207,787 | 313,378 | 50.8 | 66,436 | 68,630 | 34,785 | 66,123 | 77,404 | 119,959 | 1,932,229 | 5,471,488 | 17,460 | 45,611 | 415 | 70,914 | 2,496 |
| Fort Pierce, FL | 153,166 | 239,366 | 56.3 | 55,018 | 55,976 | 27,161 | 48,183 | 53,267 | 93,816 | 1,316,107 | 3,948,445 | 16,495 | 42,087 | 838 | 270,357 | 25,363 |
| Fort Walton Beach, FL | 109,834 | 163,475 | 48.8 | 45,283 | 50,187 | 22,560 | 32,858 | 12,588 | 71,778 | 721,613 | 2,036,969 | 12,460 | 28,379 | 322 | 2,274 | 3,183 |
| Gainesville, FL | 172,214 | 224,566 | 30.4 | 51,170 | 87,506 | 34,345 | 33,000 | 18,717 | 88,441 | 1,665,367 | 4,534,521 | 20,192 | 51,272 | 1,510 | 16,620 | 30,682 |
| Jacksonville, FL | 722,972 | 941,286 | 30.2 | 256,768 | 267,748 | 135,488 | 177,191 | 104,676 | 400,852 | 4,974,057 | 12,552,143 | 13,335 | 31,314 | 1,167 | 44,150 | 68,279 |
| Lakeland-Winterhaven, FL | 323,569 | 391,539 | 21.0 | 101,017 | 104,541 | 49,725 | 75,958 | 60,297 | 158,214 | 2,366,772 | 5,028,945 | 12,844 | 31,786 | 2,638 | 219,034 | 41,635 |
| Melbourne-Titusville-Palm Bay, FL | 275,202 | 396,080 | 43.9 | 89,514 | 106,546 | 47,530 | 91,891 | 60,600 | 160,795 | 1,589,666 | 4,231,020 | 10,682 | 26,313 | 495 | 16,599 | 4,919 |
| Miami-Hialeah, FL | 1,706,198 | 2,001,010 | 17.3 | 438,221 | 512,259 | 270,136 | 434,219 | 344,174 | 809,885 | 13,575,434 | 29,714,926 | 14,850 | 36,690 | 1,623 | 243,596 | 6,923 |
| Naples, FL | 87,225 | 133,408 | 52.9 | 29,350 | 30,684 | 15,475 | 28,683 | 29,216 | 50,688 | 1,001,827 | 2,953,965 | 22,142 | 58,278 | 224 | 112,085 | 6,769 |
| Ocala, FL | 123,497 | 198,677 | 60.9 | • | • | 23,046 | 41,523 | 37,550 | 79,718 | 907,014 | 2,750,366 | 13,843 | 34,501 | 1,707 | 13,267 | 80,437 |
| Orlando, FL | 705,861 | 1,068,705 | 51.4 | 269,011 | 307,087 | 146,999 | 213,544 | 131,854 | 444,384 | 6,058,863 | 17,746,552 | 16,606 | 39,935 | 2,018 | 245,471 | 27,935 |
| Panama City, FL | 97,849 | 139,150 | 42.2 | 37,710 | 39,519 | 18,507 | 27,691 | 15,863 | 58,834 | 603,946 | 1,586,626 | 11,402 | 26,968 | 85 | 600 | • |
| Pensacola, FL | 289,371 | 369,780 | 27.8 | 101,271 | 110,110 | 50,593 | 70,637 | 36,951 | 160,463 | 2,074,257 | 4,971,499 | 13,444 | 30,982 | 937 | 22,487 | 8,912 |
| Sarasota, FL | 204,092 | 277,439 | 35.9 | 46,055 | 55,488 | 29,131 | 58,262 | 88,226 | 98,420 | 2,013,710 | 5,221,851 | 18,822 | 53,057 | 352 | 9,912 | 5,327 |
| Tallahassee, FL | 191,107 | 245,948 | 22.6 | • | • | • | • | • | 92,746 | 2,140,454 | 5,439,631 | 22,117 | 58,651 | | | |
| Tampa-St. Petersburg-Clearwater, FL | 1,623,781 | 2,197,844 | 35.4 | 455,947 | 526,178 | 267,905 | 441,703 | 506,205 | 829,562 | 13,436,754 | 35,609,221 | 16,202 | 42,925 | 4,362 | • | • |
| West Palm Beach-Boca Raton-Delray, FL | 580,742 | 892,977 | 53.8 | 176,810 | 201,813 | 105,371 | 179,488 | 227,709 | 334,643 | 5,563,181 | 16,267,515 | 18,217 | 48,612 | 975 | 846,953 | 8,220 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALACHUA | 152,088 | 198,874 | 30.8 | 43,951 | 80,544 | 30,825 | 28,041 | 15,711 | 77,124 | 1,560,198 | 4,268,343 | 21,463 | 55,344 | 1,161 | 14,986 | 17,012 |
| Gainesville | 81,371 | 96,982 | 19.2 | • | • | • | • | • | 34,923 | 676,364 | 1,653,221 | 17,047 | 47,339 | • | • | • |
| BAKER | 15,342 | 19,646 | 28.1 | 6,130 | 5,756 | 2,495 | 3,477 | 1,788 | 8,942 | 79,787 | 225,909 | 11,499 | 25,265 | 220 | 10,593 | 10,367 |
| BAY | 97,849 | 139,150 | 42.2 | 37,710 | 39,519 | 18,507 | 27,691 | 15,863 | 58,834 | 603,946 | 1,586,626 | 11,402 | 26,968 | 85 | 600 | • |
| Panama City | 33,346 | 41,930 | 25.7 | • | • | • | • | • | 16,515 | 154,944 | 354,796 | 8,462 | 21,483 | • | • | • |
| BRADFORD | 20,126 | 25,692 | 27.7 | 7,219 | 6,962 | 3,520 | 4,958 | 3,006 | 11,317 | 105,169 | 266,178 | 10,361 | 23,520 | 349 | 1,634 | 13,670 |
| BREVARD | 275,202 | 396,080 | 43.9 | 89,514 | 106,546 | 47,530 | 91,891 | 60,600 | 160,795 | 1,589,666 | 4,231,020 | 10,682 | 26,313 | 495 | 16,599 | 4,919 |
| Cocoa | 16,096 | 16,763 | 4.1 | • | • | • | • | • | 6,540 | 56,836 | 109,623 | 6,540 | 16,761 | • | • | • |
| Melbourne | 43,000 | 61,845 | N.A. | • | • | • | • | • | 24,738 | • | 644,119 | 10,415 | 26,038 | • | • | • |

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# FLORIDA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION<br>1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987)<br>Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BROWARD | 1,022,365 | 1,356,515 | 32.7 | 257,738 | 313,355 | 180,416 | 274,016 | 329,633 | 513,458 | 10,594,315 | 25,934,074 | 19,118 | 50,509 | 448 | 35,403 | 7,940 |
| Fort Lauderdale | 153,279 | 161,281 | 5.2 | • | • | • | • | • | 68,257 | 1,298,749 | 2,757,993 | 17,101 | 40,406 | • | • | • |
| Hollywood | 121,323 | 133,705 | 10.2 | • | • | • | • | • | 53,667 | 919,935 | 2,046,103 | 15,303 | 38,126 | • | • | • |
| Pompano Beach | 52,618 | 57,583 | 9.4 | • | • | • | • | • | 25,452 | 466,502 | 1,030,339 | 17,893 | 40,482 | • | • | • |
| CALHOUN | 9,319 | 10,516 | 12.8 | 3,134 | 2,639 | 1,188 | 1,893 | 1,661 | 4,565 | 45,941 | 94,627 | 8,999 | 20,727 | 159 | 6,775 | 1,975 |
| CHARLOTTE | 60,088 | 93,060 | 54.9 | 15,076 | 15,262 | 7,538 | 21,032 | 34,060 | 32,776 | 589,009 | 1,693,059 | 18,193 | 51,656 | 197 | 13,828 | 4,680 |
| Charlotte Harbor | 25,770 | 39,685 | 54.0 | • | • | • | • | • | 18,897 | • | 498,232 | 12,555 | 26,366 | • | • | • |
| Punta Gorda | 6,797 | 9,086 | 33.7 | • | • | • | • | • | 4,452 | 70,267 | 174,504 | 19,205 | 39,197 | • | • | • |
| CITRUS | 55,430 | 97,861 | 76.5 | 18,593 | 17,419 | 8,612 | 22,312 | 31,022 | 36,682 | 419,198 | 1,399,398 | 14,300 | 38,149 | 331 | 1,660 | 4,478 |
| Inverness | 4,095 | 4,888 | 19.4 | • | • | • | • | • | 2,183 | 26,295 | 58,952 | 12,061 | 27,006 | • | • | • |
| CLAY | 67,725 | 114,390 | 68.9 | 34,203 | 30,657 | 17,616 | 22,535 | 9,266 | 54,601 | 470,083 | 1,503,757 | 13,146 | 27,541 | 244 | 965 | 27,756 |
| Orange Park | 8,766 | 12,911 | 47.3 | • | • | • | • | • | 4,552 | 55,563 | 152,993 | 11,850 | 33,612 | • | • | • |
| COLLIER | 87,225 | 133,408 | 52.9 | 29,350 | 30,684 | 15,475 | 28,683 | 29,216 | 50,688 | 1,001,827 | 2,994,491 | 22,446 | 59,077 | 224 | 112,085 | 6,769 |
| Naples | 17,581 | 18,879 | 7.4 | • | • | • | • | • | 8,860 | 278,443 | 569,943 | 30,190 | 64,329 | • | • | • |
| COLUMBIA | 35,613 | 44,142 | 23.9 | 13,331 | 11,963 | 5,650 | 8,166 | 5,076 | 19,962 | 292,483 | 746,874 | 16,920 | 37,414 | 535 | 5,599 | 10,763 |
| Lake City | 9,257 | 8,412 | -9.1 | • | • | • | • | • | 3,192 | 64,231 | 118,530 | 14,090 | 37,135 | • | • | • |
| DADE | 1,706,198 | 2,001,010 | 17.3 | 438,221 | 512,259 | 270,136 | 434,219 | 344,174 | 809,885 | 13,575,434 | 29,714,926 | 14,850 | 36,690 | 1,623 | 243,596 | 6,923 |
| Florida City | 6,174 | 6,547 | 6.0 | • | • | • | • | • | 2,246 | 21,423 | 47,795 | 7,300 | 21,281 | • | • | • |
| Homestead | 20,668 | 25,141 | 21.6 | • | • | • | • | • | 9,989 | 91,930 | 205,197 | 8,162 | 20,543 | • | • | • |
| Miami | 346,865 | 361,757 | 4.3 | • | • | • | • | • | 150,360 | 1,704,490 | 3,262,018 | 9,017 | 21,695 | • | • | • |
| DE SOTO | 19,130 | 22,039 | 15.2 | 5,862 | 5,951 | 2,579 | 3,945 | 3,703 | 8,768 | 126,116 | 247,632 | 11,236 | 28,242 | 654 | 53,052 | 19,535 |
| DIXIE | 7,818 | 10,510 | 34.4 | 2,953 | 2,638 | 1,366 | 2,102 | 1,461 | 4,417 | 34,145 | 95,229 | 9,060 | 21,558 | 114 | 408 | 1,060 |
| DUVAL | 570,464 | 698,418 | 22.4 | 187,875 | 203,240 | 101,271 | 128,509 | 78,223 | 291,827 | 3,928,879 | 9,308,227 | 13,328 | 31,896 | 434 | 4,261 | 18,003 |
| Jacksonville | 540,920 | 660,275 | 22.1 | • | • | • | • | • | 274,343 | 2,758,557 | 8,698,425 | 13,174 | 31,706 | • | • | • |
| ESCAMBIA | 233,219 | 294,009 | 26.1 | 79,676 | 87,909 | 39,985 | 55,862 | 30,283 | 126,346 | 1,688,356 | 3,930,212 | 13,368 | 31,107 | 502 | 6,507 | 5,239 |
| Pensacola | 57,619 | 60,345 | 4.7 | • | • | • | • | • | 23,370 | 355,962 | 682,836 | 11,315 | 29,219 | • | • | • |
| FLAGLER | 11,087 | 21,759 | 96.3 | 4,830 | 4,591 | 2,154 | 5,287 | 4,874 | 8,208 | 90,092 | 360,337 | 16,561 | 43,900 | 104 | 9,608 | 1,094 |
| FRANKLIN | 7,681 | 9,239 | 20.3 | 2,716 | 2,375 | 1,063 | 1,672 | 1,432 | 4,011 | 35,053 | 96,285 | 10,421 | 24,008 | • | • | • |
| GADSDEN | 41,595 | 49,431 | 18.8 | 16,213 | 13,791 | 5,635 | 7,958 | 5,882 | 22,974 | 253,531 | 627,418 | 12,693 | 27,309 | 348 | 35,460 | 3,768 |
| GILCHRIST | 5,804 | 8,354 | 43.9 | 2,322 | 2,214 | 977 | 1,771 | 1,069 | 3,711 | 46,774 | 135,885 | 16,267 | 36,617 | 336 | 3,530 | 11,562 |
| GLADES | 6,062 | 7,184 | 18.5 | 2,019 | 1,624 | 733 | 1,581 | 1,243 | 3,138 | 38,137 | 100,703 | 14,017 | 32,089 | 194 | 17,590 | 18,988 |
| GULF | 10,647 | 12,316 | 15.7 | 3,658 | 3,190 | 1,342 | 2,500 | 1,626 | 5,504 | 57,734 | 125,682 | 10,205 | 22,835 | 35 | • | • |
| HAMILTON | 8,728 | 11,268 | 29.1 | 3,752 | 3,009 | 1,363 | 1,702 | 1,454 | 5,472 | 58,113 | 128,850 | 11,435 | 23,545 | 256 | 6,732 | 5,304 |
| HARDEE | 19,210 | 23,251 | 21.0 | 7,464 | 6,185 | 2,837 | 3,929 | 2,790 | 11,572 | 118,709 | 226,532 | 9,743 | 19,575 | 1,130 | 67,311 | 25,562 |
| HENDRY | 18,732 | 24,892 | 32.9 | 8,289 | 6,547 | 3,087 | 4,456 | 2,514 | 11,672 | 143,479 | 359,770 | 14,453 | 30,823 | 396 | 139,571 | 22,081 |
| HERNANDO | 45,402 | 93,087 | 105.0 | 19,641 | 17,500 | 8,750 | 22,062 | 25,227 | 35,949 | 346,979 | 1,304,893 | 14,018 | 36,299 | 431 | 955 | 23,656 |
| Brooksville | 5,582 | 8,012 | 43.5 | • | • | • | • | • | 3,186 | 34,333 | 89,659 | 11,190 | 28,146 | • | • | • |
| HIGHLANDS | 47,933 | 65,613 | 36.9 | 14,829 | 13,976 | 6,364 | 12,795 | 17,650 | 23,913 | 351,642 | 882,875 | 13,456 | 36,920 | 735 | 106,463 | 31,760 |
| HILLSBOROUGH | 649,955 | 855,283 | 31.6 | 212,965 | 247,177 | 122,305 | 165,070 | 107,766 | 350,848 | 5,240,919 | 13,748,514 | 16,075 | 39,186 | 2,754 | 137,517 | 84,985 |
| Tampa | 271,523 | 275,602 | 1.5 | • | • | • | • | • | 110,455 | 1,638,518 | 3,172,650 | 11,512 | 28,723 | • | • | • |
| HOLMES | 14,666 | 18,115 | 23.5 | 5,036 | 4,601 | 2,174 | 3,478 | 2,844 | 8,168 | 94,168 | 265,226 | 14,641 | 32,470 | 572 | 4,659 | 23,686 |
| INDIAN RIVER | 60,641 | 94,042 | 55.1 | 20,877 | 21,630 | 10,345 | 20,125 | 21,065 | 34,802 | 546,276 | 1,549,578 | 16,477 | 44,525 | 539 | 133,619 | 5,356 |
| Vero Beach | 16,176 | 22,156 | 37.0 | • | • | • | • | • | 10,013 | 129,414 | 325,129 | 14,675 | 32,472 | • | • | • |
| JACKSON | 38,997 | 46,242 | 18.6 | 13,318 | 12,763 | 5,225 | 8,231 | 6,659 | 20,025 | 265,209 | 603,245 | 13,045 | 30,124 | 910 | 30,801 | 17,771 |
| Marianna | 7,006 | 7,172 | 2.4 | • | • | • | • | • | 2,878 | 39,755 | 77,660 | 10,829 | 26,988 | • | • | • |
| JEFFERSON | 10,692 | 12,578 | 17.6 | 4,012 | 3,295 | 1,535 | 2,050 | 1,685 | 5,990 | 68,756 | 169,026 | 13,438 | 28,220 | 296 | 7,539 | 9,197 |
| LAFAYETTE | 4,053 | 4,912 | 21.2 | 1,557 | 1,238 | 614 | 884 | 619 | 2,293 | 29,601 | 94,257 | 19,189 | 41,102 | 273 | 3,478 | 35,454 |

| | | | | POPULATION | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 80 vs 89 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1989 number of households | E&P 1980 estimate (Thousands) | E&P 1989 estimate (Thousands) | Income per capita | E&P 1989 estimate Income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| LAKE | 105,505 | 137,082 | 29.9 | 30,706 | 29,061 | 13,982 | 27,279 | 35,916 | 51,605 | 862,265 | 2,234,253 | 16,299 | 43,295 | 1,285 | 60,423 | 15,480 |
| Leesburg | 13,191 | 14,194 | 7.6 | • | • | • | • | • | 5,889 | 68,562 | 144,327 | 10,168 | 24,509 | • | • | • |
| LEE | 207,787 | 313,378 | 50.8 | 66,436 | 68,630 | 34,785 | 66,123 | 77,404 | 119,959 | 1,932,229 | 5,471,488 | 17,460 | 45,611 | 415 | 70,914 | 2,496 |
| Cape Coral | 32,103 | 28,166 | -12.3 | • | • | • | • | • | 11,874 | 245,707 | 387,755 | 13,767 | 32,656 | • | • | • |
| Fort Myers | 36,638 | 37,774 | 3.1 | • | • | • | • | • | 15,520 | 217,979 | 404,233 | 10,701 | 26,046 | • | • | • |
| LEON | 149,512 | 196,517 | 31.4 | 46,771 | 71,336 | 32,229 | 30,853 | 15,525 | 78,606 | 1,886,923 | 4,812,302 | 24,488 | 61,221 | 302 | 1,288 | 3,172 |
| Tallahassee | 81,548 | 88,219 | 8.2 | • | • | • | • | • | 34,956 | 800,124 | 1,603,726 | 18,179 | 45,879 | • | • | • |
| LEVY | 20,036 | 25,595 | 27.7 | 6,911 | 6,194 | 2,943 | 5,068 | 4,505 | 10,537 | 101,534 | 271,747 | 10,617 | 25,789 | 540 | 6,815 | 9,489 |
| LIBERTY | 4,263 | 5,512 | 29.3 | 1,659 | 1,428 | 639 | 1,047 | 739 | 2,581 | 20,595 | 56,967 | 10,334 | 22,070 | 80 | 44 | 666 |
| MADISON | 14,856 | 17,587 | 18.4 | 5,522 | 4,696 | 1,847 | 2,955 | 2,550 | 8,714 | 97,037 | 209,350 | 11,904 | 24,025 | 482 | 5,591 | 18,783 |
| MANATEE | 149,600 | 201,304 | 34.6 | 41,469 | 43,482 | 21,942 | 39,254 | 55,359 | 75,122 | 1,378,384 | 3,608,571 | 17,926 | 48,036 | 766 | 125,858 | 22,797 |
| Bradenton | 30,170 | 38,869 | 28.8 | • | • | • | • | • | 16,787 | 182,923 | 454,199 | 11,685 | 27,056 | • | • | • |
| MARION | 123,497 | 198,677 | 60.9 | 50,067 | 46,888 | 23,046 | 41,523 | 37,550 | 79,718 | 907,014 | 2,750,366 | 13,843 | 34,501 | 1,707 | 13,267 | 80,437 |
| Ocala | 37,170 | 57,575 | 54.9 | • | • | • | • | • | 20,981 | 224,595 | 653,874 | 11,357 | 31,165 | • | • | • |
| MARTIN | 64,853 | 105,614 | 62.9 | 20,912 | 23,341 | 11,512 | 21,968 | 27,988 | 38,658 | 631,246 | 2,146,118 | 20,320 | 55,515 | 316 | 115,046 | 14,846 |
| Stuart | 9,467 | 13,831 | 46.1 | • | • | • | • | • | 6,299 | 57,458 | 174,101 | 12,587 | 27,642 | • | • | • |
| MONROE | 63,353 | 83,248 | 31.4 | 14,818 | 21,478 | 12,487 | 19,314 | 15,151 | 28,984 | 621,721 | 1,675,381 | 20,125 | 57,804 | 16 | 242 | • |
| Key West | 24,382 | 21,883 | -10.3 | • | • | • | • | • | 9,086 | 178,387 | 312,552 | 14,283 | 34,400 | • | • | • |
| NASSAU | 32,913 | 46,970 | 42.7 | 14,232 | 12,823 | 6,576 | 9,112 | 4,227 | 21,972 | 214,787 | 600,451 | 12,784 | 27,328 | 317 | 1,028 | 21,122 |
| OKALOOSA | 109,834 | 163,475 | 48.8 | 45,283 | 50,187 | 22,560 | 32,858 | 12,588 | 71,778 | 721,613 | 2,036,969 | 12,460 | 28,379 | 322 | 2,274 | 3,183 |
| Fort Walton Beach | 20,829 | 29,133 | 39.9 | • | • | • | • | • | 10,157 | 121,810 | 319,328 | 10,961 | 31,440 | • | • | • |
| OKEECHOBEE | 20,386 | 31,323 | 53.6 | 9,647 | 7,956 | 3,633 | 5,857 | 4,197 | 13,420 | 156,339 | 481,432 | 15,370 | 35,874 | 400 | 16,442 | 98,504 |
| ORANGE | 473,890 | 662,456 | 39.8 | 163,627 | 200,724 | 89,432 | 129,179 | 79,495 | 270,666 | 4,063,598 | 11,128,804 | 16,799 | 41,116 | 1,125 | 192,405 | 5,013 |
| Orlando | 128,291 | 173,924 | 35.6 | • | • | • | • | • | 67,168 | 792,358 | 2,100,849 | 12,079 | 31,277 | • | • | • |
| OSCEOLA | 50,006 | 105,304 | 110.6 | 26,537 | 26,010 | 12,426 | 21,166 | 18,955 | 43,231 | 364,280 | 1,652,322 | 15,691 | 38,221 | 503 | 35,865 | 21,121 |
| PALM BEACH | 580,742 | 892,977 | 53.8 | 176,810 | 201,813 | 105,371 | 179,488 | 227,709 | 334,643 | 5,563,181 | 16,267,515 | 18,217 | 48,612 | 975 | 846,953 | 8,220 |
| Boca Raton | 49,505 | 74,951 | 51.4 | • | • | • | • | • | 31,788 | 462,676 | 1,278,218 | 17,054 | 40,211 | • | • | • |
| Palm Beach | 9,729 | 11,480 | 18.0 | • | • | • | • | • | 6,291 | 185,478 | 399,369 | 34,787 | 63,481 | • | • | • |
| West Palm Beach | 63,305 | 75,738 | 19.6 | • | • | • | • | • | 32,974 | 354,925 | 774,830 | 10,230 | 23,499 | • | • | • |
| PASCO | 197,019 | 311,133 | 57.9 | 56,315 | 56,004 | 28,002 | 65,027 | 105,785 | 112,574 | 1,384,258 | 4,011,524 | 12,893 | 35,635 | 1,011 | 14,228 | 45,215 |
| PINELLAS | 731,405 | 938,341 | 28.3 | 167,025 | 205,497 | 108,848 | 189,545 | 267,427 | 330,191 | 6,464,598 | 16,544,289 | 17,631 | 50,105 | 166 | • | • |
| Clearwater | 85,528 | 117,458 | 37.3 | • | • | • | • | • | 46,714 | 589,651 | 1,601,766 | 13,637 | 34,289 | • | • | • |
| St. Petersburg | 238,647 | 262,438 | 10.0 | • | • | • | • | • | 104,222 | 1,393,786 | 3,031,773 | 11,552 | 29,090 | • | • | • |
| POLK | 323,569 | 391,539 | 21.0 | 101,017 | 104,541 | 49,725 | 75,958 | 60,297 | 158,214 | 2,366,772 | 5,028,945 | 12,844 | 31,786 | 2,638 | 219,034 | 41,635 |
| Lake Wales | 8,466 | 8,921 | 5.4 | • | • | • | • | • | 3,478 | 41,806 | 75,862 | 8,503 | 21,814 | • | • | • |
| Lakeland | 47,406 | 48,960 | 3.3 | • | • | • | • | • | 20,257 | 269,006 | 478,402 | 9,771 | 23,617 | • | • | • |
| Winter Haven | 21,119 | 23,996 | 13.6 | • | • | • | • | • | 10,207 | 123,993 | 242,602 | 10,110 | 23,768 | • | • | • |
| PUTNAM | 50,799 | 64,658 | 27.3 | 17,716 | 15,777 | 7,112 | 12,932 | 11,186 | 27,297 | 282,157 | 703,548 | 10,881 | 25,774 | 421 | 22,589 | 4,532 |
| Palatka | 10,175 | 11,226 | 10.3 | • | • | • | • | • | 4,164 | 40,301 | 86,280 | 7,686 | 20,721 | • | • | • |
| ST. JOHNS | 51,870 | 81,508 | 57.1 | 20,459 | 21,029 | 10,025 | 17,035 | 12,960 | 32,452 | 360,308 | 1,139,708 | 13,983 | 35,120 | 172 | 37,896 | 1,398 |
| St. Augustine | 11,985 | 11,838 | -1.2 | • | • | • | • | • | 4,556 | 53,770 | 102,847 | 8,688 | 22,574 | • | • | • |
| ST. LUCIE | 88,313 | 133,752 | 51.5 | 34,107 | 32,635 | 15,649 | 26,215 | 25,279 | 55,158 | 684,861 | 1,802,327 | 13,475 | 32,676 | 522 | 155,311 | 10,517 |
| Fort Pierce | 33,802 | 40,329 | 19.3 | • | • | • | • | • | 15,434 | 158,043 | 318,061 | 7,887 | 20,608 | • | • | • |
| Fort St. Lucie | 14,690 | 30,502 | 107.6 | • | • | • | • | • | 11,064 | 95,730 | 335,285 | 10,992 | 30,305 | • | • | • |
| SANTA ROSA | 56,152 | 75,771 | 34.9 | 21,595 | 22,201 | 10,608 | 14,775 | 6,668 | 34,117 | 385,901 | 1,041,288 | 13,743 | 30,521 | 435 | 15,980 | 3,673 |
| SARASOTA | 204,092 | 277,439 | 35.9 | 46,055 | 55,488 | 29,131 | 58,262 | 88,226 | 98,420 | 2,013,710 | 5,221,851 | 18,822 | 53,057 | 352 | 9,912 | 5,327 |
| Sarasota | 48,868 | 53,352 | 9.2 | • | • | • | • | • | 25,049 | 314,419 | 644,536 | 12,081 | 25,731 | • | • | • |

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# FLORIDA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | | | | POPULATION | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SEMINOLE | 181,965 | 300,945 | 65.4 | 78,848 | 80,352 | 45,142 | 63,199 | 33,405 | 130,487 | 1,630,985 | 4,965,426 | 16,499 | 38,053 | 390 | 17,201 | 1,801 |
| Sanford | 23,176 | 28,373 | 22.4 | * | * | * | * | * | 10,396 | 115,076 | 257,038 | 9,059 | 24,724 | * | * | * |
| SUMTER | 24,398 | 30,846 | 26.4 | 7,958 | 8,298 | 2,992 | 5,953 | 5,645 | 11,966 | 157,674 | 380,702 | 12,342 | 31,814 | 705 | 8,147 | 22,629 |
| SUWANNEE | 22,273 | 29,213 | 31.2 | 8,822 | 7,303 | 3,447 | 5,404 | 4,265 | 13,526 | 168,105 | 466,264 | 15,961 | 34,471 | 985 | 16,920 | 47,143 |
| TAYLOR | 16,484 | 21,290 | 29.2 | 6,217 | 5,684 | 2,661 | 3,917 | 2,810 | 9,314 | 91,338 | 223,669 | 10,506 | 24,015 | 985 | 16,920 | 47,143 |
| UNION | 10,049 | 13,823 | 37.6 | 3,041 | 5,446 | 2,184 | 2,170 | 968 | 4,303 | 58,207 | 175,091 | 12,667 | 40,693 | 205 | 2,001 | 6,799 |
| VOLUSIA | 260,971 | 350,898 | 34.5 | 71,232 | 86,321 | 39,651 | 70,881 | 82,812 | 130,025 | 2,030,678 | 5,215,407 | 14,863 | 40,111 | 920 | 53,814 | 9,980 |
| Daytona Beach | 54,176 | 61,624 | 13.7 | * | * | * | * | * | 27,202 | 284,128 | 615,654 | 9,991 | 22,633 | * | * | * |
| De Land | 15,354 | 18,436 | 20.1 | * | * | * | * | * | 7,488 | 73,909 | 169,051 | 9,170 | 22,575 | * | * | * |
| New Smyrna Beach | N.A. | 17,500 | N.A. | * | * | * | * | * | 7,965 | N.A. | 201,372 | 11,507 | 26,466 | * | * | * |
| WAKULLA | 10,997 | 15,075 | 37.1 | 4,568 | 3,904 | 2,095 | 2,744 | 1,749 | 6,909 | 104,897 | 274,693 | 18,222 | 39,758 | 87 | 531 | 877 |
| WALTON | 21,433 | 33,366 | 55.7 | 8,642 | 8,008 | 3,704 | 7,274 | 5,772 | 14,208 | 117,762 | 387,196 | 11,604 | 27,252 | 430 | 4,099 | 14,387 |
| WASHINGTON | 14,513 | 18,709 | 28.9 | 5,257 | 4,565 | 2,189 | 3,611 | 3,106 | 8,390 | 69,319 | 170,688 | 9,123 | 20,344 | 318 | 2,209 | 5,952 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1987 Cash Receipts as follows: From Crops $2,516,069,000; from Livestock & Livestock Products $1,002,040,000; Total $3,518,109,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# GEORGIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | | | | POPULATION | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 5,482,072 | 6,507,195 | 18.7 | | | | | | 2,315,217 | 38,901,010 | 93,562,100 | 14,378 | 40,412 | 49,630 | 1,175,065 | 1,583,611 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Albany, GA | 113,080 | 125,618 | 11.1 | 39,695 | 36,728 | 17,916 | 20,837 | 10,427 | 47,292 | 814,860 | 1,934,757 | 15,402 | 40,911 | 327 | 33,368 | 5,777 |
| Athens, GA | 130,626 | 150,507 | 15.2 | 36,255 | 54,007 | 21,784 | 23,929 | 14,571 | 59,897 | 915,031 | 2,460,923 | 16,351 | 41,086 | 1,744 | 6,688 | 185,751 |
| Atlanta, GA | 2,149,193 | 2,911,583 | 35.5 | 833,167 | 822,305 | 455,983 | 526,916 | 272,427 | 1,063,269 | 17,222,491 | 49,321,795 | 16,940 | 46,387 | 5,605 | 49,342 | 201,687 |
| Macon-Warner Robins, GA | 264,532 | 296,052 | 11.9 | 83,531 | 84,646 | 41,355 | 55,775 | 31,024 | 107,536 | 2,306,576 | 5,206,818 | 17,594 | 48,438 | 738 | 17,397 | 18,725 |
| Savannah, GA | 220,742 | 252,521 | 14.4 | 72,574 | 71,601 | 34,823 | 44,338 | 29,185 | 90,769 | 1,503,236 | 3,802,765 | 15,059 | 41,895 | 253 | 5,240 | 2,895 |
| Columbus, GA-AL | 238,654 | 267,494 | 12.0 | 73,363 | 85,283 | 35,506 | 46,222 | 27,139 | 90,605 | 1,683,155 | 3,924,981 | 14,673 | 43,320 | 338 | 3,500 | 4,276 |
| Augusta, GA-SC | 347,556 | 423,435 | 21.8 | 119,712 | 127,431 | 59,506 | 75,372 | 40,919 | 154,604 | 2,588,564 | 6,935,374 | 16,379 | 44,859 | 1,107 | 14,368 | 23,515 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| APPLING | 15,547 | 18,590 | 19.6 | 6,042 | 5,038 | 2,305 | 3,123 | 2,101 | 7,321 | 80,236 | 234,811 | 12,631 | 32,072 | 519 | 8,549 | 15,165 |
| ATKINSON | 6,125 | 8,111 | 32.4 | 2,587 | 2,239 | 933 | 1,395 | 957 | 3,299 | 29,636 | 97,008 | 11,960 | 29,409 | 255 | 6,532 | 20,207 |
| BACON | 9,373 | 9,804 | 4.6 | 3,245 | 2,471 | 1,216 | 1,657 | 1,216 | 3,845 | 48,899 | 129,034 | 13,161 | 33,560 | 345 | 6,724 | 10,055 |
| BAKER | 3,792 | 3,827 | 0.9 | 1,263 | 1,037 | 432 | 624 | 475 | 1,454 | 17,346 | 61,754 | 16,135 | 42,483 | 155 | 18,994 | 4,605 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 80 vs 90 | Under 17 | 18-34 | 35-44 | 45-64 | 65+ | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate Income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BALDWIN | 34,764 | 42,768 | 23.0 | 11,333 | 12,916 | 5,645 | 7,613 | 5,303 | 13,597 | 236,520 | 671,009 | 15,690 | 49,349 | 135 | 285 | 1,513 |
| Milledgeville | 12,176 | 16,813 | 38.1 | * | * | * | * | * | 5,626 | 65,411 | 211,227 | 12,563 | 37,545 | * | * | * |
| BANKS | 8,758 | 11,732 | 34.0 | 3,285 | 3,121 | 1,686 | 2,206 | 1,467 | 4,463 | 46,627 | 146,506 | 12,487 | 32,824 | 477 | 582 | 42,923 |
| BARROW | 21,400 | 27,167 | 26.9 | 8,014 | 7,199 | 3,559 | 5,026 | 3,369 | 10,657 | 129,964 | 399,467 | 14,704 | 37,486 | 411 | 197 | 37,686 |
| BARTOW | 40,909 | 50,096 | 22.5 | 14,428 | 13,526 | 6,913 | 9,668 | 5,611 | 17,666 | 239,271 | 604,560 | 12,068 | 34,222 | 429 | 2,763 | 21,719 |
| Cartersville | 9,508 | 9,399 | -1.1 | * | * | * | * | * | 3,710 | 50,598 | 107,225 | 11,408 | 28,903 | * | * | * |
| BEN HILL | 16,093 | 19,121 | 18.8 | 5,908 | 4,742 | 2,409 | 3,231 | 2,849 | 6,626 | 96,846 | 258,033 | 13,495 | 38,940 | 195 | 9,043 | 1,995 |
| BERRIEN | 13,496 | 15,158 | 12.3 | 4,381 | 4,047 | 1,986 | 2,759 | 1,970 | 5,549 | 79,345 | 203,459 | 13,423 | 36,669 | 477 | 18,252 | 6,511 |
| BIBB | 150,839 | 165,619 | 9.8 | 45,379 | 46,539 | 23,021 | 30,474 | 20,371 | 57,790 | 1,286,728 | 3,040,659 | 18,359 | 52,616 | 140 | 559 | 2,783 |
| Macon | 116,896 | 118,049 | 1.0 | * | * | * | * | * | 45,167 | 718,990 | 1,450,826 | 12,290 | 32,121 | * | * | * |
| BLECKLEY | 10,744 | 11,098 | 3.3 | 2,919 | 3,429 | 1,254 | 2,075 | 1,409 | 3,742 | 80,263 | 192,916 | 17,384 | 51,550 | 206 | 7,121 | 2,659 |
| BRANTLEY | 8,882 | 11,007 | 23.9 | 3,500 | 2,933 | 1,530 | 1,926 | 1,068 | 4,258 | 47,120 | 141,133 | 12,822 | 33,144 | 234 | 1,926 | 14,619 |
| BROOKS | 15,374 | 16,734 | 8.8 | 5,405 | 4,418 | 1,774 | 2,694 | 2,460 | 6,328 | 75,446 | 200,059 | 11,955 | 31,614 | 438 | 19,827 | 18,858 |
| BRYAN | 10,312 | 15,898 | 54.2 | 5,358 | 4,340 | 2,178 | 2,687 | 1,351 | 6,516 | 57,646 | 196,056 | 12,332 | 30,091 | 62 | 936 | 361 |
| BULLOCH | 35,[illegible] | 41,837 | 16.4 | 10,878 | 15,061 | 5,062 | 6,317 | 4,477 | 14,132 | 224,083 | 615,266 | 14,706 | 43,537 | 592 | 27,879 | 14,481 |
| Statesboro | 14,866 | 16,326 | 9.8 | * | * | * | * | * | 5,400 | 78,502 | 202,099 | 12,379 | 37,426 | * | * | * |
| BURKE | 19,314 | 28,423 | 47.2 | 9,692 | 7,816 | 3,269 | 4,235 | 3,411 | 11,783 | 119,033 | 366,732 | 12,902 | 31,125 | 335 | 13,904 | 7,994 |
| BUTTS | 13,674 | 16,631 | 21.6 | 4,806 | 5,156 | 2,012 | 2,744 | 1,929 | 6,185 | 76,430 | 207,795 | 12,495 | 33,597 | 146 | 515 | 1,837 |
| CALHOUN | 5,668 | 5,635 | -0.6 | 1,753 | 1,572 | 580 | 930 | 806 | 2,134 | 27,616 | 79,745 | 14,151 | 37,372 | 127 | 19,109 | 1,924 |
| CAMDEN | 13,685 | 23,324 | 70.4 | 7,464 | 6,741 | 2,915 | 4,082 | 2,099 | 9,424 | 90,754 | 294,875 | 12,643 | 31,291 | 54 | 141 | 254 |
| CANDLER | 7,535 | 7,837 | 4.0 | 2,163 | 1,959 | 980 | 1,364 | 1,372 | 2,857 | 44,046 | 124,259 | 15,855 | 43,494 | 234 | 5,574 | 6,792 |
| CARROLL | 56,436 | 70,532 | 25.0 | 19,678 | 21,159 | 9,592 | 12,272 | 7,970 | 25,044 | 323,512 | 931,434 | 13,206 | 37,192 | 824 | 1,440 | 33,474 |
| Carrollton | 14,078 | 16,112 | 14.4 | * | * | * | * | * | 5,768 | 60,699 | 157,714 | 9,789 | 27,341 | * | * | * |
| CATOOSA | 37,278 | 48,601 | 30.4 | 13,511 | 12,928 | 7,436 | 9,866 | 4,811 | 18,007 | 218,497 | 559,971 | 11,522 | 31,097 | 256 | 749 | 8,329 |
| CHARLTON | 7,317 | 8,189 | 11.9 | 2,752 | 2,285 | 934 | 1,335 | 868 | 3,363 | 37,744 | 118,898 | 14,519 | 35,350 | 90 | 483 | 5,006 |
| CHATHAM | 202,292 | 228,017 | 12.7 | 64,757 | 64,985 | 31,466 | 39,903 | 26,906 | 80,768 | 1,386,269 | 3,456,251 | 15,158 | 42,792 | 51 | 2,492 | 197 |
| Savannah | 141,390 | 165,341 | 16.9 | * | * | * | * | * | 61,734 | 630,204 | 1,752,274 | 10,598 | 28,384 | * | * | * |
| CHATTAHOOCHEE | 21,604 | 21,399 | -1.0 | 4,879 | 12,240 | 2,889 | 1,177 | 235 | 5,103 | 93,891 | 215,829 | 10,086 | 42,297 | 13 | 27 | 79 |
| CHATTOOGA | 21,801 | 22,152 | 1.6 | 6,092 | 5,582 | 2,680 | 4,342 | 3,234 | 7,863 | 123,292 | 304,148 | 13,730 | 38,679 | 296 | 459 | 4,843 |
| CHEROKEE | 52,470 | 87,791 | 67.3 | 26,688 | 24,757 | 14,573 | 14,573 | 7,199 | 34,785 | 350,547 | 1,418,378 | 16,156 | 40,776 | 551 | 2,583 | 38,885 |
| CLARKE | 74,796 | 84,363 | 12.8 | 17,716 | 35,939 | 11,980 | 11,642 | 7,171 | 35,151 | 578,596 | 1,495,103 | 17,722 | 42,534 | 86 | 2,608 | 17,883 |
| Athens | 42,549 | 42,734 | 0.4 | * | * | * | * | * | 15,234 | 245,213 | 544,068 | 12,731 | 35,714 | * | * | * |
| CLAY | 3,546 | 3,297 | -7.0 | 1,009 | 841 | 359 | 541 | 547 | 1,256 | 15,744 | 52,376 | 15,887 | 41,707 | 60 | 5,842 | 1,470 |
| CLAYTON | 151,111 | 207,526 | 37.3 | 60,598 | 61,220 | 35,279 | 38,185 | 12,244 | 76,789 | 1,137,483 | 3,171,960 | 15,285 | 41,307 | 73 | 246 | 386 |
| Jonesboro | 4,132 | 4,439 | 7.4 | * | * | * | * | * | 1,507 | 21,494 | 46,382 | 10,449 | 30,779 | * | * | * |
| CLINCH | 6,674 | 7,207 | 8.0 | 2,299 | 2,011 | 894 | 1,189 | 622 | 2,838 | 33,993 | 76,461 | 10,610 | 26,941 | 115 | 694 | 1,706 |
| COBB | 300,393 | 469,127 | 56.2 | 121,973 | 137,923 | 85,381 | 91,949 | 31,901 | 180,433 | 2,610,411 | 9,010,315 | 19,207 | 49,937 | 180 | 2,014 | 1,102 |
| Marietta | 30,829 | 41,518 | 34.7 | * | * | * | * | * | 17,758 | 193,035 | 567,369 | 13,665 | 31,949 | * | * | * |
| COFFEE | 26,993 | 32,359 | 19.9 | 10,161 | 9,093 | 4,142 | 5,307 | 3,689 | 11,958 | 154,793 | 456,177 | 14,097 | 38,147 | 649 | 20,642 | 35,580 |
| COLQUITT | 35,479 | 38,781 | 9.3 | 11,867 | 10,083 | 4,770 | 6,825 | 5,274 | 14,445 | 211,730 | 579,493 | 14,943 | 40,117 | 706 | 42,613 | 19,606 |
| Moultrie | 15,708 | 17,135 | 9.1 | * | * | * | * | * | 6,497 | 74,564 | 203,593 | 11,882 | 31,338 | * | * | * |
| COLUMBIA | 40,754 | 63,368 | 55.5 | 19,707 | 17,996 | 10,202 | 11,470 | 3,929 | 25,562 | 336,774 | 1,161,280 | 18,326 | 45,430 | 187 | 974 | 1,521 |
| COOK | 13,515 | 14,570 | 7.8 | 4,531 | 3,832 | 1,792 | 2,506 | 1,909 | 5,784 | 76,006 | 214,301 | 14,709 | 37,050 | 293 | 14,160 | 2,417 |
| COWETA | 39,487 | 48,708 | 23.4 | 14,320 | 12,762 | 6,576 | 9,206 | 5,796 | 18,692 | 267,138 | 717,079 | 14,722 | 38,364 | 366 | 2,430 | 3,093 |
| CRAWFORD | 7,728 | 7,885 | 2.0 | 2,342 | 2,224 | 1,033 | 1,451 | 828 | 3,142 | 44,611 | 115,451 | 14,641 | 36,749 | 136 | 3,232 | 3,028 |
| CRISP | 19,470 | 21,316 | 9.5 | 6,800 | 5,691 | 2,622 | 3,453 | 2,771 | 8,241 | 121,185 | 290,408 | 13,624 | 35,238 | 192 | 22,024 | 3,124 |
| Cordele | 10,914 | 11,588 | 6.2 | * | * | * | * | * | 4,167 | 49,603 | 114,096 | 9,846 | 27,380 | * | * | * |
| DADE | 12,376 | 13,232 | 6.9 | 3,732 | 3,798 | 1,866 | 2,461 | 1,363 | 4,952 | 54,631 | 117,720 | 8,896 | 23,772 | 167 | 278 | 3,570 |
| DAWSON | 4,812 | 7,235 | 50.3 | 2,069 | 1,903 | 1,006 | 1,396 | 854 | 2,748 | 23,753 | 85,293 | 11,789 | 31,037 | 182 | 175 | 21,639 |
| DECATUR | 25,567 | 29,127 | 13.9 | 7,049 | 8,738 | 4,952 | 5,884 | 2,534 | 11,343 | 145,475 | 367,741 | 12,625 | 32,420 | 59 | 313 | 182 |
| DE KALB | 481,614 | 591,236 | 22.8 | 192,743 | 159,042 | 67,992 | 97,554 | 73,905 | 204,819 | 4,289,717 | 10,457,894 | 17,688 | 51,059 | 376 | 27,520 | 5,298 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# GEORGIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 80 vs 89 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSE-HOLDS 1989 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1989 estimate (Thousands) | INCOME Income per capita | E&P 1989 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DODGE | 16,916 | 17,705 | 4.7 | 5,134 | 4,568 | 2,231 | 3,205 | 2,567 | 6,635 | 113,194 | 275,765 | 15,576 | 41,563 | 428 | 7,488 | 6,026 |
| DOOLY | 10,777 | 10,659 | -1.1 | 3,603 | 2,782 | 1,151 | 1,641 | 1,482 | 4,361 | 53,722 | 128,027 | 12,011 | 29,359 | 295 | 28,185 | 3,954 |
| DOUGHERTY | 101,293 | 109,966 | 8.6 | 34,749 | 32,220 | 15,505 | 18,[illegible]54 | 9,237 | 41,083 | 734,386 | 1,661,680 | 15,111 | 40,447 | 165 | 12,466 | 975 |
| Albany | 74,059 | 75,766 | 2.3 | * | * | * | * | * | 26,447 | 392,101 | 802,149 | 10,587 | 30,330 | * | * | * |
| DOUGLAS | 55,032 | 80,062 | 45.5 | 25,220 | 21,857 | 13,210 | 14,1[illegible] | 5,604 | 32,786 | 384,840 | 1,184,328 | 14,793 | 36,123 | 134 | 322 | 732 |
| Douglasville | 7,641 | 12,495 | 38.8 | * | * | * | * | * | 4,165 | N.A. | 142,955 | 11,441 | 34,323 | * | * | * |
| EARLY | 13,177 | 13,649 | 3.6 | 4,572 | 3,631 | 1,474 | 2,211 | 1,774 | 5,491 | 71,548 | 198,898 | 14,572 | 36,223 | 336 | 24,695 | 4,418 |
| ECHOLS | 2,315 | 2,760 | 19.2 | 922 | 754 | 342 | 458 | 287 | 1,080 | 10,480 | 25,322 | 9,174 | 23,447 | 80 | 961 | 494 |
| EFFINGHAM | 18,450 | 24,503 | 32.8 | 7,617 | 6,616 | 3,357 | 4,435 | 2,279 | 10,000 | 116,967 | 346,513 | 14,141 | 34,650 | 202 | 2,748 | 2,698 |
| ELBERT | 18,797 | 20,017 | 6.5 | 5,625 | 5,265 | 2,542 | 3,723 | 2,862 | 7,264 | 110,617 | 263,777 | 13,177 | 36,314 | 331 | 1,392 | 5,365 |
| EMANUEL | 20,770 | 22,621 | 8.9 | 7,329 | 5,768 | 2,760 | 3,687 | 3,076 | 8,864 | 121,248 | 299,812 | 13,254 | 33,824 | 423 | 7,581 | 5,889 |
| EVANS | 8,417 | 8,615 | 2.4 | 2,757 | 2,352 | 973 | 1,404 | 1,137 | 3,186 | 44,704 | 134,342 | 15,594 | 42,172 | 181 | 4,526 | 13,617 |
| FANNIN | 14,737 | 17,395 | 18.0 | 4,331 | 4,088 | 2,314 | 3,705 | 2,992 | 5,965 | 70,826 | 180,813 | 10,395 | 30,312 | 196 | 717 | 1,015 |
| FAYETTE | 29,789 | 59,785 | 100.7 | 17,756 | 15,066 | 10,462 | 12,256 | 4,245 | 24,897 | 261,026 | 1,096,885 | 18,347 | 44,056 | 248 | 512 | 1,216 |
| FLOYD | 79,628 | 80,076 | 0.6 | 20,339 | 22,021 | 10,970 | 16,015 | 10,890 | 27,387 | 519,609 | 1,164,223 | 14,539 | 42,510 | 478 | 1,256 | 10,009 |
| Rome | 29,654 | 27,992 | -5.6 | * | * | * | * | * | 11,094 | 144,025 | 300,122 | 10,722 | 27,053 | * | * | * |
| FORSYTH | 28,339 | 45,814 | 61.7 | 13,286 | 12,507 | 6,735 | 8,842 | 4,444 | 17,203 | 193,910 | 720,186 | 15,720 | 41,863 | 567 | 542 | 58,650 |
| FRANKLIN | 15,184 | 16,533 | 8.9 | 4,249 | 4,398 | 2,116 | 3,340 | 2,447 | 5,868 | 77,549 | 212,991 | 12,883 | 36,299 | 677 | 336 | 60,965 |
| FULTON | 592,039 | 628,848 | 6.2 | 154,697 | 182,995 | 103,760 | 115,708 | 71,060 | 202,845 | 4,784,868 | 10,981,333 | 19,318 | 54,137 | 344 | 2,345 | 4,224 |
| Atlanta | 425,022 | 397,781 | -6.4 | * | * | * | * | * | 137,137 | 2,076,597 | 5,356,946 | 13,467 | 39,063 | * | * | * |
| Roswell | 23,337 | 45,629 | 95.5 | * | * | * | * | * | 19,012 | 182,375 | 888,447 | 19,471 | 46,731 | * | * | * |
| GILMER | 11,132 | 12,528 | 12.5 | 3,357 | 3,220 | 1,654 | 2,556 | 1,729 | 4,402 | 55,350 | 162,209 | 12,948 | 36,852 | 248 | 1,139 | 24,285 |
| GLASCOCK | 2,403 | 2,576 | 7.2 | 634 | 664 | 288 | 489 | 497 | 920 | 15,891 | 38,922 | 15,113 | 42,313 | 79 | 507 | 1,229 |
| GLYNN | 55,154 | 65,498 | 18.8 | 17,750 | 17,816 | 8,973 | 12,510 | 8,449 | 23,348 | 415,002 | 1,032,625 | 15,766 | 44,228 | 48 | 38 | 167 |
| Brunswick | 17,605 | 17,198 | -2.3 | * | * | * | * | * | 6,756 | 73,507 | 145,080 | 8,436 | 21,474 | * | * | * |
| GORDON | 30,139 | 37,002 | 22.8 | 10,509 | 9,954 | 5,069 | 7,252 | 4,255 | 14,124 | 183,011 | 513,552 | 13,879 | 36,361 | 548 | 1,999 | 52,409 |
| GRADY | 19,826 | 22,515 | 13.6 | 7,025 | 5,921 | 2,747 | 3,782 | 3,062 | 8,714 | 111,456 | 289,570 | 12,861 | 33,230 | 544 | 35,958 | 14,872 |
| GREENE | 11,370 | 13,221 | 16.3 | 4,297 | 3,437 | 1,494 | 2,076 | 1,891 | 5,225 | 56,576 | 165,332 | 12,505 | 31,641 | 203 | 565 | 15,922 |
| GWINNETT | 169,762 | 373,995 | 120.3 | 111,450 | 108,084 | 67,693 | 64,701 | 22,066 | 140,561 | 1,317,571 | 5,974,729 | 15,975 | 42,506 | 441 | 4,342 | 8,921 |
| Lawrenceville | 8,928 | 18,147 | 103.3 | * | * | * | * | * | 6,445 | 46,493 | 193,225 | 10,648 | 29,979 | * | * | * |
| HABERSHAM | 24,946 | 28,583 | 14.6 | 7,260 | 8,632 | 3,687 | 5,402 | 3,573 | 9,863 | 134,054 | 399,480 | 13,976 | 40,502 | 452 | 1,017 | 72,629 |
| HALL | 75,983 | 92,974 | 22.4 | 25,475 | 25,289 | 13,295 | 18,409 | 10,599 | 33,604 | 502,667 | 1,411,708 | 15,184 | 42,010 | 821 | 474 | 133,931 |
| Gainesville | 15,280 | 15,751 | 3.1 | * | * | * | * | * | 6,165 | 96,569 | 228,065 | 14,480 | 36,994 | * | * | * |
| HANCOCK | 9,438 | 9,835 | 4.2 | 3,196 | 2,793 | 1,121 | 1,426 | 1,308 | 4,213 | 37,887 | 99,066 | 10,072 | 23,513 | 138 | 346 | 1,617 |
| HARALSON | 18,441 | 21,142 | 14.6 | 5,687 | 5,497 | 2,812 | 4,271 | 2,875 | 7,462 | 104,683 | 273,110 | 12,918 | 36,602 | 295 | 209 | 12,635 |
| HARRIS | 15,527 | 18,350 | 18.2 | 4,955 | 4,643 | 2,367 | 3,780 | 2,587 | 6,718 | 100,668 | 310,251 | 16,907 | 46,185 | 214 | 480 | 1,367 |
| HART | 18,606 | 20,668 | 11.1 | 5,828 | 5,394 | 2,687 | 3,762 | 3,017 | 7,616 | 105,716 | 290,982 | 14,079 | 38,204 | 507 | 1,570 | 24,539 |
| HEARD | 6,562 | 7,507 | 14.4 | 2,117 | 2,034 | 901 | 1,411 | 1,051 | 2,818 | 30,799 | 82,187 | 10,948 | 29,163 | 192 | 259 | 4,720 |
| HENRY | 36,855 | 51,429 | 39.5 | 14,966 | 13,731 | 7,457 | 10,131 | 5,143 | 20,307 | 263,407 | 812,286 | 15,794 | 39,999 | 388 | 1,987 | 3,085 |
| HOUSTON | 77,872 | 90,458 | 16.2 | 26,414 | 26,504 | 12,935 | 18,001 | 6,694 | 34,397 | 738,354 | 1,455,622 | 16,092 | 42,319 | 264 | 8,004 | 7,239 |
| Warner Robins | 39,893 | 45,551 | 14.2 | * | * | * | * | * | 16,320 | 329,117 | 810,874 | 17,801 | 49,685 | * | * | * |
| IRWIN | 8,980 | 10,500 | 16.9 | 3,140 | 2,646 | 1,218 | 1,901 | 1,596 | 4,182 | 52,750 | 166,968 | 15,901 | 39,927 | 371 | 22,139 | 5,704 |
| JACKSON | 25,396 | 28,974 | 14.1 | 8,142 | 7,794 | 4,027 | 5,389 | 3,593 | 10,559 | 147,439 | 431,656 | 14,898 | 40,880 | 770 | 1,092 | 78,409 |
| JASPER | 7,484 | 8,389 | 12.1 | 2,483 | 2,173 | 1,116 | 1,435 | 1,175 | 3,017 | 51,148 | 153,561 | 18,304 | 50,897 | 204 | 359 | 19,404 |
| JEFF DAVIS | 11,449 | 13,015 | 13.7 | 3,944 | 3,566 | 1,705 | 2,343 | 1,445 | 5,215 | 64,536 | 164,961 | 12,674 | 31,634 | 284 | 5,896 | 6,453 |
| JEFFERSON | 18,460 | 20,491 | 11.0 | 6,475 | 5,512 | 2,479 | 3,135 | 2,869 | 7,818 | 112,115 | 293,110 | 14,304 | 37,490 | 339 | 9,525 | 8,680 |
| JENKINS | 8,883 | 9,210 | 3.7 | 2,781 | 2,560 | 1,114 | 1,529 | 1,243 | 3,489 | 50,711 | 148,400 | 16,113 | 42,533 | 208 | 5,082 | 13,067 |
| JOHNSON | 8,674 | 9,661 | 11.4 | 3,014 | 2,444 | 1,101 | 1,671 | 1,420 | 3,751 | 59,614 | 168,165 | 17,407 | 44,836 | 273 | 2,128 | 4,506 |
| JONES | 16,648 | 19,011 | 14.2 | 5,532 | 5,209 | 2,757 | 3,631 | 1,863 | 7,590 | 152,591 | 379,916 | 19,984 | 50,053 | 164 | 528 | 7,758 |
| LAMAR | 12,255 | 12,565 | 2.5 | 3,531 | 3,418 | 1,608 | 2,312 | 1,684 | 4,654 | 71,717 | 192,770 | 15,341 | 41,422 | 210 | 687 | 4,538 |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| LANIER | 5,681 | 6,430 | 13.2 | 2,122 | 1,743 | 752 | 1,061 | 752 | 2,642 | 29,012 | 77,994 | 12,130 | 29,516 | 130 | 8,600 | 3,060 |
| LAURENS | 36,981 | 40,340 | 9.1 | 12,142 | 10,650 | 5,002 | 7,059 | 5,527 | 14,837 | 280,767 | 682,620 | 16,922 | 46,007 | 622 | 15,809 | 9,359 |
| Dublin | 16,083 | 16,931 | 5.3 | * | * | * | * | * | 6,038 | 100,538 | 236,053 | 13,942 | 39,092 | * | * | * |
| LEE | 11,787 | 15,652 | 32.8 | 4,946 | 4,508 | 2,410 | 2,583 | 1,190 | 6,209 | 80,474 | 273,077 | 17,446 | 43,981 | 162 | 20,902 | 4,802 |
| LIBERTY | 38,073 | 47,862 | 25.7 | 15,412 | 20,198 | 5,696 | 4,643 | 1,962 | 16,722 | 184,774 | 546,305 | 11,414 | 32,670 | 41 | 112 | 707 |
| LINCOLN | 6,959 | 7,461 | 7.2 | 2,179 | 2,000 | 903 | 1,365 | 1,007 | 2,797 | 40,115 | 98,966 | 13,264 | 35,379 | 156 | 103 | 5,111 |
| LONG | 4,554 | 5,363 | 17.8 | 1,802 | 1,630 | 654 | 772 | 504 | 2,079 | 23,928 | 61,871 | 11,537 | 29,754 | 75 | 505 | 1,809 |
| LOWNDES | 68,059 | 77,437 | 13.8 | 22,689 | 24,238 | 10,377 | 12,700 | 7,434 | 27,450 | 432,990 | 1,097,807 | 14,177 | 39,993 | 411 | 9,192 | 2,271 |
| Valdosta | 37,596 | 41,516 | 10.4 | * | * | * | * | * | 14,579 | 184,047 | 449,117 | 10,818 | 30,806 | * | * | * |
| LUMPKIN | 10,840 | 12,955 | 19.5 | 3,252 | 4,288 | 1,658 | 2,371 | 1,386 | 4,443 | 54,630 | 187,220 | 14,452 | 42,134 | 269 | 455 | 35,866 |
| MCDUFFIE | 18,630 | 22,034 | 18.3 | 6,588 | 5,949 | 2,931 | 3,988 | 2,578 | 8,083 | 114,778 | 281,545 | 12,778 | 34,831 | 186 | 4,833 | 2,803 |
| MCINTOSH | 8,053 | 8,999 | 11.7 | 2,682 | 2,637 | 1,116 | 1,503 | 1,062 | 3,585 | 36,599 | 108,057 | 12,008 | 30,139 | 23 | 4 | 48 |
| MACON | 14,074 | 15,495 | 10.1 | 5,036 | 4,230 | 1,813 | 2,371 | 2,045 | 6,260 | 77,185 | 191,116 | 12,334 | 30,529 | 252 | 11,765 | 16,411 |
| MADISON | 17,883 | 21,243 | 18.8 | 5,969 | 5,736 | 3,165 | 4,015 | 2,358 | 8,138 | 98,645 | 261,093 | 12,291 | 32,085 | 593 | 480 | 51,483 |
| MARION | 5,267 | 6,452 | 22.5 | 1,929 | 1,819 | 755 | 1,090 | 865 | 2,665 | 26,852 | 83,771 | 12,984 | 31,429 | 128 | 2,052 | 6,396 |
| MERIWETHER | 21,267 | 21,582 | 1.5 | 6,755 | 5,784 | 2,633 | 3,647 | 2,784 | 8,710 | 123,729 | 312,017 | 14,457 | 35,823 | 301 | 976 | 3,965 |
| MILLER | 7,073 | 7,400 | 4.6 | 2,257 | 1,946 | 836 | 1,317 | 1,036 | 2,801 | 38,820 | 122,282 | 16,525 | 43,649 | 311 | 19,143 | 5,015 |
| MITCHELL | 21,213 | 22,582 | 6.5 | 7,610 | 6,188 | 2,597 | 3,545 | 2,620 | 9,585 | 114,914 | 291,127 | 12,892 | 30,373 | 496 | 42,251 | 8,433 |
| MONROE | 14,719 | 17,787 | 20.8 | 4,731 | 4,998 | 2,366 | 3,380 | 2,330 | 6,737 | 97,445 | 273,661 | 15,385 | 40,618 | 160 | 224 | 10,394 |
| MONTGOMERY | 6,974 | 8,045 | 15.4 | 2,269 | 2,647 | 885 | 1,263 | 990 | 2,725 | 35,765 | 100,463 | 12,488 | 36,866 | 147 | 3,149 | 3,645 |
| MORGAN | 11,647 | 14,546 | 24.9 | 4,495 | 3,986 | 1,847 | 2,371 | 1,847 | 5,881 | 63,263 | 189,689 | 13,041 | 32,253 | 368 | 1,627 | 30,594 |
| MURRAY | 19,817 | 26,668 | 34.6 | 8,107 | 7,467 | 3,893 | 4,933 | 2,267 | 10,631 | 114,062 | 348,115 | 13,054 | 32,744 | 240 | 781 | 8,506 |
| MUSCOGEE | 169,987 | 194,988 | 14.7 | 53,817 | 58,886 | 26,128 | 35,488 | 20,669 | 66,694 | 1,272,160 | 3,014,221 | 15,459 | 45,195 | 49 | 35 | 294 |
| Columbus | 169,441 | 194,576 | 14.8 | * | * | * | * | * | 66,594 | 975,050 | 2,997,696 | 15,406 | 45,014 | * | * | * |
| NEWTON | 34,531 | 42,981 | 24.5 | 12,851 | 11,906 | 5,588 | 7,780 | 4,857 | 17,176 | 214,[illegible]32 | 586,418 | 13,644 | 34,141 | 277 | 476 | 9,036 |
| OCONEE | 12,551 | 15,927 | 26.9 | 4,428 | 4,539 | 2,612 | 2,883 | 1,449 | 6,050 | 90,251 | 273,070 | 17,145 | 45,137 | 295 | 2,508 | 37,976 |
| OGLETHORPE | 8,942 | 9,898 | 10.7 | 2,771 | 2,722 | 1,346 | 1,841 | 1,217 | 3,857 | 48,578 | 120,668 | 12,191 | 31,282 | 314 | 1,044 | 28,126 |
| PAULDING | 26,243 | 34,431 | 31.2 | 10,364 | 9,400 | 5,061 | 6,266 | 3,305 | 13,268 | 158,341 | 477,000 | 13,854 | 35,952 | 275 | 234 | 9,308 |
| PEACH | 19,173 | 20,964 | 9.3 | 6,205 | 6,394 | 2,641 | 3,669 | 2,096 | 7,759 | 128,903 | 314,621 | 15,008 | 40,550 | 170 | 8,306 | 945 |
| PICKENS | 11,691 | 14,600 | 24.9 | 3,898 | 3,840 | 1,986 | 2,876 | 2,015 | 5,349 | 66,746 | 191,591 | 13,123 | 35,820 | 217 | 95 | 20,069 |
| PIERCE | 11,920 | 14,001 | 17.5 | 4,382 | 3,682 | 1,904 | 2,380 | 1,638 | 5,425 | 65,688 | 170,045 | 12,145 | 31,344 | 376 | 8,100 | 8,115 |
| PIKE | 8,992 | 10,127 | 12.6 | 2,947 | 2,582 | 1,337 | 1,924 | 1,327 | 3,908 | 52,171 | 133,651 | 13,198 | 34,202 | 282 | 1,360 | 4,507 |
| POLK | 32,389 | 34,608 | 6.9 | 9,413 | 9,171 | 4,222 | 6,679 | 5,122 | 12,318 | 177,960 | 398,818 | 11,524 | 32,376 | 314 | 1,607 | 4,990 |
| PULASKI | 8,970 | 9,270 | 3.3 | 2,707 | 2,419 | 1,094 | 1,724 | 1,326 | 3,457 | 56,516 | 132,518 | 14,296 | 38,338 | 163 | 13,105 | 2,688 |
| PUTNAM | 10,343 | 12,834 | 24.1 | 3,606 | 3,465 | 1,643 | 2,400 | 1,720 | 4,696 | 68,472 | 197,038 | 15,353 | 41,962 | 174 | 347 | 20,118 |
| QUITMAN | 2,359 | 2,292 | -2.9 | 674 | 623 | 245 | 357 | 387 | 968 | 8,853 | 24,921 | 10,875 | 25,745 | 25 | 702 | 170 |
| RABUN | 10,566 | 11,947 | 13.1 | 2,820 | 2,987 | 1,637 | 2,485 | 2,007 | 4,055 | 53,340 | 152,527 | 12,767 | 37,613 | 151 | 1,652 | 3,763 |
| RANDOLPH | 9,577 | 9,544 | -0.3 | 3,045 | 2,606 | 983 | 1,422 | 1,498 | 3,518 | 45,439 | 119,986 | 12,572 | 34,103 | 117 | 14,417 | 2,992 |
| RICHMOND | 182,309 | 215,437 | 18.2 | 58,599 | 70,017 | 29,946 | 35,763 | 20,682 | 79,791 | 1,404,307 | 3,832,371 | 17,789 | 48,030 | 130 | 1,349 | 851 |
| Augusta | 47,532 | 46,701 | -1.7 | * | * | * | * | * | 20,088 | 251,688 | 560,654 | 12,005 | 27,910 | * | * | * |
| ROCKDALE | 37,173 | 56,138 | 51.0 | 16,729 | 14,764 | 8,758 | 11,171 | 4,716 | 22,252 | 269,055 | 901,407 | 16,057 | 40,509 | 112 | 355 | 817 |
| Conyers | 6,567 | 7,386 | 12.5 | * | * | * | * | * | 2,679 | 33,325 | 81,814 | 11,077 | 30,539 | * | * | * |
| SCHLEY | 3,441 | 4,059 | 18.0 | 1,262 | 1,108 | 528 | 645 | 511 | 1,689 | 19,346 | 63,046 | 15,532 | 37,326 | 94 | 2,228 | 2,782 |
| SCREVEN | 14,083 | 16,261 | 15.5 | 5,025 | 4,358 | 1,968 | 2,667 | 2,228 | 6,119 | 91,005 | 239,069 | 14,702 | 39,070 | 304 | 11,851 | 7,260 |
| SEMINOLE | 9,083 | 9,597 | 5.7 | 2,908 | 2,553 | 1,075 | 1,689 | 1,372 | 3,598 | 56,398 | 152,930 | 15,935 | 42,506 | 210 | 19,178 | 3,382 |
| SPALDING | 48,032 | 53,882 | 12.2 | 15,680 | 14,279 | 7,166 | 10,130 | 6,574 | 20,520 | 327,736 | 789,959 | 14,661 | 38,497 | 247 | 818 | 3,795 |
| Griffin | 20,728 | 19,150 | -7.6 | * | * | * | * | * | 7,396 | 106,186 | 203,975 | 10,652 | 27,580 | * | * | * |
| STEPHENS | 21,734 | 23,506 | 8.2 | 6,253 | 6,253 | 3,056 | 4,466 | 3,455 | 8,166 | 123,223 | 303,991 | 12,932 | 37,227 | 198 | 98 | 12,863 |
| STEWART | 5,878 | 5,786 | -1.6 | 1,770 | 1,649 | 584 | 932 | 856 | 2,203 | 27,120 | 68,811 | 11,893 | 31,237 | 99 | 4,329 | 2,696 |
| SUMTER | 29,444 | 32,683 | 11.0 | 9,511 | 9,772 | 4,118 | 5,066 | 4,216 | 11,440 | 186,479 | 466,005 | 14,258 | 40,733 | 314 | 26,780 | 8,582 |
| Americus | 16,120 | 17,103 | 6.1 | * | * | * | * | * | 5,720 | 72,713 | 171,046 | 10,001 | 29,902 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# GEORGIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| TALBOT | 6,513 | 6,861 | 5.3 | 2,017 | 1,928 | 851 | 1,180 | 885 | 2,809 | 35,295 | 100,068 | 14,585 | 35,626 | 128 | 452 | 1,631 |
| TALIAFERRO | 2,014 | 2,119 | 5.2 | 593 | 515 | 223 | 360 | 432 | 707 | 10,358 | 28,337 | 13,371 | 40,055 | 63 | 60 | 2,647 |
| TATTNALL | 18,044 | 19,998 | 10.8 | 5,719 | 5,719 | 2,620 | 3,380 | 2,560 | 6,703 | 91,430 | 283,235 | 14,164 | 42,256 | 525 | 12,298 | 39,931 |
| TAYLOR | 7,875 | 8,468 | 7.5 | 2,363 | 2,388 | 1,008 | 1,533 | 1,177 | 3,122 | 63,112 | 144,679 | 17,086 | 46,346 | 172 | 7,881 | 6,745 |
| TELFAIR | 11,421 | 11,538 | 1.0 | 3,519 | 2,908 | 1,327 | 1,950 | 1,835 | 4,027 | 73,215 | 165,543 | 14,348 | 41,109 | 324 | 6,223 | 6,341 |
| TERRELL | 11,996 | 12,156 | 1.3 | 4,024 | 3,306 | 1,386 | 1,860 | 1,580 | 4,776 | 63,138 | 148,369 | 12,205 | 31,064 | 197 | 22,434 | 1,472 |
| THOMAS | 38,076 | 41,382 | 8.7 | 12,373 | 11,215 | 5,049 | 7,366 | 5,380 | 15,080 | 232,875 | 583,127 | 14,091 | 38,669 | 507 | 19,911 | 10,160 |
| Thomasville | 18,463 | 19,232 | 4.2 | * | * | * | * | * | 6,938 | 84,496 | 200,810 | 10,441 | 28,942 | * | * | * |
| TIFT | 32,900 | 37,769 | 14.8 | 11,444 | 11,217 | 4,910 | 6,156 | 4,079 | 13,354 | 214,421 | 568,186 | 15,044 | 42,547 | 351 | 33,530 | 5,295 |
| Tifton | 13,749 | 15,279 | 11.1 | * | * | * | * | * | 5,163 | 76,279 | 194,993 | 12,762 | 37,764 | * | * | * |
| TOOMBS | 22,602 | 25,264 | 11.8 | 7,857 | 6,695 | 3,158 | 4,396 | 3,158 | 9,385 | 128,207 | 371,638 | 14,710 | 39,599 | 325 | 8,684 | 7,275 |
| TOWNS | 5,678 | 7,732 | 36.2 | 1,554 | 2,227 | 874 | 1,585 | 1,492 | 2,403 | 28,723 | 106,347 | 13,755 | 44,260 | 146 | 202 | 1,464 |
| TREUTLEN | 6,070 | 6,653 | 9.6 | 2,049 | 1,750 | 805 | 1,111 | 931 | 2,464 | 49,893 | 115,109 | 17,301 | 46,716 | 121 | 1,195 | 1,165 |
| TROUP | 50,174 | 62,100 | 23.8 | 17,574 | 16,767 | 8,073 | 10,868 | 8,818 | 22,661 | 320,353 | 839,527 | 13,519 | 37,047 | 281 | 420 | 5,021 |
| La Grange | 24,204 | 28,612 | 18.2 | * | * | * | * | * | 11,073 | 122,085 | 300,976 | 10,519 | 27,181 | * | * | * |
| West Point | 4,294 | 5,023 | 17.0 | * | * | * | * | * | 2,007 | 25,379 | 61,906 | 12,325 | 30,842 | * | * | * |
| TURNER | 9,521 | 9,992 | 4.9 | 3,407 | 2,598 | 1,129 | 1,589 | 1,279 | 4,114 | 54,416 | 121,137 | 12,123 | 29,446 | 285 | 20,723 | 4,586 |
| TWIGGS | 9,344 | 10,704 | 14.6 | 3,532 | 3,008 | 1,199 | 1,777 | 1,210 | 4,434 | 58,623 | 156,696 | 14,639 | 35,339 | 112 | 1,261 | 768 |
| UNION | 9,472 | 11,449 | 20.9 | 2,931 | 2,965 | 1,443 | 2,347 | 1,763 | 4,134 | 42,123 | 150,148 | 13,114 | 36,323 | 263 | 700 | 11,642 |
| UPSON | 26,006 | 27,273 | 4.9 | 7,227 | 6,982 | 3,355 | 5,264 | 4,473 | 9,792 | 165,171 | 391,391 | 14,351 | 39,970 | 214 | 624 | 6,664 |
| WALKER | 56,489 | 58,337 | 3.3 | 16,276 | 15,051 | 7,934 | 11,609 | 7,467 | 21,324 | 312,009 | 701,147 | 12,019 | 32,881 | 563 | 747 | 13,221 |
| WALTON | 31,249 | 36,035 | 15.3 | 11,027 | 9,657 | 4,721 | 6,522 | 4,072 | 14,286 | 185,965 | 508,803 | 14,120 | 35,616 | 469 | 1,904 | 13,616 |
| WARE | 37,123 | 40,072 | 7.9 | 11,942 | 10,499 | 5,089 | 7,213 | 5,290 | 14,532 | 223,742 | 499,693 | 12,470 | 34,386 | 313 | 4,666 | 6,057 |
| Waycross | 19,371 | 20,230 | 4.4 | * | * | * | * | * | 7,816 | 87,710 | 187,862 | 9,286 | 24,034 | * | * | * |
| WARREN | 6,590 | 6,377 | -3.2 | 1,926 | 1,709 | 721 | 1,065 | 963 | 2,652 | 32,623 | 71,855 | 11,269 | 27,096 | 146 | 437 | 4,489 |
| WASHINGTON | 18,858 | 19,904 | 5.5 | 6,150 | 5,553 | 2,369 | 3,264 | 2,587 | 7,997 | 113,604 | 282,203 | 14,179 | 35,287 | 308 | 4,952 | 3,541 |
| WAYNE | 20,817 | 23,530 | 13.0 | 7,106 | 6,306 | 3,059 | 4,235 | 2,800 | 8,710 | 129,879 | 322,206 | 13,693 | 36,992 | 315 | 4,649 | 2,301 |
| WEBSTER | 2,349 | 2,256 | -4.0 | 702 | 614 | 271 | 381 | 289 | 913 | 12,745 | 41,846 | 18,549 | 45,856 | 94 | 6,695 | 1,269 |
| WHEELER | 5,156 | 5,393 | 4.6 | 1,764 | 1,316 | 647 | 863 | 809 | 2,177 | 30,900 | 71,422 | 13,243 | 32,812 | 195 | 3,955 | 2,512 |
| WHITE | 10,193 | 13,364 | 31.1 | 3,475 | 3,568 | 1,791 | 2,646 | 1,884 | 4,488 | 53,722 | 209,829 | 15,701 | 46,749 | 304 | 237 | 37,589 |
| WHITFIELD | 65,812 | 77,157 | 17.2 | 21,990 | 21,372 | 11,265 | 14,891 | 7,716 | 28,554 | 444,207 | 1,223,239 | 15,854 | 42,840 | 382 | 819 | 20,862 |
| Dalton | 20,939 | 23,688 | 13.1 | * | * | * | * | * | 9,154 | 123,772 | 328,226 | 13,856 | 35,857 | * | * | * |
| WILCOX | 7,665 | 8,000 | 4.4 | 2,328 | 2,008 | 928 | 1,400 | 1,336 | 2,929 | 41,653 | 110,058 | 13,757 | 37,573 | 274 | 15,894 | 3.027 |
| WILKES | 10,971 | 11,868 | 8.2 | 3,323 | 3,038 | 1,472 | 2,172 | 1,863 | 4,372 | 63,012 | 157,936 | 13,308 | 36,122 | 331 | 1,154 | 14,862 |
| WILKINSON | 10,381 | 11,410 | 9.9 | 3,560 | 3,275 | 1,335 | 1,962 | 1,289 | 4,595 | 67,170 | 167,337 | 14,666 | 36,416 | 121 | 495 | 947 |
| WORTH | 18,111 | 19,515 | 7.8 | * | * | * | * | * | 7,972 | 102,450 | 275,037 | 14,094 | 34,499 | 478 | 32,714 | 9,330 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1987 Cash Receipts as follows: From Crops $1,175,065,000; from Livestock &zLivestock Products $1,583,611,000; Total $2,758,676,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# HAWAII POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 968,507 | 1,090,056 | 12.6 | | | | | | 340,281 | 8,800,000 | 17,421,984 | 15,983 | 51,199 | 4,595 | 456,068 | 102,540 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Honolulu, HI | 764,756 | 818,421 | 7.0 | 215,245 | 247,163 | 129,311 | 149,771 | 76,932 | 255,474 | 7,295,760 | 15,313,477 | 18,711 | 59,941 | 938 | 100,356 | 68,468 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| HAWAII | 92,807 | 116,971 | 26.0 | 35,559 | 30,179 | 16,727 | 21,172 | 13,452 | 38,118 | 668,423 | 1,550,023 | 13,251 | 40,664 | 2,810 | 195,140 | 24,616 |
| Hilo | 35,269 | 42,038 | 19.2 | * | * | * | * | * | 13,993 | 181,130 | 399,740 | 9,509 | 28,566 | * | * | * |
| Kailua-Kona | 13,748 | 17,597 | 28.0 | * | * | * | * | * | 5,676 | 110,369 | 197,402 | 11,218 | 34,778 | * | * | * |
| HONOLULU | 764,756 | 818,421 | 7.0 | 215,245 | 247,163 | 129,311 | 149,771 | 76,932 | 255,474 | 7,295,760 | 15,313,477 | 18,711 | 59,941 | 938 | 100,356 | 68,468 |
| Honolulu | 365,048 | 384,155 | 5.2 | * | * | * | * | * | 137,988 | 2,873,632 | 7,204,475 | 18,754 | 52,211 | * | * | * |
| KAUAI | 39,355 | 48,911 | 24.3 | 14,820 | 12,374 | 6,945 | 8,755 | 5,967 | 16,298 | 281,801 | 667,709 | 13,652 | 40,970 | 400 | 62,099 | 5,748 |
| Lihue | 4,000 | 4,860 | 21.5 | * | * | * | * | * | 1,734 | 26,553 | 61,379 | 12,630 | 35,405 | * | * | * |
| MAUI/KALAWAO | 71,589 | 98,360 | 37.4 | 28,033 | 26,262 | 14,852 | 17,902 | 11,311 | 31,576 | 554,016 | 1,450,744 | 14,749 | 45,945 | 722 | 140,722 | 12,591 |
| Wailuku | 10,674 | 13,233 | 24.0 | * | * | * | * | * | 4,269 | 73,944 | 201,709 | 15,242 | 47,250 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1987 Cash Receipts as follows: From Crops $456,068,000; from Livestock & Livestock Products $102,540,000; Total $558,608,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# IDAHO POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 947,240 | 1,020,774 | 7.8 | | | | | | 360,987 | 7,106,999 | 12,843,216 | 12,582 | 35,578 | 24,714 | 1,151,294 | 1,069,388 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Boise City, ID | 174,312 | 194,893 | 13.3 | * | * | * | * | * | 73,458 | 1,635,990 | 3,289,522 | 16,879 | 44,781 | * | * | * |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADA | 174,312 | 194,893 | 11.8 | 57,688 | 55,155 | 31,183 | 32,547 | 18,125 | 65,616 | 1,635,990 | 3,289,522 | 18,241 | 50,133 | 1,293 | 19,150 | 93,706 |
| Boise City | 102,451 | 102,985 | 0.5 | * | * | * | * | * | 40,576 | 754,666 | 1,435,754 | 13,941 | 35,384 | * | * | * |
| ADAMS | 3,343 | 3,244 | -3.0 | 989 | 801 | 431 | 813 | 405 | 1,184 | 23,603 | 41,567 | 12,815 | 35,116 | 257 | 484 | 9,174 |
| BANNOCK | 65,552 | 66,651 | 1.7 | 22,528 | 19,262 | 9,464 | 9,664 | 5,799 | 23,457 | 496,029 | 889,378 | 13,344 | 37,916 | 655 | 10,266 | 9,607 |
| Pocatello | 46,340 | 45,748 | -1.3 | * | * | * | * | * | 17,191 | 289,685 | 516,564 | 11,292 | 30,049 | * | * | * |
| BEAR LAKE | 6,942 | 6,611 | -4.8 | 2,803 | 1,481 | 694 | 802 | 740 | 2,764 | 45,665 | 69,630 | 10,533 | 25,192 | 446 | 2,382 | 11,439 |
| BENEWAH | 8,361 | 8,919 | 6.7 | 2,818 | 2,230 | 1,231 | 1,605 | 1,043 | 3,127 | 54,316 | 118,281 | 13,262 | 37,827 | 205 | 7,770 | 1,408 |

# IDAHO POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BINGHAM | 36,520 | 36,866 | 0.9 | 15,520 | 8,921 | 4,129 | 5,272 | 2,986 | 15,910 | 227,773 | 428,988 | 11,637 | 26,963 | 1,466 | 108,245 | 39,731 |
| Blackfoot | 10,065 | 10,827 | 7.6 | * | * | * | * | * | 3,757 | 49,545 | 99,923 | 9,229 | 26,598 | * | * | * |
| BLAINE | 9,984 | 13,444 | 34.7 | 3,200 | 4,262 | 2,783 | 2,232 | 955 | 4,481 | 93,394 | 228,563 | 17,001 | 51,007 | 221 | 7,085 | 11,627 |
| BOISE | 3,044 | 3,040 | -0.1 | 958 | 733 | 480 | 538 | 331 | 971 | 23,087 | 39,516 | 12,998 | 40,693 | 73 | 770 | 1,324 |
| BONNER | 24,353 | 27,566 | 13.2 | 8,242 | 6,478 | 4,218 | 5,100 | 3,528 | 9,493 | 157,135 | 347,272 | 12,598 | 36,580 | 516 | 1,092 | 4,401 |
| Sandpoint | 4,460 | 4,479 | 0.4 | * | * | * | * | * | 1,887 | 20,966 | 40,830 | 9,116 | 21,640 | * | * | * |
| BONNEVILLE | 66,050 | 69,087 | 4.6 | 25,631 | 18,170 | 8,981 | 10,916 | 5,389 | 26,159 | 525,893 | 1,021,057 | 14,779 | 39,032 | 905 | 56,678 | 32,536 |
| Idaho Falls | 39,590 | 39,581 | 0.0 | * | * | * | * | * | 13,957 | 253,651 | 467,749 | 11,817 | 33,513 | * | * | * |
| BOUNDARY | 7,328 | 7,775 | 6.1 | 2,682 | 1,812 | 1,073 | 1,337 | 871 | 2,890 | 44,081 | 80,388 | 10,339 | 27,820 | 297 | 5,679 | 3,076 |
| BUTTE | 3,351 | 2,990 | -10.8 | 1,157 | 676 | 341 | 481 | 335 | 1,107 | 21,987 | 29,069 | 9,722 | 26,269 | 224 | 8,479 | 6,357 |
| CAMAS | 833 | 670 | -19.6 | 198 | 170 | 92 | 128 | 84 | 231 | 6,860 | 9,566 | 14,277 | 41,413 | 117 | 3,577 | 3,300 |
| CANYON | 83,793 | 90,892 | 8.5 | 29,449 | 24,086 | 11,634 | 14,634 | 10,998 | 31,594 | 577,398 | 1,057,806 | 11,638 | 33,481 | 2,009 | 111,367 | 137,702 |
| Caldwell | 17,699 | 18,159 | 2.6 | * | * | * | * | * | 6,768 | 92,817 | 158,124 | 8,708 | 23,363 | * | * | * |
| Nampa | 25,112 | 25,328 | 0.9 | * | * | * | * | * | 9,314 | 126,281 | 211,488 | 8,350 | 22,705 | * | * | * |
| CARIBOU | 8,708 | 7,824 | -10.1 | 3,341 | 1,886 | 939 | 1,041 | 618 | 3,319 | 60,832 | 91,396 | 11,681 | 27,539 | 428 | 19,233 | 13,032 |
| CASSIA | 19,435 | 19,719 | 1.5 | 8,006 | 4,772 | 2,209 | 2,761 | 1,952 | 7,714 | 127,295 | 201,756 | 10,232 | 26,153 | 873 | 89,668 | 85,141 |
| Burley | 8,761 | 8,831 | 0.8 | * | * | * | * | * | 3,107 | 38,334 | 60,252 | 6,823 | 19,392 | * | * | * |
| CLARK | 798 | 662 | -17.0 | 217 | 172 | 75 | 125 | 73 | 221 | 5,412 | 9,706 | 14,658 | 44,012 | 103 | 16,000 | 10,125 |
| CLEARWATER | 10,393 | 8,660 | -16.7 | 2,633 | 2,226 | 1,178 | 1,637 | 987 | 2,957 | 82,732 | 134,179 | 15,494 | 45,380 | 216 | 2,577 | 1,456 |
| CUSTER | 3,404 | 5,105 | 50.0 | 1,623 | 1,143 | 694 | 1,006 | 638 | 1,810 | 22,870 | 55,555 | 10,883 | 30,699 | 261 | 1,334 | 9,814 |
| ELMORE | 21,424 | 21,838 | 1.9 | 7,010 | 7,403 | 3,079 | 2,970 | 1,398 | 7,248 | 132,526 | 250,790 | 11,484 | 34,603 | 341 | 33,730 | 99,141 |
| FRANKLIN | 8,920 | 9,571 | 7.3 | 4,307 | 2,153 | 900 | 1,168 | 1,043 | 4,255 | 48,237 | 87,502 | 9,142 | 20,563 | 641 | 6,234 | 34,252 |
| FREMONT | 10,782 | 10,217 | -5.2 | 4,281 | 2,442 | 1,073 | 1,461 | 971 | 3,153 | 65,659 | 107,548 | 10,526 | 34,114 | 546 | 36,959 | 24,646 |
| GEM | 12,056 | 11,417 | -5.3 | 3,642 | 2,729 | 1,370 | 1,998 | 1,667 | 3,951 | 82,571 | 150,918 | 13,219 | 38,201 | 539 | 8,294 | 13,490 |
| GOODING | 11,896 | 11,830 | -0.6 | 3,762 | 2,780 | 1,384 | 2,058 | 1,857 | 4,003 | 83,543 | 164,679 | 13,921 | 41,138 | 729 | 29,211 | 83,493 |
| IDAHO | 14,851 | 13,835 | -6.8 | 4,303 | 3,390 | 1,799 | 2,546 | 1,799 | 4,646 | 102,872 | 166,621 | 12,044 | 35,865 | 774 | 17,932 | 15,860 |
| JEFFERSON | 15,354 | 16,231 | 5.7 | 7,028 | 3,912 | 1,785 | 2,159 | 1,347 | 6,796 | 87,015 | 175,185 | 10,793 | 25,779 | 828 | 31,047 | 35,165 |
| JEROME | 14,916 | 14,822 | -0.6 | 5,173 | 3,616 | 1,838 | 2,431 | 1,764 | 5,627 | 98,403 | 205,404 | 13,858 | 36,504 | 909 | 44,696 | 84,401 |
| KOOTENAI | 60,307 | 69,819 | 15.8 | 20,317 | 18,083 | 10,403 | 12,707 | 8,309 | 23,864 | 465,142 | 968,836 | 13,876 | 40,598 | 611 | 14,521 | 2,805 |
| Coeur d'Alene | 20,054 | 21,371 | 6.6 | * | * | * | * | * | 8,705 | 116,332 | 222,105 | 10,393 | 25,514 | * | * | * |
| LATAH | 28,796 | 31,718 | 10.1 | 7,327 | 12,085 | 4,726 | 4,472 | 3,108 | 8,911 | 220,563 | 424,411 | 13,381 | 47,628 | 644 | 30,562 | 3,679 |
| Moscow | 16,513 | 18,348 | 11.1 | * | * | * | * | * | 6,173 | 95,381 | 185,681 | 10,120 | 30,081 | * | * | * |
| LEMHI | 7,512 | 7,088 | -5.6 | 2,254 | 1,630 | 985 | 1,255 | 957 | 2,385 | 49,620 | 80,534 | 11,362 | 33,764 | 365 | 964 | 15,127 |
| LEWIS | 4,072 | 3,935 | -3.4 | 1,244 | 933 | 472 | 752 | 535 | 1,245 | 31,500 | 51,153 | 12,998 | 41,086 | 191 | 18,922 | 1,519 |
| LINCOLN | 3,427 | 3,201 | -6.6 | 1,146 | 711 | 410 | 522 | 416 | 1,230 | 21,592 | 34,494 | 10,776 | 28,040 | 338 | 11,612 | 17,669 |
| MADISON | 19,576 | 23,223 | 18.6 | 9,847 | 8,685 | 1,695 | 1,928 | 1,091 | 11,071 | 105,233 | 254,750 | 10,970 | 23,011 | 510 | 42,169 | 9,122 |
| MINIDOKA | 19,636 | 20,479 | 4.3 | 8,048 | 5,079 | 2,294 | 3,010 | 2,027 | 7,927 | 125,109 | 250,800 | 12,247 | 31,639 | 858 | 59,407 | 24,070 |
| NEZ PERCE | 33,288 | 32,747 | -1.6 | 8,809 | 8,842 | 4,486 | 6,124 | 4,519 | 10,586 | 275,300 | 472,282 | 14,422 | 44,613 | 405 | 25,149 | 5,170 |
| Lewiston | 27,986 | 27,551 | -1.6 | * | * | * | * | * | 9,496 | 173,680 | 314,310 | 11,408 | 33,098 | * | * | * |
| ONEIDA | 3,238 | 3,501 | 8.1 | 1,330 | 753 | 361 | 501 | 557 | 1,284 | 17,925 | 38,209 | 10,913 | 29,768 | 363 | 6,649 | 5,552 |
| OWYHEE | 8,251 | 8,608 | 4.3 | 3,039 | 2,229 | 955 | 1,360 | 1,033 | 3,059 | 44,019 | 84,035 | 9,763 | 27,474 | 573 | 26,089 | 48,972 |
| PAYETTE | 15,756 | 16,555 | 5.1 | 5,347 | 3,990 | 1,937 | 2,848 | 2,417 | 5,898 | 100,381 | 178,846 | 10,803 | 30,324 | 572 | 27,391 | 21,274 |
| POWER | 6,851 | 6,720 | -1.9 | 2,460 | 1,653 | 968 | 1,028 | 605 | 2,654 | 45,864 | 88,508 | 13,171 | 33,346 | 350 | 49,705 | 16,527 |
| SHOSHONE | 19,264 | 13,291 | -31.0 | 4,120 | 3,469 | 1,808 | 2,299 | 1,622 | 4,399 | 147,141 | 158,134 | 11,898 | 35,951 | 46 | 100 | 178 |
| Kellogg | 3,417 | 2,357 | -31.0 | * | * | * | * | * | 907 | 18,066 | 19,414 | 8,235 | 21,409 | * | * | * |
| TETON | 2,915 | 3,162 | 8.5 | 1,233 | 752 | 395 | 446 | 332 | 1,287 | 15,895 | 31,950 | 10,105 | 24,834 | 268 | 11,753 | 5,726 |
| TWIN FALLS | 53,207 | 54,678 | 2.8 | 17,552 | 13,834 | 6,944 | 9,131 | 7,218 | 18,874 | 401,201 | 699,232 | 12,788 | 37,047 | 1,576 | 78,144 | 83,512 |
| Twin Falls | 26,209 | 25,996 | -0.8 | * | * | * | * | * | 10,305 | 153,107 | 254,914 | 9,806 | 24,736 | * | * | * |
| VALLEY | 5,675 | 7,010 | 23.5 | 1,914 | 1,816 | 1,192 | 1,346 | 736 | 2,376 | 43,927 | 92,784 | 13,236 | 39,045 | 113 | 664 | 7,333 |
| WASHINGTON | 8,766 | 8,118 | -7.4 | 2,638 | 1,802 | 925 | 1,364 | 1,388 | 2,713 | 53,409 | 84,235 | 10,376 | 31,054 | 492 | 13,513 | 28,513 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1987 Cash Receipts as follows: From Crops $1,151,294,000: from Livestock & Livestock Products $1,069,388,000; Total $2,220,682,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# ILLINOIS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 89 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1989 number of households | E&P 1980 estimate (Thousands) | E&P 1989 estimate (Thousands) | Income per capita | E&P 1989 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 11,432,604 | 11,729,553 | 2.6 | | | | | | 4,268,226 | 104,539,001 | 190,546,021 | 16,245 | 44,643 | 98,483 | 5,020,577 | 2,198,720 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Aurora-Elgin, IL | 316,676 | 350,567 | 10.7 | 104,039 | 96,524 | 52,583 | 62,711 | 34,360 | 136,869 | 3,232,061 | 6,518,568 | 18,594 | 47,626 | 1,359 | 86,941 | 42,397 |
| Bloomington-Normal, IL | 119,537 | 130,432 | 9.1 | 30,521 | 48,260 | 18,000 | 20,347 | 13,304 | 52,173 | 1,284,237 | 2,699,526 | 20,697 | 51,742 | 1,906 | 136,483 | 27,829 |
| Champaign-Urbana-Rantoul, IL | 168,173 | 180,242 | 7.2 | 38,572 | 74,981 | 26,135 | 25,775 | 14,600 | 74,769 | 1,786,026 | 3,757,741 | 20,848 | 50,258 | 1,671 | 122,501 | 12,098 |
| Chicago, IL | 6,062,530 | 6,280,231 | 3.6 | 1,626,773 | 1,738,424 | 921,837 | 1,224,297 | 775,859 | 2,321,001 | 52,071,471 | 102,517,826 | 16,324 | 44,170 | 1,686 | 90,903 | 46,226 |
| Decatur, IL | 131,401 | 127,955 | -2.6 | 35,699 | 34,292 | 17,530 | 24,311 | 16,250 | 45,468 | 1,233,325 | 2,075,473 | 16,220 | 45,647 | 850 | 66,868 | 5,069 |
| Joliet, IL | 357,155 | 384,777 | 7.7 | 117,869 | 106,596 | 60,152 | 66,939 | 33,573 | 154,043 | 3,532,889 | 6,743,665 | 17,526 | 43,778 | 1,837 | 106,082 | 20,451 |
| Kankakee, IL | 103,048 | 97,027 | -5.8 | 28,526 | 26,779 | 12,905 | 17,077 | 11,740 | 35,505 | 837,737 | 1,416,675 | 14,601 | 39,901 | 1,086 | 80,483 | 13,186 |
| Lake County, IL | 441,865 | 502,752 | 13.8 | 138,760 | 146,804 | 74,910 | 97,031 | 45,248 | 193,882 | 5,001,098 | 11,467,672 | 22,810 | 59,148 | 448 | 21,063 | 7,879 |
| Peoria, IL | 366,800 | 345,204 | -5.9 | 96,451 | 94,835 | 49,198 | 63,585 | 41,102 | 125,082 | 4,221,768 | 6,606,992 | 19,139 | 52,821 | 3,387 | 153,569 | 74,263 |
| Rockford, IL | 280,377 | 287,641 | 2.5 | 78,493 | 79,238 | 41,845 | 54,879 | 33,671 | 105,541 | 2,504,927 | 4,772,081 | 16,590 | 45,215 | 1,368 | 48,460 | 46,136 |
| Springfield, IL | 188,028 | 194,295 | 3.3 | 50,587 | 51,613 | 29,389 | 36,576 | 25,961 | 66,165 | 1,835,729 | 3,718,320 | 19,137 | 56,197 | 1,714 | 121,864 | 42,214 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 71,714 | 68,952 | -3.9 | 18,548 | 18,410 | 8,757 | 12,549 | 10,688 | 23,703 | 763,578 | 1,279,151 | 18,551 | 53,967 | 1,662 | 46,588 | 53,020 |
| Quincy | 42,554 | 39,109 | -8.1 | • | • | • | • | • | 15,979 | 331,937 | 555,728 | 14,210 | 34,778 | • | • | • |
| ALEXANDER | 12,286 | 10,568 | -14.0 | 3,160 | 2,610 | 1,152 | 1,754 | 1,870 | 3,739 | 78,692 | 147,863 | 13,992 | 39,551 | 184 | 6,988 | 1,193 |
| BOND | 16,325 | 16,438 | 0.7 | 4,274 | 4,685 | 1,907 | 2,926 | 2,647 | 6,575 | 145,331 | 286,416 | 17,424 | 43,561 | 714 | 18,430 | 15,290 |
| BOONE | 28,660 | 30,122 | 5.1 | 8,705 | 8,163 | 4,247 | 5,693 | 3,283 | 12,076 | 254,531 | 496,840 | 16,494 | 41,143 | 560 | 22,646 | 15,579 |
| Belvidere | 15,176 | 15,555 | 2.5 | • | • | • | • | • | 5,898 | 99,889 | 188,790 | 12,137 | 32,011 | • | • | • |
| BROWN | 5,413 | 4,765 | -12.0 | 1,301 | 1,144 | 538 | 843 | 944 | 1,670 | 49,126 | 105,302 | 22,097 | 63,043 | 442 | 11,723 | 11,378 |
| BUREAU | 39,233 | 36,631 | -6.6 | 9,963 | 9,451 | 4,542 | 6,740 | 5,971 | 13,638 | 321,967 | 641,201 | 17,505 | 47,015 | 1,517 | 100,143 | 46,234 |
| Spring Valley | 5,822 | 5,490 | -5.7 | • | • | • | • | • | 2,146 | 34,522 | 69,522 | 12,663 | 32,396 | • | • | • |
| CALHOUN | 5,896 | 5,556 | -5.8 | 1,406 | 1,417 | 611 | 1,089 | 1,033 | 2,160 | 49,695 | 78,287 | 14,091 | 36,242 | 491 | 6,938 | 9,972 |
| CARROLL | 18,731 | 17,707 | -5.5 | 4,728 | 4,402 | 2,196 | 3,400 | 2,939 | 7,082 | 193,616 | 412,457 | 23,293 | 58,240 | 775 | 31,702 | 70,593 |
| CASS | 15,148 | 14,220 | -6.1 | 3,967 | 3,526 | 1,834 | 2,673 | 2,204 | 5,688 | 136,118 | 241,511 | 16,984 | 42,460 | 500 | 31,692 | 28,558 |
| Beardstown | 6,338 | 5,698 | -10.1 | • | • | • | • | • | 2,249 | 42,816 | 72,212 | 12,673 | 32,109 | • | • | • |
| CHAMPAIGN | 168,173 | 179,242 | 6.6 | 38,572 | 74,981 | 26,135 | 25,775 | 14,600 | 74,684 | 1,786,026 | 3,757,541 | 20,963 | 50,313 | 1,671 | 122,501 | 12,098 |
| Champaign | 58,133 | 61,721 | 6.2 | • | • | • | • | • | 25,717 | 519,540 | 1,138,230 | 18,441 | 44,260 | • | • | • |
| Urbana | 35,978 | 38,851 | 8.0 | • | • | • | • | • | 16,187 | 295,859 | 659,252 | 16,969 | 40,727 | • | • | • |
| CHRISTIAN | 36,375 | 35,756 | -1.7 | 9,654 | 9,225 | 4,505 | 6,651 | 5,757 | 14,302 | 339,923 | 666,193 | 18,631 | 46,580 | 1,051 | 87,929 | 12,916 |
| Taylorville | 11,386 | 11,523 | 1.2 | • | • | • | • | • | 4,663 | 78,361 | 168,490 | 14,621 | 36,137 | • | • | • |
| CLARK | 16,981 | 16,562 | -2.5 | 4,339 | 4,124 | 2,054 | 3,163 | 2,898 | 5,809 | 157,345 | 293,132 | 17,699 | 50,464 | 818 | 39,687 | 12,759 |
| CLAY | 15,317 | 14,816 | -3.3 | 3,886 | 3,660 | 1,719 | 2,682 | 2,771 | 5,180 | 125,491 | 258,662 | 17,458 | 49,939 | 719 | 24,221 | 8,726 |
| Flora | 5,379 | 5,094 | -5.3 | • | • | • | • | • | 2,135 | 32,614 | 65,628 | 12,882 | 30,741 | • | • | • |
| CLINTON | 32,813 | 33,866 | 3.2 | 10,397 | 9,449 | 3,962 | 5,791 | 4,233 | 13,568 | 263,586 | 512,915 | 15,146 | 37,805 | 1,115 | 25,092 | 56,747 |
| COLES | 53,170 | 53,422 | 0.5 | 12,180 | 19,552 | 6,197 | 8,654 | 6,891 | 20,546 | 495,201 | 1,005,944 | 18,830 | 48,961 | 833 | 50,145 | 8,366 |
| Charleston | 19,355 | 20,013 | 3.4 | • | • | • | • | • | 5,877 | 134,889 | 280,355 | 14,009 | 47,700 | • | • | • |
| Mattoon | 19,055 | 17,691 | -7.2 | • | • | • | • | • | 6,864 | 166,683 | 311,069 | 17,584 | 45,319 | • | • | • |
| COOK | 5,248,912 | 5,261,417 | 0.2 | 1,352,184 | 1,457,412 | 752,383 | 1,020,715 | 683,984 | 1,927,464 | 42,024,652 | 80,379,845 | 15,277 | 41,702 | 389 | 20,849 | 1,810 |
| Chicago | 3,005,072 | 2,828,020 | -5.9 | • | • | • | • | • | 1,060,193 | 14,480,213 | 34,914,818 | 12,346 | 32,933 | • | • | • |
| CRAWFORD | 20,834 | 21,324 | 2.4 | 5,416 | 5,310 | 2,687 | 4,158 | 3,753 | 8,885 | 215,477 | 440,221 | 20,645 | 49,547 | 595 | 30,324 | 11,700 |
| Robinson | 7,285 | 7,396 | 1.5 | • | • | • | • | • | 3,317 | 65,958 | 133,589 | 18,063 | 40,269 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ILLINOIS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| CUMBERLAND | 11,093 | 11,138 | 0.4 | 3,219 | 2,918 | 1,381 | 1,983 | 1,626 | 4,194 | 97,379 | 201,947 | 18,132 | 48,152 | 710 | 23,970 | 15,343 |
| DE KALB | 74,966 | 74,186 | -1.0 | 16,543 | 29,823 | 9,347 | 11,128 | 7,270 | 29,674 | 824,765 | 1,648,503 | 22,221 | 55,554 | 1,063 | 69,407 | 73,276 |
| De Kalb | 33,099 | 32,014 | -3.3 | • | • | • | • | • | 12,805 | 258,972 | 534,281 | 16,689 | 41,724 | • | • | • |
| DE WITT | 18,128 | 21,610 | 19.2 | 6,159 | 5,359 | 2,766 | 4,128 | 3,198 | 7,520 | 189,304 | 385,807 | 17,853 | 51,301 | 565 | 44,784 | 3,305 |
| Clinton | 8,014 | 9,516 | 18.7 | • | • | • | • | • | 3,876 | 64,530 | 130,899 | 13,756 | 33,773 | • | • | • |
| DOUGLAS | 19,789 | 19,766 | -0.1 | 5,594 | 5,080 | 2,392 | 3,854 | 2,886 | 7,602 | 199,148 | 374,838 | 18,964 | 49,308 | 807 | 56,295 | 11,669 |
| DU PAGE | 664,338 | 848,132 | 27.7 | 225,603 | 235,781 | 142,486 | 171,323 | 74,636 | 325,059 | 8,509,813 | 18,648,226 | 21,987 | 57,369 | 161 | 17,397 | 1,239 |
| Wheaton | 43,043 | 53,394 | 24.0 | • | • | • | • | • | 18,216 | 433,982 | 1,006,774 | 18,856 | 55,269 | • | • | • |
| EDGAR | 21,784 | 20,095 | -7.8 | 5,526 | 4,843 | 2,512 | 3,818 | 3,416 | 7,073 | 195,585 | 344,817 | 17,159 | 48,750 | 965 | 64,103 | 13,886 |
| Paris | 9,885 | 8,524 | -13.8 | • | • | • | • | • | 3,617 | 62,307 | 101,058 | 11,855 | 27,937 | • | • | • |
| EDWARDS | 8,000 | 9,200 | 15.0 | 2,604 | 2,236 | 1,122 | 1,610 | 1,638 | 3,249 | 70,533 | 142,106 | 15,447 | 43,742 | 387 | 14,119 | 11,771 |
| EFFINGHAM | 31,129 | 32,355 | 3.9 | 9,965 | 8,703 | 4,141 | 5,339 | 4,238 | 12,525 | 292,025 | 632,014 | 19,534 | 50,459 | 1,228 | 30,199 | 31,158 |
| Effingham | 11,270 | 12,543 | 11.3 | • | • | • | • | • | 5,036 | 97,233 | 226,063 | 18,023 | 44,888 | • | • | • |
| FAYETTE | 22,215 | 21,722 | -2.2 | 5,973 | 5,713 | 2,520 | 3,845 | 3,627 | 7,838 | 193,069 | 403,577 | 18,580 | 51,493 | 1,208 | 35,178 | 13,583 |
| FORD | 15,295 | 14,827 | -3.1 | 4,063 | 3,647 | 1,735 | 2,921 | 2,476 | 5,251 | 152,372 | 273,958 | 18,477 | 52,170 | 729 | 53,434 | 15,586 |
| Paxton | 4,258 | 4,170 | -2.1 | • | • | • | • | • | 1,659 | 30,875 | 56,398 | 13,525 | 33,991 | • | • | • |
| FRANKLIN | 43,320 | 42,657 | -1.5 | 11,091 | 10,366 | 5,289 | 7,721 | 8,190 | 14,979 | 324,044 | 566,804 | 13,288 | 37,839 | 586 | 15,166 | 5,572 |
| Benton | 7,778 | 7,750 | -0.4 | • | • | • | • | • | 3,485 | 47,243 | 83,115 | 10,724 | 23,849 | • | • | • |
| West Frankfort | 9,437 | 8,858 | -6.1 | • | • | • | • | • | 3,911 | 49,826 | 82,573 | 9,322 | 21,112 | • | • | • |
| FULTON | 43,681 | 38,394 | -12.1 | 10,597 | 9,675 | 4,838 | 7,141 | 6,143 | 13,803 | 337,339 | 508,032 | 13,232 | 36,806 | 1,371 | 47,784 | 23,647 |
| Canton | 14,626 | 12,729 | -13.0 | • | • | • | • | • | 5,244 | 92,785 | 138,164 | 10,855 | 26,346 | • | • | • |
| GALLATIN | 7,596 | 7,557 | -0.5 | 1,927 | 1,897 | 945 | 1,451 | 1,338 | 2,693 | 61,541 | 122,000 | 16,143 | 45,297 | 287 | 25,304 | 3,466 |
| GREENE | 16,644 | 15,578 | -6.4 | 4,284 | 3,988 | 1,745 | 2,898 | 2,679 | 5,814 | 147,954 | 270,758 | 17,381 | 46,572 | 827 | 35,299 | 21,258 |
| GRUNDY | 30,652 | 33,827 | 10.4 | 9,776 | 9,032 | 4,702 | 6,224 | 4,093 | 12,890 | 323,916 | 636,715 | 18,822 | 49,396 | 598 | 38,961 | 6,084 |
| Morris | 8,833 | 9,428 | 6.7 | • | • | • | • | • | 3,846 | 72,129 | 136,179 | 14,444 | 35,412 | • | • | • |
| HAMILTON | 9,178 | 9,108 | -0.8 | 2,268 | 2,177 | 1,029 | 1,785 | 1,849 | 3,123 | 69,438 | 143,681 | 15,775 | 46,015 | 581 | 22,001 | 3,552 |
| HANCOCK | 23,964 | 23,151 | -3.4 | 6,274 | 5,950 | 2,778 | 4,329 | 3,820 | 8,260 | 181,191 | 343,091 | 14,820 | 41,538 | 1,391 | 49,346 | 43,963 |
| HARDIN | 5,392 | 5,375 | -0.3 | 1,387 | 1,274 | 672 | 1,054 | 994 | 1,967 | 35,478 | 79,999 | 14,883 | 40,666 | 198 | 475 | 1,035 |
| HENDERSON | 9,161 | 8,936 | -2.5 | 2,538 | 2,306 | 1,117 | 1,707 | 1,269 | 3,376 | 71,431 | 141,929 | 15,882 | 42,041 | 522 | 29,051 | 18,881 |
| HENRY | 58,124 | 55,234 | -5.0 | 16,128 | 14,195 | 7,291 | 10,218 | 7,346 | 21,174 | 550,106 | 896,189 | 16,225 | 42,325 | 1,696 | 62,251 | 112,256 |
| Kewanee | 14,508 | 10,884 | -25.0 | • | • | • | • | • | 4,472 | 98,440 | 123,735 | 11,368 | 27,671 | • | • | • |
| IROQUOIS | 32,917 | 31,824 | -3.3 | 8,688 | 7,988 | 3,978 | 6,047 | 5,124 | 11,670 | 313,495 | 602,465 | 18,931 | 51,625 | 1,745 | 124,577 | 39,577 |
| Watseka | 5,543 | 5,778 | 4.2 | • | • | • | • | • | 2,366 | 42,888 | 89,130 | 15,426 | 37,669 | • | • | • |
| JACKSON | 61,678 | 63,555 | 3.0 | 12,711 | 27,011 | 8,516 | 8,580 | 6,737 | 18,803 | 506,640 | 968,339 | 15,236 | 51,500 | 720 | 20,282 | 6,665 |
| Carbondale | 26,287 | 27,501 | 4.6 | • | • | • | • | • | 9,287 | 162,610 | 315,404 | 11,469 | 33,963 | • | • | • |
| Murphysboro | 9,866 | 9,492 | -3.8 | • | • | • | • | • | 3,756 | 74,045 | 132,081 | 13,914 | 35,168 | • | • | • |
| JASPER | 11,345 | 11,152 | -1.7 | 3,189 | 3,000 | 1,282 | 1,918 | 1,762 | 4,230 | 108,804 | 238,238 | 21,363 | 56,317 | 894 | 35,174 | 24,876 |
| JEFFERSON | 36,527 | 39,332 | 7.7 | 10,895 | 9,912 | 5,270 | 7,080 | 6,254 | 13,810 | 294,241 | 674,144 | 17,140 | 48,816 | 1,031 | 21,485 | 9,178 |
| Mount Vernon | 17,193 | 17,724 | 3.1 | • | • | • | • | • | 7,656 | 117,713 | 256,743 | 14,485 | 33,536 | • | • | • |
| JERSEY | 20,631 | 20,198 | -2.1 | 5,514 | 5,858 | 2,464 | 3,737 | 2,626 | 7,609 | 208,333 | 353,940 | 17,523 | 46,514 | 619 | 23,975 | 11,753 |
| JO DAVIESS | 23,601 | 24,516 | 3.9 | 7,110 | 6,399 | 3,187 | 4,388 | 3,432 | 9,110 | 238,720 | 500,133 | 20,401 | 54,899 | 1,070 | 13,607 | 60,834 |
| East Dubuque | 2,194 | 2,282 | 4.0 | • | • | • | • | • | 845 | 17,896 | 28,492 | 12,486 | 33,718 | • | • | • |
| JOHNSON | 9,658 | 11,427 | 18.3 | 2,697 | 3,154 | 1,463 | 2,182 | 1,931 | 4,054 | 69,458 | 174,218 | 15,247 | 42,978 | 476 | 3,692 | 7,004 |
| KANE | 279,091 | 311,855 | 11.7 | 92,309 | 86,072 | 46,466 | 55,510 | 31,186 | 121,130 | 2,834,703 | 5,772,545 | 18,510 | 47,656 | 824 | 51,913 | 28,965 |
| Aurora | 81,293 | 90,305 | 11.1 | • | • | • | • | • | 31,522 | 579,628 | 1,226,152 | 13,578 | 38,898 | • | • | • |
| Elgin | 63,798 | 72,571 | 13.8 | • | • | • | • | • | 27,372 | 472,521 | 1,023,555 | 14,104 | 37,394 | • | • | • |
| KANKAKEE | 103,048 | 97,027 | -5.8 | 28,526 | 26,779 | 12,905 | 17,077 | 11,740 | 35,505 | 837,737 | 1,416,675 | 14,601 | 39,901 | 1,086 | 80,483 | 13,186 |
| Kankakee | 30,141 | 25,206 | -16.4 | • | • | • | • | • | 9,541 | 183,505 | 282,629 | 11,213 | 29,622 | • | • | • |
| KENDALL | 37,585 | 38,712 | 3.0 | 11,730 | 10,452 | 6,116 | 7,200 | 3,174 | 15,739 | 397,358 | 746,023 | 19,271 | 47,400 | 535 | 35,028 | 13,432 |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| KNOX | 61,630 | 56,193 | -8.8 | 14,779 | 14,835 | 7,474 | 10,564 | 8,598 | 18,740 | 530,940 | 903,386 | 16,077 | 48,206 | 1,165 | 50,642 | 47,994 |
| Galesburg | 35,305 | 29,547 | -16.3 | * | * | * | * | * | 11,364 | 251,797 | 387,051 | 13,099 | 34,059 | * | * | * |
| LAKE | 441,865 | 502,752 | 13.8 | 138,760 | 146,804 | 74,910 | 97,031 | 45,248 | 193,882 | 5,001,098 | 11,467,672 | 22,810 | 59,148 | 448 | 21,063 | 7,879 |
| Libertyville | 16,520 | 19,202 | 14.0 | * | * | * | * | * | 7,040 | N.A. | 292,964 | 15,257 | 42,719 | * | * | * |
| Mundelein | 17,053 | 20,199 | 15.6 | * | * | * | * | * | 8,227 | N.A. | 235,621 | 11,665 | 32,662 | * | * | * |
| North Chicago | 38,774 | 36,459 | -6.0 | * | * | * | * | * | 10,254 | 186,213 | 414,726 | 11,375 | 40,445 | * | * | * |
| Waukegan | 67,653 | 70,850 | 4.7 | * | | * | * | * | 25,284 | 443,368 | 933,310 | 13,173 | 36,913 | * | * | * |
| Vernon Hills | 9,827 | 13,158 | 25.3 | * | * | * | * | * | 4,870 | N.A. | 164,843 | 12,528 | 35,077 | * | * | * |
| LA SALLE | 109,183 | 104,450 | -4.3 | 27,784 | 27,888 | 12,847 | 19,741 | 16,294 | 39,068 | 1,048,978 | 1,856,321 | 17,772 | 47,515 | 1,978 | 116,394 | 33,882 |
| La Salle | 10,347 | 9,773 | -5.5 | * | * | * | * | * | 4,135 | 68,585 | 119,714 | 12,249 | 28,949 | * | * | * |
| Ogelsby | 3,979 | 3,737 | -6.1 | * | * | * | * | * | 1,465 | 27,356 | 47,475 | 12,705 | 32,399 | * | * | * |
| Ottawa | 18,166 | 17,221 | -5.2 | * | * | * | * | * | 6,970 | 142,317 | 249,309 | 14,477 | 35,768 | * | * | * |
| Peru | 10,886 | 10,069 | -7.5 | * | * | * | * | * | 3,991 | 82,736 | 141,417 | 14,045 | 35,434 | * | * | * |
| Streator | 14,791 | 13,854 | -6.3 | * | * | * | * | * | 5,563 | 99,552 | 172,318 | 12,438 | 30,974 | * | * | * |
| LAWRENCE | 17,823 | 19,804 | 11.1 | 5,208 | 4,891 | 2,337 | 3,683 | 3,703 | 6,695 | 157,226 | 317,179 | 16,016 | 47,373 | 435 | 21,990 | 5,844 |
| Lawrenceville | 5,652 | 5,696 | 0.8 | * | * | * | * | * | 2,381 | 37,493 | 67,875 | 11,916 | 28,504 | * | * | * |
| LEE | 36,279 | 34,659 | -4.5 | 9,254 | 9,497 | 4,540 | 6,412 | 4,956 | 13,330 | 398,610 | 449,322 | 12,964 | 33,708 | 1,148 | 66,488 | 35,164 |
| Dixon | 15,701 | 13,807 | -12.1 | * | * | * | * | * | 5,140 | 138,387 | 260,995 | 18,903 | 50,775 | * | * | * |
| LIVINGSTON | 41,351 | 42,406 | 2.6 | 11,026 | 12,340 | 5,301 | 7,633 | 6,149 | 16,310 | 421,935 | 806,037 | 19,007 | 49,420 | 1,760 | 105,482 | 34,316 |
| Pontiac | 11,227 | 11,777 | 4.9 | * | * | * | * | * | 4,029 | 80,129 | 157,390 | 13,364 | 39,061 | * | * | * |
| LOGAN | 31,726 | 31,131 | -1.9 | 7,752 | 8,686 | 4,047 | 5,822 | 4,794 | 10,248 | 312,535 | 598,443 | 19,223 | 58,395 | 949 | 70,439 | 19,558 |
| Lincoln | 16,327 | 15,866 | -2.8 | * | * | * | * | * | 6,221 | 126,259 | 238,895 | 15,057 | 38,403 | * | * | * |
| MCDONOUGH | 37,076 | 35,184 | -5.1 | 7,213 | 14,812 | 3,941 | 5,031 | 4,222 | 10,411 | 281,827 | 524,576 | 14,909 | 50,388 | 1,018 | 45,482 | 21,211 |
| Macomb | 19,863 | 19,341 | -2.6 | * | * | * | * | * | 5,996 | 116,359 | 224,678 | 11,617 | 37,474 | * | * | * |
| MCHENRY | 149,280 | 170,682 | 14.3 | 48,986 | 45,231 | 26,968 | 32,259 | 17,239 | 68,479 | 1,537,006 | 3,489,754 | 20,446 | 50,961 | 1,136 | 52,657 | 43,177 |
| Crystal Lake | 18,590 | 20,496 | 10.3 | * | * | * | * | * | 7,067 | 153,238 | 335,463 | 16,367 | 47,469 | * | * | * |
| MCLEAN | 119,537 | 130,432 | 9.1 | 30,521 | 48,260 | 18,000 | 20,347 | 13,304 | 52,173 | 1,284,237 | 2,699,526 | 20,697 | 51,742 | 1,906 | 136,483 | 27,829 |
| Bloomington | 44,189 | 47,165 | 6.7 | * | * | * | * | * | 19,794 | 397,063 | 831,380 | 17,627 | 42,001 | * | * | * |
| Normal | 35,672 | 42,481 | 19.1 | * | * | * | * | * | 11,811 | 258,250 | 603,317 | [illegible] | 51,079 | * | * | * |
| MACON | 131,401 | 127,955 | -2.6 | 35,699 | 34,292 | 17,530 | 24,311 | 16,250 | 45,468 | 1,233,325 | 2,075,473 | 16,220 | 45,647 | 850 | 66,868 | 5,069 |
| Decatur | 94,081 | 90,907 | -3.4 | * | * | * | * | * | 35,306 | 707,880 | 1,188,361 | 13,072 | 33,659 | * | * | * |
| MACOUPIN | 49,555 | 49,116 | -0.9 | 13,556 | 12,426 | 5,943 | 8,988 | 8,202 | 17,536 | 508,584 | 939,782 | 19,134 | 53,591 | 1,509 | 54,485 | 41,180 |
| MADISON | 247,577 | 248,142 | 0.2 | 65,261 | 67,743 | 32,507 | 49,380 | 33,251 | 92,197 | 2,361,082 | 4,391,770 | 17,699 | 47,635 | 1,500 | 44,856 | 23,044 |
| Alton | 34,171 | 31,480 | -7.9 | * | * | * | * | * | 12,442 | 210,969 | 361,278 | 11,476 | 29,038 | * | * | * |
| East Alton | 7,123 | 6,963 | -2.2 | * | * | * | * | * | 3,000 | 47,253 | 85,861 | 12,331 | 28,617 | * | * | * |
| Edwardsville | 12,480 | 13,144 | 5.3 | * | * | * | * | * | 5,260 | 101,232 | 198,178 | 15,078 | 37,674 | * | * | * |
| Wood River | 12,449 | 11,983 | -3.7 | * | * | * | * | * | 4,818 | 89,003 | 159,245 | 13,290 | 33,052 | * | * | * |
| MARION | 43,693 | 43,641 | -0.1 | 12,045 | 11,216 | 5,455 | 7,986 | 6,939 | 15,817 | 399,648 | 762,379 | 17,469 | 48,201 | 950 | 25,626 | 11,844 |
| Central City | 15,126 | 13,980 | -7.6 | * | * | * | * | * | 5,584 | 138,353 | 208,093 | 14,885 | 37,269 | * | * | * |
| Centralia | 15,126 | 13,685 | -9.5 | * | * | * | * | * | 5,829 | 116,392 | 199,726 | 14,595 | 34,265 | * | * | * |
| MARSHALL | 14,611 | 13,386 | -8.4 | 3,708 | 3,400 | 1,700 | 2,490 | 2,075 | 4,864 | 120,936 | 224,445 | 16,767 | 46,149 | 611 | 32,398 | 10,096 |
| MASON | 19,477 | 17,789 | -8.7 | 5,212 | 4,518 | 2,295 | 3,202 | 2,544 | 6,608 | 182,266 | 300,626 | 16,900 | 45,497 | 581 | 42,905 | 8,182 |
| MASSAC | 15,047 | 15,077 | 0.2 | 3,845 | 3,709 | 1,809 | 3,015 | 2,699 | 5,234 | 124,165 | 236,453 | 15,683 | 45,175 | 414 | 7,338 | 7,790 |
| MENARD | 11,760 | 12,006 | 2.1 | 3,374 | 2,941 | 1,681 | 2,305 | 1,717 | 4,381 | 96,755 | 191,498 | 15,950 | 43,713 | 437 | 28,050 | 14,433 |
| MERCER | 19,357 | 18,637 | -3.7 | 5,367 | 4,771 | 2,479 | 3,485 | 2,535 | 7,149 | 146,075 | 286,043 | 15,348 | 40,012 | 933 | 41,339 | 30,281 |
| MONROE | 20,193 | 22,690 | 12.4 | 6,285 | 6,013 | 2,791 | 4,402 | 3,222 | 8,484 | 189,900 | 395,498 | 17,431 | 46,618 | 660 | 20,988 | 18,755 |
| MONTGOMERY | 31,648 | 31,643 | 0.0 | 8,449 | 8,037 | 3,797 | 5,791 | 5,569 | 10,996 | 307,218 | 552,900 | 17,473 | 50,280 | 1,246 | 51,866 | 25,114 |
| Litchfield | 7,204 | 7,153 | -0.7 | * | * | * | * | * | 2,837 | 50,698 | 90,766 | 12,690 | 31,997 | * | * | * |
| MORGAN | 37,505 | 37,545 | 0.1 | 9,837 | 10,325 | 4,806 | 6,908 | 5,632 | 15,018 | 419,662 | 842,822 | 22,448 | 56,121 | 944 | 49,609 | 27,458 |
| Jacksonville | 20,284 | 19,802 | -2.4 | * | * | * | * | * | 7,307 | 173,195 | 337,297 | 17,034 | 46,158 | * | * | * |
| MOULTRIE | 14,661 | 14,731 | 0.5 | 4,036 | 3,594 | 1,900 | 2,784 | 2,431 | 5,127 | 139,886 | 294,457 | 19,988 | 57,432 | 561 | 35,946 | 8,145 |
| OGLE | 46,466 | 45,824 | -1.4 | 12,693 | 12,327 | 6,049 | 8,890 | 5,865 | 17,473 | 521,280 | 595,724 | 13,000 | 34,095 | 1,312 | 57,003 | 73,947 |

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# ILLINOIS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| PEORIA | 200,700 | 183,560 | -8.5 | 49,561 | 51,580 | 26,249 | 32,857 | 23,312 | 63,985 | 2,296,666 | 3,553,730 | 19,360 | 55,540 | 1,102 | 42,361 | 15,309 |
| Peoria | 124,160 | 103,805 | -16.4 | • | • | • | • | • | 40,527 | 1,098,382 | 1,483,640 | 14,293 | 36,609 | • | • | • |
| PERRY | 21,734 | 22,049 | 1.4 | 6,129 | 5,512 | 2,800 | 4,035 | 3,550 | 8,041 | 180,895 | 353,526 | 16,034 | 43,968 | 591 | 14,711 | 6,613 |
| Du Quoin | 6,594 | 6,279 | -4.8 | • | • | • | • | • | 2,754 | 40,449 | 73,405 | 11,691 | 26,655 | • | • | • |
| Pickneyville | 3,319 | 3,155 | -4.9 | • | • | • | • | • | 1,416 | 24,933 | 45,179 | 14,318 | 31,910 | • | • | • |
| PIATT | 16,608 | 16,371 | -1.4 | 4,535 | 4,158 | 2,259 | 3,225 | 2,194 | 6,471 | 172,608 | 327,233 | 19,989 | 50,567 | 604 | 57,407 | 5,590 |
| PIKE | 18,888 | 17,703 | -6.3 | 4,620 | 4,284 | 2,142 | 3,328 | 3,310 | 6,237 | 173,681 | 322,901 | 18,240 | 51,772 | 1,193 | 41,031 | 46,279 |
| POPE | 4,396 | 4,476 | 1.8 | 1,092 | 1,285 | 483 | 806 | 815 | 1,441 | 26,781 | 68,331 | 15,267 | 47,416 | 279 | 2,424 | 3,229 |
| PULASKI | 8,795 | 8,122 | -7.7 | 2,526 | 1,998 | 796 | 1,373 | 1,438 | 2,987 | 52,138 | 97,972 | 12,063 | 32,797 | 244 | 8,102 | 3,655 |
| PUTNAM | 6,137 | 6,096 | -0.7 | 1,750 | 1,628 | 853 | 1,079 | 780 | 2,284 | 53,046 | 111,632 | 18,313 | 48,869 | 242 | 20,082 | 6,697 |
| RANDOLPH | 35,713 | 35,407 | -0.9 | 9,383 | 10,374 | 4,568 | 5,948 | 5,099 | 11,727 | 346,424 | 674,291 | 19,044 | 57,501 | 1,019 | 22,574 | 16,905 |
| RICHLAND | 17,588 | 17,892 | 1.7 | 4,598 | 4,813 | 2,219 | 3,417 | 2,845 | 6,204 | 149,480 | 289,324 | 16,171 | 46,638 | 617 | 23,161 | 10,575 |
| Olney | 9,026 | 9,084 | 0.6 | • | • | • | • | • | 3,810 | 63,084 | 120,552 | 13,271 | 31,639 | • | • | • |
| ROCK ISLAND | 166,007 | 160,786 | -3.1 | 43,573 | 44,538 | 21,706 | 29,745 | 21,224 | 57,259 | 1,732,016 | 2,624,613 | 16,324 | 45,837 | 723 | 23,399 | 21,918 |
| East Moline | 20,907 | 20,191 | -3.4 | • | • | • | • | • | 7,549 | 165,016 | 249,681 | 12,366 | 33,076 | • | • | • |
| Moline | 45,709 | 43,937 | -3.9 | • | • | • | • | • | 17,560 | 407,753 | 614,057 | 13,976 | 34,970 | • | • | • |
| Rock Island | 47,036 | 44,005 | -6.4 | • | • | • | • | • | 16,559 | 361,782 | 530,283 | 12,050 | 32,024 | • | • | • |
| ST. CLAIR | 264,911 | 257,289 | -2.9 | 75,643 | 72,298 | 32,418 | 46,055 | 31,132 | 100,491 | 2,245,311 | 4,408,879 | 17,136 | 43,873 | 1,101 | 38,563 | 15,946 |
| Belleville | 41,580 | 41,390 | -0.5 | • | • | • | • | • | 16,778 | 304,129 | 599,952 | 14,495 | 35,756 | • | • | • |
| SALINE | 27,417 | 28,858 | 5.3 | 7,013 | 7,013 | 3,463 | 5,570 | 5,800 | 9,889 | 217,097 | 439,958 | 15,246 | 44,491 | 465 | 14,332 | 3,123 |
| Eldorado | 5,198 | 6,160 | 18.5 | • | • | • | • | • | 2,558 | 28,622 | 66,452 | 10,787 | 25,978 | • | • | • |
| Harrisburg | 10,410 | 11,039 | 6.0 | • | • | • | • | • | 4,504 | 62,689 | 130,227 | 11,797 | 28,914 | • | • | • |
| SANGAMON | 176,268 | 182,289 | 3.4 | 47,213 | 48,671 | 27,708 | 34,270 | 24,245 | 61,785 | 1,738,974 | 3,526,823 | 19,347 | 57,083 | 1,277 | 93,814 | 27,781 |
| Springfield | 99,637 | 101,166 | 1.5 | • | • | • | • | • | 40,570 | 787,043 | 1,578,100 | 15,599 | 38,898 | • | • | • |
| SCHUYLER | 8,404 | 7,865 | -6.4 | 2,076 | 1,903 | 999 | 1,510 | 1,376 | 2,778 | 76,219 | 160,789 | 20,443 | 57,876 | 594 | 19,285 | 12,754 |
| SCOTT | 6,157 | 6,105 | -0.8 | 1,581 | 1,606 | 690 | 1,172 | 1,056 | 2,103 | 57,539 | 114,063 | 18,684 | 54,250 | 410 | 17,882 | 11,458 |
| SHELBY | 24,017 | 23,765 | -1.1 | 6,535 | 6,084 | 2,852 | 4,468 | 3,826 | 8,621 | 214,761 | 455,401 | 19,163 | 52,823 | 1,431 | 63,760 | 22,712 |
| Shelbyville | 5,259 | 5,263 | 0.1 | • | • | • | • | • | 2,090 | 39,343 | 84,422 | 16,041 | 40,385 | • | • | • |
| STARK | 7,432 | 6,561 | -11.7 | 1,837 | 1,673 | 800 | 1,166 | 1,076 | 2,554 | 58,090 | 109,890 | 16,749 | 43,027 | 434 | 29,907 | 8,054 |
| STEPHENSON | 49,723 | 50,245 | 1.1 | 13,315 | 13,466 | 6,482 | 9,597 | 7,386 | 20,098 | 544,825 | 1,120,248 | 22,296 | 55,739 | 1,290 | 28,427 | 92,520 |
| Freeport | 26,266 | 25,504 | -2.9 | • | • | • | • | • | 10,795 | 220,472 | 431,174 | 16,906 | 39,940 | • | • | • |
| TAZEWELL | 132,553 | 128,438 | -3.1 | 36,862 | 34,421 | 18,367 | 24,917 | 13,871 | 48,043 | 1,560,794 | 2,411,208 | 18,773 | 50,188 | 1,182 | 60,632 | 30,015 |
| Pekin | 33,967 | 35,044 | 3.2 | • | • | • | • | • | 13,621 | 288,131 | 486,943 | 13,895 | 35,749 | • | • | • |
| UNION | 16,885 | 18,021 | 6.7 | 4,001 | 4,019 | 2,307 | 3,604 | 4,073 | 6,401 | 139,839 | 271,581 | 15,070 | 42,431 | 580 | 11,283 | 6,093 |
| VERMILION | 94,982 | 90,584 | -4.6 | 25,454 | 23,280 | 11,776 | 17,120 | 12,953 | 31,972 | 936,621 | 1,628,623 | 17,979 | 50,938 | 1,225 | 87,343 | 14,827 |
| Danville | 38,985 | 34,841 | -10.6 | • | • | • | • | • | 14,224 | 312,183 | 503,079 | 14,439 | 35,368 | • | • | • |
| WABASH | 13,728 | 14,758 | 7.5 | 4,103 | 3,881 | 1,859 | 2,656 | 2,258 | 5,261 | 138,681 | 260,286 | 17,637 | 49,471 | 286 | 15,828 | 4,556 |
| Mount Carmel | 8,908 | 9,729 | 9.2 | • | • | • | • | • | 3,868 | 71,452 | 137,076 | 14,090 | 35,440 | • | • | • |
| WARREN | 21,927 | 20,654 | -5.8 | 5,742 | 5,638 | 2,540 | 3,697 | 3,036 | 7,061 | 170,282 | 347,748 | 16,837 | 49,249 | 904 | 45,704 | 34,764 |
| Monmouth | 10,706 | 9,332 | -12.8 | • | • | • | • | • | 3,541 | 62,909 | 116,865 | 12,523 | 33,007 | • | • | • |
| WASHINGTON | 15,619 | 15,037 | -3.7 | 4,105 | 3,669 | 1,789 | 2,737 | 2,722 | 6,015 | 143,223 | 311,740 | 20,731 | 51,827 | 987 | 33,991 | 30,995 |
| WAYNE | 18,129 | 18,348 | 1.2 | 4,734 | 4,550 | 2,128 | 3,541 | 3,394 | 6,525 | 151,141 | 323,503 | 17,631 | 49,581 | 1,061 | 37,436 | 14,227 |
| WHITE | 17,951 | 17,962 | 0.1 | 4,185 | 4,365 | 2,227 | 3,575 | 3,610 | 7,809 | 167,046 | 320,259 | 17,829 | 41,012 | 545 | 32,500 | 5,978 |
| Carmi | 6,264 | 6,239 | -0.4 | • | • | • | • | • | 2,697 | 48,844 | 93,176 | 14,934 | 34,543 | • | • | • |
| WHITESIDE | 66,195 | 63,386 | -4.2 | 18,319 | 17,178 | 8,050 | 11,726 | 8,113 | 27,559 | 749,715 | 1,307,172 | 20,622 | 47,432 | 1,276 | 54,979 | 64,149 |
| Rock Falls | 10,633 | 10,025 | -5.7 | • | • | • | • | • | 3,597 | 87,692 | 149,974 | 14,959 | 41,693 | • | • | • |
| Sterling | 16,281 | 15,039 | -7.6 | • | • | • | • | • | 5,733 | 156,806 | 262,731 | 17,470 | 45,828 | • | • | • |
| WILL | 326,503 | 350,950 | 7.5 | 108,093 | 97,564 | 55,450 | 60,714 | 29,480 | 141,153 | 3,208,973 | 6,106,951 | 17,401 | 43,265 | 1,239 | 67,121 | 14,367 |
| Joliet | 77,956 | 64,771 | -16.9 | • | • | • | • | • | 23,730 | 565,999 | 852,485 | 13,162 | 35,925 | • | • | • |

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSE-HOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WILLIAMSON | 56,761 | 58,472 | 3.0 | 14,735 | 14,852 | 8,245 | 11,285 | 9,414 | 19,825 | 459,980 | 1,005,306 | 17,193 | 50,710 | 607 | 5,879 | 4,154 |
| Herrin | 10,549 | 11,355 | 7.6 | * | * | * | * | * | 4,656 | 66,159 | 150,988 | 13,297 | 32,425 | * | * | * |
| Marion | 14,031 | 14,485 | 3.2 | * | * | * | * | * | 5,998 | 92,651 | 202,799 | 14,001 | 33,813 | * | * | * |
| WINNEBAGO | 251,717 | 257,519 | 2.3 | 69,788 | 71,075 | 37,598 | 49,186 | 30,387 | 93,465 | 2,250,396 | 4,275,241 | 16,602 | 45,742 | 808 | 25,814 | 30,557 |
| Rockford | 139,712 | 137,119 | -1.9 | * | * | * | * | * | 52,107 | 951,974 | 1,711,734 | 12,484 | 32,850 | * | * | * |
| South Beloit | 4,088 | 4,272 | 4.5 | * | * | * | * | * | 1,675 | 23,540 | 45,066 | 10,550 | 26,899 | * | * | * |
| WOODFORD | 33,547 | 33,206 | -1.0 | 10,028 | 8,833 | 4,582 | 5,811 | 3,918 | 13,054 | 364,308 | 642,054 | 19,336 | 49,186 | 1,103 | 50,576 | 28,939 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1987 Cash Receipts as follows: From Crops $5,020,577,000; from Livestock & Livestock Products $2,198,720,000; Total $7,219,297,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# INDIANA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSE-HOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 5,488,859 | 5,604,585 | 2.1 | | | | | | 2,049,131 | 43,203,001 | 78,137,787 | 13,942 | 38,132 | 77,180 | 2,237,382 | 1,679,917 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Anderson, IN | 139,113 | 135,113 | -2.9 | 37,156 | 36,616 | 18,511 | 26,077 | 16,619 | 48,447 | 906,906 | 1,706,879 | 12,633 | 35,232 | 956 | 43,410 | 14,212 |
| Bloomington, IN | 98,479 | 110,852 | 12.6 | 21,394 | 47,555 | 16,406 | 16,073 | 9,312 | 32,648 | 954,177 | 1,934,151 | 17,448 | 59,243 | 583 | 3,090 | 4,276 |
| Elkhart-Goshen, IN | 137,401 | 158,930 | 15.7 | 46,249 | 42,911 | 23,204 | 29,561 | 17,006 | 60,216 | 1,096,532 | 2,587,438 | 16,280 | 42,970 | 1,556 | 23,962 | 62,210 |
| Fort Wayne, IN | 354,087 | 361,379 | 2.1 | 103,343 | 100,799 | 52,358 | 64,814 | 39,432 | 135,959 | 2,813,326 | 5,783,673 | 16,004 | 42,540 | 3,353 | 71,018 | 76,490 |
| Gary-Hammond,IN | 641,735 | 572,647 | -10.8 | 170,032 | 160,228 | 76,711 | 105,322 | 59,905 | 228,311 | 5,203,308 | 7,739,640 | 13,516 | 33,900 | 1,148 | 52,518 | 13,307 |
| Indianapolis, IN | 1,166,731 | 1,261,401 | 8.1 | 342,611 | 352,718 | 185,194 | 240,703 | 140,361 | 462,490 | 9,980,769 | 20,690,646 | 16,403 | 44,738 | 5,818 | 221,993 | 95,910 |
| Kokoma, IN | 103,516 | 103,503 | -0.1 | 29,368 | 27,680 | 14,480 | 20,597 | 11,394 | 38,651 | 813,675 | 1,415,915 | 13,680 | 36,633 | 1,228 | 64,180 | 34,687 |
| Lafayette-<br>West Lafayette,IN | 121,756 | 130,080 | 6.8 | 28,227 | 52,943 | 17,561 | 19,252 | 11,967 | 53,229 | 1,272,003 | 2,411,307 | 18,537 | 45,301 | 881 | 39,285 | 21,021 |
| Muncie, IN | 128,247 | 122,536 | -4.5 | 29,776 | 40,682 | 16,052 | 22,179 | 13,969 | 41,534 | 887,314 | 1,664,376 | 13,583 | 40,072 | 834 | 29597 | 9855 |
| South Bend-<br>Mishawaka, IN | 241,248 | 245,742 | 1.9 | 63,401 | 71,019 | 32,929 | 44,971 | 33,175 | 86,483 | 1,855,663 | 3,735,703 | 15,202 | 43,196 | 897 | 28,460 | 18,890 |
| Terre Haute, IN | 137,271 | 134,228 | -2.2 | 33,298 | 41,022 | 17,213 | 23,252 | 19,468 | 45,430 | 1,146,508 | 2,018,698 | 15,039 | 44,436 | 646 | 40,654 | 12,486 |
| Evansville, IN-KY | 276,695 | 289,022 | 4.5 | 76,415 | 79,313 | 40,318 | 54,157 | 38,988 | 103,876 | 2,325,428 | 4,557,975 | 15,770 | 43,879 | 1,999 | 79,359 | 23,285 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 29,621 | 31,967 | 7.9 | 10,741 | 8,407 | 4,028 | 5,083 | 3,708 | 13,694 | 211,120 | 479,951 | 15,014 | 35,047 | 1,195 | 27,754 | 46,421 |
| Decatur | 8,649 | 8,987 | 3.9 | * | * | * | * | * | 3,578 | 45,774 | 108,592 | 12,083 | 30,349 | * | * | * |
| ALLEN | 294,218 | 297,697 | 1.2 | 84,248 | 83,951 | 43,761 | 53,288 | 31,854 | 110,961 | 2,382,827 | 4,848,417 | 16,286 | 43,695 | 1,649 | 37,847 | 36,637 |
| Fort Wayne | 172,196 | 166,391 | -3.4 | * | * | * | * | * | 67,448 | 1,011,035 | 1,931,886 | 11,611 | 28,643 | * | * | * |
| BARTHOLOMEW | 65,259 | 65,497 | 0.4 | 18,274 | 17,553 | 9,759 | 13,165 | 6,746 | 24,511 | 536,711 | 994,610 | 15,186 | 40,578 | 748 | 24,416 | 12,728 |
| Columbus | 30,614 | 28,937 | -5.5 | * | * | * | * | * | 11,451 | 223,339 | 387,536 | 13,392 | 33,843 | * | * | * |
| BENTON | 10,149 | 9,252 | -8.8 | 2,702 | 2,368 | 1,055 | 1,702 | 1,425 | 3,584 | 82,997 | 117,922 | 12,746 | 32,900 | 614 | 49,612 | 6,472 |
| BLACKFORD | 15,544 | 15,227 | -2.0 | 4,172 | 3,974 | 2,010 | 2,924 | 2,132 | 5,559 | 110,534 | 243,055 | 15,962 | 43,721 | 364 | 13,420 | 7,175 |
| Hartford City | 7,622 | 7,153 | -6.1 | * | * | * | * | * | 2,776 | 42,165 | 88,040 | 12,307 | 31,720 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# INDIANA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BOONE | 36,661 | 40,616 | 10.8 | 11,129 | 10,560 | 5,971 | 8,123 | 4,793 | 15,433 | 304,728 | 538,644 | 13,262 | 34,901 | 822 | 39,012 | 20,429 |
| Lebanon City | 11,456 | 12,342 | 7.7 | • | • | • | • | • | 5,089 | 59,281 | 135,413 | 10,972 | 26,609 | • | • | • |
| BROWN | 12,463 | 14,984 | 20.2 | 4,001 | 3,866 | 2,292 | 2,907 | 1,948 | 5,865 | 89,265 | 229,741 | 15,333 | 39,170 | 200 | 1,078 | 778 |
| CARROLL | 19,712 | 19,172 | -2.7 | 5,330 | 5,004 | 2,512 | 3,662 | 2,665 | 7,268 | 150,317 | 216,637 | 11,300 | 29,808 | 770 | 37,147 | 55,159 |
| CASS | 40,972 | 39,553 | -3.5 | 11,075 | 10,244 | 5,221 | 7,476 | 5,537 | 14,219 | 326,883 | 593,047 | 14,994 | 41,707 | 920 | 34,400 | 25,241 |
| Logansport | 17,899 | 15,602 | -12.8 | • | • | • | • | • | 6,497 | 106,321 | 170,877 | 10,953 | 26,303 | • | • | • |
| CLARK | 88,805 | 92,648 | 4.3 | 26,312 | 25,571 | 13,990 | 17,140 | 9,728 | 35,190 | 488,934 | 962,184 | 10,385 | 27,343 | 691 | 10,795 | 5,270 |
| Jeffersonville | 21,220 | 22,043 | 3.9 | • | • | • | • | • | 8,561 | 83,208 | 161,472 | 7,325 | 18,862 | • | • | • |
| CLAY | 24,855 | 25,468 | 2.5 | 6,978 | 6,545 | 3,184 | 4,763 | 4,024 | 9,452 | 197,427 | 363,632 | 14,278 | 38,473 | 646 | 21,675 | 7,742 |
| Brazil | 7,852 | 7,743 | -1.4 | • | • | • | • | • | 3,314 | 42,523 | 74,962 | 9,681 | 22,622 | • | • | • |
| CLINTON | 31,512 | 31,429 | -0.3 | 8,957 | 7,983 | 3,992 | 5,877 | 4,620 | 11,623 | 235,172 | 454,539 | 14,462 | 39,106 | 801 | 42,674 | 39,623 |
| Frankfort | 15,168 | 14,872 | -1.9 | • | • | • | • | • | 5,900 | 83,810 | 158,603 | 10,664 | 26,883 | • | • | • |
| CRAWFORD | 9,863 | 10,571 | 7.2 | 3,129 | 2,854 | 1,321 | 1,892 | 1,385 | 4,173 | 55,325 | 127,140 | 12,028 | 30,467 | 418 | 1,221 | 3,282 |
| DAVIESS | 27,909 | 29,338 | 5.1 | 8,860 | 7,305 | 3,609 | 5,075 | 4,489 | 11,365 | 207,856 | 426,828 | 14,549 | 37,557 | 1,257 | 27,139 | 64,139 |
| Washington | 11,325 | 11,474 | 1.3 | • | • | • | • | • | 5,043 | 65,549 | 129,028 | 11,245 | 25,583 | • | • | • |
| DEARBORN | 34,448 | 38,282 | 11.1 | 11,523 | 10,068 | 5,053 | 7,197 | 4,364 | 15,355 | 220,805 | 470,877 | 12,300 | 30,665 | 796 | 3,605 | 5,088 |
| DECATUR | 23,782 | 25,099 | 5.5 | 7,806 | 6,651 | 3,162 | 4,342 | 3,162 | 10,030 | 202,173 | 420,065 | 16,737 | 41,880 | 816 | 27,820 | 41,819 |
| Greensburg | 9,254 | 9,906 | 7.0 | • | • | • | • | • | 3,772 | 57,930 | 122,381 | 12,354 | 32,447 | • | • | • |
| DE KALB | 33,626 | 36,354 | 8.1 | 11,088 | 9,634 | 4,908 | 6,471 | 4,217 | 14,326 | 235,960 | 508,530 | 13,988 | 35,498 | 824 | 16,568 | 18,891 |
| Auburn | 8,122 | 8,824 | 8.6 | • | • | • | • | • | 3,454 | 48,551 | 104,949 | 11,894 | 30,389 | • | • | • |
| DELAWARE | 128,247 | 122,536 | -4.5 | 29,776 | 40,682 | 16,052 | 22,179 | 13,969 | 41,534 | 887,314 | 1,664,376 | 13,583 | 40,072 | 834 | 29597 | 9855 |
| Muncie | 77,216 | 76,634 | -0.8 | • | • | • | • | • | 27,859 | 384,806 | 776,664 | 10,135 | 27,878 | • | • | • |
| DUBOIS | 34,319 | 37,760 | 10.0 | 11,064 | 10,988 | 4,871 | 6,457 | 4,342 | 15,167 | 241,077 | 612,287 | 16,215 | 40,370 | 982 | 13,510 | 109,066 |
| Jasper | 9,097 | 9,755 | 7.2 | • | • | • | • | • | 3,665 | 54,542 | 134,799 | 13,819 | 36,777 | • | • | • |
| ELKHART | 137,401 | 158,930 | 15.7 | 46,249 | 42,911 | 23,204 | 29,561 | 17,006 | 60,216 | 1,096,532 | 2,587,438 | 16,280 | 42,970 | 1,556 | 23,962 | 62,210 |
| Elkhart | 41,305 | 41,253 | -0.1 | • | • | • | • | • | 16,876 | 266,853 | 536,854 | 13,014 | 31,811 | • | • | • |
| Goshen | 19,665 | 23,552 | 19.8 | • | • | • | • | • | 9,243 | 119,984 | 289,461 | 12,290 | 31,317 | • | • | • |
| FAYETTE | 28,286 | 28,148 | -0.5 | 8,529 | 7,206 | 3,744 | 5,123 | 3,547 | 10,634 | 178,311 | 324,255 | 11,520 | 30,492 | 514 | 11,798 | 14,760 |
| Connersville | 17,023 | 15,779 | -7.3 | • | • | • | • | • | ,120 | 80,759 | 133,376 | 8,453 | 21,795 | • | • | • |
| FLOYD | 61,369 | 63,741 | 3.9 | 17,274 | 17,274 | 9,306 | 12,175 | 7,713 | 24,695 | 348,397 | 704,872 | 11,056 | 28,543 | 394 | 2,853 | 3,069 |
| New Albany | 37,103 | 35,303 | -4.9 | • | • | • | • | • | 14,259 | 153,131 | 274,205 | 7,767 | 19,230 | • | • | • |
| FOUNTAIN | 18,917 | 18,784 | -0.7 | 5,147 | 4,865 | 2,348 | 3,701 | 2,724 | 6,962 | 134,985 | 244,219 | 13,001 | 35,080 | 693 | 32,690 | 10,616 |
| FRANKLIN | 19,705 | 20,657 | 4.8 | 6,672 | 5,557 | 2,582 | 3,615 | 2,231 | 9,173 | 141,379 | 312,547 | 15,131 | 34,073 | 921 | 11,101 | 22,633 |
| FULTON | 19,337 | 19,303 | -0.2 | 5,501 | 4,807 | 2,355 | 3,590 | 3,031 | 7,721 | 165,534 | 302,693 | 15,681 | 39,204 | 773 | 25,632 | 20,153 |
| Rochester | 5,050 | 4,875 | -3.5 | • | • | • | • | • | 2,079 | 36,539 | 73,516 | 15,079 | 35,354 | • | • | • |
| GIBSON | 33,175 | 34,103 | 2.8 | 9,071 | 9,174 | 4,195 | 6,548 | 5,081 | 12,606 | 252,549 | 486,472 | 14,265 | 38,590 | 846 | 35,978 | 18,965 |
| Princeton | 8,976 | 9,722 | 8.3 | • | • | • | • | • | 4,146 | 49,567 | 101,064 | 10,395 | 24,378 | • | • | • |
| GRANT | 80,656 | 76,727 | -4.9 | 20,870 | 21,714 | 9,591 | 15,192 | 9,437 | 27,221 | 544,007 | 996,894 | 12,993 | 36,623 | 744 | 34,108 | 17,763 |
| Marion | 35,874 | 32,973 | -8.1 | • | • | • | • | • | 12,190 | 185,408 | 327,544 | 9,934 | 26,871 | • | • | • |
| GREENE | 30,426 | 31,147 | 2.4 | 8,410 | 7,600 | 4,143 | 5,918 | 5,077 | 11,284 | 238,097 | 511,696 | 16,428 | 45,348 | 987 | 16,504 | 16,260 |
| Bloomfield | 2,705 | 2,847 | 5.2 | • | • | • | • | • | 1,294 | 18,901 | 41,798 | 14,683 | 32,300 | • | • | • |
| Linton | 6,315 | 6,523 | 3.3 | • | • | • | • | • | 2,861 | 39,498 | 85,738 | 13,143 | 29,971 | • | • | • |
| HAMILTON | 83,005 | 110,120 | 32.7 | 31,605 | 28,411 | 17,179 | 23,235 | 9,911 | 39,329 | 776,053 | 1,700,009 | 15,438 | 43,225 | 772 | 34,222 | 13,257 |
| Noblesville | 12,056 | 15,611 | 29.5 | • | • | • | • | • | 5,879 | 78,607 | 212,866 | 13,636 | 36,205 | • | • | • |
| HANCOCK | 44,134 | 46,798 | 6.0 | 13,338 | 12,402 | 6,973 | 9,594 | 4,539 | 19,034 | 359,465 | 736,629 | 15,740 | 38,701 | 698 | 29,272 | 11,034 |
| Greenfield | 11,439 | 12,508 | 9.3 | • | • | • | • | • | 4,541 | 69,226 | 146,834 | 11,739 | 32,336 | • | • | • |
| HARRISON | 27,419 | 30,060 | 9.6 | 9,048 | 8,116 | 4,178 | 5,501 | 3,277 | 12,415 | 178,859 | 361,821 | 12,037 | 29,145 | 1,297 | 8,994 | 42,394 |
| HENDRICKS | 70,199 | 81,609 | 16.3 | 23,095 | 21,789 | 12,649 | 16,485 | 7,590 | 32,584 | 585,101 | 1,276,206 | 15,638 | 39,166 | 926 | 29,353 | 11,355 |
| HENRY | 53,191 | 50,576 | -4.9 | 14,060 | 13,352 | 6,727 | 9,812 | 6,625 | 18,982 | 345,086 | 607,641 | 12,014 | 32,011 | 938 | 26,975 | 18,594 |
| New Castle | 20,056 | 17,565 | -12.4 | • | • | • | • | • | 6,953 | 89,757 | 143,957 | 8,196 | 20,705 | • | • | • |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| HOWARD | 86,725 | 87,238 | 0.6 | 24,863 | 23,467 | 12,301 | 17,360 | 9,247 | 32,395 | 657,393 | 1,155,581 | 13,246 | 35,672 | 677 | 28,527 | 19,178 |
| Kokomo | 47,808 | 49,137 | 2.8 | • | • | • | • | • | 19,341 | 271,182 | 490,360 | 9,979 | 25,354 | • | • | • |
| HUNTINGTON | 35,531 | 35,623 | 0.3 | 10,366 | 9,618 | 4,417 | 6,341 | 4,880 | 13,024 | 262,113 | 537,703 | 15,094 | 41,287 | 818 | 28,547 | 21,137 |
| Huntington | 16,202 | 15,881 | -2.0 | • | • | • | • | • | 6,037 | 89,489 | 178,641 | 11,249 | 29,593 | • | • | • |
| JACKSON | 36,629 | 38,044 | 3.9 | 11,109 | 9,968 | 5,060 | 7,076 | 4,908 | 14,648 | 293,926 | 593,667 | 15,605 | 40,529 | 963 | 22,192 | 44,628 |
| Seymour | 15,050 | 15,784 | 4.9 | • | • | • | • | • | 6,353 | 94,123 | 192,397 | 12,189 | 30,286 | • | • | • |
| JASPER | 26,308 | 27,785 | 5.6 | 8,669 | 8,085 | 3,529 | 4,612 | 2,890 | 10,827 | 215,040 | 456,346 | 16,424 | 42,150 | 780 | 51,592 | 34,524 |
| Rensselaer | 4,944 | 5,096 | 3.1 | • | • | • | • | • | 1,992 | 33,975 | 70,435 | 13,820 | 35,354 | • | • | • |
| JAY | 23,121 | 21,024 | -9.1 | 6,055 | 5,508 | 2,586 | 3,953 | 2,922 | 7,760 | 152,448 | 271,676 | 12,922 | 35,009 | 922 | 21,718 | 34,148 |
| Portland | 7,074 | 6,482 | -8.4 | • | • | • | • | • | 2,620 | 35,175 | 63,103 | 9,735 | 24,090 | • | • | • |
| JEFFERSON | 30,484 | 29,637 | -2.8 | 8,150 | 8,506 | 4,001 | 5,364 | 3,645 | 10,693 | 240,307 | 424,418 | 14,321 | 39,691 | 962 | 12,356 | 6,001 |
| Madison | 12,472 | 10,873 | -12.8 | • | • | • | • | • | 4,283 | 86,180 | 135,550 | 12,467 | 31,645 | • | • | • |
| JENNINGS | 22,879 | 23,521 | 2.8 | 6,915 | 6,539 | 3,387 | 4,163 | 2,564 | 8,848 | 166,406 | 362,113 | 15,395 | 40,928 | 671 | 11,977 | 16,880 |
| JOHNSON | 77,259 | 91,259 | 17.5 | 25,735 | 25,644 | 13,780 | 17,522 | 8,578 | 34,911 | 626,794 | 1,352,122 | 14,816 | 38,730 | 650 | 22,591 | 9,230 |
| Edinburg | 4,856 | 4,645 | -4.3 | • | • | • | • | • | 1,626 | 21,457 | 37,407 | 8,053 | 22,999 | • | • | • |
| Franklin | 11,563 | 11,919 | 3.1 | • | • | • | • | • | 4,002 | 61,376 | 115,298 | 9,674 | 28,812 | • | • | • |
| KNOX | 41,901 | 42,101 | 0.5 | 10,273 | 12,336 | 5,136 | 7,662 | 6,652 | 14,388 | 327,543 | 627,176 | 14,897 | 43,591 | 833 | 47,496 | 18,543 |
| Bicknell | 4,713 | 5,326 | 13.0 | • | • | • | • | • | 2,217 | 25,514 | 55,876 | 10,492 | 25,201 | • | • | • |
| Vincennes | 20,857 | 21,285 | 2.1 | • | • | • | • | • | 8,275 | 115,208 | 227,861 | 10,705 | 27,536 | • | • | • |
| KOSCIUSKO | 59,744 | 65,942 | 10.4 | 19,585 | 17,607 | 9,364 | 11,738 | 7,715 | 24,611 | 519,533 | 1,066,158 | 16,168 | 43,320 | 1,327 | 28,957 | 86,974 |
| Warsaw | 10,647 | 12,620 | 18.6 | • | • | • | • | • | 4,833 | 77,119 | 205,775 | 16,296 | 42,580 | • | • | • |
| LAGRANGE | 25,576 | 30,326 | 18.6 | 11,190 | 7,854 | 3,639 | 4,609 | 3,033 | 13,594 | 160,144 | 453,517 | 14,955 | 33,361 | 1,437 | 21,456 | 59,977 |
| LAKE | 520,913 | 449,182 | -13.8 | 133,856 | 124,423 | 57,945 | 83,099 | 49,410 | 180,058 | 4,160,221 | 5,947,687 | 13,241 | 33,032 | 551 | 26,471 | 6,082 |
| East Chicago | 39,786 | 30,062 | -24.4 | • | • | • | • | • | 11,767 | 207,369 | 300,016 | 9,980 | 25,496 | • | • | • |
| Gary | 151,953 | 116,206 | -23.5 | • | • | • | • | • | 43,023 | 752,026 | 1,101,194 | 9,476 | 25,596 | • | • | • |
| Hammond | 93,714 | 71,739 | -23.4 | • | • | • | • | • | 29,857 | 586,153 | 859,159 | 11,976 | 28,775 | • | • | • |
| LA PORTE | 108,455 | 106,981 | -1.4 | 30,169 | 29,313 | 14,656 | 19,791 | 13,159 | 40,229 | 836,020 | 1,525,091 | 14,256 | 37,910 | 914 | 42,058 | 23,297 |
| La Porte | 21,796 | 20,927 | -4.0 | • | • | • | • | • | 8,702 | 130,351 | 227,842 | 10,887 | 26,184 | • | • | • |
| Michigan City | 36,850 | 34,484 | -6.4 | • | • | • | • | • | 12,552 | 192,487 | 327,916 | 9,509 | 26,124 | • | • | • |
| LAWRENCE | 42,493 | 43,276 | 1.8 | 11,814 | 11,122 | 5,929 | 8,439 | 5,972 | 16,020 | 291,180 | 572,971 | 13,240 | 35,766 | 865 | 5,754 | 9,942 |
| Bedford | 14,410 | 14,614 | 1.4 | • | • | • | • | • | 6,335 | 81,356 | 159,431 | 10,909 | 25,165 | • | • | • |
| MADISON | 139,113 | 135,113 | -2.9 | 37,156 | 36,616 | 18,511 | 26,077 | 16,619 | 48,447 | 906,906 | 1,706,879 | 12,633 | 35,232 | 956 | 43,410 | 14,212 |
| Anderson | 64,895 | 59,491 | -8.0 | • | • | • | • | • | 23,676 | 318,143 | 558,592 | 9,390 | 23,593 | • | • | • |
| Elwood | 10,867 | 10,301 | -5.2 | • | • | • | • | • | 3,935 | 47,044 | 85,146 | 8,266 | 21,639 | • | • | • |
| MARION | 763,107 | 793,493 | 4.0 | 209,482 | 227,732 | 115,056 | 146,796 | 94,426 | 278,353 | 6,628,685 | 13,049,796 | 16,446 | 46,882 | 361 | 15,176 | 6,871 |
| Indianapolis | 700,807 | 716,757 | 2.3 | • | • | • | • | • | 251,557 | 4,481,382 | 11,552,097 | 16,117 | 45,922 | • | • | • |
| MARSHALL | 39,183 | 43,902 | 12.0 | 12,951 | 11,546 | 5,663 | 7,990 | 5,707 | 16,928 | 279,502 | 626,572 | 14,272 | 37,014 | 1,090 | 27,295 | 24,087 |
| Plymouth | 7,693 | 8,179 | 6.3 | • | • | • | • | • | 3,297 | 39,573 | 83,762 | 10,241 | 25,402 | • | • | • |
| MARTIN | 10,959 | 11,121 | 1.5 | 3,181 | 3,036 | 1,479 | 2,069 | 1,357 | 4,210 | 67,438 | 133,278 | 11,984 | 31,654 | 361 | 3,125 | 20,374 |
| MIAMI | 39,677 | 39,062 | -1.5 | 11,836 | 10,977 | 5,430 | 6,641 | 4,258 | 14,475 | 273,183 | 544,842 | 13,948 | 37,641 | 818 | 26,369 | 36,221 |
| Peru | 13,764 | 12,890 | -6.3 | • | • | • | • | • | 5,100 | 73,357 | 138,363 | 10,734 | 27,129 | • | • | • |
| MONROE | 98,479 | 110,852 | 12.6 | 21,394 | 47,555 | 16,406 | 16,073 | 9,312 | 46,188 | 954,177 | 1,901,766 | 17,156 | 41,174 | 583 | 3,090 | 4,276 |
| Bloomington | 52,044 | 59,455 | 14.2 | • | • | • | • | • | 20,502 | 386,844 | 571,025 | 9,604 | 27,852 | • | • | • |
| MONTGOMERY | 35,431 | 36,157 | 2.0 | 9,365 | 9,979 | 4,700 | 7,087 | 5,062 | 12,793 | 278,384 | 596,488 | 16,497 | 46,628 | 942 | 44,626 | 38,751 |
| Crawfordsville | 13,325 | 13,037 | -2.2 | • | • | • | • | • | 5,390 | 82,238 | 168,037 | 12,890 | 31,176 | • | • | • |
| MORGAN | 52,119 | 56,771 | 8.9 | 16,577 | 15,385 | 8,005 | 11,127 | 5,677 | 22,925 | 396,301 | 815,508 | 14,365 | 35,573 | 713 | 17,286 | 8,997 |
| Martinsville | 11,311 | 12,178 | 7.7 | • | • | • | • | • | 4,544 | 59,977 | 121,327 | 9,963 | 26,701 | • | • | • |
| NEWTON | 14,908 | 14,309 | -4.0 | 4,493 | 3,692 | 1,903 | 2,433 | 1,774 | 5,548 | 123,979 | 242,752 | 16,965 | 43,754 | 480 | 38,679 | 20,513 |
| NOBLE | 35,517 | 40,373 | 13.7 | 12,354 | 10,699 | 5,491 | 7,065 | 4,804 | 15,654 | 246,088 | 569,178 | 14,098 | 36,359 | 1,057 | 18,685 | 27,667 |
| Kendallville | 7,299 | 8,054 | 10.3 | • | • | • | • | • | 3,186 | 39,923 | 89,374 | 11,097 | 28,052 | • | • | • |
| OHIO | 5,075 | 5,433 | 7.0 | 1,576 | 1,418 | 668 | 1,059 | 706 | 2,074 | 40,477 | 78,645 | 14,476 | 37,913 | 283 | 1,401 | 1,294 |
| ORANGE | 18,732 | 19,456 | 3.9 | 5,545 | 4,981 | 2,529 | 3,560 | 2,879 | 7,040 | 110,646 | 248,834 | 12,790 | 35,347 | 566 | 5,422 | 11,757 |

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# INDIANA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| OWEN | 15,874 | 17,549 | 10.6 | 4,721 | 4,580 | 2,334 | 3,457 | 2,439 | 6,645 | 117,082 | 255,528 | 14,560 | 38,457 | 665 | 7,097 | 5,384 |
| Spencer | 2,732 | 2,881 | 5.5 | • | • | • | • | • | 1,238 | 18,412 | 38,299 | 13,294 | 30,928 | • | • | • |
| PARKE | 16,379 | 16,139 | -1.5 | 4,180 | 4,180 | 2,098 | 3,163 | 2,502 | 6,173 | 114,223 | 214,405 | 13,285 | 34,731 | 587 | 20,533 | 9,807 |
| PERRY | 19,356 | 19,130 | -1.2 | 5,529 | 5,184 | 2,353 | 3,405 | 2,640 | 7,495 | 123,813 | 269,084 | 14,066 | 35,903 | 526 | 2,375 | 6,419 |
| PIKE | 13,497 | 13,372 | -0.9 | 3,490 | 3,396 | 1,765 | 2,608 | 2,099 | 4,788 | 108,164 | 209,316 | 15,653 | 43,716 | 382 | 10,123 | 8,456 |
| PORTER | 120,822 | 123,465 | 2.2 | 36,175 | 35,805 | 18,767 | 22,224 | 10,495 | 48,253 | 1,043,087 | 1,791,953 | 14,514 | 37,137 | 597 | 26,047 | 7,225 |
| Chesterton | 8,531 | 8,295 | -2.8 | • | • | • | • | • | 3,043 | 59,737 | 97,377 | 11,740 | 31,999 | • | • | • |
| Valparaiso | 22,247 | 23,495 | 5.6 | • | • | • | • | • | 8,244 | 153,815 | 272,347 | 11,592 | 33,037 | • | • | • |
| POSEY | 26,574 | 27,213 | 2.4 | 7,892 | 7,348 | 3,946 | 4,926 | 3,102 | 10,574 | 200,816 | 389,514 | 14,313 | 36,836 | 551 | 30,850 | 10,351 |
| PULASKI | 13,238 | 13,609 | 2.8 | 4,205 | 3,457 | 1,551 | 2,395 | 1,987 | 5,508 | 108,199 | 218,083 | 16,025 | 39,597 | 718 | 36,816 | 30,665 |
| PUTNAM | 29,253 | 29,866 | 2.1 | 7,168 | 9,706 | 3,435 | 5,734 | 3,823 | 11,487 | 232,028 | 407,594 | 13,647 | 35,483 | 891 | 21,566 | 16,750 |
| Greencastle | 8,403 | 7,977 | -5.1 | • | • | • | • | • | 2,701 | 47,088 | 99,512 | 12,474 | 36,848 | • | • | • |
| RANDOLPH | 29,989 | 28,540 | -4.8 | 8,191 | 7,420 | 3,710 | 5,565 | 3,710 | 10,605 | 187,571 | 331,708 | 11,622 | 31,279 | 1,074 | 31,502 | 23,342 |
| Union City | 3,908 | 3,326 | -14.9 | • | • | • | • | • | 1,322 | 19,104 | 30,095 | 9,047 | 22,757 | • | • | • |
| Winchester | 5,659 | 5,410 | -4.4 | • | • | • | • | • | 2,205 | 29,706 | 52,557 | 9,716 | 23,835 | • | • | • |
| RIPLEY | 24,408 | 26,336 | 7.9 | 8,006 | 6,979 | 3,266 | 4,582 | 3,503 | 10,520 | 175,258 | 376,432 | 14,294 | 35,784 | 1,071 | 17,010 | 13,670 |
| RUSH | 19,476 | 18,383 | -5.6 | 5,423 | 4,945 | 2,151 | 3,346 | 2,500 | 7,179 | 150,908 | 271,750 | 14,783 | 37,856 | 834 | 34,113 | 32,429 |
| Rushville | 6,113 | 5,628 | -7.9 | • | • | • | • | • | 2,193 | 33,274 | 58,248 | 10,350 | 26,562 | • | • | • |
| ST. JOSEPH | 241,248 | 245,742 | 1.9 | 63,401 | 71,019 | 32,929 | 44,971 | 33,175 | 86,483 | 1,855,663 | 3,735,703 | 15,202 | 43,196 | 897 | 28,460 | 18,890 |
| Mishawaka | 40,201 | 43,288 | 7.7 | • | • | • | • | • | 18,438 | 229,124 | 481,772 | 11,129 | 26,129 | • | • | • |
| South Bend | 109,727 | 104,886 | -4.4 | • | • | • | • | • | 42,288 | 634,898 | 1,185,069 | 11,299 | 28,024 | • | • | • |
| SCOTT | 20,404 | 21,539 | 5.6 | 6,505 | 5,902 | 2,843 | 3,834 | 2,499 | 8,555 | 140,217 | 278,320 | 12,922 | 32,534 | 390 | 6,213 | 2,520 |
| SHELBY | 39,847 | 40,734 | 2.2 | 11,650 | 10,794 | 5,581 | 7,821 | 4,847 | 15,889 | 303,642 | 618,067 | 15,173 | 38,898 | 876 | 35,081 | 14,737 |
| Shelbyville | 14,989 | 14,843 | -1.0 | • | • | • | • | • | 5,936 | 80,656 | 158,163 | 10,656 | 26,644 | • | • | • |
| SPENCER | 19,429 | 21,836 | 12.4 | 6 267 | 5,961 | 2,839 | 3,887 | 2,882 | 8,626 | 150,550 | 322,642 | 14,776 | 37,405 | 808 | 15,532 | 19,056 |
| STARKE | 22,033 | 21,741 | -1.3 | 6,479 | 5,740 | 2,718 | 3,870 | 2,957 | 8,355 | 158,622 | 307,577 | 14,147 | 36,813 | 449 | 19,381 | 5,931 |
| STEUBEN | 24,695 | 29,551 | 19.7 | 7,742 | 8,363 | 3,930 | 5,437 | 4,048 | 10,677 | 180,164 | 516,736 | 17,486 | 48,398 | 573 | 9,469 | 13,543 |
| SULLIVAN | 21,095 | 20,704 | -1.9 | 5,590 | 5,031 | 2,712 | 3,789 | 3,561 | 7,534 | 167,479 | 418,835 | 15,400 | 42,318 | 599 | 26,148 | 5,997 |
| Sullivan | 4,774 | 4,521 | -5.3 | • | • | • | • | • | 2,023 | 28,782 | 52,737 | 11,665 | 26,073 | • | • | • |
| SWITZERLAND | 7,170 | 7,470 | 4.2 | 2,106 | 1,905 | 904 | 1,434 | 1,128 | 2,947 | 49,301 | 94,317 | 12,627 | 32,006 | 660 | 4,395 | 5,800 |
| TIPPECANOE | 121,756 | 130,080 | 6.8 | 28,227 | 52,943 | 17,561 | 19,252 | 11,967 | 52,032 | 1,272,003 | 2,411,307 | 18,537 | 46,343 | 881 | 39,285 | 21,021 |
| Lafayette | 43,011 | 42,226 | -1.8 | • | • | • | • | • | 17,008 | 379,512 | 737,012 | 17,454 | 43,333 | • | • | • |
| West Lafayette | 21,247 | 22,480 | 5.8 | • | • | • | • | • | 8,992 | 195,634 | 409,447 | 18,214 | 45,535 | • | • | • |
| TIPTON | 16,791 | 16,265 | -3.1 | 4,505 | 4,213 | 2,180 | 3,237 | 2,147 | 6,256 | 156,282 | 260,334 | 16,006 | 41,613 | 551 | 35,653 | 15,509 |
| Tipton | 5,004 | 4,456 | -10.9 | • | • | • | • | • | 1,798 | 32,169 | 56,794 | 12,745 | 31,593 | • | • | • |
| UNION | 6,846 | 7,138 | 4.3 | 2,170 | 1,842 | 914 | 1,306 | 907 | 2,739 | 45,373 | 89,039 | 12,473 | 32,507 | 300 | 10,221 | 12,287 |
| VANDERBURGH | 167,451 | 168,504 | 0.6 | 41,452 | 47,013 | 22,411 | 32,016 | 25,781 | 57,523 | 1,440,361 | 2,706,686 | 16,063 | 47,054 | 378 | 14,898 | 3,095 |
| Evansville | 130,496 | 127,185 | -2.5 | • | • | • | • | • | 47,896 | 791,551 | 1,408,705 | 11,076 | 29,412 | • | • | • |
| VERMILLION | 18,254 | 19,940 | 9.2 | 5,324 | 4,945 | 2,692 | 3,709 | 3,230 | 7,303 | 136,254 | 264,763 | 13,278 | 36,253 | 393 | 17,259 | 5,879 |
| Clinton | 5,267 | 5,311 | 0.8 | • | • | • | • | • | 2,420 | 28,870 | 51,356 | 9,671 | 21,222 | • | • | • |
| VIGO | 112,416 | 108,759 | -3.3 | 26,320 | 34,477 | 14,030 | 18,489 | 15,444 | 35,978 | 949,081 | 1,655,067 | 15,218 | 46,002 | | 18,979 | 4,744 |
| Terre Haute | 61,125 | 55,096 | -9.9 | • | • | • | • | • | 22,145 | 364,344 | 577,946 | 10,490 | 26,098 | • | • | • |
| WABASH | 36,694 | 35,555 | -3.1 | 10,086 | 10,027 | 4,373 | 6,507 | 4,551 | 12,364 | 281,542 | 553,998 | 15,581 | 44,808 | 865 | 26,045 | 73,700 |
| Wabash | 12,985 | 11,487 | -11.5 | • | • | • | • | • | 4,355 | 80,159 | 142,383 | 12,396 | 32,691 | • | • | • |
| WARREN | 8,965 | 8,581 | -4.3 | 2,403 | 2,214 | 1,081 | 1,708 | 1,167 | 3,263 | 64,095 | 108,867 | 12,686 | 33,364 | 486 | 33,123 | 3,753 |
| WARRICK | 41,661 | 47,355 | 13.7 | 14,159 | 12,454 | 7,482 | 8,761 | 4,499 | 19,107 | 341,861 | 764,685 | 16,148 | 40,022 | 432.0 | 11,040 | 5,095 |
| WASHINGTON | 21,983 | 22,805 | 3.7 | 6,819 | 6,066 | 2,896 | 4,128 | 2,873 | 8,880 | 134,792 | 275,529 | 12,082 | 31,028 | 1,034 | 10,575 | 28,286 |
| WAYNE | 75,850 | 72,186 | -4.8 | 19,779 | 19,057 | 9,240 | 14,076 | 10,034 | 25,564 | 518,456 | 966,367 | 13,387 | 37,802 | 888 | 30,046 | 27,373 |
| Richmond | 41,349 | 38,935 | -5.8 | • | • | • | • | • | 15,266 | 208,754 | 383,774 | 9,857 | 25,139 | • | • | • |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| WELLS | 25,334 | 25,474 | 0.6 | 7,591 | 6,725 | 3,414 | 4,662 | 3,082 | 9,917 | 190,281 | 376,199 | 14,768 | 37,936 | 875 | 32,660 | 22,061 |
| Bluffton | 8,705 | 8,672 | -0.4 | * | * | * | * | * | 3,519 | 48,603 | 95,082 | 10,964 | 27,017 | * | * | * |
| WHITE | 23,916 | 23,621 | -1.2 | 6,827 | 5,905 | 3,094 | 4,299 | 3,496 | 8,694 | 184,680 | 325,259 | 13,770 | 37,414 | 786 | 49,047 | 40,548 |
| Monticello | 5,162 | 4,771 | -7.6 | * | * | * | * | * | 1,969 | 29,599 | 48,565 | 10,179 | 24,666 | * | * | * |
| WHITLEY | 26,243 | 27,327 | 4.1 | 8,007 | 7,214 | 3,689 | 5,056 | 3,361 | 10,672 | 194,539 | 426,726 | 15,615 | 39,987 | 880 | 16,603 | 20,962 |
| Columbia City | 5,091 | 5,265 | 3.4 | * | * | * | * | * | 2,270 | 29,396 | 64,016 | 12,159 | 28,202 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1987 Cash Receipts as follows: From Crops $2,237,382,000; from Livestock & Livestock Products $1,679,917,000; Total $3,917,299,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# IOWA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 2,912,717 | 2,888,475 | -0.8 | | | | | | 1,080,677 | 23,262,997 | 39,643,462 | 13,725 | 36,684 | 115,413 | 3,771,826 | 5,116,460 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Cedar Rapids, IA | 170,112 | 166,992 | -1.8 | 44,921 | 48,094 | 25,216 | 30,559 | 18,202 | 62,200 | 1,412,093 | 2,415,636 | 14,466 | 38,836 | 1,690 | 42,899 | 49,919 |
| Des Moines, IA | 367,924 | 379,052 | 3.0 | 99,213 | 107,772 | 57,977 | 70,184 | 44,219 | 138,859 | 3,168,078 | 5,761,205 | 15,199 | 41,489 | 3,392 | 111,584 | 77,380 |
| Dubuque, IA | 93,752 | 88,990 | -5.1 | 26,519 | 26,430 | 11,035 | 14,505 | 10,501 | 36,143 | 777,791 | 1,227,418 | 13,793 | 33,960 | 1,689 | 13,455 | 139,630 |
| Iowa City, IA | 82,037 | 90,324 | 10.1 | 18,607 | 36,130 | 15,897 | 12,555 | 7,136 | 30,108 | 708,621 | 1,597,737 | 17,689 | 53,067 | 1,356 | 27,949 | 66,915 |
| Waterloo-Cedar Falls, IA | 163,152 | 151,805 | -7.0 | 41,288 | 46,843 | 20,779 | 25,398 | 17,649 | 57,179 | 1,423,943 | 2,022,631 | 13,324 | 35,374 | 2,409 | 81,103 | 93,859 |
| Davenport-Rock Island-Moline, IA-IL | 384,347 | 376,309 | -2.1 | 106,346 | 104,255 | 53,521 | 67,694 | 44,439 | 140,986 | 3,639,903 | 5,843,377 | 15,520 | 41,425 | 3,392 | 118,037 | 183,317 |
| Sioux City, IA-NE | 117,120 | 117,287 | 0.1 | 34,456 | 31,456 | 15,604 | 20,205 | 15,469 | 45,483 | 892,995 | 1,611,732 | 13,742 | 35,436 | 1,705 | 63,496 | 87,070 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAIR | 9,520 | 8,662 | -9.0 | 2,425 | 2,010 | 953 | 1,576 | 1,698 | 3,260 | 74,926 | 146,633 | 16,929 | 44,981 | 970 | 31,015 | 40,064 |
| ADAMS | 5,701 | 5,276 | -7.5 | 1,367 | 1,214 | 612 | 1,060 | 1,018 | 1,979 | 39,080 | 74,763 | 14,170 | 37,773 | 688 | 16,407 | 23,486 |
| ALLAMAKEE | 15,019 | 14,727 | -1.9 | 4,374 | 3,756 | 1,605 | 2,489 | 2,504 | 5,829 | 88,509 | 172,087 | 11,685 | 29,523 | 1,062 | 10,238 | 67,199 |
| APPANOOSE | 15,527 | 13,226 | -14.8 | 3,756 | 3,201 | 1,547 | 2,288 | 2,447 | 4,880 | 102,369 | 170,326 | 12,878 | 34,904 | 891 | 9,222 | 16,286 |
| Centerville | 6,558 | 5,432 | -17.2 | * | * | * | * | * | 2,363 | 30,632 | 49,272 | 9,070 | 20,849 | * | * | * |
| AUDUBON | 8,494 | 7,234 | -14.8 | 1,968 | 1,714 | 767 | 1,374 | 1,396 | 2,758 | 65,759 | 112,231 | 15,515 | 40,691 | 851 | 29,364 | 50,814 |
| RENTON | 23,677 | 22,402 | -5.4 | 6,519 | 5,847 | 2,688 | 4,100 | 3,271 | 8,902 | 175,822 | 309,100 | 13,798 | 34,723 | 1,434 | 59,680 | 81,252 |
| Vinton | 5,040 | 4,795 | -4.9 | * | * | * | * | * | 2,003 | 32,856 | 58,092 | 12,116 | 29,002 | * | * | * |
| BLACK HAWK | 138,221 | 127,060 | -8.1 | 34,433 | 39,643 | 17,661 | 21,092 | 14,358 | 47,656 | 1,232,971 | 1,704,648 | 13,416 | 35,770 | 1,269 | 50,001 | 49,932 |
| Cedar Falls | 36,322 | 33,379 | -8.1 | * | * | * | * | * | 12,326 | * | 438,787 | 13,146 | 35,598 | * | * | * |
| Evansdale | 4,798 | 3,967 | -17.3 | * | * | * | * | * | 1,393 | 27,055 | 36,176 | 9,120 | 25,962 | * | * | * |
| Waterloo | 75,985 | 71,224 | -6.3 | * | * | * | * | * | 27,611 | 523,330 | 793,367 | 11,139 | 28,734 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# IOWA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 88 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1988 number of households | E&P 1980 estimate (Thousands) | E&P 1988 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BOONE | 26,160 | 25,321 | -3.2 | 6,508 | 6,533 | 3,393 | 4,684 | 4,203 | 9,096 | 201,597 | 349,763 | 13,813 | 38,454 | 1,029 | 54,049 | 37,199 |
| Boone | 12,602 | 12,468 | -1.1 | • | • | • | • | • | 5,185 | 70,274 | 125,341 | 10,053 | 24,175 | • | • | • |
| BREMER | 24,931 | 24,745 | -0.7 | 6,854 | 7,201 | 3,118 | 4,306 | 3,291 | 9,523 | 190,972 | 317,983 | 12,850 | 33,330 | 1,140 | 31,102 | 43,927 |
| BUCHANAN | 22,868 | 22,136 | -3.2 | 7,239 | 5,977 | 2,678 | 3,431 | 2,811 | 9,495 | 156,160 | 281,656 | 12,724 | 29,665 | 1,332 | 46,360 | 62,665 |
| BUENA VISTA | 20,753 | 21,003 | 1.2 | 5,608 | 5,734 | 2,394 | 3,717 | 3,549 | 7,685 | 194,496 | 355,060 | 16,905 | 46,199 | 1,097 | 50,449 | 81,824 |
| BUTLER | 17,662 | 16,627 | -5.9 | 4,822 | 4,040 | 2,062 | 2,926 | 2,777 | 6,542 | 119,637 | 212,583 | 12,786 | 32,493 | 1,294 | 43,198 | 62,010 |
| CALHOUN | 13,525 | 11,882 | -12.1 | 3,101 | 2,947 | 1,248 | 2,222 | 2,365 | 4,299 | 96,612 | 158,761 | 13,361 | 36,930 | 992 | 57,725 | 40,454 |
| CARROLL | 22,934 | 23,088 | 0.7 | 7,250 | 6,188 | 2,470 | 3,740 | 3,440 | 9,429 | 189,339 | 368,168 | 15,946 | 39,045 | 1,319 | 49,277 | 121,346 |
| Carroll | 9,705 | 10,269 | 5.8 | • | • | • | • | • | 3,765 | 58,151 | 120,077 | 11,694 | 31,897 | • | • | • |
| CASS | 16,891 | 15,857 | -6.1 | 4,202 | 3,885 | 1,887 | 2,965 | 2,918 | 5,916 | 147,917 | 282,135 | 17,792 | 47,690 | 942 | 36,154 | 46,869 |
| Atlantic | 7,789 | 7,859 | 0.9 | • | • | • | • | • | 3,357 | 54,870 | 113,915 | 14,494 | 33,935 | • | • | • |
| CEDAR | 18,599 | 18,325 | -1.5 | 5,259 | 4,599 | 2,364 | 3,353 | 2,749 | 7,074 | 155,510 | 289,701 | 15,809 | 40,953 | 1,170 | 42,138 | 62,573 |
| CERRO GORDO | 48,402 | 48,318 | -0.2 | 11,983 | 13,143 | 6,426 | 9,229 | 7,489 | 17,434 | 392,628 | 707,835 | 14,649 | 40,600 | 929 | 50,091 | 32,911 |
| Mason City | 30,144 | 29,866 | -0.9 | • | • | • | • | • | 11,626 | 185,722 | 335,585 | 11,236 | 28,864 | • | • | • |
| CHEROKEE | 16,184 | 15,043 | -7.1 | 4,167 | 3,776 | 1,820 | 2,828 | 2,422 | 5,541 | 146,866 | 253,553 | 16,856 | 45,760 | 1,091 | 41,169 | 78,084 |
| Cherokee | 7,004 | 6,603 | -5.7 | • | • | • | • | • | 2,632 | 54,911 | 96,299 | 14,583 | 36,582 | • | • | • |
| CHICKASAW | 15,433 | 15,098 | -2.2 | 4,545 | 4,107 | 1,661 | 2,657 | 2,129 | 5,892 | 105,185 | 205,216 | 13,592 | 34,828 | 1,054 | 32,528 | 52,634 |
| CLARKE | 8,655 | 8,497 | -1.8 | 2,294 | 2,141 | 1,020 | 1,606 | 1,436 | 3,183 | 63,433 | 123,611 | 14,548 | 38,839 | 697 | 9,021 | 18,258 |
| CLAY | 19,592 | 18,627 | -4.9 | 5,420 | 4,899 | 2,459 | 3,222 | 2,608 | 6,988 | 156,492 | 251,434 | 13,498 | 35,982 | 877 | 45,068 | 48,634 |
| Spencer | 11,726 | 11,575 | -1.3 | • | • | • | • | • | 4,632 | 71,760 | 121,325 | 10,482 | 26,190 | • | • | • |
| CLAYTON | 20,995 | 20,235 | -3.6 | 5,949 | 5,160 | 2,266 | 3,541 | 3,298 | 8,166 | 135,197 | 247,657 | 12,239 | 30,326 | 1,705 | 24,381 | 120,437 |
| CLINTON | 56,951 | 51,998 | -8.7 | 14,664 | 13,936 | 6,812 | 9,516 | 7,124 | 20,350 | 464,560 | 699,652 | 13,455 | 34,381 | 1,437 | 42,915 | 72,802 |
| Clinton | 32,828 | 28,837 | -12.2 | • | • | • | • | • | 11,103 | 204,983 | 297,706 | 10,324 | 26,814 | • | • | • |
| CRAWFORD | 18,899 | 18,758 | -0.7 | 5,703 | 4,858 | 2,251 | 3,226 | 2,720 | 7,654 | 148,603 | 266,209 | 14,191 | 34,781 | 1,339 | 43,007 | 68,088 |
| DALLAS | 29,611 | 29,467 | -0.5 | 8,339 | 7,396 | 4,214 | 5,510 | 4,007 | 11,535 | 227,441 | 408,974 | 13,879 | 35,454 | 1,081 | 48,626 | 29,869 |
| DAVIS | 9,103 | 8,852 | -2.8 | 2,540 | 2,213 | 1,000 | 1,602 | 1,487 | 3,323 | 65,554 | 132,511 | 14,971 | 39,875 | 921 | 10,271 | 23,125 |
| DECATUR | 9,790 | 8,717 | -11.0 | 2,066 | 2,746 | 933 | 1,447 | 1,517 | 2,936 | 59,436 | 105,187 | 12,067 | 35,824 | 715 | 11,225 | 24,345 |
| DELAWARE | 18,955 | 18,653 | -1.6 | 5,969 | 5,204 | 2,014 | 3,096 | 2,369 | 7,952 | 127,018 | 281,322 | 15,082 | 35,379 | 1,452 | 28,898 | 138,652 |
| DES MOINES | 46,236 | 42,537 | -8.0 | 11,442 | 11,102 | 5,870 | 7,869 | 6,210 | 15,994 | 391,142 | 633,087 | 14,883 | 39,582 | 753 | 25,572 | 18,206 |
| Burlington | 29,529 | 25,690 | -13.0 | • | • | • | • | • | 10,293 | 185,892 | 278,230 | 10,830 | 27,030 | • | • | • |
| DICKINSON | 15,674 | 15,697 | 0.1 | 4,222 | 3,689 | 2,103 | 2,904 | 2,763 | 5,792 | 124,566 | 234,295 | 14,926 | 40,449 | 593 | 28,789 | 35,451 |
| DUBUQUE | 93,752 | 88,990 | -5.1 | 26,519 | 26,430 | 11,035 | 14,505 | 10,501 | 36,143 | 777,791 | 1,227,418 | 13,793 | 33,960 | 1,689 | 13,455 | 139,630 |
| Dubuque | 62,321 | 57,602 | -7.6 | • | • | • | • | • | 19,682 | 418,411 | 635,462 | 11,032 | 32,287 | • | • | • |
| EMMET | 13,278 | 11,228 | -15.4 | 3,324 | 2,942 | 1,314 | 1,942 | 1,695 | 4,340 | 93,813 | 140,235 | 12,490 | 32,316 | 609 | 35,975 | 20,950 |
| Estherville | 7,518 | 6,276 | -16.5 | • | • | • | • | • | 2,490 | 35,440 | 52,012 | 8,287 | 20,889 | • | • | • |
| FAYETTE | 25,446 | 23,073 | -9.3 | 6,530 | 6,207 | 2,607 | 3,969 | 3,761 | 9,099 | 169,533 | 301,675 | 13,075 | 33,156 | 1,510 | 47,848 | 87,519 |
| Oelwein | 7,564 | 6,904 | -8.7 | • | • | • | • | • | 2,767 | 42,054 | 75,657 | 10,959 | 27,343 | • | • | • |
| FLOYD | 19,564 | 18,164 | -7.2 | 5,177 | 4,505 | 2,198 | 3,378 | 2,924 | 6,823 | 143,320 | 235,632 | 12,973 | 34,537 | 985 | 45,432 | 33,517 |
| Charles City | 8,778 | 8,033 | -8.5 | • | • | • | • | • | 3,167 | 47,908 | 77,412 | 9,636 | 24,445 | • | • | • |
| FRANKLIN | 13,054 | 12,059 | -7.6 | 3,256 | 2,882 | 1,483 | 2,327 | 2,122 | 4,674 | 93,028 | 172,628 | 14,315 | 36,933 | 1,012 | 56,025 | 54,914 |
| FREMONT | 9,362 | 7,932 | -15.3 | 2,269 | 1,777 | 936 | 1,444 | 1,499 | 2,995 | 77,818 | 140,209 | 17,675 | 46,820 | 719 | 37,379 | 30,532 |
| GREENE | 12,114 | 10,445 | -13.8 | 2,830 | 2,517 | 1,243 | 1,901 | 1,943 | 3,798 | 94,695 | 158,103 | 15,137 | 41,626 | 948 | 58,970 | 31,010 |
| GRUNDY | 14,390 | 13,076 | -9.1 | 3,596 | 3,204 | 1,635 | 2,511 | 2,158 | 5,164 | 116,177 | 213,533 | 16,330 | 41,351 | 1,037 | 57,236 | 63,662 |
| GUTHRIE | 11,981 | 10,884 | -9.2 | 2,895 | 2,449 | 1,263 | 2,101 | 2,177 | 4,088 | 85,815 | 160,888 | 14,782 | 39,354 | 960 | 30,747 | 34,041 |
| HAMILTON | 17,831 | 17,337 | -2.8 | 4,698 | 4,317 | 2,150 | 3,363 | 2,809 | 6,629 | 139,308 | 282,284 | 16,282 | 42,586 | 1,026 | 57,639 | 76,226 |
| Webster City | 8,572 | 8,480 | -1.1 | • | • | • | • | • | 3,322 | 45,324 | 93,933 | 11,077 | 28,274 | • | • | • |
| HANCOCK | 13,819 | 13,221 | -4.3 | 3,914 | 3,319 | 1,679 | 2,301 | 2,010 | 5,111 | 96,715 | 183,139 | 13,852 | 35,829 | 1,052 | 52,901 | 44,851 |
| HARDIN | 21,789 | 20,486 | -6.0 | 5,326 | 5,490 | 2,376 | 3,749 | 3,524 | 7,328 | 165,835 | 298,125 | 14,553 | 40,682 | 1,065 | 53,889 | 61,580 |
| HARRISON | 16,310 | 14,668 | -10.1 | 4,195 | 3,740 | 1,643 | 2,640 | 2,464 | 5,715 | 126,469 | 218,096 | 14,869 | 38,161 | 1,024 | 49,914 | 31,600 |

| METRO AREAS COUNTIES Cities | POPULATION<br>1980 U.S. Census | <br>E&P estimate July 1, 1990 | <br>% Pop. Change 90 vs 80 | <br>Under 17 | <br>18-34 | <br>35-44 | <br>45-64 | <br>65 + | HOUSEHOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | <br>E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | <br>E&P 1990 estimate income per household | FARM PRODUCTS (1987)<br>Number of farms | <br>Value of crops (Thousands) | <br>Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HENRY | 18,880 | 18,996 | 0.6 | 5,129 | 5,053 | 2,621 | 3,267 | 2,906 | 6,972 | 135,758 | 280,201 | 14,751 | 40,190 | 983 | 23,101 | 32,592 |
| Mt. Pleasant | 7,322 | 7,373 | 0.7 | * | * | * | * | * | 2,777 | 38,503 | 79,547 | 10,789 | 28,646 | * | * | * |
| HOWARD | 11,085 | 10,442 | -5.8 | 3,007 | 2,600 | 1,086 | 1,827 | 1,900 | 3,953 | 79,902 | 166,476 | 15,944 | 42,118 | 938 | 28,518 | 38,255 |
| HUMBOLDT | 12,226 | 11,415 | -6.6 | 3,128 | 2,774 | 1,313 | 2,203 | 1,998 | 4,293 | 95,473 | 149,439 | 13,092 | 34,810 | 754 | 45,287 | 32,499 |
| IDA | 8,892 | 8,797 | -1.1 | 2,410 | 2,094 | 1,003 | 1,680 | 1,610 | 3,343 | 84,351 | 160,100 | 18,199 | 47,891 | 787 | 29,682 | 50,612 |
| IOWA | 15,382 | 14,729 | -4.2 | 3,874 | 3,785 | 1,797 | 2,799 | 2,475 | 5,730 | 117,516 | 214,867 | 14,588 | 37,499 | 1,057 | 34,158 | 57,141 |
| JACKSON | 22,531 | 21,721 | -3.6 | 6,668 | 5,843 | 2,476 | 3,758 | 2,932 | 9,168 | 160,252 | 288,711 | 13,292 | 31,491 | 1,354 | 14,618 | 79,105 |
| JASPER | 36,388 | 35,426 | -2.6 | 9,707 | 8,892 | 4,605 | 7,121 | 5,137 | 13,467 | 285,670 | 545,394 | 15,395 | 40,499 | 1,465 | 50,678 | 69,007 |
| Newton | 15,292 | 14,529 | -5.0 | 0 | 0 | 0 | 0 | 0 | 6,127 | 92,122 | 170,943 | 11,766 | 27,901 | | | |
| JEFFERSON | 16,339 | 16,865 | 3.2 | 3,997 | 4,402 | 2,867 | 3,002 | 2,597 | 5,721 | 120,899 | 241,644 | 14,328 | 42,238 | 775 | 20,574 | 23,552 |
| Fairfield | 9,428 | 10,093 | 7.1 | * | * | * | * | * | 3,643 | 55,855 | 116,964 | 11,589 | 32,108 | * | * | * |
| JOHNSON | 82,037 | 90,324 | 10.1 | 18,607 | 36,130 | 15,897 | 12,555 | 7,136 | 30,108 | 708,621 | 1,592,737 | 17,634 | 52,901 | 1,356 | 27,949 | 66,915 |
| Iowa City | 50,508 | 54,072 | 7.1 | * | * | * | * | * | 18,753 | 325,798 | 741,332 | 13,710 | 39,532 | * | * | * |
| JONES | 20,443 | 19,785 | -3.2 | 5,540 | 5,718 | 2,315 | 3,443 | 2,770 | 7,837 | 142,780 | 263,600 | 13,323 | 33,636 | 1,161 | 27,837 | 81,695 |
| KEOKUK | 12,866 | 11,956 | -7.1 | 3,204 | 2,965 | 1,339 | 2,140 | 2,295 | 4,599 | 87,225 | 181,006 | 15,140 | 39,359 | 1,036 | 33,840 | 51,497 |
| KOSSUTH | 21,858 | 19,902 | -8.9 | 5,811 | 5,214 | 2,249 | 3,503 | 3,105 | 8,079 | 155,905 | 285,206 | 14,331 | 35,301 | 1,718 | 100,025 | 73,411 |
| LEE | 43,003 | 40,359 | -6.1 | 11,220 | 10,453 | 5,408 | 7,386 | 5,933 | 15,394 | 342,906 | 560,774 | 13,895 | 36,429 | 989 | 18,657 | 38,101 |
| Fort Madison | 13,520 | 12,055 | -10.8 | * | * | * | * | * | 4,797 | 83,032 | 125,898 | 10,443 | 26 247 | * | * | * |
| Keokuk | 13,536 | 11,805 | -12.8 | * | * | * | * | * | 4,860 | 80,783 | 119,806 | 10,149 | 24,651 | * | * | * |
| LINN | 170,112 | 166,992 | -1.8 | 44,921 | 48,094 | 25,216 | 30,559 | 18,202 | 62,200 | 1,412,093 | 2,415,636 | 14,466 | 38,836 | 1,690 | 42,899 | 49,919 |
| Cedar Rapids | 110,243 | 104,988 | -4.8 | * | * | * | * | * | 40,499 | 713,081 | 1,178,311 | 11,223 | 29,095 | * | * | * |
| Marion | 19,474 | 19,346 | -0.7 | * | * | * | * | * | 6,959 | 124,775 | 215,083 | 11,117 | 30,907 | * | * | * |
| LOUISA | 12,052 | 11,967 | -0.7 | 3,602 | 3,100 | 1,520 | 2,130 | 1,628 | 4,819 | 91,320 | 182,710 | 15,267 | 37,918 | 634 | 23,130 | 19,141 |
| LUCAS | 10,321 | 9,121 | -11.6 | 2,454 | 2,153 | 1,022 | 1,806 | 1,687 | 3,243 | 71,795 | 116,995 | 12,827 | 36,076 | 690 | 7,507 | 15,610 |
| LYON | 12,872 | 11,906 | -7.5 | 3,810 | 2,917 | 1,322 | 2,048 | 1,822 | 5,139 | 100,236 | 198,567 | 16,678 | 38,638 | 1,234 | 38,781 | 96,832 |
| MADISON | 12,573 | 12,279 | -2.3 | 3,549 | 2,849 | 1,535 | 2,284 | 2,063 | 4,764 | 91,820 | 170,235 | 13,864 | 35,733 | 1,059 | 21,353 | 35,985 |
| MAHASKA | 22,443 | 22,065 | -1.7 | 5,891 | 5,935 | 2,802 | 3,817 | 3,575 | 8,047 | 151,450 | 279,850 | 12,683 | 34,778 | 1,193 | 35,848 | 75,941 |
| Oskaloosa | 10,989 | 10,625 | -3.3 | * | * | * | * | * | 4,505 | 54,178 | 98,037 | 9,227 | 21,763 | * | * | * |
| MARION | 29,732 | 29,940 | 0.7 | 8,263 | 8,323 | 3,743 | 5,269 | 4,371 | 11,048 | 229,200 | 451,528 | 15,081 | 40,869 | 1,131 | 26,309 | 37,408 |
| MARSHALL | 41,539 | 39,981 | -3.7 | 10,555 | 10,555 | 5,597 | 7,437 | 5,837 | 14,356 | 339,918 | 556,059 | 13,908 | 38,735 | 1,073 | 49,698 | 40,591 |
| Marshalltown | 26,938 | 26,543 | -1.5 | * | * | * | * | * | 10,117 | 164,919 | 279,257 | 10,521 | 27,603 | * | * | * |
| MILLS | 13,410 | 13,472 | 0.5 | 3,947 | 3,314 | 1,913 | 2,439 | 1,846 | 4,962 | 118,097 | 225,000 | 16,701 | 45,344 | 641 | 31,630 | 23,481 |
| MITCHELL | 12,307 | 11,350 | -7.8 | 3,155 | 2,940 | 1,158 | 2,043 | 2,054 | 4,401 | 90,049 | 173,072 | 15,249 | 39,326 | 939 | 33,922 | 62,272 |
| MONONA | 11,614 | 10,317 | -11.2 | 2,724 | 2,414 | 1,145 | 1,929 | 2,094 | 3,755 | 91,781 | 170,137 | 16,491 | 45,313 | 854 | 43,192 | 31,848 |
| MONROE | 9,183 | 8,422 | -8.3 | 2,223 | 2,131 | 968 | 1,550 | 1,541 | 3,278 | 63,916 | 110,915 | 13,170 | 33,840 | 736 | 7,045 | 20,424 |
| MONTGOMERY | 13,404 | 12,326 | -8.0 | 3,316 | 2,921 | 1,504 | 2,256 | 2,330 | 4,290 | 119,036 | 208,697 | 16,931 | 48,647 | 701 | 28,679 | 25,489 |
| MUSCATINE | 40,431 | 45,259 | 11.9 | 13,442 | 12,265 | 6,110 | 7,830 | 5,612 | 18,257 | 339,257 | 655,378 | 14,481 | 35,898 | 901 | 24,833 | 29,474 |
| Muscatine | 23,467 | 25,797 | 9.9 | * | * | * | * | * | 9,717 | 139,593 | 264,501 | 10,253 | 27,220 | * | * | * |
| O BRIEN | 16,933 | 15,784 | -6.8 | 4,483 | 4,072 | 1,673 | 2,888 | 2,683 | 5,977 | 138,941 | 263,894 | 16,719 | 44,149 | 1,232 | 52,958 | 103,757 |
| OSCEOLA | 8,365 | 7,770 | -7.1 | 2,215 | 1,966 | 855 | 1,406 | 1,329 | 3,050 | 60,706 | 96,848 | 12,464 | 31,753 | 731 | 35,059 | 39,321 |
| PAGE | 19,032 | 17,498 | -8.1 | 4,777 | 4,147 | 2,100 | 3,167 | 3,272 | 6,024 | 152,334 | 260,646 | 14,895 | 43,269 | 1,015 | 36,881 | 35,941 |
| Shenandoah | 6,274 | 5,910 | -5.8 | * | * | * | * | * | 2,463 | 40,023 | 70,290 | 11,894 | 28,536 | * | * | * |
| PALO ALTO | 12,659 | 11,503 | -9.1 | 3,175 | 3,117 | 1,196 | 2,036 | 1,967 | 4,462 | 91,465 | 160,106 | 13,919 | 35,880 | 934 | 52,681 | 38,987 |
| PLYMOUTH | 24,702 | 23,924 | -3.2 | 7,153 | 6,483 | 2,679 | 4,115 | 3,517 | 9,734 | 209,276 | 400,079 | 16,723 | 41,101 | 1,740 | 54,527 | 129,086 |
| Le Mars | 8,276 | 8,000 | -3.3 | * | * | * | * | * | 3,010 | 64,456 | 122,973 | 15,372 | 40,848 | * | * | * |
| POCAHONTAS | 11,304 | 10,604 | -6.2 | 2,778 | 2,651 | 1,156 | 2,004 | 2,015 | 3,989 | 82,085 | 137,486 | 12,966 | 34,464 | 987 | 52,217 | 41,907 |
| POLK | 303,258 | 313,257 | 3.3 | 80,194 | 90,531 | 48,242 | 57,953 | 36,651 | 112,768 | 2,674,207 | 4,867,064 | 15,537 | 43,160 | 1,001 | 39,779 | 15,721 |
| Des Moines | 191,003 | 181,873 | -4.8 | * | * | * | * | * | 70,087 | 1,162,381 | 2,219,026 | 12,201 | 31,661 | * | * | * |
| POTTAWATTAMIE | 86,452 | 86,938 | 0.6 | 25,386 | 23,734 | 11,215 | 15,997 | 10,606 | 34,563 | 767,838 | 1,378,118 | 15,852 | 39,873 | 1,652 | 72,682 | 76,075 |
| Council Bluffs | 56,449 | 55,006 | -2.6 | * | * | * | * | * | 20,878 | 367,599 | 628,795 | 11,431 | 30,117 | * | * | * |
| POWESHIEK | 19,339 | 18,685 | 3.4 | 4,671 | 5,587 | 2,242 | 3,326 | 2,878 | 6,536 | 143,819 | 266,403 | 14,257 | 40,762 | 1,047 | 36,210 | 44,922 |
| RINGGOLD | 6,095 | 5,14[illegible] | [illegible] | 1,327 | 1,132 | 802 | 988 | 1,096 | 1,813 | 41,699 | 75,647 | 14,707 | 41,724 | 701 | 13,056 | 25,564 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# IOWA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SAC | 14,056 | 11,744 | -16.4 | 3,241 | 2,807 | 1,304 | 2,184 | 2,208 | 4,448 | 122,701 | 203,808 | 17,354 | 45,816 | 1,035 | 45,971 | 83,971 |
| SCOTT | 160,216 | 160,290 | 0.0 | 46,644 | 45,522 | 24,524 | 27,730 | 15,869 | 62,553 | 1,357,781 | 2,319,575 | 14,471 | 37,082 | 973 | 32,387 | 49,143 |
| Bettendorf | 27,381 | 27,557 | 0.6 | * | * | * | * | * | 9,558 | 213,045 | 382,745 | 13,889 | 40,045 | * | * | * |
| Davenport | 103,264 | 101,296 | -1.9 | * | * | * | * | * | 37,954 | 645,328 | 1,130,014 | 11,156 | 29,773 | * | * | * |
| SHELBY | 15,072 | 13,916 | -7.7 | 3,910 | 3,590 | 1,545 | 2,547 | 2,324 | 5,449 | 119,329 | 218,648 | 15,712 | 40,127 | 1,177 | 44,370 | 64,224 |
| SIOUX | 30,892 | 30,529 | -1.2 | 9,708 | 9,189 | 3,236 | 4,610 | 3,816 | 12,461 | 223,713 | 416,073 | 13,629 | 33,389 | 2,015 | 55,150 | 293,447 |
| STORY | 72,473 | 73,737 | 1.7 | 14,969 | 32,297 | 10,028 | 9,881 | 6,415 | 22,428 | 560,622 | 1,096,251 | 14,867 | 48,879 | 1,138 | 55,294 | 46,494 |
| Ames | 45,775 | 46,689 | 2.0 | * | * | * | * | * | 14,538 | 271,466 | 534,919 | 11,457 | 36,795 | * | * | * |
| TAMA | 19,450 | 17,988 | -7.5 | 5,108 | 4,407 | 2,069 | 3,364 | 3,040 | 6,936 | 136,972 | 254,029 | 14,122 | 36,623 | 1,404 | 54,800 | 50,843 |
| TAYLOR | 8,343 | 7,201 | -13.7 | 1,894 | 1,649 | 799 | 1,303 | 1,555 | 2,728 | 55,197 | 105,616 | 14,667 | 38,710 | 774 | 18,395 | 22,042 |
| UNION | 13,845 | 12,950 | -6.5 | 3,561 | 3,276 | 1,619 | 2,240 | 2,279 | 4,777 | 99,380 | 172,765 | 13,343 | 36,170 | 693 | 13,081 | 26,549 |
| Creston | 8,429 | 7,924 | -6.0 | * | * | * | * | * | 3,356 | 46,564 | 81,512 | 10,287 | 24,289 | * | * | * |
| VAN BUREN | 8,644 | 7,837 | -9.3 | 2,218 | 1,889 | 917 | 1,403 | 1,403 | 3,118 | 53,686 | 98,662 | 12,590 | 31,639 | 783 | 13,637 | 19,315 |
| WAPELLO | 40,201 | 36,091 | -10.2 | 9,311 | 9,275 | 4,511 | 6,785 | 6,208 | 12,871 | 312,257 | 460,859 | 12,769 | 35,806 | 899 | 17,003 | 18,432 |
| Ottumwa | 27,381 | 23,428 | -14.2 | * | * | * | * | * | 9,521 | 168,158 | 232,519 | 9,899 | 24,421 | * | * | * |
| WARREN | 35,055 | 36,328 | 3.6 | 10.680 | 9,845 | 5,522 | 6,721 | 3,560 | 14,557 | 266,430 | 485,167 | 13,355 | 33,330 | 1,310 | 23,179 | 31,790 |
| WASHINGTON | 20,144 | 19,622 | -2.6 | 5.533 | 5,004 | 2,472 | 3,493 | 3,100 | 7,592 | 153,524 | 297,557 | 15,164 | 39,191 | 1,158 | 33,116 | 80,170 |
| Washington | 6,584 | 6,284 | -4.6 | * | * | * | * | * | 2,614 | 39,571 | 74,994 | 11,934 | 28,694 | * | * | * |
| WAYNE | 8,205 | 7,121 | -13.2 | 1,816 | 1,574 | 776 | 1,339 | 1,616 | 2,543 | 57,757 | 105,793 | 14,856 | 41,596 | 743 | 14,430 | 20,200 |
| WEBSTER | 45,874 | 40,288 | -12.2 | 10,878 | 10.918 | 4,915 | 7,252 | 6,285 | 14,668 | 350,004 | 518,115 | 12,860 | 35,322 | 1,235 | 71,872 | 40,272 |
| Fort Dodge | 29,423 | 25,742 | -12.5 | * | * | * | * | * | 9,968 | 162,505 | 239,199 | 9,292 | 23,998 | * | * | * |
| WINNEBAGO | 12,908 | 12,575 | -2.6 | 3,282 | 3,358 | 1,509 | 2,201 | 2,213 | 4,361 | 94,337 | 197,584 | 15,712 | 45,304 | 742 | 36,616 | 20,925 |
| WINNESHIEK | 21,865 | 21,677 | -0.9 | 5,636 | 7,153 | 2,254 | 3,533 | 3,078 | 8,287 | 147,315 | 303,092 | 13,982 | 36,574 | 1,633 | 21,110 | 99,451 |
| WOODBURY | 100,419 | 97,299 | -3.1 | 28,120 | 25,979 | 12,746 | 17,027 | 13,330 | 37,198 | 734,933 | 1,260,667 | 12,957 | 33,890 | 1,360 | 47,787 | 79,658 |
| Sioux City | 82,003 | 78,626 | -4.1 | * | * | * | * | * | 30,023 | 443,545 | 767,434 | 9,761 | 25,562 | * | * | * |
| WORTH | 9,065 | 8,733 | -3.7 | 2,340 | 2,061 | 1,092 | 1,642 | 1,598 | 3,374 | 69,240 | 137,870 | 15,787 | 40,866 | 667 | 32,006 | 23,997 |
| WRIGHT | 16,276 | 16,005 | -1.7 | 4,273 | 3,857 | 1,873 | 3,009 | 2,977 | 5,941 | 138,109 | 250,854 | 15,673 | 42,226 | 882 | 58,762 | 26,271 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1987 Cash Receipts as follows: From Crops $3,771,826,000; from Livestock & Livestock Products $5,116,460,000; Total $8,888,286,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# KANSAS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| STATE TOTALS................ | 2,367,464 | 2,547,669 | 7.6 | | | | | | 965,252 | 19,863,001 | 36,898,862 | 14,483 | 38,227 | 73,315 | 2,102,611 | 4,011,187 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Lawrence, KS | 67,914 | 75,086 | 10.6 | 15,242 | 32,137 | 11,263 | 10,212 | 6,232 | 30,034 | 631,533 | 1,333,615 | 17,761 | 44,403 | 852 | 12,357 | 15,667 |
| Topeka, KS | 155,187 | 158,864 | 2.4 | 41,464 | 43,529 | 23,353 | 30,502 | 19,858 | 63,546 | 1,259,588 | 2,358,773 | 14,848 | 37,119 | 852 | 12,792 | 9,066 |
| Wichita, KS | 443,549 | 487,994 | 10.0 | 134,120 | 138,347 | 70,127 | 89,157 | 56,323 | 195,198 | 3,401,588 | 6,348,262 | 13,009 | 32,522 | 3,763 | 64,300 | 146,684 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALLEN | 15,647 | 16,425 | 5.0 | 4,730 | 4,041 | 1,922 | 2,874 | 2,842 | 6,570 | 86,591 | 153,197 | 9,327 | 23,317 | 665 | 11,747 | 11,278 |
| Iola | 6,938 | 7,393 | 6.6 | • | • | • | • | • | 2,957 | 29,639 | 53,380 | 7,220 | 18,050 | • | • | • |
| ANDERSON | 8,768 | 8,262 | -5.8 | 2,231 | 2,057 | 892 | 1,438 | 1,652 | 3,305 | 44,880 | 74,419 | 9,008 | 22,519 | 727 | 16,771 | 17,455 |
| ATCHISON | 18,419 | 17,198 | -6.6 | 4,833 | 5,056 | 1,857 | 2,941 | 2,528 | 6,879 | 146,886 | 270,470 | 15,727 | 39,316 | 694 | 14,121 | 12,142 |
| Atchison | 11,407 | 9,997 | -12.4 | • | • | • | • | • | 3,999 | 69,780 | 117,861 | 11,789 | 29,474 | • | • | • |
| BARBER | 6,523 | 7,286 | 11.7 | 1,916 | 1,625 | 831 | 1,465 | 1,450 | 2,914 | 63,832 | 117,664 | 16,149 | 40,373 | 535 | 9,652 | 36,063 |
| BARTON | 31,344 | 33,667 | 7.4 | 9,528 | 8,989 | 4,208 | 6,161 | 4,848 | 13,467 | 320,174 | 543,589 | 16,146 | 40,365 | 937 | 24,053 | 101,064 |
| Great Bend | 16,608 | 18,017 | 8.5 | • | • | • | • | • | 7,207 | 123,455 | 211,490 | 11,738 | 29,346 | • | • | • |
| BOURBON | 16,019 | 18,502 | 15.5 | 4,847 | 4,588 | 2,202 | 3,275 | 3,608 | 7,401 | 92,075 | 200,978 | 10,863 | 27,157 | 842 | 6,058 | 17,004 |
| Fort Scott | 8,893 | 9,452 | 6.3 | • | • | • | • | • | 3,781 | 36,001 | 70,244 | 7,432 | 18,580 | • | • | • |
| BROWN | 11,984 | 11,086 | -7.5 | 3,160 | 2,572 | 1,264 | 1,818 | 2,273 | 4,434 | 97,334 | 175,246 | 15,808 | 39,519 | 728 | 26,709 | 35,859 |
| Hiawatha | 3,702 | 3,897 | 5.3 | • | • | • | • | • | 1,559 | 27,930 | 57,477 | 14,749 | 36,872 | • | • | • |
| BUTLER | 45,243 | 48,558 | 7.3 | 13,936 | 12,577 | 6,507 | 9,275 | 6,313 | 19,423 | 298,873 | 537,315 | 11,065 | 27,664 | 1,300 | 14,466 | 84,823 |
| Augusta | 6,968 | 7,287 | 4.6 | • | • | • | • | • | 2,915 | 34,138 | 58,677 | 8,052 | 20,130 | • | • | • |
| El Dorado | 10,510 | 9,368 | -10.9 | • | • | • | • | • | 3,747 | 48,311 | 70,772 | 7,555 | 18,887 | • | • | • |
| CHASE | 3,302 | 3,121 | -5.5 | 774 | 687 | 381 | 574 | 699 | 1,248 | 29,446 | 50,066 | 16,042 | 40,105 | 288 | 3,690 | 30,322 |
| CHAUTAUQUA | 5,011 | 4,911 | -2.0 | 1,090 | 1,105 | 511 | 972 | 1,228 | 1,964 | 43,484 | 76,167 | 15,509 | 38,773 | 421 | 4,895 | 10,812 |
| CHEROKEE | 22,338 | 22,359 | 0.1 | 6,015 | 5,478 | 2,705 | 4,136 | 4,025 | 8,944 | 135,222 | 249,382 | 11,153 | 27,883 | 841 | 14,551 | 7,478 |
| Columbus | 3,426 | 3,432 | 0.2 | • | • | • | • | • | 1,373 | 16,802 | 30,760 | 8,964 | 22,410 | • | • | • |
| CHEYENNE | 3,648 | 3,637 | -0.3 | 927 | 786 | 396 | 775 | 760 | 1,586 | 33,383 | 55,821 | 15,348 | 44,785 | 493 | 18,765 | 32,778 |
| CLARK | 2,601 | 2,552 | -1.9 | 607 | 516 | 283 | 544 | 605 | 1,021 | 24,991 | 40,667 | 15,934 | 39,836 | 290 | 6,107 | 48,835 |
| CLAY | 9,801 | 9,089 | -7.3 | 2,491 | 2,027 | 1,063 | 1,663 | 1,836 | 3,636 | 62,478 | 122,154 | 13,439 | 33,598 | 672 | 16,083 | 23,592 |
| Clay Center | 4,948 | 4,606 | -6.9 | • | • | • | • | • | 1,843 | 23,740 | 46,639 | 10,125 | 25,312 | • | • | • |
| CLOUD | 12,489 | 11,533 | -7.7 | 2,883 | 2,987 | 1,257 | 1,938 | 2,468 | 4,613 | 80,776 | 132,341 | 11,475 | 28,687 | 659 | 17,193 | 13,680 |
| Concordia | 6,847 | 6,378 | -6.8 | • | • | • | • | • | 2,551 | 30,986 | 51,374 | 8,054 | 20,136 | • | • | • |
| COFFEY | 9,516 | 10,630 | 11.7 | 3,040 | 2,626 | 1,329 | 1,775 | 1,860 | 4,252 | 55,060 | 89,037 | 8,376 | 20,941 | 606 | 14,123 | 18,336 |
| COMANCHE | 2,559 | 2,518 | -1.6 | 624 | 546 | 277 | 481 | 589 | 1,007 | 23,220 | 35,725 | 14,189 | 35,473 | 277 | 5,626 | 23,520 |
| COWLEY | 37,068 | 38,224 | 3.1 | 10,282 | 9,900 | 4,816 | 7,071 | 6,154 | 15,290 | 361,326 | 649,635 | 16,996 | 42,489 | 997 | 11,396 | 44,511 |
| Arkansas City | 13,201 | 13,070 | -1.0 | • | • | • | • | • | 5,228 | 97,202 | 164,228 | 12,566 | 31,414 | • | • | • |
| Winfield | 10,736 | 10,320 | -3.9 | • | • | • | • | • | 4,128 | 82,795 | 135,820 | 13,161 | 32,902 | • | • | • |
| CRAWFORD | 37,950 | 37,764 | -0.5 | 8,912 | 10,838 | 4,456 | 6,382 | 7,213 | 15,106 | 250,090 | 454,560 | 12,037 | 30,092 | 809 | 10,254 | 11,487 |
| Pittsburg | 18,770 | 17,977 | -4.2 | • | • | • | • | • | 7,191 | 87,174 | 151,371 | 8,420 | 21,051 | • | • | • |
| DECATUR | 4,492 | 4,221 | -6.0 | 1,123 | 975 | 431 | 798 | 895 | 1,759 | 43,244 | 68,639 | 16,262 | 39,022 | 486 | 17,478 | 55,082 |
| DICKINSON | 20,047 | 20,320 | 1.4 | 5,466 | 4,857 | 2,296 | 3,983 | 3,719 | 8,128 | 132,068 | 249,429 | 12,275 | 30,687 | 1,028 | 17,841 | 47,394 |
| Abilene | 6,572 | 6,604 | 0.5 | • | • | • | • | • | 2,642 | 31,368 | 58,469 | 8,854 | 22,134 | • | • | • |
| DONIPHAN | 9,285 | 9,119 | -1.8 | 2,572 | 2,499 | 1,085 | 1,505 | 1,468 | 3,648 | 73,508 | 156,379 | 17,149 | 42,873 | 530 | 22,155 | 12,496 |
| DOUGLAS | 67,914 | 75,086 | 10.6 | 15,242 | 32,137 | 11,263 | 10,212 | 6,232 | 30,034 | 631,533 | 1,333,615 | 17,761 | 44,403 | 852 | 12,357 | 15,667 |
| Lawrence | 52,738 | 57,908 | 9.8 | • | • | • | • | • | 23,163 | 385,222 | 852,658 | 14,724 | 36,811 | • | • | • |
| EDWARDS | 4,255 | 3,813 | -10.4 | 999 | 877 | 439 | 713 | 785 | 1,525 | 42,628 | 96,201 | 25,229 | 63,073 | 361 | 24,380 | 33,487 |
| ELK | 3,885 | 3,623 | -6.7 | 873 | 764 | 351 | 717 | 913 | 1,589 | 34,774 | 57,036 | 15,744 | 35,894 | 409 | 2,097 | 15,808 |
| ELLIS | 26,193 | 29,068 | 11.0 | 7,761 | 10,174 | 3,663 | 4,302 | 3,168 | 11,627 | 235,946 | 478,513 | 16,462 | 41,155 | 795 | 9,528 | 37,465 |
| Hays | 16,301 | 18,111 | 11.1 | • | • | • | • | • | 7,244 | 116,638 | 236,919 | 13,081 | 32,704 | • | • | • |
| ELLSWORTH | 6,631 | 6,186 | -6.7 | 1,615 | 1,367 | 687 | 1,138 | 1,386 | 2,474 | 57,929 | 96,892 | 15,663 | 39,157 | 499 | 9,152 | 12,295 |
| FINNEY | 23,937 | 34,353 | 43.5 | 11,543 | 9,894 | 4,706 | 5,187 | 3,057 | 13,741 | 241,680 | 607,444 | 17,682 | 44,206 | 534 | 43,002 | 338,530 |
| Garden City | 18,256 | 26,017 | 42.5 | • | • | • | • | • | 10,407 | 141,690 | 351,789 | 13,522 | 33,804 | • | • | • |
| FORD | 24,386 | 31,137 | 27.8 | 9,061 | 8,843 | 3,986 | 5,231 | 3,986 | 12,455 | 222,453 | 526,579 | 16,912 | 42,279 | 812 | 29,546 | 199,537 |
| Dodge City | 18,001 | 25,912 | 43.9 | • | • | • | • | • | 10,365 | 114,351 | 342,140 | 13,204 | 33,009 | • | • | • |
| FRANKLIN | 21,834 | 22,215 | 1.7 | 6,065 | 5,865 | 2,666 | 4,110 | 3,510 | 8,886 | 127,397 | 223,185 | 10,047 | 25,117 | 979 | 13,653 | 19,357 |
| Ottawa | 11,016 | 10,635 | -3.5 | • | • | • | • | • | 4,254 | 45,031 | 73,705 | 6,931 | 17,327 | • | • | • |
| GEARY | 29,857 | 31,253 | 5.4 | 9,814 | 10,939 | 3,750 | 4,313 | 2,438 | 12,501 | 294,866 | 488,416 | 15,628 | 39,069 | 295 | 4,164 | 12,342 |
| Junction City | 19,305 | 20,122 | 4.2 | • | • | • | • | • | 8,049 | 164,881 | 269,349 | 13,386 | 33,465 | • | • | • |
| GOVE | 3,725 | 3,501 | -6.0 | 1,061 | 868 | 406 | 616 | 550 | 1,401 | 31,128 | 55,905 | 15,966 | 39,916 | 534 | 15,725 | 78,199 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KANSAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GRAHAM | 3,972 | 3,860 | -2.8 | 1,108 | 934 | 394 | 772 | 656 | 1,544 | 36,983 | 67,460 | 17,478 | 43,696 | 452 | 11,770 | 15,738 |
| GRANT | 6,989 | 6,965 | -0.3 | 2,354 | 1,846 | 912 | 1,226 | 627 | 2,786 | 61,380 | 91,463 | 13,131 | 32,828 | 303 | 20,450 | 210,906 |
| GRAY | 5,142 | 5,268 | 2.5 | 1,691 | 1,307 | 695 | 890 | 674 | 2,107 | 42,905 | 88,539 | 16,806 | 42,015 | 547 | 38,117 | 198,311 |
| GREELEY | 1,837 | 1,825 | -0.7 | 547 | 460 | 197 | 343 | 274 | 730 | 19,087 | 25,570 | 14,014 | 35,036 | 294 | 16,515 | 65,054 |
| GREENWOOD | 8,754 | 8,010 | -8.5 | 2,034 | 1,706 | 865 | 1,562 | 1,842 | 3,204 | 75,927 | 122,689 | 15,318 | 38,294 | 587 | 4,076 | 31,306 |
| HAMILTON | 2,496 | 2,471 | -1.0 | 665 | 581 | 269 | 521 | 437 | 988 | 21,419 | 40,250 | 16,287 | 40,719 | 279 | 12,813 | 67,340 |
| HARPER | 7,796 | 7,574 | -2.9 | 1,939 | 1,606 | 841 | 1,522 | 1,659 | 3,029 | 58,043 | 105,318 | 13,906 | 34,765 | 648 | 16,224 | 39,037 |
| HARVEY | 30,641 | 31,611 | 3.2 | 8,440 | 8,725 | 4,073 | 5,658 | 4,742 | 12,644 | 227,779 | 404,204 | 12,787 | 31,967 | 874 | 19,340 | 33,028 |
| Newton | 16,332 | 16,702 | 2.3 | * | * | * | * | * | 6,681 | 91,125 | 161,874 | 9,692 | 24,229 | * | * | * |
| HASKELL | 3,773 | 3,921 | 3.9 | 1,333 | 984 | 529 | 682 | 396 | 1,569 | 31,844 | 46,814 | 11,938 | 29,846 | 315 | 30,327 | 218,643 |
| HODGEMAN | 2,257 | 2,290 | 1.5 | 559 | 579 | 247 | 483 | 424 | 916 | 23,149 | 31,915 | 13,936 | 34,840 | 423 | 13,153 | 76,323 |
| | | | | | | | | | | | | | | | | |
| JACKSON | 11,667 | 11,650 | -0.1 | 3,460 | 2,808 | 1,514 | 2,213 | 1,678 | 4,660 | 104,872 | 188,238 | 16,158 | 40,395 | 1,082 | 7,857 | 19,934 |
| JEFFERSON | 15,284 | 16,226 | 6.2 | 4,478 | 4,008 | 2,223 | 3,196 | 2,337 | 6,490 | 98,682 | 180,312 | 11,113 | 27,782 | 1,017 | 11,966 | 13,335 |
| JEWELL | 5,217 | 4,697 | -10.0 | 1,268 | 1,043 | 498 | 916 | 972 | 1,879 | 42,658 | 80,206 | 17,078 | 42,694 | 736 | 18,626 | 25,446 |
| JOHNSON | 271,908 | 350,813 | 29.0 | 92,264 | 94,018 | 59,287 | 71,917 | 32,976 | 140,325 | 3,218,352 | 6,998,418 | 19,949 | 49,873 | 659 | 10,623 | 12,255 |
| Olathe | 37,258 | 62,600 | 68.0 | * | * | * | * | * | 25,040 | 251,570 | 785,426 | 12,547 | 31,367 | * | * | * |
| KEARNY | 3,444 | 3,955 | 14.8 | 1,388 | 1,001 | 479 | 668 | 415 | 1,582 | 27,483 | 61,312 | 15,503 | 38,759 | 291 | 26,689 | 92,301 |
| KINGMAN | 8,967 | 9,027 | 0.7 | 2,509 | 2,166 | 1,029 | 1,679 | 1,643 | 3,611 | 62,225 | 111,747 | 12,380 | 30,949 | 818 | 15,862 | 20,117 |
| KIOWA | 4,031 | 3,768 | -6.5 | 1,074 | 867 | 429 | 697 | 705 | 1,570 | 41,472 | 69,388 | 18,417 | 44,196 | 310 | 13,133 | 11,459 |
| LABETTE | 25,700 | 25,445 | -1.0 | 6,946 | 6,539 | 3,181 | 4,351 | 4,427 | 10,178 | 141,631 | 287,554 | 11,301 | 28,253 | 971 | 11,323 | 37,638 |
| Parsons | 12,898 | 12,491 | -3.2 | * | * | * | * | * | 4,996 | 55,058 | 108,799 | 8,710 | 21,776 | * | * | * |
| LANE | 2,440 | 2,459 | 0.8 | 730 | 558 | 278 | 489 | 403 | 984 | 24,711 | 42,531 | 17,295 | 43,238 | 322 | 14,159 | 74,054 |
| | | | | | | | | | | | | | | | | |
| LEAVENWORTH | 54,948 | 61,356 | 11.7 | 16,750 | 17,180 | 8,897 | 11,903 | 6,626 | 24,543 | 511,361 | 1,034,514 | 16,861 | 42,152 | 1,144 | 12,736 | 13,966 |
| Leavenworth | 33,656 | 40,689 | 20.9 | * | * | * | * | * | 16,276 | 234,905 | 543,621 | 13,360 | 33,401 | * | * | * |
| LINCOLN | 4,111 | 3,851 | -6.3 | 974 | 786 | 427 | 739 | 920 | 1,540 | 34,697 | 56,382 | 14,643 | 36,607 | 578 | 11,365 | 27,271 |
| LINN | 8,226 | 8,278 | 0.6 | 2,227 | 1,788 | 993 | 1,556 | 1,714 | 3,311 | 45,414 | 74,543 | 9,005 | [illegible]2,513 | 688 | 8,012 | 13,691 |
| LOGAN | 3,454 | 3,242 | -6.1 | 882 | 827 | 363 | 629 | 525 | 1,297 | 30,164 | 56,370 | 17,386 | 43,464 | 382 | 11,406 | 11,014 |
| LYON | 35,202 | 35,178 | -0.1 | 9,287 | 12,031 | 5,030 | 4,890 | 3,940 | 14,071 | 348,208 | 650,303 | 18,486 | 46,215 | 872 | 11,978 | 46,201 |
| Emporia | 25,287 | 25,072 | -0.8 | * | * | * | * | * | 10,029 | 199,360 | 367,927 | 14,675 | 36,686 | * | * | * |
| MCPHERSON | 26,894 | 29,158 | 8.4 | 7,464 | 8,077 | 3,645 | 5,248 | 4,753 | 11,663 | 200,691 | 400,845 | 13,747 | 34,369 | 1,357 | 26,571 | 51,390 |
| McPherson | 11,753 | 12,733 | 8.3 | * | * | * | * | * | 5,093 | 66,170 | 132,3[illegible]7 | 10,394 | 25,986 | * | * | * |
| MARION | 13,472 | 13,202 | -2.0 | 3,063 | 3,248 | 1,426 | 2,535 | 2,931 | 5,281 | 86,663 | 152,7[illegible] | 11,569 | 28,923 | 1,119 | 17,354 | 41,278 |
| MARSHALL | 12,645 | 12,596 | -0.4 | 3,086 | 2,998 | 1,310 | 2,406 | 2,784 | 5,038 | 101,311 | 223,591 | 17,751 | 44,378 | 1,061 | 24,033 | 29,760 |
| | | | | | | | | | | | | | | | | |
| MEADE | 4,786 | 4,548 | -5.0 | 1,251 | 1,151 | 505 | 864 | 778 | 1,819 | 41,561 | 73,914 | 16,253 | 40,632 | 464 | 22,752 | 32,539 |
| MIAMI | 21,607 | 23,003 | 6.5 | 6,349 | 5,866 | 2,852 | 4,486 | 3,450 | 9,201 | 130,706 | 241,217 | 10,486 | 26,216 | 1,151 | 13,227 | 11,694 |
| MITCHELL | 8,138 | 7,732 | -5.0 | 2,157 | 1,964 | 889 | 1,299 | 1,415 | 3,093 | 74,556 | 114,807 | 14,847 | 37,119 | 622 | 21,589 | 38,321 |
| Beloit | 4,367 | 4,416 | 1.1 | * | * | * | * | * | 1,766 | 30,353 | 50,656 | 11,470 | 28,676 | * | * | * |
| MONTGOMERY | 42,409 | 41,589 | -1.9 | 11,437 | 10,356 | 5,074 | 7,486 | 7,278 | 16,635 | 289,013 | 439,571 | 10,569 | 26,424 | 974 | 9,396 | 13,592 |
| Coffeyville | 15,185 | 14,686 | -3.3 | * | * | * | * | * | 5,874 | 76,253 | 114,258 | 7,780 | 19,451 | * | * | * |
| Independence | 10,598 | 10,628 | 0.3 | * | * | * | * | * | 4,251 | 72,224 | 99,949 | 9,405 | 23,512 | * | * | * |
| MORRIS | 6,412 | 6,164 | -3.9 | 1,584 | 1,405 | 653 | 1,196 | 1,331 | 2,466 | 62,183 | 117,452 | 19,055 | 47,637 | 550 | 6,591 | 32,639 |
| Council Grove | 2,381 | 2,476 | 3.8 | * | * | * | * | * | 1,032 | 18,418 | 29,383 | 11,867 | 28,472 | * | * | * |
| MORTON | 3,464 | 3,542 | 2.2 | 1,137 | 900 | 460 | 655 | 386 | 1,417 | 33,099 | 76,853 | 21,698 | 54,246 | 226 | 9,780 | 10,411 |
| NEMAHA | 11,198 | 10,849 | -3.1 | 3,135 | 2,701 | 1,074 | 1,877 | 2,051 | 4,340 | 89,643 | 203,345 | 18,743 | 46,857 | 1,127 | 16,044 | 45,376 |
| NEOSHO | 18,933 | 20,437 | 7.9 | 5,784 | 5,068 | 2,493 | 3,679 | 3,433 | 8,175 | 129,338 | 233,802 | 11,440 | 28,601 | 751 | 11,218 | 14,893 |
| Chanute | 10,506 | 11,702 | 11.4 | 0 | 0 | 0 | 0 | 0 | 4,681 | 55,340 | 104,179 | 8,902 | 22,256 | | | |
| NESS | 4,503 | 4,543 | 0.9 | 1,204 | 1,108 | 504 | 836 | 895 | 1,817 | 40,304 | 83,438 | 18,367 | 45,919 | 597 | 13,666 | 14,353 |
| NORTON | 6,676 | 6,491 | -2.8 | 1,597 | 1,454 | 811 | 1,311 | 1,318 | 2,596 | 54,795 | 105,076 | 16,189 | 40,472 | 470 | 13,685 | 19,732 |
| Norton | 3,400 | 3,323 | -2.3 | * | * | * | * | * | 1,329 | 22,475 | 43,374 | 13,052 | 32,629 | * | * | * |

| METRO AREAS<br>COUNTIES<br>Cities | POPULATION<br>1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987)<br>Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OSAGE | 15,415 | 15,672 | 1.7 | 4,341 | 3,855 | 1,990 | 2,946 | 2,555 | 6,269 | 98,651 | 181,746 | 11,597 | 28,992 | 885 | 13,063 | 17,702 |
| OSBORNE | 5,935 | 5,082 | -14.4 | 1,352 | 1,123 | 498 | 910 | 1,194 | 2,033 | 52,647 | 78,593 | 15,465 | 38,662 | 607 | 14,996 | 18,268 |
| OTTAWA | 5,945 | 6,602 | 11.1 | 1,677 | 1,518 | 753 | 1,301 | 1,347 | 2,641 | 39,770 | 82,682 | 12,524 | 31,309 | 523 | 11,403 | 26,137 |
| PAWNEE | 8,006 | 7,318 | -8.6 | 1,815 | 1,815 | 922 | 1,434 | 1,332 | 3,049 | 78,636 | 130,437 | 17,825 | 42,780 | 530 | 25,274 | 66,159 |
| Larned | 4,811 | 4,778 | -0.7 | * | * | * | * | * | 1,991 | 39,587 | 61,228 | 12,813 | 30,752 | * | * | * |
| PHILLIPS | 7,336 | 6,978 | -4.9 | 1,780 | 1,556 | 837 | 1,375 | 1,431 | 2,791 | 60,208 | 102,870 | 14,741 | 36,853 | 591 | 13,746 | 20,875 |
| POTTAWATOMIE | 14,855 | 16,650 | 12.1 | 4,828 | 4,412 | 2,248 | 2,814 | 2,348 | 6,660 | 131,229 | 321,502 | 19,310 | 48,274 | 790 | 9,232 | 30,064 |
| PRATT | 10,307 | 11,730 | 13.8 | 3,073 | 3,026 | 1,361 | 2,217 | 2,041 | 4,692 | 104,365 | 192,298 | 16,394 | 40,985 | 517 | 27,034 | 70,635 |
| Pratt | 6,885 | 7,805 | 13.4 | * | * | * | * | * | 3,122 | 58,392 | 107,043 | 13,714 | 34,286 | * | * | * |
| RAWLINS | 4,132 | 3,826 | -7.4 | 1,079 | 884 | 432 | 719 | 708 | 1,530 | 35,532 | 74,373 | 19,438 | 48,594 | 541 | 17,077 | 14,731 |
| RENO | 65,106 | 66,553 | 2.2 | 18,036 | 18,369 | 8,785 | 12,046 | 9,384 | 26,621 | 480,059 | 868,167 | 13,045 | 32,612 | 1,557 | 33,141 | 49,784 |
| Hutchinson | 40,284 | 40,975 | 1.7 | * | * | * | * | * | 16,390 | 226,392 | 406,618 | 9,923 | 24,809 | * | * | * |
| REPUBLIC | 7,516 | 7,199 | -4.2 | 1,749 | 1,562 | 749 | 1,433 | 1,699 | 2,880 | 60,104 | 122,600 | 17,030 | 42,575 | 833 | 29,926 | 67,369 |
| RICE | 11,865 | 10,909 | -8.1 | 2,858 | 2,760 | 1,145 | 2,105 | 2,051 | 4,364 | 83,335 | 148,585 | 13,620 | 34,051 | 604 | 20,715 | 48,869 |
| Lyons | 4,152 | 3,794 | -8.6 | * | * | * | * | * | 1,518 | 20,996 | 37,170 | 9,797 | 24,494 | * | * | * |
| RILEY | 63,612 | 75,867 | 19.3 | 16,842 | 37,099 | 10,090 | 7,283 | 4,552 | 30,347 | 510,113 | 1,126,639 | 14,850 | 37,126 | 546 | 7,197 | 18,248 |
| Manhattan | 32,644 | 39,988 | 22.5 | * | * | * | * | * | 15,995 | 235,119 | 534,910 | 13,377 | 33,442 | * | * | * |
| ROOKS | 6,998 | 6,536 | -6.6 | 1,856 | 1,575 | 693 | 1,157 | 1,255 | 2,615 | 62,074 | 99,784 | 15,266 | 38,166 | 473 | 12,907 | 12,027 |
| RUSH | 4,506 | 4,185 | -7.1 | 1,055 | 904 | 448 | 833 | 950 | 1,674 | 41,335 | 62,834 | 15,012 | 37,531 | 546 | 12,740 | 7,316 |
| RUSSELL | 8,895 | 8,373 | -5.9 | 2,076 | 1,926 | 988 | 1,666 | 1,725 | 3,349 | 94,900 | 147,999 | 17,676 | 44,189 | 534 | 9,476 | 10,839 |
| Russell | 5,427 | 5,361 | -1.2 | * | * | * | * | * | 2,145 | 46,007 | 76,517 | 14,272 | 35,680 | * | * | * |
| SALINE | 48,856 | 51,401 | 5.2 | 13,518 | 14,803 | 7,093 | 9,304 | 6,682 | 20,560 | 373,162 | 716,189 | 13,933 | 34,834 | 743 | 12,261 | 18,438 |
| Salina | 41,843 | 45,015 | 7.6 | * | * | * | * | * | 18,006 | 227,365 | 512,006 | 11,374 | 28,435 | * | * | * |
| SCOTT | 5,765 | 5,902 | 2.4 | 1,865 | 1,428 | 791 | 1,027 | 785 | 2,361 | 50,960 | 88,558 | 15,005 | 37,513 | 391 | 18,858 | 261,375 |
| SEDGWICK | 367,665 | 407,825 | 10.9 | 111,744 | 117,046 | 59,542 | 74,224 | 45,269 | 163,130 | 2,874,936 | 5,406,743 | 13,257 | 33,144 | 1,589 | 30,494 | 28,833 |
| Wichita | 279,272 | 302,657 | 8.4 | * | * | * | * | * | 121,063 | 1,567,820 | 3,089,366 | 10,207 | 25,519 | * | * | * |
| SEWARD | 17,059 | 21,162 | 24.1 | 6,772 | 5,989 | 2,836 | 3,534 | 2,032 | 8,465 | 164,814 | 321,505 | 15,192 | 37,981 | 285 | 15,373 | 115,017 |
| Liberal | 14,911 | 18,518 | 24.2 | * | * | * | * | * | 7,407 | 113,105 | 235,750 | 12,731 | 31,827 | * | * | * |
| SHAWNEE | 155,187 | 158,864 | 2.4 | 41,464 | 43,529 | 23,353 | 30,502 | 19,858 | 63,546 | 1,259,588 | 2,358,773 | 14,848 | 37,119 | 852 | 12,792 | 9,066 |
| Topeka | 115,266 | 112,254 | -2.6 | * | * | * | * | * | 44,902 | 677,395 | 1,161,733 | 10,349 | 25,873 | * | * | * |
| SHERIDAN | 3,525 | 3,283 | -6.9 | 1,031 | 801 | 348 | 624 | 479 | 1,313 | 27,591 | 43,816 | 13,347 | 33,367 | 518 | 22,118 | 31,971 |
| SHERMAN | 7,707 | 7,515 | -2.5 | 2,052 | 2,059 | 954 | 1,420 | 1,022 | 3,006 | 68,275 | 136,202 | 18,124 | 45,311 | 524 | 30,169 | 37,260 |
| Goodland | 5,708 | 5,728 | 0.3 | * | * | * | * | * | 2,291 | 32,877 | 69,518 | 12,137 | 30,343 | * | * | * |
| SMITH | 5,926 | 5,538 | -6.5 | 1,340 | 1,202 | 559 | 1,158 | 1,274 | 2,215 | 42,597 | 84,497 | 15,256 | 38,141 | 692 | 20,043 | 30,809 |
| STAFFORD | 5,521 | 5,556 | 0.6 | 1,356 | 1,206 | 583 | 1,078 | 1,339 | 2,222 | 54,647 | 102,434 | 18,438 | 46,094 | 540 | 23,729 | 48,324 |
| STANTON | 2,324 | 2,380 | 2.4 | 790 | 602 | 290 | 462 | 236 | 952 | 21,215 | 27,052 | 11,366 | 28,414 | 280 | 23,700 | 63,271 |
| STEVENS | 4,759 | 5,146 | 8.1 | 1,708 | 1,250 | 633 | 870 | 690 | 2,058 | 47,456 | 102,506 | 19,920 | 49,800 | 300 | 24,780 | 71,861 |
| SUMNER | 25,003 | 26,014 | 4.0 | 7,388 | 6,217 | 3,096 | 4,969 | 4,370 | 10,405 | 185,543 | 334,191 | 12,847 | 32,117 | 1,271 | 30,866 | 22,543 |
| Wellington | 8,212 | 8,326 | 1.4 | * | * | * | * | * | 3,331 | 44,135 | 77,205 | 9,272 | 23,181 | * | * | * |
| THOMAS | 8,456 | 8,929 | 5.6 | 2,670 | 2,652 | 1,071 | 1,429 | 1,107 | 3,571 | 81,790 | 151,829 | 17,005 | 42,512 | 644 | 35,387 | 38,770 |
| Colby | 5,544 | 5,954 | 7.4 | * | * | * | * | * | 2,382 | 40,125 | 96,323 | 16,177 | 40,442 | * | * | * |
| TREGO | 4,171 | 3,893 | -6.7 | 1,156 | 907 | 413 | 673 | 747 | 1,557 | 38,125 | 59,578 | 15,304 | 38,259 | 482 | 10,704 | 24,848 |
| WABAUNSEE | 6,898 | 6,638 | -3.8 | 1,772 | 1,567 | 803 | 1,295 | 1,208 | 2,855 | 60,682 | 104,684 | 15,769 | 39,423 | 633 | 6,269 | 27,941 |
| WALLACE | 2,044 | 1,843 | -9.8 | 564 | 433 | 221 | 328 | 286 | 737 | 14,835 | 33,777 | 18,329 | 45,823 | 330 | 15,063 | 13,538 |
| WASHINGTON | 8,489 | 6,951 | -18.1 | 1,891 | 1,564 | 674 | 1,272 | 1,557 | 2,780 | 61,133 | 97,023 | 13,958 | 34,894 | 939 | 19,751 | 43,087 |
| WICHITA | 2,996 | 2,888 | -3.6 | 965 | 719 | 349 | 508 | 344 | 1,155 | 23,673 | 23,664 | 8,194 | 20,484 | 355 | 19,539 | 203,695 |
| WILSON | 12,148 | 11,886 | -2.2 | 3,316 | 2,722 | 1,414 | 2,116 | 2,318 | 4,754 | 76,951 | 145,283 | 12,224 | 30,559 | 610 | 11,204 | 8,999 |
| WOODSON | 4,603 | 4,118 | -10.5 | 1,001 | 926 | 449 | 782 | 984 | 1,647 | 24,087 | 38,358 | 9,315 | 23,288 | 369 | 7,063 | 14,039 |
| WYANDOTTE | 172,089 | 174,942 | 1.7 | 50,208 | 49,334 | 22,742 | 30,265 | 22,218 | 89,977 | 1,294,392 | 2,203,980 | 12,598 | 31,496 | 199 | 3,760 | 1,255 |
| Kansas City | 161,087 | 158,364 | -1.7 | * | * | * | * | * | 63,346 | 902,061 | 1,964,925 | 12,408 | 31,019 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1987 Cash Receipts as follows: From Crops $2,102,611,000; from Livestock & Livestock Products $4,011,187,000; Total $6,113,798,000.*—Included in county totals
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KENTUCKY POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 3,662,132 | 3,816,459 | 4.2 | | | | | | 1,362,800 | 25,347,002 | 44,502,314 | 11,661 | 32,655 | 101,642 | 1,253,934 | 979,146 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Lexington-<br>Fayette, KY | 318,490 | 339,047 | 6.5 | 86,134 | 105,428 | 53,164 | 59,801 | 34,108 | 112,827 | 2,381,171 | 4,679,272 | 13,801 | 41,473 | 5,587 | 83,333 | 284,116 |
| Owensboro, KY | 86,061 | 88,194 | 2.5 | 25,047 | 24,430 | 11,818 | 16,228 | 10,583 | 31,602 | 535,680 | 939,292 | 10,650 | 29,722 | 1,288 | 38,055 | 7,112 |
| Louisville, KY-IN | 955,242 | 969,048 | 1.4 | 258,773 | 268,069 | 143,132 | 184,678 | 114,523 | 349,491 | 6,838,206 | 12,584,135 | 12,986 | 36,007 | 5,679 | 59,289 | 137,389 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAIR | 15,234 | 16,909 | 11.0 | 4,379 | 4,396 | 2,012 | 3,365 | 2,756 | 6,290 | 83,584 | 210,989 | 12,478 | 33,542 | 1,491 | 6,664 | 16,584 |
| ALLEN | 14,166 | 14,993 | 5.8 | 3,943 | 3,733 | 1,829 | 2,999 | 2,459 | 5,366 | 84,924 | 180,419 | 12,033 | 33,624 | 1,195 | 5,266 | 16,085 |
| ANDERSON | 12,680 | 13,868 | 9.4 | 3,939 | 3,620 | 1,983 | 2,552 | 1,789 | 5,004 | 108,257 | 220,737 | 15,917 | 44,109 | 759 | 4,053 | 6,420 |
| BALLARD | 8,789 | 9,111 | 3.7 | 2,405 | 2,223 | 1,175 | 1,758 | 1,549 | 3,239 | 53,309 | 96,790 | 10,623 | 29,887 | 433 | 9,983 | 6,673 |
| BARREN | 34,050 | 34,113 | 0.2 | 9,006 | 8,801 | 4,469 | 6,686 | 5,083 | 12,123 | 229,499 | 444,882 | 13,042 | 36,698 | 2,232 | 15,432 | 29,424 |
| Glasgow | 12,958 | 13,903 | 7.3 | • | • | • | • | • | 5,463 | 77,717 | 162,126 | 11,661 | 29,676 | • | • | • |
| BATH | 10,030 | 10,005 | -0.2 | 2,832 | 2,611 | 1,291 | 1,851 | 1,411 | 3,805 | 56,754 | 94,352 | 9,430 | 24,799 | 883 | 7,843 | 7,942 |
| BELL | 34,252 | 33,927 | -0.9 | 10,178 | 9,194 | 4,444 | 5,835 | 4,275 | 13,053 | 175,744 | 260,763 | 7,686 | 19,977 | 60 | 106 | 234 |
| Middlesborogh | 12,251 | 12,260 | 0.1 | • | • | • | • | • | 4,616 | 52,696 | 78,867 | 6,433 | 17,086 | • | • | • |
| BOONE | 46,143 | 57,152 | 23.9 | 17,603 | 15,717 | 8,630 | 10,573 | 4,572 | 23,269 | 496,599 | 1,091,214 | 19,093 | 46,896 | 810 | 6,198 | 5,073 |
| BOURBON | 19,393 | 19,764 | 1.9 | 5,376 | 5,079 | 2,668 | 3,874 | 2,747 | 7,598 | 128,625 | 172,835 | 8,745 | 22,746 | 1,070 | 18,384 | 53,010 |
| BOYD | 55,436 | 53,823 | -2.9 | 14,048 | 14,263 | 7,428 | 10,926 | 7,105 | 19,119 | 424,125 | 598,472 | 11,119 | 31,303 | 235 | 398 | 3,837 |
| Ashland | 27,064 | 24,109 | -10.9 | • | • | • | • | • | 10,112 | 171,086 | 217,044 | 9,003 | 21,464 | • | • | • |
| BOYLE | 25,054 | 25,621 | 2.3 | 6,636 | 7,097 | 3,484 | 4,919 | 3,510 | 8,565 | 207,336 | 381,856 | 14,904 | 44,583 | 765 | 5,445 | 12,026 |
| Danville | 12,942 | 13,119 | 1.4 | • | • | • | • | • | 5,086 | 87,321 | 159,143 | 12,130 | 31,293 | • | • | • |
| BRACKEN | 7,722 | 7,684 | -0.5 | 2,144 | 1,982 | 914 | 1,445 | 1,206 | 2,721 | 49,635 | 76,381 | 9,941 | 28,076 | 734 | 6,815 | 5,479 |
| BREATHITT | 17,000 | 17,636 | 3.7 | 5,943 | 5,044 | 2,204 | 2,645 | 1,781 | 7,238 | 74,528 | 133,810 | 7,587 | 18,487 | 296 | 1,453 | 211 |
| BRECKINRIDGE | 16,856 | 17,054 | 1.2 | 5,014 | 4,434 | 2,166 | 3,002 | 2,473 | 6,299 | 94,487 | 195,158 | 11,443 | 30,981 | 1,473 | 12,313 | 13,952 |
| BULLITT | 43,578 | 50,596 | 16.1 | 15,938 | 14,521 | 7,944 | 8,955 | 3,238 | 21,452 | 246,314 | 497,288 | 9,829 | 23,182 | 596 | 2,832 | 4,448 |
| BUTLER | 11,039 | 11,209 | 1.5 | 3,194 | 2,948 | 1,412 | 2,018 | 1,625 | 4,187 | 52,957 | 112,618 | 10,048 | 26,896 | 651 | 5,811 | 5,199 |
| CALDWELL | 13,452 | 13,296 | -1.2 | 3,231 | 3,297 | 1,689 | 2,633 | 2,473 | 4,638 | 83,377 | 135,913 | 10,222 | 29,305 | 570 | 6,952 | 8,642 |
| CALLOWAY | 30,106 | 29,362 | -2.5 | 6,019 | 10,335 | 3,611 | 4,991 | 4,404 | 8,683 | 186,155 | 381,575 | 12,996 | 43,947 | 749 | 16,476 | 5,442 |
| Murray | 14,248 | 13,485 | -5.4 | • | • | • | • | • | 4,906 | 71,099 | 140,710 | 10,434 | 28,682 | • | • | • |
| CAMPBELL | 83,015 | 80,968 | 2.5 | 22,995 | 22,347 | 9,959 | 14,817 | 10,769 | 30,354 | 874,050 | 1,224,146 | 15,119 | 40,329 | 512 | 1,649 | 1,797 |
| CARLISLE | 5,450 | 4,949 | -9.3 | 1,257 | 1,237 | 579 | 1,014 | 861 | 1,831 | 30,839 | 56,908 | 11,500 | 31,079 | 375 | 7,236 | 5,713 |
| CARROLL | 9,287 | 9,652 | 4.1 | 2,664 | 2,500 | 1,245 | 1,863 | 1,390 | 3,518 | 69,714 | 127,610 | 13,222 | 36,278 | 390 | 4,552 | 2,071 |
| CARTER | 25,097 | 27,154 | 8.2 | 8,363 | 7,522 | 3,503 | 4,725 | 3,041 | 10,868 | 158,831 | 278,459 | 10,255 | 25,622 | 1,025 | 3,803 | 4,628 |
| CASEY | 14,809 | 15,033 | 1.5 | 4,405 | 3,909 | 1,894 | 2,691 | 2,150 | 5,811 | 77,987 | 145,473 | 9,677 | 25,032 | 1,563 | 8,763 | 12,208 |
| CHRISTIAN | 66,634 | 63,588 | -4.6 | 18,313 | 22,764 | 7,885 | 8,839 | 5,723 | 20,196 | 400,780 | 750,495 | 11,803 | 37,161 | 1,187 | 26,497 | 10,444 |
| Hopkinsville | 27,318 | 24,627 | -9.9 | • | • | • | • | • | 8,900 | 142,712 | 251,183 | 10,200 | 28,222 | • | • | • |
| CLARK | 28,294 | 29,316 | 3.6 | 8,326 | 7,681 | 4,368 | 5,629 | 3,342 | 11,029 | 208,688 | 404,998 | 13,815 | 36,723 | 947 | 10,321 | 15,852 |
| Winchester | 15,216 | 15,538 | 2.1 | • | • | • | • | • | 6,146 | 84,653 | 161,244 | 10,378 | 26,237 | • | • | • |
| CLAY | 22,782 | 24,472 | 7.4 | 8,149 | 6,975 | 3,035 | 3,891 | 2,398 | 10,509 | 100,435 | 181,798 | 7,429 | 17,300 | 537 | 2,587 | 773 |
| CLINTON | 9,319 | 10,765 | 15.5 | 2,960 | 2,799 | 1,324 | 2,110 | 1,561 | 4,078 | 40,780 | 101,147 | 9,396 | 24,805 | 777 | 3,184 | 5,579 |
| CRITTENDEN | 9,210 | 8,994 | -2.3 | 2,257 | 2,275 | 1,187 | 1,718 | 1,556 | 3,100 | 54,146 | 87,289 | 9,705 | 28,158 | 502 | 2,719 | 5,484 |
| CUMBERLAND | 7,258 | 7,503 | 3.4 | 1,906 | 1,906 | 908 | 1,531 | 1,253 | 2,834 | 41,521 | 78,926 | 10,519 | 27,850 | 646 | 3,011 | 3,317 |
| DAVIESS | 86,061 | 88,194 | 2.5 | 25,047 | 24,430 | 11,818 | 16,228 | 10,583 | 31,602 | 535,680 | 939,292 | 10,650 | 29,722 | 1,288 | 38,055 | 7,112 |
| Owensboro | 54,450 | 55,782 | 2.4 | • | • | • | • | • | 21,466 | 247,474 | 433,732 | 7,776 | 20,206 | • | • | • |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| EDMONSON | 9,949 | 10,976 | 10.3 | 3,205 | 2,876 | 1,405 | 2,074 | 1,416 | 4,142 | 46,974 | 83,281 | 7,588 | 20,107 | 744 | 3,108 | 6,430 |
| ELLIOTT | 6,924 | 6,696 | -3.3 | 2,263 | 1,788 | 837 | 1,051 | 757 | 2,760 | 37,007 | 61,896 | 9,244 | 22,429 | 534 | 2,178 | 800 |
| ESTILL | 14,478 | 15,048 | 3.9 | 4,439 | 4,048 | 1,956 | 2,694 | 1,926 | 5,919 | 91,978 | 168,829 | 11,219 | 28,524 | 492 | 2,006 | 1,298 |
| FAYETTE | 204,415 | 214,452 | 4.9 | 50,611 | 70,984 | 34,956 | 36,886 | 20,587 | 67,024 | 1,576,249 | 3,042,812 | 14,189 | 45,399 | 912 | 17,486 | 113,956 |
| Lexington | 204,165 | 214,312 | 5.0 | * | * | * | * | * | 66,997 | 1,182,316 | 3,037,514 | 14,173 | 45,338 | * | * | * |
| FLEMING | 12,370 | 12,441 | 0.6 | 3,483 | 3,259 | 1,667 | 2,227 | 1,816 | 4,554 | 78,367 | 159,587 | 12,828 | 35,046 | 1,308 | 10,267 | 20,118 |
| FLOYD | 48,845 | 50,427 | 3.2 | 15,885 | 13,565 | 6,808 | 8,673 | 5,497 | 20,402 | 275,090 | 500,342 | 9,922 | 24,524 | 86 | 597 | 109 |
| FRANKLIN | 41,861 | 43,604 | 4.2 | 11,032 | 11,904 | 6,933 | 8,590 | 5,189 | 14,492 | 430,323 | 759,958 | 17,429 | 52,440 | 761 | 6,817 | 4,465 |
| Frankport | 25,973 | 26,732 | 2.9 | * | * | * | * | * | 10,542 | 223,033 | 387,943 | 14,512 | 36,801 | * | * | * |
| FULTON | 8,947 | 7,829 | -12.5 | 2,184 | 1,981 | 877 | 1,339 | 1,456 | 2,743 | 46,363 | 89,526 | 11,435 | 32,643 | 203 | 11,017 | 1,293 |
| Fulton | 3,137 | 2,864 | -8.7 | * | * | * | * | * | 1,207 | 11,183 | 23,151 | 8,083 | 19,186 | * | * | * |
| GALLATIN | 4,843 | 5,020 | 3.6 | 1,496 | 1,330 | 643 | 944 | 602 | 2,088 | 31,294 | 63,415 | 12,633 | 30,370 | 318 | 3,778 | 1,389 |
| GARRARD | 10,852 | 11,850 | 9.2 | 3,093 | 2,998 | 1,623 | 2,394 | 1,742 | 4,494 | 80,021 | 164,331 | 13,867 | 36,564 | 1,021 | 7,686 | 16,200 |
| GRANT | 13,432 | 13,833 | 3.0 | 4,164 | 3,597 | 1,812 | 2,518 | 1,743 | 5,509 | 94,627 | 180,369 | 13,039 | 32,739 | 1,053 | 6,510 | 4,279 |
| GRAVES | 34,054 | 33,076 | -2.9 | 8,236 | 8,137 | 4,267 | 6,384 | 6,020 | 11,387 | 209,657 | 381,897 | 11,546 | 33,538 | 1,213 | 21,447 | 11,144 |
| Mayfield | 10,705 | 8,944 | -16.5 | * | * | * | * | * | 3,976 | 52,931 | 81,900 | 9,157 | 20,597 | * | * | * |
| GRAYSON | 20,895 | 24,879 | 19.1 | 7,140 | 6,568 | 3,110 | 4,453 | 3,607 | 9,640 | 108,942 | 248,285 | 9,980 | 25,755 | 1,520 | 7,526 | 16,989 |
| GREEN | 11,050 | 10,613 | -4.0 | 2,696 | 2,664 | 1,348 | 2,144 | 1,772 | 3,829 | 63,703 | 119,447 | 11,255 | 31,197 | 1,258 | 7,786 | 12,301 |
| GREENUP | 39,228 | 38,467 | -1.9 | 11,117 | 10,117 | 5,385 | 7,809 | 4,039 | 15,255 | 263,935 | 407,491 | 10,593 | 26,712 | 824 | 2,775 | 3,042 |
| HANCOCK | 7,768 | 8,461 | 8.9 | 2,682 | 2,267 | 1,210 | 1,430 | 871 | 3,305 | 48,846 | 86,099 | 10,177 | 26,053 | 529 | 5,186 | 2,574 |
| HARDIN | 89,505 | 94,451 | 5.5 | 26,919 | 36,647 | 11,051 | 13,601 | 6,234 | 29,849 | 516,938 | 1,066,854 | 11,295 | 35,741 | 1,748 | 11,458 | 18,838 |
| Elizabethtown | 15,380 | 16,891 | 9.8 | * | * | * | * | * | 6,458 | 87,922 | 190,355 | 11,270 | 29,476 | * | * | * |
| HARLAN | 41,690 | 41,955 | 0.6 | 13,342 | 11,370 | 5,496 | 6,671 | 4,993 | 17,181 | 227,624 | 323,205 | 7,704 | 18,811 | 28 | * | 55 |
| Harlan | 3,024 | 2,718 | -10.1 | * | * | * | * | * | 1,146 | 14,859 | 18,864 | 6,941 | 16,455 | * | * | * |
| HARRISON | 15,157 | 15,746 | 3.9 | 4,314 | 3,984 | 1,968 | 3,007 | 2,472 | 5,586 | 93,039 | 168,569 | 10,706 | 30,179 | 1,175 | 11,382 | 10,500 |
| HART | 15,410 | 15,844 | 2.8 | 4,405 | 4,151 | 1,949 | 3,042 | 2,313 | 6,022 | 77,965 | 135,795 | 8,571 | 22,549 | 1,518 | 9,606 | 16,761 |
| HENDERSON | 41,009 | 45,950 | 12.0 | 12,912 | 12,498 | 6,479 | 8,455 | 5,606 | 16,671 | 342,390 | 697,090 | 15,171 | 41,813 | 638 | 22,571 | 4,744 |
| Henderson | 24,834 | 27,037 | 8.9 | * | * | * | * | * | 10,923 | 154,239 | 301,750 | 11,161 | 27,625 | * | * | * |
| HENRY | 12,814 | 13,452 | 5.0 | 3,538 | 3,457 | 1,843 | 2,650 | 1,951 | 4,972 | 100,545 | 173,786 | 12,919 | 34,952 | 1,093 | 12,421 | 15,661 |
| HICKMAN | 6,069 | 5,537 | -8.8 | 1,406 | 1,362 | 670 | 1,047 | 1,052 | 1,927 | 38,593 | 80,751 | 14,584 | 41,895 | 283 | 10,687 | 3,668 |
| HOPKINS | 46,058 | 46,231 | 0.4 | 12,898 | 12,159 | 6,472 | 8,275 | 6,519 | 16,497 | 316,068 | 559,016 | 12,092 | 33,886 | 620 | 11,056 | 3,676 |
| Madisonville | 16,979 | 17,528 | 3.2 | * | * | * | * | * | 6,991 | 87,357 | 159,763 | 9,115 | 22,853 | * | * | * |
| JACKSON | 12,045 | 12,375 | 2.7 | 3,898 | 3,329 | 1,535 | 2,091 | 1,522 | 5,125 | 55,754 | 112,552 | 9,095 | 21,962 | 789 | 3,790 | 2,834 |
| JEFFERSON | 682,041 | 674,411 | -1.1 | 174,672 | 186,137 | 98,464 | 130,161 | 84,976 | 234,228 | 5,187,972 | 9,282,698 | 13,764 | 39,631 | 641 | 9,429 | 4,323 |
| Louisville | 298,451 | 267,625 | -10.3 | * | * | * | * | * | 110,739 | 1,427,256 | 2,255,065 | 8,426 | 20,364 | * | * | * |
| JESSAMINE | 26,736 | 33,633 | 25.8 | 9,989 | 10,022 | 5,213 | 5,516 | 2,859 | 11,945 | 181,419 | 427,697 | 12,717 | 35,805 | 879 | 8,261 | 12,429 |
| JOHNSON | 24,485 | 25,800 | 5.4 | 7,611 | 6,914 | 3,586 | 4,567 | 3,148 | 10,177 | 137,023 | 247,371 | 9,588 | 24,306 | 215 | 563 | 227 |
| KENTON | 137,256 | 143,940 | 4.9 | 41,743 | 40,015 | 20,152 | 25,190 | 16,841 | 55,362 | 1,416,043 | 2,485,595 | 17,268 | 44,897 | 539 | 2,584 | 2,140 |
| Covington | 49,563 | 45,978 | -7.2 | * | * | * | * | * | 18,423 | 334,025 | 585,880 | 12,743 | 31,801 | * | * | * |
| KNOTT | 17,947 | 18,530 | 3.2 | 6,152 | 5,318 | 2,427 | 2,761 | 1,872 | 8,022 | 83,534 | 138,836 | 7,492 | 17,307 | 29 | 11 | 72 |
| KNOX | 30,255 | 30,388 | 0.4 | 9,633 | 8,266 | 3,799 | 4,953 | 3,677 | 12,079 | 142,290 | 267,965 | 8,819 | 22,187 | 379 | 1,212 | 1,047 |
| LARUE | 12,014 | 12,242 | 1.9 | 3,342 | 3,134 | 1,543 | 2,412 | 1,824 | 4,623 | 70,704 | 138,535 | 11,316 | 29,967 | 937 | 6,728 | 12,910 |
| LAUREL | 39,214 | 46,671 | 19.0 | 14,235 | 12,788 | 6,301 | 8,074 | 5,320 | 18,431 | 247,180 | 599,770 | 12,851 | 32,541 | 1,305 | 5,764 | 5,519 |
| LAWRENCE | 14,167 | 15,815 | 11.6 | 4,839 | 4,238 | 2,009 | 2,736 | 1,993 | 6,515 | 80,451 | 154,075 | 9,742 | 23,649 | 388 | 888 | 2,910 |
| LEE | 7,730 | 7,893 | 2.1 | 2,384 | 2,036 | 939 | 1,421 | 1,121 | 3,038 | 38,446 | 71,915 | 9,111 | 23,674 | 223 | 753 | 163 |
| LESLIE | 14,880 | 15,483 | 4.1 | 5,419 | 4,459 | 1,951 | 2,415 | 1,239 | 6,613 | 64,160 | 116,979 | 7,555 | 17,690 | 29 | 41 | 33 |
| LETCHER | 30,656 | 30,493 | -0.5 | 9,971 | 8,233 | 3,995 | 5,001 | 3,293 | 12,764 | 161,903 | 232,491 | 7,625 | 18,214 | 36 | * | 28 |
| LEWIS | 14,566 | 14,411 | -1.1 | 4,683 | 3,977 | 1,744 | 2,407 | 1,614 | 5,876 | 88,375 | 168,843 | 11,717 | 28,736 | 927 | 5,742 | 5,654 |
| LINCOLN | 19,030 | 19,319 | 1.5 | 5,699 | 4,946 | 2,511 | 3,555 | 2,627 | 7,512 | 109,555 | 222,320 | 11,508 | 29,595 | 1,475 | 8,542 | 23,257 |
| LIVINGSTON | 9,189 | 8,853 | -3.7 | 2,275 | 2,240 | 1,284 | 1,709 | 1,354 | 2,987 | 53,618 | 95,633 | 10,803 | 32,021 | 354 | 2,695 | 5,454 |
| LOGAN | 24,167 | 25,526 | 5.6 | 7,196 | 6,535 | 3,165 | 4,824 | 3,854 | 9,494 | 156,086 | 320,076 | 12,539 | 33,715 | 1,322 | 26,608 | 17,122 |
| LYON | 6,493 | 7,165 | 10.4 | 1,419 | 2,085 | 980 | 1,419 | 1,283 | 2,119 | 41,607 | 83,406 | 11,640 | 39,357 | 258 | 1,968 | 2,273 |
| MCCRACKEN | 61,217 | 60,944 | -0.4 | 15,541 | 15,480 | 8,654 | 12,067 | 9,142 | 20,799 | 447,545 | 809,063 | 13,276 | 36,898 | 434 | 5,995 | 2,770 |
| Paducah | 29,315 | 27,207 | -7.2 | * | * | * | * | * | 12,032 | 150,907 | 249,726 | 9,179 | 20,754 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KENTUCKY POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1990 U.S. Census | E&P estimate July 1, 1996 | % Pop. Change 90 vs 96 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1999 estimate (Thousands) | Income per capita | E&P 1996 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| MCCREARY | 15,657 | 17,909 | 14.4 | 5,981 | 5,032 | 2,203 | 2,758 | 1,934 | 7,281 | 58,290 | 111,156 | 6,207 | 15,266 | 116 | 81 | 258 |
| MCLEAN | 10,025 | 10,477 | 4.5 | 2,829 | 2,651 | 1,435 | 2,001 | 1,582 | 3,792 | 72,492 | 149,715 | 14,290 | 39,486 | 527 | 15,061 | 5,078 |
| MADISON | 53,557 | 55,140 | 3.0 | 13,234 | 21,008 | 6,893 | 8,657 | 5,293 | 16,903 | 384,339 | 785,110 | 14,238 | 46,447 | 1,597 | 11,657 | 20,282 |
| Richmond | 21,705 | 22,157 | 2.1 | • | • | • | • | • | 6,599 | 106,708 | 217,644 | 9,823 | 32,979 | • | • | • |
| MAGOFFIN | 13,550 | 14,535 | 7.3 | 5,102 | 4,084 | 1,788 | 2,253 | 1,308 | 6,192 | 69,562 | 135,072 | 9,293 | 21,814 | 450 | 1,591 | 349 |
| MARION | 17,870 | 18,110 | 1.3 | 5,922 | 5,071 | 2,155 | 2,861 | 2,101 | 7,216 | 104,781 | 238,256 | 13,156 | 33,018 | 1,160 | 8,498 | 20,084 |
| MARSHALL | 25,756 | 26,421 | 2.6 | 6,605 | 6,552 | 3,408 | 5,575 | 4,280 | 9,204 | 173,763 | 322,192 | 12,194 | 35,007 | 578 | 3,628 | 3,162 |
| MARTIN | 13,999 | 15,862 | 13.3 | 5,790 | 4,473 | 2,126 | 2,221 | 1,237 | 7,240 | 69,252 | 115,072 | 7,254 | 15,894 | 25 | 45 | 399 |
| MASON | 17,715 | 16,905 | -4.6 | 4,683 | 4,395 | 2,181 | 3,127 | 2,553 | 6,264 | 134,340 | 217,025 | 12,838 | 34,645 | 895 | 11,202 | 13,538 |
| Maysville | 7,983 | 8,188 | 2.6 | • | • | • | • | • | 3,381 | 48,049 | 84,499 | 10,320 | 24,992 | • | • | • |
| MEADE | 22,989 | 23,247 | 1.1 | 8,136 | 6,416 | 3,952 | 3,208 | 1,511 | 10,257 | 134,115 | 265,243 | 11,410 | 25,861 | 809 | 5,424 | 8,423 |
| MENIFEE | 5,128 | 5,427 | 5.8 | 1,628 | 1,574 | 700 | 890 | 635 | 2,147 | 27,422 | 48,927 | 9,016 | 22,786 | 385 | 1,606 | 911 |
| MERCER | 19,019 | 19,330 | 1.6 | 5,258 | 4,929 | 2,648 | 3,750 | 2,764 | 7,051 | 124,813 | 244,946 | 12,672 | 34,738 | 1,106 | 9,013 | 18,215 |
| METCALFE | 9,548 | 9,712 | 1.7 | 2,612 | 2,506 | 1,175 | 1,913 | 1,486 | 3,714 | 51,210 | 105,282 | 10,841 | 28,345 | 1,088 | 6,783 | 13,083 |
| MONROE | 12,318 | 12,490 | 1.4 | 3,397 | 3,222 | 1,536 | 2,398 | 1,936 | 4,474 | 63,522 | 145,042 | 11,613 | 32,417 | 1,115 | 5,462 | 13,441 |
| MONTGOMERY | 20,160 | 20,816 | 3.3 | 6,203 | 5,516 | 3,039 | 3,726 | 2,352 | 8,114 | 145,525 | 276,705 | 13,293 | 34,101 | 793 | 7,326 | 8,876 |
| MORGAN | 12,127 | 12,058 | -0.6 | 3,714 | 3,352 | 1,459 | 2,062 | 1,471 | 4,819 | 63,415 | 119,310 | 9,895 | 24,760 | 816 | 3,840 | 2,129 |
| MUHLENBERG | 32,215 | 31,510 | -2.2 | 8,980 | 8,287 | 4,191 | 5,546 | 4,474 | 11,270 | 207,969 | 317,161 | 10,065 | 28,143 | 615 | 7,090 | 8,397 |
| NELSON | 27,666 | 29,954 | 8.3 | 9,525 | 8,537 | 3,864 | 4,793 | 3,265 | 12,048 | 192,858 | 380,839 | 12,714 | 31,611 | 1,369 | 8,184 | 24,998 |
| NICHOLAS | 7,112 | 7,185 | 1.0 | 1,947 | 1,847 | 941 | 1,344 | 1,107 | 2,659 | 49,249 | 93,959 | 13,077 | 35,333 | 733 | 6,909 | 6,706 |
| OHIO | 21,714 | 21,315 | -1.8 | 6,245 | 5,414 | 2,835 | 3,794 | 3,027 | 8,040 | 128,286 | 221,141 | 10,375 | 27,505 | 1,022 | 10,823 | 4,186 |
| OLDHAM | 28,612 | 31,902 | 11.5 | 8,901 | 9,539 | 5,551 | 5,710 | 2,201 | 12,151 | 191,769 | 387,120 | 12,135 | 31,859 | 479 | 5,683 | 49,925 |
| OWEN | 8,933 | 9,893 | 10.7 | 2,909 | 2,325 | 1,237 | 1,860 | 1,553 | 3,737 | 59,987 | 119,179 | 12,047 | 31,888 | 984 | 9,250 | 7,257 |
| OWSLEY | 5,697 | 5,705 | 0.1 | 1,740 | 1,546 | 685 | 975 | 764 | 2,298 | 22,597 | 48,698 | 8,537 | 21,192 | 531 | 1,501 | 265 |
| PENDLETON | 10,998 | 11,129 | 1.2 | 3,294 | 3,027 | 1,413 | 1,981 | 1,413 | 4,536 | 78,390 | 137,097 | 12,319 | 30,227 | 949 | 5,970 | 5,266 |
| PERRY | 33,738 | 35,351 | 4.8 | 11,383 | 10,040 | 4,631 | 5,727 | 3,570 | 14,495 | 182,454 | 348,716 | 9,864 | 24,058 | 45 | 55 | 32 |
| PIKE | 81,239 | 85,793 | 5.6 | 27,282 | 23,765 | 11,925 | 14,671 | 8,236 | 35,579 | 475,593 | 784,806 | 9,148 | 22,058 | 38 | 51 | 64 |
| POWELL | 11,171 | 14,915 | 33.5 | 4,847 | 4,072 | 1,969 | 2,506 | 1,521 | 6,172 | 66,835 | 145,441 | 9,751 | 23,565 | 313 | 1,312 | 927 |
| PULASKI | 45,871 | 49,397 | 7.7 | 13,436 | 13,189 | 6,570 | 9,484 | 6,718 | 17,888 | 278,097 | 586,464 | 11,873 | 32,785 | 2,266 | 9,259 | 19,838 |
| Somerset | 10,649 | 10,572 | -0.7 | • | • | • | • | • | 4,160 | 55,129 | 106,811 | 10,103 | 25,675 | • | • | • |
| ROBERTSON | 2,261 | 2,216 | -2.0 | 594 | 547 | 273 | 445 | 357 | 889 | 13,165 | 20,342 | 9,181 | 22,871 | 316 | 2,606 | 1,688 |
| ROCKCASTLE | 13,962 | 14,795 | 6.0 | 4,290 | 3,995 | 1,849 | 2,737 | 1,923 | 5,646 | 73,242 | 169,526 | 11,459 | 30,027 | 861 | 3,562 | 5,060 |
| ROWAN | 18,997 | 21,269 | 12.0 | 5,168 | 8,231 | 2,510 | 3,254 | 2,084 | 6,604 | 127,790 | 246,898 | 11,608 | 37,389 | 501 | 1,848 | 1,208 |
| RUSSELL | 13,714 | 15,516 | 13.1 | 4,019 | 4,050 | 1,924 | 3,010 | 2,514 | 5,817 | 73,565 | 181,329 | 11,686 | 31,170 | 1,136 | 5,071 | 11,690 |
| SCOTT | 21,898 | 22,258 | 1.6 | 6,299 | 6,343 | 3,094 | 4,051 | 2,493 | 7,992 | 147,966 | 292,800 | 13,155 | 36,637 | 1,062 | 14,814 | 25,622 |
| SHELBY | 23,418 | 25,690 | 9.7 | 6,628 | 6,911 | 3,699 | 5,035 | 3,391 | 9,360 | 195,961 | 388,152 | 15,109 | 41,468 | 1,581 | 18,703 | 27,960 |
| SIMPSON | 14,635 | 14,882 | 1.7 | 4,360 | 3,869 | 1,964 | 2,649 | 2,054 | 5,626 | 102,432 | 196,820 | 13,226 | 34,986 | 590 | 15,258 | 6,626 |
| SPENCER | 5,897 | 6,311 | 7.0 | 1,754 | 1,685 | 871 | 1,237 | 770 | 2,394 | 40,131 | 72,818 | 11,538 | 30,414 | 659 | 6,629 | 9,420 |
| TAYLOR | 21,254 | 22,014 | 3.6 | 5,768 | 6,032 | 2,950 | 4,359 | 2,906 | 7,977 | 131,787 | 272,284 | 12,369 | 34,134 | 1,056 | 6,843 | 16,245 |
| TODD | 11,832 | 10,797 | -8.7 | 3,045 | 2,807 | 1,296 | 1,944 | 1,717 | 4,105 | 71,502 | 138,838 | 12,858 | 33,823 | 682 | 17,387 | 15,805 |
| TRIGG | 9,343 | 10,041 | 7.5 | 2,560 | 2,390 | 1,215 | 2,088 | 1,777 | 3,617 | 61,533 | 138,455 | 13,790 | 38,279 | 470 | 7,788 | 6,796 |
| TRIMBLE | 6,268 | 6,957 | 11.0 | 1,906 | 1,795 | 1,030 | 1,322 | 897 | 2,693 | 44,653 | 83,029 | 11,935 | 30,827 | 591 | 5,812 | 2,442 |
| UNION | 17,846 | 17,793 | -0.3 | 5,071 | 6,299 | 1,904 | 2,580 | 1,939 | 5,589 | 132,772 | 225,079 | 12,650 | 40,275 | 434 | 25,543 | 16,584 |
| WARREN | 72,036 | 84,772 | 17.7 | 21,617 | 28,568 | 11,444 | 14,157 | 8,986 | 28,229 | 533,077 | 1,097,343 | 12,945 | 38,873 | 1,866 | 13,433 | 18,957 |
| Bowling Green | 40,450 | 44,486 | 10.0 | • | • | • | • | • | 16,777 | 229,655 | 433,355 | 9,741 | 25,831 | • | • | • |
| WASHINGTON | 10,772 | 9,681 | -10.1 | 2,885 | 2,623 | 1,123 | 1,675 | 1,375 | 3,891 | 67,431 | 131,381 | 13,572 | 33,765 | 1,182 | 9,696 | 15,974 |
| WAYNE | 17,053 | 18,562 | 8.9 | 5,513 | 4,975 | 2,302 | 3,304 | 2,506 | 7,308 | 74,612 | 158,850 | 8,558 | 21,736 | 979 | 5,187 | 10,592 |
| WEBSTER | 14,806 | 14,397 | -2.8 | 4,117 | 3,743 | 1,771 | 2,519 | 2,275 | 5,187 | 106,578 | 189,072 | 13,133 | 36,451 | 492 | 13,849 | 3,525 |

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WHITLEY | 33,421 | 36,878 | 10.3 | 10,916 | 10,436 | 4,647 | 6,232 | 4,647 | 13,544 | 179,323 | 317,035 | 8,597 | 23,407 | 403 | 828 | 1,811 |
| Corbin | 8,075 | 8,365 | 3.6 | * | * | * | * | * | 3,504 | 42,082 | 69,830 | 8,348 | 19,931 | * | * | * |
| WOLFE | 6,685 | 7,399 | 10.7 | 2,397 | 2,012 | 873 | 1,228 | 873 | 2,783 | 30,470 | 73,000 | 9,867 | 26,233 | 453 | 1,879 | 590 |
| WOODFORD | 17,754 | 19,625 | 10.5 | 5,534 | 5,318 | 2,865 | 3,846 | 2,080 | 7,239 | 138,224 | 338,129 | 17,230 | 46,710 | 717 | 14,067 | 63,247 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1987 Cash Receipts as follows: From Crops $1,253,934,000; from Livestock & Livestock Products $979,146,000. Total $2,233,080,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# LOUISIANA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 4,221,546 | 4,664,115 | 10.5 | | | | | | 1,634,716 | 31,540,002 | 51,169,241 | 10,971 | 31,302 | 31,628 | 935,173 | 403,031 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Alexandria, LA | 135,757 | 141,893 | 4.5 | 43,419 | 39,730 | 17,737 | 24,689 | 16,318 | 47,135 | 1,102,148 | 2,038,077 | 14,363 | 43,239 | 875 | 31,358 | 6,691 |
| Baton Rouge, LA | 497,689 | 583,151 | 17.2 | 173,751 | 182,491 | 86,422 | 93,537 | 47,115 | 203,288 | 3,939,936 | 6,596,105 | 11,311 | 32,447 | 1,369 | 19,899 | 15,761 |
| Houma-Thibodaux, LA | 177,835 | 189,093 | 6.3 | 62,226 | 57,659 | 24,829 | 29,920 | 14,575 | 72,228 | 1,483,303 | 2,114,703 | 11,183 | 29,278 | 511 | 23,804 | 3,288 |
| Lafayette, LA | 191,574 | 224,172 | 17.0 | 68,063 | 71,742 | 31,226 | 35,713 | 17,653 | 79,318 | 1,800,518 | 2,810,835 | 12,539 | 35,438 | 973 | 28,301 | 3,827 |
| Lake Charles, LA | 168,130 | 172,966 | 2.9 | 52,236 | 49,814 | 23,177 | 30,615 | 17,297 | 61,613 | 1,338,019 | 1,819,428 | 10,519 | 29,530 | 772 | 11,736 | 4,525 |
| Monroe, LA | 139,744 | 148,784 | 6.5 | 46,421 | 43,445 | 18,896 | 24,549 | 15,325 | 49,496 | 878,451 | 1,547,892 | 10,404 | 31,273 | 429 | 12,238 | 4,534 |
| New Orleans, LA | 1,260,613 | 1,370,799 | 8.7 | 394,778 | 392,497 | 204,088 | 241,131 | 137,085 | 467,417 | 9,898,957 | 15,656,840 | 11,422 | 33,496 | 726 | 11,981 | 4,606 |
| Shreveport, LA | 333,912 | 373,578 | 11.9 | 110,922 | 104,815 | 50,852 | 66,222 | 40,667 | 125,702 | 2,394,410 | 4,075,053 | 10,908 | 32,418 | 958 | 20,773 | 12,017 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ACADIA | 56,698 | 60,343 | 6.4 | 20,456 | 16,594 | 6,698 | 9,836 | 6,758 | 22,921 | 347,327 | 487,023 | 8,071 | 21,248 | 765 | 37,392 | 2,687 |
| Crowley | 16,036 | 16,000 | -0.2 | * | * | * | * | * | 5,711 | 78,119 | 101,730 | 6,358 | 17,813 | * | * | * |
| ALLEN | 21,431 | 21,085 | -1.6 | 6,789 | 5,482 | 2,340 | 3,774 | 2,699 | 7,496 | 122,945 | 172,123 | 8,163 | 22,963 | 370 | 8,697 | 2,084 |
| ASCENSION | 50,585 | 61,812 | 22.2 | 20,954 | 17,864 | 8,530 | 9,519 | 4,945 | 23,640 | 352,212 | 586,190 | 9,483 | 24,797 | 263 | 10,908 | 1,450 |
| ASSUMPTION | 22,200 | 23,263 | 4.8 | 8,142 | 6,839 | 2,768 | 3,420 | 2,117 | 9,461 | 145,089 | 225,181 | 9,680 | 23,800 | 118 | 21,501 | 152 |
| | 41,450 | 43,751 | 5.6 | 14,000 | 11,550 | 4,769 | 7,263 | 6,169 | 15,867 | 241,841 | 461,055 | 10,538 | 29,058 | 1,080 | 32,976 | 4,547 |
| BEAUREGARD | 29,771 | 36,024 | 21.0 | 11,312 | 10,231 | 4,503 | 6,232 | 3,783 | 12,982 | 270,222 | 508,571 | 14,118 | 39,176 | 846 | 3,446 | 6,781 |
| De Ridder | 11,057 | 13,379 | 17.4 | * | * | * | * | * | 4,613 | * | 138,886 | 10,381 | 30,108 | | | |
| BIENVILLE | 16,388 | 16,887 | 3.0 | 5,100 | 4,323 | 1,841 | 2,921 | 2,736 | 5,835 | 97,696 | 161,846 | 9,584 | 27,735 | 301 | 1,459 | 5,455 |
| BOSSIER | 81,023 | 99,108 | 22.3 | 30,228 | 29,336 | 14,073 | 17,641 | 7,730 | 34,426 | 538,546 | 1,076,305 | 10,860 | 31,264 | 399 | 5,401 | 5,245 |
| CADDO | 252,889 | 274,470 | 8.5 | 80,694 | 75,479 | 36,779 | 48,581 | 32,936 | 91,276 | 1,855,864 | 2,998,748 | 10,926 | 32,854 | 559 | 15,372 | 6,772 |
| Shreveport | 205,820 | 228,182 | 10.9 | * | * | * | * | * | 79,943 | 1,161,054 | 2,006,527 | 8,794 | 25,099 | * | * | * |
| CALCASIEU | 168,130 | 172,966 | 2.9 | 52,236 | 49,814 | 23,177 | 30,615 | 17,297 | 61,613 | 1,338,019 | 1,819,428 | 10,519 | 29,530 | 772 | 11,736 | 4,525 |
| Lake Charles | 75,226 | 68,618 | -8.8 | * | * | * | * | * | 25,413 | 461,613 | 541,359 | 7,889 | 21,302 | * | * | * |
| Sulpher | 19,709 | 21,383 | 8.5 | * | * | * | * | * | 7,682 | 131,215 | 183,029 | 8,560 | 23,824 | * | * | * |
| CALDWELL | 10,855 | 11,518 | 6.1 | 3,455 | 2,937 | 1,325 | 2,050 | 1,762 | 3,959 | 66,939 | 119,854 | 10,406 | 30,272 | 264 | 7,943 | 1,164 |

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# LOUISIANA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| CAMERON | 9,432 | 10,587 | 12.2 | 3,335 | 3,091 | 1,217 | 1,884 | 1,059 | 4,101 | 73,498 | 116,263 | 10,982 | 28,352 | 442 | 4,151 | 3,357 |
| CATAHOULA | 12,329 | 13,244 | 7.4 | 4,291 | 3,549 | 1,457 | 2,225 | 1,722 | 5,004 | 57,761 | 99,321 | 7,499 | 19,848 | 433 | 29,212 | 3,509 |
| CLAIBORNE | 17,090 | 18,569 | 8.7 | 5,478 | 4,716 | 1,968 | 3,138 | 3,250 | 6,480 | 105,770 | 167,165 | 9,003 | 25,798 | 291 | 578 | 6,525 |
| CONCORDIA | 23,041 | 23,754 | 3.1 | 7,862 | 6,413 | 2,637 | 4,181 | 2,660 | 8,666 | 123,236 | 168,553 | 7,096 | 19,449 | 357 | 33,145 | 951 |
| DE SOTO | 25,789 | 29,665 | 15.0 | 8,959 | 7,861 | 3,411 | 5,073 | 4,331 | 10,369 | 199,664 | 316,820 | 10,680 | 30,555 | 585 | 1,055 | 17,560 |
| EAST BATON ROUGE | 368,356 | 414,753 | 12.6 | 117,790 | 133,965 | 63,042 | 66,360 | 33,595 | 139,042 | 3,058,363 | 5,034,214 | 12,138 | 36,206 | 582 | 1,212 | 6,423 |
| Baton Rouge | 219,419 | 250,030 | 14.0 | • | • | • | • | • | 92,723 | 1,309,476 | 2,204,944 | 8,819 | 23,780 | • | • | • |
| | | | | | | | | | | | | | | | | |
| EAST CARROLL | 11,765 | 11,053 | -6.1 | 4,300 | 2,984 | 1,006 | 1,437 | 1,315 | 4,270 | 47,667 | 69,054 | 6,247 | 16,170 | 277 | 40,854 | 273 |
| EAST FELICIANA | 19,108 | 21,890 | 14.6 | 6,808 | 6,370 | 2,517 | 3,590 | 2,605 | 7,856 | 126,920 | 225,830 | 10,317 | 28,746 | 435 | 951 | 7,322 |
| EVANGELINE | 33,417 | 35,279 | 5.6 | 11,959 | 9,490 | 3,704 | 5,750 | 4,410 | 12,821 | 197,674 | 331,990 | 9,410 | 25,894 | 582 | 20,237 | 2,106 |
| FRANKLIN | 24,157 | 24,684 | 2.2 | 8,146 | 6,319 | 2,518 | 4,023 | 3,678 | 8,938 | 109,949 | 178,071 | 7,214 | 19,922 | 929 | 45,485 | 6,555 |
| GRANT | 16,790 | 19,338 | 15.2 | 5,859 | 4,873 | 2,243 | 3,481 | 2,881 | 7,123 | 115,763 | 212,508 | 10,989 | 29,833 | 216 | 2,646 | 1,581 |
| IBERIA | 63,869 | 66,568 | 4.2 | 22,167 | 19,371 | 7,922 | 10,717 | 6,391 | 25,746 | 495,791 | 638,723 | 9,595 | 24,809 | 365 | 32,934 | 1,667 |
| New Iberia | 32,766 | 33,795 | 3.1 | • | • | • | • | • | 11,363 | 180,862 | 228,885 | 6,773 | 20,144 | • | • | • |
| IBERVILLE | 32,215 | 35,951 | 11.6 | 11,504 | 10,821 | 4,350 | 5,572 | 3,775 | 13,632 | 216,007 | 322,877 | 8,981 | 23,685 | 174 | 18,033 | 1,169 |
| JACKSON | 17,365 | 18,103 | 4.2 | 5,358 | 4,580 | 2,027 | 3,186 | 2,969 | 6,311 | 113,242 | 179,385 | 9,909 | 28,423 | 207 | 144 | 7,196 |
| JEFFERSON | 456,873 | 526,933 | 15.3 | 151,230 | 152,284 | 83,782 | 94,321 | 44,789 | 179,962 | 3,983,109 | 6,484,983 | 12,307 | 36,035 | 102 | 671 | 411 |
| Jefferson Davis | 32,275 | 34,437 | 6.7 | 11,537 | 9,436 | 3,823 | 5,648 | 3,995 | 12,556 | 211,085 | 333,672 | 9,689 | 26,574 | 523 | 34,197 | 1,261 |
| Jennings | 12,401 | 12,982 | 4.7 | • | • | • | • | • | 4,446 | 67,154 | 103,569 | 7,978 | 23,295 | • | • | • |
| | | | | | | | | | | | | | | | | |
| LAFAYETTE | 151,030 | 176,818 | 17.1 | 51,631 | 57,819 | 25,639 | 28,468 | 13,438 | 60,646 | 1,542,761 | 2,423,470 | 13,706 | 39,961 | 674 | 10,702 | 2,758 |
| Lafayette | 81,961 | 88,231 | 7.6 | • | • | • | • | • | 31,523 | 610,129 | 859,350 | 9,740 | 27,261 | • | • | • |
| LAFOURCHE | 82,975 | 87,283 | 5.2 | 27,407 | 27,319 | 11,085 | 14,140 | 7,244 | 33,307 | 668,062 | 991,747 | 11,362 | 29,776 | 366 | 19,638 | 2,476 |
| Thibodaux | 15,810 | 16,314 | 3.2 | • | • | • | • | • | 5,420 | 84,304 | 122,581 | 7,514 | 22,617 | • | • | • |
| LA SALLE | 17,144 | 17,646 | 2.9 | 5,276 | 4,553 | 2,171 | 3,141 | 2,506 | 5,902 | 109,596 | 191,461 | 10,850 | 32,442 | 205 | 522 | 863 |
| LINCOLN | 39,873 | 44,625 | 11.9 | 10,442 | 18,475 | 4,552 | 6,337 | 4,864 | 12,215 | 279,576 | 502,448 | 11,259 | 41,134 | 345 | 842 | 22,842 |
| Ruston | 20,585 | 23,212 | 12.8 | • | • | • | • | • | 7,551 | 112,972 | 202,337 | 8,717 | 26,796 | • | • | • |
| LIVINGSTON | 59,598 | 82,839 | 39.0 | 27,337 | 23,443 | 11,929 | 13,834 | 6,461 | 31,278 | 412,355 | 776,302 | 9,371 | 24,820 | 429 | 797 | 6,542 |
| MADISON | 14,709 | 15,394 | 4.7 | 5,911 | 3,910 | 1,478 | 2,109 | 1,986 | 5,938 | 62,159 | 94,474 | 6,137 | 15,911 | 325 | 43,202 | 604 |
| MOREHOUSE | 34,870 | 37,154 | 6.6 | 12,261 | 9,660 | 3,938 | 6,205 | 5,053 | 13,213 | 175,818 | 283,097 | 7,619 | 21,426 | 434 | 57,199 | 1,623 |
| Bastrop | 15,527 | 16,379 | 5.5 | • | • | • | • | • | 6,003 | 53,178 | 84,553 | 5,162 | 14,085 | • | • | • |
| NATCHITOCHES | 39,952 | 42,098 | 5.4 | 12,924 | 12,798 | 4,631 | 6,399 | 5,346 | 14,011 | 303,375 | 532,275 | 12,644 | 37,991 | 622 | 16,825 | 27,121 |
| | | | | | | | | | | | | | | | | |
| ORLEANS | 557,184 | 510,529 | -8.4 | 139,374 | 147,543 | 73,006 | 85,769 | 64,327 | 161,939 | 3,914,414 | 5,455,531 | 10,686 | 33,689 | • | • | • |
| New Orleans | 557,515 | 510,777 | -8.4 | • | • | • | • | • | 162,035 | 2,677,433 | 5,457,470 | 10,685 | 33,681 | • | • | • |
| OUACHITA | 139,744 | 148,784 | 6.5 | 46,421 | 43,445 | 18,896 | 24,549 | 15,325 | 49,496 | 878,451 | 1,547,892 | 10,404 | 31,273 | 429 | 12,238 | 4,534 |
| Monroe | 57,597 | 56,141 | -2.5 | • | • | • | • | • | 19,993 | 270,482 | 427,786 | 7,620 | 21,397 | • | • | • |
| West Monroe | 14,993 | 14,442 | -3.7 | • | • | • | • | • | 6,082 | 87,717 | 137,099 | 9,493 | 22,541 | • | • | • |
| PLAQUEMINES | 26,061 | 27,940 | 7.2 | 9,332 | 8,242 | 3,520 | 4,834 | 2,068 | 10,896 | 229,571 | 365,282 | 13,074 | 33,525 | 117 | 644 | 1,762 |
| POINTE COUPEE | 24,094 | 27,141 | 12.6 | 8,441 | 7,762 | 3,257 | 4,505 | 3,203 | 10,486 | 151,664 | 249,859 | 9,206 | 23,827 | 439 | 27,593 | 3,665 |
| RAPIDES | 135,757 | 141,893 | 4.5 | 43,419 | 39,730 | 17,737 | 24,689 | 16,318 | 47,135 | 1,102,148 | 2,038,077 | 14,363 | 43,239 | 875 | 31,358 | 6,691 |
| Alexandria | 51,565 | 55,934 | 8.5 | • | • | • | • | • | 20,238 | 341,882 | 660,431 | 11,807 | 32,634 | • | • | • |
| Pineville | 12,034 | 13,720 | 14.0 | • | • | • | • | • | 5,089 | 87,849 | 178,364 | 13,000 | 35,052 | • | • | • |
| RED RIVER | 10,482 | 11,226 | 7.1 | 3,604 | 2,908 | 1,224 | 1,830 | 1,661 | 4,225 | 75,582 | 128,831 | 11,476 | 30,491 | 251 | 6,067 | 4,540 |
| RICHLAND | 22,189 | 24,942 | 12.4 | 8,206 | 6,410 | 2,594 | 4,016 | 3,766 | 8,610 | 105,688 | 199,498 | 7,998 | 23,171 | 622 | 45,604 | 3,210 |
| SABINE | 25,399 | 28,290 | 11.4 | 8,544 | 6,388 | 3,169 | 5,092 | 4,498 | 9,876 | 187,758 | 414,869 | 14,665 | 42,008 | 468 | 214 | 35,658 |
| | | | | | | | | | | | | | | | | |
| ST. BERNARD | 64,373 | 75,088 | 16.6 | 21,400 | 21,250 | 10,437 | 14,867 | 7,208 | 27,633 | 489,946 | 727,123 | 9,684 | 26,314 | 22 | • | • |
| ST. CHARLES | 37,433 | 43,774 | 16.9 | 14,314 | 12,782 | 5,822 | 7,529 | 3,239 | 16,874 | 372,564 | 579,568 | 13,242 | 34,353 | 72 | • | • |
| ST. HELENA | 9,841 | 10,389 | 5.6 | 3,501 | 2,992 | 1,132 | 1,538 | 1,205 | 4,009 | 57,170 | 91,732 | 8,830 | 22,880 | 359 | 388 | 12,166 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| ST. JAMES | 21,564 | 25,023 | 16.0 | 8,233 | 7,807 | 2,928 | 3,829 | 2,227 | 10,771 | 154,505 | 236,931 | 9,469 | 21,997 | 75 | 15,446 | 378 |
| ST. JOHN THE BAPTIST | 32,244 | 44,303 | 37.4 | 15,196 | 13,202 | 6,025 | 6,823 | 3,057 | 18,403 | 262,490 | 480,566 | 10,847 | 26,114 | 39 | 4,816 | 94 |
| ST. LANDRY | 84,305 | 89,235 | 5.8 | 29,804 | 24,986 | 9,816 | 14,545 | 9,994 | 33,996 | 515,824 | 763,530 | 8,556 | 22,459 | 1,159 | 31,068 | 4,620 |
| Eunice | 12,479 | 13,451 | 7.8 | * | * | * | * | * | 4,808 | 57,706 | 86,562 | 6,435 | 18,002 | * | * | * |
| Opelousas | 18,903 | 18,788 | -0.6 | * | * | * | * | * | 6,710 | 76,713 | 106,108 | 5,648 | 15,814 | * | * | * |
| ST. MARTIN | 40,544 | 47,354 | 16.8 | 16,432 | 13,922 | 5,588 | 7,245 | 4,215 | 18,672 | 257,757 | 387,366 | 8,180 | 20,746 | 299 | 17,599 | 1,069 |
| ST. MARY | 64,486 | 60,904 | -5.6 | 20,281 | 18,149 | 7,796 | 9,806 | 4,933 | 23,237 | 542,406 | 613,310 | 10,070 | 26,394 | 88 | 24,271 | 144 |
| Franklin | 9,584 | 9,013 | -6.0 | * | * | * | * | * | 2,944 | 51,667 | 57,602 | 6,391 | 19,564 | * | * | * |
| Morgan City | 16,114 | 13,326 | -17.3 | * | * | * | * | * | 4,525 | 122,824 | 120,409 | 9,036 | 26,608 | * | * | * |
| ST. TAMMANY | 112,506 | 170,172 | 51.3 | * | * | * | * | * | 62,608 | 876,434 | 1,928,969 | 11,335 | 30,810 | * | * | * |
| Slidell | 26,718 | 38,429 | 43.8 | * | * | * | * | * | 12,304 | 166,332 | 345,426 | 8,989 | 28,074 | * | * | * |
| TANGIPAHOA | 81,042 | 92,118 | 13.7 | 29,754 | 27,543 | 10,962 | 14,094 | 9,765 | 32,476 | 575,620 | 1,098,569 | 11,926 | 33,827 | 1,061 | 4,162 | 51,745 |
| Hammond | 15,043 | 16,950 | 12.7 | * | * | * | * | * | 5,279 | 93,298 | 175,934 | 10,379 | 33,326 | * | * | * |
| TENSAS | 8,512 | 8,096 | -4.9 | 2,753 | 2,113 | 785 | 1,182 | 1,263 | 3,006 | 35,237 | 54,010 | 6,671 | 17,970 | 268 | 56,117 | 807 |
| TERREBONNE | 94,860 | 101,811 | 7.3 | 34,819 | 30,340 | 13,744 | 15,781 | 7,330 | 38,921 | 815,241 | 1,122,956 | 11,030 | 28,852 | 145 | 4,166 | 812 |
| Houma | 32,602 | 33,144 | 1.7 | * | * | * | * | * | 11,331 | 214,813 | 278,481 | 8,402 | 24,576 | * | * | * |
| UNION | 21,286 | 23,501 | 10.4 | 6,933 | 5,946 | 2,703 | 4,160 | 3,737 | 8,513 | 127,919 | 225,256 | 9,585 | 26,461 | 457 | 313 | 43,307 |
| VERMILION | 48,662 | 53,064 | 9.0 | 17,087 | 14,699 | 6,102 | 8,862 | 6,368 | 19,226 | 321,381 | 469,802 | 8,853 | 24,436 | 1,189 | 34,221 | 4,474 |
| Abbeville | 12,391 | 13,456 | 8.6 | * | * | * | * | * | 4,990 | 60,312 | 84,576 | 6,285 | 16,949 | * | * | * |
| VERNON | 53,815 | 63,806 | 18.6 | 20,418 | 23,225 | 7,657 | 8,103 | 4,339 | 20,891 | 371,565 | 755,982 | 11,848 | 36,187 | 516 | 359 | 9,035 |
| Leesville | 9,054 | 12,475 | 37.8 | * | * | * | * | * | 4,576 | 53,125 | 126,224 | 10,119 | 27,587 | * | * | * |
| WASHINGTON | 44,360 | 46,771 | 5.4 | 14,265 | 12,394 | 5,425 | 8,325 | 6,314 | 16,260 | 333,307 | 506,586 | 10,831 | 31,155 | 839 | 4,427 | 30,099 |
| Bogalusa | 16,976 | 16,654 | -1.9 | * | * | * | * | * | 6,527 | 96,338 | 134,803 | 8,094 | 20,653 | * | * | * |
| WEBSTER | 43,676 | 46,889 | 7.4 | 13,363 | 11,957 | 5,533 | 8,721 | 7,315 | 15,226 | 261,417 | 439,798 | 9,380 | 28,884 | 417 | 505 | 2,954 |
| Minden | 15,084 | 16,072 | 6.5 | * | * | * | * | * | 6,102 | 64,623 | 107,468 | 6,687 | 17,611 | * | * | * |
| WEST BATON ROUGE | 19,150 | 23,747 | 24.0 | 7,670 | 7,219 | 2,921 | 3,823 | 2,113 | 9,329 | 117,006 | 199,399 | 8,397 | 21,375 | 95 | 6,982 | 1,346 |
| WEST CARROLL | 12,904 | 13,076 | 1.3 | 3,936 | 3,282 | 1,491 | 2,314 | 2,040 | 4,516 | 59,010 | 97,600 | 7,464 | 21,611 | 555 | 18,855 | 2,951 |
| WEST FELICIANA | 12,346 | 16,899 | 36.9 | 3,566 | 6,929 | 2,586 | 2,484 | 1,318 | 4,401 | 71,228 | 127,889 | 7,568 | 29,060 | 171 | 3,241 | 2,260 |
| WINN | 17,285 | 17,185 | -0.6 | 5,345 | 4,245 | 2,062 | 2,904 | 2,612 | 5,946 | 100,798 | 155,542 | 9,051 | 26,160 | 188 | 216 | 2,670 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1987 Cash Receipts as follows: From Crops $935,173,000; from Livestock & Livestock Products $403,031,000; Total $1,338,204,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# MAINE POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 1,126,413 | 1,240,296 | 10.1 | | | | | | 458,290 | 8,123,001 | 17,303,914 | 13,951 | 37,758 | 7,003 | 137,290 | 245,639 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Bangor, ME | 165,591 | 181,797 | 9.8 | 47,292 | 55,631 | 24,979 | 32,873 | 20,840 | 60,209 | 1,182,312 | 2,680,912 | 14,747 | 39,304 | 998 | 10,061 | 48,417 |

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# MAINE POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSE-HOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lewiston-Auburn, ME | 99,813 | 105,981 | 6.2 | 28,827 | 29,463 | 13,884 | 19,077 | 14,731 | 39,529 | 654,561 | 1,482,089 | 13,984 | 37,494 | 343 | 5,855 | 65,228 |
| Portland, ME | 356,421 | 422,193 | 18.5 | 106,871 | 116,447 | 61,788 | 79,098 | 58,237 | 154,703 | 2,913,439 | 7,546,950 | 17,876 | 48,784 | 977 | 12,220 | 31,037 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ANDROSCOGGIN | 99,813 | 105,981 | 6.2 | 28,827 | 29,463 | 13,884 | 19,077 | 14,731 | 39,529 | 654,561 | 1,482,089 | 13,984 | 37,494 | 343 | 5,855 | 65,228 |
| Auburn | 23,128 | 22,566 | -2.4 | * | * | * | * | * | 8,998 | 110,171 | 220,131 | 9,755 | 24,465 | * | * | * |
| Lewiston | 40,481 | 39,728 | -1.9 | * | * | * | * | * | 15,945 | 180,580 | 362,926 | 9,135 | 22,761 | * | * | * |
| AROOSTOOK | 90,927 | 90,319 | -0.7 | 26,373 | 26,192 | 11,741 | 15,806 | 10,296 | 36,106 | 572,967 | 1,238,480 | 13,712 | 34,301 | 1,012 | 93,267 | 5,562 |
| CUMBERLAND | 216,171 | 248,109 | 14.8 | 60,042 | 69,967 | 36,720 | 46,893 | 34,735 | 88,894 | 1,909,281 | 4,798,066 | 19,339 | 53,975 | 456 | 5,581 | 7,496 |
| Brunswick | 17,366 | 19,647 | 13.1 | * | * | * | * | * | 7,859 | 151,276 | 296,715 | 15,102 | 37,755 | * | * | * |
| Portland | 61,572 | 61,059 | -0.8 | * | * | * | * | * | 27,137 | 369,460 | 778,242 | 12,746 | 28,678 | * | * | * |
| FRANKLIN | 27,172 | 31,055 | 14.3 | 8,416 | 8,944 | 4,161 | 5,683 | 3,882 | 12,074 | 192,550 | 433,266 | 13,952 | 35,884 | 229 | 1,271 | 6,041 |
| HANCOCK | 41,864 | 48,343 | 15.5 | 11,796 | 12,666 | 6,961 | 9,185 | 7,687 | 17,364 | 278,086 | 719,893 | 14,891 | 41,458 | 290 | * | * |
| KENNEBEC | 110,159 | 119,377 | 8.4 | 31,754 | 32,948 | 16,474 | 22,562 | 15,758 | 44,246 | 797,598 | 1,809,071 | 15,154 | 40,886 | 576 | 5,216 | 37,047 |
| Augusta | 21,819 | 21,567 | -1.2 | * | * | * | * | * | 8,884 | 118,944 | 240,985 | 11,174 | 27,124 | * | * | * |
| Waterville | 17,779 | 17,421 | -2.0 | * | * | * | * | * | 6,498 | 87,569 | 175,878 | 10,096 | 27,065 | * | * | * |
| KNOX | 32,924 | 38,375 | 16.6 | 9,594 | 9,555 | 5,411 | 7,368 | 6,409 | 13,511 | 226,501 | 547,819 | 14,276 | 40,547 | 221 | 2,166 | 7,156 |
| LINCOLN | 25,750 | 30,108 | 16.9 | 7,918 | 7,166 | 4,305 | 5,841 | 4,878 | 11,433 | 167,936 | 444,657 | 14,769 | 38,891 | 228 | 1,640 | 3,177 |
| OXFORD | 49,156 | 51,922 | 5.6 | 14,071 | 13,292 | 6,750 | 9,969 | 7,788 | 19,723 | 348,330 | 762,288 | 14,681 | 38,650 | 334 | 7,721 | 6,801 |
| PENOBSCOT | 137,083 | 149,914 | 9.4 | 38,078 | 47,373 | 20,388 | 27,134 | 16,790 | 55,438 | 1,012,048 | 2,275,941 | 15,182 | 41,054 | 572 | 8,167 | 18,171 |
| Bangor | 31,643 | 32,368 | 2.3 | * | * | * | * | * | 12,820 | 182,580 | 380,604 | 11,759 | 29,689 | * | * | * |
| PISCATAQUIS | 17,709 | 19,234 | 8.6 | 5,385 | 4,866 | 2,539 | 3,597 | 2,866 | 7,711 | 114,453 | 254,781 | 13,247 | 33,039 | 138 | 1,066 | 3,832 |
| SAGADAHOC | 28,892 | 35,942 | 24.4 | 9,992 | 9,812 | 5,463 | 6,362 | 4,277 | 13,642 | 210,568 | 552,354 | 15,368 | 40,488 | 124 | 945 | 2,306 |
| Bath | 10,246 | 11,767 | 14.8 | * | * | * | * | * | 4,440 | 54,270 | 129,921 | 11,041 | 29,264 | * | * | * |
| SOMERSET | 45,058 | 51,299 | 13.9 | 14,826 | 13,235 | 6,772 | 9,593 | 6,823 | 20,490 | 273,131 | 674,043 | 13,139 | 32,896 | 462 | 1,815 | 18,254 |
| WALDO | 28,508 | 31,883 | 11.8 | 9,214 | 8,258 | 4,591 | 5,739 | 4,049 | 12,771 | 170,264 | 404,970 | 12,702 | 31,710 | 426 | 1,894 | 30,246 |
| WASHINGTON | 34,977 | 35,769 | 2.3 | 10,194 | 9,085 | 4,507 | 6,582 | 5,401 | 13,536 | 190,569 | 402,481 | 11,252 | 29,733 | 337 | * | * |
| YORK | 140,250 | 174,084 | 24.1 | 46,829 | 46,480 | 25,068 | 32,206 | 23,501 | 65,808 | 1,004,158 | 2,748,884 | 15,791 | 41,771 | 521 | 6,639 | 23,541 |
| Biddeford | 19,638 | 19,916 | 1.4 | * | * | * | * | * | 7,589 | 94,965 | 209,766 | 10,532 | 27,641 | * | * | * |
| Saco | 12,921 | 15,125 | 17.1 | * | * | * | * | * | 5,639 | 67,140 | 171,181 | 11,317 | 30,354 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1987 Cash Receipts as follows: From Crops $137,290,000; from Livestock & Livestock Products $245,639,000; Total $382,929,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# MARYLAND POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| STATE TOTALS................ | 4,225,382 | 4,653,774 | 10.1 | | | | | | 1,685,595 | 37,871,000 | 83,248,309 | 17,888 | 49,388 | 16,183 | 339.429 | 689,816 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Baltimore, MD | 2,203,011 | 2,470,811 | 12.2 | 589,318 | 710,059 | 377,712 | 494,756 | 299,233 | 922,573 | 15,765,310 | 39,228,151 | 15,877 | 42,520 | 4,369 | 74,472 | 103,716 |
| Hagerstown, MD | 113,353 | 117,267 | 3.5 | 27,441 | 33,538 | 16,300 | 23,923 | 16,183 | 39,801 | 680,435 | 1,528,614 | 13,035 | 38,406 | 906 | 6,432 | 47,659 |
| Cumberland, MD-WV | 107,980 | 106,198 | -1.7 | 25,806 | 28,558 | 13,270 | 21,378 | 17,264 | 36,350 | 655,343 | 1,330,128 | 12,525 | 36,592 | 555 | 1,750 | 5,086 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALLEGANY | 80,669 | 78,493 | -2.7 | 18,132 | 21,272 | 9,419 | 16,170 | 13,579 | 25,917 | 449,148 | 942,622 | 12,009 | 36,371 | 240 | 1,298 | 1,996 |
| Cumberland | 25,933 | 23,231 | -10.4 | * | * | * | * | * | 10,064 | 111,323 | 213,369 | 9,185 | 21,202 | * | * | * |
| ANNE ARUNDEL | 372,220 | 459,217 | 23.4 | 114,804 | 135,469 | 73,934 | 94,139 | 41,330 | 170,364 | 2,752,410 | 8,074,747 | 17,584 | 47,397 | 567 | 6,613 | 1,840 |
| Annapolis | 31,740 | 36,040 | 13.5 | * | * | * | * | * | 14,649 | 182,017 | 490,635 | 13,614 | 33,493 | * | * | * |
| BALTIMORE | 657,529 | 743,413 | 13.1 | 153,886 | 211,129 | 114,486 | 160,577 | 102,591 | 285,928 | 5,997,496 | 14,155,639 | 19,041 | 49,508 | 917 | 19,725 | 20,025 |
| BALTIMORE | 784,113 | 753,926 | -3.8 | 184,712 | 220,146 | 103,288 | 134,953 | 111,581 | 270,216 | 4,153,393 | 8,752,506 | 11,609 | 32,391 | * | * | * |
| CALVERT | 35,127 | 44,558 | 26.8 | 13,323 | 11,986 | 6,773 | 8,288 | 4,233 | 18,161 | 216,871 | 667,224 | 14,974 | 36,738 | 464 | 3,917 | 462 |
| CAROLINE | 23,199 | 25,841 | 11.4 | 6,848 | 6,796 | 3,411 | 4,961 | 3,824 | 9,436 | 134,012 | 350,982 | 13,582 | 37,195 | 636 | 16,245 | 56,098 |
| CARROLL | 97,263 | 121,744 | 25.2 | 31,654 | 33,236 | 19,357 | 24,714 | 12,661 | 46,650 | 631,252 | 1,868,387 | 15,347 | 40,051 | 1,238 | 16,138 | 39,761 |
| Westminster | 8,808 | 10,196 | 15.8 | * | * | * | * | * | 4,058 | 37,161 | 101,497 | 9,955 | 25,013 | * | * | * |
| CECIL | 60,921 | 69,668 | 14.4 | 19,298 | 19,298 | 10,032 | 13,376 | 7,594 | 26,441 | 340,498 | 907,742 | 13,029 | 34,331 | 501 | 9,735 | 30,675 |
| CHARLES | 73,511 | 98,126 | 33.5 | 31,008 | 28,064 | 15,210 | 17,466 | 6,378 | 41,938 | 593,626 | 1,770,337 | 18,041 | 42,213 | 601 | 5,985 | 2,296 |
| DORCHESTER | 30,584 | 32,565 | 6.5 | 7,718 | 8,369 | 4,201 | 6,611 | 5,634 | 11,213 | 184,412 | 471,714 | 14,485 | 42,069 | 392 | 15,031 | 36,478 |
| Cambridge | 11,703 | 12,292 | 5.0 | * | * | * | * | * | 4,985 | 49,394 | 124,315 | 10,114 | 24,938 | * | * | * |
| FREDERICK | 115,418 | 134,341 | 16.4 | 36,541 | 37,078 | 21,629 | 25,525 | 13,434 | 50,955 | 750,017 | 1,936,350 | 14,414 | 38,001 | 1,439 | 9,034 | 85,614 |
| Frederick | 28,086 | 30,170 | 7.4 | * | * | * | * | * | 11,924 | 142,732 | 337,651 | 11,192 | 28,316 | * | * | * |
| GARRETT | 26,640 | 26,703 | 0.2 | 7,691 | 7,263 | 3,445 | 4,807 | 3,471 | 10,426 | 118,453 | 278,849 | 10,442 | 26,746 | 670 | 1,639 | 17,738 |
| HARFORD | 146,554 | 172,053 | 17.4 | 45,938 | 49,551 | 27,356 | 34,927 | 14,452 | 66,613 | 982,496 | 2,562,173 | 14,892 | 38,463 | 758 | 8,669 | 15,831 |
| HOWARD | 119,606 | 188,680 | 57.8 | 50,189 | 52,264 | 34,906 | 38,868 | 12,264 | 70,793 | 1,074,696 | 3,309,620 | 17,541 | 46,750 | 432 | 9,068 | 9,237 |
| KENT | 16,725 | 17,463 | 4.4 | 3,947 | 4,977 | 2,183 | 3,458 | 2,916 | 5,975 | 104,427 | 268,806 | 15,393 | 44,992 | 361 | 20,200 | 23,328 |
| MONTGOMERY | 579,585 | 726,370 | 25.3 | 168,518 | 196,120 | 116,945 | 164,160 | 81,353 | 279,373 | 9,358,195 | 15,520,774 | 21,368 | 55,556 | 669 | 16,091 | 9,958 |
| Rockville | 43,811 | 52,345 | 19.5 | * | * | * | * | * | 17,917 | 481,534 | 873,864 | 16,694 | 48,772 | * | * | * |
| PRINCE GEORGES | 665,516 | 698,413 | 4.9 | 174,603 | 220,000 | 117,333 | 133,397 | 52,381 | 259,329 | 7,901,736 | 11,915,159 | 17,060 | 45,946 | 683 | 14,174 | 1,940 |
| Lanham | 33,531 | 35,174 | 4.7 | * | * | * | * | * | 13,027 | | 600,080 | 17,060 | 46,064 | | | |
| QUEEN ANNES | 25,726 | 31,778 | 23.5 | 8,135 | 8,262 | 4,385 | 6,578 | 4,354 | 12,010 | 173,567 | 505,078 | 15,894 | 42,053 | 457 | 14,259 | 17,022 |
| ST. MARYS | 60,461 | 73,129 | 21.0 | 22,304 | 22,085 | 10,750 | 12,139 | 5,850 | 28,025 | 341,778 | 961,329 | 13,146 | 34,303 | 754 | 7,876 | 5,396 |
| SOMERSET | 19,197 | 20,140 | 4.9 | 5,035 | 5,619 | 2,356 | 3,786 | 3,323 | 7,048 | 92,885 | 236,709 | 11,753 | 33,584 | 406 | 8,196 | 72,697 |
| TALBOT | 25,656 | 28,571 | 11.4 | 6,086 | 7,228 | 3,743 | 5,971 | 5,514 | 11,905 | 198,418 | 528,685 | 18,504 | 44,409 | 280 | 12,309 | 14,270 |
| Easton | 7,536 | 8,486 | 12.6 | * | * | * | * | * | 3,592 | 34,708 | 93,690 | 11,041 | 26,086 | * | * | * |
| WASHINGTON | 113,353 | 117,267 | 3.5 | 27,441 | 33,538 | 16,300 | 23,923 | 16,183 | 39,801 | 680,435 | 1,528,614 | 13,035 | 38,406 | 906 | 6,432 | 47,659 |
| Hagerstown | 34,132 | 32,697 | -4.2 | * | * | * | * | * | 14,303 | 150,492 | 310,426 | 9,494 | 21,704 | * | * | * |
| WICOMICO | 64,808 | 75,196 | 16.0 | 18,498 | 21,130 | 10,603 | 14,814 | 10,152 | 25,671 | 441,115 | 1,220,011 | 16,224 | 47,525 | 774 | 14,520 | 119,541 |
| Salisbury | 16,429 | 18,076 | 10.0 | * | * | * | * | * | 7,529 | 98,746 | 258,320 | 14,291 | 34,310 | * | * | * |
| WORCESTER | 31,001 | 38,545 | 24.3 | 9,058 | 10,369 | 5,049 | 8,056 | 6,013 | 13,201 | 199,664 | 544,056 | 14,115 | 41,212 | 631 | 15,902 | 106,147 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1987 Cash Receipts as follows: From Crops $339,429,000; from Livestock & Livestock Products $689,816,000; Total $1,029,245,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

|  | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | [illegible] U.S. Census | E&P estimate July 1, [illegible] | % Pop. Change [illegible] vs [illegible] | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | [illegible] number of households | E&P [illegible] estimate (Thousands) | E&P [illegible] estimate (Thousands) | Income per capita | E&P [illegible] estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 5,742,886 | 5,974,296 | 4.0 |  |  |  | . |  | 2,187,676 | 51,320,001 | 110,296,169 | 18,462 | 50,417 | 5,401 | 135,360 | 141,757 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 4,788,042 | 4,974,766 | 3.9 | 1,133,039 | 1,447,559 | 731,087 | 962,882 | 702,353 | 1,863,093 | 43,793,733 | 103,706,645 | 20,846 | 55,664 | 3,866 | 162,054 | 80,063 |
| New Bedford-Fall River-Attleboro, MA | 883,117 | 945,066 | 7.0 | 250,003 | 256,073 | 134,412 | 178,697 | 127,278 | 374,658 | 6,738,210 | 16,350,288 | 17,301 | 43,641 | 1,450 | 92,414 | 14,931 |
| Pittsfield, MA | 145,087 | 142,138 | -2.0 | 32,692 | 39,372 | 18,904 | 27,717 | 23,453 | 52,373 | 1,057,797 | 2,289,738 | 16,109 | 43,720 | 392 | 4,430 | 13,134 |
| Springfield, MA | 582,218 | 594,606 | 2.1 | 136,884 | 181,132 | 81,581 | 109,168 | 85,841 | 218,423 | 4,468,352 | 9,839,318 | 16,548 | 45,047 | 1,114 | 29,314 | 17,273 |
| Worcester, MA | 646,810 | 668,967 | 3.4 | 164,566 | 189,987 | 91,649 | 124,428 | 98,338 | 253,228 | 5,185,803 | 12,476,012 | 18,650 | 49,268 | 1,191 | 19,063 | 35,246 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BARNSTABLE | 149,080 | 185,339 | 24.3 | 40,218 | 44,111 | 24,835 | 35,956 | 40,218 | 80,582 | 1,388,435 | 4,013,902 | 21,657 | 49,811 | 158 | 6,377 | 423 |
| Hyannis | 10,662 | 13,997 | 31.3 | . | . | . | . | . | 6,085 | 99,108 | 266,316 | 19,026 | 43,766 | . | . | . |
| BERKSHIRE | 145,087 | 142,138 | -2.0 | 32,692 | 39,372 | 18,904 | 27,717 | 23,453 | 52,373 | 1,057,797 | 2,289,738 | 16,109 | 43,720 | 392 | 4,430 | 13,134 |
| North Adams | 18,063 | 17,227 | -4.6 | . | . | . | . | . | 6,793 | 77,382 | 161,424 | 9,370 | 23,765 | . | . | . |
| Pittsfield | 51,974 | 48,803 | -6.1 | . | . | . | . | . | 19,581 | 282,395 | 580,002 | 11,885 | 29,620 | . | . | . |
| BRISTOL | 476,039 | 492,512 | 3.5 | 125,098 | 132,978 | 66,982 | 94,070 | 73,877 | 189,743 | 3,214,869 | 7,454,962 | 15,137 | 39,290 | 675 | 19,189 | 10,782 |
| Attleboro | 34,196 | 34,672 | 1.4 | . | . | . | . | . | 12,707 | 179,766 | 398,959 | 11,507 | 31,397 | . | . | . |
| Fall River | 92,574 | 89,967 | -2.8 | . | . | . | . | . | 35,722 | 357,174 | 759,783 | 8,445 | 21,270 | . | . | . |
| New Bedford | 98,478 | 96,309 | -2.2 | . | . | . | . | . | 38,516 | 397,060 | 849,960 | 8,825 | 22,068 | . | . | . |
| Taunton | 45,001 | 45,386 | 0.9 | . | . | . | . | . | 16,781 | 205,831 | 454,385 | 10,012 | 27,078 | . | . | . |
| DUKES | 8,945 | 11,330 | 26.7 | 2,481 | 2,708 | 1,892 | 2,119 | 2,130 | 3,741 | 85,663 | 182,884 | 16,142 | 48,850 | 58 | 462 | . |
| ESSEX | 634,728 | 671,824 | 5.8 | 157,207 | 183,408 | 95,399 | 134,365 | '01,445 | 255,458 | 5,995,905 | 14,136,525 | 21,042 | 55,338 | 439 | 12,240 | 4,794 |
| Beverly | 37,655 | 38,165 | 1.4 | . | . | . | . | . | 14,551 | 260,652 | 576,863 | 15,115 | 39,644 | . | . | . |
| Gloucester | 27,768 | 28,450 | 2.5 | . | . | . | . | . | 11,393 | 180,886 | 404,678 | 14,224 | 35,520 | . | . | . |
| Haverhill | 46,865 | 51,134 | 9.1 | . | . | . | . | . | 19,913 | 258,343 | 615,499 | 12,037 | 30,909 | . | . | . |
| Lawrence | 63,175 | 61,816 | -2.2 | . | . | . | . | . | 24,621 | 296,932 | 637,533 | 10,313 | 25,894 | . | . | . |
| Lynn | 78,471 | 79,674 | 1.5 | . | . | . | . | . | 32,659 | 436,201 | 967,079 | 12,138 | 29,612 | . | . | . |
| Newburyport | 15,900 | 17,264 | 8.6 | . | . | . | . | . | 6,764 | 98,180 | 232,779 | 13,483 | 34,413 | . | . | . |
| Peabody | 45,976 | 45,504 | -1.0 | . | . | . | . | . | 16,539 | 304,462 | 657,990 | 14,460 | 39,785 | . | . | . |
| Salem | 38,220 | 37,337 | -2.3 | . | . | . | . | . | 15,561 | 230,501 | 491,684 | 13,169 | 31,598 | . | . | . |
| FRANKLIN | 64,467 | 67,007 | 3.9 | 16,082 | 18,025 | 10,654 | 12,195 | 10,118 | 24,989 | 474,296 | 1,129,475 | 16,856 | 45,198 | 616 | 11,081 | 13,494 |
| Greenfield | 18,436 | 18,764 | 1.8 | . | . | . | . | . | 7,169 | 119,394 | 260,490 | 13,882 | 36,336 | . | . | . |
| HAMPDEN | 443,030 | 448,182 | 1.2 | 109,356 | 125,491 | 60,056 | 85,155 | 68,124 | 170,536 | 3,432,787 | 7,511,956 | 16,761 | 44,049 | 490 | 13,357 | 5,698 |
| Holyoke | 44,678 | 43,381 | -2.9 | . | . | . | . | . | 17,114 | 217,693 | 450,820 | 10,392 | 26,342 | . | . | . |
| Springfield | 152,319 | 150,791 | -1.0 | . | . | . | . | . | 58,105 | 703,716 | 1,485,829 | 9,854 | 25,571 | . | . | . |
| Westfield | 36,465 | 40,332 | 10.6 | . | . | . | . | . | 14,554 | 198,115 | 467,346 | 11,588 | 32,111 | . | . | . |
| HAMPSHIRE | 139,188 | 146,425 | 5.2 | 27,528 | 55,641 | 21,524 | 24,014 | 17,717 | 47,887 | 1,035,565 | 2,327,362 | 15,895 | 48,602 | 624 | 15,957 | 11,575 |
| Northampton | 29,286 | 28,766 | -1.8 | . | . | . | . | . | 10,613 | 166,401 | 347,732 | 12,088 | 32,764 | . | . | . |
| MIDDLESEX | 1,367,236 | 1,386,650 | 1.4 | 299,516 | 410,448 | 214,931 | 277,330 | 185,811 | 518,200 | 13,817,597 | 32,609,939 | 23,517 | 62,929 | 569 | 28,964 | 20,896 |
| Framingham | 65,113 | 62,820 | -3.5 | . | . | . | . | . | 23,793 | 687,981 | 1,529,830 | 24,353 | 64,299 | . | . | . |
| Hudson | 16,408 | 18,096 | 10.3 | . | . | . | . | . | 6,068 | 138,935 | 381,373 | 21,075 | 62,851 | . | . | . |
| Lowell | 92,418 | 91,836 | -0.6 | . | . | . | . | . | 33,562 | 487,934 | 1,120,518 | 12,201 | 33,287 | . | . | . |
| Malden | 53,386 | 53,535 | 0.3 | . | . | . | . | . | 21,557 | 335,692 | 777,954 | 14,532 | 36,088 | . | . | . |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Marlborough | 30,617 | 32,944 | 7.6 | * | * | * | * | * | 12,181 | 206,331 | 513,079 | 15,574 | 42,121 | * | * | * |
| Medford | 58,076 | 56,790 | -2.2 | * | * | * | * | * | 20,474 | 363,399 | 821,218 | 14,461 | 40,111 | * | * | * |
| Melrose | 30,055 | 29,450 | -2.0 | * | * | * | * | * | 10,812 | 218,765 | 495,395 | 16,821 | 45,817 | * | * | * |
| Wakefield | 24,895 | 24,186 | -2.8 | * | * | * | * | * | 9,302 | 245,402 | 612,526 | 25,326 | 65,849 | * | * | * |
| Waltham | 58,200 | 58,183 | 0.0 | * | * | * | * | * | 21,333 | 391,551 | 904,616 | 15,548 | 42,404 | * | * | * |
| Woburn | 36,626 | 36,344 | -0.8 | * | * | * | * | * | 12,743 | 243,065 | 557,409 | 15,337 | 43,741 | * | * | * |
| NANTUCKET | 5,047 | 7,159 | 41.8 | 1,417 | 1,783 | 1,145 | 1,553 | 1,267 | 3,254 | 51,725 | 179,503 | 25,074 | 55,164 | 12 | * | * |
| NORFOLK | 606,337 | 650,568 | 7.3 | 137,270 | 186,713 | 93,682 | 136,619 | 95,634 | 253,677 | 6,690,613 | 15,632,237 | 24,029 | 61,623 | 212 | 9,044 | 4,196 |
| Dedham | 25,298 | 24,836 | -1.8 | * | * | * | * | * | 8,402 | 239,560 | 550,167 | 22,152 | 65,481 | * | * | * |
| Quincy | 84,743 | 83,628 | -1.3 | * | * | * | * | * | 34,570 | 583,247 | 1,247,242 | 14,914 | 36,079 | * | * | * |
| PLYMOUTH | 407,078 | 452,554 | 11.2 | 124,905 | 123,095 | 67,431 | 84,628 | 53,401 | 184,916 | 3,523,341 | 8,895,326 | 19,656 | 48,105 | 775 | 73,225 | 4,149 |
| Brockton | 95,172 | 98,522 | 3.5 | * | * | * | * | * | 35,055 | 528,376 | 1,232,884 | 12,514 | 35,170 | * | * | * |
| SUFFOLK | 649,814 | 651,710 | 0.3 | 124,477 | 220,930 | 101,015 | 111,442 | 93,846 | 207,151 | 5,365,605 | 12,501,643 | 19,183 | 60,350 | 5 | 329 | |
| Boston | 562,994 | 565,547 | 0.5 | * | * | * | * | * | 182,072 | 2,935,154 | 10,263,443 | 18,148 | 56,370 | * | * | * |
| Chelsea | 25,431 | 24,930 | -2.0 | * | * | * | * | * | 7,901 | 109,000 | 371,942 | 14,920 | 47,074 | * | * | * |
| WORCESTER | 646,810 | 668,967 | 3.4 | 164,566 | 189,987 | 91,649 | 124,428 | 98,338 | 253,228 | 5,185,803 | 12,476,012 | 18,650 | 49,268 | 1,191 | 19,063 | 35,246 |
| Athol | 10,634 | 10,871 | 2.2 | * | * | * | * | * | 4,264 | 78,249 | 198,975 | 18,303 | 46,668 | * | * | * |
| Clinton | 12,771 | 12,532 | -1.9 | * | * | * | * | * | 4,722 | 98,267 | 245,882 | 19,620 | 52,073 | * | * | * |
| Fitchburg | 39,580 | 38,841 | -1.9 | * | * | * | * | * | 14,852 | 193,137 | 436,675 | 11,243 | 29,403 | * | * | * |
| Gardner | 17,900 | 17,505 | -2.2 | * | * | * | * | * | 7,272 | 95,456 | 215,072 | 12,286 | 29,575 | * | * | * |
| Milford | 23,390 | 26,090 | 11.5 | * | * | * | * | * | 9,303 | 161,716 | 430,129 | 16,487 | 46,235 | * | * | * |
| Southbridge | 16,665 | 17,020 | 2.1 | * | * | * | * | * | 6,581 | 125,677 | 312,163 | 18,341 | 47,437 | * | * | * |
| Worcester | 161,799 | 159,036 | -1.7 | * | * | * | * | * | 60,984 | 837,487 | 1,896,594 | 11,926 | 31,100 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1987 Cash Receipts as follows. From Crops $135,360,000; from Livestock & Livestock Products $141,757,000; Total $277,117,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# MICHIGAN POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.............. | 9,254,671 | 9,338,988 | 0.9 | | | | | | 3,382,514 | 79,837,996 | 143,768,851 | 15,394 | 42,504 | 58,661 | 1,364,666 | 1,223,657 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Ann Arbor, MI | 265,117 | 285,934 | 7.9 | 63,191 | 105,224 | 50,610 | 45,463 | 21,731 | 114,373 | 2,573,229 | 4,690,357 | 16,404 | 41,009 | 1,222 | 19,808 | 27,889 |
| Battle Creek, MI | 141,102 | 134,827 | -4.4 | 36,269 | 36,538 | 18,336 | 26,022 | 17,528 | 46,091 | 1,209,485 | 2,113,660 | 15,677 | 45,859 | 1,166 | 19,146 | 23,158 |
| Benton Harbor, MI | 170,748 | 160,157 | -6.2 | 45,164 | 43,563 | 21,621 | 29,949 | 19,859 | 57,297 | 1,319,900 | 2,553,846 | 15,946 | 44,572 | 1,479 | 52,777 | 10,644 |
| Detroit, MI | 4,481,602 | 4,456,056 | -0.6 | 1,183,812 | 1,254,112 | 643,941 | 859,107 | 514,165 | 1,661,906 | 41,094,963 | 71,819,579 | 16,117 | 43,215 | 5,964 | 169,045 | 81,767 |
| Flint, MI | 449,989 | 445,811 | -0.9 | 128,839 | 129,731 | 61,522 | 84,258 | 41,460 | 165,171 | 3,470,004 | 6,585,486 | 14,772 | 39,871 | 851 | 15,512 | 13,969 |
| Grand Rapids, MI | 603,747 | 688,527 | 14.0 | 197,164 | 202,366 | 96,581 | 118,928 | 72,800 | 257,905 | 6,220,307 | 9,434,153 | 13,702 | 36,580 | 2,839 | 129,089 | 136,853 |
| Jackson, MI | 151,299 | 146,408 | -3.2 | 39,091 | 43,190 | 20,936 | 26,793 | 16,690 | 50,869 | 1,165,412 | 2,160,487 | 14,757 | 42,472 | 1,103 | 13,333 | 32,651 |
| Kalamazoo, MI | 212,581 | 224,365 | 5.5 | 54,969 | 73,592 | 33,430 | 39,488 | 22,885 | 83,098 | 2,014,938 | 4,176,194 | 18,613 | 50,256 | 842 | 35,969 | 28,543 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MICHIGAN POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Lansing-<br>East Lansing, MI | 417,091 | 450,046 | 7.9 | 116,432 | 152,991 | 68,394 | 73,571 | 38,922 | 155,401 | 3,422,155 | 7,199,323 | 15,997 | 46,327 | 3,512 | 64,520 | 82,509 |
| Muskegon, MI | 157,433 | 160,615 | 2.0 | 46,257 | 45,133 | 20,880 | 28,590 | 19,756 | 58,100 | 1,186,617 | 2,356,602 | 14,672 | 40,561 | 460 | 15,121 | 11,385 |
| Saginaw-Bay City-<br>Midland, MI | 421,039 | 411,363 | -2.3 | 118,917 | 117,870 | 56,938 | 74,461 | 43,221 | 154,603 | 3,520,171 | 6,263,164 | 15,225 | 40,511 | 2,805 | 99,921 | 22,537 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALCONA | 9,766 | 10,718 | 9.7 | 2,551 | 2,454 | 1,050 | 2,186 | 2,465 | 3,527 | 55,364 | 127,042 | 11,854 | 36,018 | 229 | 625 | 3,235 |
| ALGER | 9,190 | 8,838 | -3.8 | 2,554 | 2,210 | 1,105 | 1,609 | 1,379 | 3,314 | 65,422 | 123,658 | 13,991 | 37,319 | 63 | 139 | 1,494 |
| ALLEGAN | 81,84[illegible] | 90,554 | 10.6 | 26,985 | 25,174 | 12,315 | 15,847 | 10,233 | 34,773 | 587,873 | 1,383,890 | 15,283 | 39,798 | 1,634 | 44,327 | 76,156 |
| ALPENA | 32,311 | 31,518 | -2.5 | 8,920 | 8,951 | 3,751 | 5,957 | 3,971 | 11,340 | 221,335 | 428,462 | 13,594 | 37,783 | 424 | 3,125 | 6,809 |
| Alpena | 12,214 | 10,795 | -11.6 | * | * | * | * | * | 4,144 | 63,897 | 110,585 | 10,244 | 26,684 | * | * | * |
| ANTRIM | 16,189 | 17,444 | 7.8 | 4,884 | 4,361 | 2,146 | 3,245 | 2,809 | 6,170 | 105,126 | 239,732 | 13,743 | 38,853 | 248 | 5,573 | 5,918 |
| ARENAC | 14,788 | 16,142 | 9.2 | 4,617 | 4,229 | 1,905 | 2,889 | 2,518 | 5,999 | 94,714 | 221,295 | 13,709 | 36,891 | 332 | 9,993 | 6,419 |
| BARAGA | 8,452 | 8,430 | -0.3 | 2,554 | 2,107 | 1,028 | 1,366 | 1,357 | 2,956 | 57,507 | 105,419 | 12,505 | 35,660 | 57 | - | - |
| BARRY | 45,951 | 49,821 | 8.4 | 14,348 | 13,103 | 6,925 | 9,715 | 5,680 | 18,943 | 366,770 | 890,749 | 17,879 | 47,023 | 908 | 8,051 | 22,394 |
| BAY | 119,416 | 116,787 | -2.2 | 33,051 | 33,401 | 15,766 | 21,138 | 13,547 | 43,383 | 875,480 | 1,643,518 | 14,073 | 37,884 | 922 | 40,121 | 3,648 |
| Bay City | 41,593 | 36,469 | -12.3 | * | * | * | * | * | 14,274 | 217,790 | 360,176 | 9,876 | 25,233 | * | * | * |
| BENZIE | 11,242 | 11,894 | 5.8 | 3,152 | 3,128 | 1,522 | 2,260 | 1,820 | 4,264 | 86,805 | 205,578 | 17,285 | 48,208 | 149 | 2,851 | 983 |
| BERRIEN | 170,748 | 160,157 | -6.2 | 45,164 | 43,563 | 21,621 | 29,949 | 19,859 | 57,297 | 1,319,900 | 2,553,846 | 15,946 | 44,572 | 1,479 | 52,777 | 10,644 |
| Benton Harbor | 14,707 | 11,239 | -23.6 | * | * | * | * | * | 3,662 | 48,144 | 88,112 | 7,840 | 24,063 | * | * | * |
| Niles | 13,115 | 12,007 | -8.4 | * | * | * | * | * | 4,988 | 78,910 | 146,546 | 12,205 | 29,378 | * | * | * |
| St. Joseph | 9,622 | 7,261 | -24.5 | * | * | * | * | * | 3,379 | 77,423 | 118,513 | 16,322 | 35,071 | * | * | * |
| BRANCH | 40,112 | 40,293 | 0.5 | 11,524 | 10,798 | 5,319 | 7,494 | 5,117 | 14,274 | 274,215 | 511,221 | 12,688 | 35,815 | 1,034 | 24,022 | 25,235 |
| Coldwater | 9,461 | 9,322 | -1.5 | * | * | * | * | * | 3,670 | 51,865 | 94,737 | 10,162 | 25,815 | * | * | * |
| CALHOUN | 141,102 | 134,827 | -4.4 | 36,269 | 36,538 | 18,336 | 26,022 | 17,528 | 46,091 | 1,209,485 | 2,113,660 | 15,677 | 45,859 | 1,166 | 19,146 | 23,158 |
| Albion | 11,059 | 9,607 | -13.1 | * | * | * | * | * | 3,222 | 54,950 | 86,071 | 8,959 | 26,712 | * | * | * |
| Battle Creek | 35,724 | 31,114 | -12.9 | * | * | * | * | * | 12,936 | 210,124 | 329,982 | 10,606 | 25,509 | * | * | * |
| Marshall | 7,201 | 7,162 | -0.5 | * | * | * | * | * | 2,891 | 61,725 | 93,354 | 13,035 | 32,297 | * | * | * |
| CASS | 49,600 | 51,377 | 3.6 | 14,591 | 13,307 | 7,141 | 9,864 | 6,422 | 19,253 | 348,769 | 767,249 | 14,934 | 39,851 | 839 | 19,060 | 40,260 |
| Dowagiac | 6,307 | 5,912 | -6.3 | * | * | * | * | * | 2,254 | 27,878 | 55,215 | 9,339 | 24,498 | * | * | * |
| CHARLEVOIX | 19,969 | 21,036 | 5.3 | 5,953 | 5,617 | 2,819 | 3,871 | 2,735 | 7,669 | 136,645 | 278,497 | 13,239 | 36,313 | 232 | 1,018 | 3,202 |
| CHEBOYGAN | 20,706 | 21,675 | 4.7 | 6,112 | 5,570 | 2,731 | 3,945 | 3,316 | 7,818 | 127,289 | 258,149 | 11,910 | 33,019 | 171 | 687 | 3,881 |
| Cheboygan | 5,106 | 4,419 | -13.5 | * | * | * | * | * | 1,606 | 23,099 | 38,157 | 8,635 | 23,760 | * | * | * |
| CHIPPEWA | 28,698 | 29,442 | 2.6 | 7,920 | 8,862 | 3,563 | 5,123 | 3,975 | 9,903 | 196,321 | 423,331 | 14,378 | 42,749 | 338 | 1,418 | 5,307 |
| Sault Ste.<br>Marie | 14,448 | 14,738 | 2.0 | * | * | * | * | * | 5,458 | 78,997 | 169,173 | 11,479 | 30,998 | * | * | * |
| CLARE | 23,926 | 26,063 | 8.9 | 6,985 | 6,542 | 2,919 | 4,952 | 4,639 | 9,138 | 148,191 | 320,469 | 12,296 | 35,071 | 298 | 694 | 7,989 |
| CLINTON | 55,863 | 60,538 | 8.4 | 18,525 | 16,990 | 8,596 | 11,381 | 5,206 | 24,631 | 430,821 | 930,500 | 15,370 | 37,777 | 1,333 | 21,875 | 40,315 |
| CRAWFORD | 9,501 | 11,158 | 17.4 | 3,280 | 2,968 | 1,305 | 2,042 | 1,573 | 4,041 | 63,143 | 149,160 | 13,368 | 36,916 | 20 | - | - |
| DELTA | 38,862 | 39,827 | 2.5 | 11,709 | 10,514 | 4,978 | 7,209 | 5,456 | 14,826 | 302,605 | 640,641 | 16,086 | 43,210 | 271 | 1,802 | 6,528 |
| Escanaba | 14,355 | 13,450 | -6.3 | * | * | * | * | * | 5,508 | 89,988 | 171,026 | 12,715 | 31,051 | * | * | * |
| DICKINSON | 25,255 | 28,420 | 12.5 | 7,588 | 7,020 | 3,524 | 5,314 | 4,945 | 9,654 | 206,791 | 460,427 | 16,201 | 47,692 | 109 | 1,881 | 2,545 |
| Iron Mountain | 8,341 | 8,438 | 1.2 | * | * | * | * | * | 3,453 | 48,179 | 92,560 | 10,969 | 26,804 | * | * | * |
| Kingsford | 5,290 | 5,949 | 12.5 | * | * | * | * | * | 2,262 | 27,564 | 58,865 | 9,895 | 26,023 | * | * | * |
| EATON | 88,664 | 101,286 | 14.2 | 28,157 | 29,170 | 15,699 | 19,244 | 9,217 | 37,158 | 762,957 | 1,661,748 | 16,407 | 44,722 | 1,219 | 22,508 | 16,150 |
| EMMET | 23,023 | 25,023 | 8.7 | 6,756 | 6,906 | 3,528 | 4,504 | 3,328 | 8,868 | 167,488 | 386,775 | 15,457 | 43,617 | 211 | 1,475 | 3,179 |
| Petoskey | 6,097 | 5,654 | -7.3 | * | * | * | * | * | 2,303 | 34,582 | 67,375 | 11,916 | 29,253 | * | * | * |

| | | | | POPULATION | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 89 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1989 number of households | E&P 1980 estimate (Thousands) | E&P 1989 estimate (Thousands) | Income per capita | E&P 1989 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GENESEE | 449,989 | 445,811 | -0.9 | 128,839 | 129,731 | 61,522 | 84,258 | 41,460 | 165,171 | 3,470,004 | 6,585,486 | 14,772 | 39,871 | 851 | 15,512 | 13,969 |
| Flint | 159,611 | 140,977 | -11.7 | * | * | * | * | * | 52,774 | 845,935 | 1,399,430 | 9,927 | 26,517 | * | * | * |
| GLADWIN | 20,109 | 24,124 | 20.0 | 6,682 | 6,055 | 2,726 | 4,680 | 4,005 | 8,906 | 130,603 | 318,675 | 13,210 | 35,784 | 411 | 1,811 | 5,113 |
| GOGEBIC | 19,538 | 20,675 | 5.8 | 4,859 | 5,045 | 2,233 | 3,866 | 4,672 | 6,736 | 129,110 | 267,965 | 12,961 | 39,781 | 58 | 111 | 825 |
| Ironwood | 7,741 | 7,585 | -2.0 | * | * | * | * | * | 3,038 | 37,148 | 69,093 | 9,109 | 22,740 | * | * | * |
| GRAND TRAVERSE | 55,342 | 68,089 | 23.0 | 18,586 | 19,542 | 10,486 | 11,779 | 7,762 | 26,188 | 510,816 | 1,291,300 | 18,965 | 49,309 | 447 | 9,154 | 3,813 |
| Traverse City | 15,516 | 13,741 | -11.4 | * | * | * | * | * | 5,411 | 110,525 | 196,225 | 14,280 | 36,262 | * | * | * |
| GRATIOT | 40,432 | 39,999 | -1.1 | 11,800 | 11,440 | 4,920 | 6,880 | 4,960 | 14,399 | 291,522 | 569,369 | 14,235 | 39,542 | 1,011 | 37,300 | 28,972 |
| Alma | 9,652 | 9,340 | -3.2 | * | * | * | * | * | 3,110 | 48,692 | 92,793 | 9,935 | 29,835 | * | * | * |
| HILLSDALE | 42,093 | 44,453 | 5.6 | 12,625 | 12,447 | 5,646 | 7,957 | 5,779 | 16,231 | 272,126 | 611,684 | 13,760 | 37,686 | 1,142 | 20,861 | 32,346 |
| Hillsdale | 7,432 | 7,204 | -3.1 | * | * | * | * | * | 2,802 | 35,627 | 73,168 | 10,157 | 26,111 | * | * | * |
| HOUGHTON | 37,761 | 38,521 | 2.0 | 9,014 | 13,752 | 3,891 | 5,470 | 6,433 | 12,250 | 241,148 | 493,033 | 12,799 | 40,248 | 147 | 693 | 1,559 |
| Houghton | 7,512 | 7,816 | 4.0 | * | * | * | * | * | 1,925 | 30,064 | 62,600 | 8,009 | 32,515 | * | * | * |
| HURON | 36,379 | 38,575 | 6.0 | 11,303 | 9,991 | 4,320 | 6,674 | 6,288 | 14,224 | 241,300 | 518,336 | 13,437 | 36,442 | 1,390 | 53,765 | 91,837 |
| Bad Axe | 3,184 | 3,378 | 6.1 | * | * | * | * | * | 1,336 | 15,372 | 33,035 | 9,780 | 24,729 | * | * | * |
| INGHAM | 272,564 | 288,221 | 5.7 | 69,750 | 106,930 | 44,098 | 42,945 | 24,499 | 93,612 | 2,226,377 | 4,607,075 | 15,984 | 49,214 | 960 | 20,137 | 26,044 |
| East Lansing | 51,392 | 55,665 | 8.3 | * | * | * | * | * | 14,383 | 267,709 | 561,924 | 10,095 | 39,070 | * | * | * |
| Lansing | 130,414 | 133,331 | 2.2 | * | * | * | * | * | 52,872 | 784,401 | 1,554,062 | 11,656 | 29,393 | * | * | * |
| IONIA | 51,904 | 55,069 | 6.1 | 16,631 | 17,126 | 6,994 | 8,811 | 5,507 | 20,280 | 373,809 | 707,980 | 12,856 | 34,911 | 1,089 | 20,569 | 49,284 |
| Ionia | 5,920 | 5,644 | -4.7 | * | * | * | * | * | 2,198 | 37,461 | 63,548 | 11,260 | 28,906 | * | * | * |
| IOSCO | 28,247 | 31,818 | 12.6 | 8,941 | 9,036 | 3,755 | 5,377 | 4,709 | 10,539 | 174,062 | 380,755 | 11,967 | 36,127 | 215 | 754 | 5,842 |
| IRON | 13,559 | 15,923 | 17.4 | 3,806 | 3,439 | 1,672 | 3,105 | 3,901 | 5,131 | 101,149 | 239,857 | 15,063 | 46,747 | 95 | 596 | 1,037 |
| ISABELLA | 54,072 | 62,031 | 14.7 | 15,136 | 26,983 | 7,009 | 7,878 | 4,900 | 20,870 | 359,582 | 935,855 | 15,087 | 44,642 | 912 | 10,066 | 29,402 |
| Mt. Pleasant | 23,746 | 26,683 | 12.4 | * | * | * | * | * | 7,222 | 107,577 | 272,847 | 10,226 | 37,782 | * | * | * |
| JACKSON | 151,299 | 146,408 | -3.2 | 39,091 | 43,190 | 20,936 | 26,793 | 16,590 | 50,869 | 1,165,412 | 2,160,487 | 14,757 | 42,472 | 1,103 | 13,333 | 32,651 |
| Jackson | 39,739 | 31,108 | -21.7 | * | * | * | * | * | 12,416 | 210,349 | 308,877 | 9,929 | 24,877 | * | * | * |
| KALAMAZOO | 212,581 | 224,365 | 5.5 | 54,969 | 73,592 | 33,430 | 39,488 | 22,885 | 83,098 | 2,014,938 | 4,176,194 | 18,613 | 50,256 | 842 | 35,969 | 28,543 |
| Kalamazoo | 79,722 | 78,685 | -1.3 | * | * | * | * | * | 29,311 | 531,053 | 1,017,134 | 12,927 | 34,702 | * | * | * |
| KALKASKA | 11,160 | 12,966 | 16.2 | 4,227 | 3,255 | 1,686 | 2,152 | 1,660 | 4,743 | 65,734 | 147,299 | 11,360 | 31,057 | 89 | 1,183 | 1,122 |
| KENT | 445,752 | 501,043 | 12.4 | 141,294 | 147,808 | 70,146 | 86,680 | 54,614 | 185,577 | 4,675,545 | 6,904,919 | 21,735 | 37,208 | 1,368 | 50,383 | 32,600 |
| Grand Rapids | 181,843 | 175,518 | -3.5 | * | * | * | * | * | 66,286 | 1,287,249 | 2,479,083 | 14,124 | 37,400 | * | * | * |
| KEWEENAW | 1,954 | 2,038 | 4.3 | 481 | 381 | 230 | 348 | 595 | 620 | 10,931 | 22,327 | 10,956 | 35,999 | * | * | * |
| LAKE | 7,722 | 9,312 | 20.6 | 2,412 | 2,030 | 913 | 1,853 | 2,114 | 3,052 | 40,677 | 98,859 | 10,616 | 32,395 | 111 | 147 | 1,136 |
| LAPEER | 70,448 | 74,294 | 5.5 | 23,551 | 20,802 | 10,773 | 13,150 | 6,018 | 30,404 | 459,983 | 941,546 | 12,673 | 30,968 | 1,228 | 30,132 | 25,450 |
| LEELANAU | 14,056 | 15,917 | 13.2 | 4,154 | 4,075 | 2,356 | 3,024 | 2,308 | 5,685 | 121,954 | 186,594 | 11,723 | 32,822 | 394 | 11,615 | 3,536 |
| LENAWEE | 89,834 | 92,042 | 2.5 | 26,784 | 25,220 | 12,702 | 16,568 | 10,861 | 34,148 | 643,686 | 1,301,461 | 14,140 | 38,112 | 1,387 | 46,469 | 32,303 |
| Adrian | 21,186 | 22,001 | 3.8 | * | * | * | * | * | 7,888 | 105,482 | 216,246 | 9,829 | 27,414 | * | * | * |
| LIVINGSTON | 101,517 | 113,572 | 11.9 | 33,277 | 31,232 | 17,831 | 21,806 | 9,313 | 45,216 | 926,653 | 2,145,091 | 18,887 | 47,441 | 789 | 13,905 | 16,513 |
| LUCE | 6,606 | 5,900 | -10.7 | 1,628 | 1,475 | 720 | 1,162 | 920 | 2,185 | 49,844 | 53,767 | 9,114 | 24,607 | 34 | 362 | 499 |
| MACKINAC | 10,121 | 11,397 | 12.6 | 3,157 | 2,895 | 1,333 | 2,177 | 1,835 | 3,996 | 73,290 | 160,418 | 14,075 | 40,141 | 80 | 214 | 2,440 |
| MACOMB | 695,652 | 732,248 | 5.3 | 189,652 | 213,816 | 105,444 | 148,646 | 73,957 | 275,580 | 6,567,386 | 11,240,902 | 15,351 | 40,790 | 667 | 25,481 | 4,990 |
| Mount Clemens | 18,806 | 17,193 | -8.6 | * | * | * | * | * | 6,495 | 122,115 | 223,415 | 12,994 | 34,400 | * | * | * |
| MANISTEE | 22,994 | 23,011 | 0.1 | 5,845 | 6,098 | 2,853 | 4,372 | 3,843 | 8,036 | 184,460 | 353,300 | 15,353 | 43,965 | 280 | 8,218 | 1,152 |
| Manistee | 7,566 | 6,983 | -7.7 | * | * | * | * | * | 2,984 | 49,669 | 87,127 | 12,478 | 29,199 | * | * | * |
| MARQUETTE | 73,875 | 73,804 | -0.1 | 20,444 | 24,650 | 10,702 | 10,923 | 7,159 | 24,425 | 569,136 | 1,131,901 | 15,337 | 46,342 | 101 | 878 | 905 |
| Marquette | 23,288 | 24,026 | 3.2 | * | * | * | * | * | 7,974 | 138,568 | 273,993 | 11,405 | 34,360 | * | * | * |
| MASON | 26,477 | 27,191 | 2.7 | 7,396 | 7,015 | 3,453 | 5,030 | 4,269 | 9,455 | 219,709 | 466,674 | 17,163 | 49,358 | 426 | 8,403 | 7,312 |
| Ludington | 8,937 | 8,330 | -6.8 | * | * | * | * | * | 3,583 | 62,350 | 119,295 | 14,322 | 33,299 | * | * | * |
| MECOSTA | 37,099 | 40,137 | 8.2 | 9,232 | 16,978 | 4,134 | 5,539 | 4,214 | 12,411 | 220,487 | 515,000 | 12,831 | 41,495 | 639 | 4,674 | 10,364 |
| Big Rapids | 14,361 | 16,183 | 12.7 | * | * | * | * | * | 3,775 | 62,469 | 153,069 | 9,458 | 40,550 | * | * | * |
| MENOMINEE | 26,160 | 27,439 | 4.9 | 8,040 | 7,189 | 3,402 | 4,692 | 4,116 | 10,169 | 184,908 | 382,567 | 13,942 | 37,622 | 374 | 1,134 | 16,736 |

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# MICHIGAN POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Menominee | 10,099 | 9,899 | -2.0 | * | * | * | * | * | 4,177 | 60,267 | 115,775 | 11,696 | 27,717 | * | * | * |
| MIDLAND | 73,723 | 74,043 | 0.4 | 21,250 | 21,176 | 10,958 | 14,068 | 6,738 | 27,773 | 704,690 | 1,054,406 | 14,240 | 37,965 | 459 | 9,850 | 5,478 |
| Midland | 37,250 | 37,679 | 1.2 | * | * | * | * | * | 13,758 | 329,023 | 679,331 | 13,030 | 49,376 | * | * | * |
| MISSAUKEE | 10,080 | 11,701 | 16.1 | 3,651 | 3,042 | 1,416 | 1,989 | 1,603 | 4,710 | 54,701 | 133,283 | 11,391 | 28,298 | 304 | 1,569 | 21,182 |
| MONROE | 134,801 | 137,340 | 1.9 | 41,614 | 38,455 | 18,953 | 24,996 | 13,185 | 54,733 | 1,343,011 | 1,826,982 | 13,303 | 33,380 | 1,258 | 45,777 | 13,117 |
| Monroe | 23,531 | 22,113 | -6.0 | * | * | * | * | * | 7,926 | 183,465 | 349,365 | 15,799 | 44,078 | * | * | * |
| MONTCALM | 47,678 | 55,041 | 15.4 | 16,677 | 14,531 | 6,770 | 9,907 | 7,155 | 20,138 | 330,445 | 757,357 | 13,760 | 37,608 | 980 | 28,348 | 20,356 |
| Greenville | 8,019 | 8,721 | 8.7 | * | * | * | * | * | 3,470 | 44,086 | 94,952 | 10,888 | 27,367 | * | * | * |
| MONTMORENCY | 7,492 | 9,338 | 24.6 | 2,549 | 2,222 | 943 | 1,756 | 1,877 | 3,220 | 40,866 | 99,452 | 10,650 | 30,885 | 108 | 624 | 1,920 |
| MUSKEGON | 157,433 | 160,615 | 2.0 | 46,257 | 45,133 | 20,880 | 28,590 | 19,756 | 58,100 | 1,186,617 | 2,356,602 | 14,672 | 40,561 | 460 | 15,121 | 11,385 |
| Muskegon | 40,823 | 39,687 | -2.8 | * | * | * | * | * | 15,390 | 194,436 | 362,126 | 9,125 | 23,530 | * | * | * |
| Muskegon Heights | 14,611 | 13,682 | -6.4 | * | * | * | * | * | 4,955 | 57,914 | 103,893 | 7,594 | 20,926 | * | * | * |
| NEWAYGO | 34,999 | 39,175 | 11.9 | 11,635 | 10,029 | 4,701 | 7,247 | 5,563 | 14,610 | 222,041 | [illegible] | 13,905 | 37,287 | 687 | 12,866 | 18,831 |
| OAKLAND | 1,012,569 | 1,154,268 | 14.0 | 290,875 | 319,732 | 177,757 | 240,088 | 128,124 | 427,507 | 11,319,068 | 16,139,918 | 13,983 | 37,754 | 596 | 18,657 | 3,497 |
| Pontiac | 76,715 | 69,848 | -9.0 | * | * | * | * | * | 24,247 | 385,975 | 767,644 | 10,990 | 31,659 | * | * | * |
| Royal Oak | 70,893 | 68,696 | -3.1 | * | * | * | * | * | 28,291 | 557,160 | 1,061,601 | 15,454 | 37,524 | * | * | * |
| OCEANA | 21,985 | 23,844 | 8.5 | 7,487 | 6,152 | 2,933 | 4,197 | 3,076 | 9,015 | 142,628 | 328,084 | 13,759 | 36,391 | 686 | 23,400 | 12,042 |
| OGEMAW | 16,528 | 19,066 | 15.4 | 5,300 | 4,747 | 2,116 | 3,565 | 3,336 | 7,002 | 95,809 | 230,642 | 12,097 | 32,940 | 288 | 1,917 | 19,093 |
| ONTONAGON | 9,745 | 9,219 | -5.4 | 2,535 | 2,130 | 1,097 | 1,816 | 1,641 | 3,545 | 74,393 | 158,062 | 17,145 | 44,587 | 117 | 533 | 1,560 |
| OSCEOLA | 18,929 | 21,410 | 13.1 | 6,402 | 5,567 | 2,633 | 3,811 | 2,997 | 8,094 | 118,894 | 277,236 | 12,949 | 34,250 | 503 | 1,158 | 14,463 |
| OSCODA | 6,905 | 7,565 | 9.6 | 1,997 | 1,838 | 779 | 1,475 | 1,483 | 2,592 | 40,556 | 97,575 | 12,898 | 37,649 | 84 | 106 | 2,493 |
| OTSEGO | 15,085 | 16,724 | 10.9 | 5,117 | 4,415 | 2,174 | 3,010 | 1,990 | 6,296 | 107,294 | 238,527 | 14,263 | 37,883 | 133 | 1,041 | 1,894 |
| OTTAWA | 157,995 | 187,484 | 18.7 | 55,870 | 54,558 | 26,435 | 32,247 | 18,186 | 72,326 | 1,544,762 | 2,529,234 | 13,490 | 34,970 | 1,471 | 78,706 | 104,253 |
| Grand Haven | 11,763 | 11,944 | 1.5 | * | * | * | * | * | 4,721 | 90,313 | 188,340 | 15,769 | 39,891 | * | * | * |
| Holland | 26,281 | 26,669 | 1.5 | * | * | * | * | * | 9,670 | 200,681 | 418,262 | 15,683 | 43,255 | * | * | * |
| PRESQUE ISLE | 14,228 | 15,177 | 6.7 | 4,356 | 3,870 | 1,669 | 2,838 | 2,459 | 5,563 | 84,907 | 188,806 | 12,440 | 33,938 | 293 | 6,178 | 5,385 |
| ROSCOMMON | 16,455 | 20,209 | 22.8 | 4,789 | 4,628 | 2,122 | 4,082 | 4,628 | 6,355 | 111,273 | 281,137 | 13,912 | 44,239 | 31 | 79 | 110 |
| SAGINAW | 227,900 | 220,533 | -3.2 | 64,616 | 63,293 | 30,213 | 39,255 | 22,935 | 83,447 | 1,940,001 | 3,565,239 | 16,167 | 42,725 | 1,424 | 49,950 | 13,411 |
| Saginaw | 77,508 | 66,543 | -14.1 | * | * | * | * | * | 24,337 | 411,451 | 656,175 | 9,861 | 26,962 | * | * | * |
| ST. CLAIR | 138,839 | 146,146 | 5.3 | 42,528 | 40,482 | 19,437 | 26,452 | 17,099 | 55,612 | 1,104,947 | 2,274,612 | 15,564 | 40,902 | 1,092 | 18,776 | 17,719 |
| Port Huron | 33,981 | 31,837 | -6.3 | * | * | * | * | * | 12,582 | 194,807 | 352,482 | 11,071 | 28,016 | * | * | * |
| ST. JOSEPH | 56,245 | 62,656 | 11.4 | 18,484 | 16,604 | 8,459 | 11,215 | 7,957 | 22,950 | 386,871 | 806,317 | 12,869 | 35,133 | 880 | 27,325 | 18,718 |
| Sturgis | 9,468 | 9,667 | 2.1 | * | * | * | * | * | 3,938 | 52,154 | [illegible] | 10,207 | 25,058 | * | * | * |
| Three Rivers | 7,015 | 6,932 | -1.2 | * | * | * | * | * | 2,763 | 34,139 | [illegible] | 9,018 | 22,624 | * | * | * |
| SANILAC | 40,906 | 41,933 | 2.8 | 12,370 | 11,070 | 4,948 | 7,296 | 6,164 | 15,940 | 277,278 | 552,082 | 13,166 | 34,634 | 1,559 | 40,886 | 56,647 |
| SCHOOLCRAFT | 8,515 | 8,635 | 1.4 | 2,461 | 2,159 | 1,010 | 1,563 | 1,442 | 3,051 | 57,986 | 118,330 | 13,704 | 38,788 | 52 | 234 | 702 |
| SHIAWASSEE | 71,150 | 71,339 | 0.3 | 21,972 | 19,761 | 9,987 | 12,770 | 6,920 | 28,066 | 513,852 | 999,122 | 14,005 | 35,599 | 1,160 | 19,956 | 18,470 |
| Owosso | 16,455 | 14,842 | -9.8 | * | * | * | * | * | 5,744 | 90,072 | 157,066 | 10,582 | 27,344 | * | * | * |
| TUSCOLA | 57,060 | 56,524 | -0.9 | 17,183 | 15,601 | 7,687 | 9,948 | 6,105 | 21,831 | 428,040 | 872,657 | 15,439 | 39,973 | 1,207 | 52,431 | 22,680 |
| VAN BUREN | 66,966 | 69,352 | 3.6 | 20,598 | 18,240 | 9,501 | 12,345 | 8,669 | 25,800 | 541,400 | 1,154,063 | 16,641 | 44,731 | 1,278 | 53,085 | 16,539 |
| South Haven | 5,943 | 5,296 | -10.9 | * | * | * | * | * | 2,133 | 39,447 | 72,165 | 13,627 | 33,837 | * | * | * |
| WASHTENAW | 265,117 | 285,934 | 7.9 | 63,191 | 105,224 | 50,610 | 45,463 | 21,731 | 114,373 | 2,573,229 | 4,690,357 | 16,404 | 41,009 | 1,222 | 19,808 | 27,889 |
| Ann Arbor | 107,966 | 112,388 | 4.1 | * | * | * | * | * | 42,367 | 768,409 | 1,668,138 | 14,843 | 39,374 | * | * | * |
| Ypsilanti | 24,031 | 21,780 | -9.4 | * | * | * | * | * | 7,978 | 126,339 | 238,797 | 10,964 | 29,930 | * | * | * |
| WAYNE | 2,327,776 | 2,098,169 | -9.9 | 562,315 | 589,591 | 293,746 | 383,969 | 266,470 | 772,854 | 19,373,915 | 33,300,809 | 15,871 | 43,088 | 334 | 16,317 | 481 |
| Detroit | 1,203,339 | 1,015,457 | -15.6 | * | * | * | * | * | 392,332 | 6,000,422 | 11,299,113 | 11,127 | 28,800 | * | * | * |
| WEXFORD | 25,188 | 29,769 | 18.2 | 8,722 | 7,710 | 3,721 | 5,388 | 4,197 | 10,541 | 169,167 | 391,298 | 13,145 | 37,120 | 178 | 719 | 2,437 |
| Cadillac | 10,199 | 10,513 | 3.1 | * | * | * | * | * | 4,113 | 58,008 | 115,485 | 10,985 | 28,075 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1987 Cash Receipts as follows: From Crops $1,364,666,000; from Livestock & Livestock Products $1,223,657,000; Total $2,588,323,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# MINNESOTA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION<br>1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSE-HOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | E&P 1990 estimate Income per household | FARM PRODUCTS (1987)<br>Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**................ | 4,082,550 | 4,400,191 | 7.8 | | | | | | 1,633,797 | 34,218,004 | 67,786,162 | 15,405 | 41,490 | 94,382 | 2,655,483 | 3,259,542 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Rochester, MN | 92,017 | 106,202 | 15.4 | 29,206 | 31,330 | 16,143 | 19,116 | 10,195 | 40,847 | 964,779 | 1,682,947 | 15,847 | 41,201 | 1,446 | 25,463 | 60,595 |
| St. Cloud, MN | 163,726 | 195,381 | 19.3 | 60,875 | 63,370 | 24,441 | 28,278 | 18,489 | 79,142 | 1,182,801 | 2,892,664 | 14,805 | 36,550 | 4,743 | 46,283 | 276,558 |
| Duluth, MN-WI | 266,755 | 240,424 | -9.9 | 63,272 | 68,520 | 32,177 | 41,232 | 35,503 | 85,393 | 2,007,601 | 3,308,215 | 13,760 | 38,741 | 1,233 | 4,409 | 15,972 |
| Minneapolis-St. Paul, MN-WI | 2,142,990 | 2,450,652 | 14.4 | 646,895 | 722,621 | 392,915 | 436,438 | 250,855 | 902,275 | 19,981,911 | 44,274,952 | 18,067 | 49,070 | 10,295 | 161,572 | 296,743 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| AITKIN | 13,459 | 13,968 | 3.8 | 3,757 | 3,199 | 1,578 | 2,598 | 2,836 | 5,174 | 66,784 | 146,901 | 10,517 | 28,393 | • | • | • |
| ANOKA | 197,069 | 252,486 | 28.1 | 79,786 | 74,231 | 41,155 | 43,933 | 13,634 | 105,591 | 1,635,443 | 3,939,819 | 15,604 | 37,312 | 579 | 11,978 | 8,921 |
| BECKER | 29,367 | 30,603 | 4.2 | 9,364 | 8,018 | 3,672 | 5,172 | 4,407 | 12,044 | 194,765 | 447,515 | 14,623 | 37,156 | 1,120 | 16,400 | 58,132 |
| BELTRAMI | 31,054 | 34,847 | 12.2 | 9,931 | 11,430 | 4,216 | 5,366 | 3,903 | 13,156 | 167,417 | 407,554 | 11,696 | 30,978 | 742 | 8,231 | 11,908 |
| Bemidji | 10,949 | 10,940 | -0.1 | • | • | • | • | • | 3,853 | 46,927 | 100,492 | 9,186 | 26,080 | • | • | • |
| BENTON | 25,275 | 30,570 | 21.0 | 9,996 | 8,804 | 4,219 | 4,341 | 3,240 | 11,973 | 187,398 | 451,787 | 14,779 | 37,735 | 954 | 6,976 | 58,143 |
| BIG STONE | 7,685 | 7,338 | -4.5 | 1,989 | 1,783 | 771 | 1,350 | 1,453 | 2,935 | 64,583 | 143,137 | 19,505 | 48,769 | 504 | 22,577 | 15,094 |
| BLUE EARTH | 52,362 | 53,604 | 2.4 | 13,723 | 18,922 | 6,701 | 7,987 | 6,325 | 18,653 | 368,370 | 697,607 | 13,014 | 37,399 | 1,280 | 61,408 | 49,633 |
| Mankato | 28,651 | 28,210 | -1.5 | • | • | • | • | • | 10,465 | 148,974 | 268,108 | 9,504 | 25,619 | • | • | • |
| BROWN | 28,565 | 28,488 | -0.3 | 7,920 | 8,034 | 3,276 | 4,814 | 4,416 | 10,327 | 191,847 | 377,783 | 13,261 | 36,582 | 1,317 | 43,250 | 62,100 |
| New Ulm | 13,755 | 14,160 | 2.9 | • | • | • | • | • | 5,185 | 69,224 | 142,380 | 10,055 | 27,444 | • | • | • |
| CARLTON | 29,904 | 31,473 | 5.2 | 9,190 | 8,183 | 3,966 | 5,854 | 4,280 | 12,270 | 185,323 | 390,208 | 12,398 | 31,802 | 649 | 1,573 | 8,916 |
| CARVER | 37,118 | 45,671 | 23.0 | 13,930 | 13,245 | 6,485 | 7,901 | 4,019 | 18,443 | 290,432 | 731,433 | 16,015 | 39,658 | 1,038 | 12,634 | 45,848 |
| CASS | 21,137 | 22,094 | 4.5 | 6,120 | 4,993 | 2,430 | 4,154 | 4,375 | 8,199 | 107,176 | 232,799 | 10,537 | 28,393 | 685 | 1,476 | 12,215 |
| CHIPPEWA | 14,892 | 14,263 | -4.2 | 4,136 | 3,452 | 1,683 | 2,525 | 2,467 | 5,486 | 127,541 | 264,451 | 18,541 | 48,205 | 820 | 52,391 | 16,728 |
| CHISAGO | 25,889 | 32,884 | 27.0 | 10,621 | 8,517 | 4,406 | 5,524 | 3,880 | 13,592 | 165,142 | 420,986 | 12,802 | 30,974 | 885 | 10,455 | 15,171 |
| CLAY | 49,302 | 49,348 | 0.1 | 12,436 | 18,209 | 5,823 | 7,649 | 5,231 | 18,277 | 400,339 | 819,445 | 16,605 | 44,835 | 1,017 | 80,863 | 23,002 |
| Moorhead | 29,998 | 29,911 | -0.3 | • | • | • | • | • | 10,412 | 192,447 | 391,818 | 13,100 | 37,632 | • | • | • |
| CLEARWATER | 8,755 | 8,991 | 2.7 | 2,769 | 2,221 | 944 | 1,547 | 1,493 | 3,651 | 39,916 | 89,322 | 9,934 | 24,466 | 699 | 5,979 | 18,633 |
| COOK | 4,145 | 4,608 | 11.2 | 1,124 | 1,134 | 691 | 912 | 746 | 1,589 | 28,567 | 64,239 | 13,941 | 40,419 | • | • | • |
| COTTONWOOD | 14,805 | 14,250 | -3.8 | 4,189 | 3,377 | 1,639 | 2,479 | 2,536 | 5,120 | 125,538 | 241,728 | 16,964 | 47,216 | 970 | 51,515 | 57,433 |
| CROW WING | 41,888 | 48,087 | 14.8 | 13,705 | 11,926 | 5,915 | 8,704 | 7,742 | 17,773 | 242,828 | 565,434 | 11,758 | 31,814 | 585 | 2,213 | 9,290 |
| Brainerd | 11,489 | 11,525 | 0.3 | • | • | • | • | • | 4,993 | 52,164 | 105,309 | 9,137 | 21,092 | • | • | • |
| DAKOTA | 195,232 | 256,814 | 31.5 | 79,356 | 73,706 | 42,374 | 44,429 | 16,950 | 103,602 | 1,831,821 | 4,674,663 | 18,203 | 45,121 | 986 | 33,231 | 31,218 |
| DODGE | 14,834 | 15,299 | 3.1 | 4,972 | 3,932 | 1,989 | 2,524 | 1,867 | 6,488 | 108,108 | 233,589 | 15,268 | 36,002 | 830 | 31,529 | 40,771 |
| DOUGLAS | 27,947 | 30,879 | 10.5 | 8,831 | 8,461 | 3,613 | 5,157 | 4,817 | 11,574 | 205,880 | 481,411 | 15,590 | 41,594 | 1,091 | 10,017 | 34,246 |
| FARIBAULT | 19,661 | 18,560 | -5.6 | 5,141 | 4,584 | 2,097 | 3,378 | 3,359 | 7,138 | 175,317 | 332,140 | 17,896 | 46,531 | 1,160 | 69,201 | 43,851 |
| FILLMORE | 21,914 | 21,526 | -1.8 | 6,156 | 5,231 | 2,475 | 3,853 | 3,832 | 8,235 | 127,976 | 258,068 | 11,989 | 31,338 | 1,695 | 30,751 | 79,740 |
| FREEBORN | 36,201 | 34,567 | -4.5 | 9,402 | 8,953 | 4,252 | 6,533 | 5,427 | 13,156 | 258,617 | 450,662 | 13,037 | 34,255 | 1,358 | 62,436 | 49,986 |
| Albert Lea | 19,200 | 18,717 | -2.5 | • | • | • | • | • | 7,795 | 104,128 | 186,310 | 9,954 | 23,900 | • | • | • |
| GOODHUE | 38,779 | 41,785 | 7.8 | 11,741 | 10,864 | 5,348 | 7,438 | 6,435 | 15,910 | 307,098 | 653,620 | 15,643 | 41,083 | 1,686 | 35,585 | 75,356 |
| Red Wing | 13,736 | 16,141 | 17.5 | • | • | • | • | • | 6,490 | 84,901 | 199,957 | 12,388 | 30,809 | • | • | • |
| GRANT | 7,158 | 6,573 | -8.2 | 1,775 | 1,512 | 710 | 1,209 | 1,361 | 2,528 | 56,214 | 64,537 | 9,819 | 25,529 | 555 | 29,816 | 13,140 |
| HENNEPIN | 942,033 | 1,028,656 | 9.2 | 234,534 | 308,597 | 172,814 | 189,273 | 122,410 | 411,462 | 9,591,008 | 20,482,801 | 19,912 | 49,781 | 352 | 18,477 | 15,965 |
| Minneapolis | 370,951 | 339,343 | -8.5 | • | • | • | • | • | 130,977 | 2,351,011 | 5,549,686 | 16,354 | 42,371 | • | • | • |

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# MINNESOTA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1990 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| HOUSTON | 19,696 | 19,464 | -1.2 | 5,742 | 5,158 | 2,452 | 3,367 | 2,744 | 7,145 | 118,836 | 244,321 | 12,553 | 34,193 | 1,073 | 10,397 | 56,845 |
| HUBBARD | 14,221 | 15,742 | 10.7 | 4,565 | 3,762 | 1,889 | 2,944 | 2,582 | 6,152 | 72,617 | 177,409 | 11,270 | 28,838 | 460 | 11,301 | 7,395 |
| ISANTI | 23,767 | 27,966 | 17.7 | 8,837 | 7,411 | 4,027 | 4,726 | 2,936 | 11,331 | 182,355 | 426,483 | 15,250 | 37,639 | 817 | 8,320 | 11,014 |
| ITASCA | 43,173 | 46,368 | 7.4 | 14,096 | 11,917 | 6,028 | 7,975 | 6,306 | 18,739 | 265,774 | 541,595 | 11,680 | 28,902 | 541 | 2,128 | 5,295 |
| JACKSON | 13,624 | 13,504 | -0.9 | 3,686 | 3,619 | 1,553 | 2,404 | 2,215 | 5,090 | 113,224 | 227,714 | 16,863 | 44,738 | 1,074 | 60,282 | 46,649 |
| KANABEC | 12,247 | 12,896 | 5.3 | 4,011 | 3,276 | 1,509 | 2,296 | 1,805 | 5,168 | 88,736 | 187,437 | 14,534 | 36,271 | 771 | 2,026 | 18,900 |
| KANDIYOHI | 36,951 | 39,665 | 7.3 | 11,225 | 11,344 | 5,037 | 6,545 | 5,553 | 14,759 | 326,439 | 412,558 | 10,401 | 27,953 | 1,219 | 40,820 | 114,282 |
| Wilmar | 15,895 | 17,312 | 8.9 | • | • | • | • | • | 6,623 | 111,225 | 256,601 | 14,822 | 38,744 | • | • | • |
| KITTSON | 6,634 | 6,244 | -5.9 | 1,723 | 1,486 | 743 | 1,136 | 1,161 | 2,200 | 48,962 | 109,590 | 17,552 | 49,825 | 576 | 44,977 | 4,663 |
| KOOCHICHING | 17,552 | 15,900 | -9.4 | 4,690 | 4,182 | 2,019 | 2,894 | 2,099 | 6,336 | 110,753 | 188,051 | 11,827 | 29,680 | 248 | 1,341 | 3,858 |
| International Falls | 5,611 | 4,250 | -24.3 | • | • | • | • | • | 1,785 | 30,832 | 43,321 | 10,193 | 24,276 | • | • | • |
| LAC QUI PARLE | 10,560 | 9,982 | -5.5 | 2,755 | 2,406 | 1,078 | 1,807 | 1,927 | 3,738 | 84,562 | 169,478 | 16,978 | 45,342 | 972 | 41,042 | 24,981 |
| LAKE | 13,053 | 12,557 | -3.8 | 3,566 | 3,240 | 1,620 | 2,524 | 1,607 | 4,738 | 99,397 | 148,704 | 11,843 | 31,383 | 47 | • | • |
| LAKE OF THE WOODS | 3,719 | 3,882 | 4.4 | 1,064 | 946 | 446 | 730 | 687 | 1,386 | 19,109 | 40,042 | 10,314 | 28,891 | 222 | 4,246 | 1,961 |
| LE SUEUR | 23,443 | 23,572 | 0.6 | 7,213 | 6,176 | 2,852 | 4,007 | 3,300 | 9,302 | 161,676 | 338,228 | 14,349 | 36,361 | 932 | 24,986 | 34,839 |
| LINCOLN | 8,183 | 7,509 | -8.2 | 2,170 | 1,795 | 751 | 1,344 | 1,449 | 2,886 | 55,089 | 119,630 | 15,933 | 41,447 | 748 | 17,543 | 30,280 |
| LYON | 25,222 | 26,843 | 6.4 | 7,704 | 8,187 | 3,114 | 4,214 | 3,677 | 9,925 | 208,246 | 449,289 | 16,738 | 45,267 | 1,036 | 40,881 | 52,500 |
| Marshall | 11,161 | 12,598 | 12.9 | • | • | • | • | • | 4,598 | 66,294 | 153,777 | 12,206 | 33,442 | • | • | • |
| MCLEOD | 29,692 | 33,408 | 12.5 | 9,889 | 8,653 | 4,410 | 5,780 | 4,644 | 13,009 | 233,244 | 500,448 | 14,980 | 38,469 | 1,303 | 27,991 | 40,160 |
| MAHNOMEN | 5,523 | 5,367 | -2.8 | 1,771 | 1,369 | 531 | 869 | 821 | 2,360 | 31,378 | 72,108 | 13,435 | 30,555 | 393 | 10,233 | 6,845 |
| MARSHALL | 12,951 | 11,869 | -8.4 | 3,774 | 2,932 | 1,353 | 2,041 | 1,780 | 4,874 | 83,857 | 157,485 | 13,269 | 32,309 | 1,299 | 63,767 | 7,724 |
| MARTIN | 24,679 | 25,924 | 5.0 | 7,129 | 6,585 | 3,215 | 4,588 | 4,381 | 9,391 | 235,709 | 453,799 | 17,505 | 48,324 | 1,269 | 71,016 | 63,922 |
| Fairmont | 11,506 | 12,670 | 10.1 | • | • | • | • | • | 5,391 | 83,292 | 169,834 | 13,405 | 31,500 | • | • | • |
| MEEKER | 20,580 | 21,305 | 3.5 | 6,477 | 5,284 | 2,557 | 3,600 | 3,387 | 8,425 | 140,955 | 316,182 | 14,841 | 37,529 | 1,153 | 28,395 | 56,733 |
| MILLE LACS | 18,464 | 20,196 | 9.4 | 6,160 | 5,150 | 2,302 | 3,413 | 3,151 | 7,858 | 125,047 | 271,625 | 13,450 | 34,568 | 833 | 3,359 | 25,211 |
| MORRISON | 29,381 | 31,369 | 6.8 | 10,540 | 8,156 | 3,357 | 5,050 | 4,266 | 13,398 | 179,023 | 414,730 | 13,221 | 30,954 | 1,911 | 9,554 | 103,685 |
| Little Falls | 7,250 | 7,307 | 0.8 | • | • | • | • | • | 2,939 | 36,059 | 78,588 | 10,756 | 26,735 | • | • | • |
| MOWER | 40,110 | 39,858 | -0.6 | 10,802 | 10,204 | 4,464 | 7,573 | 6,856 | 14,919 | 305,917 | 577,359 | 14,485 | 38,699 | 1,341 | 53,699 | 48,829 |
| Austin | 23,020 | 22,670 | -1.5 | • | • | • | • | • | 9,755 | 136,792 | 255,172 | 11,256 | 26,159 | • | • | • |
| MURRAY | 11,473 | 10,502 | -8.5 | 3,182 | 2,615 | 1,166 | 1,838 | 1,712 | 4,252 | 91,267 | 162,656 | 15,488 | 38,255 | 995 | 44240 | 42,992 |
| NICOLLET | 26,970 | 30,284 | 12.3 | 8,419 | 9,873 | 4,028 | 4,815 | 3,119 | 10,843 | 187,469 | 395,431 | 13,057 | 36,468 | 892 | 35,854 | 47,311 |
| North Mankato | 9,145 | 11,067 | 21.0 | • | • | • | • | • | 4,122 | 58,388 | 134,584 | 12,161 | 32,650 | • | • | • |
| NOBLES | 21,768 | 20,963 | -3.7 | 5,828 | 5,702 | 2,348 | 3,794 | 3,270 | 7,849 | 169,976 | 352,889 | 16,834 | 44,962 | 1,269 | 52,322 | 62,686 |
| Worthington | 10,243 | 10,521 | 2.7 | • | • | • | • | • | 4,173 | 66,257 | 133,317 | 12,671 | 31,946 | • | • | • |
| NORMAN | 9,354 | 8,556 | -8.5 | 2,498 | 1,925 | 898 | 1,549 | 1,694 | 3,204 | 65,150 | 134,848 | 15,760 | 42,085 | 718 | 49,169 | 8,618 |
| OLMSTED | 92,017 | 106,202 | 15.4 | 29,206 | 31,330 | 16,143 | 19,116 | 10,195 | 40,847 | 964,779 | 1,682,947 | 15,847 | 41,201 | 1,446 | 25,463 | 60,595 |
| Rochester | 57,890 | 66,288 | 14.5 | • | • | • | • | • | 25,511 | 478,628 | 1,093,478 | 16,496 | 42,863 | • | • | • |
| OTTER TAIL | 52,097 | 53,055 | 1.8 | 14,325 | 13,370 | 6.101 | 9,815 | 8,497 | 19,859 | 367,104 | 811,952 | 15,304 | 40,886 | 2,925 | 39,033 | 120,304 |
| Fergus Falls | 12,519 | 12,596 | 0.6 | • | • | • | • | • | 5,077 | 78,769 | 172,061 | 13,659 | 33,892 | • | • | • |
| PENNINGTON | 15,219 | 15,050 | -1.1 | 4,410 | 4,244 | 1,911 | 2,393 | 2,092 | 5,505 | 125,461 | 226,939 | 15,079 | 41,225 | 585 | 13,605 | 8,791 |
| PINE | 19,951 | 21,943 | 10.0 | 6,758 | 5,508 | 2,545 | 3,862 | 3,291 | 8,372 | 125,960 | 281,602 | 12,834 | 33,637 | 1,085 | 2,882 | 29,165 |
| PIPESTONE | 11,654 | 11,124 | -4.6 | 3,215 | 2,859 | 1,157 | 1,924 | 1,969 | 4,057 | 86,795 | 181,127 | 16,283 | 44,650 | 785 | 22,584 | 30,302 |
| POLK | 34,766 | 33,427 | -3.9 | 9,694 | 9,192 | 3,878 | 5,515 | 5,148 | 12,645 | 252,002 | 516,455 | 15,450 | 40,842 | 1,556 | 141,750 | 21,129 |
| Crookston | 8,628 | 8,894 | 3.1 | • | • | • | • | • | 3,425 | 47,796 | 106,288 | 11,951 | 31,033 | • | • | • |
| E. Grand Forks | 8,537 | 8,514 | -0.3 | • | • | • | • | • | 3,236 | 49,061 | 105,562 | 12,398 | 32,622 | • | • | • |
| POPE | 11,633 | 11,471 | -1.4 | 3,304 | 2,696 | 1,262 | 2,053 | 2,168 | 4,337 | 101,621 | 211,085 | 18,401 | 48,674 | 961 | 21,368 | 31,514 |
| RAMSEY | 459,844 | 484,713 | 5.4 | 118,270 | 147,353 | 73,192 | 84,825 | 61,074 | 186,428 | 4,232,911 | 8,574,875 | 17,691 | 45,996 | 61 | 4,596 | 1,087 |
| St. Paul | 270,230 | 268,712 | -0.6 | • | • | • | • | • | 99,842 | 1,699,058 | 4,196,012 | 15,623 | 42,047 | • | • | • |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| RED LAKE | 5,430 | 4,938 | -9.1 | 1,575 | 1,318 | 523 | 790 | 726 | 2,091 | 33,740 | 63,946 | 12,949 | 30,579 | 404 | 11,122 | 8,192 |
| REDWOOD | 19,310 | 18,874 | -2.3 | 5,492 | 4,718 | 2,133 | 3,209 | 3,322 | 7,167 | 162,441 | 290,972 | 15,417 | 40,600 | 1,435 | 72,716 | 62,892 |
| RENVILLE | 20,355 | 19,629 | -3.6 | 5,673 | 4,966 | 2,140 | 3,435 | 3,415 | 7,386 | 165,531 | 320,883 | 16,347 | 43,447 | 1,455 | 100,620 | 52,928 |
| RICE | 46,161 | 49,347 | 6.9 | 13,521 | 16,383 | 5,922 | 7,846 | 5,626 | 17,300 | 344,707 | 774,779 | 15,701 | 44,786 | 1,186 | 20,745 | 51,941 |
| Faribault | 16,241 | 16,221 | -0.1 | * | * | * | * | * | 6,149 | 92,468 | 193,183 | 11,910 | 31,418 | * | * | * |
| ROCK | 10,672 | 10,543 | -1.2 | 3,163 | 2,594 | 1,233 | 1,613 | 1,729 | 4,001 | 94,562 | 169,081 | 16,038 | 42,255 | 843 | 29,533 | 58,256 |
| ROSEAU | 12,579 | 14,186 | 12.8 | 4,455 | 3,646 | 1,674 | 2,383 | 2,043 | 5,483 | 87,672 | 216,496 | 15,261 | 39,482 | 1,124 | 28,107 | 22,317 |
| ST. LOUIS | 222,218 | 200,243 | -9.9 | 52,464 | 57,269 | 26,833 | 34,442 | 29,436 | 71,444 | 1,590,848 | 2,560,367 | 12,786 | 35,837 | 921 | 2,756 | 9,626 |
| Duluth | 92,811 | 74,492 | -19.7 | * | * | * | * | * | 29,518 | 521,290 | 731,699 | 9,822 | 24,789 | * | * | * |
| Hibbing | 21,193 | 20,978 | -1.0 | * | * | * | * | * | 8,100 | 121,373 | 210,109 | 10,015 | 25,939 | * | * | * |
| Virginia | 11,056 | 8,691 | -21.4 | * | * | * | * | * | 3,889 | 64,556 | 88,744 | 10,211 | 22,819 | * | * | * |
| SCOTT | 43,999 | 55,154 | 25.4 | 17,539 | 15,774 | 8,218 | 9,376 | 4,247 | 24,405 | 340,445 | 851,795 | 15,444 | 34,902 | 924 | 11,601 | 27,954 |
| SHERBURNE | 30,234 | 40,955 | 35.5 | 13,474 | 11,836 | 6,102 | 6,225 | 3,358 | 17,269 | 239,291 | 686,509 | 16,763 | 39,754 | 604 | 14,554 | 18,677 |
| SIBLEY | 15,438 | 14,724 | -4.6 | 4,373 | 3,696 | 1,605 | 2,680 | 2,356 | 5,983 | 98,164 | 213,137 | 14,476 | 35,622 | 1,252 | 41,677 | 61,333 |
| STEARNS | 108,217 | 123,856 | 14.5 | 37,404 | 42,730 | 14,120 | 17,711 | 11,890 | 49,900 | 756,112 | 1,754,368 | 14,165 | 35,158 | 3,185 | 24,753 | 199,738 |
| St. Cloud | 42,566 | 46,873 | 10.1 | * | * | * | * | * | 16,050 | 237,289 | 531,602 | 11,341 | 33,122 | * | * | * |
| STEELE | 30,353 | 30,589 | 0.8 | 8,993 | 8,504 | 4,068 | 5,169 | 3,885 | 11,378 | 247,506 | 469,304 | 15,342 | 41,247 | 951 | 32,121 | 34,015 |
| Owatonna | 18,632 | 18,983 | 1.9 | * | * | * | * | * | 7,154 | 107,557 | 207,238 | 10,917 | 28,970 | * | * | * |
| STEVENS | 11,316 | 10,673 | -5.7 | 2,903 | 3,458 | 1,153 | 1,654 | 1,505 | 4,105 | 89,587 | 185,218 | 17,354 | 45,120 | 619 | 28,914 | 41,372 |
| SWIFT | 12,875 | 11,779 | -8.5 | 3,522 | 2,921 | 1,260 | 1,991 | 2,085 | 4,484 | 96,247 | 214,437 | 18,205 | 47,824 | 884 | 42,244 | 26,606 |
| TODD | 25,032 | 25,526 | 2.0 | 8,296 | 6,458 | 2,782 | 4,212 | 3,778 | 10,506 | 149,171 | 340,812 | 13,351 | 32,440 | 1,946 | 12,298 | 83,998 |
| TRAVERSE | 5,500 | 4,953 | -9.9 | 1,323 | 1,194 | 471 | 966 | 1,006 | 1,905 | 48,198 | 51,149 | 10,326 | 26,850 | 457 | 32,826 | 12,012 |
| WABASHA | 19,343 | 20,030 | 3.5 | 5,949 | 5,188 | 2,544 | 3,325 | 3,004 | 7,628 | 136,798 | 265,449 | 13,253 | 34,800 | 1,034 | 15,801 | 56,103 |
| WADENA | 14,165 | 14,173 | 0.1 | 4,337 | 3,643 | 1,502 | 2,409 | 2,282 | 5,595 | 90,748 | 179,851 | 12,690 | 32,146 | 689 | 3,056 | 24,409 |
| WASECA | 18,501 | 19,066 | 3.2 | 5,821 | 5,287 | 2,405 | 3,016 | 2,557 | 7,083 | 130,941 | 273,694 | 14,340 | 38,641 | 803 | 33,646 | 24,196 |
| WASHINGTON | 114,188 | 146,438 | 28.2 | 44,664 | 41,149 | 23,577 | 27,091 | 9,811 | 61,806 | 988,457 | 2,498,764 | 17,064 | 40,429 | 736 | 16,408 | 10,196 |
| Stillwater | 12,290 | 14,494 | 17.9 | * | * | * | * | * | 5,207 | 82,596 | 195,808 | 13,509 | 37,601 | * | * | * |
| WATONWAN | 12,381 | 11,942 | -3.5 | 3,368 | 2,926 | 1,349 | 2,269 | 2,054 | 4,241 | 110,890 | 192,743 | 16,140 | 45,452 | 748 | 40,974 | 29,452 |
| WILKIN | 8,377 | 7,805 | -6.8 | 2,240 | 2,146 | 835 | 1,397 | 1,186 | 3,006 | 65,055 | 80,882 | 10,363 | 26,907 | 505 | 55,799 | 5,214 |
| Breckenridge | 3,909 | 3,718 | -4.9 | * | * | * | * | * | 1,445 | 20,010 | 45,421 | 12,216 | 31,428 | * | * | * |
| WINONA | 46,164 | 47,958 | 3.9 | 12,613 | 15,922 | 5,755 | 7,433 | 6,235 | 17,209 | 323,147 | 705,864 | 14,718 | 41,018 | 1,174 | 14,619 | 7,278 |
| Winona | 25,075 | 24,747 | -1.3 | * | * | * | * | * | 9,266 | 128,420 | 263,234 | 10,637 | 28,349 | * | * | * |
| WRIGHT | 59,531 | 71,086 | 19.4 | 24,382 | 18,980 | 9,739 | 11,018 | 6,966 | 30,509 | 386,252 | 941,292 | 13,242 | 30,853 | 1,841 | 19,844 | 54,157 |
| YELLOW MEDICINE | 13,610 | 12,998 | -4.5 | 3,600 | 3,457 | 1,326 | 2,301 | 2,301 | 4,935 | 108,646 | 202,310 | 15,565 | 40,998 | 1,027 | 49,941 | 27,603 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1987 Cash Receipts as follows: From Crops $2,655,483,000; from Livestock & Livestock Products $3,259,542,000; Total $5,915,025,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSISSIPPI POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 80 vs 90 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| STATE TOTALS.................. | 2,522,606 | 2,686,448 | 6.5 | | | | | | 914,189 | 14,759,003 | 27,542,474 | 10,252 | 30,128 | 42,415 | 1,102,099 | 766,221 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Biloxi-Gulfport, MS | 182,569 | 203,546 | 11.5 | 60,489 | 60,714 | 25,712 | 35,184 | 21,109 | 64,659 | 1,161,811 | 2,519,469 | 12,378 | 38,965 | 446 | 1,064 | 2,305 |
| Jackson, MS | 363,366 | 400,426 | 10.2 | 118,912 | 117,272 | 57,616 | 67,491 | 39,295 | 133,833 | 2,797,366 | 5,298,020 | 13,231 | 39,587 | 1,852 | 31,400 | 57,644 |
| Pascagoula, MS | 117,832 | 127,076 | 7.8 | 40,664 | 36,089 | 17,282 | 22,747 | 10,166 | 45,520 | 719,690 | 1,327,895 | 10,450 | 29,172 | 206 | 481 | 2,084 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 38,017 | 38,759 | 2.0 | 11,667 | 10,775 | 4,651 | 6,938 | 4,767 | 13,310 | 229,030 | 384,850 | 9,929 | 28,914 | 159 | 7,281 | 1,055 |
| Natchez | 22,015 | 23,420 | 6.4 | • | • | • | • | • | 8,562 | 91,754 | 163,896 | 6,998 | 19,142 | • | • | • |
| ALCORN | 33,191 | 32,849 | -1.0 | 9,198 | 8,475 | 4,566 | 6,208 | 4,369 | 10,815 | 207,767 | 400,102 | 12,180 | 36,995 | 434 | 3,316 | 2,455 |
| Corinth | 13,839 | 14,973 | 8.2 | • | • | • | • | • | 6,262 | 79,185 | 167,658 | 11,198 | 26,772 | • | • | • |
| AMITE | 13,394 | 12,425 | -7.2 | 4,150 | 3,243 | 1,267 | 2,000 | 1,777 | 4,378 | 60,460 | 99,606 | 8,017 | 22,750 | 528 | 684 | 12,698 |
| ATTALA | 19,829 | 19,132 | -3.5 | 5,740 | 4,879 | 2,047 | 3,386 | 3,099 | 6,901 | 95,895 | 178,103 | 9,309 | 25,808 | 427 | 6,643 | 2,725 |
| BENTON | 8,160 | 8,477 | 3.9 | 2,865 | 2,289 | 831 | 1,356 | 1,136 | 3,191 | 33,714 | 68,424 | 8,072 | 21,446 | 232 | 6,892 | 1,115 |
| BOLIVAR | 45,816 | 41,387 | -9.7 | 15,148 | 12,292 | 4,263 | 5,091 | 4,635 | 15,108 | 212,765 | 383,529 | 9,267 | 25,386 | 478 | 71,986 | 7,377 |
| Cleveland | 14,524 | 14,823 | 2.1 | • | • | • | • | • | 4,734 | 65,538 | 135,980 | 9,174 | 28,724 | • | • | • |
| CALHOUN | 15,670 | 15,561 | -0.7 | 4,575 | 4,124 | 1,852 | 2,630 | 2,365 | 5,237 | 74,776 | 155,641 | 10,002 | 29,719 | 419 | 12,788 | 3,042 |
| CARROLL | 9,753 | 9,086 | -6.8 | 2,853 | 2,408 | 981 | 1,508 | 1,317 | 3,173 | 41,606 | 74,068 | 8,152 | 23,346 | 431 | 8,595 | 7,254 |
| CHICKASAW | 17,826 | 18,969 | 6.4 | 6,222 | 5,008 | 2,276 | 3,035 | 2,428 | 6,922 | 90,414 | 188,989 | 9,963 | 27,302 | 447 | 6,664 | 8,826 |
| CHOCTAW | 8,968 | 9,145 | 2.0 | 3,000 | 2,369 | 1,024 | 1,481 | 1,280 | 3,236 | 40,238 | 76,272 | 8,340 | 23,567 | 228 | 612 | 3,038 |
| CLAIBORNE | 12,220 | 12,735 | 4.2 | 3,999 | 4,432 | 1,223 | 1,643 | 1,465 | 4,124 | 75,247 | 124,085 | 9,744 | 30,087 | 219 | 1,637 | 4,378 |
| CLARKE | 16,967 | 17,293 | 1.9 | 5,482 | 4,462 | 2,041 | 2,940 | 2,369 | 5,950 | 69,932 | 127,563 | 7,377 | 21,441 | 352 | 359 | 2,426 |
| CLAY | 21,093 | 21,739 | 3.1 | 7,261 | 6,043 | 2,565 | 3,304 | 2,543 | 7,853 | 118,289 | 225,534 | 10,375 | 28,720 | 393 | 4,679 | 7,883 |
| West Point | 8,811 | 8,732 | -0.9 | • | • | • | • | • | 3,345 | 40,031 | 73,015 | 8,361 | 21,828 | • | • | • |
| COAHOMA | 36,761 | 33,070 | -10.0 | 12,500 | 8,929 | 3,142 | 4,597 | 3,935 | 12,113 | 171,707 | 273,814 | 8,280 | 22,604 | 237 | 58,615 | 156 |
| Clarksdale | 21,137 | 19,602 | -7.3 | • | • | • | • | • | 6,970 | 72,878 | 121,135 | 6,180 | 17,380 | • | • | • |
| COPIAH | 26,494 | 26,391 | -0.4 | 8,392 | 7,548 | 2,771 | 4,117 | 3,563 | 8,947 | 128,744 | 253,179 | 9,593 | 28,298 | 555 | 2,314 | 23,658 |
| COVINGTON | 16,000 | 16,424 | 2.6 | 5,403 | 4,352 | 1,807 | 2,710 | 2,151 | 5,870 | 84,632 | 152,933 | 9,312 | 26,054 | 462 | 1,791 | 15,600 |
| DE SOTO | 54,164 | 71,066 | 31.2 | 22,457 | 19,543 | 10,305 | 13,218 | 5,543 | 27,061 | 441,812 | 1,044,337 | 14,695 | 38,593 | 503 | 15,919 | 4,759 |
| FORREST | 66,088 | 67,217 | 1.7 | 18,149 | 22,115 | 8,335 | 10,620 | 8,066 | 19,535 | 429,200 | 784,739 | 11,675 | 40,172 | 279 | 2,756 | 5,425 |
| Hattiesburg | 40,829 | 40,636 | -0.5 | • | • | • | • | • | 13,300 | 205,616 | 358,544 | 8,823 | 26,958 | • | • | • |
| FRANKLIN | 8,213 | 9,705 | 18.2 | 2,941 | 2,494 | 1,048 | 1,679 | 1,543 | 3,342 | 39,654 | 95,025 | 9,791 | 28,434 | 171 | 1,019 | 1,531 |
| GEORGE | 15,347 | 16,922 | 10.3 | 5,720 | 4,417 | 2,048 | 2,894 | 1,828 | 6,257 | 90,695 | 188,576 | 11,144 | 30,136 | 340 | 3,078 | 2,316 |
| GREENE | 9,832 | 9,748 | -0.9 | 3,373 | 2,534 | 1,131 | 1,579 | 1,141 | 3,719 | 42,249 | 80,140 | 8,221 | 21,551 | 309 | 492 | 7,216 |
| GRENADA | 21,026 | 20,775 | -1.2 | 6,503 | 5,609 | 2,514 | 3,490 | 2,680 | 7,137 | 106,008 | 203,885 | 9,814 | 28,566 | 233 | 5,117 | 6,943 |
| Grenada | 12,641 | 13,522 | 7.0 | • | • | • | • | • | 4,894 | 53,618 | 113,896 | 8,423 | 23,271 | • | • | • |
| HANCOCK | 24,752 | 34,160 | 38.0 | 10,350 | 8,882 | 4,031 | 6,388 | 4,509 | 11,656 | 150,453 | 370,935 | 10,859 | 31,823 | 208 | 268 | 1,508 |
| HARRISON | 157,817 | 169,387 | 7.3 | 50,138 | 51,832 | 21,681 | 28,796 | 16,600 | 53,003 | 1,011,358 | 2,148,534 | 12,684 | 40,536 | 238 | 796 | 797 |
| Biloxi | 49,311 | 48,140 | -2.4 | • | • | • | • | • | 16,243 | 235,682 | 443,141 | 9,205 | 27,283 | • | • | • |
| Gulfport | 39,676 | 37,879 | -4.5 | • | • | • | • | • | 14,518 | 215,273 | 395,838 | 10,450 | 27,266 | • | • | • |
| HINDS | 251,484 | 253,410 | 0.8 | 72,729 | 76,530 | 36,238 | 42,066 | 26,101 | 82,315 | 2,059,782 | 3,651,837 | 14,411 | 44,364 | 799 | 9,121 | 23,675 |
| Jackson | 202,895 | 209,342 | 3.2 | • | • | • | • | • | 71,000 | 1,268,948 | 2,603,905 | 12,438 | 36,675 | • | • | • |
| HOLMES | 22,917 | 22,648 | -1.2 | 8,470 | 6,409 | 1,902 | 2,944 | 2,944 | 8,480 | 74,342 | 138,863 | 6,131 | 16,374 | 420 | 36,803 | 2,981 |
| HUMPHREYS | 13,880 | 13,539 | -2.5 | 5,172 | 3,777 | 1,178 | 1,828 | 1,584 | 5,357 | 58,528 | 120,477 | 8,899 | 22,491 | 325 | 33,673 | 52,732 |
| ISSAQUENA | 2,526 | 2,224 | -12.0 | 747 | 672 | 234 | 325 | 249 | 720 | 13,538 | 25,174 | 11,320 | 34,944 | 107 | 19,732 | 1,688 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| ITAWAMBA | 20,633 | 21,312 | 3.3 | 5,712 | 5,669 | 2,685 | 4,177 | 3,069 | 7,071 | 115,466 | 229,837 | 10,784 | 32,506 | 452 | 2,753 | 10,238 |
| JACKSON | 117,832 | 127,076 | 7.8 | 40,664 | 36,089 | 17,282 | 22,747 | 10,166 | 45,520 | 719,690 | 1,327,895 | 10,450 | 29,172 | 206 | 481 | 2,084 |
| Moss Point | 18,998 | 16,251 | -14.5 | * | * | * | * | * | 4,909 | 80,891 | 115,985 | 7,137 | 23,626 | * | * | * |
| Pascagoula | 29,318 | 29,363 | 0.2 | * | * | * | * | * | 10,205 | 159,985 | 268,589 | 9,147 | 26,319 | * | * | * |
| JASPER | 17,243 | 16,820 | -2.5 | 5,618 | 4,390 | 1,850 | 2,758 | 2,187 | 6,214 | 78,810 | 136,390 | 8,109 | 21,950 | 423 | 552 | 8,776 |
| JEFFERSON | 9,154 | 8,653 | -5.5 | 3,089 | 2,492 | 883 | 1,177 | 1,012 | 3,499 | 31,703 | 43,662 | 5,046 | 12,477 | 234 | 2,573 | 1,538 |
| JEFFERSON DAVIS | 13,839 | 14,746 | 6.6 | 5,028 | 3,908 | 1,622 | 2,256 | 1,917 | 5,502 | 64,972 | 127,096 | 8,619 | 23,099 | 408 | 1,308 | 6,013 |
| JONES | 61,910 | 63,215 | 2.1 | 17,890 | 17,005 | 8,092 | 11,568 | 8,597 | 20,558 | 389,988 | 706,503 | 11,176 | 34,366 | 800 | 1,065 | 57,549 |
| Laurel | 21,897 | 20,019 | -8.6 | * | * | * | * | * | 7,912 | 112,803 | 180,228 | 9,003 | 22,781 | * | * | * |
| KEMPER | 10,121 | 9,977 | -1.4 | 3,332 | 2,664 | 1,058 | 1,506 | 1,417 | 3,852 | 39,631 | 81,147 | 8,134 | 21,066 | 430 | 1,021 | 3,271 |
| LAFAYETTE | 31,069 | 31,511 | 1.4 | 7,468 | 11,722 | 3,939 | 4,758 | 3,624 | 8,552 | 171,995 | 361,811 | 11,482 | 42,306 | 447 | 4,019 | 2,942 |
| Oxford | 9,882 | 10,600 | 7.3 | * | * | * | * | * | 4,268 | 54,948 | 122,232 | 11,532 | 28,642 | * | * | * |
| LAMAR | 24,061 | 29,594 | 23.0 | 9,204 | 8,523 | 4,054 | 5,120 | 2,752 | 10,364 | 147,846 | 295,582 | 9,988 | 28,521 | 336 | 2,168 | 10,874 |
| LAUDERDALE | 77,364 | 78,198 | 1.1 | 22,834 | 21,817 | 9,931 | 13,606 | 10,087 | 24,148 | 494,368 | 979,524 | 12,526 | 40,563 | 449 | 1,757 | 2,890 |
| Meridian | 46,577 | 45,235 | -2.9 | * | * | * | * | * | 16,756 | 222,428 | 417,209 | 9,223 | 24,900 | * | * | * |
| LAWRENCE | 12,560 | 13,336 | 6.2 | 4,401 | 3,561 | 1,427 | 2,280 | 1,654 | 4,810 | 70,707 | 150,472 | 11,283 | 31,285 | 303 | 1,132 | 3,852 |
| LEAKE | 18,795 | 19,910 | 5.9 | 6,112 | 5,077 | 2,230 | 3,484 | 3,006 | 7,056 | 86,177 | 182,169 | 9,149 | 25,819 | 659 | 2,049 | 48,187 |
| LEE | 57,215 | 63,085 | 10.3 | 18,358 | 16,970 | 8,643 | 11,797 | 7,318 | 20,690 | 383,288 | 789,609 | 12,517 | 38,165 | 567 | 6,894 | 9,115 |
| Tupelo | 23,905 | 25,536 | 6.8 | * | * | * | * | * | 9,905 | 142,671 | 284,657 | 11,147 | 28,738 | * | * | * |
| LEFLORE | 41,460 | 39,145 | -5.6 | 13,583 | 11,391 | 3,993 | 5,402 | 4,815 | 13,551 | 215,500 | 380,384 | 9,717 | 28,070 | 281 | 57,084 | 13,776 |
| Greenwood | 20,115 | 17,406 | -13.5 | * | * | * | * | * | 6,833 | 82,258 | 130,717 | 7,510 | 19,129 | * | * | * |
| LINCOLN | 30,280 | 31,554 | 4.2 | 9,876 | 8,204 | 3,850 | 5,333 | 4,260 | 11,302 | 163,601 | 300,526 | 9,524 | 26,590 | 548 | 1,115 | 12,189 |
| Brookhaven | 10,800 | 10,661 | -1.3 | * | * | * | * | * | 4,086 | 47,734 | 82,622 | 7,750 | 20,219 | * | * | * |
| LOWNDES | 57,233 | 61,641 | 7.7 | 18,985 | 18,800 | 8,198 | 9,924 | 5,856 | 20,721 | 341,800 | 670,850 | 10,883 | 32,375 | 371 | 6,836 | 2,954 |
| Columbus | 27,383 | 28,349 | 3.5 | * | * | * | * | * | 9,859 | 111,932 | 208,828 | 7,366 | 21,183 | * | * | * |
| MADISON | 41,808 | 53,664 | 28.4 | 18,085 | 15,723 | 6,815 | 7,781 | 5,259 | 19,375 | 196,807 | 422,317 | 7,870 | 21,797 | 502 | 17,429 | 5,871 |
| MARION | 25,724 | 26,405 | 2.6 | 8,661 | 6,918 | 2,905 | 4,410 | 3,512 | 9,436 | 136,858 | 251,639 | 9,530 | 26,668 | 574 | 731 | 9,180 |
| MARSHALL | 29,341 | 33,783 | 15.1 | 11,554 | 9,797 | 3,615 | 5,236 | 3,547 | 13,258 | 115,912 | 236,952 | 7,014 | 17,872 | 554 | 12,154 | 6,166 |
| MONROE | 36,395 | 37,274 | 2.4 | 11,555 | 9,803 | 4,547 | 6,448 | 4,920 | 13,112 | 198,831 | 400,485 | 10,744 | 30,544 | 542 | 10,295 | 5,800 |
| MONTGOMERY | 13,381 | 11,717 | -12.4 | 3,679 | 2,965 | 1,195 | 1,992 | 1,898 | 3,951 | 63,943 | 120,919 | 10,320 | 30,606 | 307 | 5,270 | 2,931 |
| NESHOBA | 23,785 | 24,835 | 4.4 | 7,848 | 6,283 | 2,980 | 4,321 | 3,378 | 8,577 | 131,042 | 260,507 | 10,490 | 30,372 | 721 | 468 | 25,940 |
| NEWTON | 19,909 | 20,125 | 1.1 | 5,675 | 5,313 | 2,234 | 3,763 | 3,160 | 6,508 | 107,656 | 206,960 | 10,284 | 31,803 | 599 | 1,632 | 33,139 |
| NOXUBEE | 13,166 | 12,428 | -5.6 | 4,524 | 3,418 | 1,181 | 1,765 | 1,529 | 4,890 | 55,065 | 100,490 | 8,086 | 20,548 | 449 | 11,745 | 10,289 |
| OKTIBBEHA | 36,060 | 39,592 | 9.8 | 10,056 | 16,550 | 4,553 | 5,187 | 3,247 | 11,933 | 211,286 | 438,174 | 11,067 | 36,719 | 355 | 1,778 | 6,708 |
| Starkville | 15,169 | 17,186 | 13.3 | * | * | * | * | * | 6,466 | 81,313 | 174,349 | 10,145 | 26,965 | * | * | * |
| PANOLA | 28,202 | 29,346 | 4.1 | 10,154 | 7,894 | 3,081 | 4,402 | 3,815 | 10,728 | 115,620 | 219,847 | 7,491 | 20,492 | 643 | 19,998 | 4,196 |
| PEARL RIVER | 33,966 | 39,131 | 15.2 | 12,287 | 10,448 | 4,813 | 7,278 | 4,304 | 13,953 | 202,002 | 422,074 | 10,786 | 30,250 | 584 | 2,897 | 10,903 |
| Picayune | 10,361 | 10,203 | -1.5 | * | * | * | * | * | 3,604 | 46,069 | 80,602 | 7,900 | 22,364 | * | * | * |
| PERRY | 9,860 | 11,057 | 12.1 | 3,726 | 2,985 | 1,283 | 1,869 | 1,194 | 3,858 | 48,038 | 90,708 | 8,204 | 23,511 | 218 | 1,007 | 7,551 |
| PIKE | 36,203 | 36,674 | 1.3 | 11,919 | 9,645 | 4,144 | 5,978 | 4,988 | 12,744 | 189,797 | 359,218 | 9,795 | 28,187 | 483 | 1,056 | 14,190 |
| McComb | 12,331 | 12,305 | -0.2 | * | * | * | * | * | 5,047 | 54,746 | 101,947 | 8,285 | 20,200 | * | * | * |
| PONTOTOC | 20,962 | 23,609 | 12.6 | 6,917 | 6,091 | 2,951 | 4,250 | 3,423 | 7,933 | 111,908 | 258,230 | 10,938 | 32,550 | 604 | 7,619 | 4,665 |
| PRENTISS | 24,067 | 25,423 | 5.6 | 7,220 | 6,839 | 3,203 | 4,627 | 3,534 | 8,571 | 129,819 | 268,595 | 10,565 | 31,337 | 405 | 4,587 | 4,203 |
| QUITMAN | 12,556 | 10,665 | -15.1 | 4,031 | 2,805 | 1,013 | 1,450 | 1,376 | 4,131 | 53,505 | 86,347 | 8,096 | 20,902 | 256 | 32,669 | 616 |
| RANKIN | 70,074 | 93,352 | 33.2 | 28,099 | 25,018 | 14,563 | 17,644 | 7,935 | 32,143 | 540,777 | 1,223,867 | 13,110 | 38,075 | 551 | 4,850 | 28,098 |
| SCOTT | 24,558 | 26,767 | 9.0 | 8,565 | 7,173 | 3,158 | 4,604 | 3,292 | 9,930 | 129,245 | 313,524 | 11,713 | 31,573 | 688 | 1,839 | 102,023 |
| SHARKEY | 7,906 | 7,521 | -4.9 | 2,843 | 2,121 | 752 | 985 | 820 | 3,111 | 31,786 | 52,042 | 6,919 | 16,729 | 127 | 37,577 | 4,357 |
| SIMPSON | 23,474 | 24,717 | 5.3 | 7,959 | 6,377 | 2,966 | 4,251 | 3,188 | 8,525 | 124,660 | 242,717 | 9,820 | 28,470 | 576 | 978 | 53,911 |
| SMITH | 15,047 | 16,696 | 11.0 | 5,142 | 4,341 | 2,003 | 2,972 | 2,221 | 5,978 | 81,366 | 199,769 | 11,965 | 33,415 | 662 | 891 | 53,380 |
| STONE | 9,746 | 10,069 | 3.3 | 2,910 | 3,071 | 1,188 | 1,692 | 1,208 | 3,323 | 55,029 | 91,752 | 9,112 | 27,611 | 221 | 757 | 3,364 |
| SUNFLOWER | 34,770 | 36,146 | 4.0 | 12,976 | 10,988 | 3,651 | 4,554 | 4,012 | 13,294 | 152,833 | 310,178 | 8,581 | 23,332 | 442 | 58,859 | 27,941 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSISSIPPI POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| TALLAHATCHIE | 17,087 | 15,137 | -11.4 | 5,555 | 4,087 | 1,438 | 2,134 | 1,937 | 5,833 | 70,144 | 132,047 | 8,724 | 22,638 | 404 | 49,584 | 3,587 |
| TATE | 20,039 | 21,653 | 8.1 | 6,799 | 6,561 | 2,404 | 3,400 | 2,490 | 7,643 | 93,186 | 192,984 | 8,912 | 25,248 | 560 | 10,412 | 10,186 |
| TIPPAH | 18,700 | 20,222 | 8.1 | 5,905 | 5,379 | 2,427 | 3,559 | 2,993 | 7,025 | 92,428 | 198,402 | 9,811 | 28,243 | 532 | 4,136 | 3,808 |
| TISHOMINGO | 18,564 | 16,144 | -13.0 | 4,198 | 4,149 | 2,228 | 3,245 | 2,341 | 5,248 | 108,466 | 200,868 | 12,442 | 38,274 | 298 | 1,073 | 1,600 |
| TUNICA | 9,611 | 8,389 | -12.7 | 3,339 | 2,349 | 730 | 1,015 | 956 | 3,350 | 32,978 | 52,468 | 6,255 | 15,662 | 162 | 42,764 | 3,801 |
| UNION | 21,749 | 23,517 | 8.1 | 6,749 | 5,926 | 3,057 | 4,257 | 3,528 | 7,799 | 125,457 | 262,529 | 11,163 | 33,662 | 579 | 5,939 | 4,163 |
| WALTHALL | 13,749 | 13,169 | -4.2 | 4,596 | 3,305 | 1,370 | 2,107 | 1,778 | 5,129 | 66,924 | 107,352 | 8,152 | 20,932 | 611 | 1,477 | 14,732 |
| WARREN | 51,751 | 52,336 | 1.1 | 16,800 | 14,078 | 6,908 | 8,426 | 6,123 | 17,789 | 349,076 | 619,383 | 11,835 | 34,818 | 222 | 11,116 | 1,558 |
| Vicksburg | 25,434 | 23,545 | -7.4 | * | * | * | * | * | 8,973 | 127,025 | 202,027 | 8,580 | 22,516 | * | * | * |
| WASHINGTON | 72,164 | 70,076 | -2.9 | 25,648 | 18,780 | 7,849 | 10,161 | 7,638 | 26,303 | 395,725 | 650,267 | 9,279 | 24,722 | 394 | 69,307 | 23,506 |
| Greenville | 40,613 | 40,086 | -1.3 | * | * | * | * | * | 14,022 | 148,967 | 254,715 | 6,354 | 18,166 | * | * | * |
| WAYNE | 19,179 | 20,137 | 5.0 | 6,786 | 5,598 | 2,376 | 3,222 | 2,175 | 7,586 | 94,774 | 197,138 | 9,790 | 25,988 | 470 | 631 | 20,130 |
| WEBSTER | 10,280 | 10,538 | 2.5 | 2,993 | 2,677 | 1,149 | 1,550 | 1,781 | 3,465 | 57,289 | 117,510 | 11,151 | 33,918 | 300 | 6,646 | 1,897 |
| WILKINSON | 9,973 | 10,015 | 0.4 | 3,075 | 2,814 | 1,062 | 1,552 | 1,512 | 3,770 | 40,684 | 81,493 | 8,137 | 21,614 | 216 | 647 | 3,591 |
| WINSTON | 19,417 | 19,317 | -0.5 | 6,104 | 4,887 | 2,241 | 3,303 | 2,801 | 7,010 | 102,909 | 200,596 | 10,384 | 28,617 | 548 | 1,294 | 5,869 |
| YALOBUSHA | 13,142 | 13,355 | 1.6 | 4,047 | 3,512 | 1,495 | 2,110 | 2,190 | 4,566 | 58,331 | 117,223 | 8,777 | 25,675 | 299 | 6,053 | 1,874 |
| YAZOO | 27,267 | 26,443 | -3.0 | 9,281 | 6,928 | 2,671 | 4,046 | 3,490 | 9,574 | 118,470 | 206,189 | 7,798 | 21,537 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1987 Cash Receipts as follows: From Crops $1,102,099,000; from Livestock & Livestock Products $766,221,000; Total $1,868,320,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# MISSOURI POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 4,923,641 | 5,284,059 | 7.3 | | | | | | 1,974,604 | 39,090,005 | 81,270,899 | 15,380 | 41,158 | 112,447 | 1,523,053 | 2,007,743 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Columbia, MO | 100,864 | 110,166 | 9.2 | 23,576 | 45,278 | 16,966 | 15,533 | 8,923 | 44,066 | 900,057 | 1,412,318 | 12,820 | 32,050 | 1,344 | 11,949 | 16,831 |
| Joplin, MO | 127,873 | 142,099 | 11.1 | 37,571 | 37,550 | 18,416 | 27,034 | 21,528 | 52,598 | 895,886 | 2,211,193 | 15,561 | 42,039 | 3,186 | 18,910 | 92,463 |
| Springfield, MO | 208,408 | 239,977 | 15.1 | 60,524 | 72,154 | 34,438 | 43,434 | 29,428 | 99,266 | 1,679,593 | 4,387,597 | 18,283 | 44,200 | 3,620 | 5,353 | 61,123 |
| St. Joseph | 87,763 | 88,008 | 0.3 | 23,674 | 23,762 | 11,089 | 15,929 | 13,641 | 31,969 | 564,972 | 1,244,831 | 14,145 | 38,939 | 848 | 17,248 | 8,908 |
| St. Louis, MO-IL | 2,376,748 | 2,574,638 | 8.3 | 690,080 | 706,953 | 358,990 | 495,648 | 323,468 | 1,007,101 | 20,383,460 | 42,773,180 | 16,613 | 42,472 | 8,708 | 202,009 | 174,311 |
| Kansas City, MO-KS | 1,435,071 | 1,586,328 | 10.5 | 422,499 | 433,058 | 239,267 | 307,286 | 183,600 | 610,546 | 12,453,253 | 26,677,465 | 16,817 | 43,694 | 9,834 | 151,697 | 149,257 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAIR | 24,944 | 24,738 | -0.8 | 5,566 | 9,598 | 3,043 | 3,439 | 3,066 | 10,307 | 202,531 | 434,558 | 17,568 | 42,161 | 879 | 7,192 | 13,774 |
| Kirksville | 17,167 | 16,880 | -1.7 | * | * | * | * | * | 5,800 | 105,837 | 224,124 | 13,278 | 38,641 | * | * | * |

| METRO AREAS COUNTIES Cities | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| ANDREW | 13,999 | 16,228 | 15.9 | 4,722 | 4,008 | 2,093 | 3,018 | 2,386 | 6,470 | 87,234 | 236,353 | 14,564 | 36,532 | 916 | 18,985 | 16,286 |
| ATCHISON | 8,555 | 7,937 | -7.2 | 1,984 | 1,992 | 992 | 1,453 | 1.508 | 3,307 | 78,999 | 87,765 | 11,057 | 26,539 | 622 | 37,412 | 11,779 |
| AUDRAIN | 26,517 | 26,095 | -1.6 | 7,411 | 6,524 | 3,184 | 4,697 | 4,280 | 10,036 | 238,824 | 483,619 | 18,533 | 48,188 | 1,119 | 35,665 | 31,281 |
| Mexico | 12,276 | 12,077 | -1.6 | * | * | * | * | * | 4,879 | 85,579 | 172,930 | 14,319 | 35,447 | * | * | * |
| BARRY | 24,514 | 29,257 | 19.3 | 7,665 | 6,788 | 3,189 | 5,822 | 5,793 | 11,232 | 154,357 | 412,829 | 14,110 | 36,755 | 1,667 | 2,845 | 59,037 |
| Monett | 6,148 | 6,639 | 8.0 | * | * | * | * | * | 2,829 | 30,823 | 74,108 | 11,162 | 26,195 | * | * | * |
| BARTON | 11,325 | 11,923 | 5.3 | 3,195 | 2,897 | 1,335 | 2,182 | 2,301 | 4,769 | 81,976 | 218,483 | 18,325 | 45,813 | 946 | 19,200 | 16,352 |
| BATES | 15,867 | 16,021 | 1.0 | 4,229 | 3,781 | 1,810 | 3,092 | 3,108 | 6,408 | 126,012 | 303,506 | 18,945 | 47,364 | 1,294 | 17,105 | 28,001 |
| BENTON | 12,355 | 13.378 | 8.3 | 3,197 | 2,863 | 1,351 | 2,876 | 3,090 | 4,750 | 90,343 | 233,914 | 17,485 | 49,246 | 885 | 5,227 | 17,997 |
| BOLLINGER | 10,327 | 10,882 | 5.4 | 3,069 | 2,731 | 1,230 | 2,057 | 1,796 | 4,394 | 55,024 | 153,512 | 14,107 | 34,939 | 860 | 4,238 | 9,153 |
| BOONE | 100,864 | 110,166 | 9.2 | 23,576 | 45,278 | 16,966 | 15,533 | 8,923 | 44,066 | 900,057 | 1,412,318 | 12,820 | 32,050 | 1,344 | 11,949 | 16,831 |
| Columbia | 62,061 | 61,053 | -1.6 | * | * | * | * | * | 21,876 | 420,684 | 923,610 | 15,128 | 42,220 | * | * | * |
| BUCHANAN | 87,763 | 88,008 | 0.3 | 23,674 | 23,762 | 11,089 | 15,929 | 13,641 | 31,969 | 564,972 | 1,244,831 | 14,145 | 38,939 | 848 | 17,248 | 8,908 |
| St. Joseph | 76,691 | 78,268 | 2.1 | * | * | * | * | * | 29,405 | 359,647 | 927,831 | 11,855 | 31,554 | * | * | * |
| BUTLER | 37,644 | 38,815 | 3.1 | 10,480 | 9,781 | 4,813 | 7,608 | 6,133 | 14,357 | 263,138 | 630,387 | 16,241 | 43,908 | 844 | 28,942 | 3,258 |
| Poplar Bluff | 17,139 | 17,448 | 1.8 | * | * | * | * | * | 7,223 | 97,481 | 230,106 | 13,188 | 31,858 | * | * | * |
| CALDWELL | 8,632 | 8,174 | -5.3 | 2,174 | 1,945 | 899 | 1,586 | 1,569 | 3,270 | 63,133 | 80,136 | 9,803 | 24,506 | 857 | 11,862 | 11,895 |
| CALLAWAY | 32,487 | 33,272 | 2.4 | 9,283 | 9,715 | 4,525 | 5,756 | 3,959 | 12,322 | 279,224 | 366,113 | 11,004 | 29,712 | 1,323 | 13,331 | 18,104 |
| Fulton | 11,046 | 8,840 | -20.0 | * | * | * | * | * | 3,274 | 68,951 | 113,563 | 12,846 | 34,686 | * | * | * |
| CAMDEN | 20,125 | 28,934 | 43.8 | 6,539 | 6,568 | 3,299 | 6,713 | 5,816 | 12,055 | 163,658 | 533,578 | 18,441 | 44,262 | 584 | 245 | 11,444 |
| Camdenton | 2,303 | 2,657 | 13.3 | * | * | * | * | * | 1,107 | * | 28,689 | 10,798 | 25,916 | * | * | * |
| CAPE GIRARDEAU | 59,166 | 64,291 | 8.7 | 15,494 | 20,702 | 8,679 | 10,994 | 8,422 | 24,727 | 474,231 | 1,126,312 | 17,519 | 45,550 | 1,365 | 12,775 | 23,208 |
| Cape Girardeau | 34,361 | 35,411 | 3.1 | * | * | * | * | * | 13,426 | 223,918 | 496,955 | 14,034 | 37,014 | * | * | * |
| CARROLL | 12,163 | 11,061 | -9.1 | 3,075 | 2,599 | 1,294 | 2,024 | 2,046 | 4,425 | 105,326 | 126,240 | 11,413 | 28,529 | 1,013 | 33,871 | 18,766 |
| Carrollton | 4,700 | 4,285 | -8.8 | * | * | * | * | * | 1,895 | 33,384 | 68,311 | 15,943 | 36,042 | * | * | * |
| CARTER | 5,420 | 7,268 | 34.1 | 2,115 | 1,832 | 879 | 1,359 | 1,083 | 3,075 | 37,059 | 111,421 | 15,330 | 36,233 | 190 | 90 | 2,589 |
| CASS | 51,197 | 65,169 | 27.3 | 19,225 | 17,140 | 9,319 | 12,969 | 6,517 | 26,866 | 361,426 | 1,075,678 | 16,506 | 40,039 | 1,649 | 24,666 | 20,613 |
| CEDAR | 12,009 | 12,802 | 6.6 | 3,149 | 2,740 | 1,344 | 2,560 | 3,021 | 5,334 | 85,589 | 223,454 | 17,454 | 41,892 | 910 | 1,780 | 12,296 |
| CHARITON | 10,442 | 9,994 | -4.3 | 2,609 | 2,379 | 1,129 | 1,849 | 2,019 | 3,785 | 82,405 | 171,911 | 17,201 | 45,413 | 1,145 | 32,269 | 34,792 |
| CHRISTIAN | 22,568 | 29,750 | 31.8 | 8,598 | 7,824 | 4,165 | 5,593 | 3,570 | 11,673 | 165,832 | 523,452 | 17,595 | 44,844 | 1,388 | 1,497 | 26,236 |
| CLARK | 8,527 | 8,148 | -4.4 | 2,355 | 2,061 | 978 | 1,450 | 1,295 | 3,142 | 60,387 | 82,526 | 10,129 | 26,261 | 702 | 15,304 | 9,585 |
| CLAY | 136,535 | 163,119 | 19.5 | 41,758 | 45,999 | 25,773 | 33,276 | 16,312 | 61,190 | 1,163,152 | 2,916,857 | 17,882 | 47,669 | 732 | 6,250 | 16,589 |
| Excelsior Spring | 10,424 | 12,548 | 20.4 | * | * | * | * | * | 4,606 | 52,713 | 133,094 | 10,607 | 28,896 | * | * | * |
| CLINTON | 16,004 | 17,033 | 6.4 | 4,871 | 4,224 | 2,248 | 3,287 | 2,402 | 6,959 | 141,140 | 323,421 | 18,988 | 46,478 | 807 | 12,149 | 20,216 |
| COLE | 57,037 | 66,866 | 17.2 | 17,786 | 19,257 | 10,097 | 11,902 | 7,823 | 25,718 | 525,777 | 1,184,365 | 17,713 | 46,052 | 1,069 | 2,647 | 13,079 |
| Jefferson City | 33,619 | 34,981 | 4.1 | * | * | * | * | * | 13,850 | 265,978 | 519,880 | 14,862 | 37,537 | * | * | * |
| COOPER | 14,677 | 15,354 | 4.6 | 4,130 | 3,931 | 1,766 | 2,825 | 2,718 | 5,905 | 129,496 | 278,781 | 18,157 | 47,211 | 929 | 15,425 | 30,132 |
| Boonville | 6,959 | 7,004 | 0.6 | * | * | * | * | * | 2,801 | 47,665 | 97,973 | 13,989 | 34,983 | * | * | * |
| CRAWFORD | 18,421 | 19,802 | 7.5 | 5,782 | 4,871 | 2,238 | 3,644 | 3,248 | 7,866 | 134,163 | 333,892 | 16,862 | 42,448 | 713 | 534 | 8,708 |
| DADE | 7,358 | 7,630 | 3.7 | 1,877 | 1,701 | 832 | 1,488 | 1,740 | 2,710 | 52,455 | 120,511 | 15,795 | 44,474 | 915 | 7,176 | 17,681 |
| DALLAS | 12,124 | 13,157 | 8.5 | 3,500 | 3,105 | 1,434 | 2,579 | 2,539 | 5,053 | 71,582 | 172,293 | 13,096 | 34,097 | 1,102 | 799 | 26,378 |
| DAVIESS | 8,922 | 8,610 | -3.5 | 2,437 | 1,989 | 913 | 1,584 | 1,696 | 3,359 | 63,977 | 160,809 | 18,676 | 47,876 | 901 | 18,063 | 12,928 |
| DE KALB | 8,210 | 8,661 | 5.5 | 2,261 | 2,122 | 1,005 | 1,689 | 1,576 | 3,203 | 59,875 | 82,686 | 9,546 | 25,818 | 772 | 10,806 | 15,817 |
| DENT | 14,567 | 15,181 | 4.2 | 4,220 | 3,765 | 1,791 | 2,808 | 2,581 | 5,838 | 116,157 | 126,170 | 8,311 | 21,612 | 731 | 615 | 9,597 |
| DOUGLAS | 11,680 | 12,856 | 10.1 | 3,587 | 3,137 | 1,491 | 2,597 | 2,070 | 5,068 | 63,635 | 160,133 | 12,456 | 31,595 | 1,218 | 885 | 26,923 |
| DUNKLIN | 36,129 | 35,182 | -2.6 | 10,168 | 8,831 | 4,116 | 6,298 | 5,700 | 13,421 | 235,954 | 472,740 | 13,437 | 35,224 | 684 | 63,526 | 1,296 |
| Kennet | 10,145 | 9,333 | -8.0 | * | * | * | * | * | 3,832 | 58,727 | 111,193 | 11,915 | 29,014 | * | * | * |
| FRANKLIN | 71,551 | 83,721 | 17.0 | 25,367 | 22,772 | 10,633 | 15,070 | 9,963 | 35,978 | 480,810 | 1,273,621 | 15,213 | 35,400 | 1,731 | 7,229 | 28,032 |
| GASCONADE | 13,216 | 14,905 | 12.8 | 3,801 | 3,503 | 1,669 | 2,847 | 3,115 | 5,962 | 97,788 | 162,380 | 10,894 | 27,236 | 846 | 2,327 | 11,132 |
| GENTRY | 7,881 | 7,464 | -5.3 | 1,926 | 1,702 | 776 | 1,381 | 1,679 | 3,110 | 56,347 | 145,133 | 19,443 | 46,666 | 691 | 13,747 | 15,406 |
| GREENE | 185,840 | 210,227 | 13.1 | 51,926 | 64,329 | 30,273 | 37,841 | 25,858 | 87,594 | 1,513,761 | 3,864,145 | 18,381 | 44,114 | 2,232 | 3,856 | 34,867 |
| Springfield | 133,116 | 141,995 | 6.7 | * | * | * | * | * | 54,543 | 803,715 | 1,870,875 | 13,176 | 34,301 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSOURI POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GRUNDY | 11,942 | 11,057 | -7.4 | 2,786 | 2,609 | 1,360 | 2,178 | 2,156 | 4,607 | 94,701 | 195,481 | 17,680 | 42,431 | 650 | 16,492 | 11,430 |
| Trenton | 6,811 | 7,021 | 3.1 | • | • | • | • | • | 2,845 | 43,397 | 102,778 | 14,639 | 36,120 | • | • | • |
| | | | | | | | | | | | | | | | | |
| HARRISON | 9,881 | 9,469 | -4.2 | 2,377 | 2,235 | 985 | 1,856 | 2,017 | 4,116 | 68,172 | 183,646 | 19,394 | 44,617 | 925 | 18,145 | 19,244 |
| HENRY | 19,709 | 20,344 | 3.2 | 5,412 | 4,761 | 2,401 | 3,764 | 4,008 | 6,994 | 155,958 | 317,538 | 15,608 | 45,400 | 1,005 | 12,104 | 20,053 |
| Clinton | 8,366 | 8,744 | 4.5 | • | • | • | • | • | 3,549 | 52,451 | 108,486 | 12,407 | 30,571 | • | • | • |
| HICKORY | 6,407 | 7,648 | 19.4 | 1,698 | 1,476 | 727 | 1,729 | 2,011 | 2,746 | 44,106 | 113,011 | 14,776 | 41,148 | 587 | 928 | 11,435 |
| HOLT | 6,882 | 6,578 | -4.4 | 1,763 | 1,434 | 743 | 1,164 | 1,480 | 2,741 | 59,123 | 69,248 | 10,528 | 25,264 | 633 | 28,401 | 10,531 |
| HOWARD | 10,035 | 9,736 | -3.0 | 2,424 | 2,746 | 1,090 | 1,694 | 1,762 | 3,894 | 73,792 | 169,015 | 17,360 | 43,404 | 738 | 12,912 | 13,274 |
| HOWELL | 28,835 | 32,422 | 12.4 | 8,689 | 8,008 | 3,891 | 6,452 | 5,350 | 12,472 | 184,372 | 486,701 | 15,011 | 39,024 | 1,751 | 1,400 | 37,160 |
| West Plains | 7,741 | 8,301 | 7.2 | • | • | • | • | • | 3,647 | 39,698 | 99,604 | 11,999 | 27,314 | • | • | • |
| IRON | 11,065 | 11,022 | -0.4 | 3,163 | 2,667 | 1,290 | 2,006 | 1,896 | 4,173 | 79,945 | 151,606 | 13,755 | 36,328 | 286 | 98 | 3,839 |
| JACKSON | 628,731 | 631,513 | 0.4 | 164,193 | 173,035 | 92,832 | 119,356 | 82,097 | 228,826 | 4,954,745 | 10,531,294 | 16,676 | 46,023 | 905 | 13,014 | 7,942 |
| Blue Springs | 25,927 | 50,791 | 95.9 | • | • | • | • | • | 20,316 | 163,941 | 885,507 | 17,434 | 43,587 | • | • | • |
| Independence | 111,806 | 109,946 | -1.7 | • | • | • | • | • | 41,119 | 664,822 | 1,802,540 | 16,395 | 43,838 | • | • | • |
| Kansas City | 448,159 | 414,756 | -7.5 | • | • | • | • | • | 159,818 | 2,542,805 | 6,488,447 | 15,644 | 40,599 | • | • | • |
| | | | | | | | | | | | | | | | | |
| JASPER | 87,150 | 92,368 | 6.0 | 24,293 | 24,570 | 12,100 | 17,088 | 14,317 | 32,689 | 620,511 | 1,417,145 | 15,342 | 43,352 | 1,418 | 15,588 | 26,801 |
| Carthage | 11,104 | 11,165 | 0.5 | • | • | • | • | • | 4,384 | 63,548 | 136,655 | 12,240 | 31,175 | • | • | • |
| Joplin | 38,893 | 38,382 | -1.3 | • | • | • | • | • | 15,764 | 216,713 | 457,393 | 11,917 | 29,014 | • | • | • |
| JEFFERSON | 147,913 | 183,028 | 23.7 | 56,556 | 50,516 | 27,637 | 33,128 | 15,191 | 79,540 | 1,061,887 | 2,743,800 | 14,991 | 34,496 | 724 | 3,005 | 5,696 |
| Crystal City | 3,618 | 3,514 | -2.9 | • | • | • | • | • | 1,360 | 21,454 | 43,064 | 12,262 | 31,668 | • | • | • |
| Festus | 7,574 | 7,648 | 1.0 | • | • | • | • | • | 2,802 | 41,230 | 86,093 | 11,257 | 30,730 | • | • | • |
| JOHNSON | 39,203 | 40,143 | 2.4 | 9,915 | 16,057 | 4,697 | 5,781 | 3,733 | 15,428 | 293,821 | 735,910 | 18,332 | 47,700 | 1,735 | 13,655 | 33,351 |
| Warrensburg | 13,807 | 14,290 | 3.5 | • | • | • | • | • | 5,496 | 80,453 | 203 940 | 14,271 | 37,107 | • | • | • |
| KNOX | 5,490 | 4,836 | -11.9 | 1,238 | 1,175 | 517 | 929 | 982 | 1,860 | 38,740 | 47,960 | 9,917 | 25,785 | 651 | 16,987 | 15,313 |
| LACLEDE | 24,388 | 30,740 | 26.0 | 8,546 | 7,746 | 3,843 | 5,810 | 4,765 | 11,716 | 178,479 | 517,640 | 16,839 | 44,184 | 1,271 | 991 | 30,126 |
| Lebanon | 9,507 | 11,381 | 19.7 | • | • | • | • | • | 4,890 | 52,978 | 144,828 | 12,725 | 29,619 | • | • | • |
| LAFAYETTE | 30,025 | 31,253 | 4.1 | 8,282 | 7,813 | 3,907 | 6,094 | 5,125 | 12,020 | 283,381 | 358,353 | 11,466 | 29,813 | 1,465 | 31,032 | 40,306 |
| Lexington | 5,063 | ,4,718 | -6.8 | • | • | • | • | • | 1,883 | 33,447 | 68,650 | 14,551 | 36,457 | • | • | • |
| LAWRENCE | 29,074 | 31,399 | 8.0 | 8,949 | 7,567 | 3,579 | 5,934 | 5,369 | 12,133 | 185,339 | 512,331 | 16,317 | 42,226 | 1,757 | 4,816 | 53,523 |
| | | | | | | | | | | | | | | | | |
| LEWIS | 10,861 | 11,074 | 2.0 | 2,968 | 3,090 | 1,262 | 1,993 | 1,750 | 4,300 | 79,039 | 202,769 | 18,310 | 47,157 | 721 | 18,012 | 12,126 |
| LINCOLN | 22,351 | 26,887 | 20.3 | 7,878 | 6,964 | 3,226 | 5,055 | 3,791 | 10,969 | 183,375 | 493,946 | 18,371 | 45,033 | 1,155 | 22,399 | 30,970 |
| LINN | 15,498 | 14,975 | -3.4 | 3,744 | 3,414 | 1,692 | 2,845 | 3,279 | 6,240 | 126,606 | 261,562 | 17,467 | 41,917 | 959 | 14,851 | 22,787 |
| Brookfield | 5,555 | 5,462 | -1.7 | • | • | • | • | • | 2,348 | 36,243 | 77,164 | 14,126 | 32,858 | • | • | • |
| LIVINGSTON | 15,693 | 14,793 | -5.7 | 4,068 | 3,580 | 1,760 | 2,751 | 2,648 | 5,364 | 131,022 | 257,959 | 17,438 | 48,088 | 801 | 21,440 | 9,768 |
| Chillicothe | 9,089 | 7,762 | -14.6 | • | • | • | • | • | 3,378 | 59,378 | 103,005 | 13,271 | 30,491 | • | • | • |
| MCDONALD | 14,842 | 16,488 | 11.1 | 4,518 | 4,122 | 1,979 | 3,364 | 2,506 | 6,359 | 83,293 | 243,973 | 14,797 | 38,364 | 1,152 | 628 | 69,402 |
| MACON | 16,336 | 17,129 | 4.9 | 4,419 | 4,025 | 2,021 | 3,220 | 3,426 | 6,852 | 132,372 | 175,833 | 10,265 | 25,662 | 1,172 | 17,205 | 20,526 |
| Macon | 5,680 | 5,986 | 5.4 | • | • | • | • | • | 2,582 | 38,077 | 100,890 | 16,853 | 39,072 | • | • | • |
| MADISON | 10,750 | 11,671 | 8.6 | 2,988 | 2,848 | 1,307 | 2,264 | 2,252 | 4,488 | 80,959 | 91,674 | 7,855 | 20,426 | 410 | 252 | 11,016 |
| MARIES | 7,550 | 8,156 | 8.0 | 2,178 | 2,006 | 954 | 1,631 | 1,386 | 3,261 | 52,685 | 140,849 | 17,270 | 43,194 | 834 | 1,012 | 13,322 |
| | | | | | | | | | | | | | | | | |
| MARION | 28,692 | 30,442 | 6.1 | 8,554 | 7,702 | 3,775 | 5,358 | 5,053 | 12,177 | 234,455 | 556,717 | 18,288 | 45,719 | 770 | 15,732 | 15,552 |
| Hannibal | 18,811 | 19,855 | 5.5 | • | • | • | • | • | 7,916 | 118,356 | 279,664 | 14,085 | 35,329 | • | • | • |
| MERCER | 4,703 | 3,990 | -15.2 | 914 | 946 | 391 | 814 | 930 | 1,663 | 35,175 | 80,697 | 20,227 | 48,525 | 547 | 6,324 | 9,278 |
| MILLER | 18,575 | 22,477 | 21.0 | 6,428 | 5,597 | 2,742 | 4,158 | 3,529 | 8,838 | 141,392 | 365,276 | 16,251 | 41,332 | 1,091 | 1,404 | 36,538 |
| MISSISSIPPI | 15,677 | 15,399 | -1.8 | 4,789 | 3,957 | 1,786 | 2,541 | 2,341 | 6,100 | 98,202 | 214,120 | 13,905 | 35,100 | 340 | 41,424 | 2,379 |
| MONITEAU | 12,134 | 13,678 | 12.7 | 3,830 | 3,447 | 1,655 | 2,503 | 2,243 | 5,452 | 83,272 | 247,983 | 18,131 | 45,484 | 1,046 | 5,428 | 22,912 |
| MONROE | 9,693 | 9,315 | -3.9 | 2,646 | 2,292 | 1,053 | 1,667 | 1,649 | 3,535 | 71,614 | 88,634 | 9,515 | 25,070 | 963 | 17,812 | 24,497 |
| MONTGOMERY | 11,557 | 11,465 | -0.8 | 3,084 | 2,855 | 1,204 | 2,190 | 2,133 | 4,410 | 94,105 | 110,369 | 9,626 | 25,027 | 832 | 14,509 | 15,108 |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| MORGAN | 13,810 | 16,488 | 19.4 | 4,188 | 3,529 | 1,698 | 3,562 | 3,496 | 6,595 | 100,896 | 292,677 | 17,750 | 44,379 | 889 | 3,192 | 32,875 |
| NEW MADRID | 22,840 | 22,008 | -3.6 | 7,131 | 5,634 | 2,421 | 3,785 | 3,037 | 9,068 | 143,181 | 312,386 | 14,194 | 34,449 | 532 | 65,520 | 886 |
| Joliet | 127,873 | 142,099 | 11.1 | 37,571 | 37,550 | 18,416 | 27,034 | 21,528 | 52,598 | 895,886 | 2,211,193 | 15,561 | 42,039 | 3,186 | 18,910 | 92,463 |
| Neosho | 9,493 | 11,768 | 24.0 | • | • | • | • | • | 5,084 | 53,102 | 155,551 | 13,219 | 30,598 | • | • | • |
| NODAWAY | 21,971 | 21,338 | -2.9 | 5,420 | 7,276 | 2,326 | 3,243 | 3,073 | 8,207 | 185,461 | 215,938 | 10,120 | 26,311 | 1,475 | 35,527 | 38,405 |
| Maryville | 9,558 | 9,195 | -3.8 | • | • | • | • | • | 3,678 | 72,232 | 171,034 | 18,601 | 46,502 | • | • | • |
| OREGON | 10,217 | 10,105 | -1.1 | 2,658 | 2,405 | 1,162 | 1,940 | 1,930 | 3,871 | 64,518 | 144,874 | 14,337 | 37,423 | 837 | 749 | 23,191 |
| OSAGE | 12,011 | 13,175 | 9.7 | 4,124 | 3,663 | 1,397 | 2,121 | 1,897 | 5,756 | 83,231 | 253,371 | 19,231 | 44,016 | 1,160 | 3,177 | 39,237 |
| OZARK | 7,937 | 9,026 | 13.7 | 2,356 | 2,031 | 984 | 1,886 | 1,760 | 3,397 | 46,444 | 135,410 | 15,002 | 39,866 | 856 | 320 | 25,840 |
| PEMISCOT | 24,954 | 23,402 | -6.2 | 7,957 | 5,897 | 2,387 | 3,674 | 3,487 | 9,483 | 151,674 | 291,333 | 12,449 | 30,723 | 453 | 48,579 | 767 |
| PERRY | 16,832 | 17,193 | 2.1 | 5,296 | 4,401 | 1,960 | 2,785 | 2,768 | 7,019 | 108,975 | 257,593 | 14,982 | 36,701 | 959 | 10,687 | 21,363 |
| PETTIS | 36,419 | 37,853 | 3.9 | 10,145 | 9,842 | 4,656 | 7,230 | 5,943 | 14,558 | 298,611 | 429,532 | 11,347 | 29,505 | 1,323 | 19,029 | 33,760 |
| Sedalia | 20,927 | 19,753 | -5.6 | • | • | • | • | • | 8,767 | 141,822 | 296,592 | 15,015 | 33,830 | • | • | • |
| PHELPS | 33,672 | 36,204 | 7.5 | 8,616 | 12,237 | 4,236 | 6,263 | 4,815 | 13,925 | 277,284 | 370,529 | 10,235 | 26,609 | 773 | 888 | 8,795 |
| Rolla | 13,303 | 13,205 | -0.7 | • | • | • | • | • | 5,078 | 90,625 | 212,991 | 16,130 | 41,944 | • | • | • |
| PIKE | 17,546 | 17,000 | -3.1 | 5,066 | 4,233 | 1,972 | 3,077 | 2,652 | 6,610 | 138,562 | 181,813 | 10,695 | 27,508 | 1,037 | 21,513 | 30,122 |
| PLATTE | 46,549 | 60,706 | 30.4 | 16,573 | 16,512 | 10,381 | 12,080 | 5,099 | 23,995 | 404,909 | 979,955 | 16,143 | 40,841 | 794 | 18,305 | 6,758 |
| POLK | 18,800 | 21,420 | 13.9 | 5,483 | 5,976 | 2,356 | 3,941 | 3,641 | 8,238 | 123,067 | 332,368 | 15,517 | 40,346 | 1,613 | 2,983 | 39,324 |
| PULASKI | 41,726 | 42,446 | 1.7 | 11,078 | 18,761 | 4,542 | 5,263 | 2,801 | 15,159 | 247,775 | 590,603 | 13,914 | 38,961 | 528 | 448 | 7,145 |
| Waynesville | 2,879 | 2,580 | -10.4 | • | • | • | • | • | 976 | 19,233 | 40,432 | 15,671 | 41,439 | • | • | • |
| PUTNAM | 6,030 | 5,368 | -11.0 | 1,310 | 1,278 | 558 | 1,058 | 1,165 | 2,147 | 40,051 | 91,585 | 17,060 | 42,657 | 661 | 5,020 | 19,804 |
| RALLS | 8,981 | 9,253 | 3.0 | 2,720 | 2,221 | 1,203 | 1,693 | 1,406 | 3,922 | 73,266 | 170,567 | 18,434 | 43,487 | 650 | 16,364 | 13,476 |
| RANDOLPH | 25,575 | 27,096 | 5.9 | 7,506 | 7,478 | 3,414 | 4,525 | 4,173 | 10,838 | 211,093 | 462,300 | 17,062 | 42,655 | 791 | 11,482 | 12,682 |
| Moberly | 13,418 | 13,695 | 2.1 | • | • | • | • | • | 5,918 | 99,783 | 209,680 | 15,311 | 35,434 | • | • | • |
| RAY | 21,482 | 24,453 | 13.8 | 6,896 | 6,162 | 3,277 | 4,940 | 3,179 | 9,798 | 130,829 | 337,197 | 13,789 | 34,415 | 1,136 | 18,084 | 17,879 |
| Richmond | 5,499 | 5,963 | 8.4 | • | • | • | • | • | 2,505 | 26,222 | 64,153 | 10,759 | 25,614 | • | • | • |
| REYNOLDS | 7,279 | 7,071 | -2.9 | 2,015 | 1,803 | 863 | 1,308 | 1,082 | 2,702 | 48,842 | 89,747 | 12,692 | 33,220 | 307 | 244 | 2,980 |
| RIPLEY | 12,448 | 13,144 | 5.6 | 3,602 | 3,115 | 1,393 | 2,589 | 2,445 | 5,114 | 70,998 | 179,015 | 13,619 | 35,003 | 511 | 3,107 | 5,120 |
| ST. CHARLES | 144,989 | 222,553 | 53.5 | 69,436 | 61,870 | 35,163 | 40,505 | 15,356 | 95,987 | 1,166,819 | 3,691,127 | 16.585 | 38,455 | 901 | 22,059 | 12,786 |
| ST. CLAIR | 8,653 | 8.597 | -0.6 | 2,098 | 1,986 | 903 | 1,659 | 1,952 | 3,197 | 55,078 | 110,605 | 12,865 | 34,601 | 782 | 5,457 | 13,051 |
| STE. GENEVIEVE | 15,222 | 16,668 | 9.5 | 5,100 | 4,484 | 1,967 | 2,950 | 2,184 | 7,177 | 110,140 | 262,191 | 15,730 | 36,532 | 666 | 3,951 | 15,916 |
| ST. FRANCOIS | 42,913 | 46,505 | 8.4 | 13,161 | 11,719 | 5,534 | 8,697 | 7,441 | 17,934 | 372,453 | 421,684 | 9,067 | 23,513 | 681 | 4,324 | 10,863 |
| Flat River | 4,443 | 4,393 | -1.1 | • | • | • | • | • | 1,781 | 26,697 | 58,086 | 13,222 | 32,615 | • | • | • |
| ST. LOUIS | 975,663 | 1,108,451 | 13.6 | 273,787 | 301,499 | 164,051 | 231,666 | 137,448 | 434,426 | 9,526,112 | 19,335,063 | 17,443 | 44,507 | 357 | 16,242 | 1,552 |
| ST. LOUIS CITY | 450,507 | 394,701 | -12.4 | 101,833 | 108,937 | 47,364 | 65,915 | 71,046 | 138,823 | 2,879,620 | 5,648,567 | 14,311 | 40,689 | • | • | • |
| SALINE | 25,007 | 24,789 | -0.9 | 6,644 | 6,297 | 3,099 | 4,512 | 4,214 | 9,916 | 210,494 | 465,979 | 18,798 | 46,993 | 1,083 | 41,581 | 26,901 |
| Marshall | 12,781 | 13,342 | 4.4 | • | • | • | • | • | 5,103 | 75,445 | 178,833 | 13,404 | 35,044 | • | • | • |
| SCHUYLER | 4,982 | 4,465 | -10.4 | 1,165 | 1,076 | 513 | 817 | 893 | 1,786 | 34,830 | 42,272 | 9,468 | 23,669 | 498 | 4,606 | 9,516 |
| SCOTLAND | 5,376 | 5,166 | -3.9 | 1,390 | 1,250 | 522 | 935 | 1,075 | 2,079 | 36,527 | 104,896 | 20,304 | 50,455 | 585 | 10,543 | 13,177 |
| SCOTT | 39,839 | 41,000 | 2.9 | 12,382 | 10,947 | 5,330 | 7,052 | 5,289 | 16,496 | 373,807 | 537,360 | 13,106 | 32,575 | 642 | 32,198 | 12,617 |
| Sikeston | 17,431 | 17,682 | 1.4 | • | • | • | • | • | 6,670 | 129,823 | 264,434 | 14,955 | 39,647 | • | • | • |
| SHANNON | 7,897 | 7,975 | 1.0 | 2,121 | 2,058 | 965 | 1,579 | 1,244 | 3,228 | 48,891 | 102,886 | 12,901 | 31,871 | 445 | 139 | 5,305 |
| SHELBY | 7,797 | 7,397 | -5.1 | 1,968 | 1,775 | 777 | 1,317 | 1,553 | 3,082 | 58,916 | 144,678 | 19,559 | 46,943 | 755 | 21,709 | 26,586 |
| STODDARD | 29,067 | 28,993 | -0.3 | 7,596 | 7,393 | 3,624 | 5,596 | 4,813 | 11.151 | 201,881 | 267,631 | 9,231 | 24,001 | 1,159 | 61,705 | 15,597 |
| Dexter | 7,043 | 6,543 | -7.1 | • | • | • | • | • | 2,736 | 41,597 | 107,285 | 16,397 | 39,209 | • | • | • |
| STONE | 15,766 | 20,208 | 28.2 | 4,567 | 4,224 | 2,162 | 4,688 | 4,527 | 8,083 | 117,483 | 361,263 | 17,877 | 44,694 | 782 | 345 | 16,002 |
| SULLIVAN | 7,436 | 6,726 | -9.5 | 1,641 | 1,534 | 747 | 1,325 | 1,486 | 2,803 | 55,491 | 115,650 | 17,195 | 41,260 | 828 | 6,128 | 17,152 |
| TANEY | 20,566 | 28,378 | 38.0 | 6,158 | 6,754 | 2,951 | 5,988 | 6,584 | 11,824 | 151,787 | 443,509 | 15,629 | 37,509 | 566 | 249 | 6,813 |
| TEXAS | 21,130 | 21,924 | 3.8 | 6,051 | 5,371 | 2,477 | 4,385 | 3,618 | 8,345 | 129,726 | 317,749 | 14,493 | 38,079 | 1,527 | 1,319 | 31,926 |
| VERNON | 19,824 | 20,101 | 1.4 | 5,568 | 4,824 | 2,533 | 3,699 | 3,437 | 8,263 | 145,216 | 351,136 | 17,468 | 42,495 | 1,251 | 16,304 | 17,006 |
| Nevada | 9,044 | 8,585 | -5.1 | • | • | • | • | • | 3.436 | 49,037 | 109,478 | 12,752 | 31,858 | • | • | • |
| WARREN | 14,931 | 20,657 | 38.3 | 5,928 | 5,164 | 2,499 | 3,925 | 3,140 | 8,604 | 124,409 | 402,580 | 19,489 | 46,791 | 550 | 7,321 | 10,511 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSOURI POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities* | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| WASHINGTON | 18,045 | 18,982 | 5.2 | 6,131 | 5,049 | 2,316 | 3,227 | 2,278 | 8,495 | 113,455 | 297,721 | 15,685 | 35,048 | 508 | 245 | 9,340 |
| WAYNE | 11,265 | 12,368 | 9.8 | 3,104 | 2,968 | 1,299 | 2,498 | 2,523 | 4,645 | 72,041 | 221,207 | 17,885 | 47,625 | 360 | 856 | 3,298 |
| WEBSTER | 20,544 | 24,410 | 18.8 | 7,470 | 6,298 | 3,002 | 4,467 | 3,198 | 9,725 | 127,191 | 336,425 | 13,782 | 34,592 | 1,646 | 846 | 42,276 |
| WORTH | 2,975 | 2,700 | -9.3 | 699 | 602 | 275 | 502 | 621 | 1,136 | 22,718 | 25,456 | 9,430 | 22,408 | 367 | 5,487 | 7,919 |
| WRIGHT | 16,241 | 16,827 | 3.6 | 4,695 | 4,173 | 1,817 | 3,332 | 2,793 | 6,582 | 97,434 | 225,491 | 13,401 | 34,259 | 1,407 | 967 | 44,760 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1987 Cash Receipts as follows: From Crops $1,523,053,000; from Livestock & Livestock Products $2,007,743,000; Total $3,530,796,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# MONTANA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| STATE TOTALS.................. | 786,297 | 847,490 | 7.5 | | | | | | 318,325 | 6,028,002 | 10,301,886 | 12,156 | 32,363 | 23,570 | 759,174 | 787,990 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Billings, MT | 108,366 | 121,110 | 11.8 | 34,758 | 34,153 | 18,409 | 21,679 | 12,232 | 48,444 | 994,174 | 1,754,619 | 14,488 | 36,220 | 1,043 | 19,593 | 79,970 |
| Great Falls, MT | 79,974 | 79,552 | -0.5 | 22,115 | 22,911 | 11,058 | 14,638 | 8,910 | 31,821 | 641,227 | 1,054,572 | 13,256 | 33,141 | 805 | 16,626 | 34,139 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BEAVERHEAD | 8,219 | 8,576 | 4.3 | 2,539 | 2,333 | 1,166 | 1,467 | 1,072 | 3,431 | 44,709 | 76,105 | 8,874 | 22,184 | 373 | 6,360 | 42,868 |
| BIG HORN | 11,078 | 11,740 | 6.0 | 4,227 | 3,170 | 1,515 | 1,785 | 1,033 | 4,696 | 122,617 | 195,614 | 16,662 | 41,654 | 501 | 17,438 | 44,368 |
| BLAINE | 6,966 | 6,770 | -2.8 | 2,288 | 1,814 | 812 | 1,049 | 812 | 2,708 | 46,045 | 79,925 | 11,806 | 29,515 | 529 | 19,552 | 19,348 |
| BROADWATER | 3,282 | 3,683 | 12.2 | 1,204 | 873 | 464 | 648 | 493 | 1,473 | 17,347 | 33,987 | 9,229 | 23,073 | 213 | 6,711 | 8,107 |
| CARBON | 8,076 | 8,564 | 6.0 | 2,398 | 1,893 | 1,113 | 1,601 | 1,550 | 3,425 | 100,967 | 168,981 | 19,733 | 49,332 | 635 | 11,580 | 25,119 |
| CARTER | 1,792 | 1,602 | -10.6 | 399 | 410 | 189 | 348 | 258 | 641 | 17,876 | 26,758 | 16,705 | 41,762 | 353 | 3,129 | 21,082 |
| CASCADE | 79,974 | 79,552 | -0.5 | 22,115 | 22,911 | 11,058 | 14,638 | 8,910 | 31,821 | 641,227 | 1,054,572 | 13,256 | 33,141 | 805 | 16,626 | 34,139 |
| Great Falls | 56,725 | 55,584 | -2.0 | * | * | * | * | * | 22,234 | 343,894 | 552,242 | 9,935 | 24,838 | * | * | * |
| CHOUTEAU | 6,084 | 5,819 | -4.4 | 1,746 | 1,385 | 745 | 1,077 | 873 | 2,328 | 59,717 | 68,444 | 11,762 | 29,405 | 795 | 53,498 | 13,794 |
| CUSTER | 13,162 | 13,147 | -0.1 | 3,839 | 3,523 | 1,670 | 2,261 | 1,854 | 5,259 | 124,455 | 191,357 | 14,555 | 36,387 | 397 | 5,053 | 26,609 |
| Miles City | 9,602 | 9,636 | 0.4 | * | * | * | * | * | 3,854 | 62,152 | 96,384 | 10,003 | 25,007 | * | * | * |
| DANIELS | 2,829 | 2,585 | -8.6 | 773 | 561 | 326 | 478 | 447 | 1,034 | 23,616 | 42,148 | 16,308 | 40,769 | 381 | 13,058 | 4,368 |
| DAWSON | 11,813 | 11,408 | -3.4 | 3,525 | 3,274 | 1,495 | 1,905 | 1,198 | 4,563 | 112,830 | 158,471 | 13,891 | 34,727 | 499 | 16,063 | 10,695 |
| DEER LODGE | 12,400 | 10,349 | -16.5 | 2,711 | 2,774 | 1,283 | 1,884 | 1,708 | 4,140 | 69,627 | 97,824 | 9,452 | 23,631 | 72 | 1,049 | 2,841 |
| Anaconda | 12,518 | 10,417 | -16.8 | * | * | * | * | * | 4,167 | 60,510 | 98,195 | 9,427 | 23,567 | * | * | * |
| FALLON | 3,740 | 3,309 | -11.5 | 1,072 | 857 | 417 | 576 | 390 | 1,324 | 32,221 | 44,904 | 13,570 | 33,926 | 324 | 4,671 | 10,590 |
| FERGUS | 13,132 | 12,420 | -5.4 | 3,453 | 3,068 | 1,565 | 2,186 | 2,149 | 4,968 | 112,010 | 159,989 | 12,882 | 32,204 | 838 | 21,462 | 28,690 |
| FLATHEAD | 52,352 | 61,130 | 16.8 | 17,483 | 16,077 | 9,292 | 11,126 | 7,152 | 24,452 | 329,648 | 622,458 | 10,182 | 25,456 | 825 | 8,685 | 11,703 |
| Kalispell | 10,648 | 10,635 | -0.1 | * | * | * | * | * | 4,254 | 53,729 | 85,652 | 8,053 | 20,134 | * | * | * |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop Change 88 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1988 number of households | E&P 1980 estimate (Thousands) | E&P 1988 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GALLATIN | 43,224 | 50,655 | 17.2 | 11,752 | 19,553 | 7,700 | 7,396 | 4,255 | 20,262 | 280,316 | 582,629 | 11,502 | 28,755 | 805 | 21,164 | 31,673 |
| Bozeman | 21,645 | 23,412 | 8.2 | * | * | * | * | * | 9,365 | 105,000 | 197,581 | 8,439 | 21,098 | * | * | * |
| GARFIELD | 1,632 | 1,671 | 2.4 | 540 | 409 | 214 | 291 | 217 | 669 | 13,935 | 21,196 | 12,682 | 31,705 | 297 | 8,137 | 16,490 |
| GLACIER | 10,651 | 10,794 | 1.3 | 3,810 | 2,850 | 1,392 | 1,684 | 1,069 | 4,318 | 76,935 | 110,502 | 10,237 | 25,593 | 405 | 21,167 | 13,346 |
| GOLDEN VALLEY | 1,031 | 1,104 | 7.1 | 341 | 244 | 124 | 229 | 167 | 442 | 8,931 | 9,599 | 8,695 | 21,737 | 135 | 1,968 | 7,711 |
| GRANITE | 2,702 | 2,848 | 5.4 | 829 | 666 | 382 | 524 | 450 | 1,139 | 14,333 | 23,653 | 8,305 | 20,764 | 149 | 442 | 8,150 |
| HILL | 17,967 | 17,969 | 0.0 | 5,462 | 5,301 | 2,372 | 2,929 | 1,923 | 7,187 | 166,936 | 262,636 | 14,616 | 36,541 | 713 | 44,343 | 10,342 |
| Havre | 10,891 | 10,919 | 0.3 | * | * | * | * | * | 4,367 | 82,625 | 130,398 | 11,943 | 29,857 | * | * | * |
| JEFFERSON | 7,034 | 9,015 | 28.2 | 2,722 | 2,254 | 1,487 | 1,632 | 901 | 3,606 | 40,469 | 92,971 | 10,313 | 25,783 | 256 | 2,236 | 6,026 |
| JUDITH BASIN | 2,633 | 2,580 | -2.0 | 717 | 632 | 338 | 495 | 395 | 1,032 | 22,336 | 40,117 | 15,552 | 38,879 | 351 | 11,534 | 16,756 |
| LAKE | 19,175 | 20,954 | 9.3 | 6,600 | 5,217 | 2,619 | 3,583 | 2,913 | 8,381 | 99,687 | 200,950 | 9,590 | 23,975 | 1,079 | 8,883 | 24,301 |
| LEWIS AND CLARK | 43,299 | 47,677 | 10.1 | 13,016 | 13,349 | 7,628 | 8,439 | 5,197 | 19,071 | 318,395 | 529,386 | 11,104 | 27,759 | 480 | 4,888 | 12,889 |
| Helena | 23,938 | 23,254 | -2.9 | * | * | * | * | * | 9,302 | 138,751 | 197,440 | 8,491 | 21,226 | * | * | * |
| LIBERTY | 2,323 | 2,259 | -2.8 | 696 | 578 | 278 | 429 | 276 | 903 | 22,294 | 44,688 | 19,785 | 49,463 | 295 | 21,372 | 7,343 |
| LINCOLN | 17,821 | 18,741 | 5.2 | 5,978 | 4,835 | 2,642 | 3,430 | 1,837 | 7,496 | 107,421 | 178,905 | 9,546 | 23,866 | 245 | 384 | 1,906 |
| MC CONE | 2,703 | 2,402 | -11.1 | 814 | 581 | 283 | 420 | 305 | 961 | 20,031 | 26,800 | 11,159 | 27,897 | 441 | 16,016 | 8,317 |
| MADISON | 5,447 | 5,795 | 6.4 | 1,559 | 1,356 | 777 | 1,142 | 962 | 2,318 | 42,655 | 77,928 | 13,447 | 33,618 | 453 | 4,804 | 29,522 |
| MEAGHER | 2,134 | 2,159 | 1.2 | 589 | 527 | 304 | 428 | 311 | 864 | 10,440 | 16,668 | 7,719 | 19,298 | 144 | 2,384 | 13,636 |
| MINERAL | 3,6[illegible]6 | 3,980 | 8.0 | 1,206 | 1,059 | 585 | 681 | 446 | 1,592 | 21,838 | 33,706 | 8,469 | 21,174 | 58 | 121 | 733 |
| MISSOULA | 76,677 | 80,695 | 5.2 | 19,851 | 26,145 | 13,718 | 13,637 | 7,343 | 32,276 | 526,313 | 898,324 | 11,132 | 27,831 | 473 | 1,525 | 4,602 |
| Missoula | 33,388 | 34,591 | 3.6 | * | * | * | * | * | 13,836 | 186,931 | 313,404 | 9,060 | 22,651 | * | * | * |
| MUSSELSHELL | 4,409 | 4,539 | 3.0 | 1,394 | 994 | 645 | 767 | 740 | 1,816 | 38,847 | 58,828 | 12,960 | 32,401 | 249 | 3,540 | 9,893 |
| PARK (INCLUDING YELLOWSTONE PK | 12,977 | 13,459 | 3.7 | 3,567 | 3,217 | 2,032 | 2,557 | 2,073 | 5,384 | 83,116 | 146,889 | 10,914 | 27,284 | 404 | 2,842 | 16,790 |
| Livingston | 6,994 | 6,850 | -2.1 | * | * | * | * | * | 2,740 | 52,336 | 74,169 | 10,827 | 27,067 | * | * | * |
| PETROLEUM | 649 | 548 | -15.6 | 160 | 140 | 70 | 104 | 74 | 219 | 4,032 | 6,624 | 12,098 | 30,246 | 111 | 1,458 | 7,320 |
| PHILLIPS | 5,393 | 6,085 | 12.8 | 1,990 | 1,582 | 724 | 980 | 803 | 2,434 | 42,376 | 77,351 | 12,711 | 31,778 | 492 | 15,401 | 21,949 |
| PONDERA | 6,711 | 6,596 | -1.7 | 2,124 | 1,616 | 811 | 1,194 | 844 | 2,638 | 59,133 | 89,427 | 13,558 | 33,894 | 491 | 30,692 | 9,892 |
| POWDER RIVER | 2,523 | 2,255 | -10.6 | 721 | 525 | 313 | 419 | 273 | 902 | 25,869 | 35,839 | 15,895 | 39,738 | 351 | 2,915 | 19,681 |
| POWELL | 6,921 | 7,194 | 3.9 | 1,899 | 2,043 | 950 | 1,353 | 942 | 2,878 | 40,304 | 57,339 | 7,970 | 19,925 | 237 | 1,715 | 12,705 |
| PRAIRIE | 1,832 | 1,642 | -10.4 | 489 | 356 | 197 | 292 | 305 | 657 | 12,273 | 17,551 | 10,692 | 26,729 | 191 | 5,732 | 12,864 |
| RAVALLI | 22,802 | 26,488 | 16.2 | 7,602 | 6,278 | 3,708 | 5,165 | 3,761 | 10,595 | 123,174 | 230,616 | 8,707 | 21,766 | 1,010 | 2,851 | 19,503 |
| Hamilton | 2,661 | 2,720 | 2.2 | * | * | * | * | * | 1,088 | 12,208 | 20,061 | 7,376 | 18,441 | * | * | * |
| RICHLAND | 12,423 | 14,012 | 12.8 | 4,610 | 3,909 | 1,822 | 2,172 | 1,485 | 5,605 | 123,552 | 189,162 | 13,500 | 33,750 | 620 | 29,701 | 18,675 |
| ROOSEVELT | 10,504 | 12,242 | 16.5 | 4,224 | 3,195 | 1,530 | 1,922 | 1,359 | 4,897 | 81,927 | 141,691 | 11,574 | 28,935 | 598 | 21,069 | 6,471 |
| ROSEBUD | 10,047 | 13,307 | 32.5 | 4,857 | 3,606 | 1,796 | 2,103 | 945 | 5,32[illegible] | 88,008 | 169,097 | 12,707 | 31,768 | 363 | 8,424 | 24,575 |
| SANDERS | 8,719 | 9,160 | 5.1 | 2,766 | 2,116 | 1,273 | 1,713 | 1,301 | 3,664 | 49,152 | 73,468 | 8,021 | 20,052 | 382 | 1,857 | 7,682 |
| SHERIDAN | 5,421 | 5,726 | 5.6 | 1,620 | 1,431 | 664 | 1,054 | 956 | 2,290 | 52,971 | 84,336 | 14,730 | 36,824 | 600 | 19,498 | 5,213 |
| SILVER BOW | 37,807 | 33,422 | -11.6 | 8,857 | 8,890 | 4,311 | 5,983 | 5,414 | 13,369 | 223,165 | 353,978 | 10,591 | 26,478 | 114 | 73 | 2,129 |
| Butte | 37,205 | 33,097 | -11.0 | * | * | * | * | * | 13,239 | 159,827 | 344,678 | 10,414 | 26,035 | * | * | * |
| STILLWATER | 5,612 | 6,370 | 13.5 | 1,822 | 1,478 | 847 | 1,185 | 1,038 | 2,548 | 54,070 | 55,570 | 8,723 | 21,808 | 447 | 5,845 | 20,366 |
| SWEET GRASS | 3,222 | 3,204 | -0.6 | 849 | 724 | 410 | 612 | 605 | 1,281 | 28,437 | 49,397 | 15,419 | 38,548 | 622 | 31,762 | 29,582 |
| TETON | 6,478 | 6,726 | 3.8 | 2,065 | 1,513 | 787 | 1,312 | 1,056 | 2,690 | 57,436 | 105,307 | 15,656 | 39,140 | 308 | 1,255 | 13,847 |
| TOOLE | 5,545 | 4,992 | -10.0 | 1,563 | 1,268 | 619 | 884 | 654 | 1,997 | 48,762 | 64,106 | 12,841 | 32,103 | 393 | 22,234 | 7,049 |
| TREASURE | 955 | 957 | 0.2 | 275 | 221 | 132 | 198 | 132 | 383 | 7,102 | 12,808 | 13,385 | 33,462 | 121 | 4,301 | 8,790 |
| VALLEY | 10,109 | 9,131 | -9.7 | 2,867 | 2,310 | 1,150 | 1,653 | 1,132 | 3,652 | 87,176 | 127,622 | 13,977 | 34,942 | 720 | 22,781 | 17,101 |
| WHEATLAND | 2,363 | 2,158 | -8.7 | 641 | 477 | 274 | 393 | 373 | 863 | 17,886 | 26,926 | 12,476 | 31,189 | 145 | 3,303 | 12,377 |
| WIBAUX | 1,471 | 1,287 | -12.5 | 381 | 328 | 174 | 215 | 189 | 515 | 11,053 | 16,184 | 12,577 | 31,443 | 192 | 4,056 | 5,596 |
| YELLOWSTONE | 108,366 | 121,110 | 11.8 | 34,758 | 34,153 | 18,409 | 21,679 | 12,232 | 48,444 | 994,174 | 1,754,619 | 14,488 | 36,220 | 1,043 | 19,593 | 79,970 |
| Billings | 66,798 | 68,212 | 2.1 | 12,551 | 24,352 | 11,255 | 13,711 | 6,276 | 27,285 | 476,666 | 740,871 | 10,861 | 27,153 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1987 Cash Receipts as follows: From Crops $759,174,000; from Livestock & Livestock Products $787,990,000; Total $1,547,164,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEBRASKA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 1,571,699 | 1,630,502 | 3.7 | | | | | | 612,148 | 12,303,001 | 23,879,472 | 14,645 | 39,009 | 60,243 | 2,379,818 | 4,245,925 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Lincoln, NE | 193,716 | 206,949 | 6.8 | 49,047 | 70,363 | 31,870 | 33,526 | 21,937 | 71,421 | 1,520,947 | 2,998,824 | 14,491 | 41,988 | 1,508 | 30,979 | 24,687 |
| Omaha, NE-IA | 585,620 | 627,489 | 7.1 | 177,950 | 180,342 | 93,584 | 111,128 | 64,386 | 243,778 | 4,633,466 | 9,268,430 | 14,771 | 38,020 | 3,390 | 130,738 | 192,111 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 30,722 | 30,890 | 0.5 | 7,877 | 8,834 | 4,016 | 5,406 | 4,757 | 12,870 | 315,229 | 410,098 | 13,276 | 31,865 | 780 | 43,806 | 59,573 |
| Hastings | 23,045 | 22,791 | -1.1 | * | * | * | * | * | 8,694 | 169,757 | 312,238 | 13,700 | 35,913 | * | * | * |
| ANTELOPE | 8,673 | 8,368 | -3.5 | 2,594 | 1,950 | 954 | 1,439 | 1,423 | 3,363 | 52,673 | 126,777 | 15,150 | 37,697 | 1,009 | 36,810 | 64,962 |
| ARTHUR | 507 | 482 | -4.9 | 116 | 117 | 54 | 118 | 78 | 180 | 4,064 | 6,621 | 13,730 | 36,816 | 90 | 967 | 8,098 |
| BANNER | 912 | 996 | 9.3 | 292 | 229 | 122 | 206 | 146 | 409 | 7,000 | 9,580 | 9,614 | 23,443 | 212 | 8,761 | 7,555 |
| BLAINE | 882 | 644 | -27.0 | 187 | 163 | 77 | 119 | 97 | 222 | 6,308 | 6,714 | 10,426 | 30,270 | 129 | 760 | 18,014 |
| BOONE | 7,382 | 6,777 | -8.2 | 2,006 | 1,660 | 691 | 1,227 | 1,186 | 2,657 | 49,255 | 115,860 | 17,095 | 43,612 | 936 | 29,545 | 67,694 |
| BOX BUTTE | 13,927 | 14,722 | 5.7 | 4,652 | 4,152 | 2,076 | 2,135 | 1,693 | 5,881 | 110,860 | 210,304 | 14,285 | 35,761 | 556 | 43,659 | 46,414 |
| Alliance | 9,869 | 10,056 | 1.9 | * | * | * | * | * | 4,091 | 49,330 | 109,064 | 10,845 | 26,657 | * | * | * |
| BOYD | 3,322 | 2,944 | -11.4 | 751 | 677 | 283 | 589 | 642 | 1,093 | 17,921 | 37,007 | 12,569 | 33,857 | 443 | 4,843 | 18,386 |
| BROWN | 4,396 | 4,084 | -7.1 | 1,205 | 964 | 486 | 723 | 702 | 1,634 | 33,183 | 65,936 | 16,146 | 40,352 | 344 | 7,805 | 48,932 |
| BUFFALO | 34,917 | 36,969 | 5.9 | 10,019 | 12,496 | 4,769 | 5,324 | 4,325 | 14,219 | 265,427 | 543,445 | 14,700 | 38,220 | 1,175 | 47,890 | 74,504 |
| Kearney | 21,158 | 22,267 | 5.2 | * | * | * | * | * | 7,944 | 132,390 | 268,996 | 12,080 | 33,862 | * | * | * |
| BURT | 8,795 | 7,769 | -11.7 | 2,074 | 1,756 | 855 | 1,515 | 1,569 | 3,108 | 64,247 | 120,552 | 15,517 | 38,788 | 729 | 36,305 | 44,968 |
| BUTLER | 9,347 | 9,094 | -2.7 | 2,583 | 2,155 | 991 | 1,646 | 1,710 | 3,710 | 76,405 | 111,567 | 12,268 | 30,074 | 961 | 36,973 | 32,371 |
| CASS | 20,205 | 22,293 | 10.3 | 6,418 | 5,749 | 2,964 | 4,256 | 2,897 | 9,044 | 138,232 | 290,987 | 13,059 | 32,175 | 913 | 35,763 | [illegible] |
| CEDAR | 10,865 | 10,821 | -0.4 | 3,539 | 2,716 | 1,082 | 1,710 | 1,775 | 4,879 | 58,411 | 146,992 | 13,584 | 30,129 | 1,106 | 25,532 | [illegible] |
| CHASE | 4,775 | 4,631 | -3.0 | 1,473 | 1,042 | 556 | 829 | 727 | 1,812 | 27,608 | 64,767 | 13,986 | 35,736 | 468 | 39,849 | 27,480 |
| CHERRY | 6,748 | 6,308 | -6.5 | 1,804 | 1,558 | 776 | 1,236 | 934 | 2,426 | 59,638 | 72,455 | 11,486 | 29,866 | 715 | 2,727 | 84,467 |
| CHEYENNE | 10,041 | 10,016 | -0.2 | 2,775 | 2,604 | 1,132 | 1,913 | 1,583 | 4,006 | 81,934 | 159,293 | 15,903 | 39,764 | 740 | 29,059 | 65,346 |
| CLAY | 8,107 | 7,509 | -7.4 | 2,178 | 1,847 | 864 | 1,352 | 1,262 | 2,854 | 70,958 | 95,850 | 12,764 | 33,579 | 710 | 43,530 | 79,522 |
| COLFAX | 9,894 | 10,063 | 1.7 | 2,898 | 2,526 | 1,087 | 1,691 | 1,862 | 3,864 | 72,557 | 145,751 | 14,483 | 37,724 | 778 | 22,251 | 105,520 |
| CUMING | 11,673 | 11,169 | -4.3 | 3,261 | 2,792 | 1,229 | 1,977 | 1,887 | 4,597 | 80,045 | 171,351 | 15,342 | 37,275 | 1,185 | 32,675 | 305,554 |
| CUSTER | 13,837 | 12,488 | -9.7 | 3,547 | 2,822 | 1,461 | 2,310 | 2,360 | 4,995 | 103,064 | 149,668 | 11,984 | 29,964 | 1,457 | 41,629 | 112,543 |
| DAKOTA | 16,701 | 19,988 | 19.7 | 6,336 | 5,477 | 2,858 | 3,178 | 2,139 | 8,285 | 158,062 | 259,446 | 12,980 | 31,317 | 345 | 15,709 | 7,412 |
| DAWES | 9,642 | 9,310 | -3.4 | 2,356 | 3,054 | 1,052 | 1,443 | 1,397 | 3,879 | 82,463 | 150,138 | 16,126 | 38,705 | 498 | 5,648 | 16,013 |
| DAWSON | 22,251 | 20,794 | -6.6 | 6,404 | 5,115 | 2,766 | 3,618 | 2,911 | 8,168 | 179,233 | 320,054 | 15,392 | 39,185 | 974 | 48,306 | 251,299 |
| DEUEL | 2,457 | 2,250 | -8.4 | 608 | 497 | 245 | 428 | 475 | 852 | 19,183 | 33,106 | 14,711 | 38,846 | 262 | 12,247 | 7,199 |
| DIXON | 7,110 | 6,661 | -6.3 | 2,005 | 1,632 | 739 | 1,146 | 1,132 | 2,643 | 44,975 | 70,072 | 10,520 | 26,516 | 704 | 16,920 | 73,724 |
| DODGE | 35,944 | 35,171 | -2.2 | 9,672 | 9,320 | 4,361 | 6,577 | 5,205 | 12,968 | 294,609 | 515,424 | 14,655 | 39,744 | 962 | 41,237 | 63,276 |
| Fremont | 23,979 | 23,692 | -1.2 | * | * | * | * | * | 9,288 | 151,722 | 269,224 | 11,364 | 28,987 | * | * | * |
| DOUGLAS | 397,473 | 424,548 | 6.8 | 116,326 | 122,694 | 63,682 | 74,720 | 47,125 | 157,490 | 3,141,386 | 6,208,599 | 14,624 | 39,422 | 475 | 16,382 | 22,184 |
| Omaha | 314,255 | 294,242 | -6.4 | * | * | * | * | * | 113,798 | 1,748,702 | 2,791,883 | 9,488 | 24,534 | * | * | * |
| DUNDY | 2,869 | 2,781 | -3.1 | 756 | 606 | 309 | 514 | 592 | 1,158 | 25,823 | 29,078 | 10,457 | 25,111 | 389 | 23,385 | 32,404 |
| FILLMORE | 7,914 | 7,372 | -6.8 | 2,013 | 1,696 | 870 | 1,408 | 1,401 | 2,949 | 74,661 | 96,893 | 13,143 | 32,856 | 779 | 45,715 | 43,880 |
| FRANKLIN | 4,358 | 3,879 | -11.0 | 981 | 838 | 392 | 753 | 919 | 1,616 | 33,406 | 65,568 | 16,903 | 40,574 | 523 | 21,789 | 17,481 |
| FRONTIER | 3,613 | 3,415 | -5.5 | 949 | 915 | 403 | 618 | 526 | 1,389 | 28,717 | 40,070 | 11,735 | 28,853 | 496 | 18,151 | 17,716 |
| FURNAS | 6,460 | 5,979 | -7.5 | 1,566 | 1,291 | 640 | 1,100 | 1,387 | 2,600 | 50,242 | 118,924 | 19,891 | 45,740 | 539 | 21,136 | 29,600 |
| GAGE | 24,290 | 23,402 | -3.7 | 5,851 | 5,874 | 2,902 | [illegible] | 4,283 | 8,275 | 172,604 | 336,453 | 14,377 | 40,661 | 1,347 | 33,976 | 54,339 |
| **Beatrice** | 12,891 | 12,954 | 0.5 | * | * | * | * | * | 5,463 | 75,460 | 154,740 | 11,946 | 28,324 | * | * | * |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GARDEN | 2,795 | 2,723 | -2.6 | 604 | 596 | 310 | 602 | 610 | 1,135 | 22,346 | 47,782 | 17,549 | 42,099 | 335 | 10,520 | 34,695 |
| GARFIELD | 2,357 | 2,182 | -7.4 | 589 | 473 | 233 | 406 | 478 | 791 | 17,265 | 33,526 | 15,368 | 42,368 | 248 | 1,845 | 16,958 |
| GOSPER | 2,123 | 2,033 | -4.2 | 553 | 472 | 222 | 425 | 362 | 825 | 17,972 | 20,692 | 10,179 | 25,073 | 345 | 16,374 | 14,339 |
| GRANT | 846 | 873 | 3.1 | 250 | 228 | 120 | 165 | 110 | 342 | 7,312 | 10,914 | 12,507 | 31,941 | 92 | 636 | 10,032 |
| GREELEY | 3,448 | 3,216 | -6.7 | 1,029 | 743 | 302 | 543 | 598 | 1,321 | 19,846 | 49,472 | 15,383 | 37,456 | 461 | 12,896 | 20,186 |
| HALL | 47,851 | 49,470 | 3.4 | 14,544 | 13,011 | 7,124 | 8,509 | 6,283 | 18,743 | 405,302 | 802,706 | 16,226 | 42,826 | 788 | 42,457 | 91,794 |
| Grand Island | 33,180 | 32,770 | -1.2 | * | * | * | * | * | 13,074 | 223,430 | 414,156 | 12,638 | 31,677 | * | * | * |
| HAMILTON | 9,322 | 9,002 | -3.4 | 2,611 | 2,250 | 1,125 | 1,728 | 1,296 | 3,617 | 84,537 | 113,733 | 12,634 | 31,446 | 770 | 54,458 | 49,537 |
| HARLAN | 4,283 | 3,934 | -8.2 | 995 | 880 | 456 | 771 | 826 | 1,461 | 32,201 | 70,399 | 17,896 | 48,195 | 465 | 19,894 | 35,643 |
| HAYES | 1,351 | 1,369 | 1.3 | 398 | 318 | 171 | 275 | 207 | 548 | 9,862 | 14,962 | 10,930 | 27,327 | 317 | 12,151 | 40,874 |
| HITCHCOCK | 4,077 | 3,860 | -5.3 | 1,158 | 899 | 436 | 683 | 679 | 1,495 | 31,729 | 40,942 | 10,607 | 27,392 | 426 | 14,255 | 17,443 |
| HOLT | 13,595 | 13,499 | -0.7 | 4,293 | 3,415 | 1,539 | 2,281 | 1,984 | 5,527 | 102,454 | 124,149 | 9,197 | 22,462 | 1,393 | 40,451 | 103,211 |
| HOOKER | 989 | 1,049 | 6.1 | 281 | 243 | 122 | 194 | 210 | 377 | 8,508 | 14,760 | 14,065 | 39,185 | 78 | * | * |
| HOWARD | 6,783 | 6,500 | -4.2 | 1,976 | 1,540 | 702 | 1,228 | 1,046 | 2,621 | 43,693 | 95,679 | 14,720 | 36,509 | 696 | 19,584 | 27,929 |
| JEFFERSON | 9,827 | 9,242 | -6.0 | 2,246 | 2,264 | 1,054 | 1,765 | 1,922 | 3,257 | 83,887 | 178,538 | 19,319 | 54,815 | 770 | 20,097 | 34,063 |
| JOHNSON | 5,251 | 4,790 | -8.8 | 1,274 | 1,092 | 493 | 944 | 987 | 1,996 | 32,985 | 73,900 | 15,430 | 37,024 | 599 | 9,558 | 16,431 |
| KEARNEY | 7,097 | 6,544 | -7.8 | 1,793 | 1,571 | 818 | 1,263 | 1,099 | 2,517 | 69,637 | 82,435 | 12,597 | 32,751 | 608 | 44,845 | 82,778 |
| KEITH | 9,371 | 8,876 | -5.3 | 2,530 | 2,157 | 1,110 | 1,793 | 1,296 | 3,388 | 70,190 | 140,166 | 15,791 | 41,371 | 40[illegible] | 20,462 | 45,012 |
| KEYA PAHA | 1,297 | 1,138 | -12.2 | 338 | 272 | 129 | 216 | 184 | 421 | 9,716 | 13,409 | 11,781 | 31,850 | 259 | 2,241 | 16,348 |
| KIMBALL | 4,875 | 4,713 | -3.3 | 1,376 | 1,188 | 537 | 910 | 697 | 1,838 | 39,501 | 70,303 | 14,918 | 38,242 | 348 | 10,397 | 6,872 |
| KNOX | 11,469 | 10,858 | -5.3 | 3,116 | 2,573 | 1,151 | 1,976 | 2,041 | 4,280 | 67,774 | 167,970 | 15,470 | 39,244 | 1,212 | 14,580 | 84,657 |
| LANCASTER | 193,716 | 206,949 | 6.8 | 49,047 | 70,363 | 31,870 | 33,526 | 21,937 | 71,421 | 1,520,947 | 2,998,824 | 14,491 | 41,988 | 1,508 | 30,979 | 24,687 |
| Lincoln | 171,932 | 183,871 | 6.9 | * | * | * | * | * | 65,933 | 1,050,358 | 2,267,348 | 12,331 | 34,388 | * | * | * |
| LINCOLN | 36,440 | 34,014 | -6.7 | 10,340 | 8,980 | 4,660 | 5,986 | 4,048 | 13,139 | 310,039 | 528,014 | 15,524 | 40,186 | 1,127 | 38,754 | 57,39[illegible] |
| North Platte | 24,479 | 23,365 | -4.5 | * | * | * | * | * | 9,041 | 176,613 | 309,756 | 13,257 | 34,261 | * | * | * |
| LOGAN | 979 | 832 | -15.0 | 294 | 187 | 91 | 145 | 116 | 352 | 7,947 | 16,919 | 20,342 | 48,107 | 147 | 3,476 | 12,541 |
| LOUP | 872 | 710 | -18.6 | 187 | 182 | 75 | 146 | 121 | 291 | 6,733 | 12,971 | 18,272 | 44,613 | 142 | 1,443 | 9,748 |
| MCPHERSON | 587 | 554 | -5.6 | 138 | 141 | 53 | 118 | 104 | 233 | 4,137 | 6,918 | 12,485 | 29,719 | 958 | 26,487 | 56,083 |
| MADISON | 31,569 | 32,780 | 3.8 | 9,375 | 9,277 | 4,229 | 5,278 | 4,622 | 12,242 | 254,076 | 493,351 | 15,050 | 40,299 | 146 | * | * |
| Norfolk | 19,449 | 20,374 | 4.8 | * | * | * | * | * | 8,247 | 134,357 | 263,734 | 12,945 | 31,981 | * | * | * |
| MERRICK | 8,945 | 8,540 | -4.5 | 2,605 | 2,126 | 974 | 1,546 | 1,307 | 3,413 | 63,073 | 142,596 | 16,698 | 41,781 | 664 | 31,503 | 41,832 |
| MORRILL | 6,100 | 5,838 | -4.3 | 1,740 | 1,401 | 683 | 1,062 | 957 | 2,296 | 37,878 | 79,142 | 13,557 | 34,470 | 535 | 25,661 | 62,400 |
| NANCE | 4,749 | 4,240 | -10.7 | 1,289 | 1,005 | 437 | 751 | 759 | 1,645 | 28,817 | 66,666 | 15,722 | 40,538 | 508 | 15,580 | 25,635 |
| NEMAHA | 8,355 | 8,269 | -1.0 | 2,142 | 2,158 | 1,083 | 1,397 | 1,480 | 3,445 | 61,561 | 140,735 | 17,019 | 40,852 | 591 | 22,033 | 18,565 |
| NUCKOLLS | 6,692 | 6,339 | -5.3 | 1,737 | 1,426 | 710 | 1,223 | 1,249 | 2,535 | 54,606 | 81,238 | 12,815 | 32,047 | 621 | 20,204 | 25,141 |
| OTOE | 15,148 | 14,367 | -5.2 | 3,822 | 3,352 | 1,695 | 2,730 | 2,758 | 5,266 | 109,109 | 204,777 | 14,254 | 38,884 | 1,005 | 26,862 | 27,623 |
| Nebraska City | 7,127 | 6,712 | -5.8 | * | * | * | * | * | 2,744 | 40,763 | 75,865 | 11,304 | 27,652 | * | * | * |
| PAWNEE | 3,940 | 3,529 | -10.4 | 812 | 766 | 356 | 724 | 868 | 1,293 | 21,936 | 39,822 | 11,283 | 30,802 | 520 | 9908 | 15,287 |
| PERKINS | 3,642 | 3,701 | 1.6 | 1,107 | 840 | 426 | 663 | 663 | 1,423 | 28,447 | 39,670 | 10,718 | 27,878 | 591 | 38,970 | 9,362 |
| PHELPS | 9,758 | 10,094 | 3.4 | 2,826 | 2,362 | 1,242 | 1,968 | 1,686 | 4,038 | 93,590 | 125,816 | 12,464 | 31,158 | 616 | 51,747 | 140,142 |
| Holdrege | 5,624 | 5,695 | 1.3 | * | * | * | * | * | 2,430 | 49,628 | 73,692 | 12,940 | 30,328 | * | * | * |
| PIERCE | 8,495 | 8,341 | -1.8 | 2,444 | 2,052 | 876 | 1,501 | 1,460 | 3,434 | 55,223 | 87,551 | 10,497 | 25,496 | 857 | 26,403 | 56,422 |
| PLATTE | 28,894 | 29,496 | 2.1 | 9,232 | 7,816 | 3,805 | 5,014 | 3,628 | 12,088 | 235,909 | 438,051 | 14,851 | 36,238 | 1,245 | 40,111 | 90,429 |
| Columbus | 17,328 | 17,[illegible]16 | 2.2 | * | * | * | * | * | 6,754 | 119,092 | 221,561 | 12,506 | 32,804 | * | * | * |
| POLK | 6,349 | 5,754 | -9.4 | 1,715 | 1,249 | 667 | 1,013 | 1,105 | 2,292 | 56,913 | 73,014 | 12,689 | 31,857 | 736 | 31,605 | 67,759 |
| RED WILLOW | 12,619 | 12,763 | 1.1 | 3,599 | 3,382 | 1,519 | 2,310 | 1,902 | 5,105 | 117,552 | 225,765 | 17,689 | 44,224 | 489 | 19,510 | 50,354 |
| McCook | 8,404 | 8,413 | 0.1 | * | * | * | * | * | 3,460 | 63,182 | 119,632 | 14,220 | 34,576 | * | * | * |
| RICHARDSON | 11,276 | 10,301 | -8.6 | 2,596 | 2,359 | 1,174 | 1,895 | 2,287 | 3,742 | 73,261 | 134,423 | 13,050 | 35,926 | 826 | 24,731 | 23,299 |
| Falls City | 5,374 | 5,086 | -5.4 | * | * | * | * | * | 2,266 | 25,947 | 49,742 | 9,780 | 21,951 | * | * | * |
| ROCK | 2,384 | 2,252 | -5.5 | 703 | 511 | 304 | 378 | 345 | 857 | 17,669 | 33,010 | 14,655 | 38,508 | 313 | 6,152 | 30,087 |
| SALINE | 13,181 | 13,277 | 0.7 | 3,386 | 3,545 | 1,514 | 2,297 | 2,536 | 5,532 | 120,394 | 223,353 | 16,822 | 40,375 | 881 | 28,128 | 22,324 |
| SARPY | 86,150 | 99,719 | 15.8 | 31,711 | 29,517 | 16,553 | 17,251 | 4,587 | 45,062 | 506,355 | 1,434,151 | 14,382 | 31,826 | 437 | 14,011 | 45,535 |

# NEBRASKA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SAUNDERS | 18,781 | 18,733 | -0.3 | 5,376 | 4,646 | 2,304 | 3,503 | 2,866 | 7,630 | 124,159 | 249,447 | 13,316 | 32,692 | 1,417 | 45,450 | 100,405 |
| SCOTTS BLUFF | 38,420 | 38,245 | -0.5 | 11,321 | 9,906 | 5,087 | 6,808 | 5,125 | 15,099 | 291,894 | 525,521 | 13,741 | 34,806 | 898 | 33,726 | 96,498 |
| Scotts Bluff | 14,156 | 13,198 | -6.8 | * | * | * | * | * | 5,371 | 64,657 | 109,382 | 8,288 | 20,364 | * | * | * |
| SEWARD | 15,808 | 16,099 | 1.8 | 4,475 | 4,942 | 1,884 | 2,608 | 2,222 | 6,000 | 143,056 | 201,520 | 12,518 | 33,589 | 974 | 35,092 | 53,990 |
| SHERIDAN | 7,529 | 7,570 | 0.5 | 2,271 | 1,749 | 840 | 1,378 | 1,325 | 2,956 | 69,856 | 86,036 | 11,365 | 29,102 | 721 | 13,974 | 45,543 |
| SHERMAN | 4,267 | 3,904 | -8.5 | 1,136 | 882 | 386 | 711 | 789 | 1,512 | 23,993 | 52,608 | 13,476 | 34,801 | 576 | 11,913 | 18,294 |
| SIOUX | 1,806 | 1,678 | -7.1 | 443 | 406 | 196 | 374 | 258 | 727 | 15,902 | 31,487 | 18,761 | 43,290 | 353 | 5,941 | 33,708 |
| STANTON | 6,601 | 6,823 | 3.4 | 2,293 | 1,774 | 873 | 1,078 | 805 | 3,016 | 41,671 | 116,369 | 17,055 | 38,580 | 695 | 15,275 | 79,721 |
| THAYER | 7,577 | 6,887 | -9.1 | 1,804 | 1,529 | 771 | 1,281 | 1,495 | 2,754 | 64,079 | 86,036 | 12,492 | 31,240 | 744 | 33,577 | 47,371 |
| THOMAS | 970 | 862 | -11.2 | 275 | 209 | 115 | 155 | 107 | 331 | 7,967 | 13,599 | 15,783 | 41,122 | 94 | 322 | 8,455 |
| THURSTON | 7,154 | 7,134 | -0.3 | 2,426 | 1,841 | 756 | 1,206 | 892 | 3,224 | 41,157 | 81,366 | 11,406 | 25,237 | 462 | 17,197 | 23,090 |
| VALLEY | 5,684 | 5,748 | 1.1 | 1,609 | 1,288 | 667 | 1,035 | 1,155 | 2,100 | 37,571 | 96,174 | 16,732 | 45,794 | 541 | 14,050 | 36,575 |
| WASHINGTON | 15,545 | 16,285 | 4.8 | 4,527 | 4,397 | 2,133 | 3,159 | 2,068 | 6,663 | 117,887 | 247,562 | 15,202 | 37,154 | 826 | 27,663 | 48,317 |
| WAYNE | 9,931 | 9,556 | -3.8 | 2,284 | 3,421 | 1,003 | 1,586 | 1,271 | 3,822 | 69,215 | 165,091 | 17,276 | 43,195 | 744 | 19,602 | 60,440 |
| WEBSTER | 4,859 | 4,337 | -10.7 | 1,145 | 919 | 451 | 846 | 972 | 1,735 | 36,310 | 48,031 | 11,074 | 27,684 | 508 | 12,311 | 20,446 |
| WHEELER | 1,063 | 996 | -6.3 | 341 | 257 | 118 | 157 | 125 | 424 | 7,244 | 9,959 | 9,995 | 23,509 | 213 | 6,644 | 112,425 |
| YORK | 14,848 | 15,354 | 3.4 | 4,238 | 4,084 | 1,965 | 2,733 | 2,334 | 5,905 | 147,768 | 202,603 | 13,195 | 34,310 | 899 | 51,350 | 57,764 |
| York | 7,723 | 8,162 | 5.7 | * | * | * | * | * | 3,209 | 67,457 | 108,853 | 13,336 | 33,920 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1987 Cash Receipts as follows: From Crops $2,379,818,000; from Livestock & Livestock Products $4,245,925,000. Total $6,625,743,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# NEVADA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 806,925 | 1,033,411 | 28.1 | | | | | | 411,100 | 7,786,002 | 16,467,402 | 15,935 | 40,057 | 2,719 | 72,342 | 128,770 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Las Vegas, NV | 466,805 | 612,602 | 31.2 | 156,214 | 176,430 | 94,341 | 126,196 | 59,422 | 246,904 | 4,497,855 | 10,820,343 | 17,663 | 43,824 | 267 | 1,069 | 13,652 |
| Reno, NV | 194,961 | 232,990 | 19.5 | 50,792 | 68,732 | 39,375 | 48,928 | 25,163 | 97,079 | 2,190,775 | 3,381,657 | 14,514 | 34,834 | 346 | 3,304 | 8,511 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| CARSON CITY (IND. CITY) | 32,157 | 49,770 | 54.8 | 11,397 | 13,438 | 7,565 | 10,800 | 6,570 | 18,044 | 268,585 | 799,317 | 16,060 | 44,299 | 37 | 227 | 866 |
| CHURCHILL | 14,012 | 16,620 | 18.6 | 4,687 | 4,321 | 2,194 | 3,125 | 2,294 | 6,752 | 99,215 | 237,666 | 14,300 | 35,202 | 542 | 7,658 | 24,570 |
| Fallon | 4,262 | 5,303 | 24.4 | * | * | * | * | * | 2,368 | 22,146 | 55,972 | 10,554 | 23,632 | * | * | * |
| CLARK | 466,805 | 612,602 | 31.2 | 156,214 | 176,430 | 94,341 | 126,196 | 59,422 | 246,904 | 4,497,855 | 10,820,343 | 17,663 | 43,824 | 267 | 1,069 | 13,652 |
| Las Vegas | 164,674 | 184,459 | 12.0 | * | * | * | * | * | 70,676 | 1,176,157 | 2,229,210 | 12,085 | 31,541 | * | * | * |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| DOUGLAS | 19,803 | 26,322 | 32.9 | 6,212 | 6,581 | 4,685 | 5,844 | 3,001 | 10,866 | 184,679 | 449,690 | 17,084 | 41,386 | 202 | 1,089 | 7,942 |
| ELKO | 17,387 | 25,565 | 47.0 | 7,516 | 6,672 | 3,605 | 5,087 | 2,710 | 10,396 | 122,465 | 285,755 | 11,178 | 27,486 | 386 | 1,466 | 37,580 |
| Elko | 8,758 | 12,381 | 41.4 | * | * | * | * | * | 4,932 | 46,070 | 102,338 | 8,266 | 20,749 | * | * | * |
| ESMERALDA | 783 | 1,444 | 84.4 | 381 | 328 | 182 | 352 | 201 | 541 | 4,157 | 11,080 | 7,673 | 20,482 | 28 | * | * |
| EUREKA | 1,230 | 1,266 | 2.9 | 378 | 330 | 186 | 242 | 129 | 541 | 7,360 | 14,763 | 11,663 | 27,289 | 85 | 4,099 | 4,504 |
| HUMBOLDT | 9,600 | 11,681 | 21.7 | 3,481 | 3,095 | 1,635 | 2,360 | 1,121 | 4,899 | 64,459 | 124,159 | 10,629 | 25,346 | 191 | 23,412 | 16,560 |
| LANDER | 4,151 | 4,504 | 8.5 | 1,428 | 1,306 | 685 | 761 | 324 | 1,894 | 26,552 | 46,518 | 10,328 | 24,561 | 64 | 1,479 | 5,751 |
| LINCOLN | 3,757 | 4,596 | 22.3 | 1,687 | 1,135 | 492 | 703 | 579 | 2,133 | 20,396 | 47,917 | 10,427 | 22,462 | 102 | 1,080 | 2,151 |
| LYON | 13,855 | 19,503 | 40.8 | 5,617 | 4,544 | 2,535 | 4,115 | 2,711 | 7,923 | 98,118 | 239,676 | 12,289 | 30,252 | 346 | 14,713 | 31,172 |
| MINERAL | 6,226 | 6,110 | -1.9 | 1,717 | 1,485 | 788 | 1,265 | 849 | 2,365 | 42,696 | 84,576 | 13,842 | 35,755 | 38 | 195 | 718 |
| NYE | 9,233 | 16,296 | 76.5 | 4,596 | 4,156 | 2,118 | 3,569 | 1,858 | 6,733 | 73,871 | 170,549 | 10,466 | 25,330 | 136 | 1,995 | 3,773 |
| PERSHING | 3,440 | 3,879 | 12.8 | 1,156 | 985 | 465 | 714 | 551 | 1,732 | 21,477 | 36,191 | 9,330 | 20,891 | 120 | 10,910 | 7,198 |
| STOREY | 1,498 | 2,137 | 42.7 | 509 | 560 | 308 | 511 | 250 | 815 | 10,368 | 26,369 | 12,337 | 32,352 | 10 | * | * |
| WASHOE | 194,961 | 232,990 | 19.5 | 50,792 | 68,732 | 39,375 | 48,928 | 25,163 | 97,079 | 2,190,775 | 3,381,657 | 14,514 | 34,834 | 346 | 3,304 | 8,511 |
| Reno | 100,756 | 106,929 | 6.1 | * | * | * | * | * | 48,289 | 832,839 | 1,490,990 | 13,944 | 30,876 | * | * | * |
| Sparks | 40,780 | 59,570 | 31.5 | * | * | * | * | * | 23,958 | N.A. | 715,436 | 12,010 | 28,824 | * | * | * |
| WHITE PINE | 8,027 | 7,591 | -5.4 | 2,262 | 1,738 | 1,040 | 1,488 | 1,070 | 3,328 | 52,974 | 95,771 | 12,617 | 28,780 | 127 | 1,007 | 7,627 |
| Ely | 4,882 | 5,200 | 6.5 | * | * | * | * | * | 2,150 | 23,804 | 51,085 | 9,825 | 23,765 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1987 Cash Receipts as follows: From Crops $72,342,000; from Livestock & Livestock Products $128,770,000, Total $201,112,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 923,480 | 1,115,449 | 20.8 | | | | | | 405,714 | 7,739,000 | 20,900,493 | 18,737 | 51,515 | 2,757 | 26,207 | 76,311 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Manchester-Nashua, NH | 567,350 | 736,242 | 29.8 | 191,850 | 204,782 | 115,523 | 138,934 | 84,416 | 281,489 | 4,907,553 | 11,766,775 | 15,982 | 41,802 | 1,090 | 22,095 | 19,252 |
| Portsmouth-Dover-Rochester, NH | 417,013 | 538,765 | 29.2 | 139,664 | 153,911 | 81,694 | 100,139 | 63,096 | 199,414 | 3,489,638 | 10,283,661 | 19,087 | 51,569 | 1,092 | 19,140 | 32,291 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BELKNAP | 43,046 | 51,841 | 20.4 | 13,375 | 13,323 | 7,517 | 10,057 | 7,569 | 20,736 | 347,093 | 634,458 | 12,239 | 30,597 | 153 | 602 | 2,026 |
| Laconia | 15,575 | 16,169 | 3.8 | * | * | * | * | * | 6,188 | 79,801 | 209,708 | 12,970 | 33,890 | * | * | * |
| CARROLL | 28,073 | 36,647 | 30.5 | 8,612 | 8,832 | 5,277 | 7,513 | 6,413 | 15,269 | 222,045 | 451,888 | 12,331 | 29,595 | 136 | 1,117 | 1,158 |
| CHESHIRE | 62,193 | 74,812 | 20.3 | 18,703 | 21,396 | 10,548 | 14,065 | 10,100 | 28,773 | 513,951 | 1,414,847 | 18,912 | 49,173 | 231 | 1,180 | 17,551 |
| Keene | 21,449 | 24,180 | 12.7 | * | * | * | * | * | 9,013 | 130,219 | 333,029 | 13,773 | 36,949 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEW HAMPSHIRE POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| COOS | 35,067 | 35,933 | 2.5 | 9,558 | 9,199 | 4,599 | 6,935 | 5,641 | 13,131 | 239,444 | 613,351 | 17,069 | 46,710 | 154 | 525 | 7,264 |
| GRAFTON | 66,023 | 81,481 | 23.4 | 18,578 | 25,911 | 11,652 | 14,667 | 10,756 | 32,592 | 515,610 | 1,483,410 | 18,205 | 45,515 | 356 | 1,246 | 14,558 |
| Hanover | 9,119 | 10,514 | 15.3 | * | * | * | * | * | 4,205 | 61,111 | 140,591 | 13,372 | 33,434 | * | * | * |
| Lebanon | 11,134 | 13,425 | 20.6 | * | * | * | * | * | 5,743 | 73,917 | 207,627 | 15,466 | 36,155 | * | * | * |
| HILLSBOROUGH | 277,461 | 352,839 | 27.2 | 93,150 | 98,442 | 53,984 | 66,334 | 40,577 | 135,149 | 2,272,413 | 5,937,573 | 16,828 | 43,934 | 338 | 9,290 | 5,980 |
| Manchester | 90,936 | 105,523 | 16.0 | * | * | * | * | * | 42,022 | 475,719 | 1,424,203 | 13,497 | 33,892 | * | * | * |
| Nashua | 67,865 | 85,103 | 25.4 | * | * | * | * | * | 32,390 | 407,079 | 1,317,001 | 15,475 | 40,661 | * | * | * |
| MERRIMACK | 98,668 | 123,026 | 24.7 | 31,002 | 33,955 | 18,577 | 23,129 | 16,239 | 47,317 | 858,962 | 1,786,795 | 14,524 | 37,762 | 370 | 6,726 | 7,027 |
| Concord | 30,400 | 34,328 | 12.9 | * | * | * | * | * | 13,734 | 198,795 | 543,909 | 15,845 | 39,604 | * | * | * |
| ROCKINGHAM | 191,221 | 260,377 | 36.2 | 67,698 | 72,385 | 42,962 | 49,472 | 27,600 | 99,024 | 1,776,178 | 4,042,407 | 15,525 | 40,823 | 382 | 6,079 | 6,245 |
| Portsmouth | 26,254 | 30,687 | 16.9 | * | * | * | * | * | 11,326 | 152,842 | 448,515 | 14,616 | 39,601 | * | * | * |
| STRAFFORD | 85,542 | 104,304 | 21.9 | 25,137 | 35,046 | 13,664 | 18,462 | 11,995 | 40,116 | 709,302 | 1,411,861 | 19,993 | 35,194 | 189 | 6,422 | 2,505 |
| Dover | 22,377 | 25,497 | 13.9 | * | * | * | * | * | 10,092 | 143,069 | 386,957 | 15,177 | 38,345 | * | * | * |
| SULLIVAN | 36,186 | 42,780 | 18.2 | 11,380 | 11,037 | 6,203 | 8,000 | 6,118 | 17,112 | 284,002 | 769,235 | 17,981 | 44,953 | 206 | 2,139 | 7,461 |
| Claremont | 14,557 | 16,002 | 9.9 | | | | | | 6,787 | 80,608 | 200,222 | 12,512 | 29,500 | | | |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1987 Cash Receipts as follows: From Crops $26,207,000; from Livestock & Livestock Products $76,311,000; Total $102,518,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# NEW JERSEY POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 7,376,752 | 7,968,531 | 8.0 | | | | | | 2,843,875 | 71,536,000 | 160,741,100 | 20,172 | 56,522 | 8,277 | 315,821 | 112,195 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Atlantic City, NJ | 277,354 | 355,982 | 28.3 | 84,107 | 93,975 | 45,725 | 67,701 | 64,476 | 145,777 | 2,735,841 | 8,587,368 | 24,123 | 58,908 | 508 | 41,119 | 746 |
| Bergen-Passiac, NJ | 1,292,633 | 1,355,893 | 4.9 | 294,842 | 357,172 | 188,897 | 306,891 | 207,199 | 514,886 | 13,832,667 | 26,277,816 | 19,380 | 51,036 | 183 | 6,866 | * |
| Jersey City, NJ | 559,556 | 546,994 | -2.2 | 131,826 | 147,141 | 75,485 | 111,040 | 80,955 | 189,666 | 3,952,285 | 8,951,591 | 16,365 | 47,197 | * | * | * |
| Middlesex-Somerset-Hunterdon, NJ | 888,636 | 1,044,957 | 17.6 | 237,387 | 300,348 | 152,727 | 229,352 | 124,697 | 388,517 | 9,947,849 | 15,427,866 | 14,764 | 39,710 | 2,057 | 48,161 | 26,244 |
| Monmouth-Ocean, NJ | 852,966 | 1,005,348 | 17.9 | 248,741 | 246,666 | 136,129 | 197,850 | 175,390 | 387,336 | 8,518,913 | 18,067,330 | 17,971 | 46,645 | 1,046 | 52,660 | 8,854 |
| Newark, NJ | 1,879,244 | 1,974,023 | 5.0 | 477,904 | 524,237 | 284,222 | 422,011 | 266,030 | 758,221 | 18,067,796 | 41,855,620 | 21,203 | 55,202 | 1,262 | 26,691 | 15,230 |
| Trenton, NJ | 307,587 | 348,277 | 13.2 | 79,407 | 99,607 | 49,455 | 72,442 | 48,062 | 118,938 | 2,760,029 | 7,403,258 | 21,257 | 62,244 | 309 | 11,243 | 2,713 |
| Vineland-Millville-Bridgeton, NJ | 132,710 | 140,660 | 6.0 | 39,525 | 37,697 | 18,426 | 26,866 | 18,286 | 51,433 | 801,178 | 1,803,230 | 12,820 | 35,060 | 612 | 52,150 | 6,085 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs. 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ATLANTIC | 194,686 | 258,676 | 32.9 | 61,824 | 69,842 | 34,145 | 49,407 | 43,458 | 103,470 | 2,055,724 | 6,670,050 | 25,785 | 64,464 | 384 | 37,003 | 260 |
| Atlantic City | 40,199 | 37,699 | -6.2 | * | * | * | * | * | 16,160 | 205,531 | 440,895 | 11,695 | 27,283 | * | * | * |
| BERGEN | 844,758 | 891,897 | 5.6 | 178,379 | 231,893 | 124,866 | 213,163 | 142,703 | 343,037 | 10,597,482 | 18,286,522 | 20,503 | 53,308 | 126 | 5,523 | 532 |
| Hackensack | 36,039 | 41,145 | 14.2 | * | * | * | * | * | 19,006 | 298,300 | 889,583 | 21,621 | 46,806 | * | * | * |
| BURLINGTON | 363,340 | 427,940 | 17.8 | 110,409 | 125,814 | 62,051 | 86,016 | 43,650 | 160,220 | 3,470,001 | 6,707,418 | 15,674 | 41,864 | 834 | 43,900 | 11,619 |
| Burlington | 10,246 | 9,196 | -10.2 | * | * | * | * | * | 3,535 | 58,963 | 124,986 | 13,591 | 35,361 | * | * | * |
| Willingboro | 39,912 | 40,858 | 2.4 | * | * | * | * | * | 11,271 | 383,904 | 470,776 | 11,522 | 41,770 | * | * | * |
| CAMDEN | 472,165 | 533,255 | 12.9 | 141,846 | 146,112 | 75,189 | 103,451 | 66,657 | 200,572 | 4,490,008 | 7,981,322 | 14,967 | 39,793 | 177 | 7,531 | 392 |
| Camden | 84,910 | 87,940 | 3.6 | * | * | * | * | * | 30,735 | 315,414 | 865,663 | 9,844 | 28,165 | * | * | * |
| Cherry Hill | 68,785 | 72,976 | 6.1 | * | * | * | * | * | 27,028 | 717,672 | 1,291,586 | 17,699 | 47,787 | * | * | * |
| CAPE MAY | 82,668 | 97,307 | 17.7 | 22,283 | 24,132 | 11,579 | 18,294 | 21,018 | 42,307 | 680,117 | 1,917,318 | 19,704 | 45,319 | 124 | 4,116 | 486 |
| CUMBERLAND | 132,710 | 140,660 | 6.0 | 39,525 | 37,697 | 18,426 | 26,866 | 18,286 | 51,433 | 801,178 | 1,803,230 | 12,820 | 35,060 | 612 | 52,150 | 6,085 |
| Bridgeton | 18,795 | 18,267 | -2.8 | * | * | * | * | * | 6,729 | 70,679 | 146,146 | 8,001 | 21,720 | * | * | * |
| Millville | 24,815 | 27,196 | 9.6 | * | * | * | * | * | 10,229 | 114,550 | 267,083 | 9,821 | 26,110 | * | * | * |
| Vineland | 53,753 | 58,155 | 8.2 | * | * | * | * | * | 19,500 | 231,960 | 533,905 | 9,181 | 27,380 | * | * | * |
| ESSEX | 849,309 | 848,668 | -0.1 | 213,864 | 228,292 | 117,116 | 172,280 | 117,116 | 326,411 | 7,286,292 | 16,646,903 | 19,615 | 51,000 | 25 | 907 | * |
| Newark | 329,248 | 320,200 | -2.7 | * | * | * | * | * | 115,889 | 1,162,815 | 3,668,723 | 11,458 | 31,657 | * | * | * |
| GLOUCESTER | 201,090 | 230,599 | 14.7 | 63,645 | 65,260 | 33,437 | 43,583 | 24,905 | 90,000 | 1,786,120 | 4,377,452 | 18,983 | 48,638 | 681 | 42,320 | 4,071 |
| Woodbury | 10,353 | 10,086 | -2.6 | * | * | * | * | * | 3,898 | 72,507 | 149,187 | 14,792 | 38,268 | * | * | * |
| HUDSON | 559,556 | 546,994 | -2.2 | 131,826 | 147,141 | 75,485 | 111,040 | 80,955 | 189,666 | 3,952,285 | 8,951,591 | 16,365 | 47,197 | * | * | * |
| Jersey City | 223,532 | 210,501 | -5.8 | * | * | * | * | * | 74,202 | 988,781 | 2,544,925 | 12,090 | 34,297 | * | * | * |
| Union City | 55,593 | 55,534 | -0.1 | * | * | * | * | * | 20,264 | 238,001 | 649,793 | 11,701 | 32,067 | * | * | * |
| HUNTERDON | 87,755 | 106,973 | 21.9 | 27,278 | 27,706 | 16,474 | 24,069 | 11,446 | 40,834 | 796,054 | 1,976,047 | 18,472 | 48,393 | 1,398 | 12,808 | 14,747 |
| MERCER | 307,587 | 348,277 | 13.2 | 79,407 | 99,607 | 49,455 | 72,442 | 48,062 | 133,952 | 2,760,029 | 7,403,258 | 21,257 | 55,268 | 309 | 11,243 | 2,713 |
| Trenton | 92,124 | 88,096 | -4.4 | * | * | * | * | * | 32,342 | 376,387 | 890,055 | 10,103 | 27,520 | * | * | * |
| MIDDLESEX | 597,276 | 692,355 | 15.9 | 155,088 | 206,322 | 100,392 | 146,087 | 83,775 | 253,283 | 6,787,467 | 8,661,452 | 12,510 | 34,197 | 252 | 27,792 | 1,615 |
| New Brunswick | 41,442 | 43,962 | 6.1 | * | * | * | * | * | 14,506 | 230,466 | 571,074 | 12,990 | 39,368 | * | * | * |
| Perth Amboy | 38,951 | 46,633 | 19.7 | * | * | * | * | * | 16,832 | 227,291 | 622,104 | 13,340 | 36,959 | * | * | * |
| Woodbridge | 90,074 | 98,843 | 9.7 | * | * | * | * | * | 35,301 | 1,236,825 | 1,925,863 | 19,484 | 54,555 | * | * | * |
| MONMOUTH | 504,488 | 572,657 | 13.5 | 143,164 | 150,609 | 80,745 | 120,831 | 76,736 | 210,788 | 5,584,030 | 9,906,413 | 17,299 | 46,997 | 840 | 49,690 | 6,908 |
| Asbury Park | 17,015 | 19,064 | 12.0 | * | * | * | * | * | 8,382 | 85,692 | 260,789 | 13,680 | 31,115 | * | * | * |
| Middletown | 61,615 | 64,309 | 4.4 | * | * | * | * | * | 23,818 | 528,997 | 758,939 | 11,801 | 31,864 | * | * | * |
| Red Bank | 12,031 | 11,839 | -1.6 | * | * | * | * | * | 5,013 | 92,834 | 225,804 | 19,073 | 45,043 | * | * | * |
| Shrewsbury | 2,962 | 2,795 | -5.6 | * | * | * | * | * | 1,035 | 28,032 | 57,299 | 20,500 | 55,361 | * | * | * |
| MORRIS | 408,537 | 480,410 | 17.6 | 114,338 | 129,711 | 73,983 | 110,014 | 52,365 | 183,563 | 4,565,726 | 9,319,260 | 19,399 | 50,769 | 430 | 11,382 | 1,634 |
| Dover | 14,681 | 15,180 | 3.4 | * | * | * | * | * | 5,246 | 90,242 | 219,623 | 14,468 | 41,864 | * | * | * |
| Morristown | 16,614 | 16,618 | 0.0 | * | * | * | * | * | 6,766 | 127,675 | 300,588 | 18,088 | 44,427 | * | * | * |
| Parsippany | 49,868 | 53,176 | 6.6 | * | * | * | * | * | 19,164 | 557,601 | 1,047,277 | 19,695 | 54,649 | * | * | * |
| OCEAN | 348,478 | 432,691 | 24.2 | 105,577 | 96,057 | 55,384 | 77,019 | 98,654 | 173,077 | 2,934,883 | 8,766,725 | 20,261 | 50,652 | 206 | 2,970 | 1,946 |
| Brick Township | 53,629 | 67,752 | 26.3 | * | * | * | * | * | 27,888 | 499,856 | 1,392,893 | 20,559 | 49,946 | * | * | * |
| Point Pleasant | 17,747 | 19,680 | 10.9 | * | * | * | * | * | 7,515 | 108,631 | 288,566 | 14,663 | 38,396 | * | * | * |
| Toms River | 3,954 | 3,508 | -11.3 | * | * | * | * | * | 955 | 16,173 | 35,391 | 10,087 | 37,067 | * | * | * |
| PASSAIC | 447,875 | 463,996 | 3.6 | 116,463 | 125,279 | 64,032 | 93,727 | 64,496 | 171,828 | 3,235,185 | 7,991,294 | 17,223 | 46,507 | 57 | 1,343 | * |
| Clifton | 74,388 | 74,441 | 0.1 | * | * | * | * | * | 30,403 | 445,483 | 1,184,003 | 15,905 | 38,943 | * | * | * |
| Passaic | 52,463 | 53,834 | 2.6 | * | * | * | * | * | 20,679 | 207,467 | 565,414 | 10,503 | 27,342 | * | * | * |
| Paterson | 137,970 | 141,642 | 2.7 | * | * | * | * | * | 49,791 | 474,932 | 1,358,676 | 9,592 | 27,288 | * | * | * |
| SALEM | 64,630 | 73,562 | 13.8 | 20,082 | 19,200 | 9,931 | 14,197 | 10,225 | 27,797 | 484,316 | 1,204,585 | 16,375 | 43,336 | 697 | 29,680 | 20,244 |
| Salem | 6,959 | 6,841 | -4.6 | * | * | * | * | * | 2,634 | 32,645 | 67,434 | 10,154 | 25,597 | * | * | * |
| SOMERSET | 203,605 | 245,628 | 20.6 | 55,021 | 66,320 | 35,862 | 59,196 | 29,475 | 92,220 | 2,364,328 | 4,790,366 | 19,502 | 51,945 | 407 | 7,561 | 9,882 |
| Bridgewater | 29,175 | 31,413 | 7.7 | * | * | * | * | * | 11,218 | 408,651 | 713,834 | 22,724 | 63,633 | * | * | * |
| Somerville | 11,973 | 11,526 | -3.7 | * | * | * | * | * | 4,725 | 84,059 | 192,563 | 16,707 | 40,750 | * | * | * |

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## NEW JERSEY POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SUSSEX | 116,941 | 131,947 | 12.8 | 37,869 | 32,855 | 23,355 | 24,806 | 12,931 | 50,940 | 959,651 | 2,806,692 | 21,271 | 55,098 | 776 | 6,404 | 13,518 |
| Newton | 7,748 | 8,083 | 4.3 | * | * | * | * | * | 3,082 | 41,548 | 112,377 | 13,902 | 36,464 | * | * | * |
| UNION | 504,457 | 512,997 | 1.7 | 111,833 | 133,379 | 69,768 | 114,911 | 83,619 | 197,306 | 5,256,127 | 9,605,265 | 18,724 | 48,682 | 31 | 7,998 | 78 |
| Elizabeth | 106,201 | 109,106 | 2.7 | * | * | * | * | * | 42,372 | 575,902 | 1,336,234 | 12,247 | 31,536 | * | * | * |
| WARREN | 84,841 | 92,095 | 8.6 | 23,484 | 24,221 | 13,538 | 18,419 | 12,525 | 34,109 | 688,997 | 1,259,985 | 13,681 | 36,940 | 666 | 8,261 | 27,007 |
| Phillipsburg | 16,647 | 16,021 | -3.8 | * | * | * | * | * | 6,323 | 82,542 | 181,195 | 11,310 | 28,659 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1987 Cash Receipts as follows: From Crops $315,821,000; from Livestock & Livestock Products $112,195,000; Total $428,016,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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## NEW MEXICO POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 1,305.156 | 1,580,059 | 21.1 | | | | | | 568,429 | 9,327,002 | 18,332,861 | 11,603 | 32,252 | 12,914 | 229,571 | 591,469 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Alburquerque, NM | 422,149 | 512,645 | 21.4 | 138,414 | 153,793 | 79,460 | 92,789 | 48,701 | 170,483 | 3,250,743 | 7,285,372 | 14,211 | 42,734 | 434 | 2,956 | 23,737 |
| Las Curces, NM | 96,794 | 134,555 | 39.0 | 41,981 | 43,192 | 16,685 | 21,798 | 10,630 | 50,008 | 577,073 | 1,483,234 | 11,023 | 29,660 | 1,104 | 81,877 | 74,337 |
| Santa Fe, NM | 93,260 | 121,037 | 29.8 | 33,465 | 31,944 | 19,744 | 24,271 | 11,691 | 40,428 | 950,817 | 2,309,725 | 19,083 | 57,132 | 324 | 2,036 | 5,266 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BERNALILLO | 422,149 | 512,645 | 21.4 | 138,414 | 153,793 | 79,460 | 92,789 | 48,701 | 170,483 | 3,250,743 | 7,285,372 | 14,211 | 42,734 | 434 | 2,956 | 23,737 |
| Albuquerque | 331,767 | 407,682 | 22.9 | * | * | * | * | * | 146,136 | 2,059,628 | 4,711,831 | 11,558 | 32,243 | * | * | * |
| CATRON | 2,717 | 2,836 | 4.4 | 891 | 695 | 366 | 505 | 383 | 1,003 | 20,292 | 34,796 | 12,268 | 34,680 | 260 | * | * |
| CHAVES | 51,387 | 59,472 | 15.7 | 17,901 | 15,582 | 6,899 | 10,467 | 8,742 | 19,799 | 333,381 | 670,184 | 11,269 | 33,850 | 622 | 21,521 | 63,978 |
| Roswell | 39,676 | 45,855 | 15.6 | * | * | * | * | * | 16,645 | 192,499 | 385,981 | 8,417 | 23,189 | * | * | * |
| CIBOLA | 30,347 | 29,485 | -2.9 | * | * | * | * | * | 9,828 | 234,198 | 276,114 | 9,365 | 28,095 | * | * | * |
| Grants | 11,451 | 11,119 | -3.0 | * | * | * | * | * | 3,706 | 80,431 | 113,726 | 10,228 | 30,687 | | | |
| Milan | 3,747 | 3,638 | -3.0 | * | * | * | * | * | 1,212 | 26,771 | 35,152 | 9,662 | 29,003 | | | |
| COLFAX | 13,760 | 15,890 | 15.5 | 4,831 | 4,195 | 2,002 | 2,749 | 2,113 | 5,397 | 90,164 | 181,263 | 11,407 | 33,585 | 303 | 1,032 | 23,825 |
| Raton | 8,225 | 9,675 | 17.6 | * | * | * | * | * | 3,738 | 36,316 | 75,044 | 7,756 | 20,078 | * | * | * |
| CURRY | 41,720 | 44,667 | 7.1 | 14,383 | 12,953 | 5,673 | 7,191 | 4,467 | 14,649 | 291,089 | 534,319 | 11,962 | 36,476 | 659 | 25,246 | 128,213 |
| Clovis | 31,194 | 34,058 | 9.2 | * | * | * | * | * | 12,109 | 160,020 | 304,260 | 8,934 | 25,128 | * | * | * |
| DE BACA | 2,445 | 2,414 | -1.3 | 589 | 555 | 268 | 502 | 500 | 719 | 15,801 | 25,225 | 10,451 | 35,074 | 191 | 1,453 | 13,163 |
| DONA ANA | 96,794 | 134,555 | 39.0 | 41,981 | 43,192 | 16,685 | 21,798 | 10,630 | 50,008 | 577,073 | 1,483,234 | 11,023 | 29,660 | 1,104 | 81,877 | 74,337 |
| Las Cruces | 45,086 | 57,737 | 28.1 | * | * | * | * | * | 22,019 | 242,265 | 569,762 | 9,868 | 25,876 | * | * | * |
| EDDY | 47,969 | 54,920 | 14.5 | 17,465 | 14,224 | 8,590 | 9,391 | 7,249 | 20,167 | 309,563 | 542,154 | 9,872 | 26,884 | 503 | 16,253 | 30,806 |
| Artesia | 10,385 | 10,975 | 5.7 | * | * | * | * | * | 4,342 | 48,417 | 77,218 | 7,036 | 17,784 | * | * | * |
| Carlsbad | 25,496 | 29,431 | 15.4 | * | * | * | * | * | 11,587 | 117,654 | 204,950 | 6,964 | 17,673 | * | * | * |

| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | POPULATION Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GRANT | 26,294 | 29,788 | 13.3 | 10,009 | 7,656 | 3,724 | 5,124 | 3,277 | 10,954 | 168,370 | 298,821 | 10,032 | 27,279 | 282 | 160 | 7,424 |
| Silver City | 9,887 | 11,003 | 11.3 | * | * | * | * | * | 3,978 | 42,856 | 73,950 | 6,721 | 18,588 | * | * | * |
| GUADALUPE | 4,471 | 4,332 | -3.1 | 1,391 | 1,239 | 472 | 736 | 498 | 1,639 | 20,626 | 31,848 | 7,351 | 19,433 | 258 | 114 | 16,571 |
| HARDING | 1,083 | 979 | -9.6 | 270 | 218 | 124 | 184 | 181 | 316 | 7,208 | 10,675 | 10,899 | 33,759 | 181 | - | - |
| HIDALGO | 6,005 | 7,316 | 21.8 | 2,795 | 1,851 | 878 | 1,083 | 710 | 2,706 | 30,753 | 64,248 | 8,782 | 23,740 | 157 | 5,083 | 15,128 |
| LEA | 55,797 | 68,391 | 22.6 | 23,800 | 18,124 | 8,412 | 11,763 | 6,224 | 26,665 | 412,976 | 675,059 | 9,871 | 25,316 | 561 | 7,259 | 23,837 |
| Hobbs | 29,153 | 35,639 | 22.2 | * | * | * | * | * | 13,586 | 156,286 | 264,419 | 7,419 | 19,462 | * | * | * |
| Lovington | 9,727 | 11,746 | 20.8 | * | * | * | * | * | 4,202 | 43,042 | 71,933 | 6,124 | 17,121 | * | * | * |
| LINCOLN | 11,093 | 15,988 | 44.1 | 4,333 | 3,917 | 2,302 | 3,214 | 2,238 | 4,999 | 75,694 | 181,034 | 11,323 | 36,212 | 349 | 229 | 11,948 |
| LOS ALAMOS | 17,685 | 21,738 | 22.9 | 5,760 | 4,934 | 3,261 | 6,000 | 1,761 | 7,447 | 270,186 | 546,542 | 25,143 | 73,389 | | | |
| Los Alamos | 11,039 | 14,305 | 29.6 | * | * | * | * | * | 5,818 | 149,389 | 251,601 | 17,588 | 43,242 | * | * | * |
| LUNA | 15,614 | 18,850 | 20.7 | 5,957 | 4,392 | 1,810 | 3,374 | 3,318 | 6,221 | 87,314 | 155,346 | 8,241 | 24,973 | 207 | 16,608 | 15,498 |
| Deming | 9,964 | 11,223 | 12.6 | * | * | * | * | * | 4,042 | 41,417 | 66,729 | 5,946 | 16,507 | * | * | * |
| MCKINLEY | 55,026 | 63,615 | 15.6 | 25,828 | 18,385 | 7,570 | 8,461 | 3,308 | 29,254 | 359,246 | 618,885 | 9,729 | 21,156 | 240 | 263 | 8,831 |
| Gallup | 18,161 | 20,800 | 14.5 | * | * | * | * | * | 7,110 | 127,813 | 218,216 | 10,491 | 30,690 | * | * | * |
| MORA | 4,157 | 4,756 | 14.4 | 1,484 | 1,317 | 523 | 761 | 671 | 1,635 | 16,851 | 32,752 | 6,886 | 20,035 | 401 | 368 | 9,395 |
| OTERO | 44,482 | 52,339 | 17.7 | 16,277 | 15,963 | 7,118 | 8,898 | 4,030 | 17,961 | 273,156 | 617,250 | 11,793 | 34,365 | 439 | 1,592 | 8,736 |
| Alamagordo | 24,024 | 28,027 | 16.7 | * | * | * | * | * | 10,236 | 121,093 | 268,560 | 9,582 | 26,236 | * | * | * |
| QUAY | 10,526 | 11,739 | 11.5 | 3,498 | 2,829 | 1,350 | 2,195 | 1,881 | 4,017 | 70,621 | 132,300 | 11,270 | 32,939 | 589 | 5,648 | 23,257 |
| RIO ARRIBA | 29,191 | 37,006 | 26.8 | 12,878 | 10,325 | 4,626 | 5,884 | 3,257 | 14,550 | 159,482 | 331,845 | 8,967 | 22,807 | 936 | 1,322 | 9,948 |
| ROOSEVELT | 15,639 | 17,055 | 9.1 | 4,656 | 5,594 | 1,910 | 2,643 | 2,234 | 4,964 | 100,575 | 198,747 | 11,654 | 40,037 | 810 | 30,342 | 65,996 |
| Portales | 9,940 | 10,778 | 8.4 | * | * | * | * | * | 3,693 | 46,651 | 91,414 | 8,482 | 24,752 | * | * | * |
| SANDOVAL | 35,077 | 65,593 | 87.0 | 20,859 | 17,382 | 8,593 | 11,348 | 7,412 | 24,263 | 190,798 | 687,484 | 10,481 | 28,335 | 379 | 4,549 | 7,128 |
| SAN JUAN | 81,531 | 99,109 | 21.6 | 36,869 | 28,147 | 12,686 | 14,966 | 6,541 | 39,670 | 649,583 | 1,054,257 | 10,637 | 26,576 | 650 | 15,747 | 7,590 |
| Farmington | 31,222 | 35,204 | 12.8 | * | * | * | * | * | 12,619 | 228,334 | 347,507 | 9,871 | 27,538 | * | * | * |
| SAN MIGUEL | 22,705 | 27,451 | 20.9 | 8,427 | 8,071 | 3,431 | 4,337 | 3,129 | 9,293 | 108,572 | 242,002 | 8,816 | 26,042 | 634 | 258 | 16,456 |
| Las Vegas | 14,322 | 20,418 | 42.6 | * | * | * | * | * | 7,024 | 51,235 | 145,908 | 7,146 | 20,774 | * | * | * |
| SANTA FE | 75,575 | 99,300 | 31.4 | 27,705 | 27,010 | 16,484 | 18,271 | 9,930 | 32,981 | 680,631 | 1,763,183 | 17,756 | 53,461 | 324 | 2,036 | 5,266 |
| Santa Fe | 48,953 | 57,981 | 18.4 | * | * | * | * | * | 22,526 | 353,350 | 796,476 | 13,737 | 35,359 | * | * | * |
| SIERRA | 8,436 | 10,019 | 18.8 | 2,174 | 1,914 | 872 | 2,034 | 3,026 | 2,830 | 46,215 | 87,404 | 8,724 | 30,881 | 192 | 2,430 | 9,632 |
| SOCORRO | 12,986 | 16,832 | 29.6 | 5,538 | 5,134 | 2,020 | 2,592 | 1,565 | 5,628 | 62,282 | 139,940 | 8,314 | 24,867 | 396 | 4,004 | 17,164 |
| TAOS | 18,848 | 24,441 | 29.7 | 7,626 | 6,550 | 3,642 | 4,228 | 2,371 | 9,162 | 115,592 | 241,063 | 9,863 | 26,313 | 497 | 421 | 15,583 |
| TORRANCE | 7,581 | 9,335 | 23.1 | 3,034 | 2,297 | 1,176 | 1,643 | 1,195 | 3,334 | 42,679 | 87,186 | 9,339 | 26,154 | 460 | 4,875 | 16,627 |
| UNION | 4,672 | 5,253 | 12.4 | 1,581 | 1,245 | 567 | 982 | 883 | 1,795 | 31,011 | 39,351 | 7,491 | 21,924 | 438 | 4,274 | 101,521 |
| VALENCIA | 31,394 | 42,852 | 26.7 | * | * | * | * | * | 14,284 | * | 413,474 | 9,649 | 28,947 | 581 | 2,690 | 9,600 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1987 Cash Receipts as follows: From Crops $229,571,000; from Livestock & Livestock Products $591,469,000. Total $821,040,000 * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# NEW YORK POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS................** | 17,575,098 | 18,213,459 | 3.6 | | | | | | 6,752,422 | 158,826,000 | 313,322,520 | 17,203 | 46,402 | 42,207 | 642,310 | 1,753,283 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Albany-Schenectady-Troy, NY | 836,456 | 870,268 | 4.0 | 209,318 | 245,757 | 123,496 | 165,549 | 126,041 | 317,044 | 6,640,286 | 13,195,230 | 15,162 | 41,620 | 2,591 | 25,165 | 94,227 |
| Binghamton, NY | 263,371 | 269,604 | 2.4 | 66,553 | 77,317 | 35,372 | 52,844 | 37,604 | 100,713 | 1,994,252 | 4,093,090 | 15,182 | 40,641 | 1,169 | 4,888 | 48,419 |
| Buffalo, NY | 1,013,426 | 982,925 | -3.0 | 232,953 | 278,168 | 130,729 | 196,585 | 143,507 | 366,692 | 7,761,915 | 13,859,190 | 14,100 | 37,795 | 1,201 | 29,507 | 43,124 |
| Elmira, NY | 97,700 | 91,639 | -6.2 | 24,101 | 25,476 | 11,730 | 17,136 | 13,196 | 34,364 | 588,835 | 1,010,586 | 11,028 | 29,409 | 327 | 3,766 | 9,177 |
| Glens Falls, NY | 109,767 | 115,731 | 5.4 | 31,887 | 31,943 | 15,159 | 21,178 | 15,622 | 45,081 | 685,942 | 1,409,027 | 12,175 | 31,255 | 922 | 5,470 | 69,136 |
| Nassau-Suffolk, NY | 2,611,803 | 2,798,361 | 7.1 | 683,192 | 766,881 | 376,803 | 617,396 | 352,658 | 1,212,384 | 30,046,251 | 52,602,766 | 18,798 | 43,388 | 763 | 99,458 | 19,120 |
| New York, NY | 8,281,761 | 8,534,969 | 3.1 | 1,976,196 | 2,208,740 | 1,291,398 | 1,775,694 | 1,279,635 | 3,513,621 | 78,121,880 | 151,239,153 | 17,720 | 43,044 | 1,964 | 4,299 | 62,244 |
| Niagra Falls, NY | 226,796 | 222,407 | -1.9 | 56,936 | 62,052 | 28,913 | 42,925 | 31,359 | 85,469 | 1,677,204 | 2,863,323 | 12,874 | 33,501 | 923 | 26,297 | 16,026 |
| Orange, NY | 260,692 | 282,126 | 8.2 | 78,713 | 76,456 | 40,344 | 53,322 | 33,291 | 113,905 | 1,837,416 | 4,403,681 | 15,609 | 38,661 | 789 | 43,649 | 30,074 |
| Poughkeepsie, NY | 246,205 | 260,303 | 5.7 | 64,555 | 73,145 | 37,744 | 53,362 | 32,017 | 97,536 | 1,945,219 | 3,760,409 | 14,446 | 38,554 | 613 | 13,782 | 23,763 |
| Rochester, NY | 973,509 | 1,036,308 | 6.5 | 257,855 | 298,762 | 152,670 | 196,650 | 130,500 | 398,227 | 9,014,247 | 17,539,208 | 16,925 | 44,043 | 3,901 | 155,747 | 121,336 |
| Syracuse, NY | 643,007 | 683,241 | 6.3 | 177,285 | 204,435 | 93,068 | 124,551 | 83,972 | 256,671 | 5,193,976 | 10,812,832 | 15,826 | 42,127 | 2,306 | 34,260 | 119,236 |
| Utica-Rome, NY | 320,044 | 326,040 | 1.9 | 83,901 | 89,430 | 41,203 | 61,350 | 50,414 | 122,607 | 2,125,560 | 4,078,529 | 12,509 | 33,265 | 1,959 | 15,555 | 106,220 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALBANY | 286,328 | 287,228 | 0.3 | 62,328 | 85,881 | 41,648 | 53,999 | 43,371 | 98,282 | 2,468,352 | 4,350,185 | 15,145 | 44,262 | 460 | 5,598 | 10,659 |
| Albany | 101,727 | 95,342 | -6.3 | * | * | * | * | * | 39,765 | 556,327 | 1,040,510 | 10,913 | 26,166 | * | * | * |
| ALLEGANY | 51,777 | 51,188 | -1.1 | 14,026 | 17,199 | 5,682 | 8,241 | 6,040 | 16,704 | 307,045 | 569,232 | 11,120 | 30,433 | 798 | 1,763 | 28,225 |
| Wellsville | 5,769 | 4,885 | -15.3 | * | * | * | * | * | 1,880 | 32,939 | 51,989 | 10,643 | 27,647 | * | * | * |
| BRONX | 1,164,788 | 1,168,458 | 0.3 | 313,147 | 316,652 | 153,068 | 218,502 | 164,753 | 433,422 | 8,430,068 | 16,706,547 | 14,298 | 38,546 | * | * | * |
| BROOME | 213,467 | 215,425 | 0.9 | 50,625 | 62,689 | 28,221 | 42,008 | 31,969 | 78,116 | 1,638,277 | 3,341,429 | 15,511 | 42,775 | 590 | 2,595 | 21,096 |
| Binghamton | 55,860 | 53,696 | -3.9 | * | * | * | * | * | 22,633 | 300,639 | 579,454 | 10,791 | 25,602 | * | * | * |
| CATTARAUGUS | 85,840 | 88,440 | 3.0 | 25,205 | 24,586 | 11,055 | 15,742 | 11,851 | 34,084 | 548,328 | 1,052,092 | 11,896 | 30,868 | 1,102 | 8,501 | 44,352 |
| Olean | 18,207 | 17,814 | -2.2 | * | * | * | * | * | 7,194 | 97,453 | 176,544 | 9,911 | 24,540 | * | * | * |
| Salamanca | 6,890 | 6,481 | -5.9 | * | * | * | * | * | 2,525 | 30,874 | 53,769 | 8,297 | 21,291 | * | * | * |
| CAYUGA | 79,898 | 83,270 | 4.2 | 23,149 | 22,400 | 11,075 | 14,822 | 11,991 | 32,295 | 510,918 | 968,227 | 11,628 | 29,981 | 995 | 20,607 | 56,807 |
| Auburn | 32,548 | 32,364 | -0.6 | * | * | * | * | * | 12,073 | 152,627 | 273,649 | 8,455 | 22,666 | * | * | * |
| CHAUTAUQUA | 147,084 | 148,663 | 1.1 | 38,504 | 41,180 | 18,434 | 27,800 | 22,597 | 55,104 | 1,021,845 | 1,877,096 | 12,626 | 34,064 | 1,972 | 27,334 | 51,794 |
| Dunkirk | 15,310 | 14,757 | -3.6 | * | * | * | * | * | 5,737 | 81,129 | 140,887 | 9,547 | 24,556 | * | * | * |
| Fredonia | 11,126 | 11,670 | 4.9 | * | * | * | * | * | 3,640 | 52,541 | 99,295 | 8,508 | 27,282 | * | * | * |
| Jamestown | 35,775 | 34,313 | -4.1 | * | * | * | * | * | 14,193 | 173,146 | 299,201 | 8,720 | 21,080 | * | * | * |
| CHEMUNG | 97,700 | 91,639 | -6.2 | 24,101 | 25,476 | 11,730 | 17,136 | 13,196 | 34,364 | 588,835 | 1,010,586 | 11,028 | 29,409 | 327 | 3,766 | 9,177 |
| Elmira | 35,327 | 30,452 | -13.8 | * | * | * | * | * | 11,531 | 127,576 | 196,137 | 6,441 | 17,009 | * | * | * |
| CHENANGO | 49,448 | 52,169 | 5.5 | 15,129 | 13,773 | 6,678 | 9,599 | 7,043 | 20,869 | 319,891 | 696,875 | 13,358 | 33,393 | 933 | 2,472 | 52,849 |
| Norwich | 8,082 | 7,888 | -2.4 | * | * | * | * | * | 3,227 | 46,650 | 93,869 | 11,900 | 29,088 | * | * | * |
| CLINTON | 80,899 | 84,599 | 4.6 | 22,080 | 29,440 | 11,336 | 13,874 | 7,952 | 31,260 | 503,184 | 1,116,767 | 13,201 | 35,725 | 591 | 10,773 | 37,980 |
| Plattsburgh | 21,057 | 22,289 | 5.8 | * | * | * | * | * | 7,347 | 107,801 | 241,607 | 10,840 | 32,886 | * | * | * |
| COLUMBIA | 59,704 | 61,554 | 3.1 | 14,958 | 15,388 | 8,494 | 12,249 | 10,403 | 22,591 | 393,370 | 965,865 | 15,691 | 42,755 | 567 | 12,497 | 43,042 |
| Hudson | 7,986 | 7,164 | -10.3 | * | * | * | * | * | 2,922 | 28,979 | 61,361 | 8,565 | 21,001 | * | * | * |
| CORTLAND | 49,010 | 49,352 | 0.7 | 12,980 | 16,286 | 6,169 | 7,995 | 5,824 | 17,869 | 375,137 | 694,852 | 14,079 | 38,885 | 535 | 2,009 | 40,678 |
| Cortland | 20,138 | 20,361 | 1.1 | * | * | * | * | * | 7,169 | 110,847 | 205,646 | 10,100 | 28,686 | * | * | * |
| DELAWARE | 46,949 | 49,193 | 4.8 | 12,692 | 13,528 | 6,001 | 9,347 | 7,674 | 18,271 | 296,446 | 505,516 | 11,496 | 30,952 | 883 | 3,807 | 51,488 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 199[illegible] estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| DUTCHESS | 246,205 | 260,303 | 5.7 | 64,555 | 73,145 | 37,744 | 53,362 | 32,017 | 97,536 | 1,945,219 | 3,760,409 | 14,446 | 38,554 | 613 | 13,782 | 23,763 |
| Beacon | 12,937 | 12,814 | -1.0 | • | • | • | • | • | 4,518 | 62,585 | 135,696 | 10,590 | 30,034 | • | • | • |
| Poughkeepsie | 29,757 | 28,770 | -3.3 | • | • | • | • | • | 12,316 | 155,388 | 328,872 | 11,431 | 26,703 | • | • | • |
| ERIE | 1,013,426 | 982,925 | -3.0 | 232,953 | 278,168 | 130,729 | 196,585 | 143,507 | 366,692 | 7,761,915 | 13,859,190 | 14,100 | 37,795 | 1,201 | 29,507 | 43,124 |
| Buffalo | 357,870 | 319,813 | -10.6 | • | • | • | • | • | 130,514 | 1,646,499 | 2,650,563 | 8,288 | 20,309 | • | • | • |
| Tonawanda | 18,693 | 17,456 | -6.6 | • | • | • | • | • | 6,464 | 97,158 | 163,440 | 9,363 | 25,283 | • | • | • |
| ESSEX | 36,302 | 37,570 | 3.5 | 9,655 | 9,956 | 4,884 | 7,251 | 5,898 | 14,117 | 236,548 | 501,729 | 13,355 | 35,542 | 219 | 2,207 | 6,991 |
| FRANKLIN | 45,027 | 44,849 | -0.4 | 12,333 | 13,096 | 5,427 | 7,938 | 6,055 | 17,384 | 266,226 | 581,983 | 12,976 | 33,478 | 557 | 5,513 | 38,297 |
| Malone | 7,668 | 7,352 | -4.1 | • | • | • | • | • | 2,855 | 40,486 | 84,853 | 11,541 | 29,720 | • | • | • |
| Saranac Lake | 5,578 | 5,246 | -5.9 | • | • | • | • | • | 2,324 | 29,495 | 60,640 | 11,558 | 26,090 | • | • | • |
| Tupper Lake | 4,478 | 4,225 | -5.6 | | | | | | 1,604 | 21,140 | 43,601 | 10,319 | 27,175 | | | |
| FULTON | 55,102 | 55,725 | 1.1 | 14,934 | 14,266 | 7,133 | 10,309 | 9,083 | 21,065 | 337,891 | 675,279 | 12,118 | 32,057 | 195 | 763 | 7,853 |
| Gloversville | 17,836 | 16,701 | -6.4 | • | • | • | • | • | 7,085 | 83,711 | 152,595 | 9,137 | 21,538 | • | • | • |
| Johnstown | 9,360 | 8,883 | -5.1 | • | • | • | • | • | 3,664 | 46,154 | 85,273 | 9,599 | 23,274 | • | • | • |
| GENESEE | 59,460 | 60,956 | 2.5 | 16,641 | 16,763 | 8,107 | 11,460 | 8,046 | 23,757 | 424,102 | 822,599 | 13,495 | 34,625 | 660 | 25,905 | 41,157 |
| Batavia | 16,703 | 16,723 | 0.1 | • | • | • | • | • | 6,137 | 88,760 | 167,574 | 10,021 | 27,307 | • | • | • |
| GREENE | 40,853 | 43,920 | 7.5 | 10,585 | 11,331 | 5,534 | 8,740 | 7,774 | 16,134 | 261,252 | 565,598 | 12,878 | 35,055 | 279 | 2,129 | 6,841 |
| Catskill | 4,718 | 4,236 | -10.2 | • | • | • | • | • | 1,723 | 24,363 | 43,806 | 10,342 | 25,428 | • | • | • |
| HAMILTON | 5,021 | 5,314 | 5.8 | 1,244 | 1,265 | 606 | 1,174 | 1,026 | 1,866 | 27,568 | 66,583 | 12,529 | 35,677 | • | • | • |
| HERKIMER | 66,782 | 67,947 | 1.7 | 18,346 | 17,938 | 8,425 | 12,570 | 10,668 | 26,333 | 420,235 | 778,985 | 11,465 | 29,582 | 708 | 2,131 | 45,239 |
| Herkimer | 8,383 | 8,277 | -1.3 | • | • | • | • | • | 3,326 | 40,350 | 71,856 | 8,681 | 21,603 | • | • | • |
| Ilion | 9,450 | 9,464 | 0.1 | • | • | • | • | • | 3,548 | 44,412 | 80,220 | 8,476 | 22,613 | • | • | • |
| Little Falls | 6,156 | 5,680 | -7.7 | • | • | • | • | • | 2,465 | 29,078 | 48,387 | 8,519 | 19,631 | • | • | • |
| JEFFERSON | 88,110 | 95,700 | 8.6 | 27,849 | 25,743 | 11,962 | 17,130 | 13,015 | 37,911 | 568,790 | 1,160,856 | 12,130 | 30,620 | 1,058 | 3,876 | 73,468 |
| Watertown | 27,861 | 26,703 | -4.2 | • | • | • | • | • | 10,635 | 143,436 | 254,905 | 9,546 | 23,969 | • | • | • |
| KINGS | 2,230,455 | 2,219,459 | -0.5 | 597,034 | 581,498 | 308,505 | 417,258 | 315,163 | 847,495 | 16,772,357 | 33,499,485 | 15,094 | 39,528 | • | • | • |
| LEWIS | 24,985 | 27,208 | 8.9 | 8,734 | 7,428 | 3,238 | 4,625 | 3,211 | 11,885 | 151,248 | 322,729 | 11,862 | 27,154 | 707 | 1,896 | 56,768 |
| LIVINGSTON | 57,075 | 61,894 | 8.4 | 15,783 | 19,806 | 8,170 | 11,017 | 7,118 | 23,049 | 429,699 | 936,907 | 15,137 | 40,649 | 737 | 18,891 | 36,520 |
| MADISON | 65,136 | 70,889 | 8.8 | 18,998 | 22,685 | 8,861 | 12,335 | 8,081 | 27,042 | 471,366 | 1,001,420 | 14,127 | 37,032 | 785 | 5,990 | 59,780 |
| Oneida | 10,810 | 10,370 | -4.1 | • | • | • | • | • | 3,872 | 60,674 | 112,424 | 10,842 | 29,034 | • | • | • |
| MONROE | 703,318 | 743,600 | 5.7 | 179,951 | 215,644 | 111,540 | 142,028 | 94,437 | 286,000 | 6,943,444 | 13,219,350 | 17,777 | 46,222 | 682 | 30,982 | 12,548 |
| Rochester | 241,741 | 232,963 | -3.6 | • | • | • | • | • | 94,109 | 1,375,765 | 2,482,710 | 10,657 | 26,381 | • | • | • |
| MONTGOMERY | 53,350 | 52,539 | -1.5 | 12,872 | 13,030 | 6,778 | 9,982 | 9,877 | 19,648 | 345,445 | 670,460 | 12,761 | 34,124 | 616 | 4,022 | 37,576 |
| Amsterdam | 21,872 | 20,432 | -6.6 | • | • | • | • | • | 8,876 | 106,478 | 194,030 | 9,496 | 21,861 | • | • | • |
| NASSAU | 1,324,537 | 1,366,625 | 3.2 | 295,191 | 371,722 | 174,928 | 323,890 | 200,894 | 591,055 | 16,962,425 | 28,292,421 | 20,702 | 47,868 | 67 | 1,917 | 1,511 |
| Garden City | 22,927 | 22,930 | 0.0 | • | • | • | • | • | 7,907 | 278,550 | 457,799 | 19,965 | 57,898 | • | • | • |
| Hempstead | 40,404 | 47,387 | 17.3 | • | • | • | • | • | 17,291 | 261,815 | 613,540 | 12,947 | 35,483 | • | • | • |
| NEW YORK | 1,431,355 | 1,491,695 | 4.2 | 243,146 | 372,924 | 299,831 | 341,598 | 234,196 | 828,719 | 16,377,482 | 30,611,056 | 20,521 | 36,938 | • | • | • |
| NIAGARA | 226,796 | 222,407 | -1.9 | 56,936 | 62,052 | 28,913 | 42,925 | 31,359 | 85,469 | 1,677,204 | 2,863,323 | 12,874 | 33,501 | 923 | 26,297 | 16,026 |
| Lockport | 24,844 | 24,421 | -1.7 | • | • | • | • | • | 9,826 | 143,462 | 241,861 | 9,904 | 24,615 | • | • | • |
| Niagra Falls | 71,384 | 64,993 | -9.0 | • | • | • | • | • | 25,762 | 359,580 | 561,503 | 8,639 | 21,796 | • | • | • |
| North Tonawanda | 35,760 | 35,416 | -1.0 | • | • | • | • | • | 13,223 | 194,754 | 330,818 | 9,341 | 25,019 | • | • | • |
| ONEIDA | 253,262 | 258,093 | 1.9 | 65,556 | 71,492 | 32,778 | 48,780 | 39,746 | 96,274 | 1,705,325 | 3,299,544 | 12,784 | 34,272 | 1,251 | 13,424 | 60,981 |
| Rome | 43,826 | 43,546 | -0.6 | • | • | • | • | • | 15,525 | 206,187 | 382,806 | 8,791 | 24,658 | • | • | • |
| Utica | 75,632 | 73,384 | -3.0 | • | • | • | • | • | 28,874 | 332,960 | 603,652 | 8,226 | 20,906 | • | • | • |
| ONONDAGA | 463,917 | 473,993 | 2.2 | 118,024 | 139,828 | 66,359 | 89,111 | 60,671 | 175,563 | 3,933,573 | 7,999,387 | 16,877 | 45,564 | 772 | 12,264 | 41,569 |
| Syracuse | 170,105 | 162,455 | -4.5 | • | • | • | • | • | 66,263 | 918,477 | 1,720,052 | 10,588 | 25,958 | • | • | • |
| ONTARIO | 89,046 | 100,943 | 13.4 | 25,438 | 28,567 | 14,738 | 19,179 | 13,022 | 38,199 | 683,646 | 1,499,436 | 14,854 | 39,253 | 837 | 22,568 | 29,078 |
| Canandaigua | 10,419 | 10,612 | 1.9 | • | • | • | • | • | 4,034 | 62,124 | 120,260 | 11,332 | 29,812 | • | • | • |
| Geneva | 15,133 | 14,127 | -6.7 | • | • | • | • | • | 5,001 | 76,023 | 134,878 | 9,548 | 26,968 | • | • | • |
| ORANGE | 260,692 | 282,126 | 8.2 | 78,713 | 76,456 | 40,344 | 53,322 | 33,291 | 113,905 | 1,837,416 | 4,403,681 | 15,609 | 38,661 | 789 | 43,649 | 30,074 |
| Middletown | 21,454 | 20,613 | -3.9 | • | • | • | • | • | 7,870 | 100,662 | 210,811 | 10,227 | 26,788 | • | • | • |
| Newburgh | 23,438 | 21,875 | -6.7 | • | • | • | • | • | 8,358 | 83,191 | 169,232 | 7,736 | 20,248 | • | • | • |
| Port Jervis | 8,699 | 8,504 | -2.2 | • | • | • | • | • | 3,460 | 37,282 | 79,444 | 9,342 | 22,963 | • | • | • |

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# NEW YORK POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| ORLEANS | 38,487 | 39,930 | 3.7 | 11,140 | 10,821 | 5,271 | 7,427 | 5,311 | 15,527 | 296,847 | 570,820 | 14,296 | 36,763 | 581 | 36,724 | 14,129 |
| Medina | 6,392 | 6,445 | 0.8 | * | * | * | * | * | 2,425 | 37,873 | 70,584 | 10,951 | 29,102 | * | * | * |
| OSWEGO | 113 954 | 138,358 | 21.4 | 40,262 | 41,923 | 17,848 | 23,106 | 15,219 | 54,066 | 789,037 | 1,812,024 | 13,097 | 33,515 | 749 | 16,006 | 17,887 |
| Fulton | 13,312 | 13,284 | -0.2 | * | * | * | * | * | 5,221 | 75,170 | 140,036 | 10,541 | 26,823 | * | * | * |
| Oswego | 19,793 | 19,673 | -0.6 | * | * | * | * | * | 7,398 | 113,012 | 209,691 | 10,659 | 28,343 | * | * | * |
| OTSEGO | 59,087 | 65,781 | 11.3 | 15,327 | 21,313 | 7,894 | 11,380 | 9,933 | 22,962 | 373,400 | 835,570 | 12,702 | 36,390 | 1,029 | 3,481 | 57,455 |
| Oneonta | 14,933 | 14,466 | -3.1 | * | * | * | * | * | 4,506 | 61,259 | 117,471 | 8,121 | 26,070 | * | * | * |
| PUTNAM | 77,800 | 85,575 | 10.0 | 23,191 | 22,421 | 13,264 | 17,971 | 8,643 | 35,336 | 650,945 | 1.564,570 | 18,283 | 44,277 | 51 | * | 253 |
| QUEENS | 1,894,258 | 1,991,790 | 5.1 | 424,251 | 499,939 | 292,793 | 430,227 | 344,580 | 738,120 | 18,992,387 | 38,444,050 | 19,301 | 52,084 | * | * | * |
| RENSSELAER | 152,103 | 157,665 | 3.7 | 39,259 | 46,826 | 21,127 | 28,695 | 21,758 | 59,084 | 1,112,756 | 2,316,321 | 14,691 | 39,204 | 526 | 6,660 | 19,766 |
| Troy | 56,638 | 55,757 | -1.6 | * | * | * | * | * | 20,739 | 267,134 | 520,568 | 9,336 | 25,101 | * | * | * |
| RICHMOND | 354,609 | 412,878 | 16.4 | 107,348 | 111,890 | 63,996 | 82,163 | 47,481 | 168,593 | 3,426,692 | 6,948,347 | 16,829 | 41,214 | | | |
| ROCKLAND | 260,714 | 281,660 | 8.0 | 75,485 | 75,485 | 38,024 | 64,782 | 27,884 | 121,993 | 2,785,761 | 5,085,500 | 18,055 | 41,687 | 27 | * | * |
| Nyack | 6,428 | 6,413 | -0.2 | * | * | * | * | * | 2,731 | 47,445 | 97,650 | 15,227 | 35,760 | * | * | * |
| ST LAWRENCE | 114,206 | 117,811 | 3.2 | 32,045 | 38,642 | 13,430 | 19,792 | 13,902 | 44,574 | 701,929 | 1,320,741 | 11,211 | 29,630 | 1,602 | 4,197 | 76,847 |
| Ogdensburg | 12,375 | 11,701 | -5.4 | * | * | * | * | * | 4,034 | 60,586 | 104,202 | 8,906 | 25,832 | * | * | * |
| SARATOGA | 154,043 | 177,594 | 15.3 | 49,016 | 49,194 | 27,527 | 33,565 | 18,292 | 69,345 | 1,182,321 | 2,819,672 | 15,877 | 40,661 | 528 | 5,303 | 17,535 |
| Saratoga Springs | 23,906 | 27,564 | 15.3 | * | * | * | * | * | 9,912 | 131,679 | 312,107 | 11,323 | 31,488 | * | * | * |
| SCHENECTADY | 149,779 | 151,322 | 1.0 | 35,258 | 39,495 | 20,882 | 30,567 | 24,968 | 54,551 | 1,270,160 | 2,472,994 | 16,343 | 45,333 | 182 | 1,453 | 1,850 |
| Schenectady | 67,972 | 68,338 | 0.5 | * | * | * | * | * | 28,971 | 363,005 | 702,471 | 10,279 | 24,247 | * | * | * |
| SCHOHARIE | 29,793 | 30,845 | 3.5 | 7,588 | 9,716 | 3,763 | 5,490 | 4,318 | 11,390 | 183,044 | 392,341 | 12,720 | 34,447 | 572 | 4,104 | 27,060 |
| SCHUYLER | 17,695 | 18,218 | 3.0 | 5,083 | 4,791 | 2,387 | 3,443 | 2,532 | 7,173 | 111,444 | 210,757 | 11,569 | 29,382 | 371 | 3,664 | 9,680 |
| SENECA | 33,691 | 32,221 | -4.4 | 8,249 | 8,861 | 4,189 | 6,315 | 4,608 | 12,259 | 234,655 | 458,423 | 14,227 | 37,394 | 432 | 12,465 | 12,710 |
| STEUBEN | 99,139 | 98,495 | -0.6 | 27,579 | 25,609 | 12,607 | 18,813 | 13,691 | 38,025 | 694,068 | 1,205,300 | 12,237 | 31,698 | 1,407 | 19,273 | 54,331 |
| Corning | 12,953 | 11,672 | -9.9 | * | * | * | * | * | 5,048 | 84,505 | 132,359 | 11,340 | 26,221 | * | * | * |
| Hornell | 10,234 | 9,337 | -8.8 | * | * | * | * | * | 3,658 | 49,859 | 79,068 | 8,469 | 21,616 | * | * | * |
| SUFFOLK | 1,287,266 | 1,431,736 | 11.2 | 388,000 | 395,159 | 201,875 | 293,506 | 151,764 | 620,914 | 13,083,826 | 24,409,185 | 17,049 | 39,312 | 696 | 97,541 | 17,609 |
| SULLIVAN | 65,151 | 67,679 | 3.9 | 16,784 | 17,597 | 8,866 | 13,400 | 11,099 | 23,117 | 414,237 | 932,817 | 13,783 | 40,351 | 373 | 1,654 | 21,022 |
| TIOGA | 49,904 | 54,179 | 8.6 | 15,928 | 14,628 | 7,152 | 10,836 | 5,635 | 22,598 | 355,975 | 751,661 | 13,874 | 33,263 | 579 | 2,293 | 27,323 |
| Waverly | 4,738 | 4,725 | -0.3 | * | * | * | * | * | 1,832 | 23,603 | 45,538 | 9,637 | 24,858 | * | * | * |
| TOMPKINS | 87,347 | 94,406 | 8.1 | 18,692 | 38,518 | 14,350 | 14,067 | 8,780 | 29,587 | 659,502 | 1,312,542 | 13,903 | 44,362 | 532 | 4,641 | 37,415 |
| Ithaca | 28,732 | 30,459 | 6.0 | * | * | * | * | * | 10,083 | 145,616 | 283,624 | 9,318 | 28,150 | * | * | * |
| ULSTER | 158,404 | 169,641 | 7.1 | 40,544 | 47,669 | 24,598 | 33,759 | 23,241 | 62,055 | 1,132,665 | 2,597,805 | 15,314 | 41,863 | 539 | 26,507 | 23,011 |
| Kingston | 24,481 | 24,159 | -1.3 | * | * | * | * | * | 9,945 | 130,782 | 274,018 | 11,342 | 27,553 | * | * | * |
| WARREN | 54,967 | 57,664 | 4.9 | 15,512 | 15,685 | 7,842 | 10,668 | 8,015 | 21,556 | 365,381 | 780,944 | 13,543 | 36,228 | 61 | 806 | 534 |
| Glens Falls | 15,897 | 15,092 | -5.1 | * | * | * | * | * | 5,796 | 77,100 | 147,585 | 9,779 | 25,463 | * | * | * |
| WASHINGTON | 54,800 | 58,068 | 6.0 | 16,375 | 16,259 | 7,317 | 10,510 | 7,607 | 23,525 | 320,561 | 628,083 | 10,816 | 26,699 | 861 | 4,664 | 68,602 |
| WAYNE | 85,583 | 89,940 | 5.1 | 25,543 | 23,924 | 12,951 | 16,999 | 10,613 | 35,453 | 660,611 | 1,312,694 | 14,595 | 37,027 | 1,064 | 46,582 | 29,061 |
| WESTCHESTER | 867,782 | 883,454 | 1.8 | 192,593 | 227,931 | 121,917 | 203,194 | 136,935 | 339,790 | 10,686,188 | 18,379,597 | 20,804 | 54,091 | 121 | 4,299 | 2,692 |
| Mamaroneck | 17,616 | 17,694 | 0.4 | * | * | * | * | * | 6,805 | 163,883 | 336,680 | 19,028 | 49,475 | * | * | * |
| Mount Vernon | 66,713 | 66,500 | -0.3 | * | * | * | * | * | 26,237 | 407,378 | 837,496 | 12,594 | 31,920 | * | * | * |
| New Rochelle | 70,794 | 71,375 | 0.8 | * | * | * | * | * | 26,968 | 596,804 | 1,230,719 | 17,243 | 45,636 | * | * | * |
| North Tarrytown | 7,994 | 7,821 | -2.2 | * | * | * | * | * | 3,009 | 62,341 | 124,749 | 15,951 | 41,463 | * | * | * |
| Ossining | 20,196 | 20,293 | 0.5 | * | * | * | * | * | 7,271 | 139,655 | 287,021 | 14,144 | 39,474 | * | * | * |
| Peekskill | 18,236 | 18,447 | 1.2 | * | * | * | * | * | 7,187 | 104,802 | 232,318 | 12,594 | 32,324 | * | * | * |
| Port Chester | 23,565 | 23,449 | -0.5 | * | * | * | * | * | 9,290 | 141,093 | 295,314 | 12,594 | 31,788 | * | * | * |
| Tarrytown | 10,648 | 10,406 | -2.3 | * | * | * | * | * | 4,015 | 93,539 | 186,978 | 17,968 | 46,574 | * | * | * |
| White Plains | 46,999 | 47,252 | 0.5 | * | * | * | * | * | 19,710 | 416,626 | 856,743 | 18,132 | 43,467 | * | * | * |
| Yonkers | 195,351 | 190,590 | -2.4 | * | * | * | * | * | 74,774 | 1,327,756 | 2,649,589 | 13,902 | 35,435 | * | * | * |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| WYOMING | 39,898 | 42,119 | 5.6 | 12,130 | 11,709 | 5,812 | 7,413 | 5,096 | 16,932 | 260,611 | 518,656 | 12,314 | 30,631 | 812 | 11,941 | 71,901 |
| YATES | 21,534 | 21,602 | 0.3 | 5,638 | 5,897 | 2,743 | 4,018 | 3,305 | 8,147 | 138,945 | 245,451 | 11,362 | 30,129 | 609 | 15,136 | 14,194 |
| New York City | 7,075,465 | 7,284,280 | 3.0 | 1,684,927 | 1,882,903 | 1,118,193 | 1,489,748 | 1,106,173 | 3,016,350 | 63,998,986 | 126,209,485 | 17,326 | 41,842 | * | * | * |

New Yor City is defined as the sum of BRONX-KINGS-NEW YORK- QUEENS AND RICHMOND COUNTIES

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1987 Cash Receipts as follows: From Crops $642,310,000; from Livestock & Livestock Products $1,753,283,000; Total $2,395,593,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 5,888,018 | 6,702,938 | 13.8 | | | | | | 2,432,521 | 40,120,002 | 91,643,579 | 13,672 | 37,674 | 72,792 | 1,884,342 | 1,596,855 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Ashvilie, NC | 161,174 | 180,890 | 12.2 | 42,328 | 46,851 | 26,410 | 37,806 | 27,676 | 72,356 | 1,957,030 | 2,021,156 | 11,173 | 27,933 | 1,200 | 6,778 | 12,529 |
| Burlington, NC | 99,124 | 110,156 | 11.1 | 24,785 | 30,403 | 15,422 | 23,904 | 15,642 | 40,237 | 588,295 | 1,555,987 | 14,125 | 38,670 | 821 | 6,333 | 21,836 |
| Fayetteville, NC | 247,032 | 270,879 | 9.7 | 78,555 | 97,516 | 37,652 | 40,903 | 15,982 | 100,657 | 1,447,246 | 3,626,683 | 13,389 | 36,030 | 524 | 14,836 | 8,849 |
| Greensboro-Winston-Salem-High Point, NC | 854,148 | 975,633 | 14.2 | 234,602 | 276,103 | 147,004 | 201,770 | 116,115 | 351,993 | 5,830,362 | 14,817,353 | 15,187 | 42,096 | 7,089 | 60,703 | 146,047 |
| Hickory, NC | 203,490 | 236,533 | 16.2 | 60,770 | 64,130 | 34,906 | 48,897 | 27,499 | 87,672 | 1,271,362 | 3,270,520 | 13,827 | 37,304 | 1,527 | 8,287 | 52,385 |
| Jacksonville, NC | 111,863 | 137,017 | 22.5 | 38,502 | 60,151 | 15,346 | 16,579 | 6,577 | 42,245 | 668,974 | 1,950,023 | 14,232 | 46,160 | 436 | 13,278 | 17,134 |
| Raleigh-Durham, NC | 563,301 | 735,379 | 30.5 | 168,487 | 241,557 | 120,679 | 133,363 | 71,257 | 298,572 | 4,978,414 | 11,440,997 | 15,558 | 38,319 | 2,425 | 67,169 | 44,306 |
| Wilmington, NC | 103,763 | 123,339 | 18.9 | 30,835 | 35,398 | 18,871 | 23,681 | 14,431 | 44,485 | 795,593 | 2,056,830 | 16,676 | 46,237 | 65 | | 167 |
| Charlotte-Gastonia-Rock Hill, NC-SC | 975,873 | 1,164,501 | 19.3 | 298,783 | 328,292 | 175,806 | 231,060 | 130,639 | 429,114 | 7,080,151 | 18,753,735 | 16,105 | 43,703 | 4,181 | 49,948 | 238,774 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALAMANCE | 99,124 | 110,156 | 11.1 | 24,785 | 30,403 | 15,422 | 23,904 | 15,642 | 40,237 | 568,295 | 1,555,987 | 14,125 | 38,670 | 821 | 6,333 | 21,836 |
| Burlington | 37,266 | 42,991 | 15.4 | * | * | * | * | * | 17,439 | 180,927 | 505,312 | 11,754 | 28,977 | * | * | * |
| ALEXANDER | 25,109 | 29,329 | 16.8 | 7,890 | 7,978 | 4,487 | 5,925 | 3,050 | 11,568 | 149,050 | 405,136 | 13,813 | 35,021 | 594 | 2,245 | 28,577 |
| ALLGHANY | 9,604 | 10,012 | 4.2 | 2,443 | 2,453 | 1,342 | 2,133 | 1,642 | 3,651 | 51,291 | 120,634 | 12,049 | 33,044 | 514 | 939 | 14,936 |
| ANSON | 25,632 | 27,825 | 8.6 | 8,431 | 7,402 | 3,450 | 4,675 | 3,868 | 11,684 | 110,722 | 258,484 | 9,290 | 22,123 | 316 | 3,305 | 41,308 |
| ASHE | 22,401 | 24,417 | 9.0 | 6,031 | 6,226 | 3,345 | 5,176 | 3,663 | 9,203 | 109,774 | 284,382 | 11,647 | 30,901 | 1,182 | 3,496 | 14,301 |
| AVERY | 14,422 | 17,699 | 22.7 | 4,460 | 5,186 | 2,478 | 3,327 | 2,266 | 6,042 | 71,752 | 198,497 | 11,215 | 32,853 | 280 | 4,045 | 451 |
| BEAUFORT | 40,301 | 45,548 | 13.0 | 13,072 | 11,615 | 5,921 | 8,518 | 6,377 | 17,452 | 258,863 | 579,935 | 12,732 | 33,230 | 630 | 32,877 | 16,472 |
| Washington | 8,418 | 8,238 | -2.1 | * | * | * | * | * | 3,290 | 38,204 | 73,346 | 8,904 | 22,297 | * | * | * |
| BERTIE | 20,980 | 23,176 | 10.5 | 6,860 | [illegible] | 2,573 | 4,102 | 3,221 | 9,777 | 96,262 | 264,751 | 11,423 | 27,079 | 564 | 28,824 | 21,673 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NORTH CAROLINA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BLADEN | 30,487 | 31,736 | 4.1 | 9,045 | 8,632 | 4,316 | 5,681 | 4,030 | 12,952 | 176,502 | 399,529 | 12,589 | 30,846 | 719 | 22,883 | 13,651 |
| Elizabethon | 3,551 | 5,486 | 54.5 | * | * | * | * | * | 2,082 | 17,027 | 57,834 | 10,542 | 27,784 | * | * | * |
| BRUNSWICK | 35,882 | 53,619 | 49.4 | 15,174 | 14,102 | 7,078 | 10,616 | 6,702 | 21,312 | 219,578 | 685,762 | 12,790 | 32,178 | 313 | 6,952 | 3,282 |
| BUNCOMBE | 161,174 | 180,890 | 12.2 | 42,328 | 46,851 | 26,410 | 37,806 | 27,676 | 72,356 | 1,957,030 | 2,021,156 | 11,173 | 27,933 | 1,200 | 6,778 | 12,529 |
| Asheville | 53,583 | 52,009 | -2.9 | * | * | * | * | * | 22,725 | 515,771 | 1,076,835 | 20,705 | 47,385 | * | * | * |
| BURKE | 72,796 | 82,668 | 13.6 | 20,750 | 22,403 | 11,987 | 17,443 | 10,003 | 29,306 | 443,934 | 1,096,287 | 13,261 | 37,409 | 366 | 3,486 | 13,270 |
| Morganton | 13,763 | 14,210 | 3.3 | * | * | * | * | * | 5,395 | 75,981 | 170,116 | 11,971 | 31,533 | * | * | * |
| CABARRUS | 86,323 | 97,561 | 13.0 | 24,488 | 25,951 | 13,561 | 20,293 | 13,366 | 36,791 | 551,823 | 1,384,343 | 14,190 | 37,627 | 488 | 3,120 | 26,623 |
| Concord | 16,942 | 16,984 | 0.2 | * | * | * | * | * | 6,827 | 92,371 | 204,708 | 12,053 | 29,985 | * | * | * |
| Kannapolis | 29,628 | 33,442 | 12.9 | * | * | * | * | * | 12,808 | 182,864 | 467,370 | 13,976 | 36,489 | * | * | * |
| CALDWELL | 68,010 | 76,032 | 11.8 | 19,616 | 21,137 | 10,797 | 15,815 | 8,668 | 29,342 | 385,541 | 1,016,407 | 13,368 | 34,641 | 368 | 2,622 | 6,819 |
| Lenoir | 13,748 | 13,363 | -2.8 | * | * | * | * | * | 5,293 | 65,639 | 149,469 | 11,185 | 28,239 | * | * | * |
| CAMDEN | 5,836 | 5,965 | 2.2 | 1,623 | 1,629 | 728 | 1,193 | 793 | 2,456 | 37,747 | 94,827 | 15,896 | 38,609 | 102 | 8,508 | 1,666 |
| CARTERET | 41,158 | 55,720 | 35.4 | 13,874 | 15,490 | 7,578 | 11,311 | 7,522 | 22,288 | 323,388 | 597,576 | 10,725 | 26,812 | 122 | 9,273 | 1,828 |
| CASWELL | 20,723 | 23,162 | 11.8 | 6,068 | 6,624 | 3,266 | 4,424 | 2,803 | 9,457 | 107,273 | 238,948 | 10,317 | 25,267 | 707 | 11,214 | 3,318 |
| CATAWBA | 105,585 | 124,536 | 17.9 | 32,130 | 33,749 | 18,431 | 25,530 | 14,446 | 46,798 | 678,378 | 1,769,097 | 14,205 | 37,803 | 567 | 2,556 | 10,538 |
| Hickory | 20,757 | 22,917 | 10.4 | * | * | * | * | * | 9,690 | 121,223 | 294,168 | 12,836 | 30,359 | * | * | * |
| Newton | 7,624 | 7,621 | 0.0 | * | * | * | * | * | 3,072 | 39,165 | 86,044 | 11,291 | 28,005 | * | * | * |
| CHATHAM | 33,485 | 36,843 | 10.0 | 8,584 | 10,021 | 6,005 | 7,369 | 4,900 | 13,144 | 194,684 | 499,277 | 13,551 | 37,986 | 961 | 4,055 | 84,247 |
| CHEROKEE | 18,972 | 21,491 | 13.3 | 5,652 | 5,244 | 2,794 | 4,363 | 3,460 | 8,134 | 95,052 | 259,014 | 12,052 | 31,844 | 267 | 910 | 9,883 |
| CHOWAN | 12,544 | 13,727 | 9.4 | 3,789 | 3,514 | 1,702 | 2,594 | 2,141 | 5,481 | 70,926 | 180,564 | 13,154 | 32,942 | 220 | 11,119 | 5,027 |
| CLAY | 6,667 | 9,055 | 35.8 | 2,255 | 2,146 | 1,250 | 1,775 | 1,639 | 3,402 | 34,797 | 107,931 | 11,920 | 31,729 | 184 | 323 | 5,732 |
| CLEVELAND | 83,586 | 89,214 | 6.7 | 23,999 | 24,356 | 12,401 | 17,218 | 11,330 | 34,055 | 484,855 | 1,127,065 | 12,633 | 33,095 | 830 | 7,137 | 25,203 |
| Shelby | 15,310 | 14,592 | -4.7 | * | * | * | * | * | 5,731 | 78,138 | 161,374 | 11,059 | 28,157 | * | * | * |
| COLUMBUS | 50,995 | 54,084 | 6.1 | 15,414 | 14,440 | 7,139 | 10,276 | 6,815 | 21,555 | 314,226 | 717,199 | 13,261 | 33,272 | 1,334 | 42,515 | 8,202 |
| CRAVEN | 70,895 | 87,939 | 24.0 | 26,118 | 28,053 | 11,432 | 14,158 | 8,178 | 31,585 | 503,733 | 1,360,127 | 15,467 | 43,063 | 406 | 20,514 | 17,091 |
| New Bern | 14,557 | 15,232 | 4.6 | * | * | * | * | * | 6,669 | 77,008 | 192,612 | 12,645 | 28,883 | * | * | * |
| CUMBERLAND | 247,032 | 270,879 | 9.7 | 78,555 | 97,516 | 37,652 | 40,903 | 15,982 | 100,657 | 1,447,246 | 3,626,683 | 13,389 | 36,030 | 524 | 14,836 | 8,849 |
| Fayetteville | 59,507 | 62,839 | 5.6 | * | * | * | * | * | 24,208 | 306,667 | 743,127 | 11,826 | 30,697 | * | * | * |
| CURRITUCK | 11,138 | 13,649 | 22.5 | 3,699 | 3,683 | 1,802 | 2,634 | 1,815 | 5,132 | 84,604 | 243,616 | 17,849 | 47,466 | 106 | 7,015 | 5,448 |
| DARE | 13,569 | 23,232 | 71.2 | 4,995 | 6,389 | 3,229 | 4,995 | 3,624 | 10,100 | 123,282 | 288,466 | 12,417 | 28,561 | * | * | * |
| DAVIDSON | 113,631 | 126,684 | 11.5 | 32,051 | 34,331 | 18,496 | 26,857 | 15,075 | 48,691 | 736,229 | 1,794,917 | 14,168 | 36,863 | 1,042 | 4,885 | 11,687 |
| Lexington | 15,711 | 15,126 | -3.7 | * | * | * | * | * | 6,250 | 82,473 | 171,842 | 11,361 | 27,495 | * | * | * |
| Thomasville | 14,144 | 13,729 | -2.9 | * | * | * | * | * | 5,405 | 88,240 | 143,347 | 10,441 | 26,521 | * | * | * |
| DAVIE | 24,695 | 32,168 | 30.3 | 8,332 | 8,299 | 4,954 | 6,820 | 3,699 | 12,535 | 145,469 | 459,469 | 14,283 | 36,656 | 623 | 2,795 | 14,866 |
| DUPLIN | 40,951 | 43,066 | 5.2 | 12,188 | 11,498 | 5,469 | 8,182 | 5,728 | 17,259 | 243,297 | 509,036 | 11,820 | 29,495 | 1,531 | 41,340 | 173,525 |
| DURHAM | 153,158 | 189,036 | 23.4 | 44,045 | 58,979 | 30,624 | 33,648 | 21,739 | 75,614 | 1,305,034 | 3,575,665 | 18,915 | 47,288 | 234 | 3,149 | 585 |
| Durham | 100,831 | 118,419 | 17.4 | * | * | * | * | * | 46,768 | 597,280 | 1,514,052 | 12,786 | 32,374 | * | * | * |
| EDGECOMBE | 55,987 | 60,961 | 8.9 | 17,618 | 11,095 | 8,169 | 10,668 | 7,315 | 24,737 | 347,355 | 715,872 | 11,743 | 28,939 | 449 | 35,908 | 20,329 |
| Tarboro | 8,634 | 8,697 | 0.7 | * | * | * | * | * | 3,446 | 51,589 | 98,305 | 11,304 | 28,528 | * | * | * |
| FORSYTH | 244,221 | 282,804 | 15.8 | 65,893 | 80,882 | 42,986 | 58,823 | 33,654 | 98,444 | 1,719,189 | 4,433,698 | 15,678 | 45,038 | 735 | 5,271 | 2,868 |
| Winston-Salem | 131,885 | 136,305 | 3.4 | * | * | * | * | * | 56,251 | 661,619 | 1,470,116 | 10,786 | 26,135 | * | * | * |
| FRANKLIN | 30,166 | 35,460 | 17.6 | 9,078 | 9,964 | 4,610 | 6,702 | 5,071 | 13,797 | 184,220 | 491,749 | 13,868 | 35,641 | 666 | 19,832 | 19,218 |
| GASTON | 163,027 | 179,845 | 10.3 | 46,939 | 49,457 | 25,718 | 36,329 | 21,402 | 70,401 | 1,156,207 | 2,769,426 | 15,399 | 39,338 | 336 | 1,549 | 5,741 |
| Gastonia | 47,333 | 49,528 | 4.6 | * | * | * | * | * | 19,224 | 277,988 | 624,126 | 12,601 | 32,466 | * | * | * |
| GATES | 8,932 | 9,644 | 8.0 | 2,411 | 2,710 | 1,196 | 1,890 | 1,427 | 3,994 | 49,649 | 130,286 | 13,509 | 32,617 | 251 | 10,046 | 10,564 |
| GRAHAM | 7,251 | 7,247 | -0.1 | 1,986 | 1,884 | 993 | 1,362 | 1,015 | 2,741 | 37,246 | 70,156 | 9,681 | 25,594 | 147 | * | 556 |
| GRANVILLE | 33,989 | 40,998 | 20.6 | 10,454 | 11,315 | 5,535 | 8,364 | 5,330 | 15,449 | 173,242 | 506,986 | 12,366 | 32,817 | 847 | 16,882 | 7,916 |
| GREENE | 16,123 | 16,874 | 4.7 | 4,843 | 4,944 | 2,177 | 2,987 | 1,940 | 7,469 | 92,620 | 171,241 | 10,148 | 22,926 | 510 | 28,402 | 52,723 |
| GUILFORD | 317,514 | 358,210 | 12.8 | 84,179 | 105,672 | 54,090 | 72,358 | 42,269 | 124,921 | 2,284,029 | 5,780,205 | 16,136 | 46,271 | 1,141 | 15,870 | 11,829 |
| Greensboro | 155,642 | 173,876 | 11.7 | * | * | * | * | * | 66,986 | 848,471 | 2,100,509 | 12,080 | 31,358 | * | * | * |
| High Point | 63,380 | 68,276 | 7.7 | * | * | * | * | * | 26,309 | 307,562 | 734,211 | 10,754 | 27,907 | * | * | * |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| HALIFAX | 55,177 | 57,760 | 4.7 | 16,635 | 15,884 | 6,873 | 10,570 | 7,855 | 23,057 | 292,390 | 749,575 | 12,978 | 32,510 | 428 | 33,950 | 35,686 |
| Roanoke Rapids | 14,702 | 16,046 | 9.1 | • | • | • | • | • | 6,443 | 73,961 | 197,691 | 12,320 | 30,682 | • | • | • |
| HARNETT | 59,662 | 67,187 | 12.6 | 18,678 | 20,223 | 8,533 | 11,959 | 7,794 | 24,838 | 366,075 | 890,651 | 13,256 | 35,859 | 875 | 29,961 | 8,160 |
| Dunn | 8,962 | 9,525 | 6.3 | • | • | • | • | • | 3,671 | 49,642 | 113,854 | 11,953 | 31,012 | • | • | • |
| HAYWOOD | 46,561 | 50,725 | 8.9 | 11,515 | 12,986 | 6,949 | 11,210 | 8,015 | 18,516 | 289,905 | 678,111 | 13,368 | 36,623 | 912 | 4,544 | 7,510 |
| HENDERSON | 59,005 | 73,891 | 25.2 | 17,882 | 17,586 | 9,975 | 15,000 | 13,448 | 25,900 | 402,945 | 1,111,246 | 15,039 | 42,906 | 592 | 25,986 | 8,620 |
| Hendersonville | 6,862 | 7,474 | 8.9 | • | • | • | • | • | 3,345 | 28,516 | 67,940 | 9,090 | 20,310 | • | • | • |
| HERTFORD | 23,363 | 24,288 | 4.0 | 6,728 | 7,019 | 2,939 | 4,299 | 3,279 | 9,645 | 126,980 | 286,241 | 11,785 | 29,677 | 271 | 15,669 | 8,684 |
| HOKE | 20,593 | 24,149 | 17.3 | 8,114 | 7,124 | 2,946 | 3,816 | 2,125 | 10,552 | 106,861 | 267,622 | 11,082 | 25,362 | 193 | 10,472 | 14,088 |
| HYDE | 5,861 | 6,118 | 4.4 | 1,756 | 1,689 | 716 | 1,022 | 936 | 2,527 | 28,543 | 64,743 | 10,582 | 25,619 | 163 | 15,269 | 4,115 |
| IREDELL | 82,767 | 94,258 | 13.9 | 24,224 | 24,978 | 13,008 | 19,511 | 12,536 | 36,347 | 495,842 | 1,402,986 | 14,885 | 38,600 | 1,206 | 3,767 | 52,898 |
| Statesville | 18,622 | 18,069 | -3.0 | • | • | • | • | • | 7,374 | 83,993 | 199,025 | 11,015 | 26,988 | • | • | • |
| JACKSON | 25,956 | 30,560 | 17.7 | 6,631 | 10,879 | 3,973 | 5,348 | 3,759 | 9,884 | 140,069 | 369,493 | 12,091 | 37,383 | 234 | 1,104 | 747 |
| JOHNSTON | 70,703 | 81,017 | 14.6 | 21,469 | 21,307 | 11,423 | [illegible] | 10,451 | 31,201 | 432,956 | 1,101,942 | 13,601 | 35,318 | 1,713 | 59,694 | 22,603 |
| JONES | 9,676 | 10,593 | 9.5 | 3,083 | 2,903 | 1,292 | 1,886 | 1,430 | 4,364 | 55,566 | 118,968 | 11,231 | 27,263 | 248 | 12,683 | 2,830 |
| LEE | 36,842 | 42,966 | 16.6 | 11,773 | 11,644 | 6,058 | 8,507 | 5,027 | 16,348 | 276,294 | 680,304 | 15,834 | 41,614 | 345 | 6,921 | 6,124 |
| Sanford | 14,773 | 17,647 | 19.5 | • | • | • | • | • | 7,041 | 81,275 | 205,871 | 11,666 | 29,238 | • | • | • |
| LENOIR | 59,854 | 62,725 | 4.8 | 17,187 | 16,936 | 8,405 | 12,169 | 7,903 | 23,514 | 453,433 | 1,004,380 | 16,012 | 42,715 | [illegible] | 33,535 | 31,628 |
| Kinston | 25,234 | 26,639 | 5.6 | • | • | • | • | • | 10,272 | 149,579 | 334,649 | 12,562 | 32,579 | • | • | • |
| LINCOLN | 42,636 | 49,036 | 15.0 | 13,093 | 13,044 | 7,257 | 10,052 | 5,590 | 19,466 | 255,435 | 646,261 | 13,179 | 33,200 | 480 | 3,074 | 10,333 |
| MCDOWELL | 35,283 | 37,615 | 6.6 | 9,930 | 9,893 | 5,116 | 7,749 | 4,965 | 14,373 | 191,586 | 403,488 | 10,727 | 28,072 | 232 | 1,265 | 3,097 |
| Marion | 3,684 | 3,843 | 4.3 | • | • | • | • | • | 1,615 | 17,148 | 35,329 | 9,193 | 21,869 | • | • | • |
| MACON | 20,254 | 26,172 | 29.2 | 5,889 | 6,150 | 3,402 | 5,601 | 5,077 | 9,536 | 118,881 | 352,257 | 13,459 | 36,939 | 318 | 1,491 | 2,967 |
| MADISON | 16,844 | 17,881 | 6.2 | 4,274 | 5,096 | 2,396 | 3,380 | 2,772 | 6,538 | 136,006 | 306,881 | 17,162 | 46,938 | 1,305 | 5,138 | 2,724 |
| MARTIN | 25,929 | 27,443 | 5.8 | 7,739 | 7,410 | 3,513 | 5,077 | 3,732 | 11,398 | 138,252 | 306,062 | 11,153 | 26,853 | 591 | 34,641 | 12,359 |
| MECKLENBURG | 406,149 | 499,724 | 23.0 | 123,931 | 144,920 | 81,955 | 98,945 | 49,972 | 178,407 | 3,388,953 | 9,414,201 | 18,839 | 52,768 | 348 | 18,636 | 6,591 |
| Charlotte | 314,447 | 419,728 | 33.5 | • | • | • | • | • | 157,490 | 2,013,958 | 6,553,450 | 15,614 | 41,612 | • | • | • |
| MITCHELL | 14,396 | 16,048 | 11.5 | 3,707 | 4,092 | 2,199 | 3,466 | 2,584 | 6,151 | 78,442 | 185,104 | 11,534 | 30,093 | 351 | 1,405 | 558 |
| MONTGOMERY | 22,629 | 25,935 | 14.6 | 7,184 | 6,977 | 3,423 | 4,798 | 3,553 | 10,160 | 107,693 | 285,714 | 11,017 | 28,122 | 241 | 3,355 | 18,145 |
| MOORE | 50,803 | 60,558 | 19.2 | 15,200 | 16,048 | 7,570 | 11,688 | 10,113 | 21,801 | 355,774 | 1,045,805 | 17,269 | 47,970 | 759 | 11,768 | 51,090 |
| Aberdeen | 6,572 | 7,871 | 19.8 | • | • | • | • | • | 3,106 | 46,250 | 145,345 | 18,466 | 46,789 | • | • | • |
| NASH | 67,138 | 77,120 | 14.9 | 20,591 | 21,054 | 11,105 | 14,807 | 9,640 | 29,923 | 467,570 | 1,241,060 | 16,093 | 41,475 | 692 | 56,494 | 56,213 |
| Rocky Mount | 41,283 | 49,464 | 19.8 | • | • | • | • | • | 19,427 | 228,282 | 645,834 | 13,057 | 33,245 | • | • | • |
| NEW HANOVER | 103,763 | 123,339 | 18.9 | 30,835 | 35,398 | 18,871 | 23,681 | 14,431 | 44,485 | 795,593 | 2,056,830 | 16,676 | 46,237 | 65 | • | 167 |
| Wilmington | 44,000 | 42,646 | -3.1 | • | • | • | • | • | 18,232 | 245,547 | 498,995 | 11,701 | 27,369 | • | • | • |
| NORTHAMPTON | 22,499 | 22,176 | -1.4 | 5,988 | 6,298 | 2,528 | 3,992 | 3,349 | 8,562 | 118,928 | 367,066 | 16,552 | 42,872 | 452 | 27,166 | 26,807 |
| ONSLOW | 111,863 | 137,017 | 22.5 | 38,502 | 60,151 | 15,346 | 16,579 | 6,577 | 42,245 | 668,974 | 1,950,023 | 14,232 | 46,160 | 436 | 13,278 | 17,134 |
| Jacksonville | 17,056 | 20,511 | 20.3 | • | • | • | • | • | 7,281 | 106,502 | 304,834 | 14,862 | 41,868 | • | • | • |
| ORANGE | 77,401 | 95,781 | 23.7 | 17,815 | 39,366 | 15,708 | 14,559 | 8,333 | 39,908 | 690,845 | 1,307,366 | 13,650 | 32,759 | 522 | 5,444 | 14,872 |
| Chapel Hill | 32,421 | 38,304 | 18.1 | • | • | • | • | • | 15,960 | 242,013 | 691,155 | 18,044 | 43,305 | • | • | • |
| PAMLICO | 10,430 | 11,956 | 14.6 | 3,108 | 3,156 | 1,506 | 2,415 | 1,769 | 4,552 | 67,977 | 172,147 | 14,399 | 37,817 | 86 | 10,501 | 1,495 |
| PASQUOTANK | 28,493 | 30,562 | 7.3 | 8,099 | 9,352 | 3,881 | 5,318 | 3,942 | 10,996 | 184,528 | 429,133 | 14,042 | 39,025 | 225 | 21,009 | 1,293 |
| Elizabeth City | 14,004 | 14,156 | 1.1 | • | • | • | • | • | 5,408 | 66,399 | 143,390 | 10,129 | 26,514 | • | • | • |
| PENDER | 22,309 | 26,367 | 18.2 | 7,330 | 6,829 | 3,533 | 5,036 | 3,612 | 10,151 | 145,110 | 387,690 | 14,703 | 38,194 | 393 | 15,913 | 10,814 |
| PERQUIMANS | 9,527 | 10,814 | 13.5 | 2,952 | 2,758 | 1,244 | 2,022 | 1,838 | 4,292 | 48,294 | 122,722 | 11,349 | 28,595 | 272 | 11,245 | 8,604 |
| PERSON | 29,260 | 32,126 | 9.8 | 8,481 | 8,771 | 4,337 | 6,168 | 4,369 | 12,882 | 161,791 | 398,419 | 12,402 | 30,927 | 555 | 13,671 | 5,140 |
| PITT | 83,810 | 108,393 | 29.3 | 26,556 | 38,371 | 14,958 | 17,560 | 10,948 | 41,652 | 579,041 | 1,597,895 | 14,742 | 38,363 | 757 | 57,369 | 42,224 |
| Greenville | 35,740 | 47,895 | 34.0 | • | • | • | • | • | 16,572 | 179,224 | 517,770 | 10,810 | 31,243 | • | • | • |
| POLK | 13,039 | 14,733 | 13.0 | 3,300 | 3,403 | 1,797 | 3,064 | 3,168 | 5,081 | 81,872 | 217,524 | 14,764 | 42,812 | 192 | 903 | 2,978 |
| Tryon | 1,796 | 2,195 | 22.2 | • | • | • | • | • | 975 | 12,720 | 27,287 | 12,430 | 27,974 | • | • | • |
| RANDOLPH | 92,257 | 106,568 | 15.5 | 26,642 | 28,667 | 16,092 | 22,486 | 12,788 | 40,366 | 588,664 | 1,456,804 | 13,670 | 36,090 | 1,350 | 8,264 | 79,474 |
| Asheboro | 15,252 | 19,210 | 25.9 | • | • | • | • | • | 8,308 | 87,204 | 235,759 | 12,273 | 28,378 | • | • | • |
| RICHMOND | 45,607 | 48,388 | 6.1 | 13,549 | 12,823 | 6,242 | 9,097 | 6,678 | 18,267 | 281,685 | 612,003 | 12,648 | 33,503 | 214 | 5,622 | 16,495 |
| Rockingham | 8,300 | 9,875 | 19.0 | • | • | • | • | • | 3,815 | 53,921 | 131,194 | 13,285 | 34,386 | • | • | • |

# NORTH CAROLINA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| ROBESON | 101,745 | 116,568 | 14.6 | 38,001 | 32,989 | 14,688 | 18,651 | 12,007 | 49,684 | 488,602 | 1,173,945 | 10,071 | 23,628 | 1,476 | 59,407 | 13,223 |
| Lumberton | 18,241 | 19,709 | 8.0 | * | * | * | * | * | 7,287 | 91,676 | 207,840 | 10,546 | 28,522 | * | * | * |
| ROCKINGHAM | 83,616 | 88,965 | 6.4 | 22,597 | 23,843 | 12,455 | 17,882 | 12,099 | 33,801 | 522,728 | 1,250,854 | 14,060 | 37,006 | 1,056 | 19,054 | 4,054 |
| Eden | 15,672 | 15,142 | -3.4 | * | * | * | * | * | 6,292 | 74,573 | 159,644 | 10,543 | 25,373 | * | * | * |
| Reidsville | 12,492 | 11,618 | -7.0 | * | * | * | * | * | 4,697 | 59,081 | 121,750 | 10,480 | 25,920 | * | * | * |
| ROWAN | 99,465 | 110,490 | 11.1 | 26,628 | 29,390 | 14,916 | 22,650 | 16,794 | 39,876 | 606,815 | 1,447,809 | 13,104 | 36,308 | 823 | 6,070 | 22,619 |
| East Spencer | 2,150 | 2,664 | 23.9 | * | * | * | * | * | 912 | 16,323 | 36,034 | 13,524 | 35,526 | * | * | * |
| Spencer | 22,677 | 24,068 | 6.1 | * | * | * | * | * | 9,582 | 113,055 | 256,853 | 10,672 | 26,807 | * | * | * |
| Salisbury | 2,938 | 2,894 | -1.5 | * | * | * | * | * | 1,247 | 14,374 | 30,313 | 10,473 | 24,307 | * | * | * |
| RUTHERFORD | 53,896 | 61,016 | 13.2 | 16,230 | 15,498 | 7,993 | 12,203 | 9,030 | 23,195 | 299,347 | 748,583 | 12,269 | 32,274 | 503 | 893 | 4,440 |
| Forest City | 7,688 | 8,456 | 10.0 | * | * | * | * | * | 3,397 | 33,046 | 80,128 | 9,475 | 23,591 | * | * | * |
| SAMPSON | 49,813 | 50,859 | 2.1 | 14,444 | 13,376 | 6,612 | 9,663 | 6,815 | 20,145 | 282,103 | 582,427 | 11,452 | 28,912 | 1,477 | 59,103 | 128,230 |
| Clinton | 7,552 | 7,410 | -1.9 | * | * | * | * | * | 2,970 | 35,222 | 69,800 | 9,420 | 23,505 | * | * | * |
| SCOTLAND | 32,320 | 35,227 | 9.0 | 10,674 | 10,040 | 4,791 | 5,953 | 3,805 | 14,012 | 187,797 | 450,220 | 12,780 | 32,130 | 123 | 8,393 | 16,736 |
| STANLY | 48,682 | 52,601 | 8.1 | 13,098 | 13,939 | 7,154 | 10,678 | 7,785 | 19,401 | 283,517 | 691,533 | 13,147 | 35,644 | 572 | 6,854 | 30,131 |
| STOKES | 33,331 | 38,356 | 15.1 | 10,164 | 10,356 | 5,945 | 7,671 | 4,219 | 15,434 | 192,573 | 493,994 | 12,879 | 32,006 | 1,153 | 12,129 | 4,237 |
| SURRY | 59,615 | 64,950 | 8.9 | 16,497 | 16,887 | 8,833 | 13,575 | 9,093 | 24,478 | 353,279 | 847,847 | 13,054 | 34,638 | 1,314 | 16,900 | 28,003 |
| Mount Airy | 6,862 | 6,678 | -2.7 | * | * | * | * | * | 2,976 | 30,579 | 65,336 | 9,784 | 21,956 | * | * | * |
| SWAIN | 10,267 | 11,786 | 14.8 | 3,194 | 3,112 | 1,544 | 2,169 | 1,768 | 4,405 | 46,906 | 105,355 | 8,939 | 23,918 | 79 | 457 | 1,592 |
| TRANSYLVANIA | 23,477 | 28,257 | 20.4 | 7,234 | 7,601 | 3,758 | 5,680 | 4,041 | 10,065 | 160,111 | 389,805 | 13,795 | 38,728 | 196 | 2,332 | 1,960 |
| TYRRELL | 3,963 | 4,308 | 8.7 | 1,288 | 1,099 | 474 | 745 | 698 | 1,711 | 22,484 | 33,518 | 7,780 | 19,588 | 120 | 11,698 | 7,979 |
| UNION | 70,858 | 90,865 | 28.2 | 25,897 | 25,806 | 13,085 | 16,901 | 9,268 | 36,490 | 467,648 | 1,466,666 | 16,141 | 40,194 | 1,086 | 14,322 | 156,365 |
| Monroe | 12,639 | 15,061 | 19.2 | * | * | * | * | * | 5,563 | 58,080 | 168,103 | 11,162 | 30,221 | * | * | * |
| VANCE | 36,821 | 39,922 | 8.4 | 11,218 | 10,859 | 5,270 | 7,266 | 5,349 | 16,165 | 189,307 | 429,961 | 10,770 | 26,599 | 352 | 12,631 | 1,941 |
| Henderson | 13,522 | 13,472 | -0.4 | * | * | * | * | * | 5,202 | 59,324 | 122,968 | 9,128 | 23,637 | * | * | * |
| WAKE | 302,576 | 415,102 | 37.2 | 97,549 | 133,248 | 69,737 | 78,454 | 36,114 | 166,040 | 2,798,315 | 6,411,076 | 15,445 | 38,612 | 1,003 | 38,744 | 9,631 |
| Raleigh | 150,255 | 195,165 | 29.9 | * | * | * | * | * | 74,444 | 1,081,723 | 3,213,136 | 16,464 | 43,162 | * | * | * |
| WARREN | 16,181 | 17,788 | 9.9 | 5,016 | 4,732 | 2,010 | 3,202 | 2,810 | 7,456 | 79,481 | 179,961 | 10,117 | 24,137 | 336 | 8,329 | 8,495 |
| WASHINGTON | 14,796 | 14,846 | 0.3 | 4,483 | 4,172 | 1,915 | 2,568 | 1,707 | 6,278 | 90,640 | 172,797 | 11,639 | 27,526 | 269 | 20,299 | 34,406 |
| WATAUGA | 31,764 | 39,093 | 23.1 | 7,740 | 15,676 | 5,043 | 6,529 | 4,183 | 12,142 | 181,938 | 496,708 | 12,706 | 40,910 | 747 | 2,916 | 5,581 |
| WAYNE | 96,997 | 101,642 | 4.8 | 28,866 | 29,883 | 13,925 | 18,702 | 10,266 | 38,360 | 623,464 | 1,494,556 | 14,704 | 38,961 | 1,076 | 35,777 | 98,229 |
| Goldsboro | 31,871 | 34,191 | 7.3 | * | * | * | * | * | 12,340 | 153,252 | 376,610 | 11,015 | 30,519 | * | * | * |
| WILKES | 58,671 | 66,222 | 12.9 | 16,887 | 18,079 | 9,801 | 13,377 | 8,013 | 25,904 | 319,808 | 789,286 | 11,919 | 30,470 | 1,204 | 3,633 | 128,705 |
| WILSON | 63,307 | 69,107 | 9.2 | 18,452 | 19,696 | 9,468 | 12,992 | 8,500 | 26,146 | 424,022 | 973,717 | 14,090 | 37,242 | 666 | 45,212 | 24,346 |
| Wilson | 34,424 | 38,790 | 12.7 | * | * | * | * | * | 14,746 | 177,306 | 424,066 | 10,932 | 28,758 | * | * | * |
| YADKIN | 28,499 | 30,843 | 8.2 | 7,341 | 7,896 | 4,441 | 6,755 | 4,411 | 11,603 | 164,209 | 398,265 | 12,913 | 34,323 | 1,045 | 11,489 | 21,086 |
| YANCEY | 14,944 | 16,466 | 10.2 | 4,182 | 4,182 | 2,305 | 3,277 | 2,503 | 6,295 | 70,771 | 195,086 | 11,848 | 30,990 | 724 | 2,769 | 1,672 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1987 Cash Receipts as follows: From Crops $1,884,342,000; from Livestock & Livestock Products $1,596,855,000; Total $3,481,197,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# NORTH DAKOTA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

|  | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.................. | 653,973 | 689,609 | 5.4 |  |  |  |  |  | 248,506 | 4,796,000 | 8,211,905 | 11,908 | 33,045 | 36,431 | 1,582,292 | 524,936 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bismarck, ND | 80,764 | 86,997 | 7.7 | 26,120 | 25,879 | 12,670 | 14,129 | 8,287 | 32,208 | 704,990 | 1,133,744 | 13,032 | 35,201 | 1,791 | 30,594 | 62,086 |
| Grand Forks, ND | 66,192 | 70,733 | 6.9 | 19,452 | 25,747 | 10,044 | 9,407 | 6,012 | 23,249 | 489,852 | 859,200 | 12,147 | 36,957 | 893 | 82,922 | 8,262 |
| Fargo-Moorhead, ND-MN | 137,835 | 143,985 | 4.5 | 36,852 | 50,102 | 20,492 | 22,223 | 14,316 | 46,987 | 939,266 | 1,718,905 | 11,938 | 36,583 | 2,200 | 188,200 | 46,610 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ADAMS | 3,584 | 3,409 | -4.9 | 941 | 846 | 436 | 607 | 566 | 1,224 | 35,926 | 52,576 | 15,421 | 42,967 | 410 | 10,281 | 12,453 |
| BARNES | 13,941 | 12,077 | -13.4 | 3,297 | 3,406 | 1,389 | 1,969 | 2,005 | 4,121 | 92,736 | 132,961 | 11,010 | 32,263 | 917 | 46,496 | 11,309 |
| Valley City | 7,774 | 6,891 | -11.4 | • | • | • | • | • | 2,761 | 46,497 | 68,420 | 9,929 | 24,778 | • | • | • |
| BENSON | 7,892 | 7,732 | -2.0 | 2,737 | 1,941 | 758 | 1,191 | 1,098 | 3,431 | 39,080 | 67,090 | 8,677 | 19,552 | 717 | 26,425 | 11,012 |
| BILLINGS | 1,144 | 1,316 | 15.0 | 407 | 355 | 151 | 250 | 154 | 613 | 13,548 | 23,973 | 18,220 | 39,089 | 267 | 2,496 | 8,326 |
| BOTTINEAU | 9,339 | 9,202 | -1.5 | 2,577 | 2,347 | 1,067 | 1,564 | 1,638 | 3,388 | 60,048 | 100,422 | 10,913 | 29,644 | 929 | 33,236 | 6,365 |
| BOWMAN | 4,212 | 4,151 | -1.5 | 1,328 | 1,075 | 490 | 706 | 544 | 1,582 | 39,744 | 63,784 | 15,367 | 40,307 | 390 | 9,345 | 15,013 |
| BURKE | 3,802 | 3,359 | -11.7 | 880 | 742 | 346 | 715 | 672 | 1,209 | 22,588 | 36,801 | 10,957 | 30,447 | 525 | 14,328 | 3,192 |
| BURLEIGH | 55,397 | 61,081 | 10.3 | 17,775 | 18,752 | 9,223 | 9,956 | 5,436 | 22,175 | 478,921 | 788,081 | 12,902 | 35,539 | 893 | 15,190 | 21,808 |
| Bismarck | 44,485 | 46,865 | 5.4 | • | • | • | • | • | 18,014 | 312,326 | 474,857 | 10,132 | 26,360 | • | • | • |
| CASS | 88,533 | 94,636 | 6.9 | 24,416 | 31,892 | 14,669 | 14,574 | 9,085 | 31,263 | 538,927 | 899,460 | 9,504 | 28,770 | 1,183 | 107,337 | 23,608 |
| Fargo | 61,383 | 63,097 | 2.8 | • | • | • | • | • | 22,770 | 301,425 | 491,596 | 7,791 | 21,590 | • | • | • |
| CAVALIER | 7,502 | 6,558 | -12.6 | 1,843 | 1,613 | 721 | 1,279 | 1,095 | 2,472 | 47,831 | 87,563 | 13,352 | 35,421 | 922 | 57,231 | 2,239 |
| DICKEY | 7,219 | 6,856 | -5.0 | 2,023 | 1,728 | 795 | 1,152 | 1,159 | 2,345 | 55,492 | 101,470 | 14,799 | 43,273 | 597 | 26,091 | 18,824 |
| DIVIDE | 3,442 | 3,204 | -6.9 | 820 | 695 | 346 | 615 | 727 | 1,281 | 24,919 | 52,235 | 16,303 | 40,777 | 599 | 19,370 | 4,492 |
| DUNN | 4,655 | 4,851 | 4.2 | 1,538 | 1,290 | 558 | 815 | 650 | 2,058 | 38,710 | 41,608 | 8,577 | 20,222 | 733 | 8,279 | 26,474 |
| EDDY | 3,529 | 3,098 | -12.2 | 905 | 703 | 322 | 561 | 607 | 1,015 | 21,519 | 37,961 | 12,254 | 37,405 | 326 | 10,889 | 6,218 |
| EMMONS | 5,823 | 5,191 | -10.8 | 1,464 | 1,319 | 488 | 986 | 877 | 2,194 | 37,787 | 56,182 | 10,822 | 25,610 | 868 | 16,043 | 20,480 |
| FOSTER | 4,604 | 4,321 | -6.1 | 1,270 | 1,102 | 467 | 782 | 696 | 1,636 | 32,687 | 49,970 | 11,564 | 30,542 | 377 | 19,877 | 9,876 |
| GOLDEN VALLEY | 2,376 | 2,274 | -4.3 | 671 | 557 | 248 | 389 | 384 | 819 | 24,493 | 33,967 | 14,935 | 41,471 | 261 | 7,461 | 11,185 |
| GRAND FORKS | 66,192 | 70,733 | 6.9 | 19,452 | 25,747 | 10,044 | 9,407 | 6,012 | 23,249 | 489,852 | 859,200 | 12,147 | 36,957 | 893 | 82,922 | 8,262 |
| Grand Forks | 43,765 | 48,290 | 10.3 | • | • | • | • | • | 17,240 | 277,412 | 507,045 | 10,500 | 29,411 | • | • | • |
| GRANT | 4,245 | 3,949 | -7.0 | 1,181 | 944 | 450 | 727 | 648 | 1,598 | 30,849 | 48,894 | 12,381 | 30,590 | 688 | 12,295 | 25,535 |
| GRIGGS | 3,681 | 3,322 | -9.8 | 884 | 724 | 395 | 631 | 684 | 1,213 | 23,965 | 39,806 | 11,982 | 32,825 | 444 | 19,591 | 6,398 |
| HETTINGER | 4,261 | 3,722 | -12.7 | 1,020 | 930 | 406 | 707 | 666 | 1,376 | 34,893 | 57,796 | 15,529 | 42,012 | 525 | 20,956 | 11,027 |
| KIDDER | 3,802 | 3,439 | -9.5 | 1,042 | 815 | 358 | 667 | 561 | 1,266 | 24,908 | 31,853 | 9,262 | 25,153 | 557 | 8,893 | 20,105 |
| LA MOURE | 6,484 | 5,609 | -13.5 | 1,638 | 1,313 | 567 | 1,060 | 1,026 | 2,113 | 45,542 | 71,300 | 12,711 | 33,740 | 738 | 29,934 | 16,425 |
| LOGAN | 3,474 | 3,017 | -13.1 | 770 | 730 | 272 | 658 | 585 | 1,178 | 27,903 | 40,994 | 13,586 | 34,803 | 531 | 9,712 | 23,641 |
| MCHENRY | 7,793 | 7,394 | -5.1 | 2,070 | 1,797 | 799 | 1,398 | 1,331 | 2,877 | 42,637 | 65,231 | 8,822 | 22,676 | 964 | 19,128 | 20,328 |
| MCINTOSH | 4,786 | 4,358 | -8.9 | 906 | 985 | 405 | 998 | 1,059 | 1,743 | 39,579 | 69,206 | 15,880 | 39,705 | 556 | 10,931 | 19,617 |
| MCKENZIE | 7,245 | 8,519 | 17.6 | 2,786 | 2,309 | 1,073 | 1,363 | 954 | 3,594 | 71,959 | 104,841 | 12,307 | 29,169 | 752 | 19,375 | 19,309 |
| MCLEAN | 12,369 | 11,566 | -6.5 | 3,701 | 2,753 | 1,434 | 1,943 | 1,712 | 4,441 | 88,078 | 148,916 | 12,876 | 33,530 | 1,058 | 32,857 | 14,179 |
| MERCER | 9,678 | 17,373 | 79.5 | 5,421 | 4,760 | 2,363 | 2,953 | 1,894 | 6,602 | 94,523 | 206,813 | 11,904 | 31,325 | 575 | 7,609 | 13,139 |
| MORTON | 25,367 | 25,916 | 2.2 | 8,345 | 7,127 | 3,447 | 4,172 | 2,851 | 10,032 | 226,069 | 345,664 | 13,338 | 34,454 | 988 | 15,404 | 40,278 |
| MOUNTRAIL | 7,681 | 8,097 | 5.4 | 2,567 | 1,927 | 923 | 1,368 | 1,304 | 3,233 | 49,432 | 95,555 | 11,802 | 29,561 | 873 | 19,283 | 10,866 |
| NELSON | 5,200 | 4,730 | -9.0 | 1,126 | 1,041 | 506 | 970 | 1,093 | 1,604 | 30,115 | 52,533 | 11,106 | 32,745 | 564 | 27,849 | 6,466 |
| OLIVER | 2,508 | 2,490 | -0.7 | 834 | 635 | 346 | 423 | 256 | 1,065 | 23,349 | 41,594 | 16,707 | 39,071 | 367 | 5,190 | 11,545 |
| PEMBINA | 10,348 | 10,174 | -1.7 | 3,072 | 2,360 | 1,231 | 1,852 | 1,668 | 3,824 | 72,030 | 122,275 | 12,019 | 31,976 | 763 | 91,828 | 6,756 |

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# NORTH DAKOTA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| PIERCE | 6,129 | 5,794 | -5.5 | 1,651 | 1,530 | 585 | 1,031 | 991 | 2,120 | 37,839 | 64,418 | 11,118 | 30,383 | 578 | 15,351 | 9,136 |
| RAMSEY | 13,027 | 12,764 | -2.0 | 3,612 | 3,497 | 1,481 | 2,157 | 2,030 | 4,553 | 89,014 | 146,050 | 11,442 | 32,081 | 633 | 35,370 | 2,945 |
| Devil's Lake | 7,442 | 7,438 | -0.1 | * | * | * | * | * | 2,884 | 36,485 | 61,525 | 8,272 | 21,336 | * | * | * |
| RANSOM | 6,707 | 6,306 | -6.0 | 1,803 | 1,431 | 750 | 1,122 | 1,204 | 2,233 | 56,053 | 90,227 | 14,309 | 40,415 | 498 | 24,196 | 13,063 |
| RENVILLE | 3,609 | 3,314 | -8.2 | 935 | 799 | 398 | 616 | 593 | 1,227 | 23,319 | 38,992 | 11,765 | 31,788 | 454 | 16,877 | 2,729 |
| RICHLAND | 19,219 | 21,610 | 12.4 | 5,705 | 7,348 | 2,291 | 3,263 | 3,025 | 7,331 | 161,845 | 342,559 | 15,852 | 46,729 | 1,126 | 93,973 | 18,674 |
| Wahpeton | 9,064 | 11,760 | 29.7 | * | * | * | * | * | 3,846 | 60,398 | 151,864 | 12,913 | 39,488 | * | * | * |
| ROLETTE | 12,141 | 12,932 | 6.5 | 5,173 | 3,466 | 1,280 | 1,759 | 1,241 | 5,885 | 55,502 | 104,454 | 8,077 | 17,751 | 536 | 12,922 | 7,060 |
| SARGENT | 5,484 | 5,084 | -7.3 | 1,525 | 1,266 | 625 | 900 | 768 | 1,962 | 42,737 | 71,091 | 13,982 | 36,231 | 541 | 25,861 | 12,228 |
| SHERIDAN | 2,772 | 2,410 | -13.1 | 624 | 562 | 258 | 533 | 436 | 924 | 16,706 | 32,043 | 13,295 | 34,663 | 470 | 12,853 | 7,871 |
| SIOUX | 3,591 | 3,756 | 4.6 | 1,577 | 1,037 | 387 | 507 | 248 | 1,940 | 20,264 | 26,288 | 7,000 | 13,549 | 229 | 2,775 | 11,625 |
| SLOPE | 1,150 | 1,154 | 0.3 | 338 | 302 | 123 | 213 | 134 | 509 | 10,407 | 13,572 | 11,761 | 26,668 | 299 | 7,781 | 10,478 |
| STARK | 24,058 | 26,155 | 8.7 | 8,186 | 8,186 | 3,348 | 3,766 | 2,668 | 10,748 | 227,321 | 340,438 | 13,016 | 31,674 | 822 | 15,104 | 24,258 |
| Dickinson | 15,924 | 17,721 | 11.3 | * | * | * | * | * | 6,619 | 115,762 | 179,373 | 10,122 | 27,099 | * | * | * |
| STEELE | 3,082 | 2,651 | -14.0 | 772 | 597 | 305 | 528 | 448 | 993 | 23,351 | 29,650 | 11,183 | 29,858 | 396 | 31,541 | 2,062 |
| STUTSMAN | 24,225 | 23,089 | -4.7 | 6,396 | 6,396 | 3,025 | 4,156 | 3,140 | 7,806 | 166,302 | 263,451 | 11,410 | 33,750 | 1,113 | 49,270 | 27,041 |
| Jamestown | 16,280 | 16,107 | -1.1 | * | * | * | * | * | 6,054 | 97,023 | 161,214 | 10,009 | 26,627 | * | * | * |
| TOWNER | 4,027 | 4,068 | 1.0 | 1,098 | 972 | 431 | 728 | 826 | 1,455 | 28,201 | 52,411 | 12,883 | 36,016 | 557 | 30,838 | 2,634 |
| TRAILL | 9,642 | 9,385 | -2.7 | 2,600 | 2,506 | 985 | 1,586 | 1,708 | 3,312 | 68,607 | 108,324 | 11,543 | 32,706 | 603 | 61,633 | 3,060 |
| WALSH | 15,254 | 15,235 | -0.1 | 4,342 | 3,595 | 1,889 | 2,818 | 2,605 | 5,382 | 97,642 | 196,283 | 12,864 | 36,473 | 928 | 103,882 | 5,951 |
| WARD | 58,241 | 62,167 | 6.7 | 18,899 | 19,583 | 8,579 | 9,201 | 5,844 | 22,936 | 407,595 | 615,291 | 9,897 | 26,827 | 1,215 | 33,586 | 13,397 |
| Minot | 32,843 | 36,994 | 12.6 | * | * | * | * | * | 14,322 | 190,708 | 307,539 | 8,313 | 21,474 | * | * | * |
| WELLS | 6,952 | 6,556 | -5.7 | 1,790 | 1,547 | 675 | 1,278 | 1,265 | 2,412 | 45,273 | 77,285 | 11,789 | 32,036 | 683 | 31,677 | 12,668 |
| WILLIAMS | 22,555 | 25,959 | 15.1 | 7,840 | 7,710 | 3,349 | 4,128 | 2,907 | 10,114 | 197,383 | 275,534 | 10,614 | 27,243 | 948 | 27,586 | 8,316 |
| Williston | 13,336 | 15,398 | 15.5 | * | * | * | * | * | 5,908 | 80,176 | 112,440 | 7,302 | 19,031 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1987 Cash Receipts as follows: From Crops $1,582,292,000; from Livestock & Livestock Products $524,936,000; Total $2,107,228,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# OHIO POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 10,800,470 | 11,022,568 | 2.1 | | | | | | 4,092,632 | 89,046,004 | 160,975,657 | 14,604 | 39,333 | 86,934 | 1,847,101 | 1,502,552 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Akron, OH | 660,748 | 668,643 | 1.2 | 169,292 | 193,580 | 94,569 | 129,953 | 82,394 | 247,810 | 5,024,068 | 9,628,799 | 14,401 | 38,856 | 1,117 | 14,803 | 17,044 |
| Canton, OH | 404,562 | 407,075 | 0.6 | 107,159 | 109,689 | 57,342 | 79,862 | 53,050 | 152,930 | 3,033,418 | 5,610,202 | 13,782 | 36,685 | 2,009 | 25,219 | 42,576 |
| Cleveland, OH | 1,894,697 | 1,872,473 | -1.2 | 461,103 | 505,195 | 262,536 | 378,877 | 268,195 | 752,827 | 17,828,300 | 33,358,296 | 17,815 | 44,311 | 2,132 | 61,268 | 29,927 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Columbus, OH | 1,244,231 | 1,378,274 | 10.8 | 358,116 | 415,656 | 208,465 | 254,439 | 141,652 | 544,502 | 11,440,852 | 19,840,713 | 14,395 | 36,438 | 6,424 | 192,667 | 171,118 |
| Dayton-Springfield,OH | 942,725 | 951,396 | 0.9 | 245,534 | 264,343 | 136,967 | 191,228 | 113,248 | 346,614 | 6,803,130 | 13,760,691 | 14,464 | 39,700 | 3,788 | 125,647 | 83,703 |
| Hamilton-Middletown,OH | 259,909 | 279,287 | 7.5 | 74,570 | 84,624 | 39,100 | 52,785 | 27,929 | 103,855 | 2,011,969 | 4,107,662 | 14,708 | 39,552 | 1,014 | 15,224 | 15,901 |
| Lima, OH | 155,249 | 157,838 | 1.7 | 46,434 | 42,836 | 20,743 | 28,024 | 19,867 | 61,009 | 1,116,681 | 2,156,729 | 13,664 | 35,351 | 2,267 | 60,423 | 51,049 |
| Lorain-Elyria,OH | 274,842 | 268,557 | -2.3 | 78,687 | 75,733 | 37,598 | 48,877 | 27,661 | 107,519 | 1,933,751 | 3,174,749 | 11,822 | 29,527 | 985 | 45,152 | 15,061 |
| Mansfield, OH | 131,285 | 135,240 | 3.0 | 36,650 | 37,191 | 18,257 | 27,048 | 16,229 | 50,149 | 862,145 | 1,755,022 | 12,977 | 34,996 | 1,022 | 17,373 | 19,315 |
| Toledo, OH | 617,838 | 628,092 | 1.7 | 168,184 | 185,374 | 86,865 | 111,125 | 75,876 | 240,694 | 5,374,666 | 10,275,624 | 16,360 | 42,692 | 2,814 | 114,719 | 62,881 |
| Youngstown-Warren, OH | 530,562 | 518,776 | -2.2 | 133,358 | 139,510 | 70,347 | 102,956 | 72,844 | 200,335 | 3,904,950 | 6,611,306 | 12,744 | 33,001 | 1,619 | 18,502 | 30,227 |
| Cincinnati, OH-KY-IN | 1,401,665 | 1,479,487 | 5.6 | 407,076 | 415,871 | 204,998 | 275,307 | 175,843 | 588,773 | 13,563,319 | 23,313,163 | 15,758 | 39,596 | 4,878 | 54,421 | 30,631 |
| Steubenville-Weirton,OH-WV | 163,173 | 144,754 | -11.3 | 36,948 | 38,851 | 18,759 | 29,094 | 21,095 | 54,543 | 1,506,777 | 2,034,576 | 14,055 | 37,302 | 605 | 2,262 | 5,414 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 24,390 | 25,636 | 5.1 | 7,973 | 6,896 | 2,999 | 4,435 | 3,281 | 10,651 | 136,814 | 258,628 | 10,089 | 24,282 | 1,412 | 8,209 | 14,738 |
| ALLEN | 112,613 | 112,110 | -0.4 | 32,624 | 30,718 | 14,798 | 20,068 | 14,014 | 42,893 | 804,317 | 1,532,680 | 13,671 | 35,733 | 1,148 | 31,205 | 17,085 |
| Delphos | 7,314 | 7,018 | -4.0 | * | * | * | * | * | 2,537 | 35,374 | 63,650 | 9,069 | 25,085 | * | * | * |
| Lima | 47,381 | 43,579 | -8.0 | * | * | * | * | * | 17,009 | 226,974 | 391,442 | 8,982 | 23,014 | * | * | * |
| ASHLAND | 46,313 | 47,209 | 1.9 | 13,077 | 13,171 | 6,137 | 8,734 | 6,043 | 16,930 | 355,835 | 694,211 | 14,705 | 41,006 | 1,078 | 12,317 | 30,523 |
| Ashland | 20,326 | 20,596 | 1.3 | * | * | * | * | * | 7,577 | 116,686 | 225,979 | 10,972 | 29,823 | * | * | * |
| ASHTABULA | 104,486 | 102,923 | -1.5 | 29,333 | 27,274 | 13,483 | 19,041 | 13,792 | 39,863 | 767,227 | 1,371,997 | 13,330 | 34,418 | 1,188 | 11,783 | 25,514 |
| Ashtabula | 23,449 | 21,790 | -7.1 | * | * | * | * | * | 8,472 | 127,368 | 213,407 | 9,794 | 25,190 | * | * | * |
| Conneaut | 13,835 | 12,761 | -7.8 | * | * | * | * | * | 4,905 | 80,642 | 134,115 | 10,510 | 27,342 | * | * | * |
| ATHENS | 56,604 | 61,720 | 9.0 | 13,887 | 24,750 | 7,715 | 9,073 | 6,295 | 24,688 | 394,858 | 926,637 | 15,01[illegible] | 37,534 | 564 | 1,073 | 3,835 |
| Athens | 19,743 | 19,429 | -1.6 | * | * | * | * | * | 5,743 | 100,684 | 209,168 | 10,766 | 36,423 | * | * | * |
| AUGLAIZE | 42,636 | 45,728 | 7.3 | 13,810 | 12,118 | 5,945 | 7,957 | 5,853 | 18,117 | 312,364 | 624,049 | 13,647 | 34,446 | 1,119 | 29,218 | 33,964 |
| St. Marys | 8,414 | 8,985 | 6.8 | * | * | * | * | * | 3,304 | 42,571 | 84,780 | 9,436 | 25,660 | * | * | * |
| Wapakoneta | 8,402 | 9,202 | 9.5 | * | * | * | * | * | 3,470 | 44,230 | 90,346 | 9,818 | 26,033 | * | * | * |
| BELMONT | 82,633 | 77,488 | -6.2 | 19,682 | 20,147 | 10,306 | 14,878 | 12,398 | 29,548 | 721,126 | 1,193,768 | 15,406 | 40,401 | 668 | 1,734 | 8,287 |
| Bellaire | 8,241 | 6,421 | -22.1 | * | * | * | * | * | 2,684 | 46,326 | 62,641 | 9,756 | 23,343 | * | * | * |
| Martins Ferry | 9,331 | 7,330 | -21.4 | * | * | * | * | * | 3,230 | 66,044 | 90,040 | 12,283 | 27,878 | * | * | * |
| BROWN | 32,015 | 35,850 | 12.0 | 11,078 | 9,428 | 4,517 | 6,381 | 4,445 | 14,578 | 221,992 | 447,753 | 12,490 | 30,714 | 1,605 | 17,297 | 8,532 |
| BUTLER | 259,909 | 279,287 | 7.5 | 74,570 | 84,624 | 39,100 | 52,785 | 27,929 | 103,855 | 2,011,969 | 4,107,662 | 14,708 | 39,552 | 1,014 | 15,224 | 15,901 |
| Hamilton | 63,189 | 58,670 | -7.2 | * | * | * | * | * | 23,132 | 336,262 | 578,841 | 9,866 | 25,023 | * | * | * |
| Middletown | 43,719 | 39,856 | -8.8 | * | * | * | * | * | 16,142 | 260,988 | 441,116 | 11,068 | 27,328 | * | * | * |
| CARROLL | 25,587 | 27,656 | 8.1 | 8,131 | 7,246 | 3,844 | 5,116 | 3,346 | 10,934 | 165,286 | 328,757 | 11,888 | 30,067 | 703 | 4,632 | 13,101 |
| CHAMPAIGN | 33,687 | 33,480 | -0.6 | 9,274 | 8,906 | 4,587 | 6,361 | 4,352 | 13,117 | 213,772 | 429,084 | 12,816 | 32,712 | 948 | 29,593 | 19,398 |
| Urbana | 10,762 | 9,839 | -8.6 | * | * | * | * | * | 4,126 | 55,579 | 101,909 | 10,357 | 24,697 | * | * | * |
| CLARK | 150,209 | 147,466 | -1.8 | 39,226 | 40,406 | 19,908 | 28,608 | 19,466 | 54,336 | 927,113 | 1,843,918 | 12,504 | 33,936 | 812 | 37,375 | 39,779 |
| Springfield | 72,563 | 68,126 | -6.1 | * | * | * | * | * | 26,820 | 317,465 | 597,322 | 8,768 | 22,271 | * | * | * |
| CLERMONT | 129,640 | 177,189 | 36.7 | 54,751 | 49,259 | 26,401 | 31,894 | 14,707 | 73,390 | 1,150,864 | 2,784,372 | 15,714 | 37,939 | 951 | 12,738 | 4,066 |
| CLINTON | 34,645 | 36,893 | 6.5 | 10,625 | 10,146 | 4,870 | 6,641 | 4,612 | 13,916 | 276,273 | 595,422 | 16,139 | 42,786 | 870 | 32,659 | 18,729 |
| Wilmington | 10,431 | 10,760 | 3.1 | * | * | * | * | * | 4,319 | 67,000 | 139,733 | 12,987 | 32,351 | * | * | * |
| COLUMBIANA | 113,437 | 113,092 | -0.3 | 31,553 | 29,743 | 14,928 | 21,487 | 15,380 | 43,699 | 811,061 | 1,402,244 | 12,399 | 32,089 | 1,093 | 14,672 | 28,586 |
| East Liverpool | 16,687 | 14,632 | -12.3 | * | * | * | * | * | 5,809 | 88,085 | 131,966 | 9,019 | 22,719 | * | * | * |
| Lisbon | 3,159 | 2,870 | -9.1 | * | * | * | * | * | 1,139 | 18,556 | 28,807 | 10,036 | 25,287 | * | * | * |
| Salem | 12,869 | 11,758 | -8.6 | * | * | * | * | * | 4,761 | 73,718 | 115,075 | 9,787 | 24,171 | * | * | * |
| COSHOCTON | 36,110 | 36,838 | 2.0 | 10,241 | 9,541 | 4,789 | 7,183 | 5,084 | 13,777 | 269,978 | 501,331 | 13,609 | 36,389 | 884 | 7,335 | 18,806 |
| Coshocton | 13,405 | 12,934 | -3.5 | * | * | * | * | * | 5,537 | 92,951 | 162,876 | 12,593 | 29,418 | * | * | * |
| CRAWFORD | 49,894 | 47,391 | -5.0 | 13,269 | 12,511 | 6,303 | 9,052 | 6,303 | 17,643 | 404,442 | 675,509 | 14,254 | 38,287 | 877 | 34,200 | 15,550 |
| Bucyrus | 13,433 | 13,318 | -0.9 | * | * | * | * | * | 5,397 | 83,826 | 144,696 | 10,865 | 26,813 | * | * | * |
| Galion | 12,391 | 11,025 | -11.0 | * | * | * | * | * | 4,501 | 73,090 | 113,224 | 10,270 | 25,155 | * | * | * |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OHIO POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 88 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1988 number of households | DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands) | E&P 1988 estimate (Thousands) | INCOME Income per capita | E&P 1988 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CUYAHOGA | 1,493,017 | 1,432,245 | -4.1 | 339,442 | 386,706 | 196,218 | 289,313 | 221,998 | 572,898 | 14,130,219 | 26,141,285 | 18,252 | 45,630 | 150 | 14,106 | 396 |
| Cleveland | 573,822 | 512,023 | -10.8 | • | • | • | • | • | 185,498 | 2,735,723 | 6,453,953 | 12,605 | 34,792 | • | • | • |
| DARKE | 55,168 | 54,201 | -1.8 | 16,260 | 14,146 | 7,046 | 9,593 | 7,154 | 20,714 | 445,101 | 895,903 | 16,529 | 43,251 | 2,067 | 48,693 | 108,049 |
| Greenville | 12,999 | 12,040 | -7.4 | • | • | • | • | • | 4,764 | 83,887 | 158,627 | 13,175 | 33,297 | • | • | • |
| Union City | 1,716 | 2,903 | 69.2 | • | • | • | • | • | 1,172 | 13,591 | 44,107 | 15,195 | 37,644 | • | • | • |
| DEFIANCE | 40,112 | 39,626 | -1.2 | 12,244 | 11,293 | 5,270 | 6,776 | 4,081 | 13,773 | 312,357 | 548,030 | 13,830 | 39,790 | 987 | 19,002 | 14,858 |
| Defiance | 16,810 | 16,890 | 0.5 | • | • | • | • | • | 6,019 | 130,902 | 210,136 | 12,441 | 34,913 | • | • | • |
| DELAWARE | 54,118 | 62,985 | 16.4 | 16,943 | 18,266 | 9,070 | 12,345 | 6,298 | 22,495 | 477,628 | 879,896 | 13,970 | 39,115 | 799 | 22,484 | 10,811 |
| Delaware | 18,780 | 23,083 | 22.9 | • | • | • | • | • | 6,790 | 165,746 | 285,627 | 12,374 | 42,069 | • | • | • |
| ERIE | 79,811 | 78,797 | -1.3 | 21,512 | 21,354 | 10,638 | 15,366 | 9,928 | 29,533 | 683,644 | 1,250,995 | 15,876 | 42,359 | 480 | 17,510 | 8,319 |
| Sandusky | 31,360 | 29,286 | -6.6 | • | • | • | • | • | 11,603 | 197,485 | 338,565 | 11,561 | 29,178 | • | • | • |
| FAIRFIELD | 94,401 | 102,573 | 8.7 | 29,541 | 26,464 | 14,873 | 20,617 | 11,078 | 41,069 | 799,608 | 1,671,144 | 16,292 | 40,691 | 1,217 | 21,537 | 17,651 |
| Lancaster | 34,953 | 35,173 | 0.6 | • | • | • | • | • | 14,216 | 236,642 | 456,961 | 12,992 | 32,145 | • | • | • |
| FAYETTE | 27,531 | 28,263 | 2.7 | 8,027 | 7,264 | 3,787 | 5,313 | 3,872 | 10,975 | 206,993 | 425,936 | 15,070 | 38,811 | 628 | 36,669 | 15,212 |
| Washington | 12,682 | 12,805 | 1.0 | • | • | • | • | • | 5,262 | 70,234 | 141,617 | 11,060 | 26,911 | • | • | • |
| FRANKLIN | 868,125 | 965,840 | 11.3 | 244,358 | 302,308 | 149,705 | 172,885 | 96,584 | 386,336 | 8,366,844 | 13,474,274 | 13,951 | 34,877 | 581 | 26,248 | 5,583 |
| Columbus | 564,871 | 640,148 | 13.3 | • | • | • | • | • | 233,779 | 3,710,497 | 9,593,135 | 14,986 | 41,035 | • | • | • |
| FULTON | 37,793 | 39,741 | 5.2 | 12,320 | 10,690 | 5,445 | 6,796 | 4,411 | 16,117 | 301,707 | 633,924 | 15,951 | 39,332 | 1,043 | 36,854 | 42,731 |
| GALLIA | 30,164 | 31,759 | 5.3 | 8,893 | 8,670 | 4,160 | 6,066 | 3,938 | 11,789 | 221,152 | 417,094 | 13,133 | 35,380 | 885 | 2,340 | 7,040 |
| Gallipolis | 5,576 | 4,471 | -19.8 | • | • | • | • | • | 1,737 | 37,341 | 53,385 | 11,940 | 30,730 | • | • | • |
| GEAUGA | 74,667 | 84,815 | 13.6 | 24,851 | 21,967 | 11,789 | 17,811 | 8,397 | 36,787 | 638,890 | 1,406,313 | 16,581 | 38,229 | 702 | 4,163 | 11,270 |
| Chardon | 4,434 | 4,868 | 9.8 | • | • | • | • | • | 1,792 | 26,206 | 55,769 | 11,456 | 31,120 | • | • | • |
| GREENE | 129,850 | 134,296 | 3.4 | 34,514 | 39,886 | 19,742 | 27,934 | 12,087 | 50,746 | 952,465 | 2,002,390 | 14,910 | 39,459 | 903 | 31,824 | 16,760 |
| Beaver Creek | 31,589 | 53,395 | 69.0 | • | • | • | • | • | 18,086 | 223,397 | 793,797 | 14,867 | 43,890 | • | • | • |
| Fairborn | 29,702 | 24,199 | -18.5 | • | • | • | • | • | 9,709 | 161,895 | 277,278 | 11,458 | 28,560 | • | • | • |
| Xenia | 24,653 | 20,618 | -16.4 | • | • | • | • | • | 7,850 | 117,401 | 206,403 | 10,011 | 26,295 | • | • | • |
| GUERNSEY | 42,251 | 41,103 | -2.7 | 11,920 | 10,564 | 5,343 | 7,440 | 5,878 | 15,174 | 286,809 | 527,323 | 12,829 | 34,751 | 860 | 1,637 | 7,303 |
| Cambridge | 13,573 | 11,128 | -18.0 | • | • | • | • | • | 4,872 | 74,321 | 113,183 | 10,171 | 23,233 | • | • | • |
| HAMILTON | 871,442 | 867,690 | -0.4 | 226,467 | 245,556 | 118,006 | 163,126 | 114,535 | 347,076 | 8,490,597 | 14,597,485 | 16,823 | 42,058 | 350 | 10,441 | 3,481 |
| Cincinnati | 385,457 | 362,100 | -6.1 | • | • | • | • | • | 152,118 | 2,392,250 | 4,373,528 | 12,078 | 28,751 | • | • | • |
| HANCOCK | 64,555 | 69,466 | 7.6 | 19,381 | 19,034 | 9,586 | 12,712 | 8,614 | 26,718 | 573,804 | 771,897 | 11,112 | 28,891 | 1,203 | 41,950 | 13,743 |
| Findlay | 35,594 | 36,503 | 2.6 | • | • | • | • | • | 14,638 | 227,146 | 478,829 | 13,118 | 32,711 | • | • | • |
| HARDIN | 32,742 | 32,319 | -1.3 | 8,823 | 10,019 | 3,975 | 5,494 | 4,040 | 11,443 | 238,041 | 432,071 | 13,369 | 37,759 | 1,034 | 36,112 | 13,099 |
| Kenton | 8,605 | 8,288 | -3.7 | • | • | • | • | • | 3,280 | 47,129 | 83,254 | 10,045 | 25,386 | • | • | • |
| HARRISON | 18,271 | 14,510 | -20.6 | 4,019 | 3,729 | 1,828 | 2,670 | 2,278 | 5,674 | 122,398 | 172,462 | 11,886 | 30,397 | 465 | 12,117 | 7,242 |
| HENRY | 28,302 | 29,128 | 2.9 | 8,680 | 7,835 | 3,699 | 5,156 | 3,757 | 11,213 | 216,508 | 405,247 | 13,913 | 36,140 | 1,125 | 36,360 | 15,436 |
| Napoleon | 8,614 | 9,126 | 5.9 | • | • | • | • | • | 3,568 | 51,464 | 99,445 | 10,898 | 27,872 | • | • | • |
| HIGHLAND | 33,489 | 35,500 | 6.0 | 10,473 | 8,946 | 4,367 | 6,603 | 5,112 | 13,586 | 235,880 | 524,970 | 14,788 | 38,640 | 1,323 | 21,030 | 14,288 |
| Greenfield | 5,034 | 5,298 | 5.2 | • | • | • | • | • | 2,036 | 25,533 | 56,354 | 10,636 | 27,682 | • | • | • |
| HOCKING | 24,456 | 25,498 | 4.3 | 7,139 | 6,808 | 3,391 | 4,819 | 3,315 | 9,630 | 186,686 | 347,387 | 13,624 | 36,072 | 414 | 1,309 | 1,600 |
| Logan | 6,557 | 6,731 | 2.7 | • | • | • | • | • | 2,796 | 42,776 | 78,306 | 11,634 | 26,004 | • | • | • |
| HOLMES | 29,413 | 33,196 | 12.9 | 12,515 | 8,598 | 3,784 | 4,880 | 3,419 | 15,652 | 166,202 | 379,385 | 11,429 | 24,238 | 1,518 | 4,056 | 57,480 |
| HURON | 54,652 | 56,840 | 4.0 | 17,507 | 15,347 | 7,617 | 9,947 | 6,423 | 22,444 | 432,277 | 934,767 | 16,446 | 41,649 | 934 | 49,672 | 13,529 |
| Bellevue | 8,187 | 7,844 | -4.2 | • | • | • | • | • | 2,978 | 52,541 | 103,888 | 13,245 | 34,886 | • | • | • |
| Norwalk | 14,358 | 14,628 | 1.9 | • | • | • | • | • | 5,563 | 89,003 | 187,146 | 12,794 | 33,641 | • | • | • |
| JACKSON | 30,675 | 32,344 | 5.4 | 9,263 | 8,539 | 4,108 | 5,919 | 4,464 | 12,332 | 210,674 | 444,671 | 13,748 | 36,058 | 422 | 9,190 | 3,844 |
| JEFFERSON | 91,449 | 81,020 | -11.4 | 20,498 | 21,470 | 10,290 | 16,285 | 12,477 | 30,500 | 869,792 | 1,304,427 | 16,100 | 42,769 | 440 | 1,419 | 4,281 |
| Steubenville | 26,400 | 20,773 | -21.3 | • | • | • | • | • | 8,431 | 208,136 | 273,161 | 13,150 | 32,398 | • | • | • |
| KNOX | 46,328 | 49,013 | 5.8 | 12,841 | 14,165 | 6,225 | 9,165 | 6,666 | 17,568 | 328,103 | 720,449 | 14,699 | 41,008 | 1,185 | 14,153 | 41,209 |
| Mount Vernon | 14,323 | 14,878 | 3.9 | • | • | • | • | • | 6,237 | 76,911 | 165,494 | 11,123 | 26,533 | • | • | • |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| LAKE | 213,084 | 232,345 | 9.0 | 60,874 | 63,662 | 35,084 | 47,631 | 25,093 | 91,133 | 1,906,393 | 3,837,869 | 16,518 | 42,113 | 268 | 31,792 | 777 |
| Lake County | 61,394 | 66,919 | 8.3 | • | • | • | • | • | 23,899 | • | 968,434 | 14,472 | 40,522 | • | • | • |
| Willoughby | 19,329 | 20,480 | 6.0 | • | • | • | • | • | 7,990 | 141,438 | 271,501 | 13,257 | 33,982 | • | • | • |
| LAWRENCE | 64,069 | 63,204 | -1.3 | 18,266 | 16,433 | 8,406 | 12,325 | 7,837 | 24,830 | 360,201 | 547,864 | 8,668 | 22,065 | 545 | 1,480 | 3,750 |
| Ironton | 14,290 | 12,772 | -10.6 | • | • | • | • | • | 5,321 | 69,296 | 95,056 | 7,442 | 17,863 | • | • | • |
| LICKING | 121,334 | 128,812 | 6.2 | 34,135 | 35,939 | 18,163 | 25,762 | 14,813 | 49,153 | 951,027 | 2,017,465 | 15,662 | 41,044 | 1,402 | 23,122 | 64,952 |
| Newark | 41,200 | 40,532 | -1.6 | • | • | • | • | • | 16,661 | 248,977 | 482,288 | 11,899 | 28,948 | • | • | • |
| LOGAN | 39,217 | 40,324 | 2.8 | 11,855 | 10,162 | 5,121 | 7,339 | 5,807 | 14,901 | 297,947 | 552,401 | 13,699 | 37,071 | 979 | 28,413 | 27,736 |
| Bellefontaine | 11,888 | 12,400 | 4.3 | • | • | • | • | • | 4,962 | 67,316 | 126,808 | 10,227 | 25,556 | • | • | • |
| LORAIN | 274,842 | 268,557 | -2.3 | 78,687 | 75,733 | 37,598 | 48,877 | 27,661 | 107,519 | 1,933,751 | 3,174,749 | 11,822 | 29,527 | 985 | 45,152 | 15,061 |
| Elyria | 57,538 | 58,304 | 1.3 | • | • | • | • | • | 21,552 | 311,660 | 524,687 | 8,999 | 24,345 | • | • | • |
| Lorain | 75,416 | 65,260 | -13.5 | • | • | • | • | • | 23,216 | 381,238 | 548,092 | 8,399 | 23,609 | • | • | • |
| LUCAS | 472,177 | 468,224 | -0.8 | 125,952 | 132,039 | 65,083 | 84,748 | 59,933 | 180,086 | 4,167,756 | 8,100,167 | 17,300 | 44,979 | 492 | 28,880 | 5,865 |
| Toledo | 354,635 | 340,651 | -3.9 | • | • | • | • | • | 130,312 | 2,148,765 | 4,470,128 | 13,122 | 34,303 | • | • | • |
| MADISON | 33,121 | 35,975 | 8.6 | 10,109 | 10,361 | 5,180 | 6,511 | 3,849 | 13,868 | 268,205 | 573,762 | 15,949 | 41,372 | 735 | 38,198 | 18,174 |
| London | 6,958 | 7,224 | 3.8 | • | • | • | • | • | 2,909 | 42,556 | 86,807 | 12,017 | 29,642 | • | • | • |
| MAHONING | 289,110 | 280,012 | -3.1 | 70,563 | 75,043 | 36,682 | 55,442 | 42,282 | 108,238 | 2,073,166 | 3,632,316 | 12,972 | 33,559 | 668 | 10,309 | 14,153 |
| Youngstown | 115,436 | 103,261 | -10.5 | • | • | • | • | • | 40,007 | 520,179 | 822,024 | 7,961 | 20,547 | • | • | • |
| MARION | 68,155 | 66,330 | -2.7 | 18,506 | 18,241 | 9,684 | 12,404 | 7,562 | 24,968 | 543,383 | 863,265 | 13,015 | 34,575 | 650 | 32,038 | 10,842 |
| Marion | 37,040 | 34,157 | -7.8 | • | • | • | • | • | 13,453 | 220,548 | 326,829 | 9,569 | 24,294 | • | • | • |
| MEDINA | 113,929 | 123,070 | 8.0 | 35,936 | 32,860 | 19,445 | 24,122 | 10,707 | 52,008 | 952,798 | 1,972,829 | 16,030 | 37,933 | 1,012 | 11,207 | 17,484 |
| Medina | 15,268 | 16,035 | 5.0 | — • | • | • | • | • | 6,090 | 106,140 | 217,611 | 13,571 | 35,733 | • | • | • |
| MEIGS | 23,834 | 27,719 | 16.3 | 7,955 | 7,179 | 3,631 | 5,100 | 3,825 | 10,727 | 161,256 | 319,006 | 11,508 | 29,739 | 528 | 2,844 | 4,481 |
| Middleport | 2,971 | 3,239 | 9.0 | • | • | • | • | • | 1,391 | 16,787 | 31,008 | 9,574 | 22,292 | • | • | • |
| Pomeroy | 2,728 | 2,910 | 6.7 | • | • | • | • | • | 1,184 | 15,111 | 27,309 | 9,385 | 23,068 | • | • | • |
| MERCER | 38,347 | 39,467 | 2.9 | 12,708 | 10,893 | 4,736 | 6,433 | 4,657 | 17,037 | 297,153 | 639,486 | 16,203 | 37,534 | 1,562 | 33,566 | 109,507 |
| Celina | 9,137 | 9,412 | 3.0 | • | • | • | • | • | 3,748 | 53,248 | 114,810 | 12,198 | 30,636 | • | • | • |
| MIAMI | 90,470 | 89,814 | -0.7 | 24,519 | 23,441 | 12,664 | 18,142 | 10,957 | 34,392 | 610,558 | 1,202,093 | 13,384 | 34,952 | 1,133 | 36,919 | 18,217 |
| Piqua | 20,480 | 18,552 | -9.4 | • | • | • | • | • | 7,091 | 93,830 | 165,770 | 8,935 | 23,377 | • | • | • |
| Troy | 19,086 | 18,423 | -3.5 | • | • | • | • | • | 7,188 | 93,418 | 175,858 | 9,546 | 24,467 | • | • | • |
| MONROE | 17,505 | 16,093 | -8.1 | 4,474 | 4,297 | 2,173 | 2,977 | 2,189 | 6,296 | 133,309 | 237,177 | 14,738 | 37,671 | 716 | 579 | 5,996 |
| MONTGOMERY | 572,196 | 579,820 | 1.3 | 147,274 | 160,610 | 84,654 | 116,544 | 70,738 | 207,130 | 4,312,994 | 8,712,290 | 15,026 | 42,060 | 940 | 19,529 | 8,947 |
| Dayton | 203,371 | 195,198 | -4.0 | • | • | • | • | • | 77,694 | 881,531 | 1,691,747 | 8,667 | 21,774 | • | • | • |
| MORGAN | 14,332 | 14,577 | 1.7 | 4,358 | 3,688 | 1,778 | 2,565 | 2,172 | 5,941 | 102,338 | 188,056 | 12,901 | 31,655 | 590 | 1,167 | 8,172 |
| MORROW | 26,451 | 28,180 | 6.5 | 8,567 | 7,440 | 3,861 | 5,241 | 3,072 | 11,599 | 185,108 | 395,639 | 14,040 | 34,109 | 864 | 17,777 | 14,535 |
| MUSKINGUM | 83,403 | 86,565 | 3.8 | 24,325 | 23,979 | 10,994 | 15,841 | 11,427 | 32,668 | 586,030 | 1,146,079 | 13,240 | 35,082 | 1,094 | 4,876 | 18,814 |
| Zanesville | 28,655 | 26,447 | -7.7 | • | • | • | • | • | 10,951 | 134,361 | 229,235 | 8,668 | 20,932 | • | • | • |
| NOBLE | 11,332 | 11,729 | 3.5 | 3,531 | 3,073 | 1,408 | 2,006 | 1,713 | 4,755 | 84,603 | 172,874 | 14,738 | 36,358 | 567 | 577 | 3,430 |
| OTTAWA | 40,025 | 42,379 | 5.9 | 11,527 | 53,355 | 5,425 | 8,391 | 6,060 | 15,827 | 331,571 | 717,680 | 16,935 | 45,345 | 573 | 16,374 | 2,876 |
| Oak Harbor | 2,678 | 2,667 | -0.4 | • | • | • | • | • | 1,053 | 16,500 | 33,457 | 12,546 | 31,776 | • | • | • |
| Port Clinton | 7,223 | 7,371 | 2.0 | • | • | • | • | • | 2,808 | 42,205 | 87,699 | 11,898 | 31,227 | • | • | • |
| PAULDING | 21,349 | 21,191 | -0.7 | 6,866 | 5,764 | 2,776 | 3,539 | 2,246 | 8,726 | 145,926 | 272,794 | 12,873 | 31,263 | 718 | 27,296 | 18,383 |
| PERRY | 31,062 | 32,680 | 5.2 | 10,000 | 8,954 | 4,118 | 5,556 | 3,987 | 13,726 | 191,725 | 398,043 | 12,180 | 28,999 | 641 | 4,961 | 6,089 |
| PICKAWAY | 43,569 | 45,646 | 4.8 | 12,644 | 12,370 | 6,482 | 9,357 | 4,838 | 17,431 | 335,847 | 659,217 | 14,442 | 37,818 | 783 | 31,285 | 15,317 |
| Circleville | 11,700 | 11,825 | 1.1 | • | • | • | • | • | 4,588 | 74,569 | 140,878 | 11,914 | 30,704 | • | • | • |
| PIKE | 22,901 | 30,321 | 32.4 | 8,915 | 8,187 | 3,699 | 5,458 | 4,033 | 11,984 | 156,907 | 391,308 | 12,905 | 32,653 | 454 | 3,658 | 5,879 |
| PORTAGE | 136,087 | 145,226 | 6.7 | 38,485 | 48,070 | 20,767 | 25,269 | 12,780 | 56,159 | 977,790 | 1,953,302 | 13,450 | 34,782 | 820 | 9,762 | 15,395 |
| Kent | 26,164 | 25,864 | -1.1 | • | • | • | • | • | 8,914 | 122,282 | 224,429 | 8,677 | 25,178 | • | • | • |
| Ravenna | 11,987 | 12,389 | 3.4 | • | • | • | • | • | 4,837 | 63,178 | 121,230 | 9,786 | 25,063 | • | • | • |
| PREBLE | 38,382 | 41,669 | 8.6 | 11,584 | 11,084 | 5,709 | 8,167 | 5,125 | 16,650 | 241,059 | 518,462 | 12,442 | 31,138 | 1,183 | 27,248 | 26,710 |
| PUTNAM | 32,975 | 34,201 | 3.7 | 11,560 | 9,645 | 3,933 | 5,335 | 3,694 | 15,067 | 209,883 | 438,667 | 12,826 | 29,115 | 1,584 | 42,148 | 30,956 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OHIO POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1990 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| RICHLAND | 131,285 | 135,240 | 3.0 | 36,650 | 37,191 | 18,257 | 27,048 | 16,229 | 50,149 | 862,145 | 1,755,022 | 12,977 | 34,996 | 1,022 | 17,373 | 19,315 |
| Mansfield | 53,927 | 54,041 | 0.2 | * | * | * | * | * | 21,711 | 260,544 | 513,037 | 9,494 | 23,630 | * | * | * |
| Shelby | 9,646 | 9,666 | 0.2 | * | * | * | * | * | 3,801 | 50,511 | 99,459 | 10,290 | 26,164 | * | * | * |
| ROSS | 65,079 | 69,212 | 6.4 | 18,895 | 17,857 | 9,551 | 13,912 | 8,928 | 25,233 | 515,514 | 1,075,211 | 15,535 | 42,611 | 815 | 17,901 | 11,138 |
| Chillicothe | 23,420 | 23,350 | -0.3 | * | * | * | * | * | 9,476 | 165,478 | 322,327 | 13,804 | 34,015 | * | * | * |
| SANDUSKY | 63,172 | 64,286 | 1.8 | 19,157 | 17,550 | 8,293 | 11,571 | 7,586 | 25,563 | 477,207 | 1,024,466 | 15,936 | 40,076 | 936 | 42,811 | 10,017 |
| Fremont | 17,834 | 17,467 | -2.1 | * | * | * | * | * | 6,719 | 91,392 | 187,643 | 10,743 | 27,925 | * | * | * |
| SCIOTO | 84,653 | 83,131 | -1.8 | 23,942 | 22,030 | 10,308 | 15,296 | 11,472 | 31,331 | 615,521 | 1,216,086 | 14,629 | 38,814 | 658 | 4,162 | 9,361 |
| Portsmouth | 25,943 | 23,185 | -10.6 | * | * | * | * | * | 10,057 | 156,669 | 279,187 | 12,042 | 27,761 | * | * | * |
| SENECA | 61,819 | 62,715 | 1.5 | 19,191 | 17,121 | 7,965 | 10,662 | 7,651 | 24,287 | 475,513 | 792,619 | 12,638 | 32,636 | 1,398 | 43,878 | 24,270 |
| Fostoria | 15,743 | 15,574 | -1.1 | * | * | * | * | * | 6,020 | 89,591 | 143,041 | 9,185 | 23,761 | * | * | * |
| Tiffin | 19,549 | 18,586 | -4.9 | * | * | * | * | * | 7,011 | 103,073 | 158,160 | 8,510 | 22,559 | * | * | * |
| SHELBY | 43,141 | 43,791 | 1.5 | 13,882 | 11,867 | 5,780 | 7,532 | 4,773 | 17,878 | 354,184 | 735,952 | 16,806 | 41,165 | 1,113 | 26,410 | 33,591 |
| Sidney | 17,657 | 18,392 | 4.2 | * | * | * | * | * | 6,969 | 107,389 | 230,052 | 12,509 | 33,010 | * | * | * |
| STARK | 378,975 | 379,419 | 0.1 | 99,028 | 102,443 | 53,498 | 74,746 | 49,704 | 141,995 | 2,868,132 | 5,281,445 | 13,920 | 37,194 | 1,306 | 20,587 | 29,475 |
| Alliance | 24,315 | 22,900 | -5.8 | * | * | * | * | * | 8,985 | 122,448 | 208,663 | 9,112 | 23,224 | * | * | * |
| Canton | 94,730 | 86,594 | -8.6 | * | * | * | * | * | 34,879 | 465,939 | 770,662 | 8,900 | 22,095 | * | * | * |
| Massillon | 30,557 | 29,134 | -4.7 | * | * | * | * | * | 11,427 | 157,161 | 271,121 | 9,306 | 23,727 | * | * | * |
| SUMMIT | 524,661 | 523,417 | -0.2 | 129,808 | 145,510 | 73,802 | 104,683 | 69,615 | 191,650 | 4,046,278 | 7,675,497 | 14,664 | 40,049 | 297 | 5,041 | 1,649 |
| Akron | 237,177 | 224,346 | -5.4 | * | * | * | * | * | 89,671 | 1,236,551 | 2,171,830 | 9,681 | 24,220 | * | * | * |
| TRUMBULL | 241,452 | 238,765 | -1.1 | 62,795 | 64,466 | 33,666 | 47,514 | 30,562 | 92,097 | 1,831,784 | 2,978,990 | 12,477 | 32,346 | 951 | 8,193 | 16,074 |
| Niles | 23,088 | 24,370 | 5.6 | * | * | * | * | * | 9,321 | 130,468 | 225,144 | 9,239 | 24,155 | * | * | * |
| Warren | 56,629 | 50,881 | -10.2 | * | * | * | * | * | 19,588 | 309,633 | 454,827 | 8,939 | 23,220 | * | * | * |
| TUSCARAWAS | 84,816 | 87,516 | 3.2 | 23,629 | 23,104 | 11,640 | 16,803 | 12,340 | 33,177 | 615,872 | 1,242,707 | 14,200 | 37,457 | 1,022 | 7,156 | 32,239 |
| Dover | 11,782 | 12,092 | 2.6 | * | * | * | * | * | 4,828 | 68,670 | 137,114 | 11,339 | 28,400 | * | * | * |
| New Philadelphia | 16,883 | 17,424 | 3.2 | * | * | * | * | * | 7,359 | 100,133 | 201,049 | 11,539 | 27,320 | * | * | * |
| UNION | 29,563 | 36,442 | 23.3 | 10,386 | 9,949 | 4,993 | 6,960 | 4,191 | 14,150 | 241,693 | 564,954 | 15,503 | 39,927 | 907 | 29,793 | 38,630 |
| Marysville | 7,414 | 9,357 | 26.2 | * | * | * | * | * | 3,793 | 47,317 | 113,443 | 12,124 | 29,906 | * | * | * |
| VAN WERT | 30,462 | 31,003 | 1.8 | 8,960 | 8,030 | 4,061 | 5,643 | 4,309 | 11,853 | 217,273 | 365,892 | 11,802 | 30,869 | 922 | 40,971 | 12,380 |
| Van Wert | 11,035 | 10,833 | -1.8 | * | * | * | * | * | 4,604 | 57,224 | 92,448 | 8,534 | 20,082 | * | * | * |
| VINTON | 11,670 | 11,769 | 0.8 | 3,578 | 3,131 | 1,471 | 2,036 | 1,530 | 4,711 | 83,430 | 179,026 | 15,212 | 38,000 | 217 | 466 | 1,148 |
| WARREN | 99,721 | 114,265 | 14.6 | 31,994 | 32,908 | 16,797 | 22,510 | 10,055 | 46,654 | 914,361 | 2,037,010 | 17,827 | 43,662 | 920 | 17,206 | 8,986 |
| WASHINGTON | 64,496 | 65,671 | 1.8 | 18,322 | 18,059 | 8,866 | 12,412 | 8,012 | 25,288 | 444,712 | 824,884 | 12,561 | 32,620 | 955 | 3,745 | 12,505 |
| Marietta | 16,467 | 15 328 | -6.9 | * | * | * | * | * | 6,166 | 85,531 | 143,763 | 9,379 | 23,315 | * | * | * |
| WAYNE | 97,701 | 106,545 | 9.1 | 30,685 | 30,472 | 14,916 | 19,072 | 11,400 | 41,399 | 776,855 | 1,701,557 | 15,970 | 41,101 | 1,734 | 19,117 | 106,502 |
| Wooster | 19,289 | 20,121 | 4.3 | * | * | * | * | * | 7,723 | 129,646 | 270,159 | 13,427 | 34,983 | * | * | * |
| WILLIAMS | 36,445 | 38,021 | 4.3 | 11,216 | 10,190 | 5,019 | 6,766 | 4,829 | 14,336 | 272,328 | 569,525 | 14,979 | 39,728 | 963 | 23,348 | 24,925 |
| Bryan | 7,879 | 8,388 | 6.5 | * | * | * | * | * | 3,464 | 47,728 | 101,940 | 12,153 | 29,426 | * | * | * |
| WOOD | 107,868 | 120,126 | 11.4 | 29,911 | 42,645 | 16,337 | 19,581 | 11,532 | 44,491 | 905,203 | 1,541,534 | 12,833 | 34,648 | 1,279 | 48,985 | 14,285 |
| Bowling Green | 25,728 | 28,422 | 10.5 | * | * | * | * | * | 8,195 | 123,963 | 266,751 | 9,385 | 32,551 | * | * | * |
| WYANDOT | 22,641 | 23,460 | 3.6 | 6,733 | 6,287 | 2,886 | 4,270 | 3,261 | 9,065 | 169,665 | 328,187 | 13,989 | 36,204 | 727 | 31,239 | 12,684 |
| Upper Sandusky | 5,967 | 6,252 | 4.8 | * | * | * | * | * | 2,539 | 33,870 | 66,365 | 10,615 | 26,135 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1987 Cash Receipts as follows: From Crops $1,847,101,000; from Livestock & Livestock Products $1,502,552,000; Total $3,349,653,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# OKLAHOMA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.............. | 3,037,548 | 3,374,541 | 11.1 | | | | | | 1,270,404 | 24,196,000 | 39,243,998 | 11,629 | 30,891 | 72,523 | 794,764 | 1,673,870 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Enid, OK | 62,865 | 63,415 | 0.9 | 18,010 | 16,868 | 8,878 | 11,415 | 8,244 | 23,368 | 499,055 | 718,446 | 11,329 | 30,745 | 1,182 | 20,473 | 36,903 |
| Lawton, OK | 111,602 | 125,081 | 12.1 | 37,399 | 43,528 | 16,261 | 18,512 | 9,256 | 46,161 | 1,005,840 | 1,946,963 | 15,566 | 42,177 | 959 | 5,345 | 18,817 |
| Oklahoma City, OK | 864,628 | 1,016,999 | 17.6 | 278,766 | 293,143 | 151,585 | 185,620 | 107,300 | 387,893 | 8,476,622 | 13,927,960 | 13,695 | 35,907 | 6,074 | 35,508 | 118,953 |
| Tulsa, OK | 663,105 | 737,563 | 11.2 | 202,092 | 201,994 | 111,798 | 140,691 | 80,485 | 280,895 | 4,841,893 | 7,795,122 | 10,569 | 27,751 | 5,145 | 21,869 | 90,583 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAIR | 18,606 | 20,421 | 9.8 | 6,351 | 5,412 | 2,308 | 3,533 | 2,818 | 8,691 | 136,652 | 291,467 | 14,273 | 33,535 | 997 | 1089 | 64434 |
| ALFALFA | 7,034 | 6,897 | -1.9 | 1,690 | 1,586 | 731 | 1,317 | 1,573 | 2,474 | 50,889 | 73,962 | 10,724 | 29,892 | 785 | 18,009 | 53,345 |
| ATOKA | 12,797 | 14,798 | 15.6 | 3,966 | 3,759 | 1,879 | 2,856 | 2,323 | 5,624 | 69,729 | 128,651 | 8,694 | 22,874 | 942 | 1,556 | 14,573 |
| BEAVER | 6,875 | 7,484 | 8.9 | 2,238 | 1,691 | 943 | 1,467 | 1,153 | 3,020 | 72,953 | 134,488 | 17,970 | 44,526 | 824 | 12,603 | 30,284 |
| BECKHAM | 19,520 | 22,193 | 13.7 | 6,525 | 5,570 | 2,597 | 3,751 | 3,773 | 8,457 | 153,164 | 261,322 | 11,775 | 30,899 | 815 | 10,038 | 15,615 |
| Elk City | 9,579 | 11,190 | 16.8 | • | • | • | • | • | 4,557 | 64,792 | 113,919 | 10,181 | 24,996 | • | • | • |
| BLAINE | 13,483 | 13,302 | -1.3 | 3,911 | 3,286 | 1,476 | 2,301 | 2,341 | 5,177 | 86,146 | 146,286 | 10,998 | 28,259 | 919 | 10,792 | 41,762 |
| BRYAN | 30,693 | 34,922 | 13.8 | 9,010 | 9,708 | 4,191 | 6,181 | 5,832 | 12,687 | 198,825 | 361,128 | 10,341 | 28,465 | 1,388 | 7,129 | 19,712 |
| Durant | 11,972 | 12,826 | 7.1 | • | • | • | • | • | 5,288 | 61,005 | 103,511 | 8,070 | 19,575 | • | • | • |
| CADDO | 30,711 | 33,318 | 8.5 | 10,195 | 8,296 | 3,698 | 5,831 | 5,298 | 13,194 | 203,461 | 325,620 | 9,773 | 24,679 | 1,530 | 38,780 | 32,734 |
| Anadarko | 6,378 | 6,265 | -1.8 | • | • | • | • | • | 2,357 | 29,488 | 42,409 | 6,769 | 17,995 | • | • | • |
| CANADIAN | 57,278 | 81,939 | 43.1 | 25,647 | 21,878 | 13,110 | 14,831 | 6,473 | 35,653 | 543,723 | 1,067,420 | 13,027 | 29,939 | 1,085 | 12,673 | 39,992 |
| El Reno | 15,486 | 15,348 | -0.9 | • | • | • | • | • | 5,516 | 92,233 | 119,239 | 7,769 | 21,617 | • | • | • |
| CARTER | 43,632 | 49,071 | 12.5 | 13,887 | 12,219 | 6,134 | 9,176 | 7,655 | 18,731 | 332,343 | 514,034 | 10,487 | 27,474 | 1,056 | 1,606 | 15,031 |
| Ardmore | 23,689 | 25,555 | 7.9 | • | • | • | • | • | 10,285 | 135,077 | 210,183 | 8,225 | 20,435 | • | • | • |
| CHEROKEE | 30,839 | 35,370 | 14.7 | 10,222 | 10,257 | 4,174 | 6,190 | 4,527 | 13,403 | 291,143 | 534,484 | 15,111 | 39,878 | 1,045 | 28,681 | 25,415 |
| Tahlequah | 9,708 | 9,970 | 2.7 | • | • | • | • | • | 3,672 | 76,159 | 124,181 | 12,456 | 33,819 | • | • | • |
| CHOCTAW | 17,009 | 16,329 | -4.0 | 4,899 | 4,001 | 1,780 | 2,874 | 2,792 | 6,403 | 100,767 | 159,746 | 9,783 | 24,950 | 929 | 1,575 | 19,694 |
| Hugo | 7,172 | 6,756 | -5.8 | • | • | • | • | • | 2,699 | 30,636 | 47,478 | 7,027 | 17,589 | • | • | • |
| CIMARRON | 3,646 | 3,496 | -4.1 | 1,003 | 783 | 434 | 689 | 587 | 1,398 | 35,753 | 38,161 | 10,915 | 27,297 | 458 | 13,347 | 56,510 |
| CLEVELAND | 134,883 | 176,770 | 31.1 | 47,198 | 59,925 | 28,990 | 29,344 | 10,783 | 66,000 | 1,271,755 | 2,432,244 | 13,759 | 36,852 | 894 | 1,887 | 8,629 |
| Norman | 68,020 | 72,835 | 7.1 | • | • | • | • | • | 26,095 | 468,853 | 688,911 | 9,458 | 26,401 | • | • | • |
| COAL | 6,003 | 6,406 | 6.7 | 1,883 | 1,505 | 666 | 1,159 | 1,185 | 2,614 | 31,508 | 54,047 | 8,437 | 20,675 | 580 | 446 | 13,699 |
| COMANCHE | 111,602 | 125,081 | 12.1 | 37,399 | 43,528 | 16,261 | 18,512 | 9,256 | 46,161 | 1,005,840 | 1,946,963 | 15,566 | 42,177 | 959 | 5,345 | 18,817 |
| Lawton | 80,054 | 93,966 | 17.4 | • | • | • | • | • | 32,488 | 578,221 | 1,209,791 | 12,779 | 36,961 | • | • | • |
| COTTON | 7,375 | 7,067 | -4.2 | 1,944 | 1,654 | 834 | 1,293 | 1,336 | 2,712 | 53,467 | 99,677 | 14,104 | 36,749 | 513 | 9,928 | 16,637 |
| CRAIG | 14,961 | 15,250 | 1.9 | 4,011 | 3,630 | 1,800 | 3,081 | 2,745 | 5,573 | 76,223 | 119,481 | 7,835 | 21,440 | 1,070 | 3,780 | 39,863 |
| Vinita | 6,740 | 7,308 | 8.4 | • | • | • | • | • | 2,812 | 23,202 | 39,350 | 5,385 | 13,995 | • | • | • |
| CREEK | 59,414 | 72,451 | 21.9 | 21,228 | 18,475 | 9,853 | 14,056 | 8,839 | 30,144 | 341,823 | 621,805 | 8,582 | 20,628 | 1,130 | 887 | 8,289 |
| Sapulpa | 15,853 | 16,959 | 7.0 | • | • | • | • | • | 6,550 | 67,080 | 104,650 | 6,171 | 15,976 | • | • | • |
| CUSTER | 26,108 | 31,625 | 21.1 | 8,475 | 10,310 | 3,668 | 5,060 | 4,174 | 11,417 | 244,265 | 442,206 | 13,983 | 38,732 | 859 | 14,196 | 34,087 |
| Clinton | 8,796 | 10,078 | 14.6 | • | • | • | • | • | 3,963 | 67,396 | 114,611 | 11,372 | 28,922 | • | • | • |
| Weatherford | 9,640 | 11,912 | 23.6 | • | • | • | • | • | 4,373 | 70,903 | 130,041 | 10,916 | 29,737 | • | • | • |
| DELAWARE | 24,193 | 30,294 | 25.2 | 8,028 | 6,816 | 3,241 | 6,089 | 6,180 | 11,651 | 230,210 | 243,838 | 8,049 | 20,929 | 1,198 | 2,050 | 58,691 |
| DEWEY | 5,936 | 6,302 | 6.2 | 1,872 | 1,393 | 693 | 1,115 | 1,235 | 2,379 | 53,113 | 97,450 | 15,463 | 40,962 | 725 | 7,231 | 20,903 |
| ELLIS | 5,609 | 5,906 | 5.3 | 1,719 | 1,376 | 726 | 1,022 | 1,069 | 2,315 | 51,794 | 90,977 | 15,404 | 39,295 | 622 | 6,635 | 32,097 |
| GARFIELD | 62,865 | 63,415 | 0.9 | 18,010 | 16,868 | 8,878 | 11,415 | 8,244 | 23,368 | 499,055 | 718,446 | 11,329 | 30,745 | 1,182 | 20,473 | 36,903 |
| Enid | 50,363 | 51,082 | 1.4 | • | • | • | • | • | 20,003 | 291,661 | 432,301 | 8,463 | 21,612 | • | • | • |

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# OKLAHOMA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GARVIN | 27,904 | 30,565 | 9.5 | 8,375 | 7,397 | 3,423 | 5,746 | 5,593 | 11,425 | 219,200 | 348,375 | 11,398 | 30,492 | 1,324 | 5,812 | 21,939 |
| Pauls Valley | 5,664 | 5,641 | -0.4 | * | * | * | * | * | 2,522 | 29,256 | 41,572 | 7,370 | 16,484 | * | * | * |
| GRADY | 39,716 | 44,733 | 12.6 | 13,151 | 11,720 | 5,771 | 8,186 | 5,905 | 18,271 | 311,804 | 525,635 | 11,751 | 28,768 | 1,509 | 9,173 | 48,273 |
| Chickasha | 15,828 | 16,746 | 5.8 | * | * | * | * | * | 6,989 | 94,820 | 149,483 | 8,926 | 21,388 | * | * | * |
| GRANT | 6,477 | 6,495 | 0.3 | 1,676 | 1,364 | 701 | 1,305 | 1,442 | 2,461 | 44,664 | 64,900 | 9,993 | 26,370 | 866 | 20,404 | 26,938 |
| GREER | 6,867 | 6,849 | -0.3 | 1,493 | 1,699 | 699 | 1,281 | 1,685 | 2,272 | 48,082 | 76,155 | 11,118 | 33,524 | 476 | 8,101 | 9,759 |
| HARMON | 4,439 | 4,310 | -2.9 | 1,220 | 970 | 414 | 711 | 996 | 1,583 | 30,407 | 50,295 | 11,670 | 31,779 | 380 | 10,073 | 10,184 |
| HARPER | 4,696 | 4,262 | -9.2 | 1,142 | 989 | 494 | 878 | 763 | 1,549 | 46,858 | 64,766 | 15,195 | 41,806 | 504 | 6,512 | 35,278 |
| HASKELL | 11,034 | 12,658 | 14.7 | 3,456 | 2,924 | 1,494 | 2,430 | 2,342 | 4,799 | 57,431 | 109,397 | 8,642 | 22,798 | 771 | 1,046 | 13,833 |
| HUGHES | 14,342 | 14,201 | -1.0 | 3,706 | 3,280 | 1,491 | 2,783 | 2,968 | 5,449 | 83,540 | 120,659 | 8,497 | 22,143 | 880 | 4,252 | 10,458 |
| Holdenville | 5,469 | 5,310 | -2.9 | * | * | * | * | * | 2,406 | 23,796 | 33,603 | 6,328 | 13,964 | * | * | * |
| JACKSON | 30,143 | 31,118 | 3.2 | 9,553 | 9,180 | 4,076 | 4,854 | 3,423 | 11,869 | 205,692 | 381,461 | 12,258 | 32,140 | 700 | 26,461 | 23,586 |
| Altus | 23,101 | 23,909 | 3.5 | * | * | * | * | * | 8,136 | 126,216 | 235,054 | 9,831 | 28,890 | * | * | * |
| JEFFERSON | 8,157 | 8,304 | 1.8 | 2,391 | 1,935 | 947 | 1,428 | 1,603 | 3,116 | 52,341 | 88,041 | 10,603 | 28,258 | 521 | 4,186 | 28,116 |
| JOHNSTON | 10,374 | 11,412 | 10.0 | 3,138 | 3,024 | 1,267 | 2,008 | 1,963 | 4,180 | 56,157 | 104,002 | 9,114 | 24,884 | 539 | 1,121 | 17,102 |
| KAY | 49,829 | 54,203 | 8.8 | 14,526 | 13,497 | 6,992 | 10,299 | 8,889 | 20,213 | 383,868 | 586,775 | 10,825 | 29,030 | 971 | 14,283 | 19,211 |
| Blackwell | 8,400 | 8,389 | -0.1 | * | * | * | * | * | 3,380 | 36,916 | 52,140 | 6,215 | 15,425 | * | * | * |
| Ponca City | 26,238 | 28,734 | 9.5 | * | * | * | * | * | 11,790 | 145,086 | 224,702 | 7,820 | 19,059 | * | * | * |
| KINGFISHER | 14,172 | 15,436 | 8.9 | 4,723 | 3,952 | 1,852 | 2,778 | 2,146 | 6,396 | 116,519 | 178,785 | 11,582 | 27,951 | 942 | 11,395 | 56,294 |
| KIOWA | 12,696 | 12,400 | -2.3 | 3,373 | 2,889 | 1,290 | 2,257 | 2,592 | 4,453 | 83,984 | 156,852 | 12,650 | 35,223 | 760 | 18,705 | 24,243 |
| Hobart | 4,735 | 4,646 | -1.9 | * | * | * | * | * | 1,947 | 22,619 | 42,476 | 9,142 | 21,812 | * | * | * |
| LATIMER | 9,854 | 10,514 | 6.7 | 2,849 | 2,807 | 1,125 | 1,945 | 1,798 | 4,058 | 54,330 | 96,276 | 9,157 | 23,725 | 617 | 244 | 6,151 |
| LE FLORE | 40,902 | 45,634 | 11.6 | 13,188 | 11,500 | 5,567 | 8,442 | 6,936 | 18,060 | 189,937 | 371,248 | 8,135 | 20,557 | 1,541 | 4,831 | 46,962 |
| LINCOLN | 26,917 | 28,549 | 6.1 | 8,279 | 7,080 | 3,483 | 5,453 | 4,225 | 11,529 | 190,645 | 290,161 | 10,164 | 25,167 | 1,617 | 2,181 | 18,956 |
| LOGAN | 27,076 | 32,854 | 21.3 | 9,363 | 9,101 | 4,107 | 5,717 | 4,567 | 12,949 | 201,339 | 333,041 | 10,137 | 25,719 | 925 | 6,252 | 24,272 |
| Guthrie | 10,312 | 10,783 | 4.6 | * | * | * | * | * | 4,206 | 47,959 | 66,258 | 6,144 | 15,754 | * | * | * |
| LOVE | 7,480 | 8,169 | 9.2 | 2,246 | 1,993 | 1,013 | 1,568 | 1,356 | 3,148 | 49,831 | 93,162 | 11,404 | 29,593 | 589 | 3,805 | 9,354 |
| MCCLAIN | 20,338 | 26,936 | 32.4 | 7,704 | 6,869 | 3,556 | 5,549 | 3,205 | 11,395 | 157,495 | 296,633 | 11,013 | 26,033 | 900 | 5,252 | 27,873 |
| MCCURTAIN | 35,988 | 38,318 | 6.5 | 12,224 | 9,733 | 4,637 | 6,667 | 5,058 | 16,311 | 182,169 | 351,163 | 9,164 | 21,529 | 1,446 | 2,299 | 68,789 |
| Idabell | 7,622 | 8,284 | 8.7 | * | * | * | * | * | 3,217 | 30,743 | 60,660 | 7,322 | 18,856 | * | * | * |
| MCINTOSH | 15,620 | 17,881 | 14.5 | 4,327 | 3,952 | 1,824 | 3,934 | 3,844 | 6,480 | 78,878 | 131,231 | 7,339 | 20,253 | 857 | 1,735 | 9,040 |
| MAJOR | 8,787 | 9,445 | 7.5 | 2,758 | 2,314 | 1,114 | 1,747 | 1,511 | 3,800 | 60,648 | 93,498 | 9,899 | 24,607 | 897 | 9,606 | 20,769 |
| MARSHALL | 10,646 | 11,906 | 11.8 | 2,881 | 2,679 | 1,226 | 2,405 | 2,727 | 4,355 | 73,825 | 132,559 | 11,134 | 30,440 | 398 | 2,049 | 6,138 |
| MAYES | 32,476 | 37,110 | 14.3 | 10,910 | 9,018 | 4,416 | 7,051 | 5,678 | 15,130 | 231,694 | 388,410 | 10,466 | 25,671 | 1,258 | 1,671 | 21,225 |
| Pryor | 8,483 | 8,853 | 4.4 | * | * | * | * | * | 3,669 | 52,158 | 79,519 | 8,982 | 21,674 | * | * | * |
| MURRAY | 12,316 | 14,030 | 13.9 | 4,027 | 3,325 | 1,670 | 2,469 | 2,568 | 5,184 | 88,380 | 163,589 | 11,660 | 31,559 | 418 | 671 | 14,222 |
| MUSKOGEE | 66,992 | 72,427 | 8.1 | 21,076 | 18,469 | 9,126 | 13,109 | 10,719 | 27,979 | 431,435 | 703,942 | 9,719 | 25,160 | 1,357 | 9,990 | 20,186 |
| Muskogee | 40,011 | 42,117 | 5.3 | * | * | * | * | * | 17,106 | 200,282 | 315,433 | 7,489 | 18,440 | * | * | * |
| NOBLE | 11,653 | 11,977 | 2.8 | 3,425 | 2,958 | 1,449 | 2,264 | 1,880 | 4,548 | 78,339 | 116,652 | 9,740 | 25,647 | 727 | 6,237 | 17,196 |
| Perry | 5,796 | 6,025 | 3.9 | * | * | * | * | * | 2,581 | 27,879 | 42,117 | 6,991 | 16,320 | * | * | * |
| NOWATA | 11,563 | 11,249 | -2.7 | 3,116 | 2,733 | 1,406 | 2,137 | 1,856 | 4,368 | 55,125 | 77,451 | 6,885 | 17,732 | 679 | 1,389 | 13,731 |
| OKFUSKEE | 11,072 | 11,815 | 6.7 | 3,202 | 2,871 | 1,229 | 2,209 | 2,304 | 4,671 | 56,993 | 99,571 | 8,427 | 21,317 | 736 | 1,269 | 12,202 |
| OKLAHOMA | 569,583 | 633,686 | 11.3 | 171,095 | 178,066 | 93,786 | 117,866 | 72,874 | 232,388 | 5,884,180 | 9,204,650 | 14,526 | 39,609 | 986 | 5,665 | 6,100 |
| Edmond | 34,637 | 54,383 | 57.0 | * | * | * | * | * | 21,757 | 292,261 | 802,857 | 14,760 | 36,901 | * | * | * |
| Midwest City | 49,559 | 52,203 | 5.3 | * | * | * | * | * | 18,466 | 336,392 | 690,179 | 13,221 | 37,376 | * | * | * |
| Oklahoma City | 403,213 | 438,019 | 8.6 | * | * | * | * | * | 166,227 | 2,971,939 | 6,288,449 | 14,357 | 37,830 | * | * | * |
| OKMULGEE | 39,257 | 42,545 | 8.4 | 11,360 | 11,572 | 4,978 | 7,616 | 7,105 | 15,746 | 225,478 | 344,126 | 8,089 | 21,854 | 1,009 | 2,335 | 10,711 |
| Henryetta | 6,432 | 6,611 | 2.8 | * | * | * | * | * | 2,754 | 25,492 | 36,500 | 5,521 | 13,254 | * | * | * |
| Okmulgee | 16,263 | 17,301 | 6.4 | * | * | * | * | * | 6,562 | 67,755 | 100,405 | 5,804 | 15,302 | * | * | * |

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| OSAGE | 39,678 | 42,793 | 7.9 | 11,982 | 10,484 | 5,905 | 8,644 | 5,777 | 17,055 | 244,057 | 368,040 | 8,600 | 21,580 | 1,026 | 2,628 | 52,674 |
| Pawhuska | 4,771 | 5,277 | 10.6 | * | * | * | * | * | 2,340 | 24,537 | 37,970 | 7,196 | 16,230 | * | * | * |
| OTTAWA | 32,849 | 34,466 | 4.9 | 9,065 | 9,306 | 4,205 | 6,480 | 5,446 | 12,551 | 166,722 | 244,981 | 7,108 | 19,519 | 953 | 13,972 | 17,178 |
| Miami | 14,237 | 14,563 | 2.3 | * | * | * | * | * | 5,770 | 59,153 | 84,133 | 5,777 | 14,580 | * | * | * |
| PAWNEE | 15,443 | 19,663 | 27.3 | 5,388 | 4,758 | 2,536 | 3,952 | 3,028 | 7,791 | 119,015 | 209,920 | 10,676 | 26,945 | 629 | 1,715 | 16,409 |
| PAYNE | 62,623 | 66,632 | 6.4 | 13,793 | 29,118 | 8,129 | 8,795 | 6,730 | 20,367 | 489,440 | 859,968 | 12,906 | 42,224 | 1,110 | 2,495 | 19,863 |
| Cushing | 7,720 | 7,904 | 2.4 | * | * | * | * | * | 3,215 | 56,717 | 95,092 | 12,030 | 29,578 | * | * | * |
| Stillwater | 38,268 | 40,249 | 5.2 | * | * | * | * | * | 13,151 | 229,963 | 396,052 | 9,840 | 30,117 | * | * | * |
| PITTSBURG | 40,417 | 44,884 | 11.1 | 12,029 | 10,368 | 5,610 | 9,022 | 7,855 | 16,541 | 259,727 | 499,554 | 11,130 | 30,201 | 1,411 | 2,657 | 19,402 |
| McAlester | 17,255 | 16,591 | -3.8 | * | * | * | * | * | 6,559 | 89,282 | 145,844 | 8,790 | 22,237 | * | * | * |
| PONTOTOC | 32,715 | 35,243 | 7.7 | 9,131 | 9,762 | 4,123 | 6,414 | 5,780 | 12,704 | 221,520 | 352,622 | 10,006 | 27,757 | 1,030 | 746 | 18,738 |
| Ada | 15,902 | 16,268 | 2.3 | * | * | * | * | * | 6,784 | 79,782 | 119,134 | 7,323 | 17,562 | * | * | * |
| POTTAWATOMIE | 55,470 | 64,813 | 16.8 | 17,759 | 17,305 | 8,037 | 12,315 | 9,398 | 25,519 | 418,130 | 685,071 | 10,570 | 26,845 | 1,284 | 3,779 | 12,087 |
| Shawnee | 26,506 | 27,078 | 2.2 | * | * | * | * | * | 11,081 | 141,152 | 193,659 | 7,152 | 17,477 | * | * | * |
| PUSHMATAHA | 11,829 | 12,934 | 9.3 | 3,570 | 3,182 | 1,423 | 2,561 | 2,225 | 4,974 | 60,809 | 124,291 | 9,610 | 24,989 | 715 | 333 | 8,721 |
| ROGER MILLS | 4,919 | 5,536 | 12.5 | 1,622 | 1,340 | 615 | 985 | 980 | 2,352 | 45,769 | 86,877 | 15,693 | 36,943 | 716 | 3,166 | 25,890 |
| ROGERS | 47,032 | 59,742 | 27.0 | 17,385 | 15,473 | 8,543 | 12,546 | 5,855 | 25,724 | 293,898 | 536,154 | 8,974 | 20,843 | 1,178 | 2,922 | 13,898 |
| Claremore | 12,085 | 13,239 | 9.5 | * | * | * | * | * | 4,984 | 52,185 | 80,913 | 6,112 | 16,234 | * | * | * |
| SEMINOLE | 27,491 | 29,567 | 7.6 | 8,279 | 7,362 | 3,371 | 5,440 | 5,145 | 11,754 | 167,408 | 256,825 | 8,686 | 21,849 | 990 | 1,673 | 11,119 |
| Seminole | 8,590 | 9,233 | 7.5 | * | * | * | * | * | 3,962 | 42,722 | 65,281 | 7,070 | 16,478 | * | * | * |
| Wewoka | 5,480 | 5,742 | 4.8 | * | * | * | * | * | 2,361 | 21,015 | 31,304 | 5,452 | 13,260 | * | * | * |
| SEQUOYAH | 30,874 | 38,570 | 24.9 | 11,764 | 10,028 | 4,667 | 7,135 | 5,014 | 16,232 | 141,688 | 301,713 | 7,823 | 18,588 | 976 | 2,780 | 7,869 |
| STEPHENS | 43,740 | 45,798 | 4.7 | 12,503 | 11,266 | 6,045 | 8,885 | 7,099 | 17,672 | 367,119 | 509,567 | 11,126 | 28,835 | 1,067 | 3,498 | 16,042 |
| Duncan | 22,517 | 24,095 | 7.0 | * | * | * | * | * | 10,047 | 147,376 | 209,645 | 8,701 | 20,866 | * | * | * |
| TEXAS | 17,671 | 17,780 | 0.6 | 5,441 | 4,854 | 2,311 | 3,165 | 2,027 | 6,958 | 180,605 | 237,541 | 13,360 | 34,140 | 804 | 35,975 | 321,214 |
| Guymon | 8,492 | 8,375 | -1.4 | * | * | * | * | * | 3,049 | 66,460 | 85,308 | 10,187 | 27,981 | * | * | * |
| TILLMAN | 12,431 | 10,884 | -12.4 | 3,189 | 2,677 | 1,197 | 1,839 | 1,970 | 3,996 | 87,436 | 142,583 | 13,100 | 35,680 | 662 | 30,826 | 15,422 |
| Frederick | 6,153 | 5,840 | -5.1 | * | * | * | * | * | 2,291 | 32,973 | 59,457 | 10,181 | 25,954 | * | * | * |
| TULSA | 474,521 | 509,430 | 7.4 | 134,489 | 144,169 | 79,471 | 95,773 | 55,018 | 184,448 | 3,723,728 | 5,801,572 | 11,388 | 31,454 | 913 | 8,562 | 6,138 |
| Broken Arrow | 35,761 | 68,950 | 92.8 | * | * | * | * | * | 21,527 | 190,200 | 659,396 | 9,563 | 30,631 | * | * | * |
| Tulsa | 360,919 | 352,394 | -2.4 | * | * | * | * | * | 136,443 | 2,107,957 | 3,700,778 | 10,502 | 27,123 | * | * | * |
| WAGONER | 42,460 | 53,146 | 25.2 | 17,007 | 13,393 | 8,025 | 9,673 | 4,996 | 23,524 | 238,387 | 467,550 | 8,797 | 19,875 | 898 | 6,870 | 9,584 |
| WASHINGTON | 48,681 | 46,260 | -5.0 | 12,213 | 11,010 | 6,569 | 9,900 | 6,615 | 17,095 | 357,009 | 510,604 | 11,038 | 29,868 | 669 | 2,635 | 11,046 |
| Bartlesville | 34,568 | 33,087 | -4.3 | * | * | * | * | * | 13,227 | 188,020 | 264,861 | 8,005 | 20,025 | * | * | * |
| WASHITA | 13,928 | 15,384 | 10.5 | 4,431 | 4,000 | 1,800 | 2,600 | 2,554 | 6,104 | 110,614 | 226,749 | 14,739 | 37,150 | 1,089 | 22,790 | 31,909 |
| WOODS | 10,972 | 10,380 | -5.4 | 2,356 | 2,979 | 1,100 | 1,837 | 2,107 | 4,719 | 113,396 | 135,262 | 13,031 | 28,669 | 752 | 13,305 | 31,829 |
| Alva | 6,416 | 5,700 | -11.2 | * | * | * | * | * | 2,324 | 55,852 | 79,279 | 13,908 | 34,108 | * | * | * |
| WOODWARD | 21,368 | 22,956 | 7.4 | 7,346 | 6,060 | 3,099 | 3,926 | 2,525 | 9,453 | 223,654 | 319,689 | 13,926 | 33,817 | 751 | 6,981 | 21,006 |
| Woodward | 13,610 | 14,913 | 9.6 | * | * | * | * | * | 5,841 | 111,040 | 163,141 | 10,940 | 27,929 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1987 Cash Receipts as follows: From Crops $794,764,000; from Livestock & Livestock Products $1,673,870,000; Total $2,468,634,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OREGON POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 88 vs. 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1988 number of households | E&P 1988 estimate (Thousands) | E&P 1988 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 2,637,639 | 2,746,099 | 4.1 | | | | | | 1,075,991 | 21,843,998 | 40,584,518 | 14,779 | 37,718 | 34,087 | 935,459 | 705,133 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Eugene- | | | | | | | | | | | | | | | | |
| Springfield,OR | 276,033 | 266,472 | -3.5 | 66,618 | 79,142 | 46,100 | 45,567 | 29,312 | 102,752 | 2,221,305 | 4,404,907 | 16,530 | 42,869 | 2,039 | 30,180 | 29,591 |
| Medford, OR | 132,675 | 143,204 | 7.9 | 37,376 | 37,376 | 21,767 | 26,922 | 19,762 | 55,964 | 928,282 | 2,013,718 | 14,062 | 35,982 | 1,588 | 24,038 | 16,505 |
| Portland, OR | 1,107,070 | 1,178,000 | 6.4 | 293,493 | 322,807 | 199,713 | 216,831 | 144,310 | 456,226 | 10,276,992 | 21,279,861 | 18,064 | 46,643 | 7,099 | 237,222 | 89,456 |
| Salem, OR | 250,518 | 257,186 | 2.7 | 70,864 | 70,632 | 37,922 | 44,823 | 32,896 | 101,338 | 1,918,994 | 4,024,745 | 15,649 | 39,716 | 3,658 | 180,765 | 74,223 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BAKER | 16,116 | 15,561 | -3.4 | 4,217 | 3,703 | 2,085 | 2,972 | 2,583 | 5,982 | 111,868 | 195,182 | 12,543 | 32,626 | 621 | 3,869 | 36,888 |
| Baker | 9,471 | 9,168 | -3.2 | * | * | * | * | * | 3,659 | 49,475 | 86,614 | 9,448 | 23,669 | * | * | * |
| BENTON | 68,062 | 68,584 | 0.8 | 14,403 | 27,296 | 11,042 | 10,082 | 5,898 | 27,434 | 599,785 | 838,422 | 12,225 | 30,561 | 645 | 23,632 | 7,835 |
| Corvallis | 40,960 | 42,158 | 2.9 | * | * | * | * | * | 15,599 | 274,738 | 701,364 | 16,636 | 44,962 | * | * | * |
| CLACKAMAS | 242,515 | 267,801 | 10.4 | 72,039 | 68,825 | 43,652 | 54,096 | 28,923 | 112,899 | 2,210,358 | 5,012,858 | 18,719 | 44,401 | 3,175 | 79,783 | 39,769 |
| Oregon City | 14,673 | 16,874 | 15.0 | * | * | * | * | * | 6,294 | 83,535 | 198,434 | 11,760 | 31,528 | * | * | * |
| CLATSOP | 32,455 | 32,392 | -0.2 | 8,519 | 8,681 | 4,535 | 5,636 | 5,021 | 12,045 | 242,538 | 512,973 | 15,836 | 42,586 | 237 | 1,014 | 7,446 |
| Astoria | 9,998 | 9,098 | -9.0 | * | * | * | * | * | 4,111 | 62,890 | 120,267 | 13,219 | 29,256 | * | * | * |
| COLUMBIA | 35,670 | 37,227 | 4.4 | 11,019 | 9,307 | 5,472 | 6,701 | 4,579 | 15,781 | 255,276 | 477,396 | 12,824 | 30,250 | 695 | 2,458 | 6,301 |
| COOS | 63,947 | 60,556 | -5.3 | 16,290 | 15,502 | 8,538 | 11,687 | 8,478 | 24,119 | 467,708 | 880,875 | 14,546 | 36,522 | 736 | 6,568 | 15,823 |
| Coos Bay | 14,424 | 13,054 | -9.5 | * | * | * | * | * | 5,220 | 86,333 | 154,565 | 11,841 | 29,613 | * | * | * |
| North Bend | 9,779 | 9,391 | -4.0 | * | * | * | * | * | 3,547 | 60,037 | 114,054 | 12,145 | 32,159 | * | * | * |
| CROOK | 13,125 | 13,030 | -0.7 | 3,713 | 3,192 | 1,772 | 2,450 | 1,902 | 5,213 | 93,572 | 207,423 | 15,919 | 39,786 | 415 | 6,006 | 17,194 |
| CURRY | 17,064 | 17,202 | 0.8 | 4,283 | 3,853 | 2,185 | 3,423 | 3,458 | 6,452 | 127,311 | 245,993 | 14,300 | 38,126 | 160 | 3,841 | 3,237 |
| DESCHUTES | 63,094 | 70,417 | 11.6 | 18,942 | 18,731 | 11,548 | 12,816 | 8,239 | 28,931 | 498,004 | 1,220,035 | 17,326 | 42,171 | 884 | 3,370 | 11,486 |
| Bend | 17,263 | 16,105 | -6.7 | * | * | * | * | * | 6,905 | 118,853 | 242,116 | 15,034 | 35,066 | * | * | * |
| DOUGLAS | 93,824 | 95,096 | 1.4 | 27,958 | 24,345 | 13,218 | 17,878 | 11,792 | 39,639 | 647,810 | 1,303,824 | 13,711 | 32,893 | 1,753 | 5,161 | 21,336 |
| Roseburg | 16,644 | 17,944 | 7.8 | * | * | * | * | * | 7,178 | 98,095 | 211,602 | 11,792 | 29,480 | * | * | * |
| GILLIAM | 2,039 | 1,756 | -13.9 | 499 | 414 | 216 | 349 | 279 | 742 | 15,188 | 26,305 | 14,979 | 35,464 | 154 | 13,581 | 6,810 |
| GRANT | 8,211 | 8,493 | 3.4 | 2,488 | 2,021 | 1,172 | 1,665 | 1,155 | 3,587 | 58,697 | 120,962 | 14,242 | 33,724 | 402 | 1,448 | 15,565 |
| HARNEY | 8,332 | 7,217 | -13.4 | 2,129 | 1,826 | 1,025 | 1,400 | 823 | 3,003 | 61,377 | 109,357 | 15,154 | 36,412 | 412 | 2,260 | 26,361 |
| HOOD RIVER | 15,758 | 15,886 | 0.8 | 4,496 | 3,956 | 2,288 | 2,907 | 2,208 | 6,476 | 133,814 | 282,211 | 17,765 | 43,576 | 573 | 39,491 | 1,583 |
| JACKSON | 132,675 | 143,204 | 7.9 | 37,376 | 37,376 | 21,767 | 26,922 | 19,762 | 55,964 | 928,282 | 2,013,718 | 14,062 | 35,982 | 1,588 | 24,038 | 16,505 |
| Ashland | 14,943 | 17,390 | 16.4 | * | * | * | * | * | 7,119 | 82,777 | 194,947 | 11,210 | 27,383 | * | * | * |
| Medford | 39,603 | 41,136 | 3.9 | * | * | * | * | * | 16,730 | 243,026 | 510,838 | 12,418 | 30,535 | * | * | * |
| JEFFERSON | 11,601 | 12,363 | 6.6 | 3,857 | 3,301 | 1,607 | 2,238 | 1,360 | 5,703 | 83,963 | 203,160 | 16,433 | 35,622 | 341 | 25,363 | 6,317 |
| JOSEPHINE | 58,972 | 69,622 | 18.1 | 18,937 | 16,292 | 9,469 | 13,507 | 11,418 | 28,012 | 357,249 | 834,625 | 11,988 | 29,795 | 580 | 2,624 | 10,027 |
| Grants Pass | 15,032 | 16,724 | 11.3 | * | * | * | * | * | 6,924 | 75,167 | 164,922 | 9,861 | 23,820 | * | * | * |
| KLAMATH | 58,987 | 57,218 | -3.0 | 16,307 | 15,163 | 8,297 | 10,585 | 6,981 | 23,245 | 431,415 | 816,079 | 14,263 | 35,107 | 1,006 | 29,400 | 36,051 |
| Klamath Falls | 16,661 | 14,634 | -12.2 | * | * | * | * | * | 6,115 | 90,691 | 153,877 | 10,515 | 25,162 | * | * | * |
| LAKE | 7,575 | 7,226 | -4.6 | 2,146 | 1,756 | 961 | 1,438 | 925 | 3,075 | 58,707 | 108,888 | 15,070 | 35,412 | 373 | 6,995 | 24,191 |
| LANE | 276,033 | 266,472 | -3.5 | 66,618 | 79,142 | 46,100 | 45,567 | 29,312 | 102,752 | 2,221,305 | 4,404,907 | 16,530 | 42,869 | 2,039 | 30,180 | 29,591 |
| Eugene | 105,624 | 111,422 | 5.5 | * | * | * | * | * | 46,150 | 731,656 | 1,596,764 | 14,331 | 34,599 | * | * | * |
| LINCOLN | 35,526 | 36,989 | 4.1 | 8,619 | 8,582 | 5,252 | 7,250 | 7,324 | 13,410 | 269,599 | 594,170 | 16,063 | 44,308 | 274 | 1,297 | 1,843 |
| LINN | 89,514 | 89,627 | 0.1 | 25,185 | 23,841 | 13,265 | 16,043 | 11,293 | 37,380 | 718,885 | 1,339,685 | 14,947 | 35,839 | 1,924 | 79,755 | 34,491 |
| Albany | 26,546 | 27,027 | 1.8 | * | * | * | * | * | 11,099 | 176,194 | 338,348 | 12,519 | 30,484 | * | * | * |
| MALHEUR | 26,912 | 28,623 | 6.4 | 9,188 | 7,327 | 3,521 | 4,894 | 3,692 | 12,280 | 169,478 | 330,718 | 11,554 | 26,931 | 1,243 | 78,013 | 66,640 |
| Ontario | 8,814 | 10,181 | 15.5 | * | * | * | * | * | 3,896 | 42,252 | 90,482 | 8,888 | 23,226 | * | * | * |

# OREGON POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1995 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| MARION | 205,469 | 210,107 | 2.3 | 58,200 | 57,780 | 31,096 | 36,349 | 26,684 | 82,082 | 1,581,406 | 3,317,843 | 15,791 | 40,421 | 2,586 | 152,765 | 54,935 |
| Salem | 89,233 | 101,074 | 13.3 | * | * | * | * | * | 40,451 | 539,411 | 1,279,916 | 12,663 | 31,641 | * | * | * |
| MORROW | 7,623 | 9,131 | 19.8 | 2,887 | 2,383 | 1,260 | 1,708 | 922 | 3,970 | 63,367 | 144,119 | 15,783 | 36,304 | 383 | 64,762 | 55,509 |
| MULTNOMAH | 561,558 | 557,211 | -0.8 | 127,044 | 156,019 | 95,840 | 98,060 | 80,238 | 232,171 | 5,093,330 | 7,811,382 | 14,019 | 33,645 | 552 | 25,729 | 2,982 |
| Portland | 366,383 | 338,352 | -7.7 | * | * | * | * | * | 139,688 | 2,420,748 | 4,201,621 | 12,418 | 30,079 | * | * | * |
| POLK | 45,049 | 47,079 | 4.5 | 12,664 | 12,852 | 6,826 | 8,474 | 6,214 | 19,256 | 337,588 | 706,902 | 15,015 | 36,710 | 1,072 | 28,000 | 19,288 |
| SHERMAN | 2,188 | 1,916 | -12.4 | 579 | 443 | 251 | 380 | 284 | 836 | 16,775 | 25,888 | 13,512 | 30,948 | 187 | 13,575 | 1,951 |
| TILLAMOOK | 21,245 | 20,825 | -2.0 | 5,394 | 4,811 | 2,895 | 4,019 | 3,707 | 7,721 | 146,318 | 301,426 | 14,474 | 39,040 | 380 | 293 | 50,188 |
| UMATILLA | 59,060 | 59,590 | 0.9 | 17,579 | 15,672 | 8,402 | 10,547 | 7,389 | 24,871 | 454,523 | 915,894 | 15,370 | 36,826 | 1,453 | 105,851 | 62,766 |
| Pendleton | 14,521 | 12,972 | -10.7 | * | * | - | * | * | 5,265 | 90,026 | 162,639 | 12,537 | 30,891 | * | * | * |
| UNION | 23,942 | 24,225 | 1.2 | 6,904 | 6,735 | 3,464 | 4,167 | 3,004 | 10,366 | 168,193 | 342,710 | 14,147 | 33,060 | 767 | 17,674 | 28,190 |
| La Grande | 11,354 | 12,217 | 7.6 | * | * | * | * | * | 5,115 | 60,258 | 132,418 | 10,839 | 25,890 | * | * | * |
| WALLOWA | 7,303 | 7,373 | 1.0 | 2,013 | 1,733 | 981 | 1,489 | 1,158 | 2,762 | 55,633 | 109,280 | 14,821 | 39,558 | 456 | 5,950 | 17,319 |
| WASCO | 21,732 | 21,151 | -2.7 | 5,943 | 5,097 | 3,046 | 3,913 | 3,151 | 8,442 | 185,683 | 310,388 | 14,675 | 36,769 | 487 | 31,009 | 6,645 |
| The Dalles | 10,820 | 10,184 | -5.9 | * | * | * | * | * | 4,201 | 66,584 | 106,663 | 10,474 | 25,392 | * | * | * |
| WASHINGTON | 247,435 | 295,105 | 19.3 | 78,203 | 82,334 | 52,234 | 54,594 | 27,740 | 119,066 | 2,526,776 | 4,482,948 | 15,191 | 37,651 | 1,724 | 79,347 | 18,520 |
| WHEELER | 1,466 | 1,465 | -0.1 | 391 | 322 | 170 | 315 | 268 | 584 | 8,689 | 15,414 | 10,525 | 26,416 | 130 | 1,150 | 4,682 |
| YAMHILL | 55,562 | 57,883 | 4.2 | 16,207 | 15,628 | 7,988 | 10,072 | 7,400 | 24,425 | 446,528 | 938,345 | 16,211 | 38,418 | 1,648 | 52,363 | 30,165 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1987 Cash Receipts as follows: From Crops $935,459,000; from Livestock & Livestock Products $705,133,000; Total $1,640,592,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# PENNSYLVANIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1995 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.............. | 11,879,679 | 12,109,674 | 1.9 | | | | | | 4,449,430 | 90,835,997 | 184,658,877 | 15,249 | 41,502 | 56,538 | 751,294 | 2,084,906 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Altoona, PA | 136,603 | 135,744 | -0.6 | 35,158 | 35,505 | 17,511 | 26,190 | 21,448 | 51,276 | 979,487 | 2,001,224 | 14,743 | 39,029 | 480 | 4,571 | 36,837 |
| Beaver, PA | 204,484 | 187,897 | -8.1 | 46,223 | 50,168 | 24,051 | 39,458 | 27,997 | 72,522 | 1,784,383 | 2,632,728 | 14,012 | 36,303 | 570 | 4,312 | 7,825 |
| Erie, PA | 280,254 | 285,188 | 1.8 | 74,149 | 74,434 | 35,649 | 54,471 | 46,200 | 107,494 | 2,149,953 | 4,068,143 | 14,265 | 37,845 | * | * | * |
| Harrisburg-Lebanon-Carlisle, PA | 558,110 | 599,339 | 7.4 | 144,185 | 164,947 | 85,523 | 121,818 | 82,103 | 236,130 | 6,232,450 | 9,498,584 | 15,848 | 40,226 | 3,351 | 32,722 | 221,061 |
| Johnstown, PA | 264,115 | 240,393 | -9.0 | 62,669 | 63,937 | 30,052 | 45,195 | 38,378 | 92,071 | 1,838,150 | 3,149,207 | 13,100 | 34,204 | 1,087 | 13,734 | 52,386 |
| Lancaster, PA | 363,928 | 411,160 | 13.0 | 110,602 | 114,714 | 56,329 | 76,887 | 52,628 | 155,622 | 3,098,514 | 7,493,914 | 18,226 | 48,155 | 4,775 | 58,177 | 542,595 |
| Pittsburgh, PA | 2,218,645 | 2,180,101 | -1.7 | 476,424 | 578,360 | 292,488 | 442,741 | 349,350 | 798,834 | 20,195,981 | 37,851,793 | 17,362 | 47,384 | 4,282 | 33,111 | 58,521 |
| Reading, PA | 313,348 | 326,391 | 4.2 | 76,049 | 85,514 | 44,716 | 68,216 | 52,223 | 117,486 | 2,551,921 | 5,729,417 | 17,554 | 48,767 | 1,809 | 76,646 | 91,111 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# PENNSYLVANIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Scranton-Wilkes | | | | | | | | | | | | | | | | |
| Barre, PA | 729,316 | 751,864 | 3.1 | 185,365 | 195,500 | 97,709 | 150,484 | 122,438 | 273,945 | 4,998,266 | 10,773,397 | 14,329 | 39,327 | 2,299 | 31,715 | 80,292 |
| Sharon, PA | 128,587 | 124,034 | -3.5 | 30,512 | 34,481 | 15,380 | 24,559 | 19,101 | 46,018 | 1,004,710 | 1,737,189 | 14,006 | 37,750 | 1,267 | 12,643 | 26,858 |
| State College,PA | 113,080 | 124,172 | 9.8 | 24,213 | 53,891 | 16,391 | 18,874 | 10,927 | 49,669 | 952,068 | 1,378,334 | 11,100 | 27,750 | 817 | 7,469 | 29,652 |
| Williamsport,PA | 118,555 | 116,843 | -1.4 | 30,496 | 31,898 | 15,540 | 22,551 | 16,475 | 43,467 | 827,559 | 1,643,368 | 14,082 | 37,853 | 847 | 10,064 | 24,177 |
| York, PA | 382,993 | 410,700 | 7.2 | 102,416 | 112,460 | 60,221 | 82,025 | 53,166 | 155225.7 | 3164064 | 7550143.98 | 18,384 | 48,640 | 3,145 | 66,964 | 151,993 |
| Allentown- | | | | | | | | | | | | | | | | |
| Bethlehem,PA-NJ | 638,375 | 674,727 | 5.7 | 153,284 | 830,876 | 1,822,188 | 129,354 | 132,987 | 248,152 | 4,897,097 | 8,780,785 | 13,014 | 35,385 | 1,691 | 44,566 | 60,220 |
| Philadelphia, PA-NJ | 4,720,929 | 4,933,415 | 4.5 | 1,347,462 | ####### | ####### | 811,168 | 703,811 | 1,722,980 | 32,243,144 | 59,892,272 | 12,140 | 34,761 | 4,787 | 307,061 | 129,674 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 68,655 | 74,836 | 9.0 | 19,457 | 21,777 | 10,178 | 13,845 | 9,504 | 28,335 | 511,428 | 1,278,794 | 17,088 | 45,131 | 1,104 | 35,329 | 69,823 |
| Gettysburg | 7,194 | 7,039 | -2.2 | * | * | * | * | * | 2,529 | 32,903 | 73,216 | 10,402 | 28,949 | * | - | * |
| ALLEGHENY | 1,448,332 | 1,425,983 | -1.5 | 303,734 | 392,145 | 196,786 | 296,604 | 238,139 | 512,396 | 13,863,536 | 26,125,419 | 18,321 | 50,987 | 451 | 10,650 | 4,922 |
| Brackenridge | 4,297 | 4,236 | -1.4 | * | * | * | * | * | 1,757 | 24,430 | 45,669 | 10,780 | 25,989 | * | * | * |
| Clairton | 12,188 | 11,486 | -5.8 | * | * | * | * | * | 4,739 | 68,755 | 122,863 | 10,697 | 25,924 | * | * | * |
| Duquesne | 10,094 | 9,695 | -4.0 | * | * | * | * | * | 4,009 | 96,620 | 119,363 | 12,312 | 29,776 | * | * | * |
| McKeesport | 31,012 | 29,334 | -5.4 | * | * | * | * | * | 12,238 | 172,083 | 308,633 | 10,521 | 25,219 | * | * | * |
| Pittsburgh | 423,938 | 400,681 | -5.5 | * | * | * | * | * | 164,816 | 2,503,053 | 4,485,742 | 11,195 | 27,217 | * | * | * |
| Tarentum | 6,419 | 6,245 | -2.7 | * | * | * | * | * | 2,640 | 34,178 | 63,047 | 10,096 | 23,882 | * | * | * |
| ARMSTRONG | 77,776 | 76,144 | -2.1 | 19,417 | 20,026 | 9,594 | 14,772 | 12,335 | 29,851 | 538,776 | 1,081,518 | 14,204 | 36,231 | 735 | 43,846 | 10,665 |
| Kittanning | 5,432 | 4,615 | -15.0 | * | * | * | * | * | 2,100 | 24,520 | 42,403 | 9,187 | 20,188 | * | * | * |
| BEAVER | 204,484 | 187,897 | -8.1 | 46,223 | 50,168 | 24,051 | 39,458 | 27,997 | 72,522 | 1,784,363 | 2,632,728 | 14,012 | 36,303 | 570 | 4,312 | 7,825 |
| Aliquippa | 17,094 | 12,966 | -24.2 | * | * | * | * | * | 5,095 | 103,624 | 123,960 | 9,561 | 24,332 | * | * | * |
| Ambridge | 9,575 | 7,614 | -20.5 | * | * | * | * | * | 3,392 | 57,331 | 71,896 | 9,443 | 21,198 | * | * | * |
| Beaver | 5,441 | 4,446 | -18.3 | * | * | * | * | * | 2,013 | 45,017 | 58,010 | 13,049 | 28,819 | * | * | * |
| Rochester | 4,759 | 4,102 | -13.8 | * | * | * | * | * | 1,727 | 29,434 | 40,011 | 9,755 | 23,167 | * | * | * |
| BEDFORD | 46,986 | 46,501 | -1.0 | 12,834 | 12,090 | 5,859 | 9,114 | 6,603 | 18,281 | 350,791 | 780,106 | 16,776 | 42,673 | 1,043 | 4,834 | 41,200 |
| Bedford | 3,326 | 3,017 | -9.3 | * | * | * | * | * | 352 | 24,286 | 49,500 | 16,405 | 36,622 | * | * | * |
| BERKS | 313,348 | 326,391 | 4.2 | 76,049 | 85,514 | 44,716 | 68,216 | 52,223 | 117,486 | 2,551,921 | 5,729,417 | 17,554 | 48,767 | 1,809 | 76,646 | 91,111 |
| Reading | 78,686 | 75,110 | -4.5 | * | * | * | * | * | 31,882 | 365,435 | 738,667 | 9,834 | 23,169 | * | * | * |
| BLAIR | 136,603 | 135,744 | -0.6 | 35,158 | 35,565 | 17,511 | 26,199 | 21,448 | 51,276 | 979,487 | 2,001,224 | 14,743 | 39,029 | 489 | 4,571 | 28,637 |
| Altoona | 57,078 | 53,380 | -6.5 | * | * | * | * | * | 20,844 | 293,673 | 555,358 | 10,404 | 26,643 | * | * | * |
| Tyrone | 6,346 | 5,913 | -6.8 | * | * | * | * | * | 2,400 | 32,446 | 61,132 | 10,339 | 25,468 | * | * | * |
| BRADFORD | 63,043 | 66,683 | 5.8 | 19,271 | 17,871 | 8,602 | 12,336 | 8,602 | 25,764 | 452,964 | 970,137 | 14,548 | 37,655 | 1,432 | 4,872 | 90,858 |
| Athens | 3,622 | 3,417 | -5.7 | * | * | * | * | * | 1,364 | 19,981 | 37,949 | 11,105 | 27,828 | * | * | * |
| Sayre | 6,951 | 6,774 | -2.5 | * | * | * | * | * | 2,539 | 38,946 | 76,406 | 11,279 | 30,090 | * | * | * |
| Towanda | 3,526 | 3,269 | -7.3 | * | * | * | * | * | 1,240 | 20,975 | 39,140 | 11,974 | 31,566 | * | * | * |
| BUCKS | 481,061 | 561,382 | 16.7 | 148,766 | 156,626 | 82,523 | 115,645 | 58,384 | 228,396 | 4,395,988 | 10,075,856 | 17,948 | 44,116 | 841 | 33,448 | 20,105 |
| Bristol | 10,867 | 9,974 | -8.2 | * | * | * | * | * | 3,763 | 57,403 | 108,848 | 10,914 | 28,925 | * | * | * |
| Doylestown | 8,717 | 10,172 | 16.7 | * | * | * | * | * | 4,759 | 86,216 | 208,903 | 20,537 | 43,896 | * | * | * |
| Langhorne | 1,697 | 2,739 | 61.4 | * | * | * | * | * | 978 | 16,017 | 49,910 | 18,223 | 51,033 | * | * | * |
| Levittown | 54,174 | 63,219 | 16.7 | * | * | * | * | * | 24,553 | 543,563 | 1,151,978 | 18,222 | 46,918 | * | * | * |
| BUTLER | 148,360 | 155,013 | 4.5 | 40,923 | 44,334 | 21,702 | 28,987 | 18,602 | 59,628 | 1,138,040 | 2,278,054 | 14,696 | 38,204 | 1,199 | 11,872 | 16,222 |
| Butler | 17,026 | 15,531 | -8.8 | * | * | * | * | * | 6,613 | 94,697 | 164,201 | 10,573 | 24,829 | * | * | * |
| CAMBRIA | 182,746 | 159,772 | -12.6 | 40,902 | 43,298 | 19,652 | 29,877 | 26,043 | 60,908 | 1,291,141 | 2,129,326 | 13,327 | 34,960 | 605 | 7,278 | 9,820 |
| Johnstown | 35,496 | 25,665 | -27.7 | 6,416 | 6,493 | 3,182 | 5,184 | 4,389 | 10,781 | 163,860 | 219,822 | 8,565 | 20,390 | 25 | - | 145 |
| CAMERON | 6,675 | 5,988 | -10.3 | 1,425 | 1,485 | 761 | 1,216 | 1,090 | 2,141 | 49,290 | 75,382 | 12,588 | 35,214 | 177 | 3,131 | 1,403 |
| CARBON | 53,297 | 55,003 | 3.2 | * | * | * | * | * | 20,640 | 388,090 | 759,099 | 13,801 | 36,778 | * | * | * |
| Jim Thorpe | 5,263 | 5,145 | -2.2 | * | * | * | * | * | 1,941 | 25,349 | 46,061 | 8,952 | 23,725 | * | * | * |
| Lansford | 4,466 | 4,142 | -7.3 | * | * | * | * | * | 1,845 | 22,859 | 39,406 | 9,514 | 21,360 | * | * | * |
| Lehighton | 5,826 | 5,670 | -2.7 | * | * | * | * | * | 2,242 | 31,704 | 57,349 | 10,115 | 25,575 | * | * | * |
| Palmerton | 5,455 | 5,349 | -1.9 | * | * | * | * | * | 2,211 | 33,635 | 61,303 | 11,460 | 27,725 | * | * | * |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| CENTRE | 113,080 | 124,172 | 9.8 | 24,213 | 53,891 | 16,391 | 18,874 | 10,927 | 49,669 | 952,068 | 1,378,334 | 11,100 | 27,750 | 817 | 7,469 | 29,652 |
| Bellefonte | 6,300 | 6,232 | -1.1 | · | · | · | · | · | 2,437 | 45,575 | 99,352 | 15,943 | 40,775 | · | · | · |
| State College | 36,130 | 38,961 | 7.8 | · | · | · | · | · | 10,940 | 183,210 | 435,411 | 11,176 | 39,800 | · | · | · |
| CHESTER | 318,735 | 353,975 | 11.1 | 89,556 | 99,113 | 52,742 | 73,627 | 39,291 | 136,326 | 3,106,303 | 5,788,451 | 16,353 | 42,460 | 1,573 | 160,694 | 73,917 |
| Coatesville | 10,698 | 10,377 | -3.0 | · | · | · | · | · | 3,935 | 52,816 | 108,041 | 10,412 | 27,455 | · | · | · |
| Honey Brook | 1,164 | 1,613 | 38.6 | · | · | · | · | · | 606 | 9,797 | 26,779 | 16,600 | 44,199 | · | · | · |
| Phoenixville | 14,165 | 13,642 | -3.7 | · | · | · | · | · | 5,385 | 80,121 | 162,735 | 11,929 | 30,218 | · | · | · |
| West Chester | 17,435 | 17,223 | -1.2 | · | · | · | · | · | 5,878 | 86,609 | 180,438 | 10,476 | 30,699 | · | · | · |
| CLARION | 43,489 | 43,219 | -0.6 | 11,194 | 14,003 | 5,013 | 7,607 | 5,402 | 15,691 | 344,461 | 639,241 | 14,791 | 40,228 | 541 | 3,035 | 9,237 |
| CLEARFIELD | 83,716 | 83,153 | -0.7 | · | · | · | · | · | 32,105 | 649,969 | 1,212,040 | 14,576 | 37,752 | · | · | · |
| Clearfield | 7,580 | 6,740 | -11.1 | · | · | · | · | · | 2,837 | 47,692 | 79,197 | 11,750 | 27,914 | · | · | · |
| Curwensville | 3,116 | 2,848 | -8.6 | · | · | · | · | · | 1,105 | 18,251 | 31,158 | 10,939 | 28,196 | · | · | · |
| Du Bois | 9,290 | 8,222 | -11.5 | 2,277 | 2,179 | 1,036 | 1,521 | 1,209 | 3,289 | 63,280 | 104,588 | 12,721 | 31,799 | 421 | 2,851 | 6,680 |
| CLINTON | 39,090 | 38,278 | -2.1 | 9,723 | 11,139 | 4,593 | 7,426 | 5,397 | 14,057 | 242,636 | 428,345 | 11,190 | 30,472 | 295 | 4,373 | 11,294 |
| Lock Haven | 9,617 | 8,420 | -12.4 | · | · | · | · | · | 2,987 | 41,554 | 64,906 | 7,709 | 21,729 | · | · | · |
| COLUMBIA | 62,139 | 63,732 | 2.6 | 14,850 | 19,056 | 8,158 | 11,918 | 9,751 | 22,547 | 403,344 | 830,208 | 13,027 | 36,821 | 701 | 14,576 | 12,969 |
| Berwick | 11,850 | 11,051 | -6.7 | · | · | · | · | · | 4,457 | 58,376 | 108,135 | 9,785 | 24,265 | · | · | · |
| Bloomsburg | 11,717 | 11,666 | -0.4 | · | · | · | · | · | 3,812 | 48,722 | 96,357 | 8,260 | 25,275 | · | · | · |
| CRAWFORD | 89,087 | 88,592 | -0.6 | 23,920 | 24,008 | 11,606 | 16,212 | 12,757 | 33,027 | 639,538 | 1,241,847 | 14,018 | 37,601 | 1,281 | 6,618 | 40,239 |
| Meadville | 15,544 | 14,192 | -8.7 | · | · | · | · | · | 5,658 | 96,668 | 171,602 | 12,091 | 30,328 | · | · | · |
| Titusville | 6,884 | 6,289 | -8.6 | · | · | · | · | · | 2,433 | 39,186 | 69,602 | 11,068 | 28,613 | · | · | · |
| CUMBERLAND | 178,914 | 203,616 | 13.8 | 46,832 | 59,049 | 28,710 | 42,759 | 25,859 | 78,314 | 2,256,308 | 3,363,156 | 16,517 | 42,945 | 1,100 | 9,891 | 58,004 |
| Carlisle | 18,314 | 19,637 | 7.2 | · | · | · | · | · | 7,637 | 168,659 | 341,644 | 17,398 | 44,736 | · | · | · |
| DAUPHIN | 233,211 | 243,325 | 4.3 | 57,425 | 65,698 | 35,525 | 48,908 | 35,525 | 101,385 | 2,762,866 | 3,881,962 | 15,954 | 38,289 | 675 | 7,856 | 39,090 |
| Harrisburg | 53,264 | 47,726 | -10.4 | · | · | · | · | · | 20,815 | 398,195 | 676,506 | 14,175 | 32,501 | · | · | · |
| DELAWARE | 554,641 | 559,015 | 0.8 | 128,014 | 157,083 | 73,231 | 113,480 | 87,765 | 215,005 | 5,211,461 | 9,107,014 | 16,291 | 42,357 | 95 | 6,547 | 1,205 |
| Chester | 45,794 | [illegible]5,906 | 0.2 | · | · | · | · | · | 16,576 | 185,443 | 456,692 | 9,948 | 27,551 | · | · | · |
| ELK | 38,501 | [illegible]525 | -2.5 | 10,395 | 10,132 | 4,466 | 7,167 | 5,329 | 14,681 | 252,817 | 498,523 | 13,285 | 33,957 | 166 | 518 | 2,588 |
| Ridgeway | 5,604 | 5,178 | -7.6 | · | · | · | · | · | 1,993 | 26,751 | 49,486 | 9,557 | 24,833 | · | · | · |
| St. Marys | 5,604 | 5,178 | -7.6 | · | · | · | · | · | 1,993 | 26,751 | 49,486 | 9,557 | 24,833 | · | · | · |
| ERIE | 280,254 | 285,188 | 1.8 | 74,149 | 74,434 | 35,649 | 54,471 | 46,200 | 107,494 | 2,149,953 | 4,068,143 | 14,265 | 37,845 | 1,355 | 31,221 | 28,105 |
| Corry | 7,149 | 6,847 | -4.2 | · | · | · | · | · | 2,659 | 37,501 | 65,357 | 9,546 | 24,580 | · | · | · |
| Erie | 119,123 | 111,713 | -6.2 | · | · | · | · | · | 42,239 | 625,778 | 1,067,950 | 9,560 | 25,283 | · | · | · |
| FAYETTE | 160,415 | 153,975 | -4.0 | 29,046 | 29,157 | 13,964 | 21,337 | 18,098 | 58,656 | 1,227,528 | 2,205,424 | 14,323 | 37,599 | 902 | 4,597 | 9,926 |
| Brownsville | 4,043 | 3,205 | -20.7 | · | · | · | · | · | 1,311 | 21,418 | 31,508 | 9,830 | 24,027 | · | · | · |
| Connellsville | 10,319 | 8,440 | -18.2 | · | · | · | · | · | 3,253 | 54,030 | 82,000 | 9,716 | 25,209 | · | · | · |
| Uniontown | 14,510 | 13,092 | -9.8 | · | · | · | · | · | 5,556 | 111,033 | 152,962 | 11,683 | 27,533 | · | · | · |
| FOREST | 5,051 | 4,902 | -3.0 | 1,133 | 1,235 | 623 | 1,000 | 907 | 1,795 | 30,031 | 54,721 | 11,163 | 30,477 | 34 | 72 | 524 |
| FRANKLIN | 114,095 | 121,128 | 6.2 | 31,130 | 32,462 | 16,595 | 24,347 | 16,595 | 45,447 | 857,917 | 1,776,902 | 14,670 | 39,099 | 1,441 | 17,780 | 118,106 |
| Chambersburg | 16,174 | 15,510 | -4.1 | · | · | · | · | · | 6,585 | 95,455 | 177,518 | 11,446 | 26,958 | · | · | · |
| Waynesboro | 9,726 | 9,508 | -2.2 | · | · | · | · | · | 4,016 | 56,756 | 107,606 | 11,317 | 26,797 | · | · | · |
| FULTON | 12,884 | 14,127 | 9.6 | 4,083 | 3,673 | 1,836 | 2,741 | 1,794 | 5,527 | 93,352 | 210,155 | 14,877 | 38,021 | 467 | 1,440 | 12,783 |
| GREENE | 40,313 | 37,685 | -6.5 | 10,552 | 9,911 | 5,012 | 6,520 | 5,728 | 14,479 | 310,564 | 613,273 | 16,274 | 42,357 | 838 | 1,367 | 5,537 |
| HUNTINGDON | 42,518 | 43,490 | 2.3 | 11,307 | 12,438 | 5,697 | 8,220 | 5,871 | 16,142 | 318,440 | 641,306 | 14,746 | 39,728 | 635 | 2,944 | 27,910 |
| Huntingdon | 7,042 | 7,068 | 0.4 | · | · | · | · | · | 2,742 | 43,895 | 86,408 | 12,226 | 31,518 | · | · | · |
| Mt. Union | 3,101 | 2,773 | -10.6 | · | · | · | · | · | 1,191 | 16,735 | 29,351 | 10,584 | 24,652 | · | · | · |
| INDIANA | 92,644 | 89,686 | -3.2 | 23,049 | 29,596 | 11,031 | 14,888 | 11,121 | 33,103 | 756,659 | 1,389,262 | 15,490 | 41,968 | 911 | 14,258 | 19,106 |
| Indiana | 16,051 | 15,539 | -3.2 | · | · | · | · | · | 5,755 | 123,903 | 153,874 | 9,902 | 26,737 | · | · | · |
| JEFFERSON | 48,384 | 48,979 | 1.2 | 1,892 | 1,816 | 845 | 1,296 | 1,074 | 18,891 | 395,613 | 777,022 | 15,864 | 41,132 | 495 | 2,126 | 9,167 |
| Punxsutawney | 7,479 | 6,930 | -7.3 | · | · | · | · | · | 2,912 | 45,932 | 82,389 | 1[illegible],888 | 28,297 | · | · | · |
| JUNIATA | 19,223 | 20,617 | 7.2 | · | · | · | · | · | 8,086 | 145,747 | 342,341 | 16,605 | 42,339 | · | · | · |

# PENNSYLVANIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| LACKAWANNA | 227,607 | 227,822 | 0.1 | 63,335 | 58,550 | 29,617 | 44,653 | 31,667 | 83,359 | 1,558,646 | 3,359,630 | 14,747 | 40,303 | 566 | 3,852 | 35,176 |
| Carbondale | 11,255 | 10,758 | -4.4 | 2,453 | 2,797 | 1,334 | 2,141 | 2,012 | 4,154 | 50,647 | 104,695 | 9,732 | 25,206 | 299 | 4,931 | 5,885 |
| Scranton | 88,117 | 82,299 | -6.6 | • | • | • | • | • | 32,898 | 396,939 | 801,790 | 9,742 | 24,372 | • | • | • |
| LANCASTER | 363,928 | 411,160 | 13.0 | 110,602 | 114,714 | 56,329 | 76,887 | 52,628 | 155,622 | 3,098,514 | 7,493,914 | 18,226 | 48,155 | 4,775 | 58,177 | 542,595 |
| Columbia | 10,466 | 9,960 | -4.8 | • | • | • | • | • | 3,809 | 56,194 | 112,515 | 11,297 | 29,536 | • | • | • |
| Lancaster | 54,725 | 52,938 | -3.3 | • | • | • | • | • | 20,623 | 263,114 | 535,543 | 10,116 | 25,968 | • | • | • |
| LAWRENCE | 107,362 | 101,794 | -5.2 | 24,940 | 27,383 | 12,826 | 20,155 | 16,491 | 36,648 | 800,520 | 1,451,687 | 14,261 | 39,397 | 749 | 5,592 | 18,905 |
| Ellwood City | 9,998 | 8,513 | -14.9 | • | • | • | • | • | 3,461 | 57,251 | 90,946 | 10,683 | 26,276 | • | • | • |
| New Castle | 33,621 | 27,853 | -17.2 | • | • | • | • | • | 10,905 | 174,003 | 268,935 | 9,655 | 24,662 | • | • | • |
| LEBANON | 110,078 | 112,292 | 2.0 | 28,859 | 29,533 | 15,272 | 22,571 | 15,946 | 40,710 | 879,068 | 1,764,328 | 15,712 | 43,339 | 948 | 11,035 | 94,639 |
| Lebanon | 25,711 | 23,400 | -9.0 | • | • | • | • | • | 9,448 | 152,927 | 270,702 | 11,569 | 28,651 | • | • | • |
| LEHIGH | 274,397 | 290,504 | 5.9 | 65,073 | 77,855 | 42,123 | 61,296 | 44,447 | 116,202 | 2,531,919 | 4,140,917 | 14,254 | 35,636 | 541 | 22,487 | 18,381 |
| Allentown | 103,758 | 102,220 | -1.5 | • | • | • | • | • | 42,320 | 632,807 | 1,248,241 | 12,211 | 29,496 | • | • | • |
| LUZERNE | 343,094 | 339,128 | -1.2 | 76,304 | 85,799 | 42,730 | 69,860 | 64,095 | 123,285 | 2,322,274 | 4,756,746 | 14,026 | 38,583 | 473 | 8,971 | 6,909 |
| Hazleton | 27,318 | 25,266 | -7.5 | • | • | • | • | • | 10,427 | 137,371 | 257,110 | 10,176 | 24,659 | • | • | • |
| Pittston | 9,930 | 9,163 | -7.7 | • | • | • | • | • | 3,486 | 43,072 | 80,434 | 8,778 | 23,071 | • | • | • |
| West Hazleton | 4,871 | 4,278 | -12.2 | • | • | • | • | • | 1,844 | 22,318 | 39,663 | 9,272 | 21,512 | • | • | • |
| Wilkes-Barre | 51,551 | 47,118 | -8.6 | • | • | • | • | • | 19,163 | 228,660 | 422,935 | 8,976 | 22,071 | • | • | • |
| LYCOMING | 118,555 | 116,843 | -1.4 | 30,496 | 31,898 | 15,540 | 22,551 | 16,475 | 43,467 | 827,559 | 1,645,368 | 14,082 | 37,853 | 847 | 10,064 | 24,177 |
| Jersey Shore | 4,631 | 4,106 | -11.3 | • | • | • | • | • | 1,572 | 21,442 | 37,577 | 9,152 | 23,903 | • | • | • |
| Williamsport | 33,401 | 29,788 | -10.8 | • | • | • | • | • | 11,772 | 159,856 | 281,808 | 9,460 | 23,938 | • | • | • |
| MCKEAN | 50,558 | 46,331 | -8.4 | 12,509 | 12,046 | 5,560 | 8,710 | 7,459 | 16,982 | 358,917 | 642,511 | 13,868 | 37,836 | 243 | 587 | 3,535 |
| Bradford | 11,211 | 9,297 | -17.1 | • | • | • | • | • | 3,858 | 59,072 | 94,555 | 10,170 | 24,511 | • | • | • |
| Kane | 4,916 | 4,307 | -12.4 | • | • | • | • | • | 1,736 | 24,914 | 42,131 | 9,782 | 24,267 | • | • | • |
| MERCER | 128,587 | 124,034 | -3.5 | 30,512 | 34,481 | 15,380 | 24,559 | 19,101 | 46,018 | 1,004,710 | 1,737,189 | 14,006 | 37,750 | 1,267 | 12,643 | 26,858 |
| Farrell | 8,645 | 7,297 | -15.6 | • | • | • | • | • | 2,778 | 44,549 | 66,323 | 9,089 | 23,877 | • | • | • |
| Greenvile | 7,730 | 6,918 | -10.5 | • | • | • | • | • | 2,609 | 41,327 | 65,237 | 9,430 | 25,008 | • | • | • |
| Sharon | 19,057 | 16,610 | -12.8 | • | • | • | • | • | 6,665 | 106,365 | 163,520 | 9,845 | 24,536 | • | • | • |
| Sharpsville | 5,375 | 4,781 | -11.0 | • | • | • | • | • | 1,886 | 33,539 | 52,621 | 11,006 | 27,900 | • | • | • |
| Wheatland | 1,132 | 1,150 | 1.6 | • | • | • | • | • | 453 | 8,843 | 16,730 | 14,550 | 36,940 | • | • | • |
| MIFFLIN | 47,009 | 46,980 | -0.1 | 12,450 | 12,121 | 6,060 | 9,302 | 7,094 | 17,743 | 388,157 | 766,897 | 16,324 | 43,221 | 677 | 2,297 | 39,500 |
| Lewistown | 9,830 | 9,028 | -8.2 | • | • | • | • | • | 4,145 | 61,325 | 110,761 | 12,269 | 26,725 | • | • | • |
| MONROE | 70,033 | 91,786 | 31.1 | 22,029 | 24,599 | 12,942 | 18,908 | 13,309 | 33,005 | 531,349 | 1,393,453 | 15,181 | 42,219 | 192 | 2,340 | 2,195 |
| East Stroudsburg | 8,039 | 8,182 | 1.8 | • | • | • | • | • | 2,629 | 36,485 | 72,881 | 8,907 | 27,724 | • | • | • |
| Stroudsburg | 5,148 | 4,778 | -7.2 | • | • | • | • | • | 2,208 | 29,047 | 52,911 | 11,073 | 23,962 | • | • | • |
| MONTGOMERY | 645,157 | 713,168 | 10.5 | 160,463 | 192,555 | 99,130 | 155,471 | 105,549 | 274,295 | 7,017,169 | 12,411,265 | 17,403 | 45,248 | 586 | 12,621 | 18,365 |
| Jenkintown | 4,942 | 4,766 | -3.6 | • | • | • | • | • | 2,021 | 46,519 | 92,489 | 19,405 | 45,766 | • | • | • |
| Lansdale | 16,526 | 15,646 | -5.3 | • | • | • | • | • | 6,128 | 103,748 | 207,548 | 13,265 | 33,868 | • | • | • |
| Norristown | 34,684 | 33,202 | -4.1 | • | • | • | • | • | 12,327 | 168,930 | 382,209 | 11,491 | 31,006 | • | • | • |
| Pottstown | 22,729 | 21,535 | -5.3 | • | • | • | • | • | 8,749 | 123,960 | 248,165 | 11,524 | 28,365 | • | • | • |
| MONTOUR | 16,704 | 19,311 | 15.6 | 4,750 | 5,098 | 2,414 | 3,862 | 3,206 | 6,634 | 113,600 | 295,926 | 15,324 | 44,605 | 270 | 4,148 | 7,151 |
| Danville | 5,239 | 4,787 | -8.6 | • | • | • | • | • | 2,012 | 24,888 | 49,807 | 10,404 | 24,757 | • | • | • |
| NORTHAMPTON | 225,840 | 237,124 | 5.0 | 54,776 | 64,024 | 32,723 | 49,085 | 36,280 | 87,826 | 1,952,867 | 3,867,232 | 16,309 | 44,033 | 484 | 13,818 | 14,832 |
| Bangor | 5,006 | 4,933 | -1.5 | • | • | • | • | • | 2,050 | 28,783 | 51,804 | 10,502 | 25,269 | • | • | • |
| Bethlehem | 70,419 | 68,726 | -2.4 | • | • | • | • | • | 26,916 | 448,125 | 798,788 | 11,623 | 29,677 | • | • | • |
| Easton | 26,027 | 25,136 | -3.4 | • | • | • | • | • | 9.527 | 125,537 | 221,440 | 8,810 | 23,244 | • | • | • |
| Wilson | 7,564 | 7,366 | -2.6 | • | • | • | • | • | 3,091 | 42,657 | 75,874 | 10,300 | 24,549 | • | • | • |
| NORTHUMBERLAND | 100,266 | 99,559 | -0.7 | 22,998 | 26,881 | 13,739 | 20,609 | 15,233 | 35,860 | 622,288 | 1,178,390 | 11,836 | 32,861 | 675 | 13,076 | 31,021 |
| Milton | 6,730 | 6,175 | -8.2 | • | • | • | • | • | 2,516 | 33,021 | 56,950 | 9,222 | 22,634 | • | • | • |
| Mount Carmel | 8,190 | 7,546 | -7.9 | • | • | • | • | • | 3,306 | 35,296 | 61,127 | 8,100 | 18,489 | • | • | • |
| Shamokin | 10,357 | 9,568 | -7.6 | • | • | • | • | • | 4,295 | 40,908 | 71,029 | 7,424 | 16,536 | • | • | • |
| Sunbury | 12,292 | 11,722 | -4.6 | • | • | • | • | • | 5,004 | 53,130 | 95,234 | 8,124 | 19,032 | • | • | • |

|  | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1995 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| PERRY | 35,907 | 40,106 | 11.7 | 11,069 | 10,668 | 6,016 | 7,580 | 4,773 | 15,721 | 334,208 | 489,137 | 12,196 | 31,115 | 628 | 3,940 | 29,328 |
| PHILADELPHIA | 1,684,740 | 1,554,081 | -7.8 | 369,871 | 435,143 | 206,693 | 290,613 | 248,653 | 553,059 | 12,175,037 | 22,525,006 | 14,494 | 40,728 | • | • | • |
| Philadelphia | 1,688,210 | 1,557,637 | -7.7 | • | • | • | • | • | 554,852 | 8,214,316 | 22,563,259 | 14,486 | 40,665 | • | • | • |
| PIKE | 18,477 | 21,635 | 17.1 | 4,889 | 4,781 | 2,661 | 4,933 | 4,370 | 9,015 | 143,342 | 257,459 | 11,900 | 28,559 | 44 | 932 | 353 |
| POTTER | 17,769 | 19,162 | 7.8 | 5,519 | 5,040 | 2,319 | 3,583 | 2,721 | 7,536 | 115,248 | 248,742 | 12,981 | 33,006 | 328 | 3,406 | 13,264 |
| SCHUYLKILL | 160,684 | 151,509 | -5.7 | 35,302 | 36,665 | 18,484 | 31,211 | 29,696 | 55,900 | 1,006,448 | 2,006,042 | 13,240 | 35,886 | 647 | 11,628 | 28,762 |
| Ashland | 4,235 | 3,535 | -16.5 | • | • | • | • | • | 1,465 | 18,033 | 30,967 | 8,760 | 21,132 | • | • | • |
| Mahanoy City | 6,167 | 5,018 | -18.6 | • | • | • | • | • | 2,309 | 26,976 | 45,163 | 8,999 | 19,562 | • | • | • |
| Pottsville | 18,195 | 15,435 | -15.2 | • | • | • | • | • | 6,254 | 81,422 | 142,108 | 9,207 | 22,723 | • | • | • |
| Shenandoah | 7,589 | 6,413 | -15.5 | • | • | • | • | • | 2,985 | 29,727 | 51,678 | 8,059 | 17,312 | • | • | • |
| SNYDER | 33,671 | 37,868 | 12.5 | 9,732 | 10,982 | 5,226 | 7,233 | 4,658 | 14,025 | 265,973 | 400,536 | 10,577 | 28,559 | 702 | 5,558 | 33,006 |
| SOMERSET | 81,369 | 80,621 | -0.9 | 21,768 | 20,639 | 10,400 | 15,318 | 12,335 | 31,163 | 547,009 | 1,019,881 | 12,650 | 32,727 | 1,062 | 6,456 | 42,566 |
| Somerset | 6,474 | 6,745 | 4.2 | • | • | • | • | • | 2,950 | 43,522 | 74,190 | 10,999 | 25,150 | • | • | • |
| SULLIVAN | 6,361 | 6,330 | -0.5 | 1,532 | 1,810 | 696 | 1,190 | 1,108 | 2,226 | 38,410 | 78,219 | 12,357 | 35,135 | 165 | 434 | 5,986 |
| SUSQUEHANNA | 38,012 | 41,493 | 9.2 | 11,784 | 9,336 | 5,353 | 7,842 | 5,892 | 16,819 | 229,336 | 527,293 | 12,708 | 31,352 | 814 | 2,100 | 37,686 |
| TIOGA | 40,971 | 41,989 | 2.5 | 11,589 | 12,177 | 5,039 | 7,768 | 5,417 | 15,866 | 283,899 | 570,666 | 13,591 | 35,967 | 876 | 3,737 | 40,220 |
| UNION | 32,924 | 37,261 | 13.2 | 8,943 | 11,625 | 5,105 | 7,080 | 4,471 | 14,331 | 267,748 | 401,034 | 10,763 | 27,984 | 505 | 4,472 | 26,211 |
| Lewisburg | 5,407 | 5,206 | -3.7 | • | • | • | • | • | 1,697 | 29,671 | 58,590 | 11,253 | 34,529 | • | • | • |
| VENANGO | 64,340 | 63,002 | -2.1 | 16,885 | 16,507 | 8,505 | 12,348 | 8,820 | 23,549 | 465,977 | 855,445 | 13,578 | 36,327 | 456 | 1,789 | 5,201 |
| Franklin | 8,146 | 7,579 | -7.0 | • | • | • | • | • | 3,147 | 43,367 | 75,040 | 9,900 | 23,844 | • | • | • |
| Oil City | 13,881 | 12,773 | -8.0 | • | • | • | • | • | 5,112 | 74,136 | 126,860 | 9,932 | 24,818 | • | • | • |
| WARREN | 47,519 | 46,715 | -1.7 | 12,520 | 11,819 | 6,026 | 9,296 | 7,007 | 17,633 | 356,342 | 672,990 | 14,406 | 38,167 | 472 | 1,395 | 13,455 |
| Warren | 12,146 | 11,348 | -6.6 | • | • | • | • | • | 4,805 | 69,597 | 124,415 | 10,964 | 25,894 | • | • | • |
| WASHINGTON | 216,820 | 210,175 | -3.1 | 50,442 | 55,276 | 27,533 | 43,296 | 33,838 | 78,949 | 1,756,152 | 3,156,217 | 15,017 | 39,978 | 1,594 | 7,232 | 20,965 |
| Charleroi | 5,717 | 4,725 | -17.4 | • | • | • | • | • | 2,200 | 34,827 | 52,527 | 11,117 | 23,875 | • | • | • |
| Donora | 7,524 | 6,226 | -17.3 | • | • | • | • | • | 2,512 | 38,744 | 58,502 | 9,397 | 23,288 | • | • | • |
| Washington | 18,363 | 15,831 | -13.8 | • | • | • | • | • | 6,418 | 99,240 | 156,133 | 9,862 | 24,327 | • | • | • |
| WAYNE | 35,331 | 41,205 | 16.6 | 11,208 | 10,178 | 5,151 | 7,911 | 6,758 | 16,032 | 255,867 | 625,882 | 15,189 | 39,041 | 691 | 1,568 | 27,040 |
| Honesdale | 5,128 | 5,102 | -0.5 | • | • | • | • | • | 2,141 | 30,903 | 64,216 | 12,587 | 29,998 | • | • | • |
| WESTMORELAND | 393,078 | 389,969 | -0.8 | 93,202 | 101,782 | 54,206 | 81,503 | 59,275 | 148,833 | 3,348,765 | 6,364,734 | 16,321 | 42,764 | 1,335 | 10,632 | 22,708 |
| Arnold | 6,853 | 6,037 | -11.9 | • | • | • | • | • | 2,630 | 37,458 | 62,655 | 10,379 | 23,825 | • | • | • |
| Greensburg | 17,558 | 17,915 | 2.0 | • | • | • | • | • | 7,441 | 112,312 | 217,604 | 12,147 | 29,246 | • | • | • |
| Irwin | 4,995 | 5,374 | 7.6 | • | • | • | • | • | 2,477 | 34,669 | 70,833 | 13,180 | 28,598 | • | • | • |
| Latrobe | 10,799 | 9,946 | -7.9 | • | • | • | • | • | 4,177 | 73,062 | 127,785 | 12,847 | 30,595 | • | • | • |
| Monessen | 11,928 | 10,184 | -14.6 | • | • | • | • | • | 4,210 | 77,307 | 125,332 | 12,307 | 29,771 | • | • | • |
| New Kensington | 17,660 | 15,828 | -10.4 | • | • | • | • | • | 6,699 | 108,704 | 185,008 | 11,688 | 27,618 | • | • | • |
| WYOMING | 26,443 | 29,395 | 11.2 | 8,848 | 7,496 | 4,262 | 5,144 | 3,616 | 11,748 | 182,653 | 433,361 | 14,743 | 36,888 | 387 | 1,976 | 23,043 |
| YORK | 314,338 | 335,863 | 6.8 | 82,958 | 90,683 | 50,044 | 68,180 | 43,662 | 129,178 | 2,652,636 | 4,519,169 | 13,455 | 34,984 | 2,041 | 31,635 | 82,170 |
| Hanover | 14,890 | 14,295 | -4.0 | • | • | • | • | • | 6,138 | 86,682 | 181,651 | 12,707 | 29,593 | • | • | • |
| York | 44,619 | 41,360 | -7.3 | • | • | • | • | • | 17,222 | 212,564 | 430,080 | 10,399 | 24,972 | • | • | • |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1987 Cash Receipts as follows: From Crops $751,294,000; from Livestock & Livestock Products $2,084,966,000; Total $2,836,260,000.*—Included in county totals. County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 948,547 | 1,004,535 | 5.9 | | | | | | 372,497 | 7,829,000 | 16,131,664 | 16,059 | 43,307 | 728 | 18,139 | 12,236 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Providence-Pawtucket-Woonsocket,RI | 948,547 | 1,014,867 | 7.0 | 233,659 | 289,691 | 139,536 | 195,719 | 156,584 | 379,219 | 7,829,000 | 16,637,108 | 16,393 | 43,872 | 701 | 26,686 | 11,101 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BRISTOL | 46,969 | 50,775 | 8.1 | 11,475 | 14,420 | 6,448 | 10,714 | 7,819 | 20,347 | 394,563 | 924,745 | 16,588 | 45,449 | 27 | 1,002 | 164 |
| KENT | 154,613 | 172,084 | 11.3 | 40,784 | 46,807 | 24,780 | 35,277 | 24,264 | 68,441 | 1,327,685 | 2,961,739 | 15,676 | 43,274 | 64 | 767 | 716 |
| West Warwick | 27,026 | 27,654 | 2.3 | * | * | * | * | * | 10,496 | 150,185 | 300,471 | 9,896 | 28,628 | * | * | * |
| NEWPORT | 81,486 | 85,502 | 4.9 | 20,862 | 24,624 | 12,996 | 15,903 | 11,030 | 32,885 | 899,295 | 1,696,622 | 26,196 | 51,593 | 137 | 9,060 | 2,014 |
| Newport | 29,259 | 30,229 | 3.3 | * | * | * | * | * | 11,626 | 232,781 | 529,122 | 18,839 | 45,512 | * | * | * |
| PROVIDENCE | 571,571 | 592,506 | 3.7 | 132,721 | 168,272 | 78,211 | 113,761 | 100,134 | 215,550 | 4,455,666 | 9,305,442 | 14,304 | 43,171 | 267 | 3,039 | 4,382 |
| Central Falls | 16,995 | 17,011 | 0.1 | * | * | * | * | * | 6,860 | 73,187 | 144,259 | 7,724 | 21,029 | * | * | * |
| Pawtucket | 71,204 | 71,884 | 1.0 | * | * | * | * | * | 29,569 | 379,572 | 754,625 | 9,561 | 25,521 | * | * | * |
| Providence | 156,804 | 154,336 | -1.6 | * | * | * | * | * | 61,612 | 814,882 | 1,579,489 | 9,321 | 25,636 | * | * | * |
| Woonsocket | 45,914 | 46,102 | 0.4 | * | * | * | * | * | 18,105 | 220,080 | 435,175 | 8,597 | 24,036 | * | * | * |
| WASHINGTON | 93,908 | 114,000 | 21.4 | 27,816 | 35,568 | 17,100 | 20,064 | 13,338 | 42,635 | 751,791 | 1,920,431 | 15,343 | 45,044 | 206 | 12,818 | 3,825 |
| Westerly | 18,580 | 20,572 | 10.7 | * | * | * | * | * | 7,619 | 149,258 | 294,766 | 16,403 | 38,688 | * | * | * |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1987 Cash Receipts as follows: From Crops $18,139,000; from Livestock & Livestock Products $12,236,000; Total $30,375,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**............... | 3,127,260 | 3,565,499 | 14.0 | | | | | | 1,223,447 | 20,399,999 | 42,723,521 | 11,982 | 34,921 | 24,929 | 601,021 | 367,535 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Anderson, SC | 133,898 | 146,280 | 9.2 | 39,203 | 38,911 | 20,626 | 28,817 | 18,724 | 50,432 | 762,825 | 1,652,455 | 11,296 | 32,766 | 1,038 | 14,900 | 17,154 |
| Charleston, SC | 431,703 | 525,827 | 21.8 | 150,731 | 169,752 | 76,724 | 85,525 | 43,093 | 200,972 | 3,123,971 | 7,454,360 | 14,176 | 37,092 | 914 | 32,279 | 7,683 |
| Columbia, SC | 409,302 | 483,[illegible] | 18.2 | 124,203 | 157,161 | 75,767 | 83,550 | 43,290 | 180,297 | 3,198,785 | 7,447,513 | 15,388 | 41,307 | 1,028 | 11,077 | 38,042 |
| Florence, SC | 110,417 | 121,159 | 9.7 | 36,105 | 33,561 | 17,326 | 21,566 | 12,600 | 45,369 | 745,601 | 1,662,359 | 13,721 | 36,641 | 926 | 37,273 | 6,613 |
| Greenville-Spartanburg, SC | 570,560 | 651,085 | 14.1 | 165,824 | 188,911 | 94,774 | 126,531 | 74,821 | 214,643 | 4,034,831 | 9,086,733 | 13,956 | 42,334 | 2,178 | 19,205 | 18,830 |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ABBEVILLE | 22,560 | 23,243 | 3.0 | 6,322 | 6,578 | 2,998 | 4,230 | 3,138 | 8,124 | 133,541 | 279,899 | 12,042 | 34,454 | 457 | 844 | 4,878 |
| AIKEN | 105,863 | 122,595 | 15.8 | 34,817 | 33,469 | 16,428 | 24,151 | 13,731 | 44,167 | 732,705 | 1,660,178 | 13,542 | 37,588 | 604 | 7,212 | 18,340 |
| Aiken | 14,978 | 16,942 | 13.1 | • | • | • | • | • | 7,058 | 95,042 | 210,025 | 12,397 | 29,756 | • | • | • |
| ALLENDALE | 10,710 | 10,766 | 0.5 | 3,359 | 2,918 | 1,432 | 1,636 | 1,400 | 4,076 | 50,630 | 120,879 | 11,228 | 29,658 | 107 | 9,005 | 938 |
| ANDERSON | 133,898 | 146,280 | 9.2 | 39,203 | 38,911 | 20,626 | 28,817 | 18,724 | 50,432 | 762,825 | 1,652,455 | 11,296 | 32,766 | 1,038 | 14,900 | 17,154 |
| Anderson | 27,313 | 25,430 | -6.9 | • | • | • | • | • | 10,313 | 123,432 | 225,382 | 8,863 | 21,853 | • | • | • |
| BAMBERG | 18,135 | 18,538 | 2.2 | 5,487 | 5,765 | 2,169 | 2,892 | 2,225 | 6,619 | 86,020 | 173,790 | 9,375 | 26,255 | 220 | 5,094 | 5,918 |
| BARNWELL | 19,819 | 22,011 | 11.1 | 7,065 | 5,855 | 2,905 | 3,588 | 2,553 | 8,255 | 110,284 | 258,428 | 11,741 | 31,307 | 242 | 7,594 | 2,612 |
| BEAUFORT | 65,459 | 89,906 | 37.3 | 25,893 | 32,726 | 10,339 | 12,227 | 8,721 | 33,299 | 522,867 | 1,479,367 | 16,455 | 44,427 | 125 | 5,732 | 2,299 |
| Beaufort | 8,634 | 8,233 | -4.6 | • | • | • | • | • | 3,221 | 54,771 | 106,331 | 12,916 | 33,008 | • | • | • |
| Hilton Head Island | 14,978 | 20,520 | 27.0 | • | • | • | • | • | 7,600 | • | 231,128 | 11,264 | 30,412 | • | • | • |
| BERKELEY | 95,789 | 136,182 | 42.2 | 45,212 | 41,399 | 20,019 | 21,381 | 8,171 | 54,582 | 644,530 | 1,817,482 | 13,346 | 33,298 | 350 | 9,341 | 2,076 |
| CALHOUN | 12,242 | 12,760 | 4.2 | 3,828 | 3,611 | 1,659 | 2,067 | 1,582 | 4,771 | 60,888 | 127,472 | 9,990 | 26,719 | 242 | 6,958 | 6,026 |
| CHARLESTON | 276,954 | 304,443 | 9.9 | 78,851 | 103,815 | 43,840 | 49,320 | 28,618 | 112,757 | 2,091,247 | 4,549,185 | 14,943 | 40,345 | 202 | 18,440 | 569 |
| Charleston | 69,510 | 72,976 | 5.0 | • | • | • | • | • | 27,251 | 448,798 | 922,103 | 12,636 | 33,837 | • | • | • |
| CHEROKEE | 41,023 | 44,289 | 8.0 | 12,711 | 12,046 | 6,112 | 8,459 | 5,315 | 15,909 | 227,376 | 523,911 | 11,829 | 32,932 | 412 | 3,384 | 6,267 |
| CHESTER | 30,085 | 31,726 | 5.5 | 9,137 | 8,566 | 3,997 | 5,806 | 4,251 | 12,009 | 159,225 | 298,252 | 9,401 | 24,836 | 350 | 688 | 4,347 |
| CHESTERFIELD | 38,191 | 40,936 | 7.2 | 12,117 | 11,176 | 5,690 | 7,123 | 4,871 | 14,680 | 214,758 | 486,981 | 11,896 | 33,173 | 429 | 6,834 | 40,467 |
| CLARENDON | 27,426 | 28,592 | 4.3 | 8,835 | 6,234 | 3,488 | 4,575 | 3,431 | 11,253 | 114,884 | 259,847 | 9,088 | 23,090 | 419 | 20,261 | 8,427 |
| COLLETON | 31,755 | 35,052 | 10.4 | 10,410 | 9,674 | 4,452 | 6,169 | 4,311 | 13,156 | 192,856 | 435,813 | 12,433 | 33,126 | 481 | 6,179 | 4,784 |
| DARLINGTON | 62,827 | 66,221 | 5.4 | 20,264 | 18,145 | 9,072 | 11,390 | 7,254 | 25,015 | 352,181 | 718,774 | 10,854 | 28,734 | 440 | 23,025 | 11,529 |
| DILLON | 31,085 | 34,990 | 12.6 | 12,246 | 9,622 | 4,059 | 5,353 | 3,744 | 14,375 | 156,534 | 374,601 | 10,706 | 26,060 | 274 | 19,766 | 3,791 |
| DORCHESTER | 58,960 | 85,202 | 44.5 | 26,668 | 24,538 | 12,865 | 14,825 | 6,305 | 33,634 | 388,194 | 1,087,693 | 12,766 | 32,339 | 362 | 4,498 | 5,038 |
| EDGEFIELD | 17,618 | 18,380 | 4.3 | 5,569 | 5,091 | 2,463 | 3,143 | 2,132 | 7,233 | 90,108 | 184,651 | 10,046 | 25,530 | 244 | 15,524 | 6,060 |
| FAIRFIELD | 20,732 | 22,486 | 8.5 | 6,791 | 6,319 | 2,811 | 3,665 | 2,878 | 8,562 | 95,502 | 239,431 | 10,648 | 27,965 | 186 | 106 | 2,021 |
| FLORENCE | 110,417 | 121,159 | 9.7 | 36,105 | 33,561 | 17,326 | 21,566 | 12,600 | 45,369 | 745,601 | 1,662,359 | 13,721 | 36,641 | 926 | 37,273 | 6,613 |
| Florence | 30,062 | 31,831 | 5.9 | • | • | • | • | • | 11,707 | 176,898 | 379,208 | 11,913 | 32,393 | • | • | • |
| GEORGETOWN | 42,538 | 51,776 | 21.7 | 16,775 | 14,187 | 6,679 | 8,388 | 5,695 | 20,255 | 278,083 | 647,872 | 12,513 | 31,986 | 224 | 5,432 | 674 |
| GREENVILLE | 289,021 | 331,871 | 14.8 | 85,623 | 95,247 | 49,117 | 64,715 | 37,170 | 108,867 | 2,164,686 | 4,918,234 | 14,820 | 45,177 | 678 | 4,751 | 6,600 |
| Greenville | 58,242 | 55,718 | -4.3 | • | • | • | • | • | 22,419 | 343,308 | 648,329 | 11,636 | 28,919 | • | • | • |
| GREENWOOD | 57,997 | 61,330 | 5.7 | 16,253 | 16,682 | 8,341 | 12,082 | 7,973 | 19,841 | 338,104 | 712,321 | 11,614 | 35,902 | 365 | 349 | 9,949 |
| Greenwood | 21,613 | 21,964 | 1.6 | • | • | • | • | • | 8,809 | 84,791 | 170,382 | 7,757 | 19,342 | • | • | • |
| HAMPTON | 18,179 | 19,251 | 5.9 | 6,103 | 5,102 | 2,464 | 3,234 | 2,349 | 7,379 | 89,294 | 178,029 | 9,248 | 24,127 | 232 | 8,212 | 2,574 |
| HORRY | 101,890 | 143,652 | 41.0 | 41,228 | 41,085 | 18,962 | 26,719 | 15,658 | 48,645 | 698,861 | 1,992,863 | 13,873 | 40,967 | 1,177 | 45,934 | 7,425 |
| Myrtle Beach | 18,446 | 31,098 | 68.6 | • | • | • | • | • | 11,292 | 123,684 | 421,548 | 13,555 | 37,331 | • | • | • |
| JASPER | 14,520 | 15,485 | 6.6 | 5,311 | 4,258 | 1,827 | 2,400 | 1,703 | 6,103 | 80,632 | 182,054 | 11,757 | 29,831 | 150 | 810 | 1,084 |
| KERSHAW | 39,072 | 44,093 | 12.9 | 12,699 | 11,993 | 5,953 | 8,378 | 5,115 | 16,148 | 255,596 | 547,116 | 12,408 | 33,882 | 254 | 1,878 | 16,574 |
| LANCASTER | 53,698 | 56,720 | 5.6 | 15,711 | 15,598 | 7,941 | 10,833 | 6,579 | 20,790 | 315,198 | 667,272 | 11,764 | 32,096 | 438 | 1,279 | 4,044 |
| LAURENS | 52,241 | 54,836 | 5.0 | 14,586 | 14,970 | 7,348 | 10,528 | 7,348 | 18,137 | 284,302 | 584,348 | 10,656 | 32,218 | 647 | 2,057 | 12,741 |
| LEE | 18,907 | 19,365 | 2.4 | 6,526 | 5,616 | 2,285 | 2,885 | 2,072 | 8,047 | 83,205 | 164,679 | 8,504 | 20,464 | 262 | 18,406 | 4,622 |
| LEXINGTON | 141,132 | 191,073 | 35.4 | 52,736 | 54,647 | 30,954 | 36,686 | 16,050 | 67,644 | 1,143,645 | 3,000,655 | 15,704 | 44,360 | 702 | 7,642 | 34,015 |
| MCCORMICK | 7,764 | 7,046 | -9.2 | 2,163 | 2,022 | 853 | 1,156 | 853 | 2,641 | 34,574 | 74,973 | 10,640 | 28,393 | 86 | 19 | 2,361 |
| MARION | 34,204 | 35,457 | 3.7 | 11,594 | 9,503 | 4,609 | 5,673 | 4,078 | 14,011 | 182,544 | 386,836 | 10,910 | 27,609 | 337 | 18,216 | 4,344 |
| MARLBORO | 31,747 | 32,616 | 2.7 | 10,502 | 9,002 | 4,044 | 5,251 | 3,816 | 12,597 | 154,260 | 311,267 | 9,543 | 24,710 | 182 | 13,758 | 1,891 |
| NEWBERRY | 31,115 | 32,621 | 4.8 | 8,286 | 8,840 | 4,143 | 6,231 | 5,154 | 10,867 | 193,905 | 398,103 | 12,204 | 36,636 | 541 | 1,845 | 38,718 |
| OCONEE | 48,832 | 57,629 | 18.0 | 15,560 | 15,329 | 8,010 | 11,468 | 7,146 | 19,943 | 267,650 | 653,310 | 11,336 | 32,759 | 588 | 4,215 | 15,644 |
| ORANGEBURG | 82,246 | 92,207 | 12.1 | 27,293 | 27,754 | 11,434 | 15,214 | 10,512 | 33,767 | 424,370 | 965,735 | 10,474 | 28,600 | 961 | 22,865 | 23,792 |
| Orangeburg | 14,933 | 16,346 | 9.5 | • | • | • | • | • | 5,470 | 66,089 | 146,737 | 8,977 | 26,826 | • | • | • |
| PICKENS | 79,588 | 94,836 | 19.2 | 22,761 | 31,960 | 12,898 | 17,165 | 10,053 | 30,265 | 534,423 | 1,245,873 | 13,137 | 41,165 | 490 | 1,614 | 2,676 |
| RICHLAND | 268,170 | 292,898 | 9.2 | 71,467 | 102,514 | 44,813 | 46,864 | 27,239 | 112,653 | 2,055,140 | 4,446,858 | 15,182 | 39,474 | 326 | 3,435 | 4,027 |
| Columbia | 101,208 | 95,294 | -5.8 | • | • | • | • | • | 30,030 | 528,646 | 961,111 | 10,088 | 32,006 | • | • | • |

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# SOUTH CAROLINA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SALUDA | 16,253 | 17,575 | 8.1 | 5,114 | 4,657 | 2,179 | 3,269 | 2,355 | 6,624 | 85,537 | 179,807 | 10,231 | 27,143 | 559 | 6,291 | 25,159 |
| SPARTANBURG | 201,951 | 224,377 | 11.1 | 57,441 | 61,704 | 32,759 | 44,651 | 27,598 | 75,511 | 1,335,722 | 2,922,626 | 13,025 | 38,705 | 1,010 | 12,840 | 9,554 |
| Spartanburg | 43,968 | 44,215 | 0.6 | * | * | * | * | * | 16,672 | 225,223 | 443,157 | 10,023 | 26,580 | * | * | * |
| SUMTER | 88,358 | 98,569 | 11.6 | 30,852 | 30,162 | 12,913 | 15,968 | 8,674 | 36,363 | 468,288 | 1,077,172 | 10,928 | 29,623 | 488 | 20,032 | 21,082 |
| Sumter | 24,890 | 26,519 | 6.5 | * | * | * | * | * | 9,602 | 118,525 | 259,919 | 9,801 | 27,070 | * | * | * |
| UNION | 30,657 | 30,879 | 0.7 | 8,214 | 8,306 | 4,076 | 6,052 | 4,230 | 10,960 | 161,792 | 317,423 | 10,280 | 28,961 | 257 | 307 | 1,395 |
| Union | 10,523 | 10,212 | -3.0 | * | * | * | * | * | 3,934 | 46,656 | 87,926 | 8,610 | 22,351 | * | * | * |
| WILLIAMSBURG | 38,217 | 39,081 | 2.3 | 13,366 | 10,825 | 4,729 | 5,901 | 4,260 | 16,078 | 184,172 | 390,904 | 10,002 | 24,312 | 833 | 23,260 | 5,497 |
| YORK | 107,415 | 136,981 | 27.5 | 37,807 | 39,724 | 19,314 | 25,889 | 14,246 | 47,684 | 653,260 | 1,625,030 | 11,863 | 34,079 | 620 | 3,177 | 10,502 |
| Rock Hill | 35,344 | 41,031 | 16.1 | * | * | * | * | * | 14,033 | 146,991 | 324,169 | 7,901 | 23,101 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1987 Cash Receipts as follows: From Crops $601,021,000; from Livestock & Livestock Products $367,535,000; Total $968,556,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# SOUTH DAKOTA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 689,745 | 723,838 | 4.9 | | | | | | 264,814 | 5,053,002 | 9,385,967 | 12,967 | 35,444 | 37,148 | 842,982 | 1,635,134 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Rapid City, SD | 69,716 | 79,000 | 13.3 | 23,463 | 24,411 | 11,139 | 12,719 | 7,189 | 46,876 | 488,796 | 951,886 | 12,049 | 20,306 | 614 | 7,983 | 17,530 |
| Sioux Falls, SD | 109,970 | 130240.9 | 18.4 | 36,598 | 38,812 | 18,624 | 21,880 | 14,326 | 84,665 | 812,926 | 1,772,149 | 13,607 | 20,931 | 1,382 | 36,254 | 59,228 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| AURORA | 3,601 | 3,240 | -10.0 | 927 | 797 | 318 | 583 | 616 | 1,195 | 21,886 | 38,896 | 12,003 | 32,557 | 496 | 6,830 | 25,651 |
| BEADLE | 19,141 | 18,116 | -5.4 | 5,036 | 4,656 | 2,192 | 3,406 | 2,808 | 7,446 | 177,419 | 303,508 | 16,754 | 40,761 | 872 | 20,266 | 58,386 |
| Huron | 13,000 | 12,228 | -5.9 | * | * | * | * | * | 4,529 | 90,274 | 152,990 | 12,511 | 33,780 | * | * | * |
| BENNETT | 3,228 | 3,643 | 12.8 | 1,348 | 925 | 406 | 586 | 375 | 1,053 | 16,431 | 35,550 | 9,760 | 33,770 | 304 | 6,804 | 12,347 |
| BON HOMME | 8,030 | 6,848 | -14.7 | 1,876 | 1,890 | 678 | 1,144 | 1,267 | 2,999 | 54,352 | 107,668 | 15,724 | 35,903 | 787 | 13,544 | 36,970 |
| BROOKINGS | 24,457 | 28,101 | 14.9 | 6,857 | 11,269 | 3,204 | 3,709 | 3,063 | 8,947 | 211,327 | 483,651 | 17,211 | 54,057 | 1,004 | 22,906 | 46,964 |
| Brookings | 14,951 | 17,088 | 14.3 | * | * | * | * | * | 6,572 | 95,553 | 217,068 | 12,703 | 33,029 | * | * | * |
| BROWN | 36,861 | 37,536 | 1.8 | 10,360 | 11,261 | 4,730 | 6,268 | 4,880 | 14,079 | 294,938 | 564,124 | 15,029 | 40,069 | 1,183 | 36,810 | 62,826 |
| Aberdeen | 25,956 | 26,214 | 1.0 | * | * | * | * | * | 10,082 | 147,300 | 277,847 | 10,599 | 27,559 | * | * | * |
| BRULE | 5,204 | 5,613 | 7.9 | 1,802 | 1,330 | 645 | 988 | 853 | 2,065 | 38,091 | 70,719 | 12,600 | 34,249 | 437 | 7,232 | 26,623 |
| BUFFALO | 1,805 | 1,612 | -10.7 | 728 | 429 | 148 | 198 | 105 | 445 | 6,630 | 9,030 | 5,603 | 20,282 | 118 | 4,037 | 10,188 |
| BUTTE | 8,385 | 8,325 | -0.7 | 2,514 | 2,098 | 1,057 | 1,407 | 1,240 | 3,097 | 50,984 | 81,435 | 9,781 | 26,292 | 550 | 4,157 | 23,144 |
| Belle Fourche | 4,692 | 4,782 | 1.9 | * | * | * | * | * | 1,771 | 21,105 | 34,909 | 7,300 | 19,712 | * | * | * |
| CAMPBELL | 2,235 | 2,168 | -3.0 | 512 | 520 | 212 | 494 | 431 | 806 | 16,259 | 32,469 | 14,978 | 40,271 | 361 | 6,417 | 18,326 |
| CHARLES MIX | 9,631 | 8,970 | -6.9 | 3,041 | 2,153 | 897 | 1,507 | 1,363 | 3,358 | 58,835 | 117,278 | 13,075 | 34,926 | 830 | 20,086 | 44,553 |

|  | POPULATION |  |  |  |  |  |  |  | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| CLARK | 4,860 | 4,686 | -3.6 | 1,387 | 998 | 492 | 886 | 923 | 1,938 | 32,293 | 86,872 | 18,539 | 44,824 | 688 | 19,673 | 38,587 |
| CLAY | 13,114 | 13,057 | -0.4 | 2,873 | 5,954 | 1,462 | 1,515 | 1,253 | 4,863 | 102,189 | 199,794 | 15,302 | 41,085 | 498 | 23,788 | 13,676 |
| CODINGTON | 20,883 | 23,877 | 14.3 | 7,354 | 6,518 | 2,889 | 3,892 | 3,223 | 8,994 | 192,951 | 398,939 | 16,708 | 44,358 | 636 | 15,754 | 28,275 |
| Watertown | 15,649 | 18,944 | 21.1 | • | • | • | • | • | 7,286 | 111,722 | 254,741 | 13,447 | 34,963 | • | • | • |
| CORSON | 5,136 | 5,064 | -1.4 | 1,975 | 1,372 | 496 | 780 | 446 | 1,530 | 21,620 | 32,978 | 6,513 | 21,549 | 492 | 7,757 | 25,298 |
| CUSTER | 6,071 | 6,864 | 13.1 | 2,004 | 1,716 | 954 | 1,325 | 865 | 2,384 | 45,751 | 99,233 | 14,458 | 41,619 | 303 | 715 | 8,778 |
| DAVISON | 17,791 | 17,813 | 0.1 | 5,201 | 5,059 | 2,120 | 2,814 | 2,601 | 7,099 | 173,555 | 313,892 | 17,622 | 44,215 | 464 | 7,975 | 17,253 |
| Mitchell | 13,916 | 14,137 | 1.6 | • | • | • | • | • | 5,655 | 96,217 | 181,047 | 12,807 | 32,015 | • | • | • |
| DAY | 8,096 | 7,930 | -2.0 | 2,339 | 1,824 | 817 | 1,404 | 1,554 | 3,033 | 50,771 | 105,059 | 13,248 | 34,634 | 778 | 16,122 | 24,848 |
| DEUEL | 5,283 | 4,957 | -6.2 | 1,383 | 1,215 | 530 | 922 | 907 | 1,922 | 42,072 | 83,053 | 16,753 | 43,215 | 690 | 13,714 | 27,990 |
| DEWEY | 5,397 | 5,587 | 3.5 | 2,274 | 1,509 | 553 | 765 | 486 | 1,615 | 22,751 | 32,469 | 5,811 | 20,110 | 386 | 5,726 | 16,327 |
| DOUGLAS | 4,157 | 4,022 | -3.2 | 1,203 | 1,006 | 386 | 716 | 712 | 1,459 | 23,175 | 43,165 | 10,731 | 29,578 | 478 | 7,225 | 28,705 |
| EDMUNDS | 5,111 | 4,954 | -3.1 | 1,437 | 1,139 | 490 | 951 | 936 | 1,850 | 30,772 | 56,821 | 11,469 | 30,717 | 515 | 11,139 | 23,326 |
| FALL RIVER | 8,445 | 7,933 | -6.1 | 2,317 | 1,753 | 952 | 1,428 | 1,476 | 2,878 | 59,597 | 84,480 | 10,649 | 29,351 | 339 | 1,849 | 63,120 |
| FAULK | 3,310 | 3,106 | -6.2 | 879 | 724 | 323 | 624 | 556 | 1,209 | 24,820 | 48,452 | 15,601 | 40,080 | 363 | 10,131 | 17,881 |
| GRANT | 8,986 | 9,181 | 2.2 | 2,855 | 2,286 | 1,056 | 1,515 | 1,460 | 3,610 | 70,362 | 148,927 | 16,221 | 41,249 | 706 | 19,249 | 31,296 |
| GREGORY | 6,024 | 5,521 | -8.4 | 1,651 | 1,303 | 591 | 950 | 1,032 | 2,277 | 38,306 | 70,183 | 12,713 | 30,825 | 670 | 7,903 | 26,292 |
| HAAKON | 2,808 | 2,746 | -2.2 | 1,030 | 659 | 321 | 393 | 335 | 1,071 | 19,346 | 36,052 | 13,128 | 33,663 | 344 | 10,381 | 24,143 |
| HAMLIN | 5,254 | 5,298 | 0.8 | 1,621 | 1,128 | 514 | 901 | 1,128 | 1,994 | 38,395 | 87,824 | 16,578 | 44,047 | 501 | 14,897 | 19,662 |
| HAND | 4,929 | 4,522 | -8.3 | 1,275 | 1,067 | 497 | 909 | 773 | 1,720 | 37,766 | 74,070 | 16,381 | 43,063 | 614 | 14,421 | 43,110 |
| HANSON | 3,401 | 3,174 | -6.7 | 1,073 | 765 | 305 | 568 | 431 | 1,159 | 20,450 | 39,026 | 12,297 | 33,667 | 413 | 9,454 | 17,779 |
| HARDING | 1,704 | 1,811 | 6.3 | 514 | 513 | 29 | 313 | 263 | 660 | 10,689 | 16,223 | 8,957 | 24,572 | 301 | 3,310 | 19,141 |
| HUGHES | 14,186 | 15,201 | 7.2 | 4,667 | 3,831 | 2,371 | 2,691 | 1,642 | 5,714 | 134,720 | 239,580 | 15,760 | 41,930 | 297 | 10,708 | 8,721 |
| Pierre | 11,973 | 12,897 | 7.7 | • | • | • | • | • | 4,960 | 93,106 | 167,294 | 12,972 | 33,729 | • | • | • |
| HUTCHINSON | 9,346 | 8,628 | -7.7 | 2,286 | 1,915 | 906 | 1,622 | 1,821 | 3,501 | 66,809 | 133,715 | 15,497 | 38,194 | 995 | 24,568 | 45,388 |
| HYDE | 2,044 | 1,881 | -8.0 | 553 | 448 | 173 | 369 | 331 | 749 | 12,093 | 18,724 | 9,954 | 24,983 | 231 | 5,091 | 13,183 |
| JACKSON | 3,430 | 3,611 | 5.3 | 1,398 | 910 | 390 | 527 | 379 | 958 | 15,086 | 23,817 | 6,595 | 24,851 | 314 | 5,558 | 15,149 |
| JERAULD | 2,914 | 2,756 | -5.4 | 860 | 601 | 300 | 482 | 513 | 1,096 | 17,784 | 32,027 | 11,620 | 29,213 | 305 | 5,354 | 23,677 |
| JONES | 1,448 | 1,477 | 2.0 | 408 | 360 | 161 | 288 | 204 | 555 | 9,843 | 18,099 | 12,255 | 32,626 | 213 | 6,827 | 10,937 |
| KINGSBURY | 6,659 | 6,328 | -5.0 | 1,734 | 1,411 | 633 | 1,215 | 1,329 | 2,543 | 52,439 | 107,578 | 17,001 | 42,311 | 649 | 19,553 | 40,170 |
| LAKE | 10,731 | 10,613 | -1.1 | 2,940 | 3,078 | 1,167 | 1,666 | 1,772 | 4,162 | 85,268 | 179,633 | 16,926 | 43,159 | 606 | 20,972 | 35,507 |
| Madison | 6,210 | 6,266 | 0.9 | • | • | • | • | • | 2,506 | 33,468 | 72,588 | 11,584 | 28,966 | • | • | • |
| LAWRENCE | 18,456 | 19,767 | 7.1 | 5,456 | 6,147 | 2,412 | 3,084 | 2,669 | 7,303 | 121,751 | 221,861 | 11,224 | 30,379 | 253 | 470 | 8,080 |
| Deadwood | 2,035 | 2,046 | 0.5 | • | • | • | • | • | 818 | 14,993 | 27,485 | 13,432 | 33,600 | • | • | • |
| Lead | 4,330 | 4,022 | -7.1 | • | • | • | • | • | 1,609 | 22,779 | 35,579 | 8,845 | 22,112 | • | • | • |
| LINCOLN | 14,080 | 14,997 | 6.5 | 4,859 | 3,629 | 1,935 | 2,489 | 2,085 | 5,074 | 116,845 | 240,389 | 16,029 | 47,378 | 1,064 | 31,006 | 32,818 |
| LYMAN | 3,855 | 3,748 | -2.8 | 1,342 | 899 | 401 | 607 | 442 | 1,299 | 22,902 | 42,627 | 11,373 | 32,811 | 437 | 16,048 | 18,765 |
| MCCOOK | 6,422 | 5,866 | -8.7 | 1,736 | 1,390 | 587 | 1,056 | 1,103 | 2,305 | 43,282 | 105,519 | 17,988 | 45,774 | 683 | 17,348 | 26,103 |
| MCPHERSON | 3,992 | 3,520 | -11.8 | 852 | 764 | 338 | 750 | 810 | 1,528 | 25,522 | 39,174 | 11,129 | 25,631 | 473 | 5,800 | 26,924 |
| MARSHALL | 5,358 | 5,050 | -5.8 | 1,343 | 1,212 | 540 | 1,005 | 939 | 2,007 | 32,773 | 80,808 | 16,003 | 40,262 | 522 | 14,722 | 52,830 |
| MEADE | 20,724 | 24,273 | 17.1 | 7,937 | 7,136 | 3,568 | 3,544 | 2,088 | 7,155 | 132,379 | 242,588 | 9,994 | 33,905 | 826 | 9,186 | 33,689 |
| MELLETTE | 2,256 | 2,325 | 3.0 | 830 | 625 | 230 | 365 | 251 | 772 | 10,318 | 17,702 | 7,614 | 22,936 | 233 | 3,799 | 13,179 |
| MINER | 3,721 | 3,495 | -6.1 | 1,048 | 762 | 318 | 608 | 758 | 1,385 | 24,100 | 53,973 | 15,444 | 38,960 | 488 | 9,333 | 20,554 |
| MINNEHAHA | 109,970 | 130,241 | 18.4 | 36,598 | 38,812 | 18,624 | 21,880 | 14,326 | 48,118 | 812,926 | 1,772,149 | 13,607 | 38,829 | 1,382 | 36,254 | 59,228 |
| Sioux Falls | 81,343 | 95,022 | 16.8 | • | • | • | • | • | 36,547 | 453,624 | 961,439 | 10,118 | 26,307 | • | • | • |
| MOODY | 6,688 | 6,762 | 1.1 | 2,117 | 1,582 | 778 | 1,136 | 1,143 | 2,598 | 54,281 | 76,293 | 11,282 | 29,363 | 662 | 24,695 | 33,956 |
| PENNINGTON | 69,716 | 79,000 | 13.3 | 23,463 | 24,411 | 11,139 | 12,719 | 7,189 | 28,690 | 488,796 | 951,886 | 12,049 | 33,178 | 614 | 7,983 | 17,530 |
| Rapid City | 46,492 | 49,101 | 5.6 | • | • | • | • | • | 18,186 | 247,079 | 447,133 | 9,106 | 24,587 | • | • | • |
| PERKINS | 4,691 | 4,834 | 3.0 | 1,305 | 1,194 | 556 | 923 | 798 | 1,908 | 31,985 | 59,848 | 12,381 | 31,373 | 607 | 8,483 | 34,154 |
| POTTER | 3,648 | 3,696 | 1.3 | 1,150 | 839 | 399 | 680 | 632 | 1,417 | 24,870 | 46,792 | 12,659 | 33,027 | 371 | 11,462 | 21,580 |
| ROBERTS | 10,837 | 10,971 | 1.2 | 3,522 | 2,633 | 1,119 | 1,843 | 1,832 | 3,924 | 73,483 | 147,406 | 13,436 | 37,567 | 994 | 25,042 | 32,882 |
| SANBORN | 3,182 | 3,013 | -5.3 | 840 | 728 | 307 | 578 | 557 | 1,175 | 19,758 | 34,477 | 11,445 | 29,332 | 421 | 5,756 | 32,914 |
| SHANNON | 11,408 | 13,357 | 17.1 | 6,157 | 3,833 | 1,269 | 1,429 | 668 | 2,347 | 34,193 | 57,190 | 4,282 | 24,369 | 208 | 2,756 | 6,425 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# SOUTH DAKOTA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SPINK | 9,159 | 8,536 | -6.8 | 2,356 | 2,108 | 965 | 1,665 | 1,443 | 3,342 | 62,257 | 139,477 | 16,340 | 41,739 | 813 | 34,280 | 58,978 |
| STANLEY | 2,540 | 2,721 | 7.1 | 925 | 713 | 370 | 435 | 280 | 882 | 15,619 | 26,727 | 9,823 | 30,292 | 196 | 6,876 | 14,289 |
| SULLY | 1,981 | 1,929 | -2.6 | 590 | 505 | 212 | 376 | 245 | 691 | 12,747 | 28,277 | 14,662 | 40,943 | 309 | 18,996 | 30,966 |
| TODD | 7,290 | 6,997 | -4.0 | 3,114 | 1,854 | 791 | 840 | 399 | 2,015 | 28,469 | 47,486 | 6,786 | 23,564 | 281 | 3,150 | 18,826 |
| TRIPP | 7,218 | 7,010 | -2.9 | 2,285 | 1,689 | 736 | 1,234 | 1,065 | 2,647 | 55,593 | 98,725 | 14,084 | 37,297 | 770 | 11,989 | 37,677 |
| TURNER | 9,290 | 8,337 | -10.3 | 2,234 | 1,851 | 950 | 1,576 | 1,717 | 3,588 | 67,779 | 128,442 | 15,407 | 35,796 | 1,038 | 28,332 | 68,358 |
| UNION | 10,973 | 10,879 | -0.9 | 3,568 | 2,622 | 1,382 | 1,773 | 1,534 | 4,116 | 93,298 | 121,498 | 11,168 | 29,522 | 635 | 24,425 | 26,022 |
| WALWORTH | 6,929 | 6,617 | -4.5 | 1,919 | 1,634 | 748 | 1,217 | 1,171 | 2,670 | 50,037 | 83,539 | 12,626 | 31,284 | 360 | 8,073 | 14,692 |
| YANKTON | 18,946 | 19,279 | 1.8 | 5,379 | 5,495 | 2,429 | 3,335 | 2,622 | 7,415 | 188,987 | 276,096 | 14,321 | 37,235 | 733 | 17,489 | 33,049 |
| Yankton | 12,011 | 12,285 | 2.3 | * | * | * | * | * | 4,725 | 98,540 | 180,718 | 14,710 | 38,247 | * | * | * |
| ZIEBACH | 2,319 | 2,630 | 13.4 | 1,170 | 686 | 231 | 360 | 184 | 665 | 9,247 | 16,841 | 6,404 | 25,313 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1987 Cash Receipts as follows: From Crops $842,982,000; from Livestock & Livestock Products $1,635,134,000; Total $2,478,116,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# TENNESSEE POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 4,595,461 | 4,980,497 | 8.4 | | | | | | 1,816,887 | 32,119,999 | 64,701,368 | 12,991 | 35,611 | 90,565 | 807,921 | 806,485 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Jackson, TN | 74,703 | 83,153 | 11.3 | 22,867 | 23,283 | 11,392 | 14,801 | 10,810 | 30,285 | 494,356 | 1,078,402 | 12,969 | 35,609 | 614 | 19,480 | 3,604 |
| Knoxville, TN | 566,960 | 616,025 | 8.7 | 146,988 | 176,694 | 91,302 | 122,474 | 78,851 | 244,477 | 4,892,370 | 7,899,525 | 12,823 | 32,312 | 7,011 | 22,967 | 46,034 |
| Nashville, TN | 852,342 | 995,042 | 16.7 | 254,795 | 285,916 | 150,855 | 190,710 | 113,228 | 444,091 | 7,542,669 | 11,734,186 | 11,793 | 26,423 | 10,341 | 57,500 | 102,654 |
| Memphis, TN-AR-MS | 913,720 | 988,954 | 8.2 | 281,389 | 291,149 | 145,456 | 171,411 | 99,461 | 375,846 | 6,802,594 | 14,762,834 | 14,928 | 39,279 | 2,199 | 114,951 | 12,959 |
| Chattanooga, TN-GA | 426,929 | 442,759 | 3.7 | 116,251 | 120,763 | 64,677 | 86,989 | 54,026 | 161,993 | 2,631,121 | 5,560,134 | 12,558 | 34,323 | 2,039 | 5,948 | 41,631 |
| Clarksville-Hopkinsville, TN-KY | 150,208 | 155,640 | 3.6 | 43,812 | 53,602 | 20,772 | 23,751 | 13,547 | 53,102 | 900,694 | 1,829,099 | 11,752 | 34,445 | 2,185 | 39,106 | 20,234 |
| Johnson City-Kingsport Bristol, TN-VA | 434,305 | 408,230 | -6.0 | 96,750 | 107,674 | 58,225 | 84,297 | 53,076 | 149,607 | 2,420,886 | 4,124,272 | 10,103 | 27,567 | 7,945 | 30,824 | 44,897 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ANDERSON | 67,464 | 69,567 | 3.1 | 17,461 | 17,809 | 9,879 | 14,679 | 9,670 | 27,863 | 615,204 | 1,181,534 | 16,984 | 42,405 | 463 | 2,134 | 3,286 |
| Oak Ridge | 27,662 | 27,652 | 0.0 | * | * | * | * | * | 10,897 | 252,250 | 462,597 | 16,729 | 42,451 | * | * | * |
| BEDFORD | 27,926 | 29,774 | 6.6 | 8,099 | 7,503 | 3,781 | 5,836 | 4,555 | 11,409 | 192,597 | 435,430 | 14,625 | 38,166 | 1,244 | 3,168 | 39,568 |
| Shelbyville | 13,530 | 14,330 | 5.9 | * | * | * | * | * | 5,747 | 73,199 | 164,177 | 11,457 | 28,566 | * | * | * |
| BENTON | 14,903 | 16,018 | 7.5 | 4,005 | 3,892 | 2,050 | 3,252 | 2,835 | 5,889 | 94,213 | 191,378 | 11,947 | 32,498 | 392 | 1,525 | 3,206 |
| BLEDSOE | 9,503 | 10,096 | 6.2 | 2,756 | 3,029 | 1,282 | 1,807 | 1,211 | 3,646 | 49,021 | 107,037 | 10,602 | 29,357 | 482 | 3,132 | 7,295 |
| BLOUNT | 78,133 | 87,285 | 11.7 | 21,123 | 23,305 | 13,267 | 17,544 | 12,045 | 34,914 | 689,320 | 1,530,251 | 17,532 | 43,829 | 1,185 | 4,102 | 9,587 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Alcoa | 6,870 | 6,458 | -6.0 | • | • | • | • | • | 2,592 | 45,706 | 85,053 | 13,170 | 32,809 | • | • | • |
| Maryville | 17,480 | 19,779 | 13.2 | • | • | • | • | • | 7,977 | 129,404 | 289,845 | 14,654 | 36,336 | • | • | • |
| BRADLEY | 67,794 | 77,571 | 14.4 | 21,410 | 22,108 | 11,170 | 14,894 | 7,912 | 29,301 | 430,542 | 1,056,601 | 13,621 | 36,061 | 738 | 649 | 33,720 |
| Cleveland | 26,415 | 28,884 | 9.3 | • | • | • | • | • | 11,227 | 149,083 | 348,539 | 12,067 | 31,044 | • | • | • |
| CAMPBELL | 34,941 | 37,580 | 7.6 | 10,635 | 9,733 | 4,923 | 5,990 | 5,299 | 14,657 | 158,416 | 349,158 | 9,291 | 23,821 | 470 | 1,094 | 2,451 |
| CANNON | 10,229 | 11,111 | 8.6 | 2,978 | 2,778 | 1,411 | 2,280 | 1,644 | 4,449 | 58,129 | 130,296 | 11,727 | 29,287 | 694 | 1,997 | 8,409 |
| CARROLL | 28,176 | 32,480 | 15.3 | 8,412 | 8,185 | 4,157 | 6,366 | 5,424 | 12,127 | 180,146 | 388,337 | 11,956 | 32,022 | 848 | 8,928 | 8,036 |
| CARTER | 50,151 | 54,696 | 9.1 | 13,455 | 14,713 | 7,657 | 11,103 | 7,767 | 20,540 | 233,591 | 490,464 | 8,967 | 23,878 | 686 | 1,978 | 3,740 |
| Elizabethton | 12,431 | 12,732 | 2.4 | • | • | • | • | • | 5,149 | 51,227 | 100,778 | 7,915 | 19,572 | • | • | • |
| CHEATHAM | 21,701 | 26,881 | 23.9 | 7,715 | 7,312 | 4,032 | 5,215 | 2,527 | 11,087 | 166,335 | 378,417 | 14,078 | 34,132 | 567 | 3,035 | 2,460 |
| CHESTER | 12,718 | 13,394 | 5.3 | 3,429 | 4,286 | 1,634 | 2,264 | 1,822 | 4,579 | 70,986 | 164,756 | 12,301 | 35,977 | 387 | 3,489 | 3,371 |
| CLAIBORNE | 24,685 | 27,665 | 12.1 | 7,719 | 7,580 | 3,818 | 5,090 | 3,430 | 10,676 | 109,709 | 292,880 | 10,587 | 27,433 | 1,528 | 6,229 | 8,635 |
| CLAY | 7,743 | 8,766 | 13.2 | 2,340 | 2,235 | 1,148 | 1,666 | 1,376 | 3,337 | 32,348 | 82,390 | 9,399 | 24,688 | 528 | 1,777 | 2,703 |
| COCKE | 28,769 | 30,098 | 4.6 | 7,975 | 8,156 | 4,213 | 6,170 | 3,581 | 11,374 | 138,452 | 291,059 | 9,671 | 25,590 | 1,081 | 5,000 | 7,556 |
| COFFEE | 38,301 | 43,804 | 14.4 | 11,958 | 11,345 | 5,694 | 9,111 | 5,607 | 16,607 | 263,795 | 594,412 | 13,570 | 35,793 | 887 | 6,744 | 14,720 |
| CROCKETT | 14,864 | 13,707 | -7.8 | 3,715 | 3,605 | 1,686 | 2,426 | 2,275 | 5,141 | 82,474 | 161,850 | 11,808 | 31,483 | 506 | 38,068 | 2,305 |
| CUMBERLAND | 28,793 | 34,373 | 19.4 | 9,487 | 9,040 | 4,503 | 6,565 | 4,812 | 13,419 | 171,127 | 494,589 | 14,389 | 36,857 | 622 | 2,772 | 7,622 |
| DAVIDSON | 477,862 | 519,351 | 8.7 | 122,048 | 154,767 | 79,980 | 98,677 | 64,400 | 216,396 | 4,541,948 | 7,235,462 | 13,932 | 33,436 | 561 | 4,192 | 3,890 |
| Nashville | 455,651 | 494,901 | 8.6 | • | • | • | • | • | 206,209 | 3,302,222 | 6,745,195 | 13,629 | 32,710 | • | • | • |
| DECATUR | 10,864 | 11,361 | 4.6 | 2,942 | 2,749 | 1,454 | 2,272 | 1,954 | 4,258 | 67,708 | 150,316 | 13,231 | 35,298 | 474 | 947 | 5,890 |
| DEKALB | 13,662 | 15,617 | 14.3 | 4,217 | 3,873 | 2,093 | 2,998 | 2,452 | 5,956 | 77,652 | 179,769 | 11,511 | 30,182 | 823 | 8,054 | 4,692 |
| DICKSON | 30,050 | 33,616 | 11.9 | 9,278 | 8,875 | 4,471 | 6,555 | 4,437 | 12,874 | 210,795 | 498,063 | 14,816 | 38,687 | 1068 | 2760 | 6534 |
| DYER | 34,642 | 35,503 | 2.5 | 9,692 | 9,373 | 4,899 | 6,462 | 5,148 | 13,174 | 208,234 | 416,145 | 11,721 | 31,589 | 603 | 29,408 | 4,287 |
| Dyersburg | 15,856 | 16,710 | 5.4 | • | • | • | • | • | 6,759 | 76,974 | 159,317 | 9,534 | 23,571 | • | • | • |
| FAYETTE | 25,208 | 27,280 | 8.2 | 9,166 | 7,529 | 2,974 | 4,310 | 3,328 | 11,914 | 107,398 | 293,333 | 10,753 | 24,620 | 765 | 23,651 | 28,103 |
| FENTRESS | 14,873 | 16,494 | 10.9 | 4,734 | 4,371 | 2,194 | 3,068 | 2,128 | 6,529 | 69,990 | 172,640 | 10,467 | 26,443 | 454 | 2,071 | 13,529 |
| FRANKLIN | 32,041 | 34,581 | 7.9 | 9,268 | 9,440 | 4,426 | 6,916 | 4,495 | 13,430 | 187,498 | 428,328 | 12,386 | 31,895 | 1,126 | 12,121 | 22,755 |
| GIBSON | 49,337 | 49,500 | 0.3 | 12,771 | 12,524 | 6,237 | 9,603 | 8,415 | 17,858 | 294,204 | 654,545 | 13,223 | 36,653 | 1,057 | 34,838 | 13,435 |
| Milan | 8,083 | 8,187 | 1.3 | • | • | • | • | • | 3,202 | 38,633 | 86,839 | 10,606 | 27,122 | • | • | • |
| GILES | 24,628 | 25,218 | 2.4 | 6,859 | 6,506 | 3,152 | 4,817 | 4,161 | 9,321 | 149,304 | 305,375 | 12,109 | 32,762 | 1,551 | 2,619 | 23,229 |
| GRAINGER | 16,722 | 17,794 | 6.4 | 4,893 | 4,733 | 2,456 | 3,470 | 2,242 | 7,181 | 82,037 | 178,004 | 10,003 | 24,788 | 1,219 | 4,053 | 5,938 |
| GREENE | 54,489 | 61,450 | 12.8 | 15,301 | 16,039 | 8,726 | 13,150 | 8,234 | 22,672 | 311,154 | 724,101 | 11,784 | 31,938 | 3,580 | 12,395 | 29,838 |
| Greeneville | 14,097 | 15,041 | 6.7 | • | • | • | • | • | 6,113 | 78,790 | 173,400 | 11,529 | 28,366 | • | • | • |
| GRUNDY | 13,817 | 15,040 | 8.8 | 4,858 | 3,925 | 1,850 | 2,662 | 1,745 | 6,363 | 66,755 | 152,986 | 10,172 | 24,044 | 333 | 3,873 | 17,930 |
| HAMBLEN | 49,291 | 55,531 | 12.7 | 14,605 | 14,827 | 8,385 | 11,661 | 6,053 | 21,144 | 305,248 | 663,909 | 11,956 | 31,399 | 843 | 2,992 | 6,488 |
| Morristown | 19,683 | 18,588 | -5.6 | • | • | • | • | • | 7,165 | 100,178 | 179,206 | 9,641 | 25,012 | • | • | • |
| HAMILTON | 287,787 | 288,099 | 0.1 | 72,889 | 79,804 | 42,639 | 56,467 | 36,301 | 103,930 | 1,890,549 | 3,873,907 | 13,446 | 37,274 | 587 | 2,349 | 9,443 |
| Chattanooga | 169,565 | 185,647 | 9.5 | • | • | • | • | • | 70,103 | 780,570 | 1,865,850 | 10,051 | 26,616 | • | • | • |
| HANCOCK | 6,880 | 6,897 | 0.2 | 1,931 | 1,828 | 821 | 1,324 | 993 | 2,862 | 23,425 | 50,537 | 7,327 | 17,656 | 760 | 2,840 | 2,927 |
| HARDEMAN | 23,791 | 25,307 | 6.4 | 7,921 | 6,605 | 3,037 | 4,176 | 3,518 | 9,807 | 112,287 | 235,236 | 9,295 | 23,987 | 488 | 9,789 | 6,050 |
| HARDIN | 22,389 | 22,992 | 2.7 | 6,231 | 5,725 | 3,127 | 4,621 | 3,265 | 8,904 | 128,539 | 270,212 | 11,752 | 30,347 | 570 | 4,170 | 6,373 |
| HAWKINS | 43,920 | 49,084 | 11.8 | 12,762 | 12,860 | 7,412 | 10,111 | 5,939 | 19,259 | 202,237 | 406,510 | 8,282 | 21,107 | 1,985 | 6,322 | 7,165 |
| HAYWOOD | 20,259 | 21,156 | 4.4 | 6,918 | 5,776 | 2,348 | 3,237 | 2,877 | 8,746 | 91,289 | 198,588 | 9,392 | 22,717 | 527 | 41,770 | 4,794 |
| HENDERSON | 21,338 | 23,370 | 9.5 | 6,614 | 5,913 | 3,132 | 4,417 | 3,295 | 8,975 | 124,255 | 292,047 | 12,497 | 32,539 | 849 | 4,792 | 15,261 |
| HENRY | 28,669 | 30,798 | 7.4 | 7,884 | 7,484 | 3,788 | 6,098 | 5,544 | 11,152 | 185,468 | 367,329 | 11,927 | 32,938 | 805 | 9,327 | 13,715 |
| Paris | 10,728 | 11,382 | 6.1 | • | • | • | • | • | 5,034 | 54,498 | 106,428 | 9,351 | 21,142 | • | • | • |
| HICKMAN | 15,169 | 16,943 | 11.7 | 4,253 | 4,897 | 2,152 | 3,304 | 2,338 | 6,386 | 58,457 | 128,863 | 7,607 | 20,182 | 650 | 1504 | 6753 |
| HOUSTON | 6,873 | 7,282 | 6.0 | 1,959 | 1,864 | 932 | 1,413 | 1,114 | 2,913 | 25,187 | 50,586 | 6,947 | 17,363 | 245.0 | 552 | 2,009 |
| HUMPHREYS | 15,951 | 16,358 | 2.6 | 4,629 | 4,122 | 2,225 | 3,223 | 2,176 | 6,295 | 74,749 | 134,538 | 8,224 | 21,371 | 506 | 1,921 | 5,658 |
| JACKSON | 9,418 | 9,458 | 0.4 | 2,450 | 2,355 | 1,220 | 1,901 | 1,542 | 3,639 | 44,712 | 105,876 | 11,194 | 29,096 | 732 | 2,063 | 2,676 |
| JEFFERSON | 31,302 | 34,814 | 11.2 | 8,355 | 9,992 | 4,630 | 7,241 | 4,595 | 12,644 | 179,238 | 389,846 | 11,198 | 30,833 | 1,326 | 3,847 | 12,824 |
| JOHNSON | 13,730 | 14,640 | 6.6 | 3,997 | 3,733 | 2,035 | 2,869 | 2,020 | 5,571 | 61,628 | 115,738 | 7,906 | 20,775 | 888 | 2,881 | 3,282 |
| KNOX | 319,990 | 342,443 | 7.0 | 78,419 | 103,760 | 51,709 | 66,434 | 42,463 | 142,685 | 3,010,238 | 3,852,773 | 11,251 | 27,002 | 1,253 | 4,393 | 6,989 |
| Knoxville | 175,030 | 173,484 | -0.9 | • | • | • | • | • | 72,911 | 1,205,056 | 2,464,668 | 14,207 | 33,804 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TENNESSEE POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| LAKE | 7,427 | 7,615 | 2.5 | 2,262 | 2,094 | 929 | 1,256 | 1,074 | 2,930 | 37,099 | 69,375 | 9,110 | 23,680 | 572 | 27,183 | 3,699 |
| LAUDERDALE | 24,500 | 26,576 | 8.5 | 7,495 | 7,043 | 3,242 | 5,076 | 3,721 | 10,185 | 115,144 | 276,938 | 10,420 | 27,191 | 1,428 | 5,455 | 18,600 |
| LAWRENCE | 34,051 | 35,716 | 4.9 | 11,393 | 8,858 | 4,965 | 6,107 | 4,393 | 13,970 | 136,238 | 271,451 | 7 600 | 19,432 | 223 | 300 | 1,473 |
| LEWIS | 9,739 | 10,931 | 12.2 | 2,787 | 2,809 | 1,323 | 2,317 | 1,705 | 3,836 | 37,511 | 80,418 | 7,357 | 20,966 | 1,628 | 7,121 | 25,463 |
| LINCOLN | 26,383 | 27,336 | 3.6 | • | • | • | • | • | 10,417 | 162,982 | 381,231 | 13,946 | 36,596 | • | • | • |
| LOUDON | 28,582 | 31,733 | 11.0 | 7,806 | 8,029 | 4,411 | 6,759 | 4,728 | 11,975 | 179,068 | 330,141 | 10,404 | 27,568 | 760 | • | • |
| MCMINN | 41,925 | 43,465 | 3.7 | 11,779 | 11,431 | 5,911 | 8,606 | 5,737 | 16,721 | 255,264 | 549,395 | 12,640 | 32,857 | 1,076 | 2,288 | 30,183 |
| Athens | 12,080 | 12,111 | 0.3 | • | • | • | • | • | 4,722 | 62,387 | 129,440 | 10,688 | 27,412 | • | • | • |
| MCNAIRY | 22,558 | 24,789 | 9.9 | 6,817 | 6,024 | 3,272 | 5,032 | 3,669 | 9,281 | 124,574 | 297,350 | 11,995 | 32,038 | 715 | 6,661 | 10,476 |
| MACON | 15,764 | 16,700 | 5.9 | 4,459 | 4,242 | 2,305 | 3,240 | 2,455 | 6,456 | 84,413 | 177,773 | 10,645 | 27,534 | 1242 | 4723 | 4804 |
| MADISON | 74,703 | 83,153 | 11.3 | 22,867 | 23,283 | 11,392 | 14,801 | 10,810 | 30,285 | 494,356 | 1,078,402 | 12,969 | 35,609 | 614 | 19,480 | 3,604 |
| Jackson | 49,131 | 57,452 | 16.9 | • | • | • | • | • | 22,252 | 261,025 | 609,860 | 10,615 | 27,407 | • | • | • |
| MARION | 24,381 | 25,272 | 3.7 | 7,152 | 6,722 | 3,513 | 4,852 | 3,033 | 10,038 | 117,821 | 227,803 | 9,014 | 22,693 | 310 | 1,307 | 4,528 |
| MARSHALL | 19,720 | 22,541 | 14.3 | 5,938 | 5,613 | 2,908 | 4,441 | 3,719 | 8,574 | 132,589 | 321,885 | 14,280 | 37,542 | 1,013 | 1,559 | 19,438 |
| MAURY | 51,038 | 55,112 | 8.0 | 14,770 | 14,605 | 7,275 | 10,802 | 7,605 | 20,675 | 351,732 | 740,853 | 13,443 | 35,834 | 1,575 | 5,353 | 17,381 |
| Columbia | 26,372 | 29,286 | 11.1 | • | • | • | • | • | 11,188 | 153,161 | 332,640 | 11,358 | 29,733 | • | • | • |
| MEIGS | 7,496 | 8,556 | 14.1 | 2,473 | 2,216 | 1,241 | 1,660 | 975 | 3,508 | 41,130 | 91,822 | 10,732 | 26,172 | 322 | 1,400 | 3,795 |
| MONROE | 28,729 | 31,615 | 10.0 | 8,884 | 8,504 | 4,331 | 5,912 | 4,015 | 12,526 | 153,039 | 410,343 | 12,979 | 32,760 | 930 | 2,883 | 14,337 |
| MONTGOMERY | 83,574 | 92,052 | 10.1 | 25,498 | 30,837 | 12,887 | 14,912 | 7,824 | 32,906 | 499,914 | 1,078,604 | 11,717 | 32,779 | 998.0 | 12,609 | 9,790 |
| Clarksville | 54,777 | 67,645 | 23.5 | • | • | • | • | • | 22,681 | 257,891 | 656,043 | 9,698 | 28,925 | • | • | • |
| MOORE | 4,551 | 5,588 | 22.8 | 1,620 | 1,414 | 721 | 1,118 | 715 | 2,178 | 28,601 | 65,518 | 11,726 | 30,087 | 427 | 724 | 6,098 |
| MORGAN | 16,601 | 18,122 | 9.2 | 5,274 | 5,020 | 2,447 | 3,244 | 2,138 | 7,302 | 81,071 | 180,260 | 9,947 | 24,686 | 304 | 545 | 3,349 |
| OBION | 32,588 | 34,840 | 6.9 | 9,511 | 8,780 | 4,634 | 6,585 | 5,331 | 12,819 | 204,108 | 421,432 | 12,096 | 32,875 | 761 | 28,538 | 12,575 |
| South Fulton | 2,735 | 2,601 | -4.9 | • | • | • | • | • | 1,094 | 12,154 | 22,052 | 8,479 | 20,150 | • | • | • |
| Union City | 10,436 | 9,919 | -5.0 | • | • | • | • | • | 4,030 | 56,952 | 103,276 | 10,412 | 25,626 | • | • | • |
| OVERTON | 17,565 | 18,351 | 4.5 | 4,863 | 4,661 | 2,477 | 3,707 | 2,643 | 7,333 | 81,251 | 173,012 | 9,428 | 23,594 | 842 | 1,696 | 8,014 |
| PERRY | 6,101 | 7,674 | 25.8 | 2,011 | 1,896 | 975 | 1,558 | 1,243 | 2,705 | 23,704 | 63,767 | 8,309 | 23,570 | 220 | 526 | 2,651 |
| PICKETT | 4,347 | 4,980 | 14.6 | 1,374 | 1,225 | 677 | 941 | 772 | 2,015 | 19,216 | 49,172 | 9,875 | 24,408 | 369 | 1,083 | 2,055 |
| POLK | 13,610 | 13,956 | 2.5 | 3,936 | 3,615 | 1,898 | 2,763 | 1,731 | 5,725 | 71,518 | 156,771 | 11,233 | 27,385 | 260 | 499 | 14,263 |
| PUTNAM | 47,850 | 55,808 | 16.6 | 12,724 | 18,528 | 7,534 | 10,101 | 6,864 | 18,570 | 290,386 | 756,006 | 13,547 | 40,710 | 1,072 | 2,880 | 7,141 |
| Cookeville | 20,535 | 24,785 | 20.7 | • | • | • | • | • | 8,796 | 107,143 | 289,172 | 11,667 | 32,875 | • | • | • |
| RHEA | 24,388 | 27,735 | 13.7 | 7,849 | 7,710 | 3,827 | 4,937 | 3,384 | 10,584 | 130,366 | 320,513 | 11,556 | 30,282 | 374 | 4,040 | 4,646 |
| ROANE | 48,518 | 56,780 | 17.0 | 14,706 | 14,479 | 7,892 | 12,265 | 7,438 | 21,811 | 319,416 | 641,454 | 11,297 | 29,410 | 542 | 985 | 3,392 |
| Harriman | 8,303 | 8,008 | -3.6 | • | • | • | • | • | 3,139 | 32,988 | 53,259 | 6,651 | 16,969 | • | • | • |
| ROBERTSON | 37,172 | 41,385 | 11.3 | 11,588 | 11,091 | 5,463 | 7,822 | 5,421 | 16,786 | 256,880 | 530,349 | 12,815 | 31,595 | 1,543 | 23,766 | 19,611 |
| RUTHERFORD | 84,558 | 120,732 | 42.8 | 32,236 | 38,514 | 17,385 | 21,249 | 11,349 | 44,974 | 642,260 | 1,911,378 | 15,832 | 42,500 | 1,562 | 3,448 | 18,350 |
| Murfreesboro | 32,845 | 43,207 | 31.5 | • | • | • | • | • | 15,872 | 205,527 | 552,417 | 12,785 | 34,804 | • | • | • |
| SCOTT | 19,211 | 23,618 | 22.9 | 7,841 | 6,306 | 3,000 | 3,873 | 2,598 | 10,198 | 94,806 | 227,946 | 9.651 | 22,352 | 239 | • | • |
| SEQUATCHIE | 8,618 | 9,218 | 7.0 | 2,692 | 2,461 | 1,291 | 1,733 | 1,051 | 3,742 | 37,614 | 79,587 | 8,634 | 21,270 | 156 | 517 | 2,540 |
| SEVIER | 41,638 | 51,296 | 23.2 | 13,234 | 13,491 | 7,541 | 10,670 | 6,361 | 19,982 | 254,226 | 627,024 | 12,224 | 31,380 | 953 | 2,564 | 5,610 |
| Sevierville | 4,556 | 6,183 | 35.7 | • | • | • | • | • | 2,520 | 24,060 | 65,487 | 10,591 | 25,987 | • | • | • |
| SHELBY | 777,554 | 829,763 | 6.7 | 229,844 | 247,269 | 124,464 | 143,549 | 84,636 | 311,008 | 5,915,154 | 12,849,374 | 15,486 | 41,315 | 733 | 19,847 | 4,915 |
| Memphis | 646,356 | 659,534 | 2.0 | • | • | • | • | • | 246,922 | 3,378,803 | 8,567,467 | 12,990 | 34,697 | • | • | • |
| SMITH | 14,936 | 14,508 | -2.9 | 3,816 | 3,743 | 1,959 | 2,757 | 2,234 | 5,659 | 99,546 | 236,091 | 16,273 | 41,723 | 1,123 | 4,038 | 7,667 |
| STEWART | 8,612 | 9,345 | 8.5 | 2,327 | 2,290 | 1,196 | 1,972 | 1,551 | 3,573 | 32,334 | 66,912 | 7,160 | 18,729 | 371 | 1,652 | 1,376 |
| SULLIVAN | 144,021 | 151,192 | 5.0 | 36,135 | 39,310 | 22,528 | 33,565 | 19,655 | 56,908 | 847,851 | 1,621,648 | 10,726 | 28,496 | 1,432 | 4,350 | 9,543 |
| Bristol | 23,986 | 25,730 | 7.3 | • | • | • | • | • | 10,525 | 116,864 | 228,290 | 8,872 | 21,690 | • | • | • |
| Kingsport | 32,027 | 32,375 | 1.1 | • | • | • | • | • | 13,500 | 171,339 | 315,403 | 9,742 | 23,364 | • | • | • |
| SUMMER | 85,964 | 104,949 | 22.1 | 30,016 | 27,812 | 16,267 | 20,570 | 10,390 | 41,641 | 721,674 | 1,852,908 | 17,655 | 44,497 | 1,864 | 9,930 | 18,868 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

| METRO AREAS COUNTIES Cities | POPULATION |  |  |  |  |  |  |  | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| TIPTON | 32,644 | 37,186 | 13.9 | 11,565 | 10,226 | 4,574 | 6,545 | 4,239 | 15,618 | 167,405 | 370,697 | 9,969 | 23,735 | 650 | 29,885 | 3,097 |
| TROUSDALE | 6,186 | 5,087 | -17.8 | 1,333 | 1,287 | 753 | 977 | 732 | 1,965 | 38,103 | 52,397 | 10,301 | 26,670 | 439 | 3,245 | 3,071 |
| UNICOI | 16,331 | 17,580 | 7.7 | 4,272 | 4,465 | 2,338 | 3,815 | 2,690 | 6,775 | 78,997 | 156,855 | 8,922 | 23,151 | 266 | 914 | 211 |
| UNION | 11,711 | 12,825 | 9.5 | 3,501 | 3,604 | 1,821 | 2,437 | 1,475 | 5,193 | 62,107 | 140,092 | 10,923 | 26,978 | 612 | 1,874 | 1,800 |
| VAN BUREN | 4,749 | 5,714 | 20.3 | 1,748 | 1,463 | 840 | 1,017 | 640 | 2,334 | 26,213 | 65,734 | 11,504 | 28,169 | 217 | 390 | 3,314 |
| WARREN | 32,731 | 34,045 | 4.0 | 9,396 | 8,818 | 4,732 | 6,673 | 4,460 | 12,698 | 193,046 | 349,715 | 10,272 | 27,541 | 1,238 | 38,963 | 16,025 |
| WASHINGTON | 89,021 | 99,328 | 11.6 | 23,143 | 29,004 | 14,502 | 19,766 | 12,813 | 35,133 | 488,953 | 1,060,773 | 10,679 | 30,193 | 1,909 | 11,935 | 19,138 |
| Johnson City | 39,753 | 43,740 | 10.0 | * | * | * | * | * | 16,131 | 179,001 | 383,778 | 8,774 | 23,791 | * | * | * |
| WAYNE | 13,926 | 15,615 | 12.1 | 4,435 | 4,138 | 2,061 | 2,873 | 2,108 | 6,153 | 50,937 | 125,545 | 8,040 | 20,405 | 698 | 761 | 6,352 |
| WEAKLEY | 32,912 | 34,114 | 3.7 | 7,914 | 10,985 | 3,991 | 5,902 | 5,322 | 11,587 | 201,990 | 478,216 | 14,018 | 41,271 | 926 | 16,793 | 20,913 |
| WHITE | 19,496 | 20,722 | 6.3 | 5,388 | 5,181 | 2,797 | 4,144 | 3,191 | 7,815 | 106,027 | 257,455 | 12,424 | 32,945 | 1,006 | 1,969 | 14,178 |
| WILLIAMSON | 58,660 | 81,817 | 39.5 | 23,481 | 20,372 | 12,845 | 17,427 | 7,609 | 34,523 | 540,567 | 1,210,334 | 14,793 | 35,059 | 1,421 | 8,235 | 17,586 |
| WILSON | 56,375 | 66,310 | 17.6 | 18,434 | 17,174 | 10,411 | 13,196 | 7,095 | 26,314 | 462,210 | 1,085,385 | 16,368 | 41,248 | 1,755 | 2,134 | 15,355 |
| Lebanon | 11,872 | 9,963 | -16.1 | * | * | * | * | * | 3,778 | 65,234 | 106,196 | 10,659 | 28,105 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1987 Cash Receipts as follows: From Crops $807,921,000; from Livestock & Livestock Products $806,485,000; Total $1,614,406,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# TEXAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION |  |  |  |  |  |  |  | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 14,320,811 | 17,566,497 | 22.7 |  |  |  |  |  | 6,251,838 | 119,071,995 | 241,845,391 | 13,767 | 38,084 | 185,020 | 2,981,216 | 5,826,358 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abilene, TX | 111,384 | 131,725 | 18.3 | 36,883 | 40,966 | 16,861 | 22,261 | 14,490 | 50,663 | 1,050,772 | 1,515,697 | 14,341 | 29,917 | 903 | 6,105 | 65,901 |
| Amarillo, TX | 174,783 | 207,561 | 18.8 | 58,824 | 59,424 | 29,282 | 38,184 | 21,847 | 71,905 | 1,661,245 | 2,907,263 | 14,007 | 40,432 | 796 | 14,062 | 170,196 |
| Austin, TX | 542,149 | 793,016 | 46.3 | 204,894 | 275,065 | 125,570 | 123,960 | 64,730 | 308,195 | 5,498,707 | 12,355,597 | 15,581 | 40,090 | 3,626 | 31,458 | 39,949 |
| Beaumont-Port Arthur, TX | 376,691 | 387,857 | 3.0 | 115,284 | 95,897 | 49,871 | 74,583 | 52,403 | 137,529 | 2,835,962 | 4,495,380 | 11,590 | 32,687 | 1,178 | 14,523 | 7,031 |
| Brazoria, TX | 171,887 | 193,186 | 12.4 | 57,956 | 57,376 | 28,978 | 34,580 | 14,296 | 71,582 | 1,708,034 | 3,179,734 | 16,459 | 44,421 | 1,498 | 25,467 | 11,678 |
| Brownsville-Harlingen, TX | 211,022 | 265,989 | 26.0 | 98,948 | 71,551 | 30,323 | 39,632 | 25,269 | 115,671 | 1,092,207 | 2,281,596 | 8,578 | 19,725 | 1,002 | 70,599 | 16,507 |
| Bryan-College Station, TX | 94,565 | 138,589 | 46.6 | 31,460 | 64,721 | 16,492 | 16,215 | 9,701 | 64,717 | 1,023,232 | 892,421 | 6,439 | 13,790 | 971 | 7,030 | 28,076 |
| Corpus Christi, TX | 327,652 | 382,251 | 16.7 | 123,476 | 107,408 | 51,538 | 64,218 | 35,739 | 146,806 | 2,174,214 | 4,272,740 | 11,178 | 29,105 | 1,205 | 88,778 | 29,076 |
| Dallas, TX | 1,970,967 | 2,701,307 | 37.1 | 743,931 | 797,545 | 437,174 | 486,688 | 233,945 | 1,114,617 | 18,289,813 | 42,484,969 | 15,728 | 38,116 | 7,394 | 46,655 | 84,676 |
| El Paso, TX | 482,213 | 592,921 | 23.0 | 197,443 | 178,469 | 75,894 | 97,239 | 44,469 | 246,037 | 2,624,807 | 5,618,675 | 9,476 | 22,837 | 422 | 28,400 | 37,664 |
| Fort Worth-Arlington, TX | 981,112 | 1,355,040 | 38.1 | 370,537 | 395,099 | 201,954 | 256,886 | 131,769 | 468,146 | 7,457,731 | 18,082,721 | 13,345 | 38,626 | 4,927 | 20,035 | 90,578 |
| Galveston-Texas City, TX | 196,372 | 222,187 | 13.1 | 63,323 | 61,102 | 31,551 | 42,680 | 23,552 | 77,706 | 1,421,946 | 2,614,638 | 11,768 | 33,648 | 471 | 3,187 | 2,421 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Houston, TX | 2,762,095 | 3,368,741 | 22.0 | 965,664 | 1,002,200 | 566,570 | 589,691 | 244,373 | 1,184,375 | 29,681,074 | 55,971,859 | 16,615 | 47,259 | 5,969 | 84,331 | 54,001 |
| Killeen-Temple, TX | 213,134 | 250,934 | 17.7 | 73,550 | 90,955 | 32,080 | 34,828 | 19,639 | 77,841 | 1,479,217 | 3,367,471 | 13,420 | 43,261 | 2,564 | 13,614 | 55,448 |
| Laredo, TX | 99,950 | 123,016 | 23.1 | 46,992 | 35,182 | 13,778 | 17,345 | 9,718 | 57,289 | 511,916 | 1,027,769 | 8,355 | 17,940 | 494 | 1,452 | 22,075 |
| Longview-Marshall, TX | 152,960 | 178,284 | 16.6 | 51,423 | 49,008 | 23,282 | 32,266 | 22,362 | 61,981 | 1,095,785 | 2,089,815 | 11,722 | 33,717 | 1,394 | 1,664 | 11,129 |
| Lubbock, TX | 212,061 | 235,034 | 10.8 | 66,045 | 79,912 | 32,200 | 36,900 | 20,213 | 78,366 | 1,659,906 | 3,141,984 | 13,368 | 40,094 | 969 | 62,154 | 77,827 |
| McAllen-Edinburg-Mission, TX | 285,415 | 395,309 | 38.5 | 149,427 | 108,710 | 44,275 | 56,529 | 36,368 | 180,307 | 1,305,750 | 3,118,023 | 7,888 | 17,293 | 1,929 | 219,840 | 13,255 |
| Midland, TX | 83,475 | 118,587 | 42.1 | 34,865 | 33,323 | 16,246 | 23,717 | 10,554 | 42,407 | 884,664 | 1,762,253 | 14,860 | 41,556 | 343 | 6,420 | 8,114 |
| Odessa, TX | 116,294 | 129,407 | 11.3 | 39,598 | 38,046 | 17,988 | 22,905 | 10,870 | 47,921 | 1,045,663 | 1,734,838 | 13,406 | 36,202 | 223 | 335 | 3,140 |
| San Angelo, TX | 85,292 | 102,828 | 20.6 | 27,764 | 30,848 | 13,265 | 18,303 | 12,648 | 33,988 | 765,339 | 1,552,403 | 15,097 | 45,676 | 867 | 18,375 | 57,224 |
| San Antonio, TX | 1,074,712 | 1,404,439 | 30.7 | 422,920 | 409,502 | 191,168 | 243,099 | 139,040 | 516,482 | 7,944,179 | 18,752,805 | 13,353 | 36,309 | 4,372 | 32,492 | 41,696 |
| Sherman-Denison, TX | 90,431 | 100,534 | 11.2 | 25,636 | 26,139 | 13,170 | 19,403 | 16,186 | 32,681 | 724,944 | 1,492,496 | 14,846 | 45,668 | 1,900 | 9,870 | 17,310 |
| Tyler, TX | 129,348 | 167,495 | 29.5 | 46,899 | 45,726 | 22,277 | 30,819 | 21,607 | 56,810 | 1,121,584 | 2,541,915 | 15,176 | 44,744 | 1,701 | 17,717 | 14,786 |
| Victoria, TX | 69,425 | 76,867 | 10.7 | 24,213 | 21,599 | 10,684 | 13,221 | 7,072 | 29,634 | 583,144 | 1,128,957 | 14,687 | 38,096 | 1,119 | 9,815 | 11,498 |
| Waco, TX | 171,222 | 198,845 | 16.1 | 52,893 | 59,654 | 24,259 | 34,798 | 27,043 | 65,100 | 1,128,432 | 2,366,057 | 11,899 | 36,345 | 1,977 | 22,333 | 56,717 |
| Wichita Falls, TX | 120,897 | 132,063 | 9.2 | 35,129 | 39,619 | 17,300 | 24,300 | 15,980 | 52,825 | 1,141,109 | 1,553,912 | 11,766 | 29,416 | 544 | 8,176 | 9,068 |
| Texarkana, TX-AR | 113,528 | 124,055 | 9.3 | 24,210 | 21,183 | 11,348 | 15,551 | 11,769 | 43,284 | 539,068 | 1,155,046 | 9,311 | 26,685 | 1,129 | 4,558 | 29,516 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ANDERSON | 38,607 | 52,730 | 36.6 | 14,342 | 15,766 | 5,853 | 8,648 | 8,068 | 16,261 | 272,583 | 630,527 | 11,958 | 38,776 | 1,598 | 2,913 | 15,479 |
| Palestine | 15,948 | 19,048 | 19.4 | • | • | • | • | • | 7,543 | 99,524 | 199,279 | 10,462 | 26,420 | • | • | • |
| ANDREWS | 13,440 | 18,455 | 37.3 | 6,293 | 5,020 | 2,141 | 3,322 | 1,661 | 7,428 | 116,823 | 242,274 | 13,128 | 32,616 | 147 | 6,949 | 3,693 |
| ANGELINA | 64,646 | 74,998 | 16.0 | 23,024 | 19,874 | 9,900 | 13,050 | 9,150 | 27,199 | 451,238 | 927,112 | 12,362 | 34,086 | 747 | 805 | 12,566 |
| Lufkin | 28,562 | 32,148 | 12.6 | • | • | • | • | • | 11,913 | 156,969 | 312,192 | 9,711 | 26,207 | • | • | • |
| ARANSAS | 14,401 | 19,333 | 34.2 | 5,510 | 4,485 | 2,069 | 3,963 | 3,306 | 6,735 | 120,669 | 256,873 | 13,287 | 38,140 | 54 | 211 | 459 |
| ARCHER | 7,339 | 8,330 | 13.5 | 2,349 | 2,133 | 1,033 | 1,649 | 1,158 | 3,204 | 75,183 | 101,532 | 12,188 | 31,689 | 486 | 2,753 | 43,927 |
| ARMSTRONG | 2,008 | 2,149 | 7.0 | 554 | 453 | 241 | 464 | 441 | 788 | 17,124 | 32,980 | 15,346 | 41,830 | 222 | 5,309 | 18,456 |
| Poteet | 25,252 | 31,271 | 23.8 | • | • | • | • | • | 10,332 | 158,244 | 337,475 | 10,792 | 32,664 | • | • | • |
| ATASCOSA | 25,252 | 31,271 | 23.8 | 10,538 | 8,099 | 3,534 | 5,347 | 3,721 | 12,573 | 158,244 | 337,475 | 10,792 | 26,842 | 1,341 | 16,065 | 23,506 |
| AUSTIN | 17,925 | 23,582 | 31.6 | 6,579 | 5,660 | 2,830 | 4,386 | 4,150 | 8,543 | 136,083 | 339,655 | 14,403 | 39,761 | 1,865 | 3,892 | 17,729 |
| BAILEY | 8,179 | 7,789 | -4.8 | 2,695 | 2,041 | 787 | 1,347 | 919 | 3,102 | 59,404 | 127,623 | 16,386 | 41,136 | 443 | 29,119 | 56,551 |
| BANDERA | 7,166 | 10,669 | 48.9 | 2,529 | 2,230 | 1,174 | 2,593 | 2,155 | 3,335 | 57,939 | 152,265 | 14,272 | 45,654 | 540 | 213 | 3,784 |
| BASTROP | 24,988 | 38,186 | 52.8 | 11,150 | 10,005 | 4,391 | 7,065 | 5,957 | 14,143 | 232,969 | 395,960 | 10,369 | 27,997 | 1,655 | 2,193 | 17,746 |
| BAYLOR | 4,946 | 4,748 | -4.0 | 1,154 | 1,021 | 536 | 931 | 1,106 | 2,064 | 39,749 | 55,696 | 11,731 | 26,984 | 295 | 6,061 | 18,644 |
| BEE | 26,135 | 27,846 | 6.5 | 9,245 | 8,159 | 3,397 | 4,205 | 2,812 | 10,534 | 169,175 | 335,129 | 12,035 | 31,815 | 743 | 8,022 | 11,650 |
| BELL | 156,588 | 184,915 | 18.1 | 55,659 | 61,577 | 24,224 | 27,367 | 16,273 | 58,047 | 1,166,041 | 2,645,966 | 14,309 | 45,583 | 1,655 | 11,082 | 36,258 |
| Belton | 10,660 | 12,389 | 16.2 | • | • | • | • | • | 4,105 | 49,965 | 112,996 | 9,121 | 27,525 | • | • | • |
| Killeen | 46,296 | 55,647 | 20.2 | • | • | • | • | • | 19,058 | 223,536 | 522,833 | 9,396 | 27,434 | • | • | • |
| Temple | 42,483 | 50,347 | 18.5 | • | • | • | • | • | 18,076 | 258,990 | 597,257 | 11,863 | 33,041 | • | • | • |
| BEXAR | 991,007 | 1,279,731 | 29.1 | 389,038 | 377,521 | 175,323 | 217,564 | 121,574 | 472,103 | 7,317,738 | 17,001,744 | 13,285 | 36,013 | 1,950 | 23,280 | 19,002 |
| San Antonio | 785,880 | 1,013,712 | 29.0 | • | • | • | • | • | 343,806 | 3,830,700 | 10,285,386 | 10,146 | 29,916 | • | • | • |
| BLANCO | 4,713 | 6,244 | 32.5 | 1,561 | 1,386 | 681 | 1,299 | 1,317 | 2,602 | 30,136 | 69,946 | 11,203 | 26,882 | 549 | • | • |
| BORDEN | 856 | 907 | 6.0 | 273 | 231 | 101 | 198 | 112 | 368 | 7,828 | 12,920 | 14,243 | 35,103 | 128 | 6,241 | 11,892 |
| BOSQUE | 13,449 | 15,403 | 14.5 | 3,512 | 3,158 | 1,617 | 2,973 | 4,128 | 6,697 | 101,317 | 152,249 | 9,984 | 22,734 | 968 | 3,792 | 20,836 |
| BOWIE | 75,466 | 84,061 | 11.4 | 24,210 | 21,183 | 11,348 | 15,551 | 11,769 | 28,310 | 311,176 | 657,351 | 7,820 | 23,220 | 1,129 | 4,558 | 29,516 |
| Texarkana | 31,271 | 33,503 | 7.1 | • | • | • | • | • | 13,341 | 94,138 | 190,396 | 5,683 | 14,272 | • | • | • |
| BRAZORIA | 171,887 | 193,186 | 12.4 | 57,956 | 57,376 | 28,978 | 34,580 | 14,296 | 71,582 | 1,708,034 | 3,179,734 | 16,459 | 44,421 | 1,498 | 25,467 | 11,678 |
| Angleton | 13,929 | 13,768 | -1.2 | • | • | • | • | • | 4,834 | 112,698 | 184,052 | 13,368 | 38,073 | • | • | • |
| Clute | 9,577 | 10,327 | 7.8 | • | • | • | • | • | 3,750 | 64,088 | 114,179 | 11,057 | 30,444 | • | • | • |

| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | POPULATION |  |  |  |  | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Freeport | 13,444 | 14,563 | 8.3 | • | • | • | • | • | 5,137 | 88,549 | 158,478 | 10,883 | 30,853 | • | • | • |
| Lake Jackson | 19,102 | 19,086 | -0.1 | • | • | • | • | • | 6,841 | 188,544 | 311,261 | 16,308 | 45,502 | • | • | • |
| BRAZOS | 94,565 | 138,589 | 46.6 | 31,460 | 64,721 | 16,492 | 18,215 | 9,701 | 55,436 | 1,023,232 | 1,558,949 | 11,249 | 28,122 | 971 | 7,030 | 28,076 |
| Bryan | 44,337 | 56,216 | 26.8 | • | • | • | • | • | 22,486 | 434,835 | 661,999 | 11,776 | 29,440 | • | • | • |
| College Station | 37,272 | 61,968 | 66.3 | • | • | • | • | • | 24,787 | 288,085 | 595,490 | 9,610 | 24,024 | • | • | • |
| BREWSTER | 7,588 | 8,720 | 14.9 | 2,198 | 2,965 | 1,090 | 1,378 | 1,099 | 2,827 | 37,257 | 55,303 | 6,342 | 19,565 | 118 | • | • |
| BRISCOE | 2,577 | 2,096 | -18.7 | 641 | 503 | 243 | 346 | 365 | 806 | 19,552 | 21,901 | 10,450 | 27,172 | 224 | 8,842 | 7,582 |
| BROOKS | 8,454 | 10,058 | 19.0 | 3,329 | 2,695 | 1,046 | 1,710 | 1,287 | 4,141 | 44,691 | 90,000 | 8,948 | 21,734 | 330 | 1,577 | 10,144 |
| BROWN | 33,255 | 36,659 | 10.2 | 10,118 | 9,495 | 4,472 | 6,342 | 6,159 | 11,646 | 246,801 | 480,405 | 13,105 | 41,251 | 1,144 | 3,744 | 20,391 |
| Brownwood | 19,396 | 20,397 | 5.2 | • | • | • | • | • | 7,851 | 110,679 | 202,501 | 9,928 | 25,791 | • | • | • |
| BURLESON | 12,422 | 15,749 | 26.8 | 4,489 | 3,843 | 1,622 | 2,929 | 2,882 | 5,730 | 114,644 | 249,071 | 15,815 | 43,466 | 1,360 | 5,801 | 13,018 |
| BURNET | 17,974 | 26,917 | 49.8 | 6,622 | 5,599 | 2,853 | 5,491 | 6,352 | 8,927 | 138,111 | 367,539 | 13,655 | 41,172 | 889 | 342 | 11,476 |
| CALDWELL | 23,731 | 30,578 | 28.9 | 9,051 | 9,296 | 3,241 | 4,770 | 4,250 | 9,676 | 166,903 | 368,623 | 12,055 | 38,095 | 1,026 | 3,860 | 28,364 |
| CALHOUN | 19,655 | 22,099 | 12.4 | 6,895 | 6,077 | 2,608 | 4,309 | 2,210 | 8,189 | 163,479 | 247,119 | 11,182 | 30,178 | 277 | 7,478 | 2,886 |
| Port Lavaca | 10,911 | 11,880 | 8.9 | • | • | • | • | • | 3,663 | 72,668 | 105,543 | 8,884 | 28,811 | • | • | • |
| CALLAHAN | 11,065 | 13,044 | 17.9 | 3,444 | 3,013 | 1,500 | 2,713 | 2,348 | 4,284 | 86,629 | 170,919 | 13,103 | 39,901 | 802 | 2,769 | 14,170 |
| CAMERON | 211,022 | 265,989 | 26.0 | 98,948 | 71,551 | 30,323 | 39,632 | 25,269 | 115,671 | 1,092,207 | 2,281,596 | 8,578 | 19,725 | 1,002 | 70,599 | 16,507 |
| Brownsville | 84,997 | 111,481 | 31.2 | • | • | • | • | • | 37,647 | 313,582 | 671,951 | 6,028 | 17,849 | • | • | • |
| Harlingen | 43,543 | 50,074 | 15.0 | • | • | • | • | • | 16,910 | 193,287 | 363,149 | 7,252 | 21,476 | • | • | • |
| CAMP | 9,333 | 11,053 | 18.4 | 3,261 | 2,686 | 1,282 | 1,989 | 1,835 | 3,822 | 66,263 | 161,398 | 14,603 | 42,227 | 413 | 1,059 | 90,238 |
| CARSON | 6,697 | 7,485 | 11.8 | 2,185 | 1,796 | 891 | 1,489 | 1,115 | 2,506 | 56,631 | 110,369 | 14,746 | 42,348 | 335 | 12,946 | 47,820 |
| CASS | 29,578 | 31,964 | 8.1 | 9,525 | 7,863 | 3,772 | 5,754 | 5,050 | 11,346 | 217,263 | 453,545 | 14,189 | 39,975 | 885 | 1,749 | 13,096 |
| CASTRO | 10,556 | 9,925 | -6.0 | 3,851 | 2,571 | 1,112 | 1,548 | 844 | 4,282 | 65,034 | 123,982 | 12,491 | 28,957 | 573 | 48,894 | 232,558 |
| CHAMBERS | 18,787 | 22,226 | 18.3 | 7,001 | 6,023 | 3,223 | 3,934 | 2,067 | 8,502 | 170,596 | 303,967 | 13,676 | 35,755 | 337 | 11,312 | 3,378 |
| CHEROKEE | 38,443 | 41,249 | 7.3 | 11,302 | 10,312 | 4,826 | 7,507 | 7,260 | 13,514 | 275,809 | 571,621 | 13,858 | 42,298 | 1,463 | 21,140 | 28,022 |
| Jacksonville | 12,264 | 13,516 | 10.2 | • | • | • | • | • | 5,163 | 67,072 | 142,474 | 10,541 | 27,594 | • | • | • |
| CHILDRESS | 6,995 | 6,300 | -9.9 | 1,739 | 1,392 | 668 | 1,203 | 1,310 | 2,625 | 53,053 | 66,656 | 10,580 | 25,393 | 262 | 11,680 | 5,078 |
| CLAY | 9,675 | 10,148 | 4.9 | 2,598 | 2,456 | 1,177 | 2,151 | 1,766 | 3,392 | 30,854 | 141,346 | 13,929 | 41,676 | 836 | 3,964 | 32,731 |
| COCHRAN | 4,815 | 4,608 | -4.3 | 1,645 | 1,235 | 461 | 774 | 498 | 1,912 | 31,416 | 60,512 | 13,131 | 31,647 | 252 | • | • |
| COKE | 3,195 | 3,501 | 9.6 | 798 | 756 | 343 | 753 | 851 | 1,072 | 20,619 | 44,193 | 12,624 | 41,208 | 344 | 437 | 8,546 |
| COLEMAN | 10,418 | 10,397 | -0.2 | 2,766 | 2,225 | 1,029 | 1,851 | 2,516 | 3,138 | 72,562 | 122,471 | 11,779 | 39,024 | 784 | 3,375 | 13,943 |
| COLLIN | 147,153 | 264,249 | 79.6 | 85,617 | 70,290 | 46,508 | 44,922 | 16,648 | 100,396 | 1,282,631 | 4,504,672 | 17,047 | 44,869 | 1,501 | 12,351 | 29,411 |
| McKinney | 16,256 | 20,196 | 24.2 | • | • | • | • | • | 7,259 | 74,750 | 187,613 | 9,290 | 25,846 | • | • | • |
| Plano | 72,331 | 150,523 | 108.1 | • | • | • | • | • | 48,116 | 518,092 | 2,178,160 | 14,471 | 45,269 | • | • | • |
| COLLINGSWORTH | 4,647 | 3,971 | -14.6 | 1,148 | 961 | 425 | 651 | 786 | 1,266 | 33,567 | 59,503 | 14,986 | 46,993 | 365 | 12,507 | 9,516 |
| COLORADO | 18,974 | 19,993 | 5.4 | 5,518 | 4,938 | 2,199 | 3,799 | 3,539 | 6,968 | 149,852 | 306,246 | 15,317 | 43,952 | 1,589 | 18,385 | 19,114 |
| COMAL | 36,790 | 58,766 | 59.7 | 15,221 | 14,045 | 7,405 | 12,752 | 9,420 | 20,621 | 285,336 | 823,649 | 14,016 | 39,942 | 652 | 631 | 3,752 |
| New Braunfels | 22,402 | 31,696 | 41.5 | • | • | • | • | • | 11,575 | 112,533 | 270,763 | 8,542 | 23,392 | • | • | • |
| COMANCHE | 12,652 | 13,458 | 6.4 | 3,364 | 2,907 | 1,521 | 2,557 | 3,122 | 4,171 | 91,689 | 189,128 | 14,053 | 45,346 | 1,335 | 22,470 | 44,024 |
| CONCHO | 2,923 | 2,915 | -0.3 | 837 | 644 | 338 | 478 | 621 | 1,166 | 22,386 | 32,042 | 10,992 | 27,480 | 367 | 7,089 | 13,955 |
| COOKE | 27,897 | 30,720 | 10.1 | 8,755 | 8,172 | 3,809 | 5,438 | 4,577 | 10,569 | 229,974 | 394,577 | 12,844 | 37,332 | 1,289 | 4,914 | 38,154 |
| Gainesville | 14,081 | 14,255 | 1.2 | • | • | • | • | • | 6,138 | 82,738 | 127,498 | 8,944 | 20,771 | • | • | • |
| CORYELL | 56,546 | 66,019 | 16.8 | 17,891 | 29,378 | 7,856 | 7,460 | 3,367 | 19,794 | 313,176 | 721,505 | 10,929 | 36,451 | 1,009 | 2,532 | 19,190 |
| COTTLE | 2,938 | 2,635 | -10.3 | 743 | 590 | 274 | 474 | 553 | 1,098 | 23,719 | 31,955 | 12,125 | 29,103 | 222 | 7,432 | 6,098 |
| CRANE | 4,621 | 4,673 | 1.1 | 1,626 | 1,224 | 551 | 771 | 500 | 1,735 | 39,516 | 60,588 | 12,966 | 34,926 | 42 | 18 | 2,117 |
| CROCKETT | 4,609 | 4,702 | 2.0 | 1,617 | 1,227 | 597 | 790 | 470 | 1,738 | 30,505 | 48,874 | 10,395 | 28,124 | 163 | • | • |
| CROSBY | 8,853 | 7,936 | -10.4 | 2,786 | 2,055 | 714 | 1,349 | 1,032 | 2,900 | 57,932 | 110,067 | 13,869 | 37,948 | 380 | 38,975 | 3,871 |
| CULBERSON | 3,295 | 3,375 | 2.4 | 1,232 | 942 | 398 | 543 | 263 | 1,341 | 14,773 | 25,235 | 7,478 | 18,817 | 74 | 1,450 | 6,328 |
| DALLAM | 6,520 | 6,790 | 4.1 | 2,302 | 1,704 | 815 | 1,154 | 808 | 2,452 | 41,772 | 77,655 | 11,436 | 31,664 | 397 | 31,849 | 135,005 |
| Dalhart | 6,854 | 7,030 | 2.6 | • | • | • | • | • | 2,575 | 32,281 | 79,498 | 11,308 | 30,867 | • | • | • |
| DALLAS | 1,563,730 | 2,015,205 | 28.9 | 538,060 | 602,546 | 324,448 | 368,783 | 179,353 | 775,079 | 14,953,077 | 32,691,103 | 16,222 | 42,178 | 927 | 8,170 | 7,030 |
| Carrollton | 40,595 | 80,525 | 98.4 | • | • | • | • | • | 30,971 | 327,803 | 1,548,058 | 19,225 | 49,984 | • | • | • |
| Dallas | 904,078 | 1,081,823 | 19.7 | • | • | • | • | • | 416,086 | 6,204,587 | 17,362,497 | 16,049 | 41,728 | • | • | • |
| Garland | 138,857 | 209,842 | 51.1 | • | • | • | • | • | 80,708 | 897,190 | 3,328,029 | 15,860 | 41,235 | • | • | • |

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# TEXAS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1988 | % Pop. Change 88 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1988 number of households | E&P 1980 estimate (Thousands) | E&P 1988 estimate (Thousands) | Income per capita | E&P 1988 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Grand Prairie | 71,462 | 97,319 | 36.2 | * | * | * | * | * | 37,430 | 411,847 | 1,376,695 | 14,146 | 36,781 | * | * | * |
| Irving | 109,943 | 134,815 | 22.6 | * | * | * | * | * | 51,852 | 744,539 | 2,240,962 | 16,623 | 43,218 | * | * | * |
| Richardson | 72,496 | 102,101 | 40.8 | * | * | * | * | * | 39,270 | 617,582 | 2,043,112 | 20,011 | 52,027 | * | * | * |
| DAWSON | 16,119 | 15,939 | -1.1 | 5,435 | 3,985 | 1,801 | 2,614 | 2,088 | 5,792 | 119,442 | 212,886 | 13,357 | 36,757 | 527 | 39,979 | 2,464 |
| DEAF SMITH | 21,189 | 20,455 | -3.5 | * | * | * | * | * | 8,385 | 145,584 | 309,751 | 15,143 | 36,943 | 687 | 42,899 | 535,201 |
| Hereford | 15,853 | 16,347 | 3.1 | 6,294 | 4,234 | 1,929 | 2,517 | 1,373 | 5,686 | 82,845 | 197,878 | 12,105 | 34,800 | * | * | * |
| DELTA | 4,838 | 4,761 | -1.6 | 1,128 | 1,043 | 471 | 876 | 1,247 | 1,474 | 26,817 | 52,247 | 10,974 | 35,438 | 421 | 2,880 | 7,990 |
| DENTON | 145,526 | 253,990 | 74.5 | 70,863 | 81,531 | 43,940 | 40,638 | 17,271 | 94,070 | 1,244,747 | 4,060,462 | 15,987 | 43,164 | 1,469 | 8,214 | 17,258 |
| Denton | 48,063 | 66,953 | 39.3 | * | * | * | * | * | 25,313 | 278,503 | 740,046 | 11,053 | 29,236 | * | * | * |
| Lewisville | 24,273 | 49,958 | 105.8 | * | * | * | * | * | 17,045 | 156,372 | 613,913 | 12,289 | 36,017 | * | * | * |
| DE WITT | 18,972 | 20,780 | 9.5 | 5,735 | 4,904 | 2,203 | 3,699 | 4,260 | 7,047 | 137,981 | 305,032 | 14,679 | 43,288 | 1,626 | 1,956 | 34,343 |
| DICKENS | 3,527 | 2,894 | -17.9 | 842 | 640 | 289 | 512 | 608 | 966 | 22,273 | 37,195 | 12,850 | 38,512 | 285 | 6,500 | 5,956 |
| DIMMIT | 11,350 | 12,665 | 11.6 | 4,750 | 3,470 | 1,381 | 1,836 | 1,216 | 5,682 | 47,740 | 78,634 | 6,209 | 13,839 | 249 | 5,490 | 19,740 |
| DONLEY | 4,100 | 4,064 | -0.9 | 959 | 992 | 419 | 788 | 910 | 1,250 | 30,421 | 56,338 | 13,864 | 45,078 | 343 | 5,633 | 40,670 |
| DUVAL | 12,571 | 14,039 | 11.7 | 4,914 | 3,636 | 1,404 | 2,246 | 1,853 | 6,055 | 68,120 | 126,266 | 8,994 | 20,852 | 1,151 | 6,564 | 13,117 |
| EASTLAND | 19,557 | 21,139 | 8.1 | 4,989 | 5,221 | 2,220 | 3,953 | 4,756 | 6,417 | 135,421 | 231,342 | 10,944 | 36,051 | 1,085 | 11,237 | 13,395 |
| ECTOR | 116,294 | 129,407 | 11.3 | 39,598 | 38,046 | 17,988 | 22,905 | 10,870 | 47,921 | 1,045,663 | 1,734,838 | 13,406 | 36,202 | 223 | 335 | 3,140 |
| [redacted] | 90,027 | 93,197 | 3.5 | * | * | * | * | * | 34,865 | 583,920 | 845,028 | 9,067 | 24,237 | * | * | * |
| EDWARDS | 2,043 | 2,027 | -0.8 | 687 | 491 | 219 | 357 | 272 | 733 | 11,339 | 18,252 | 9,003 | 24,898 | 237 | 18 | 11,353 |
| ELLIS | 60,288 | 84,915 | 40.8 | 25,644 | 22,248 | 11,039 | 15,539 | 10,529 | 31,350 | 412,145 | 1,106,706 | 13,033 | 35,302 | 1,612 | 13,569 | 14,440 |
| Ennis | 12,110 | 15,652 | 29.2 | * | * | * | * | * | 5,488 | 59,386 | 143,350 | 9,159 | 26,119 | * | * | * |
| Waxahachie | 14,624 | 18,834 | 28.8 | * | * | * | * | * | 6,710 | 70,143 | 168,715 | 8,958 | 25,142 | * | * | * |
| EL PASO | 482,213 | 592,921 | 23.0 | 197,443 | 178,469 | 75,894 | 97,239 | 44,469 | 246,037 | 2,624,807 | 5,618,675 | 9,476 | 22,837 | 422 | 28,400 | 37,664 |
| El Paso | 425,259 | 518,457 | 21.9 | * | * | * | * | * | 192,024 | 1,865,029 | 4,174,562 | 8,052 | 21,740 | * | * | * |
| ERATH | 22,757 | 27,039 | 18.8 | 6,462 | 7,976 | 3,136 | 4,434 | 5,029 | 11,266 | 160,316 | 365,680 | 13,524 | 32,459 | 1,599 | 7,008 | 105,420 |
| Stephenville | 11,881 | 14,243 | 19.9 | * | * | * | * | * | 4,913 | 64,865 | 147,362 | 10,346 | 29,994 | * | * | * |
| FALLS | 18,045 | 17,931 | -0.6 | 4,841 | 4,268 | 1,775 | 3,156 | 3,927 | 5,775 | 89,495 | 160,354 | 8,943 | 27,765 | 1,086 | 10,903 | 43,454 |
| Martin | 7,099 | 7,314 | 3.0 | * | * | * | * | * | 3,031 | 26,897 | 50,248 | 6,870 | 16,580 | * | * | * |
| FANNIN | 24,409 | 24,788 | 1.6 | 6,222 | 5,652 | 2,652 | 4,809 | 5,478 | 7,947 | 137,744 | 279,909 | 11,292 | 35,223 | 1,533 | 10,610 | 14,611 |
| Bonham | 7,338 | 6,969 | -5.0 | * | * | * | * | * | 2,933 | 32,709 | 61,794 | 8,868 | 21,067 | * | * | * |
| FAYETTE | 18,983 | 22,060 | 16.2 | 5,449 | 4,942 | 2,338 | 4,147 | 5,184 | 9,192 | 157,367 | 376,865 | 17,083 | 40,999 | 2,750 | 3,175 | 50,660 |
| FISHER | 5,866 | 5,580 | -4.9 | 1,546 | 1,244 | 569 | 1,060 | 1,155 | 1,932 | 44,215 | 62,670 | 11,231 | 32,444 | 629 | 16,824 | 12,980 |
| FLOYD | 9,848 | 8,609 | -12.6 | 2,953 | 2,126 | 861 | 1,472 | 1,197 | 3,184 | 65,600 | 94,173 | 10,939 | 29,572 | 523 | 44,261 | 89,923 |
| FOARD | 2,164 | 1,847 | -14.6 | 462 | 401 | 192 | 327 | 464 | 770 | 14,822 | 30,105 | 16,299 | 39,097 | 231 | 5,717 | 5,978 |
| FORT BEND | 134,147 | 217,731 | 62.3 | 72,069 | 62,053 | 37,668 | 33,966 | 11,757 | 86,329 | 1,242,733 | 3,141,233 | 14,427 | 36,387 | 1,233 | 34,269 | 10,559 |
| Richmond | 9,692 | 11,312 | 16.7 | * | * | * | * | * | 3,563 | 44,356 | 78,361 | 6,927 | 21,994 | * | * | * |
| Rosenberg | 17,995 | 19,274 | 7.1 | * | * | * | * | * | 6,208 | 91,819 | 147,083 | 7,631 | 23,693 | * | * | * |
| FRANKLIN | 6,963 | 7,595 | 9.1 | 2,066 | 1,694 | 896 | 1,428 | 1,504 | 2,503 | 51,067 | 113,952 | 15,003 | 45,532 | 479 | 616 | 29,664 |
| FREESTONE | 14,950 | 18,948 | 26.7 | 5,533 | 4,472 | 2,065 | 3,221 | 3,676 | 7,579 | 145,826 | 324,167 | 17,108 | 42,772 | 1,178 | 840 | 13,729 |
| FRIO | 13,762 | 15,208 | 10.5 | 5,946 | 3,954 | 1,612 | 2,175 | 1,506 | 6,894 | 75,185 | 138,137 | 9,083 | 20,038 | 523 | 27,072 | 50,562 |
| GAINES | 13,251 | 16,307 | 23.1 | 5,985 | 4,321 | 1,826 | 2,674 | 1,517 | 6,867 | 96,951 | 173,937 | 10,666 | 25,329 | 627 | 78,834 | 4,878 |
| GALVESTON | 196,372 | 222,187 | 13.1 | 63,323 | 61,102 | 31,551 | 42,660 | 23,552 | 77,706 | 1,421,946 | 2,614,638 | 11,768 | 33,648 | 471 | 3,187 | 2,421 |
| Galveston | 61,902 | 63,809 | 3.1 | * | * | * | * | * | 25,539 | 317,065 | 532,238 | 8,341 | 20,840 | * | * | * |
| League City | 16,578 | 21,493 | 29.6 | * | * | * | * | * | 7,136 | 102,346 | 216,082 | 10,053 | 30,281 | * | * | * |
| Texas City | 41,403 | 43,975 | 6.2 | * | * | * | * | * | 15,392 | 219,833 | 380,236 | 8,647 | 24,703 | * | * | * |
| GARZA | 5,334 | 5,898 | 10.6 | 1,934 | 1,474 | 637 | 1,008 | 849 | 2,150 | 37,844 | 59,009 | 10,006 | 27,446 | 236 | 8,768 | 10,985 |
| GILLESPIE | 13,641 | 16,190 | 18.7 | 3,934 | 3,513 | 1,748 | 3,270 | 3,740 | 6,285 | 109,815 | 219,179 | 13,538 | 34,874 | 1,367 | 1,899 | 33,666 |
| GLASSCOCK | 1,328 | 1,366 | 2.9 | 524 | 356 | 150 | 225 | 108 | 513 | 7,811 | 20,701 | 15,156 | 40,382 | 199 | 19,113 | 3,245 |
| GOLIAD | 5,237 | 5,888 | 12.4 | 1,672 | 1,513 | 654 | 1,078 | 966 | 2,198 | 38,428 | 85,450 | 14,512 | 38,873 | 747 | 1,502 | 16,302 |

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| GONZALES | 16,932 | 19,260 | 13.7 | 5,894 | 4,719 | 2,042 | 3,332 | 3,255 | 6,912 | 112,514 | 197,570 | 10,258 | 28,582 | 1,712 | 5,095 | 158,290 |
| Gonzales | 7,152 | 9,349 | 30.7 | * | * | * | * | * | 3,373 | 28,191 | 59,529 | 6,367 | 17,648 | * | * | * |
| GRAY | 26,548 | 26,644 | 0.4 | 7,460 | 6,581 | 3,197 | 5,222 | 4,157 | 10,658 | 241,759 | 401,773 | 15,079 | 37,697 | 323 | 5,468 | 82,731 |
| Pampa | 21,396 | 21,450 | 0.3 | * | * | * | * | * | 7,580 | 147,100 | 244,763 | 11,411 | 32,291 | * | * | * |
| GRAYSON | 90,431 | 100,534 | 11.2 | 25,636 | 26,139 | 13,170 | 19,403 | 16,186 | 32,681 | 724,944 | 1,492,496 | 14,846 | 45,668 | 1,900 | 9,870 | 17,310 |
| Denison | 23,884 | 23,681 | -0.8 | * | * | * | * | * | 9,176 | 141,649 | 254,366 | 10,741 | 27,720 | * | * | * |
| Sherman | 30,413 | 33,262 | 9.4 | * | * | * | * | * | 12,747 | 193,022 | 382,330 | 11,495 | 29,993 | * | * | * |
| GREGG | 100,384 | 117,765 | 17.3 | 33,328 | 33,092 | 15,898 | 21,433 | 14,132 | 40,094 | 755,020 | 1,387,454 | 11,782 | 34,605 | 351 | 418 | 2,469 |
| Kilgore | 10,968 | 11,840 | 8.0 | * | * | * | * | * | 4,491 | 60,879 | 121,952 | 10,300 | 27,157 | * | * | * |
| Longview | 62,762 | 74,868 | 19.3 | * | * | * | * | * | 26,685 | 353,381 | 712,055 | 9,511 | 26,684 | * | * | * |
| GRIMES | 13,680 | 20,727 | 51.5 | 6,218 | 5,161 | 2,218 | 3,565 | 3,544 | 7,645 | 123,547 | 283,964 | 13,700 | 37,142 | 1,360 | 1,121 | 25,008 |
| GUADALUPE | 46,915 | 65,942 | 40.6 | 18,662 | 17,936 | 8,441 | 12,793 | 8,045 | 23,757 | 341,105 | 927,412 | 14,064 | 39,037 | 1,770 | 8,581 | 18,942 |
| Sequin | 17,854 | 22,207 | 24.4 | * | * | * | * | * | 7,260 | 78,506 | 184,713 | 8,318 | 25,443 | * | * | * |
| HALE | 37,638 | 37,342 | -0.8 | 12,659 | 10,045 | 4,182 | 6,161 | 4,294 | 13,882 | 262,802 | 485,404 | 12,999 | 34,966 | 818 | 90,246 | 70,031 |
| Plainview | 22,187 | 23,033 | 3.8 | * | * | * | * | * | 8,012 | 114,337 | 225,864 | 9,806 | 28,189 | * | * | * |
| HALL | 5,560 | 4,442 | -20.1 | 1,261 | 982 | 480 | 795 | 924 | 1,340 | 41,733 | 43,931 | 9,891 | 32,784 | 296 | 17,527 | 3,922 |
| HAMILTON | 8,346 | 7,838 | -6.1 | 1,740 | 1,607 | 799 | 1,505 | 2,179 | 3,408 | 54,692 | 130,516 | 16,652 | 38,297 | 919 | 2,029 | 23,129 |
| HANSFORD | 6,215 | 6,048 | -2.7 | 1,935 | 1,488 | 786 | 1,167 | 671 | 2,326 | 57,135 | 85,882 | 14,200 | 36,923 | 343 | 17,400 | 293,443 |
| HARDEMAN | 6,385 | 6,365 | -0.3 | 1,808 | 1,407 | 624 | 1,146 | 1,381 | 2,159 | 50,475 | 89,600 | 14,076 | 41,497 | 310 | 8,131 | 4,588 |
| HARDIN | 41,049 | 46,107 | 12.3 | 13,970 | 12,034 | 6,224 | 8,714 | 5,256 | 17,190 | 261,770 | 485,719 | 10,535 | 28,257 | 337 | 686 | 1,009 |
| HARRIS | 2,429,505 | 2,880,473 | 18.6 | 812,293 | 867,022 | 489,680 | 504,083 | 207,394 | 1,107,874 | 26,707,057 | 49,475,480 | 17,176 | 44,658 | 1,936 | 23,258 | 16,452 |
| Baytown | 56,923 | 63,228 | 11.1 | * | * | * | * | * | 22,445 | 420,857 | 696,992 | 11,023 | 31,053 | * | * | * |
| Houston | 1,595,138 | 1,770,913 | 11.0 | * | * | * | * | * | 676,087 | 12,368,894 | 20,473,804 | 11,561 | 30,283 | * | * | * |
| Pasadena | 112,560 | 122,607 | 8.9 | * | * | * | * | * | 42,649 | 813,148 | 1,320,597 | 10,771 | 30,964 | * | * | * |
| HARRISON | 52,576 | 60,518 | 15.1 | 18,095 | 15,916 | 7,383 | 10,833 | 8,230 | 21,887 | 340,765 | 702,361 | 11,606 | 32,090 | 1,043 | 1,246 | 8,660 |
| Marshall | 24,921 | 27,492 | 10.3 | * | * | * | * | * | 10,295 | 121,631 | 238,063 | 8,659 | 23,125 | * | * | * |
| HARTLEY | 4,008 | 3,460 | -13.7 | 1,017 | 778 | 450 | 713 | 502 | 1,235 | 37,834 | 48,351 | 13,976 | 39,119 | 246 | 16,718 | 204,561 |
| HASKELL | 7,734 | 7,422 | -4.0 | 2,019 | 1,648 | 705 | 1,381 | 1,670 | 3,093 | 59,623 | 111,930 | 15,081 | 36,188 | 619 | 24,817 | 7,769 |
| HAYS | 40,981 | 64,153 | 56.5 | 15,461 | 26,816 | 7,185 | 8,981 | 5,710 | 23,760 | 343,088 | 720,755 | 11,235 | 30,335 | 701 | 1,913 | 8,515 |
| San Marcos | 23,420 | 33,146 | 41.5 | * | * | * | * | * | 9,441 | 115,210 | 301,943 | 9,110 | 31,983 | * | * | * |
| HEMPHILL | 5,370 | 5,404 | 0.6 | 1,881 | 1,470 | 692 | 838 | 519 | 2,069 | 46,726 | 77,887 | 14,413 | 37,645 | 228 | 1,546 | 47,983 |
| HENDERSON | 43,081 | 58,680 | 36.2 | 15,081 | 13,496 | 6,220 | 12,734 | 11,149 | 23,472 | 337,987 | 952,329 | 16,229 | 40,573 | 1,577 | 5,349 | 13,131 |
| Athens | 10,197 | 10,604 | 4.0 | * | * | * | * | * | 4,116 | 61,653 | 130,436 | 12,300 | 31,687 | * | * | * |
| HIDALGO | 285,415 | 395,309 | 38.5 | 149,427 | 108,710 | 44,275 | 56,529 | 36,368 | 180,307 | 1,305,750 | 3,118,023 | 7,888 | 17,293 | 1,929 | 219,840 | 13,255 |
| Edinburg | 24,075 | 31,024 | 28.9 | * | * | * | * | * | 10,718 | 89,066 | 193,108 | 6,224 | 18,017 | * | * | * |
| McAllen | 66,281 | 97,425 | 47.0 | * | * | * | * | * | 33,656 | 319,724 | 790,690 | 8,116 | 23,493 | * | * | * |
| HILL | 25,153 | 28,236 | 12.3 | 7,285 | 6,466 | 2,937 | 5,337 | 6,212 | 9,009 | 145,321 | 309,389 | 10,957 | 34,342 | 1,501 | 17,429 | 18,597 |
| Hillsboro | 7,397 | 7,954 | 7.5 | * | * | * | * | * | 3,360 | 33,538 | 68,141 | 8,566 | 20,281 | * | * | * |
| HOCKLEY | 23,378 | 26,708 | 14.2 | 9,187 | 7,638 | 3,018 | 4,220 | 2,671 | 10,615 | 170,486 | 322,187 | 12,063 | 30,353 | 563 | 48,885 | 25,772 |
| HOOD | 18,103 | 32,420 | 79.1 | 8,137 | 7,813 | 3,858 | 7,327 | 5,330 | 10,752 | 131,886 | 375,614 | 11,586 | 34,934 | 638 | 7,640 | 12,449 |
| HOPKINS | 25,376 | 30,976 | 22.1 | 8,488 | 7,662 | 3,934 | 5,514 | 5,390 | 10,350 | 201,906 | 422,181 | 13,629 | 40,790 | 1,766 | 2,176 | 117,214 |
| Sulphur Springs | 12,804 | 15,518 | 21.2 | * | * | * | * | * | 3,404 | 76,199 | 157,900 | 10,175 | 24,657 | * | * | * |
| HOUSTON | 22,510 | 28,743 | 27.7 | 7,072 | 8,078 | 3,766 | 4,830 | 5,002 | 8,344 | 128,355 | 313,944 | 10,920 | 37,627 | 1,421 | 2,714 | 22,341 |
| HOWARD | 33,022 | 37,641 | 14.0 | 10,728 | 9,711 | 4,442 | 7,641 | 5,194 | 12,586 | 283,763 | 505,634 | 13,433 | 40,174 | 385 | 23,410 | 3,404 |
| Big Spring | 24,804 | 28,102 | 13.3 | * | * | * | * | * | 10,255 | 148,588 | 261,720 | 9,313 | 25,522 | * | * | * |
| HUDSPETH | 2,755 | 2,739 | -0.6 | 1,005 | 729 | 299 | 466 | 241 | 1,239 | 10,943 | 14,200 | 5,185 | 11,466 | 148 | 13,227 | 9,977 |
| HUNT | 55,516 | 69,254 | 24.7 | 18,283 | 18,699 | 8,241 | 13,643 | 10,388 | 22,515 | 360,110 | 836,685 | 12,081 | 37,161 | 1,939 | 5,484 | 13,204 |
| Greenville | 22,161 | 25,832 | 16.6 | * | * | * | * | * | 10,262 | 102,525 | 212,490 | 8,226 | 20,707 | * | * | * |
| HUTCHINSON | 26,477 | 28,675 | 8.3 | 8,430 | 6,968 | 3,412 | 5,534 | 4,301 | 10,130 | 249,331 | 431,071 | 15,033 | 42,555 | 173 | 5,292 | 35,244 |
| Borger | 15,837 | 17,455 | 10.2 | * | * | * | * | * | 7,198 | 107,802 | 191,073 | 10,947 | 26,544 | * | * | * |
| IRION | 1,396 | 2,172 | 55.6 | 632 | 530 | 261 | 410 | 337 | 807 | 8,358 | 19,006 | 8,752 | 23,555 | 137 | 200 | 5,723 |
| JACK | 7,463 | 7,895 | 5.8 | 2,163 | 1,887 | 947 | 1,468 | 1,437 | 2,652 | 54,425 | 93,632 | 11,859 | 35,301 | 653 | 562 | 14,670 |
| JACKSON | 13,403 | 13,639 | 1.8 | * | * | * | * | * | 5,101 | 102,449 | 155,549 | 11,405 | 30,496 | 783 | 23,157 | 8,593 |
| JASPER | 31,001 | 34,843 | 12.4 | 10,488 | 8,989 | 3,972 | 6,272 | 5,087 | 12,921 | 206,382 | 402,548 | 11,553 | 31,154 | 602 | 394 | 3,618 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| JEFF DAVIS | 1,654 | 1,856 | 12.2 | 561 | 473 | 219 | 342 | 264 | 685 | 7,715 | 8,380 | 4,515 | 12,236 | 30 | 14 | 9,366 |
| JEFFERSON | 251,441 | 257,398 | 2.4 | 75,418 | 61,003 | 32,175 | 49,421 | 39,382 | 88,722 | 1,942,973 | 2,959,070 | 11,496 | 33,352 | 532 | 13,305 | 4,550 |
| Beaumont | 118,102 | 120,360 | 1.9 | 33,219 | 33,580 | 16,008 | 22,507 | 15,045 | 43,132 | 651,776 | 1,191,343 | 9,898 | 27,621 | • | • | • |
| Port Arthur | 61,251 | 63,600 | 3.8 | • | • | • | • | • | 22,573 | 291,523 | 542,915 | 8,536 | 24,051 | • | • | • |
| JIM HOGG | 5,216 | 5,715 | 9.6 | 2,046 | 1,446 | 617 | 920 | 686 | 2,523 | 23,881 | 33,983 | 5,946 | 13,468 | 202 | 666 | 11,246 |
| JIM WELLS | 36,693 | 42,038 | 14.6 | 14,293 | 11,392 | 4,961 | 6,936 | 4,456 | 17,771 | 251,072 | 409,369 | 9,738 | 23,036 | 771 | 19,050 | 19,582 |
| Alice | 20,961 | 23,289 | 11.1 | • | • | • | • | • | 7,423 | 105,358 | 162,346 | 6,971 | 21,871 | • | • | • |
| JOHNSON | 68,275 | 99,062 | 45.1 | 28,629 | 26,152 | 13,572 | 19,119 | 11,590 | 36,870 | 441,119 | 1,121,337 | 11,320 | 30,414 | 1,867 | 4,793 | 51,208 |
| Cleburne | 19,218 | 24,771 | 28.9 | • | • | • | • | • | 9,918 | 89,184 | 196,386 | 7,928 | 19,800 | • | • | • |
| JONES | 17,290 | 18,412 | 6.5 | 5,229 | 4,308 | 1,970 | 3,498 | 3,388 | 6,186 | 147,474 | 279,204 | 15,164 | 45,131 | 896 | 23,519 | 13,480 |
| KARNES | 13,672 | 13,478 | -1.4 | 4,313 | 3,531 | 1,375 | 2,170 | 2,103 | 5,182 | 92,809 | 141,941 | 10,531 | 27,393 | 1,115 | 2,944 | 16,471 |
| KAUFMAN | 39,391 | 55,786 | 41.6 | 15,843 | 14,058 | 7,029 | 11,101 | 7,698 | 19,723 | 264,634 | 705,240 | 12,642 | 35,757 | 1,704 | 3,806 | 15,062 |
| Terrell | 13,225 | 13,438 | 1.6 | • | • | • | • | • | 4,547 | 53,007 | 95,155 | 7,081 | 20,927 | • | • | • |
| KENDALL | 10,753 | 17,730 | 64.9 | 4,681 | 4,043 | 2,216 | 3,883 | 2,890 | 6,819 | 100,079 | 225,472 | 12,717 | 33,065 | 659 | 677 | 7,989 |
| KENEDY | 535 | 607 | 13.5 | 168 | 188 | 55 | 132 | 65 | 222 | 3,790 | 5,719 | 9,419 | 25,706 | 24 | • | • |
| KENT | 1,118 | 1,099 | -1.7 | 238 | 268 | 112 | 234 | 245 | 440 | 8,499 | 12,658 | 11,522 | 28,768 | 179 | 2,702 | 7,399 |
| KERR | 29,069 | 41,040 | 41.2 | 9,685 | 8,947 | 4,227 | 8,331 | 9,891 | 17,100 | 273,170 | 502,270 | 12,239 | 29,373 | 584 | 803 | 7,810 |
| Kerrville | 15,276 | 18,551 | 21.4 | • | • | • | • | • | 7,363 | 99,354 | 205,917 | 11,100 | 27,965 | • | • | • |
| KIMBLE | 4,079 | 4,451 | 9.1 | 1,144 | 1,019 | 485 | 921 | 886 | 1,354 | 21,974 | 46,305 | 10,404 | 34,189 | 442 | 477 | 8,459 |
| KING | 432 | 400 | -7.3 | 126 | 104 | 55 | 74 | 41 | 134 | 1,732 | 945 | 2,360 | 7,034 | 50 | 1,042 | 6,863 |
| KINNEY | 2,291 | 2,626 | 14.6 | 785 | 654 | 263 | 491 | 436 | 990 | 7,306 | 18,388 | 7,002 | 18,567 | 110 | 271 | 10,096 |
| KLEBERG | 33,381 | 35,397 | 6.0 | 10,902 | 12,071 | 4,460 | 5,062 | 2,903 | 12,880 | 216,967 | 412,653 | 11,658 | 32,037 | 244 | 12,292 | 36,533 |
| KNOX | 5,305 | 5,434 | 2.4 | 1,456 | 1,271 | 516 | 1,022 | 1,168 | 1,748 | 38,657 | 73,744 | 13,572 | 42,186 | 351 | 14,972 | 23,478 |
| LAMAR | 42,352 | 46,547 | 9.9 | 12,614 | 12,009 | 5,586 | 8,472 | 7,913 | 15,604 | 238,213 | 522,800 | 11,232 | 33,505 | 1,488 | 7,208 | 20,565 |
| Paris | 25,498 | 26,765 | 5.0 | • | • | • | • | • | 10,723 | 104,614 | 215,321 | 8,045 | 20,080 | • | • | • |
| LAMB | 18,708 | 16,714 | -10.7 | 5,633 | 4,162 | 1,722 | 2,774 | 2,407 | 6,249 | 129,657 | 253,096 | 15,143 | 40,502 | 791 | 63,108 | 104,614 |
| LAMPASAS | 11,847 | 17,038 | 43.8 | 4,924 | 4,072 | 2,045 | 3,271 | 2,743 | 5,476 | 81,718 | 210,759 | 12,370 | 38,488 | 615 | 741 | 10,611 |
| LA SALLE | 5,488 | 5,665 | 3.2 | 2,022 | 1,501 | 623 | 855 | 657 | 2,155 | 24,251 | 49,835 | 8,797 | 23,124 | 265 | 2,417 | 23,963 |
| LAVACA | 19,034 | 18,735 | -1.6 | 5,040 | 4,365 | 2,005 | 3,222 | 4,103 | 6,375 | 142,676 | 290,116 | 15,485 | 45,508 | 2,514 | 4,017 | 30,337 |
| LEE | 11,160 | 14,547 | 30.4 | 4,161 | 3,753 | 1,527 | 2,648 | 2,458 | 5,595 | 104,282 | 159,052 | 10,933 | 28,428 | 1,583 | 4,799 | 16,498 |
| LEON | 9,687 | 14,156 | 46.1 | 3,610 | 3,029 | 1,359 | 2,817 | 3,355 | 5,898 | 93,593 | 153,064 | 10,813 | 25,952 | 1,619 | 2,011 | 20,285 |
| LIBERTY | 47,523 | 58,190 | 22.4 | 17,515 | 15,071 | 7,581 | 10,940 | 6,983 | 21,686 | 373,926 | 646,887 | 11,117 | 29,829 | 955 | 13,316 | 7,813 |
| LIMESTONE | 20,246 | 23,855 | 17.8 | 6,489 | 5,439 | 2,624 | 4,294 | 5,010 | 7,129 | 103,054 | 238,756 | 10,009 | 33,492 | 1,200 | 2,773 | 23,689 |
| Mexia | 7,094 | 8,947 | 26.1 | • | • | • | • | • | 3,355 | 26,156 | 66,444 | 7,427 | 19,806 | • | • | • |
| LIPSCOMB | 3,831 | 3,707 | -3.2 | 1,212 | 853 | 467 | 678 | 497 | 1,426 | 35,192 | 46,375 | 12,509 | 32,521 | 314 | 3,902 | 28,015 |
| LIVE OAK | 9,813 | 10,122 | 3.1 | 3,138 | 2,531 | 1,154 | 1,862 | 1,437 | 3,863 | 76,805 | 142,199 | 14,048 | 36,808 | 803 | 5,036 | 5,036 |
| LLANO | 10,195 | 12,826 | 25.8 | 2,206 | 2,014 | 1,116 | 3,001 | 4,515 | 6,108 | 90,123 | 162,169 | 12,644 | 26,550 | 530 | 636 | 10,481 |
| LOVING | 91 | 100 | 10.3 | 5 | 25 | 10 | 38 | 22 | 38 | 1,846 | 1,150 | 11,461 | 30,263 | 17 | • | • |
| LUBBOCK | 212,061 | 235,034 | 10.8 | 66,045 | 79,912 | 32,200 | 36,900 | 20,213 | 78,366 | 1,659,906 | 3,141,984 | 13,368 | 40,094 | 969 | 62,154 | 77,827 |
| Lubbock | 173,979 | 191,845 | 10.3 | • | • | • | • | • | 67,171 | 1,075,385 | 2,086,139 | 10,874 | 31,057 | • | • | • |
| LYNN | 8,581 | 7,244 | -15.6 | 2,441 | 1,912 | 695 | 1,268 | 942 | 2,783 | 58,303 | 116,133 | 16,032 | 41,736 | 503 | 45,018 | 3,737 |
| MCCULLOCH | 8,741 | 9,363 | 7.1 | 2,556 | 2,060 | 1,011 | 1,601 | 2,125 | 2,959 | 65,195 | 119,633 | 12,777 | 40,431 | 489 | 3,241 | 15,448 |
| MCLENNAN | 171,222 | 198,845 | 16.1 | 52,893 | 59,654 | 24,259 | 34,798 | 27,043 | 65,100 | 1,128,432 | 2,366,057 | 11,899 | 36,345 | 1,977 | 22,333 | 56,717 |
| Waco | 101,261 | 110,938 | 9.6 | • | • | • | • | • | 40,403 | 475,599 | 924,111 | 8,330 | 22,873 | • | • | • |
| MCMULLEN | 780 | 903 | 15.8 | 221 | 210 | 105 | 217 | 150 | 298 | 6,447 | 12,508 | 13,850 | 41,922 | 211 | 328 | 6,741 |
| MADISON | 10,791 | 12,453 | 15.4 | 2,939 | 4,819 | 1,059 | 1,768 | 1,880 | 4,981 | 83,664 | 113,856 | 9,143 | 22,858 | 756 | • | • |
| MARION | 10,426 | 10,487 | 0.6 | 3,031 | 2,538 | 1,070 | 1,898 | 1,930 | 3,614 | 65,644 | 134,958 | 12,870 | 37,343 | 207 | 200 | 2,704 |
| MARTIN | 4,677 | 5,738 | 22.7 | 1,842 | 1,440 | 637 | 1,096 | 723 | 2,311 | 35,328 | 80,706 | 14,066 | 34,923 | 366 | 28,903 | 2,893 |
| MASON | 3,707 | 3,751 | 1.2 | • | • | • | • | • | 1,190 | 26,111 | 47,711 | 12,718 | 40,082 | 567 | 3,467 | 20,023 |
| MATAGORDA | 38,332 | 42,616 | 11.2 | 10,910 | 8,992 | 4,688 | 8,438 | 9,631 | 15,954 | 315,898 | 575,766 | 13,511 | 36,089 | 721 | 27,730 | 9,288 |
| Bay City | 17,837 | 19,365 | 8.6 | 6,274 | 5,325 | 2,479 | 3,234 | 2,053 | 7,305 | 122,659 | 294,418 | 15,204 | 40,304 | • | • | • |
| MAVERICK | 31,823 | 39,523 | 24.2 | 15,572 | 11,224 | 4,189 | 5,691 | 2,767 | 20,573 | 154,687 | 363,944 | 9,208 | 17,690 | 202 | 3,378 | 49,779 |

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands) | E&P 1995 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEDINA | 23,210 | 27,597 | 18.9 | 8,583 | 6,954 | 3,174 | 5,105 | 3,781 | 10,974 | 157,884 | 351,892 | 12,751 | 32,065 | 1,570 | 16,028 | 28,046 |
| MENARD | 2,337 | 2,364 | 1.2 | 586 | 527 | 277 | 447 | 525 | 772 | 11,609 | 22,223 | 9,400 | 28,785 | 261 | 242 | 18,380 |
| MIDLAND | 83,475 | 118,587 | 42.1 | 34,865 | 33,323 | 16,246 | 23,717 | 10,554 | 42,407 | 884,664 | 1,762,253 | 14,860 | 41,556 | 343 | 6,420 | 8,114 |
| Midland | 70,525 | 94,933 | 34.6 | • | • | • | • | • | 35,883 | 558,038 | 1,056,843 | 11,133 | 29,452 | • | • | • |
| MILAM | 22,895 | 24,436 | 6.7 | 7,355 | 5,889 | 2,712 | 4,252 | 4,227 | 8,775 | 128,471 | 237,859 | 9,734 | 27,106 | 1,577 | 13,009 | 28,656 |
| MILLS | 4,500 | 4,645 | 3.2 | 1,106 | 929 | 478 | 859 | 1,277 | 1,399 | 28,963 | 55,112 | 11,864 | 39,380 | 682 | 1,055 | 19,550 |
| MITCHELL | 9,078 | 9,376 | 3.3 | 2,822 | 2,213 | 984 | 1,538 | 1,819 | 3,262 | 65,784 | 111,495 | 11,892 | 34,176 | 387 | 14,422 | 8,401 |
| MONTAGUE | 17,471 | 19,244 | 10.1 | 4,926 | 4,291 | 2,078 | 3,714 | 4,195 | 6,002 | 128,028 | 235,067 | 12,215 | 39,165 | 1,118 | 3,543 | 21,858 |
| MONTGOMERY | 130,882 | 188,033 | 43.7 | 57,538 | 49,641 | 28,769 | 36,666 | 15,419 | 72,977 | 1,220,491 | 2,424,817 | 12,896 | 33,227 | 952 | 2,607 | 6,112 |
| Conroe | 18,034 | 23,712 | 31.5 | • | • | • | • | • | 9,012 | 118,023 | 213,643 | 9,010 | 23,706 | • | • | • |
| MOORE | 16,705 | 18,062 | 8.1 | 6,213 | 4,642 | 2,258 | 3,197 | 1,716 | 6,826 | 143,542 | 218,332 | 12,088 | 31,984 | 297 | 19,535 | 188,943 |
| MORRIS | 14,683 | 15,012 | 2.2 | 4,504 | 3,768 | 1,816 | 2,732 | 2,207 | 5,325 | 128,771 | 184,707 | 12,304 | 34,685 | 349 | 508 | 6,079 |
| MOTLEY | 1,960 | 1,622 | -17.3 | 440 | 332 | 183 | 292 | 378 | 705 | 14,890 | 17,929 | 11,055 | 25,431 | 202 | 6,241 | 6,904 |
| NACOGDOCHES | 47,078 | 54,980 | 16.8 | 13,360 | 19,903 | 6,708 | 8,247 | 6,763 | 21,992 | 352,966 | 529,971 | 9,639 | 24,098 | 1,243 | 1,318 | 110,310 |
| Nacogdoches | 27,149 | 30,513 | 12.4 | • | • | • | • | • | 10,658 | 163,148 | 355,371 | 11,974 | 34,283 | • | • | • |
| NAVARRO | 35,510 | 40,791 | 14.9 | 11,054 | 9,994 | 4,732 | 7,383 | 7,587 | 13,539 | 214,141 | 453,547 | 11,119 | 33,500 | 1,463 | 6,937 | 20,868 |
| Corsicana | 21,712 | 24,282 | 11.8 | • | • | • | • | • | 9,528 | 96,439 | 196,705 | 8,101 | 20,645 | • | • | • |
| NEWTON | 13,341 | 14,491 | 8.6 | 4,681 | 3,695 | 1,637 | 2,536 | 1,956 | 5,465 | 77,982 | 135,666 | 9,362 | 24,826 | 268 | 447 | 1,368 |
| NOLAN | 17,361 | 18,397 | 6.0 | 5,427 | 4,470 | 2,300 | 3,293 | 2,925 | 6,479 | 131,905 | 190,249 | 10,341 | 29,365 | 454 | 11,355 | 26,849 |
| Sweetwater | 12,242 | 12,593 | 2.9 | • | • | • | • | • | 4,996 | 63,451 | 86,903 | 6,901 | 17,394 | • | • | • |
| NUECES | 269,109 | 318,180 | 18.2 | 101,499 | 90,045 | 43,272 | 53,454 | 29,909 | 119,885 | 1,820,430 | 3,633,985 | 11,421 | 30,312 | 656 | 46,433 | 4,426 |
| Corpus Christi | 231,999 | 275,095 | 18.6 | • | • | • | • | • | 99,025 | 1,167,770 | 2,814,837 | 10,232 | 28,425 | • | • | • |
| OCHILTREE | 9,657 | 11,224 | 16.2 | 3,547 | 2,997 | 1,515 | 2,020 | 1,156 | 3,987 | 104,136 | 171,694 | 15,297 | 43,061 | 391 | 15,443 | 93,476 |
| OLDHAM | 2,272 | 2,546 | 12.1 | 845 | 726 | 278 | 430 | 317 | 943 | 17,819 | 26,111 | 10,254 | 27,689 | 133 | 3,586 | 59,099 |
| ORANGE | 84,201 | 84,351 | 0.2 | 25,896 | 22,859 | 11,472 | 16,448 | 7,845 | 31,617 | 631,219 | 1,050,591 | 12,455 | 33,229 | 309 | 532 | 1,472 |
| Orange | 23,628 | 20,634 | -12.7 | • | • | • | • | • | 7,254 | 137,067 | 194,059 | 9,405 | 26,753 | • | • | • |
| PALO PINTO | 24,175 | 25,887 | 7.1 | 6,808 | 6,472 | 3,106 | 5,074 | 4,453 | 8,912 | 198,355 | 335,696 | 12,968 | 37,670 | 719 | 1,533 | 11,788 |
| Mineral Wells | 14,468 | 14,471 | 0.0 | • | • | • | • | • | 5,707 | 81,942 | 125,716 | 8,687 | 22,030 | • | • | • |
| PANOLA | 20,922 | 24,320 | 16.2 | 7,053 | 6,348 | 2,870 | 4,451 | 3,867 | 8,715 | 155,939 | 369,817 | 15,206 | 42,436 | 912 | 482 | 30,856 |
| PARKER | 45,280 | 70,570 | 55.9 | 19,477 | 18,066 | 9,386 | 14,890 | 8,751 | 25,313 | 312,712 | 909,919 | 12,894 | 35,947 | 1,943 | 9,101 | 22,484 |
| Weatherford | 12,049 | 16,596 | 37.7 | • | • | • | • | • | 6,667 | 59,301 | 150,672 | 9,079 | 22,599 | • | • | • |
| PARMER | 11,081 | 11,290 | 1.9 | 4,087 | 2,879 | 1,298 | 1,863 | 1,174 | 4,592 | 75,666 | 185,424 | 16,423 | 40,378 | 653 | 51,154 | 291,408 |
| PECOS | 14,705 | 17,162 | 16.7 | 6,127 | 4,737 | 2,008 | 2,883 | 1,390 | 6,798 | 82,880 | 135,818 | 7,914 | 19,981 | 286 | 12,040 | 22,531 |
| POLK | 24,672 | 31,992 | 29.7 | 9,374 | 7,230 | 3,391 | 6,142 | 5,855 | 11,136 | 155,002 | 377,908 | 11,813 | 33,934 | 559 | 541 | 4,278 |
| POTTER | 98,999 | 107,608 | 8.7 | 31,637 | 30,238 | 13,989 | 18,293 | 13,451 | 34,885 | 812,996 | 1,435,851 | 13,343 | 41,160 | 177 | 1,688 | 16,239 |
| Amarillo | 149,230 | 170,222 | 14.1 | • | • | • | • | • | 65,212 | 983,860 | 1,862,535 | 10,942 | 28,561 | • | • | • |
| PRESIDIO | 5,211 | 5,794 | 11.2 | 1,929 | 1,489 | 574 | 1,026 | 776 | 2,317 | 19,315 | 34,119 | 5,889 | 14,725 | 139 | 2,953 | 11,697 |
| RAINS | 4,871 | 7,107 | 45.9 | 1,805 | 1,535 | 796 | 1,514 | 1,457 | 2,424 | 33,732 | 93,246 | 13,121 | 38,472 | 454 | 1,536 | 9,494 |
| RANDALL | 75,784 | 99,953 | 31.9 | 27,187 | 29,186 | 15,293 | 19,891 | 8,396 | 37,020 | 848,249 | 1,471,413 | 14,721 | 39,746 | 619 | 12,374 | 153,957 |
| REAGAN | 4,195 | 5,284 | 26.0 | 2,040 | 1,416 | 655 | 777 | 396 | 2,246 | 24,007 | 40,860 | 7,732 | 18,189 | 127 | 8,938 | 4,455 |
| REAL | 2,500 | 3,097 | 23.9 | 836 | 765 | 328 | 607 | 558 | 1,088 | 9,501 | 27,929 | 9,017 | 25,674 | 189 | 101 | 2,950 |
| RED RIVER | 16,128 | 15,714 | -2.6 | 4,384 | 3,709 | 1,713 | 2,781 | 3,143 | 5,481 | 100,860 | 205,034 | 13,047 | 37,408 | 1,035 | 4,167 | 25,004 |
| REEVES | 15,822 | 16,427 | 3.8 | 6,094 | 4,419 | 1,856 | 2,595 | 1,462 | 6,544 | 76,074 | 108,909 | 6,630 | 16,642 | 174 | 4,865 | 60,960 |
| Pecos | 12,855 | 13,637 | 6.1 | • | • | • | • | • | 4,657 | 41,804 | 67,857 | 4,976 | 14,572 | • | • | • |
| REFUGIO | 9,362 | 8,754 | -6.5 | 2,644 | 2,302 | 937 | 1,602 | 1,269 | 3,146 | 75,024 | 139,896 | 15,981 | 44,475 | 254 | 8,248 | 6,358 |
| ROBERTS | 1,191 | 1,174 | -1.4 | 375 | 270 | 157 | 229 | 144 | 377 | 10,461 | 16,928 | 14,414 | 44,866 | 106 | 1,252 | 21,750 |
| ROBERTSON | 14,674 | 16,340 | 11.4 | 4,853 | 3,905 | 1,601 | 2,663 | 3,137 | 5,720 | 124,479 | 245,134 | 15,002 | 42,856 | 1,207 | 9,957 | 21,761 |
| ROCKWALL | 14,879 | 27,161 | 82.5 | 7,904 | 6,872 | 4,210 | 5,704 | 2,445 | 10,423 | 132,579 | 417,963 | 15,388 | 40,101 | 181 | 545 | 1,475 |
| RUNNELS | 11,899 | 12,725 | 6.9 | 3,665 | 2,939 | 1,298 | 2,252 | 2,570 | 4,448 | 83,694 | 144,736 | 11,374 | 32,543 | 838 | 16,090 | 20,286 |
| RUSK | 41,476 | 45,594 | 9.9 | 13,040 | 11,171 | 5,517 | 7,979 | 7,888 | 16,294 | 311,298 | 687,967 | 15,089 | 42,223 | 1,327 | 2,714 | 16,783 |
| Henderson | 11,473 | 12,067 | 5.2 | • | • | • | • | • | 4,942 | 67,387 | 141,982 | 11,766 | 28,731 | • | • | • |
| SABINE | 8,756 | 10,452 | 19.4 | 2,749 | 2,373 | 993 | 2,122 | 2,226 | 3,368 | 48,893 | 108,173 | 10,350 | 32,118 | 224 | 122 | 4,032 |
| SAN AUGUSTINE | 8,795 | 9,130 | 3.8 | 2,447 | 2,200 | 895 | 1,735 | 1,863 | 2,973 | 46,789 | 101,869 | 11,158 | 34,262 | 320 | 230 | 13,530 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| SAN JACINTO | 11,655 | 15,774 | 35.3 | 4,622 | 3,754 | 1,830 | 3,107 | 2,445 | 5,878 | 64,583 | 139,137 | 8,821 | 23,671 | 349 | 333 | 2,953 |
| SAN PATRICIO | 58,543 | 64,071 | 9.4 | 21,976 | 17,363 | 8,265 | 10,764 | 5,830 | 26,920 | 353,784 | 638,756 | 9,969 | 23,728 | 549 | 42,345 | 24,650 |
| SAN SABA | 5,728 | 5,971 | 4.2 | 1,564 | 1,302 | 651 | 1,081 | 1,361 | 1,850 | 40,147 | 81,066 | 13,576 | 43,829 | 609 | 2,926 | 22,153 |
| SCHLEICHER | 2,840 | 3,179 | 11.9 | 1,008 | 817 | 388 | 550 | 420 | 1,124 | 16,015 | 26,679 | 8,392 | 23,742 | 252 | 2,046 | 13,146 |
| SCURRY | 18,175 | 19,765 | 8.7 | 6,068 | 5,277 | 2,273 | 3,597 | 2,530 | 7,161 | 150,500 | 276,699 | 13,999 | 38,637 | 573 | 15,366 | 6,735 |
| Snyder | 12,705 | 13,778 | 8.4 | * | * | * | * | * | 5,086 | 83,210 | 152,359 | 11,058 | 29,954 | * | * | * |
| SHACKELFORD | 3,950 | 4,130 | 4.6 | 1,210 | 966 | 496 | 706 | 752 | 1,406 | 35,500 | 62,475 | 15,126 | 44,446 | 251 | 1,301 | 7,419 |
| SHELBY | 23,170 | 24,458 | 5.6 | 6,726 | 6,066 | 2,739 | 4,451 | 4,500 | 8,268 | 149,925 | 318,781 | 13,034 | 38,557 | 1,135 | 920 | 88,354 |
| SHERMAN | 3,151 | 3,119 | -1.0 | 926 | 773 | 396 | 627 | 399 | 1,155 | 27,144 | 41,120 | 13,185 | 35,602 | 297 | 19,013 | 197,506 |
| SMITH | 129,348 | 167,495 | 29.5 | 46,899 | 45,726 | 22,277 | 30,819 | 21,607 | 56,810 | 1,121,584 | 2,541,915 | 15,176 | 44,744 | 1,701 | 17,717 | 14,786 |
| Tyler | 70,508 | 86,984 | 23.4 | * | * | * | * | * | 32,908 | 460,745 | 981,138 | 11,279 | 29,815 | * | * | * |
| SOMERVELL | 4,207 | 6,418 | 52.5 | 1,925 | 1,675 | 860 | 1,091 | 873 | 2,259 | 36,897 | 78,052 | 12,162 | 34,557 | 234 | 609 | 1,592 |
| STARR | 27,565 | 38,284 | 38.9 | 15,275 | 10,413 | 3,752 | 5,589 | 3,216 | 18,983 | 94,862 | 218,095 | 5,697 | 11,489 | 885 | 32,230 | 30,873 |
| STEPHENS | 9,995 | 10,391 | 4.0 | 2,941 | 2,473 | 1,268 | 1,933 | 1,787 | 3,346 | 80,780 | 135,468 | 13,037 | 40,481 | 419 | 443 | 8,416 |
| STERLING | 1,216 | 1,754 | 44.2 | 561 | 444 | 200 | 303 | 246 | 583 | 7,645 | 13,115 | 7,477 | 22,481 | 75 | 169 | 7,265 |
| STONEWALL | 2,423 | 2,366 | -2.3 | 615 | 521 | 227 | 473 | 530 | 986 | 20,595 | 24,940 | 10,540 | 25,294 | 312 | 3,325 | 13,300 |
| SUTTON | 5,183 | 4,981 | -3.9 | 1,654 | 1,325 | 712 | 872 | 418 | 1,966 | 29,438 | 41,425 | 8,316 | 21,066 | 191 | 71 | 9,389 |
| SWISHER | 9,661 | 8,175 | -15.4 | 2,739 | 2,060 | 826 | 1,496 | 1,063 | 2,936 | 66,019 | 130,791 | 16,000 | 44,542 | 546 | 32,702 | 235,117 |
| TARRANT | 867,557 | 1,185,408 | 36.6 | 322,431 | 350,881 | 178,997 | 222,857 | 111,428 | 405,963 | 6,703,900 | 16,051,465 | 13,541 | 39,539 | 1,117 | 6,141 | 16,886 |
| Arlington | 160,113 | 276,843 | 72.9 | * | * | * | * | * | 98,844 | 1,002,920 | 3,688,099 | 13,322 | 37,312 | * | * | * |
| Euless | 24,002 | 34,673 | 44.5 | * | * | * | * | * | 12,452 | 144,772 | 444,788 | 12,828 | 35,721 | * | * | * |
| Fort Worth | 385,164 | 404,182 | 4.9 | * | * | * | * | * | 147,331 | 2,005,988 | 4,477,026 | 11,077 | 30,388 | * | * | * |
| Haltom City | 29,014 | 38,637 | 33.2 | * | * | * | * | * | 13,582 | 144,764 | 410,002 | 10,612 | 30,188 | * | * | * |
| Hurst | 31,420 | 43,908 | 39.7 | * | * | * | * | * | 15,135 | 208,141 | 618,620 | 14,089 | 40,874 | * | * | * |
| TAYLOR | 111,384 | 131,725 | 18.3 | 36,883 | 40,966 | 16,861 | 22,261 | 14,490 | 50,663 | 1,050,772 | 1,515,697 | 11,507 | 29,917 | 903 | 6,105 | 65,901 |
| Abilene | 98,315 | 113,625 | 15.6 | * | * | * | * | * | 38,029 | 639,303 | 1,370,103 | 12,058 | 36,028 | * | * | * |
| TERRELL | 1,589 | 1,541 | -3.0 | 485 | 354 | 200 | 307 | 194 | 569 | 9,086 | 19,141 | 12,422 | 33,638 | 91 | * | * |
| TERRY | 14,582 | 14,417 | -1.1 | 5,003 | 3,720 | 1,557 | 2,451 | 1,672 | 5,476 | 109,239 | 201,771 | 13,995 | 36,847 | 517 | 53,593 | 3,903 |
| THROCKMORTON | 2,055 | 2,187 | 6.4 | 512 | 468 | 225 | 461 | 521 | 951 | 16,130 | 25,299 | 11,568 | 26,603 | 303 | 4,372 | 15,686 |
| TITUS | 21,558 | 25,361 | 17.6 | 7,583 | 6,391 | 3,094 | 4,362 | 3,956 | 8,681 | 172,754 | 352,383 | 13,894 | 40,593 | 738 | 811 | 19,866 |
| Mount Pleasant | 11,003 | 12,191 | 10.8 | * | * | * | * | * | 4,656 | 72,474 | 137,746 | 11,299 | 29,586 | * | * | * |
| TOM GREEN | 85,292 | 102,828 | 20.6 | 27,764 | 30,848 | 13,265 | 18,303 | 12,648 | 33,988 | 765,339 | 1,552,403 | 15,097 | 45,676 | 867 | 18,375 | 57,224 |
| San Angelo | 73,240 | 85,781 | 17.1 | * | * | * | * | * | 30,048 | 470,513 | 998,246 | 11,637 | 33,221 | | | |
| TRAVIS | 423,058 | 601,290 | 42.1 | 149,120 | 214,059 | 98,612 | 93,801 | 46,901 | 240,516 | 4,446,249 | 9,166,108 | 15,244 | 38,110 | 1,034 | 6,437 | 9,113 |
| Austin | 345,496 | 478,476 | 38.5 | * | * | * | * | * | 161,482 | 2,754,568 | 7,127,820 | 14,897 | 44,140 | * | * | * |
| TRINITY | 9,543 | 12,155 | 27.4 | 3,197 | 2,699 | 1,240 | 2,480 | 2,565 | 4,062 | 57,618 | 146,806 | 12,077 | 36,140 | 550 | 246 | 6,044 |
| TYLER | 16,338 | 19,373 | 18.6 | 5,637 | 4,436 | 2,015 | 3,700 | 3,584 | 6,805 | 104,827 | 240,433 | 12,411 | 35,333 | 500 | 511 | 2,902 |
| UPSHUR | 28,826 | 36,313 | 26.0 | 10,821 | 9,042 | 4,430 | 6,645 | 5,338 | 13,634 | 210,990 | 527,680 | 14,532 | 38,703 | 1,038 | 850 | 28,444 |
| UPTON | 4,629 | 5,514 | 19.1 | 1,941 | 1,489 | 623 | 910 | 529 | 2,190 | 25,398 | 44,571 | 8,084 | 20,352 | 86 | 3,202 | 4,074 |
| UVALDE | 22,532 | 25,745 | 14.3 | 8,599 | 7,080 | 2,935 | 4,196 | 2,935 | 10,002 | 96,613 | 217,001 | 8,429 | 21,695 | 575 | 20,961 | 26,419 |
| VAL VERDE | 36,167 | 40,633 | 12.3 | 14,343 | 11,783 | 5,120 | 6,014 | 3,373 | 16,878 | 152,463 | 305,921 | 7,529 | 18,125 | 242 | 141 | 15,552 |
| Del Rio | 30,034 | 34,851 | 16.0 | * | * | * | * | * | 12,673 | 91,906 | 209,952 | 6,024 | 16,566 | * | * | * |
| VAN ZANDT | 31,618 | 41,104 | 30.0 | 10,851 | 9,248 | 4,727 | 8,632 | 7,686 | 14,220 | 250,215 | 601,065 | 14,623 | 42,268 | 2,395 | 16,790 | 27,287 |
| VICTORIA | 69,425 | 76,867 | 10.7 | 24,213 | 21,599 | 10,684 | 13,221 | 7,072 | 29,634 | 583,144 | 1,128,957 | 14,687 | 38,096 | 1,119 | 9,815 | 11,498 |
| Victoria | 50,695 | 54,190 | 6.9 | * | * | * | * | * | 19,388 | 301,207 | 547,989 | 10,112 | 28,265 | * | * | * |
| WALKER | 42,246 | 62,395 | 47.7 | 12,541 | 23,835 | 9,734 | 10,670 | 5,740 | 25,998 | 264,590 | 571,394 | 9,158 | 21,978 | 747 | 701 | 7,777 |
| Huntsville | 23,936 | 33,230 | 38.8 | * | * | * | * | * | 9,704 | 119,333 | 326,869 | 9,837 | 33,683 | * | * | * |
| WALLER | 20,038 | 24,314 | 21.3 | 6,249 | 8,413 | 2,772 | 4,036 | 2,820 | 7,632 | 136,867 | 283,443 | 11,658 | 37,138 | 893 | 10,881 | 13,065 |
| WARD | 14,131 | 15,335 | 8.5 | 5,030 | 4,125 | 1,901 | 2,714 | 1,564 | 5,928 | 88,020 | 147,445 | 9,615 | 24,872 | 82 | * | * |
| WASHINGTON | 22,120 | 28,793 | 30.2 | 7,458 | 7,745 | 3,254 | 5,212 | 5,125 | 11,517 | 198,665 | 319,516 | 11,097 | 27,743 | 1,983 | 2,299 | 21,140 |
| Brenham | 10,966 | 14,557 | 32.8 | * | * | * | * | * | 5,407 | 61,330 | 169,929 | 11,673 | 31,426 | * | * | * |

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| WEBB | 99,950 | 123,016 | 23.1 | 46,992 | 35,182 | 13,778 | 17,345 | 9,718 | 57,289 | 511,916 | 1,027,769 | 8,355 | 17,940 | 494 | 1,452 | 22,075 |
| Laredo | 91,449 | 110,279 | 20.6 | * | * | * | * | * | 46,539 | 314,308 | 764,580 | 6,933 | 16,429 | * | * | * |
| WHARTON | 40,447 | 42,315 | 4.6 | 13,033 | 11,340 | 5,120 | 7,194 | 5,670 | 16,119 | 297,296 | 571,330 | 13,502 | 35,444 | 1,272 | 61,331 | 16,250 |
| WHEELER | 7,201 | 7,038 | -2.3 | 2,090 | 1,661 | 788 | 1,246 | 1,253 | 2,815 | 64,034 | 84,477 | 12,003 | 30,010 | 467 | 3,678 | 58,391 |
| WICHITA | 120,897 | 132,063 | 9.2 | 35,129 | 39,619 | 17,300 | 24,300 | 15,980 | 52,825 | 1,141,109 | 1,553,912 | 11,766 | 29,416 | 544 | 8,176 | 9,068 |
| Wichita Falls | 94,201 | 100,100 | 6.3 | * | * | * | * | * | 32,112 | 616,665 | 1,372,246 | 13,709 | 42,733 | * | * | * |
| WILBARGER | 15,944 | 18,424 | 15.6 | 4,993 | 4,536 | 2,082 | 3,279 | 3,519 | 5,990 | 116,621 | 231,447 | 12,563 | 38,641 | 486 | 19,576 | 10,742 |
| Vernon | 12,695 | 15,551 | 22.5 | * | * | * | * | * | 5,404 | 75,155 | 165,521 | 10,644 | 30,628 | * | * | * |
| WILLACY | 17,506 | 19,560 | 11.7 | 7,355 | 5,340 | 2,015 | 2,895 | 1,917 | 8,761 | 81,539 | 157,417 | 8,048 | 17,968 | 293 | 43,004 | 5,202 |
| WILLIAMSON | 78,110 | 127,573 | 63.3 | 40,313 | 34,190 | 19,774 | 21,177 | 12,119 | 47,113 | 709,370 | 2,142,461 | 16,794 | 45,475 | 1,891 | 23,108 | 22,321 |
| Taylor | 10,619 | 11,157 | 5.1 | * | * | * | * | * | 4,043 | 59,404 | 110,068 | 9,865 | 27,227 | * | * | * |
| WILSON | 16,943 | 20,075 | 18.5 | 6,163 | 5,199 | 2,409 | 3,654 | 2,650 | 7,880 | 115,146 | 300,130 | 14,950 | 38,087 | 1,746 | 11,391 | 44,845 |
| WINKLER | 9,988 | 10,867 | 8.8 | 3,814 | 2,749 | 1,228 | 1,880 | 1,195 | 4,258 | 80,486 | 105,848 | 9,740 | 24,859 | 30 | * | * |
| WISE | 26,808 | 36,306 | 35.4 | 10,093 | 9,149 | 4,647 | 7,261 | 5,119 | 13,464 | 175,200 | 396,785 | 10,929 | 29,470 | 1,749 | 5,131 | 30,348 |
| WOOD | 24,880 | 30,017 | 20.6 | 7,564 | 7,114 | 3,242 | 5,853 | 6,244 | 12,007 | 192,417 | 312,368 | 10,406 | 26,015 | 1,303 | 4,412 | 30,860 |
| YOAKUM | 8,342 | 10,389 | 24.5 | 3,709 | 2,722 | 1,299 | 1,704 | 956 | 4,103 | 68,529 | 142,808 | 13,746 | 34,805 | 273 | 29,282 | 2,414 |
| YOUNG | 19,230 | 19,892 | 3.4 | 5,351 | 4,734 | 2,407 | 3,779 | 3,620 | 6,459 | 161,693 | 286,931 | 14,425 | 44,422 | 713 | 5,505 | 20,970 |
| ZAPATA | 6,706 | 9,489 | 41.5 | 3,445 | 2,211 | 864 | 1,461 | 1,509 | 3,771 | 31,631 | 72,463 | 7,636 | 19,216 | 360 | 201 | 5,711 |
| ZAVALA | 11,652 | 12,466 | 7.0 | 4,862 | 3,416 | 1,334 | 1,683 | 1,172 | 6,158 | 44,039 | 73,504 | 5,896 | 11,937 | 272 | 16,471 | 29,480 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1987 Cash Receipts as follows: From Crops $2,981,216,000; from Livestock & Livestock Products $5,826,358,000; Total $8,807,574,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# UTAH POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**................ | 1,472,153 | 1,761,669 | 19.7 | | | | | | 549,586 | 10,102,998 | 19,712,940 | 11,190 | 35,869 | 13,984 | 129,948 | 423,636 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Provo-Orem, UT | 220,387 | 248,850 | 12.9 | 105,761 | 77,641 | 26,129 | 24,885 | 14,682 | 82,545 | 1,189,438 | 2,477,940 | 9,958 | 30,019 | 1,723 | 18,875 | 53,978 |
| Salt Lake City-Ogden, UT | 916,358 | 1,070,899 | 16.9 | 407,485 | 287,854 | 143,026 | 151,410 | 80,240 | 321,310 | 6,546,048 | 13,667,163 | 12,762 | 42,536 | 2,272 | 26,042 | 52,619 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BEAVER | 4,396 | 5,257 | 19.6 | 2,145 | 1,136 | 515 | 762 | 699 | 1,571 | 32,803 | 69,928 | 13,302 | 44,511 | 226 | 4,711 | 14,778 |
| BOX ELDER | 33,399 | 41,023 | 22.8 | 17,763 | 9,764 | 4,020 | 5,948 | 3,528 | 13,630 | 257,757 | 612,786 | 14,938 | 44,960 | 1,088 | 30,367 | 39,722 |
| CACHE | 57,551 | 69,217 | 20.3 | 26,787 | 21,873 | 7,752 | 7,683 | 5,053 | 21,018 | 386,772 | 902,973 | 13,046 | 42,961 | 1,223 | 8,144 | 58,485 |
| Logan | 26,844 | 29,960 | 11.6 | * | * | * | * | * | 10,642 | 147,380 | 316,796 | 10,574 | 29,770 | * | * | * |
| CARBON | 22,280 | 23,319 | 4.7 | 8,815 | 5,946 | 2,938 | 3,157 | 2,472 | 7,120 | 188,001 | 312,362 | 13,395 | 43,871 | 210 | 388 | 2,373 |
| DAGGETT | 777 | 711 | -8.5 | 302 | 167 | 95 | 96 | 51 | 220 | 4,653 | 7,595 | 10,683 | 34,468 | 36 | * | 1,149 |
| DAVIS | 148,081 | 187,160 | 26.4 | 78,794 | 49,410 | 22,459 | 26,577 | 9,919 | 65,631 | 988,383 | 2,218,283 | 11,852 | 33,799 | 647 | 14,042 | 14,550 |
| DUCHESNE | 12,505 | 15,941 | 27.5 | 7,237 | 3,937 | 1,722 | 1,993 | 1,036 | 5,343 | 87,519 | 173,297 | 10,871 | 32,437 | 753 | 1,739 | 17,901 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# UTAH POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| EMERY | 11,696 | 11,565 | -1.1 | 5,366 | 2,810 | 1,341 | 1,341 | 694 | 4,106 | 83,162 | 144,888 | 12,529 | 35,283 | 446 | 963 | 6,794 |
| GARFIELD | 3,691 | 4,047 | 9.7 | 1,530 | 959 | 457 | 611 | 494 | 1,202 | 24,749 | 47,553 | 11,749 | 39,545 | 263 | 753 | 5,173 |
| GRAND | 8,315 | 6,876 | -17.3 | 2,496 | 1,815 | 949 | 1,100 | 509 | 2,456 | 71,781 | 90,238 | 13,123 | 36,742 | 81 | 458 | 1,411 |
| IRON | 17,474 | 20,856 | 19.4 | 8,447 | 5,944 | 2,211 | 2,628 | 1,606 | 6,440 | 120,182 | 234,102 | 11,225 | 36,350 | 380 | 13,212 | 11,310 |
| JUAB | 5,549 | 6,161 | 11.0 | 2,532 | 1,411 | 659 | 844 | 721 | 1,987 | 39,170 | 79,018 | 12,827 | 39,767 | 215 | 2,749 | 5,471 |
| KANE | 4,020 | 5,469 | 36.1 | 2,253 | 1,138 | 624 | 837 | 618 | 1,627 | 27,780 | 60,662 | 11,091 | 37,276 | 152 | * | 2,181 |
| MILLARD | 9,027 | 16,360 | 81.2 | 7,182 | 3,534 | 1,554 | 2,258 | 1,832 | 5,452 | 58,940 | 206,129 | 12,600 | 37,806 | 630 | 13,237 | 27,012 |
| MORGAN | 4,932 | 5,268 | 6.8 | 2,181 | 1,312 | 527 | 885 | 358 | 1,976 | 38,641 | 69,115 | 13,120 | 34,974 | 261 | 693 | 12,339 |
| PIUTE | 1,342 | 1,488 | 10.9 | 570 | 298 | 138 | 243 | 240 | 414 | 7,504 | 11,439 | 7,687 | 27,631 | 126 | 320 | 4,575 |
| RICH | 2,130 | 2,178 | 2.3 | 1,011 | 518 | 248 | 229 | 172 | 692 | 15,878 | 33,787 | 15,511 | 48,849 | 166 | 861 | 12,035 |
| SALT LAKE | 623,392 | 717,600 | 15.1 | 268,383 | 193,752 | 100,464 | 99,746 | 54,538 | 208,243 | 4,534,063 | 9,293,796 | 12,951 | 44,630 | 734 | 8,007 | 15,787 |
| Salt Lake City | 163,033 | 143,412 | -12.0 | * | * | * | * | * | 61,503 | 995,832 | 1,564,334 | 10,908 | 25,435 | * | * | * |
| SAN JUAN | 12,350 | 10,938 | -11.4 | 5,250 | 2,822 | 1,072 | 1,236 | 547 | 4,544 | 61,191 | 95,903 | 8,768 | 21,105 | 218 | 2,901 | 6,470 |
| SANPETE | 14,819 | 16,786 | 13.3 | 7,252 | 4,079 | 1,578 | 1,964 | 1,914 | 5,341 | 84,664 | 201,548 | 12,007 | 37,739 | 761 | 3,278 | 59,513 |
| SEVIER | 14,842 | 15,971 | 7.6 | 6,899 | 3,514 | 1,661 | 2,156 | 1,741 | 4,968 | 95,264 | 174,302 | 10,914 | 35,085 | 476 | 3,446 | 32,590 |
| SUMMIT | 10,405 | 15,281 | 46.9 | 5,364 | 4,187 | 2,491 | 2,231 | 993 | 5,458 | 85,976 | 233,173 | 15,259 | 42,721 | 439 | 491 | 14,989 |
| TOOELE | 26,135 | 28,549 | 9.2 | 11,477 | 7,137 | 3,369 | 4,454 | 2,141 | 9,172 | 184,964 | 359,596 | 12,596 | 39,204 | 299 | 2,103 | 8,413 |
| UINTAH | 20,705 | 25,096 | 21.2 | 11,017 | 6,400 | 2,961 | 3,263 | 1,481 | 8,579 | 158,689 | 282,888 | 11,272 | 32,973 | 693 | 2,115 | 16,593 |
| UTAH | 220,387 | 248,850 | 12.9 | 105,761 | 77,641 | 26,129 | 24,885 | 14,682 | 82,545 | 1,189,438 | 2,477,940 | 9,958 | 30,019 | 1,723 | 18,875 | 53,978 |
| Provo | 74,108 | 74,931 | 1.1 | * | * | * | * | * | 22,581 | 311,696 | 597,251 | 7,971 | 26,450 | * | * | * |
| WASATCH | 8,594 | 10,265 | 19.4 | 4,281 | 2,474 | 1,283 | 1,345 | 883 | 3,300 | 58,919 | 127,961 | 12,465 | 38,774 | 298 | 540 | 7,747 |
| WASHINGTON | 26,548 | 43,415 | 63.5 | 18,104 | 10,550 | 3,951 | 5,557 | 5,297 | 13,598 | 181,688 | 529,956 | 12,207 | 38,973 | 414 | 1,275 | 5,526 |
| St. George | 11,350 | 16,880 | 48.7 | * | * | * | * | * | 5,367 | 61,471 | 162,574 | 9,631 | 30,290 | * | * | * |
| WAYNE | 1,926 | 2,075 | 7.7 | 896 | 413 | 220 | 282 | 261 | 597 | 10,865 | 23,217 | 11,191 | 38,903 | 217 | 547 | 6,294 |
| WEBER | 144,885 | 166,138 | 14.7 | 60,308 | 44,691 | 20,103 | 25,087 | 15,783 | 47,436 | 1,023,602 | 2,155,083 | 12,972 | 45,432 | 891 | 3,993 | 22,282 |
| Ogden | 64,407 | 60,346 | -6.3 | * | * | * | * | * | 20,567 | 353,353 | 606,859 | 10,056 | 29,507 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1987 Cash Receipts as follows: From Crops $129,948,000; from Livestock & Livestock Products $423,636,000; Total $553,584,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# VERMONT POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS** | 512,062 | 576,852 | 12.7 | | | | | | 209,383 | 3,728,002 | 8,322,233 | 14,427 | 39,746 | 6,315 | 20,054 | 349,348 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Burlington, VT | 155,392 | 187,452 | 20.6 | 48,217 | 61,193 | 28,465 | 32,327 | 17,251 | 71,188 | 1,302,890 | 2,632,255 | 14,042 | 36,976 | 1,365 | 4,939 | 103,684 |

| METRO AREAS COUNTIES Cities | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ADDISON | 29,591 | 34,100 | 15.2 | 9,241 | 10,707 | 5,047 | 5,558 | 3,512 | 12,997 | 216,560 | 586,569 | 17,201 | 45,132 | 714 | 6,119 | 69,558 |
| BENNINGTON | 33,314 | 37,322 | 12.0 | 9,704 | 10,040 | 5,076 | 7,203 | 5,337 | 13,514 | 229,140 | 611,144 | 16,375 | 45,225 | 169 | 1,508 | 5,158 |
| Bennington | 15,815 | 19,363 | 22.4 | • | • | • | • | • | 5,766 | 79,413 | 209,253 | 10,807 | 36,289 | • | • | • |
| CALEDONIA | 25,784 | 28,053 | 8.8 | 7,939 | 7,574 | 4,012 | 4,909 | 3,619 | 10,467 | 156,763 | 374,694 | 13,357 | 35,797 | 461 | 1,047 | 22,392 |
| St. Johnsbury | 7,938 | 8,158 | 2.8 | • | • | • | • | • | 2,878 | 48,060 | 102,028 | 12,506 | 35,451 | • | • | • |
| CHITTENDEN | 115,842 | 141,575 | 22.2 | 34,120 | 49,127 | 22,086 | 24,351 | 11,892 | 52,435 | 1,025,789 | 1,969,382 | 13,911 | 37,559 | 452 | 2,520 | 19,516 |
| Burlington | 37,712 | 39,047 | 3.5 | • | • | • | • | • | 14,150 | 221,660 | 498,822 | 12,775 | 35,252 | • | • | • |
| ESSEX | 6,371 | 6,859 | 7.7 | 2,071 | 1,708 | 885 | 1,269 | 905 | 2,674 | 35,781 | 81,430 | 11,873 | 30,448 | 81 | 405 | 4,558 |
| FRANKLIN | 34,879 | 39,796 | 14.1 | 12,297 | 10,546 | 5,492 | 6,845 | 4,616 | 16,227 | 237,582 | 590,127 | 14,829 | 36,367 | 786 | 1,226 | 77,337 |
| St. Albans | 7,308 | 6,975 | -4.6 | • | • | • | • | • | 2,869 | 37,736 | 77,288 | 11,081 | 26,942 | • | • | • |
| GRAND ISLE | 4,671 | 6,081 | 30.2 | 1,800 | 1,520 | 888 | 1,131 | 742 | 2,526 | 39,519 | 72,745 | 11,963 | 28,798 | 127 | 1,193 | 6,831 |
| LAMOILLE | 16,781 | 20,535 | 22.4 | 5,586 | 5,996 | 3,286 | 3,429 | 2,300 | 7,570 | 109,515 | 297,353 | 14,480 | 39,283 | 213 | 697 | 13,401 |
| ORANGE | 22,833 | 26,225 | 14.9 | 7,684 | 6,924 | 3,881 | 4,537 | 3,226 | 10,032 | 136,861 | 390,917 | 14,906 | 38,967 | 560 | 1,539 | 23,226 |
| ORLEANS | 23,414 | 25,398 | 8.5 | 7,696 | 6,502 | 3,454 | 4,419 | 3,327 | 10,278 | 151,908 | 378,484 | 14,902 | 36,825 | 616 | 1,290 | 47,866 |
| Newport | 4,756 | 4,946 | 4.0 | • | • | • | • | • | 2,042 | 24,165 | 57,594 | 11,644 | 28,205 | • | • | • |
| RUTLAND | 58,244 | 65,491 | 12.4 | 16,504 | 18,207 | 9,627 | 11,985 | 9,234 | 23,890 | 385,768 | 954,645 | 14,577 | 39,960 | 516 | 1,746 | 24,588 |
| Rutland | 18,436 | 18,469 | 0.2 | • | • | • | • | • | 7,461 | 88,217 | 191,802 | 10,385 | 25,707 | • | • | • |
| WASHINGTON | 52,365 | 57,094 | 9.0 | 14,787 | 15,815 | 8,564 | 10,505 | 7,422 | 19,767 | 361,046 | 824,575 | 14,442 | 41,716 | 361 | 926 | 13,855 |
| Barre | 9,824 | 9,971 | 1.5 | • | • | • | • | • | 4,236 | 48,059 | 101,279 | 10,157 | 23,910 | • | • | • |
| Montpelier | 8,241 | 8,344 | 1.2 | • | • | • | • | • | 3,435 | 46,589 | 97,938 | 11,738 | 28,512 | • | • | • |
| WINDHAM | 36,926 | 42,851 | 16.0 | 10,884 | 11,184 | 6,899 | 7,842 | 5,956 | 17,140 | 260,582 | 475,836 | 11,104 | 27,762 | 287 | 3,291 | 10,175 |
| Bellows Falls | 3,456 | 3,542 | 2.5 | • | • | • | • | • | 1,476 | 15,587 | 38,462 | 10,860 | 26,064 | • | • | • |
| Brattleboro | 11,886 | 13,356 | 12.4 | • | • | • | • | • | 4,350 | 61,297 | 131,728 | 9,863 | 30,286 | • | • | • |
| WINDSOR | 51,047 | 58,211 | 14.0 | 14,553 | 15,077 | 8,790 | 11,235 | 8,557 | 21,453 | 381,188 | 918,517 | 15,779 | 42,815 | 534 | 1,678 | 11,889 |
| Hartford | 7,963 | 9,595 | 20.5 | • | • | • | • | • | 3,415 | 62,988 | 150,554 | 15,691 | 44,082 | • | • | • |
| Springfield | 10,190 | 10,442 | 2.5 | • | • | • | • | • | 3,406 | 60,290 | 134,833 | 12,913 | 39,586 | • | • | • |
| White River Junction | 2,582 | 3,046 | 18.0 | • | • | • | • | • | 1,218 | 14,961 | 51,542 | 16,923 | 42,317 | • | • | • |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1987 Cash Receipts as follows: From Crops $20,054,000; from Livestock & Livestock Products $349,348,000; Total $369,402,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# VIRGINIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS**.............. | 5,361,564 | 6,142,639 | 14.6 |  |  |  |  |  | 2,223,606 | 44,667,998 | 101,194,239 | 16,474 | 45,509 | 51,859 | 626,544 | 936,820 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Charlottesville, Va | 114,053 | 128,417 | 12.6 | 5,466 | 5,400 | 3,096 | 3,708 | 2,254 | 46,334 | 752,777 | 1,940,313 | 15,109 | 41,877 | 486 | 668 | 8,507 |
| Danville, Va | 111,945 | 112,893 | 0.8 | 17,732 | 19,033 | 9,585 | 13,487 | 8,626 | 39,892 | 277,972 | 1,231,257 | 10,906 | 30,865 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# VIRGINIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Lynchburg, Va | 141,585 | 147,088 | 3.9 | 20,756 | 22,192 | 11,703 | 16,226 | 8,481 | 52,216 | 950,294 | 2,003,739 | 13,623 | 38,374 | 408 | 698 | 3,634 |
| Norfolk-Virginia - Beach-Newport-News | 1,169,994 | 1,416,547 | 21.1 | 31,533 | 33,374 | 17,744 | 25,047 | 11,525 | 503,647 | 8,543,093 | 16,646,631 | 11,752 | 33,052 | 130 | 2,916 | 655 |
| Richmond-Petersburg, Va | 764,040 | 869,912 | 13.9 | 143,231 | 161,508 | 94,213 | 114,554 | 54,344 | 411,833 | 5,867,477 | 13,285,665 | 15,272 | 32,260 | 1,465 | 22,992 | 27,319 |
| Roanoke, Va | 220,768 | 233,046 | 5.6 | 14,030 | 15,663 | 9,607 | 13,926 | 7,367 | 84,481 | 1,682,762 | 3,364,726 | 14,438 | 39,828 | 532 | 2,086 | 9,848 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ACCOMACK | 31,305 | 33,817 | 8.0 | 8,590 | 8,454 | 3,957 | 6,763 | 6,053 | 13,527 | 216,971 | 302,438 | 8,943 | 22,358 | 323 | 28,748 | 20,975 |
| ALBEMARLE | 56,186 | 66,019 | 17.5 | 14,458 | 22,909 | 10,431 | 11,949 | 6,272 | 23,328 | 382,103 | 982,726 | 14,886 | 42,126 | • | • | • |
| ALLEGHANY | 14,362 | 15,506 | 8.0 | 4,094 | 4,094 | 2,186 | 3,179 | 1,938 | 5,479 | 64,507 | 154,323 | 9,952 | 28,166 | • | • | • |
| AMELIA | 8,420 | 8,611 | 2.3 | 2,316 | 2,316 | 1,154 | 1,679 | 1,145 | 3,524 | 40,913 | 144,102 | 16,734 | 40,895 | 322 | 2,412 | 31,712 |
| AMHERST | 29,276 | 30,238 | 3.3 | 7,529 | 8,769 | 4,475 | 6,048 | 3,417 | 10,926 | 173,493 | 456,038 | 15,082 | 41,738 | 408 | 698 | 3,634 |
| APPOMATTOX | 12,011 | 12,921 | 7.6 | 3,553 | 3,334 | 1,667 | 2,623 | 1,744 | 5,097 | 76,020 | 146,989 | 11,376 | 28,840 | 358 | 709 | 4,616 |
| ARLINGTON | 152,541 | 158,779 | 4.1 | 23,182 | 44,299 | 34,773 | 32,709 | 23,658 | 79,390 | 2,593,201 | 4,319,529 | 27,205 | 54,409 | • | • | • |
| AUGUSTA | 54,026 | 60,100 | 11.2 | 14,845 | 16,407 | 8,835 | 12,681 | 7,392 | 21,237 | 327,582 | 779,049 | 12,963 | 36,684 | • | • | • |
| BATH | 5,926 | 6,062 | 2.3 | 1,437 | 1,588 | 873 | 1,309 | 849 | 2,120 | 24,582 | 76,566 | 12,630 | 36,116 | 135 | 178 | 1,561 |
| BEDFORD | 35,241 | 40,311 | 14.4 | 10,481 | 10,320 | 6,087 | 8,264 | 5,160 | 14,244 | 197,701 | 425,687 | 10,560 | 29,885 | • | • | • |
| BLAND | 6,366 | 6,986 | 9.7 | 1,712 | 1,991 | 1,055 | 1,341 | 894 | 2,526 | 28,355 | 104,192 | 14,915 | 41,254 | 327 | 180 | 5,256 |
| BOTETOURT | 23,401 | 26,572 | 13.6 | 6,484 | 6,723 | 4,066 | 6,005 | 3,322 | 10,208 | 146,018 | 485,889 | 18,286 | 47,600 | 532 | 2,086 | 9,848 |
| BRUNSWICK | 15,595 | 15,844 | 1.6 | 4,230 | 4,547 | 1,854 | 2,931 | 2,313 | 6,233 | 65,591 | 215,459 | 13,599 | 34,567 | 402 | 8,017 | 5,651 |
| BUCHANAN | 37,965 | 37,300 | -1.8 | 11,861 | 10,929 | 5,147 | 6,453 | 2,909 | 15,629 | 236,450 | 512,016 | 13,727 | 32,762 | 105 | 206 | 172 |
| BUCKINGHAM | 11,796 | 13,149 | 11.5 | 3,498 | 3,669 | 1,657 | 2,393 | 1,920 | 5,468 | 50,028 | 183,854 | 13,982 | 33,622 | 346 | 1,067 | 9,358 |
| CAMPBELL | 45,540 | 49,169 | 8.0 | 13,226 | 13,423 | 7,228 | 10,178 | 5,064 | 17,374 | 302,788 | 649,204 | 13,204 | 37,366 | • | • | • |
| CAROLINE | 17,909 | 19,686 | 9.9 | 5,650 | 5,512 | 2,658 | 3,642 | 2,205 | 8,067 | 101,872 | 326,457 | 16,583 | 40,468 | 200 | 3,912 | 1,403 |
| CARROLL | 27,343 | 29,304 | 7.2 | 7,179 | 7,473 | 4,073 | 6,183 | 4,366 | 10,355 | 119,419 | 245,969 | 8,394 | 23,754 | • | • | • |
| CHARLES CITY | 6,687 | 6,385 | -4.5 | 1,756 | 1,941 | 907 | 1,175 | 607 | 2,819 | 35,423 | 107,264 | 16,800 | 38,054 | 47 | 2,140 | 333 |
| CHARLOTTE | 12,224 | 11,682 | -4.4 | 3,178 | 3,107 | 1,332 | 2,290 | 1,764 | 4,643 | 48,549 | 146,493 | 12,540 | 31,555 | 518 | 5,391 | 6,746 |
| CHESTERFIELD | 143,563 | 202,085 | 40.8 | 56,584 | 56,786 | 36,173 | 39,811 | 12,731 | 79,323 | 1,232,512 | 2,971,902 | 14,706 | 37,466 | 169 | 2,236 | 3,100 |
| CLARKE | 9,998 | 11,320 | 13.2 | 2,728 | 2,773 | 1,687 | 2,400 | 1,732 | 4,354 | 70,153 | 133,027 | 11,752 | 30,553 | 315 | 5,040 | 9,316 |
| CRAIG | 3,972 | 4,368 | 10.0 | 1,035 | 1,127 | 646 | 900 | 651 | 1,560 | 21,612 | 62,283 | 14,259 | 39,937 | 177 | 97 | 2,317 |
| CULPEPER | 22,639 | 25,244 | 11.5 | 6,892 | 6,589 | 3,484 | 4,872 | 3,408 | 9,915 | 127,186 | 410,457 | 16,259 | 41,399 | 492 | 4,818 | 13,439 |
| Culpeper | 6,621 | 6,866 | 3.7 | • | • | • | • | • | 2,860 | 30,014 | 89,586 | 13,047 | 31,324 | • | • | • |
| CUMBERLAND | 7,926 | 7,979 | 0.7 | 2,290 | 2,138 | 981 | 1,460 | 1,117 | 3,243 | 33,512 | 121,271 | 15,198 | 37,395 | 277 | 663 | 21,711 |
| DICKENSON | 19,846 | 20,743 | 4.5 | 6,347 | 5,725 | 2,800 | 3,692 | 2,178 | 8,613 | 113,560 | 335,319 | 16,165 | 38,931 | 120 | • | 222 |
| DINWIDDIE | 22,686 | 20,202 | -10.9 | 2,191 | 2,755 | 1,258 | 1,840 | 1,184 | 7,139 | 115,675 | 171,890 | 8,509 | 24,078 | • | • | • |
| ESSEX | 8,840 | 10,128 | 14.6 | 11,247 | 11,602 | 5,934 | 8,325 | 7,173 | 17,689 | 55,894 | 152,265 | 15,034 | 8,608 | 142 | 6,129 | 1,282 |
| FAIRFAX | 600,939 | 775,829 | 29.1 | 19,473 | 21,335 | 13,577 | 17,611 | 5,508 | 272,221 | 8,942,821 | 17,660,762 | 22,764 | 64,877 | | | |
| FAUQUIER | 36,164 | 43,401 | 20.0 | • | • | • | • | • | 15,336 | 228,098 | 659,682 | 15,200 | 43,015 | 978 | 4,310 | 27,184 |
| FLOYD | 11,585 | 12,046 | 4.0 | • | • | • | • | • | 4,257 | 48,813 | 133,304 | 11,066 | 31,317 | 772 | 2,024 | 12,877 |
| FLUVANNA | 10,287 | 10,916 | 6.1 | 2,958 | 2,991 | 1,550 | 2,063 | 1,365 | 4,395 | 52,115 | 178,562 | 16,357 | 40,630 | 261 | 447 | 4,245 |
| FRANKLIN | 35,889 | 39,101 | 8.9 | 9,501 | 11,339 | 5,591 | 7,820 | 4,848 | 14,533 | 184,014 | 350,773 | 8,971 | 24,136 | 1,016 | 6,093 | 27,755 |
| FREDERICK | 34,429 | 37,387 | 8.6 | • | • | • | • | • | 13,211 | 204,909 | 490,590 | 13,122 | 37,135 | • | • | • |
| GILES | 17,803 | 18,146 | 1.9 | 4,936 | 4,899 | 2,758 | 3,738 | 1,815 | 6,879 | 75,576 | 205,456 | 11,322 | 29,866 | • | • | • |
| GLOUCESTER | 20,285 | 30,212 | 48.9 | 7,855 | 7,795 | 4,290 | 6,314 | 3,928 | 11,471 | 135,234 | 514,402 | 17,026 | 44,843 | 130 | 2,916 | 655 |
| GOOCHLAND | 11,831 | 12,945 | 9.4 | 3,068 | 3,612 | 1,929 | 2,822 | 1,528 | 4,957 | 76,681 | 151,162 | 11,677 | 30,493 | 253 | 1,109 | 3,876 |
| GRAYSON | 16,630 | 17,856 | 7.4 | 4,285 | 4,571 | 2,411 | 3,785 | 2,803 | 6,578 | 72,590 | 232,915 | 13,044 | 35,409 | 865 | 971 | 12,990 |
| GREENE | 7,696 | 8,988 | 16.8 | 2,508 | 2,409 | 1,546 | 1,645 | 890 | 3,596 | 42,135 | 143,612 | 15,978 | 39,937 | 225 | 221 | 4,262 |
| GREENSVILLE | 10,952 | 10,149 | -7.3 | 3,106 | 2,791 | 1,258 | 1,746 | 1,248 | 3,586 | 51,228 | 114,625 | 11,294 | 31,965 | • | • | • |
| HALIFAX | 30,408 | 28,835 | -5.2 | 7,670 | 7,670 | 3,749 | 5,652 | 4,095 | 10,189 | 134,499 | 247,774 | 8,593 | 24,318 | • | • | • |

| METRO AREAS<br>COUNTIES<br>Cities | POPULATION |  |  |  |  |  |  |  | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME |  | INCOME |  | FARM PRODUCTS (1987) |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1990 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| HANOVER | 50,406 | 65,824 | 30.6 | 16,259 | 17,838 | 9,742 | 14,679 | 7,306 | 26,044 | 386,913 | 881,148 | 13,386 | 33,833 | 554 | 8,671 | 10,364 |
| HENRICO | 181,213 | 220,179 | 21.5 | 49,981 | 61,210 | 35,889 | 45,577 | 27,302 | 88,072 | 1,638,022 | 3,182,402 | 14,454 | 36,134 | 158 | 4,713 | 930 |
| HENRY | 57,764 | 57,403 | -0.6 | 14,753 | 15,901 | 8,094 | 12,514 | 6,085 | 20,284 | 324,484 | 627,277 | 10,928 | 30,925 | * | * | * |
| HIGHLAND | 2,997 | 2,896 | -3.4 | 707 | 715 | 403 | 565 | 507 | 1,036 | 13,954 | 33,737 | 11,650 | 32,556 | 303 | 88 | 6,953 |
| ISLE OF WIGHT | 21,623 | 24,483 | 13.2 | 6,562 | 6,757 | 3,428 | 4,897 | 2,816 | 9,912 | 129,777 | 447,167 | 18,264 | 45,116 | 245 | 13,778 | 12,440 |
| JAMES CITY | 22,958 | 30,599 | 33.3 | 7,864 | 8,598 | 4,467 | 6,303 | 3,396 | 10,812 | 168,310 | 473,726 | 15,482 | 43,815 | * | * | * |
| KING AND QUEEN | 5,955 | 6,472 | 8.7 | 1,735 | 1,657 | 835 | 1,256 | 990 | 2,545 | 34,668 | 114,846 | 17,745 | 45,122 | 157 | 3,973 | 1,476 |
| KING GEORGE | 10,647 | 12,984 | 22.0 | 3,856 | 3,389 | 1,909 | 2,545 | 1,272 | 5,162 | 78,538 | 137,444 | 10,585 | 26,628 | 141 | 1,553 | 793 |
| KING WILLIAM | 9,405 | 10,978 | 16.7 | 2,953 | 2,909 | 1,603 | 2,130 | 1,383 | 4,442 | 61,026 | 197,294 | 17,972 | 44,413 | 121 | 4,304 | 2,793 |
| LANCASTER | 10,109 | 11,328 | 12.1 | 2,481 | 2,594 | 1,235 | 2,390 | 2,628 | 4,720 | 66,299 | 213,947 | 18,886 | 45,328 | 84 | 1,463 | 293 |
| LEE | 26,033 | 27,742 | 6.6 | 7,906 | 7,185 | 3,662 | 4,966 | 4,050 | 11,072 | 131,836 | 367,297 | 13,240 | 33,175 | 1,431 | 5,396 | 5,350 |
| LOUDOUN | 57,748 | 72,714 | 25.9 | 20,651 | 19,269 | 12,943 | 14,470 | 5,381 | 29,274 | 643,343 | 1,366,575 | 18,794 | 46,682 | 934 | 9,570 | 18,039 |
| LOUISA | 17,788 | 19,913 | 11.9 | 5,396 | 5,337 | 2,569 | 3,843 | 2,748 | 8,026 | 88,732 | 288,154 | 14,471 | 35,903 | 397 | 1,142 | 6,494 |
| LUNENBERG | 12,136 | 12,306 | 1.4 | 3,236 | 3,200 | 1,489 | 2,449 | 1,932 | 4,683 | 56,414 | 155,291 | 12,619 | 33,162 | 404 | 6,165 | 2,786 |
| MADISON | 10,231 | 10,970 | 7.2 | 2,819 | 2,863 | 1,514 | 2,139 | 1,613 | 4,436 | 47,847 | 184,882 | 16,854 | 41,677 | 441 | 1,337 | 14,502 |
| MATHEWS | 7,967 | 8,607 | 8.0 | 1,790 | 1,988 | 981 | 1,902 | 1,945 | 3,586 | 60,042 | 95,128 | 11,052 | 26,528 | 77 | 2,264 | 342 |
| MECKLENBURG | 29,358 | 29,976 | 2.1 | 7,854 | 7,764 | 3,717 | 5,875 | 4,796 | 11,212 | 135,647 | 422,880 | 14,108 | 37,717 | 780 | 16,190 | 7,431 |
| MIDDLESEX | 7,782 | 8,904 | 14.4 | 1,977 | 2,057 | 1,006 | 1,923 | 1,941 | 3,710 | 47,044 | 81,757 | 9,182 | 22,037 | 83 | 1,952 | 1,097 |
| MONTGOMERY | 63,635 | 70,772 | 11.2 | 12,730 | 32,815 | 9,265 | 10,255 | 5,658 | 25,008 | 300,829 | 726,741 | 10,269 | 29,060 | * | * | * |
| Christiansburg | 10,345 | 14,540 | 40.6 | * | * | * | * | * | 5,138 | 68,227 | 151,847 | 10,443 | 29,554 | * | * | * |
| NELSON | 12,195 | 14,758 | 21.0 | 3,616 | 3,822 | 1,948 | 2,981 | 2,391 | 5,680 | 57,270 | 214,770 | 14,553 | 37,813 | 365 | 2,089 | 3,315 |
| NEW KENT | 8,868 | 10,492 | 18.3 | 2,812 | 2,854 | 1,700 | 2,025 | 1,112 | 4,055 | 55,292 | 122,028 | 11,630 | 30,091 | 72 | 1,517 | 259 |
| NORTHAMPTON | 14,534 | 14,888 | 2.4 | 4,020 | 3,916 | 1,608 | 2,784 | 2,546 | 5,726 | 93,966 | 252,333 | 16,949 | 44,068 | 180 | 19,684 | 137 |
| NORTHUMBERLAND | 9,834 | 10,312 | 4.9 | 2,196 | 2,413 | 1,103 | 2,207 | 2,392 | 4,297 | 65,827 | 108,787 | 10,550 | 25,317 | 159 | 4,429 | 456 |
| NOTTOWAY | 14,671 | 14,760 | 0.6 | 3,823 | 3,690 | 1,653 | 2,923 | 2,672 | 5,476 | 74,947 | 246,284 | 16,686 | 44,971 | 302 | 1,978 | 14,424 |
| ORANGE | 17,880 | 20,329 | 13.7 | 5,204 | 5,285 | 2,704 | 4,066 | 3,090 | 7,943 | 95,910 | 330,571 | 16,261 | 41,616 | 424 | 1,997 | 13,924 |
| PAGE | 19,412 | 20,600 | 6.1 | 5,294 | 5,253 | 2,363 | 4,223 | 2,966 | 7,798 | 99,857 | 330,559 | 16,046 | 42,392 | 489 | 692 | 44,177 |
| PATRICK | 17,611 | 18,872 | 7.2 | 4,680 | 4,775 | 2,623 | 4,076 | 2,736 | 7,081 | 85,302 | 155,425 | 8,236 | 21,948 | 643 | 4,173 | 5,676 |
| PITTSYLVANIA | 66,276 | 68,463 | 3.3 | 17,732 | 19,033 | 9,585 | 13,487 | 8,626 | 24,192 | 309,974 | 726,861 | 10,617 | 30,046 | * | * | * |
| POWHATAN | 13,131 | 15,094 | 14.9 | 3,789 | 4,724 | 2,536 | 2,777 | 1,283 | 5,504 | 77,779 | 159,764 | 10,585 | 29,025 | 212 | 2,606 | 8,457 |
| PRINCE EDWARD | 16,476 | 17,778 | 7.9 | 4,284 | 6,382 | 1,867 | 2,844 | 2,400 | 5,745 | 79,558 | 223,632 | 12,579 | 38,927 | 353 | 2,461 | 7,416 |
| PRINCE GEORGE | 25,820 | 25,826 | 0.0 | 6,792 | 9,788 | 4,081 | 3,848 | 1,291 | 91,126 | 129,050 | 265,559 | 10,283 | 2,914 | * | * | * |
| PRINCE WILLIAM | 167,630 | 233,214 | 39.1 | 74,395 | 66,466 | 42,911 | 41,512 | 8,162 | 82,408 | 1,769,788 | 4,223,156 | 18,109 | 51,247 | * | * | * |
| Woodbridge | 14,867 | 20,207 | 35.9 | * | * | * | * | * | 7,140 | 139,872 | 342,187 | 16,934 | 47,925 | * | * | * |
| PULASKI | 35,191 | 37,570 | 6.8 | 9,355 | 9,956 | 5,673 | 7,514 | 5,072 | 14,075 | 161,407 | 482,005 | 12,830 | 34,245 | 360 | 583 | 11,832 |
| Pulaski | 10,106 | 9,632 | -4.7 | * | * | * | * | * | 3,836 | 46,589 | 102,097 | 10,600 | 26,613 | * | * | * |
| RAPPAHANNOCK | 6,125 | 6,385 | 4.2 | 1,507 | 1,628 | 964 | 1,354 | 932 | 2,419 | 33,755 | 108,817 | 17,044 | 44,979 | 288 | 1,910 | 3,295 |
| RICHMOND | 6,973 | 7,766 | 11.4 | 1,926 | 2,043 | 947 | 1,600 | 1,258 | 2,929 | 39,236 | 70,558 | 9,085 | 24,088 | 148 | 5,281 | 770 |
| ROANOKE | 73,261 | 77,226 | 5.4 | 7,547 | 8,941 | 5,541 | 7,921 | 4,045 | 28,602 | 622,665 | 1,076,630 | 13,941 | 37,642 | * | * | * |
| ROCKBRIDGE | 17,945 | 18,206 | 1.5 | 4,442 | 18,206 | 2,494 | 3,932 | 2,531 | 6,433 | 77,870 | 142,595 | 7,832 | 22,166 | * | * | * |
| ROCKINGHAM | 57,067 | 53,459 | -6.3 | 13,311 | 15,877 | 7,645 | 10,264 | 6,308 | 18,890 | 328,750 | 773,323 | 14,466 | 40,938 | * | * | * |
| RUSSELL | 31,951 | 34,261 | 7.2 | * | * | * | * | * | 12,106 | 145,624 | 277,959 | 8,113 | 22,960 | * | * | * |
| SCOTT | 25,088 | 28,270 | 12.7 | 6,983 | 7,322 | 3,788 | 5,937 | 4,212 | 10,991 | 136,514 | 388,021 | 13,726 | 35,303 | 1,667 | 5,325 | 5,100 |
| Gate City | 2,494 | 2,544 | 2.0 | * | * | * | * | * | 899 | 13,481 | 18,923 | 7,438 | 21,049 | * | * | * |
| SHENANDOAH | 27,663 | 29,179 | 5.5 | 6,974 | 7,470 | 4,027 | 5,982 | 4,727 | 11,223 | 155,568 | 279,904 | 9,593 | 24,940 | 830 | 3,524 | 41,439 |
| Strasburg | 2,431 | 2,564 | 5.5 | * | * | * | * | * | 906 | 7,366 | 27,821 | 10,850 | 30,707 | * | * | * |
| SMYTH | 33,338 | 34,698 | 4.1 | 8,674 | 9,091 | 4,545 | 7,425 | 4,996 | 12,931 | 153,122 | 469,110 | 13,520 | 36,279 | 873 | 2,185 | 13,597 |
| SOUTHAMPTON | 18,705 | 18,991 | 1.5 | 4,676 | 5,780 | 2,263 | 3,535 | 2,637 | 6,711 | 90,652 | 210,155 | 1,066 | 31,315 | * | * | * |
| SPOTSYLVANIA | 34,904 | 40,184 | 15.1 | 12,899 | 10,729 | 6,550 | 40,184 | 40,184 | 14,199 | 198,167 | 490,951 | 2,218 | 34,576 | * | * | * |
| STAFFORD | 40,919 | 57,780 | 41.2 | 17,161 | 16,294 | 9,303 | 11,036 | 3,987 | 23,486 | 248,262 | 1,029,854 | 17,824 | 43,849 | 197 | 659 | 1,541 |
| SURRY | 6,046 | 6,387 | 5.6 | 1,776 | 1,801 | 805 | 1,067 | 939 | 2,553 | 33,724 | 54,350 | 8,510 | 21,285 | 126 | 6,837 | 2,970 |
| SUSSEX | 10,857 | 9,921 | -8.6 | 2,510 | 2,857 | 1,250 | 1,905 | 1,389 | 3,915 | 58,567 | 164,500 | 16,581 | 42,019 | 196 | 12,302 | 1,908 |
| TAZEWELL | 50,579 | 53,371 | 5.5 | 15,157 | 14,197 | 7,472 | 10,140 | 6,351 | 21,240 | 357,745 | 894,012 | 16,751 | 42,091 | 488 | 421 | 10,254 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# VIRGINIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1990 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| Bluebell | 5,946 | 6,461 | 8.7 | * | * | * | * | * | 2,471 | 35,892 | 92,838 | 14,369 | 37,572 | * | * | * |
| WARREN | 21,246 | 24,501 | 15.3 | 6,174 | 6,297 | 3,406 | 5,072 | 3,553 | 9,024 | 130,616 | 403,466 | 16,467 | 44,711 | 223 | 830 | 2,126 |
| WASHINGTON | 46,749 | 50,872 | 8.8 | 12,769 | 13,786 | 7,224 | 10,429 | 6,715 | 17,976 | 294,227 | 623,169 | 12,250 | 34,667 | * | * | * |
| WESTMORELAND | 14,085 | 14,829 | 5.3 | 3,737 | 3,752 | 1,691 | 2,892 | 2,729 | 5,703 | 84,633 | 142,124 | 9,584 | 24,921 | 181 | 10,052 | 992 |
| WISE | 43,841 | 43,875 | 0.1 | * | * | * | * | * | 15,670 | 289,208 | 364,184 | 8,300 | 23,241 | * | * | * |
| WYTHE | 25,591 | 27,797 | 8.6 | 7,172 | 7,255 | 3,836 | 5,559 | 4,003 | 10,561 | 118,567 | 257,318 | 9,257 | 24,365 | 746 | 698 | 22,349 |
| YORK | 44,556 | 58,352 | 31.0 | 15,813 | 16,980 | 8,986 | 12,429 | 4,201 | 20,619 | 317,291 | 812,944 | 13,932 | 39,427 | * | * | * |
| INDEPENDENT CITIES | | | | | | | | | | | | | | | | |
| Alexandria | 103,002 | 109,231 | 6.0 | * | * | * | * | * | 57,490 | 1,620,411 | 2,958,033 | 27,081 | 51,453 | * | * | * |
| Bedford City | 5,991 | 6,356 | 6.1 | * | * | * | * | * | 2,246 | 39,827 | 81,962 | 12,895 | 36,492 | * | * | * |
| Bristol | 19,024 | 18,394 | -3.3 | * | * | * | * | * | 6,500 | 138,516 | 266,895 | 14,510 | 41,061 | * | * | * |
| Buena Vista | 6,724 | 6,496 | -3.4 | * | * | * | * | * | 2,295 | 29,302 | 50,759 | 7,814 | 22,117 | * | * | * |
| Charlottesville | 39,884 | 42,494 | 6.5 | * | * | * | * | * | 15,015 | 276,424 | 635,413 | 14,953 | 42,319 | * | * | * |
| Chesapeake | 114,407 | 149,248 | 30.5 | * | * | * | * | * | 53,303 | 839,454 | 2,043,163 | 13,690 | 38,331 | * | * | * |
| Clifton Forge | 5,025 | 4,378 | -12.9 | * | * | * | * | * | 1,547 | 24,007 | 40,792 | 9,317 | 26,368 | * | * | * |
| Colonial Heights | 16,426 | 19,250 | 17.2 | * | * | * | * | * | 6,802 | 115,835 | 298,767 | 15,520 | 43,923 | * | * | * |
| Covington | 9,059 | 7,437 | -17.9 | * | * | * | * | * | 2,628 | 41,625 | 61,248 | 8,236 | 23,306 | * | * | * |
| Danville | 45,669 | 44,430 | -2.7 | * | * | * | * | * | 15,700 | 277,972 | 504,396 | 11,353 | 32,127 | * | * | * |
| Emporia | 4,843 | 4,686 | -3.2 | * | * | * | * | * | 1,656 | 30,449 | 61,212 | 13,063 | 36,964 | * | * | * |
| Fairfax City | 20,619 | 20,092 | -2.6 | * | * | * | * | * | 7,728 | 306,003 | 436,501 | 21,725 | 56,483 | * | * | * |
| Falls Church | 9,577 | 9,247 | -3.4 | * | * | * | * | * | 4,403 | 173,435 | 267,474 | 28,925 | 60,748 | * | * | * |
| Franklin | 7,309 | 7,214 | -1.3 | * | * | * | * | * | 2,549 | 43,984 | 99,663 | 13,815 | 39,099 | * | * | * |
| Fredericksburg | 15,228 | 21,970 | 44.3 | * | * | * | * | * | 7,763 | 110,146 | 300,118 | 13,660 | 38,660 | * | * | * |
| Galax | 6,534 | 6,502 | -0.5 | * | * | * | * | * | 2,297 | 36,461 | 72,245 | 11,111 | 31,452 | * | * | * |
| Hampton | 122,287 | 132,137 | 8.1 | * | * | * | * | * | 48,580 | 854,231 | 1,702,760 | 12,886 | 35,051 | * | * | * |
| Harrisonburg | 19,750 | 29,919 | 51.5 | * | * | * | * | * | 10,572 | 116,374 | 325,569 | 10,882 | 30,795 | * | * | * |
| Hopewell | 23,334 | 24,151 | 3.5 | * | * | * | * | * | 8,543 | 142,962 | 237,019 | 9,648 | 27,276 | * | * | * |
| Lexington | 7,276 | 6,753 | -7.2 | * | * | * | * | * | 2,386 | 34,988 | 74,918 | 11,094 | 31,399 | * | * | * |
| Lynchburg | 66,769 | 67,681 | 1.4 | * | * | * | * | * | 23,916 | 474,013 | 898,497 | 13,275 | 37,569 | * | * | * |
| Manassas | 15,438 | 21,458 | 39.0 | * | * | * | * | * | 7,948 | * | 374,436 | 17,450 | 47,111 | * | * | * |
| Martinsville | 18,075 | 17,967 | -0.6 | * | * | * | * | * | 6,349 | 116,745 | 246,309 | 13,709 | 38,795 | * | * | * |
| Newport News | 144,449 | 168,888 | 16.9 | * | * | * | * | * | 61,414 | 1,022,460 | 2,143,816 | 12,694 | 34,908 | * | * | * |
| Norfolk | 265,831 | 278,353 | 4.7 | * | * | * | * | * | 93,095 | 1,744,829 | 3,480,868 | 12,505 | 37,391 | * | * | * |
| Norton | 4,793 | 4,758 | -0.7 | * | * | * | * | * | 1,551 | 33,879 | 58,047 | 12,200 | 37,426 | * | * | * |
| Petersburg | 40,807 | 38,802 | -4.9 | * | * | * | * | * | 13,711 | 231,494 | 435,542 | 11,225 | 31,766 | * | * | * |
| Poquoson | 8,726 | 9,997 | 14.6 | * | * | * | * | * | 3,533 | 64,936 | 104,940 | 10,497 | 29,707 | * | * | * |
| Portsmouth | 104,476 | 114,318 | 9.4 | * | * | * | * | * | 42,336 | 726,032 | 1,397,192 | 12,222 | 33,002 | * | * | * |
| Radford | 13,488 | 13,680 | 1.4 | * | * | * | * | * | 4,834 | 65,231 | 121,301 | 8,867 | 25,093 | * | * | * |
| Richmond | 219,268 | 208,677 | -4.8 | * | * | * | * | * | 73,737 | 1,629,839 | 2,903,803 | 13,915 | 39,380 | * | * | * |
| Roanoke | 100,163 | 104,101 | 3.9 | * | * | * | * | * | 36,785 | 721,018 | 1,401,525 | 13,463 | 38,101 | * | * | * |
| Salem | 23,943 | 25,147 | 5.0 | * | * | * | * | * | 8,886 | 193,061 | 400,682 | 15,934 | 45,091 | * | * | * |
| South Boston | 7,088 | 7,271 | 2.6 | * | * | * | * | * | 2,569 | 45,339 | 101,627 | 13,977 | 39,559 | * | * | * |
| Springfield | 19,390 | 20,125 | 3.7 | * | * | * | * | * | 7,454 | * | 424,120 | 21,074 | 56,898 | * | * | * |
| Staunton | 21,822 | 21,162 | -3.0 | * | * | * | * | * | 7,478 | 157,901 | 305,056 | 14,415 | 40,794 | * | * | * |
| Suffolk | 47,111 | 52,925 | 12.3 | * | * | * | * | * | 18,701 | 298,312 | 675,794 | 12,769 | 36,136 | * | * | * |
| Virginia Beach | 265,096 | 379,767 | 43.3 | * | * | * | * | * | 135,631 | 2,300,706 | 5,192,911 | 13,674 | 38,287 | * | * | * |
| Waynesboro | 15,215 | 15,363 | 1.0 | * | * | * | * | * | 5,429 | 110,015 | 182,866 | 11,903 | 33,683 | * | * | * |
| Williamsburg | 9,812 | 11,751 | 19.8 | * | * | * | * | * | 4,152 | 71,298 | 147,278 | 12,533 | 35,472 | * | * | * |
| Winchester | 20,129 | 20,342 | 1.1 | * | * | * | * | * | 7,188 | 139,515 | 312,692 | 15,372 | 43,502 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1987 Cash Receipts as follows: From Crops $626,544,000; from Livestock & Livestock Products $936,820,000; Total $1,563,364,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# WASHINGTON POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| **STATE TOTALS.................** | 4,147,977 | 4,652,266 | 12.2 | | | | | | 1,797,685 | 38,290,001 | 77,441,460 | 16,646 | 43,078 | 36,080 | 1,714,018 | 1,115,555 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Bellingham, WA | 107,005 | 118,912 | 11.1 | 29,966 | 36,625 | 18,907 | 19,264 | 14,269 | 45,434 | 869,925 | 2,015,331 | 16,948 | 44,357 | 1,463 | 28,173 | 151,748 |
| Bremerton, WA | 147,996 | 180,065 | 21.7 | 48,617 | 50,238 | 27,910 | 32,592 | 20,347 | 71,787 | 2,146,452 | 1,796,173 | 9,975 | 25,021 | 404 | 538 | 5,149 |
| Olympia, WA | 125,388 | 156,736 | 25.0 | 42,946 | 42,946 | 24,137 | 29,310 | 17,398 | 61,526 | 1,352,661 | 2,129,231 | 13,585 | 34,607 | 806 | 11,550 | 49,824 |
| Richland-Kennewick-Pasco, WA | 146,046 | 155,144 | 6.2 | 47,648 | 42,279 | 24,213 | 27,745 | 13,259 | 65,805 | 1,568,716 | 2,359,458 | 15,208 | 35,855 | 2,072 | 262,799 | 46,695 |
| Seattle, WA | 1,614,078 | 1,857,017 | 15.1 | 433,791 | 529,586 | 316,619 | 361,188 | 214,398 | 747,663 | 15,346,861 | 31,179,127 | 16,790 | 41,702 | 2,971 | 37,868 | 123,683 |
| Spokane, WA | 342,230 | 364,085 | 6.4 | 98,303 | 103,400 | 53,885 | 63,715 | 45,147 | 140,033 | 3,037,816 | 4,310,250 | 11,839 | 30,780 | 1,901 | 43,119 | 20,455 |
| Tacoma, WA | 487,055 | 550,413 | 13.0 | 149,162 | 165,124 | 79,259 | 97,974 | 58,344 | 211,505 | 3,963,942 | 9,267,567 | 16,837 | 43,817 | 1,228 | 19,737 | 59,243 |
| Vancouver, WA | 193,488 | 220,741 | 14.1 | 64,898 | 59,379 | 35,760 | 38,409 | 22,074 | 91,302 | 1,455,705 | 3,263,501 | 14,784 | 35,744 | 1,428 | 8,460 | 28,404 |
| Yakima, WA | 172,663 | 190,302 | 10.2 | 57,091 | 50,240 | 25,310 | 33,113 | 23,978 | 80,480 | 1,312,431 | 2,895,613 | 15,216 | 35,979 | 4,239 | 311,621 | 186,445 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 13,165 | 13,819 | 5.0 | 4,864 | 3,427 | 1,714 | 2,418 | 1,409 | 5,810 | 123,911 | 250,285 | 18,112 | 43,076 | 805 | 75,879 | 106,619 |
| ASOTIN | 16,849 | 17,743 | 5.3 | 5,003 | 4,631 | 2,360 | 3,158 | 2,573 | 6,852 | 167,817 | 204,913 | 11,549 | 29,904 | 149 | 4,412 | 4,156 |
| Clarkston | 6,903 | 7,239 | 4.9 | • | • | • | • | • | 3,190 | 42,696 | 86,897 | 12,004 | 27,242 | • | • | • |
| BENTON | 110,808 | 116,796 | 5.4 | 34,572 | 32,002 | 18,921 | 21,724 | 9,577 | 49,069 | 1,235,067 | 1,716,757 | 14,699 | 34,987 | 1,178 | 110,818 | 22,318 |
| Kennewick | 34,397 | 40,101 | 16.6 | • | • | • | • | • | 15,702 | 301,699 | 650,861 | 16,231 | 41,451 | • | • | • |
| Richland | 33,578 | 36,227 | 7.9 | • | • | • | • | • | 13,992 | 339,722 | 678,243 | 18,722 | 48,473 | • | • | • |
| CHELAN | 45,063 | 53,627 | 19.0 | 13,460 | 13,782 | 7,347 | 10,457 | 8,580 | 20,079 | 383,100 | 894,106 | 16,673 | 44,529 | 1,411 | 102,073 | 779 |
| Wenatchee | 17,257 | 19,962 | 15.7 | • | • | • | • | • | 8,623 | 105,450 | 236,594 | 11,852 | 27,437 | • | • | • |
| CLALLAM | 52,045 | 55,413 | 6.5 | 14,685 | 14,241 | 7,813 | 9,808 | 8,866 | 20,445 | 407,907 | 902,454 | 16,286 | 44,140 | 375 | 1,889 | 3,891 |
| Port Angelos | 17,311 | 16,481 | -4.8 | • | • | • | • | • | 6,777 | 112,935 | 221,582 | 13,445 | 32,696 | • | • | • |
| CLARK | 193,488 | 220,741 | 14.1 | 64,898 | 59,379 | 35,760 | 38,409 | 22,074 | 91,302 | 1,455,705 | 3,263,501 | 14,784 | 35,744 | 1,428 | 8,460 | 28,404 |
| Vancouver | 42,834 | 41,406 | -3.3 | • | • | • | • | • | 18,987 | 249,978 | 468,765 | 11,321 | 24,688 | • | • | • |
| COLUMBIA | 4,039 | 4,207 | 4.2 | 1,085 | 888 | 581 | 829 | 829 | 1,641 | 37,241 | 69,702 | 16,567 | 42,485 | 212 | 17,092 | 1,689 |
| COWLITZ | 79,792 | 79,223 | -0.7 | 22,499 | 20,915 | 11,883 | 14,260 | 9,665 | 31,462 | 769,085 | 1,390,161 | 17,548 | 44,185 | 435 | 3,631 | 7,701 |
| Kelso | 11,129 | 11,245 | 1.0 | • | • | • | • | • | 4,566 | 72,745 | 134,680 | 11,977 | 29,495 | • | • | • |
| Longview | 31,052 | 31,733 | 2.2 | • | • | • | • | • | 12,951 | 243,187 | 455,353 | 14,350 | 35,159 | • | • | • |
| DOUGLAS | 22,097 | 27,175 | 23.0 | 7,826 | 6,848 | 4,076 | 5,272 | 3,152 | 11,353 | 224,349 | 239,494 | 8,813 | 21,094 | 948 | 75,865 | 6,920 |
| FERRY | 5,905 | 6,289 | 6.5 | 2,113 | 1,679 | 899 | 1,012 | 585 | 2,574 | 53,684 | 115,871 | 18,426 | 45,019 | 218 | 346 | 4,484 |
| FRANKLIN | 35,238 | 38,348 | 8.8 | 13,077 | 10,277 | 5,292 | 6,021 | 3,681 | 16,736 | 333,649 | 642,701 | 16,760 | 38,403 | 894 | 151,981 | 24,377 |
| Pasco | 17,944 | 18,839 | 5.0 | • | • | • | • | • | 7,198 | 111,131 | 203,944 | 10,825 | 28,334 | • | • | • |
| GARFIELD | 2,413 | 2,507 | 3.9 | 717 | 529 | 293 | 501 | 466 | 997 | 22,448 | 42,600 | 16,990 | 42,720 | | | |
| GRANT | 48,423 | 55,414 | 14.4 | 17,677 | 14,352 | 7,038 | 9,808 | 6,539 | 23,267 | 518,342 | 699,526 | 12,624 | 30,065 | 210 | 16,243 | 3,049 |
| Moses Lake | 10,629 | 11,508 | 8.3 | • | • | • | • | • | 4,230 | 78,554 | 179,704 | 15,615 | 42,395 | 1,881 | 214,358 | 136,611 |
| GRAYS HARBOR | 66,279 | 64,050 | -3.4 | 17,742 | 16,653 | 8,903 | 11,593 | 9,159 | 24,988 | 502,636 | 848,887 | 13,254 | 33,972 | • | • | • |
| Aberdeen | 18,739 | 18,338 | -2.1 | • | • | • | • | • | 7,693 | 111,326 | 189,207 | 10,318 | 24,595 | 410 | 3,516 | 13,354 |
| ISLAND | 44,569 | 53,177 | 19.3 | 14,517 | 14,783 | 7,657 | 9,093 | 7,126 | 19,777 | 362,321 | 606,571 | 11,407 | 30,670 | • | • | • |
| JEFFERSON | 16,136 | 20,333 | 26.0 | 4,900 | 4,595 | 3,030 | 4,046 | 3,741 | 7,493 | 126,235 | 293,660 | 14,442 | 39,193 | 286 | 777 | 7,501 |
| KING | 1,273,654 | 1,434,790 | 12.7 | 318,523 | 411,785 | 248,219 | 282,654 | 172,175 | 573,916 | 12,444,576 | 23,916,314 | 16,669 | 41,672 | 120 | 202 | 2,411 |
| Auburn | 26,417 | 31,867 | 20.7 | • | • | • | • | • | 13,134 | 160,639 | 393,924 | 12,354 | 29,992 | 1,498 | 23,329 | 50,421 |
| Bellevue | 73,903 | 88,734 | 20.1 | • | • | • | • | • | 35,027 | 651,424 | 1,588,986 | 17,907 | 45,365 | • | • | • |
| Kent | 23,152 | 28,987 | 25.2 | • | • | • | • | • | 12,464 | 160,255 | 407,623 | 14,062 | 32,703 | • | • | • |
| Renton | 30,612 | 36,365 | 18.8 | • | • | • | • | • | 15,650 | 205,023 | 494,796 | 13,606 | 31,616 | • | • | • |
| Seattle | 493,846 | 477,480 | -3.3 | • | • | • | • | • | 222,108 | 3,463,484 | 6,803,104 | 14,248 | 30,630 | • | • | • |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# WASHINGTON POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| KITSAP | 147,996 | 180,065 | 21.7 | 48,617 | 50,238 | 27,910 | 32,592 | 20,347 | 71,786 | 2,146,452 | 2,150,244 | 11,942 | 29,954 | 404 | 538 | 5,149 |
| Bremerton | 36,208 | 36,163 | -0.1 | * | * | * | * | * | 14,670 | 374,982 | 373,295 | 10,322 | 25,446 | * | * | * |
| KITTITAS | 24,764 | 26,329 | 6.3 | 5,819 | 9,399 | 3,633 | 4,134 | 3,317 | 10,970 | 240,958 | 337,367 | 12,814 | 30,754 | 740 | 19,648 | 40,616 |
| Ellensburg | 11,752 | 11,680 | -0.6 | * | * | * | * | * | 4,688 | 72,501 | 145,625 | 12,467 | 31,062 | * | * | * |
| KLICKITAT | 15,943 | 16,150 | 1.3 | 4,748 | 4,070 | 2,406 | 2,826 | 2,100 | 6,686 | 143,622 | 184,408 | 11,418 | 27,583 | 545 | 18,836 | 10,832 |
| LEWIS | 55,458 | 60,184 | 8.5 | 17,574 | 15,166 | 7,944 | 10,773 | 8,666 | 24,805 | 475,800 | 937,905 | 15,584 | 37,811 | 1,162 | 5,064 | 44,499 |
| Centralia | 11,555 | 12,043 | 4.2 | * | * | * | * | * | 5,192 | 69,810 | 131,593 | 10,927 | 25,344 | * | * | * |
| Chehalis | 6,100 | 6,493 | 6.4 | * | * | * | * | * | 2,697 | 40,053 | 77,116 | 11,876 | 28,595 | * | * | * |
| LINCOLN | 9,610 | 9,804 | 2.0 | 2,647 | 2,167 | 1,275 | 1,941 | 1,765 | 3,819 | 107,595 | 121,994 | 12,443 | 31,944 | 799 | 53,108 | 11,351 |
| MASON | 31,494 | 37,212 | 18.2 | 9,824 | 9,824 | 4,000 | 7,182 | 5,582 | 14,078 | 244,920 | 561,034 | 15,077 | 39,853 | 165 | 366 | 774 |
| OKANOGAN | 30,706 | 33,540 | 9.2 | 9,861 | 8,184 | 4,830 | 6,205 | 4,494 | 13,899 | 219,440 | 475,423 | 14,175 | 34,206 | 1,476 | 91,468 | 14,759 |
| PACIFIC | 17,217 | 17,888 | 3.9 | 4,490 | 4,132 | 2,254 | 3,452 | 3,542 | 6,587 | 130,321 | 258,588 | 14,456 | 39,257 | 270 | 5,185 | 5,662 |
| PEND OREILLE | 8,642 | 11,860 | 37.2 | 3,653 | 2,823 | 1,554 | 2,253 | 1,577 | 4,839 | 54,279 | 153,030 | 12,903 | 31,627 | 227 | 523 | 1,831 |
| PIERCE | 487,055 | 550,413 | 13.0 | 149,162 | 165,124 | 79,259 | 97,974 | 58,344 | 211,505 | 3,963,942 | 9,267,567 | 16,837 | 43,817 | 1,228 | 19,737 | 59,243 |
| Tacoma | 158,501 | 165,491 | 4.4 | * | * | * | * | * | 68,105 | 934,692 | 2,000,407 | 12,088 | 29,372 | * | * | * |
| SAN JUAN | 7,979 | 10,475 | 31.3 | 2,210 | 2,158 | 1,802 | 2,137 | 2,158 | 4,554 | 72,790 | 142,756 | 13,629 | 31,347 | 155 | 269 | 753 |
| SKAGIT | 64,533 | 72,025 | 11.6 | 18,943 | 18,222 | 10,444 | 13,469 | 10,876 | 27,880 | 551,055 | 1,256,400 | 17,444 | 45,065 | 806 | 47,672 | 54,860 |
| Mount Vernon | 13,009 | 16,055 | 23.4 | * | * | * | * | * | 6,695 | 84,464 | 215,297 | 13,410 | 32,159 | * | * | * |
| SKAMANIA | 8,051 | 7,865 | -2.3 | 2,312 | 1,998 | 1,172 | 1,486 | 889 | 3,173 | 73,343 | 132,499 | 16,847 | 41,765 | 71 | 540 | 284 |
| SNOHOMISH | 340,424 | 422,227 | 24.0 | 115,268 | 117,801 | 68,401 | 78,534 | 42,223 | 173,747 | 2,902,285 | 7,262,813 | 17,201 | 41,801 | 1,473 | 14,539 | 73,262 |
| Everett | 54,413 | 59,556 | 9.5 | * | * | * | * | * | 25,194 | 338,857 | 737,479 | 12,383 | 29,272 | * | * | * |
| SPOKANE | 342,230 | 364,085 | 6.4 | 98,303 | 103,400 | 53,885 | 63,715 | 45,147 | 140,033 | 3,037,816 | 4,310,250 | 11,839 | 30,780 | 1,901 | 43,119 | 20,455 |
| Spokane | 171,300 | 167,432 | -2.3 | * | * | * | * | * | 73,151 | 1,153,897 | 2,273,459 | 13,578 | 31,079 | * | * | * |
| STEVENS | 29,427 | 32,619 | 10.8 | 10,667 | 7,992 | 4,926 | 5,578 | 3,490 | 14,646 | 253,466 | 615,757 | 18,877 | 42,043 | 1,073 | 4,857 | 14,606 |
| THURSTON | 125,388 | 156,736 | 25.0 | 42,946 | 42,946 | 24,137 | 29,310 | 17,398 | 61,526 | 1,352,661 | 2,129,231 | 13,585 | 34,607 | 806 | 11,550 | 49,824 |
| Olympia | 27,447 | 27,258 | -0.7 | * | * | * | * | * | 11,998 | 253,164 | 464,577 | 17,044 | 38,722 | * | * | * |
| WAHKIAKUM | 3,814 | 3,606 | -5.5 | 1,064 | 847 | 480 | 653 | 552 | 1,519 | 26,053 | 44,289 | 12,283 | 29,163 | 135 | 161 | 5,022 |
| WALLA WALLA | 47,558 | 49,171 | 3.4 | 12,195 | 14,112 | 6,933 | 8,703 | 7,179 | 18,912 | 514,545 | 605,694 | 12,318 | 32,027 | 759 | 89,182 | 42,852 |
| Walla Walla | 25,618 | 26,796 | 4.6 | * | * | * | * | * | 10,665 | 182,554 | 391,026 | 14,593 | 36,664 | * | * | * |
| WHATCOM | 107,005 | 118,912 | 11.1 | 29,966 | 36,625 | 18,907 | 19,264 | 14,269 | 45,434 | 869,925 | 2,015,331 | 16,948 | 44,357 | 1,463 | 28,173 | 151,748 |
| Bellingham | 45,794 | 47,485 | 3.7 | * | * | * | * | * | 19,930 | 292,743 | 627,816 | 13,221 | 31,502 | * | * | * |
| WHITMAN | 40,057 | 41,160 | 2.8 | 7,779 | 19,016 | 5,227 | 5,268 | 3,663 | 16,464 | 428,229 | 529,108 | 12,855 | 32,137 | 1,204 | 111,632 | 14,466 |
| Pullman | 23,579 | 25,259 | 7.1 | * | * | * | * | * | 7,710 | 153,652 | 343,671 | 13,606 | 44,573 | * | * | * |
| YAKIMA | 172,663 | 190,302 | 10.2 | 57,091 | 50,240 | 25,310 | 33,113 | 23,978 | 80,480 | 1,312,431 | 2,895,613 | 15,216 | 35,979 | 4,239 | 311,621 | 186,445 |
| Sunnyside | 9,225 | 10,967 | 18.9 | * | * | * | * | * | 3,952 | 44,911 | 107,064 | 9,762 | 27,090 | * | * | * |
| Yakima | 49,826 | 52,356 | 5.1 | * | * | * | * | * | 22,440 | 299,893 | 631,877 | 12,069 | 28,158 | * | * | * |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1987 Cash Receipts as follows: From Crops $1,714,018,000; from Livestock & Livestock Products $1,115,555,000; Total $2,829,573,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# WEST VIRGINIA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| STATE TOTALS............... | 1,950,453 | 1,953,344 | 0.1 | | | | | | 720,301 | 13,430,997 | 20,124,700 | 10,303 | 27,939 | 18,742 | 48,414 | 171,555 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | | | | | |
| Charleston, WV | 269,674 | 267,708 | -0.7 | 68,807 | 69,436 | 39,633 | 54,195 | 35,805 | 96,461 | 2,369,398 | 3,429,685 | 23,374 | 35,555 | 647 | 2,485 | 1,335 |
| Huntington-Ashland, WV-KY-OH | 286,822 | 286,002 | -0.3 | 77,183 | 77,514 | 38,572 | 55,644 | 37,034 | 105,574 | 2,075,598 | 3,199,440 | 11,187 | 30,305 | 3,040 | 9,044 | 16,081 |
| Parkersburg-Marietta, WV | 158,231 | 157,816 | -0.3 | 43,017 | 42,570 | 21,858 | 30,380 | 19,991 | 58,582 | 1,169,137 | 1,938,915 | 12,286 | 33,098 | 1,475 | 4,256 | 15,203 |
| Wheeling, WV-OH | 185,453 | 171,023 | -7.8 | 42,471 | 45,878 | 22,868 | 32,816 | 26,966 | 61,932 | 1,453,947 | 2,239,941 | 13,097 | 36,168 | 1,235 | 2,677 | 12,578 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| BARBOUR | 16,706 | 16,387 | -1.9 | 4,556 | 4,572 | 2,098 | 2,753 | 2,393 | 6,067 | 89,752 | 116,880 | 7,132 | 19,264 | 459 | 752 | 2,939 |
| BERKELEY | 47,084 | 51,342 | 9.0 | 14,478 | 13,349 | 7,137 | 9,858 | 6,520 | 18,588 | 297,931 | 528,223 | 10,288 | 28,418 | 453 | 11,670 | 7,142 |
| Martinsburg | 13,063 | 11,248 | -13.9 | * | * | * | * | * | 4,791 | 70,108 | 96,963 | 8,621 | 20,239 | * | * | * |
| BOONE | 30,394 | 29,713 | -2.2 | 9,389 | 7,874 | 4,130 | 5,111 | 3,150 | 12,268 | 161,614 | 262,389 | 8,831 | 21,388 | 31 | 20 | 32 |
| BRAXTON | 13,912 | 14,324 | 3.0 | 3,867 | 3,696 | 1,891 | 2,564 | 2,292 | 5,558 | 81,900 | 149,104 | 10,409 | 26,825 | 318 | 127 | 1,786 |
| BROOKE | 31,201 | 28,479 | -8.7 | 7,319 | 8,003 | 3,816 | 5,582 | 3,788 | 10,658 | 256,821 | 305,825 | 10,739 | 28,694 | 79 | 133 | 981 |
| CABELL | 106,696 | 102,300 | -4.1 | 24,961 | 28,439 | 13,708 | 20,051 | 15,140 | 34,364 | 854,612 | 1,275,868 | 12,472 | 37,128 | 375 | 983 | 975 |
| Huntington | 63,684 | 55,484 | -12.9 | * | * | * | * | * | 22,527 | 394,839 | 519,544 | 9,364 | 23,063 | * | * | * |
| CALHOUN | 8,244 | 8,467 | 2.7 | 2,472 | 2,168 | 1,126 | 1,448 | 1,262 | 3,270 | 46,330 | 69,713 | 8,233 | 21,317 | 158 | 81 | 586 |
| CLAY | 11,315 | 11,388 | 0.6 | 3,758 | 3,041 | 1,435 | 1,833 | 1,321 | 4,961 | 55,302 | 70,244 | 6,168 | 14,158 | 97 | 57 | 384 |
| DODDRIDGE | 7,423 | 7,631 | 2.8 | 2,228 | 2,007 | 931 | 1,297 | 1,152 | 3,003 | 46,800 | 76,140 | 9,978 | 25,355 | 272 | 129 | 774 |
| FAYETTE | 57,768 | 54,774 | -5.2 | 15,665 | 14,899 | 6,792 | 9,312 | 8,052 | 20,837 | 285,706 | 369,550 | 6,747 | 17,735 | 185 | 116 | 1,153 |
| GILMER | 8,352 | 9,247 | 10.7 | 2,460 | 2,922 | 1,091 | 1,489 | 1,276 | 3,340 | 47,163 | 80,782 | 8,736 | 24,189 | 237.0 | 115 | 1,399 |
| GRANT | 10,249 | 9,876 | -3.6 | 2,785 | 2,548 | 1,432 | 1,617 | 1,294 | 3,997 | 71,076 | 133,315 | 13,499 | 33,354 | 353 | 174 | 14,235 |
| GREENBRIER | 37,819 | 38,738 | 2.4 | 10,421 | 10,111 | 5,113 | 7,283 | 5,772 | 14,129 | 278,254 | 446,593 | 11,528 | 31,609 | 729 | 583 | 13,304 |
| Lewisburg | 3,065 | 3,282 | 7.1 | * | * | * | * | * | 1,399 | 25,342 | 42,499 | 12,950 | 30,378 | * | * | * |
| Ronceverte | 2,312 | 2,337 | 1.1 | * | * | * | * | * | 1,220 | 20,713 | 30,925 | 13,234 | 25,353 | * | * | * |
| White Sulphur | 3,371 | 3,446 | 2.2 | * | * | * | * | * | 1,428 | 20,556 | 32,913 | 9,551 | 23,053 | * | * | * |
| HAMPSHIRE | 14,901 | 16,117 | 8.2 | 4,690 | 4,174 | 2,128 | 2,998 | 2,144 | 6,075 | 105,227 | 232,115 | 14,401 | 38,207 | 492 | 5,265 | 5,041 |
| HANCOCK | 40,523 | 35,256 | -13.0 | 9,131 | 9,378 | 4,654 | 7,227 | 4,830 | 13,385 | 380,164 | 424,323 | 12,036 | 31,701 | 86 | 710 | 152 |
| Weirton | 24,736 | 19,748 | -20.2 | * | * | * | * | * | 7,495 | 191,286 | 189,042 | 9,573 | 25,223 | * | * | * |
| HARDY | 10,024 | 9,846 | -1.8 | 2,511 | 2,599 | 1,319 | 1,930 | 1,477 | 3,723 | 62,393 | 136,198 | 13,832 | 36,586 | 460 | 928 | 39,342 |
| HARRISON | 77,606 | 75,351 | -2.9 | 19,667 | 19,290 | 9,796 | 14,467 | 12,131 | 27,060 | 520,803 | 785,091 | 10,419 | 29,013 | 554 | 299 | 3,307 |
| Clarksburg | 22,371 | 19,744 | -11.7 | * | * | * | * | * | 8,738 | 122,072 | 166,221 | 8,419 | 19,024 | * | * | * |
| JACKSON | 26,000 | 26,371 | 1.4 | 7,410 | 7,041 | 3,349 | 5,617 | 2,954 | 10,124 | 167,330 | 201,847 | 7,654 | 19,938 | 679 | 898 | 2,455 |
| JEFFERSON | 30,634 | 34,076 | 11.2 | 9,303 | 9,677 | 4,873 | 6,168 | 4,021 | 12,582 | 190,420 | 350,727 | 10,293 | 27,875 | 363 | 7,164 | 11,652 |
| KANAWHA | 231,122 | 217,921 | -5.7 | 54,916 | 56,442 | 31,817 | 44,238 | 30,727 | 76,777 | 2,078,241 | 2,936,935 | 13,477 | 38,253 | 177 | 910 | 449 |
| Charleston | 63,968 | 56,254 | -12.1 | * | * | * | * | * | 24,506 | 523,468 | 687,307 | 12,218 | 28,047 | * | * | * |
| LEWIS | 18,746 | 19,019 | 1.5 | 5,116 | 4,755 | 2,473 | 3,595 | 3,062 | 6,795 | 124,918 | 196,173 | 10,314 | 28,870 | 335 | 98 | 2,753 |
| LINCOLN | 23,726 | 21,078 | -11.2 | 6,429 | 5,733 | 2,698 | 3,647 | 2,361 | 8,382 | 135,162 | 196,701 | 9,332 | 23,467 | 304 | 941 | 198 |
| LOGAN | 50,492 | 48,878 | -3.2 | 15,690 | 13,099 | 6,550 | 8,260 | 5,328 | 20,368 | 262,442 | 360,818 | 7,382 | 17,715 | 27 | 52 | 409 |
| Logan | 3,029 | 2,435 | -19.6 | * | * | * | * | * | 1,056 | 15,788 | 18,027 | 7,403 | 17,065 | * | * | * |
| MCDOWELL | 49,535 | 36,580 | -26.2 | 12,144 | 10,023 | 4,390 | 5,780 | 4,207 | 15,447 | 224,653 | 255,142 | 6,975 | 16,517 | 12 | * | * |
| Welch | 3,885 | 2,861 | -26.3 | * | * | * | * | * | 1,194 | 19,715 | 22,333 | 7,805 | 18,703 | * | * | * |
| MARION | 65,663 | 62,856 | -4.3 | 15,840 | 16,720 | 8,423 | 11,880 | 9,931 | 22,573 | 436,216 | 588,914 | 9,369 | 26,089 | 362 | 541 | 1,305 |
| Fairmont | 23,863 | 20,766 | -13.0 | * | * | * | * | * | 9,097 | 124,748 | 151,614 | 7,301 | 16,666 | * | * | * |

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# WEST VIRGINIA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| MARSHALL | 41,668 | 37,963 | -8.9 | 10,174 | 10,060 | 5,505 | 7,213 | 5,011 | 14,016 | 279,937 | 375,241 | 9,884 | 26,773 | 425 | 647 | 2,735 |
| Moundsville | 12,419 | 8,678 | -30.1 | * | * | * | * | * | 3,299 | 64,522 | 64,878 | 7,476 | 19,666 | * | * | * |
| MASON | 27,168 | 25,906 | -4.6 | 7,461 | 6,774 | 3,394 | 5,155 | 3,135 | 9,796 | 208,186 | 297,790 | 11,495 | 30,399 | 709 | 3,017 | 10,440 |
| Point Pleasant | 5,682 | 4,860 | -14.5 | * | * | * | * | * | 1,959 | 43,148 | 55,345 | 11,389 | 28,246 | * | * | * |
| MERCER | 73,856 | 72,015 | -2.5 | 19,372 | 14,835 | 11,090 | 16,347 | 10,442 | 26,153 | 439,247 | 731,430 | 10,157 | 27,967 | 358 | 248 | 1,613 |
| Bluefield | 16,060 | 15,348 | -4.4 | * | * | * | * | * | 6,130 | 83,115 | 135,534 | 8,831 | 22,111 | * | * | * |
| MINERAL | 27,311 | 27,705 | 1.4 | 7,674 | 7,286 | 3,851 | 5,209 | 3,685 | 10,434 | 206,195 | 387,506 | 13,987 | 37,140 | 315 | 452 | 3,090 |
| Keyser | 6,569 | 6,051 | -7.9 | * | * | * | * | * | 2,413 | 42,897 | 72,913 | 12,050 | 30,219 | * | * | * |
| MINGO | 37,291 | 36,501 | -2.1 | 12,374 | 10,147 | 4,672 | 5,767 | 3,541 | 15,454 | 164,183 | 259,087 | 7,098 | 16,765 | 4 | * | * |
| Williamson | 5,219 | 4,482 | -14.1 | * | * | * | * | * | 1,820 | 18,933 | 26,119 | 5,828 | 14,353 | * | * | * |
| MONONGALIA | 75,063 | 76,797 | 2.3 | 16,358 | 29,567 | 11,059 | 11,750 | 8,140 | 25,074 | 510,736 | 837,243 | 10,902 | 33,391 | 390 | 385 | 1,783 |
| Morgantown | 27,605 | 24,316 | -11.9 | * | * | * | * | * | 9,017 | 147,592 | 203,977 | 8,389 | 22,622 | * | * | * |
| MONROE | 12,889 | 12,255 | -4.9 | 3,333 | 3,051 | 1,593 | 2,328 | 1,936 | 4,849 | 80,725 | 144,426 | 11,785 | 29,782 | 610 | 1,054 | 11,323 |
| MORGAN | 10,763 | 10,033 | -6.8 | 2,639 | 2,569 | 1,314 | 2,017 | 1,505 | 3,569 | 59,025 | 106,815 | 10,646 | 29,927 | 124 | 714 | 549 |
| NICHOLAS | 28,172 | 28,285 | 0.4 | 8,683 | 7,495 | 3,818 | 4,978 | 3,253 | 11,362 | 190,069 | 275,561 | 9,742 | 24,252 | 291 | 146 | 1,758 |
| OHIO | 61,152 | 55,571 | -9.1 | 12,615 | 15,671 | 7,058 | 10,725 | 9,558 | 18,368 | 452,884 | 670,933 | 12,073 | 36,527 | 142 | 296 | 1,556 |
| Wheeling | 43,070 | 37,134 | -13.8 | * | * | * | * | * | 13,946 | 244,235 | 334,092 | 8,997 | 23,956 | * | * | * |
| PENDLETON | 7,924 | 7,856 | -0.9 | 2,098 | 2,027 | 1,037 | 1,438 | 1,257 | 2,932 | 49,448 | 121,473 | 15,462 | 41,435 | 561 | 259 | 34,611 |
| PLEASANTS | 8,277 | 8,307 | 0.4 | 2,367 | 2,351 | 1,096 | 1,495 | 1,005 | 3,001 | 91,799 | 131,713 | 15,856 | 43,891 | 89 | 119 | 417 |
| POCAHONTAS | 9,950 | 10,359 | 4.1 | 2,735 | 2,610 | 1,326 | 1,896 | 1,792 | 3,631 | 54,725 | 105,830 | 10,216 | 29,149 | 379 | 389 | 4,522 |
| PRESTON | 30,574 | 30,290 | -0.9 | 9,087 | 7,966 | 4,029 | 5,331 | 3,877 | 12,135 | 166,567 | 239,915 | 7,921 | 19,770 | 714 | 858 | 9,422 |
| PUTNAM | 38,552 | 49,787 | 29.1 | 13,890 | 12,994 | 7,816 | 9,957 | 5,078 | 19,684 | 291,157 | 492,750 | 9,897 | 25,033 | 470 | 1,575 | 886 |
| RALEIGH | 86,745 | 83,678 | -3.5 | 24,350 | 21,254 | 11,799 | 14,978 | 11,213 | 32,066 | 495,586 | 712,154 | 8,511 | 22,209 | 260 | 588 | 1,192 |
| Beckley | 20,492 | 19,889 | -2.9 | * | * | * | * | * | 8,367 | 112,112 | 162,111 | 8,151 | 19,375 | * | * | * |
| RANDOLPH | 28,796 | 28,675 | -0.4 | 7,627 | 8,230 | 3,814 | 4,932 | 4,100 | 10,384 | 192,846 | 316,499 | 11,038 | 30,479 | 383 | 502 | 4,827 |
| Elkins | 8,536 | 8,391 | -1.7 | * | * | * | * | * | 3,242 | 46,573 | 75,383 | 8,983 | 23,255 | * | * | * |
| RITCHIE | 11,414 | 11,345 | -0.6 | 3,199 | 2,848 | 1,452 | 1,997 | 1,849 | 4,177 | 74,317 | 123,369 | 10,874 | 29,534 | 325 | 176 | 2,193 |
| ROANE | 15,954 | 15,226 | -4.6 | 4,415 | 3,730 | 2,010 | 2,817 | 2,253 | 5,515 | 99,248 | 138,034 | 9,066 | 25,030 | 460 | 183 | 1,864 |
| SUMMERS | 15,869 | 14,771 | -6.9 | 3,900 | 4,092 | 2,053 | 2,614 | 2,157 | 5,056 | 95,642 | 125,253 | 8,480 | 24,771 | 317 | 548 | 1,983 |
| TAYLOR | 16,611 | 16,329 | -1.7 | 4,539 | 4,148 | 2,204 | 3,021 | 2,400 | 6,345 | 95,118 | 131,395 | 8,047 | 20,707 | 245 | 1,002 | 2,129 |
| TUCKER | 8,667 | 9,114 | 5.2 | 2,424 | 2,351 | 1,239 | 1,650 | 1,449 | 3,319 | 60,648 | 113,214 | 12,422 | 34,113 | 160 | 118 | 949 |
| TYLER | 11,329 | 10,873 | -4.0 | 3,110 | 2,849 | 1,403 | 2,088 | 1,435 | 4,266 | 113,226 | 177,012 | 16,280 | 41,491 | 260 | 181 | 1,389 |
| UPSHUR | 23,492 | 27,121 | 15.4 | 7,540 | 8,191 | 3,560 | 4,448 | 3,363 | 9,722 | 160,674 | 240,026 | 8,850 | 24,690 | 354 | 680 | 1,699 |
| WAYNE | 46,198 | 48,443 | 4.9 | 13,855 | 12,934 | 6,540 | 9,398 | 5,716 | 19,453 | 293,644 | 485,075 | 10,013 | 24,935 | 193 | 197 | 689 |
| WEBSTER | 12,249 | 11,782 | -3.8 | 3,617 | 3,087 | 1,544 | 1,956 | 1,579 | 4,679 | 65,146 | 105,339 | 8,940 | 22,512 | 105 | 47 | 144 |
| WETZEL | 21,848 | 21,202 | -3.0 | 6,021 | 5,618 | 2,756 | 4,049 | 2,756 | 8,131 | 247,444 | 176,076 | 8,305 | 21,655 | 203 | 78 | 486 |
| WIRT | 4,930 | 4,795 | -2.7 | 1,323 | 1,328 | 575 | 882 | 686 | 1,959 | 25,211 | 41,503 | 8,656 | 21,182 | 221 | * | * |
| WOOD | 93,733 | 92,145 | -1.7 | 24,695 | 24,511 | 12,992 | 17,968 | 11,979 | 33,294 | 724,425 | 1,114,031 | 12,090 | 33,461 | 520 | 511 | 2,698 |
| Parkersburg | 39,967 | 34,779 | -13.0 | * | * | * | * | * | 14,575 | 236,879 | 314,509 | 9,043 | 21,579 | * | * | * |
| WYOMING | 35,873 | 34,306 | -4.4 | 11,321 | 9,468 | 4,700 | 5,763 | 3,019 | 14,710 | 181,709 | 251,117 | 7,320 | 17,072 | 53 | 24 | 100 |

**FARM PRODUCTS**: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1987 Cash Receipts as follows: From Crops $48,414,000; from Livestock & Livestock Products $171,555,000; Total $219,969,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# WISCONSIN POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS COUNTIES Cities | POPULATION 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS 1990 number of households | DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987) Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS................** | 4,728,391 | 4,924,735 | 4.2 | | | | | | 1,796,912 | 39,066,000 | 73,190,654 | 14,862 | 40,731 | 82,199 | 937,848 | 3,903,333 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Appleton-Oshkosh-Neenah, WI | 292,881 | 320,516 | 9.4 | 89,899 | 95,546 | 43,624 | 55,518 | 35,823 | 121,006 | 2 244,638 | 4,697,172 | 14,655 | 38,818 | 3,519 | 36,932 | 206,437 |
| Eau Claire, WI | 131,060 | 139,755 | 6.6 | 37,787 | 44,048 | 18,500 | 22,392 | 15,944 | 52,010 | 806,858 | 1,750,164 | 12,523 | 33,651 | 2,648 | 16,367 | 142,972 |
| Green Bay, WI | 176,081 | 200,898 | 14.1 | 57,658 | 61,073 | 28,728 | 33,550 | 20,090 | 75,438 | 1,391,655 | 3,165,164 | 15,755 | 41,957 | 1,263 | 11,360 | 83,363 |
| Janesville-Beloit,WI | 139,961 | 143,531 | 2.6 | 40,619 | 40,476 | 19,377 | 26,266 | 6,937 | 53,788 | 879,718 | 1,741,538 | 12,134 | 32,378 | 1,518 | 42,722 | 74,732 |
| Kenosha, WI | 123,443 | 121,119 | -1.9 | 32,218 | 34,761 | 16,472 | 22,528 | 14,898 | 45,105 | 1,244,358 | 1,657,715 | 13,687 | 36,752 | 505 | 13,570 | 19,362 |
| La Crosse, WI | 91,410 | 100,728 | 10.2 | 24,578 | 33,744 | 13,699 | 16,016 | 12,591 | 34,983 | 783,553 | 1,690,499 | 16,783 | 48,323 | 821 | 5.451 | 39,954 |
| Madison, WI | 325,570 | 363,700 | 11.7 | 81,469 | 125,113 | 63,284 | 60,010 | 33,460 | 175,173 | 4,078,824 | 4,676,705 | 12,859 | 26,698 | 2,849 | 52,842 | 163,614 |
| Milwaukee, WI | 1,402,165 | 1,412,075 | 0.7 | 367,665 | 397,442 | 202,321 | 267,507 | 176,467 | 569,379 | 11,925,087 | 22,834,510 | 16,171 | 40,104 | 2,400 | 47,259 | 94,399 |
| Racine, WI | 173,759 | 175,069 | 0.8 | 49,720 | 49,019 | 24,160 | 32,563 | 19,958 | 66,392 | 1,507,451 | 2,777,460 | 15,865 | 41,835 | 710 | 28,573 | 26,293 |
| Sheboygan, WI | 101,279 | 104,279 | 3.0 | 28,990 | 28,573 | 13,765 | 18,562 | 14,495 | 38,161 | 742,114 | 1,497,588 | 14,361 | 39,243 | 1,213 | 11,488 | 69,723 |
| Wausau, WI | 111,927 | 113,656 | 1.5 | 33,642 | 31,824 | 15,571 | 19,663 | 12,957 | 44,912 | 788,900 | 1,586,773 | 13,961 | 35,331 | 3,078 | 31,601 | 151,898 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ADAMS | 13,566 | 15,003 | 10.6 | 3,541 | 3,841 | 1,785 | 3,001 | 2,836 | 6,001 | 99,136 | 244,974 | 16,328 | 40,822 | 382 | 19,579 | 7,370 |
| ASHLAND | 16,882 | 17,721 | 5.0 | 4,891 | 4,856 | 2,056 | 2,906 | 3,013 | 6,443 | 104,410 | 218,421 | 12,325 | 33,898 | 250 | 440 | 5,509 |
| Ashland | 9,115 | 9,010 | -1.1 | • | • | • | • | • | 3,798 | 43,952 | 85,298 | 9,467 | 22,461 | • | • | • |
| BARRON | 39,011 | 41,538 | 6.5 | 11,921 | 10,966 | 4,985 | 7,145 | 6,563 | 15,875 | 294,001 | 690,231 | 16,617 | 43,480 | 1,659 | 14,568 | 124,631 |
| BAYFIELD | 13,927 | 15,208 | 9.2 | 4,228 | 3,696 | 1,916 | 2,692 | 2,661 | 5,656 | 89,970 | 206,532 | 13,580 | 36,516 | 396 | 1,608 | 9,033 |
| BROWN | 176,081 | 200,898 | 14.1 | 57,658 | 61,073 | 28,728 | 33,550 | 20,090 | 75,438 | 1,391,655 | 3,165,164 | 15,755 | 41,957 | 1,263 | 11,360 | 83,363 |
| Green Bay | 87,899 | 95,033 | 8.1 | • | • | • | • | • | 36,899 | 497,562 | 1,048,270 | 11,031 | 28,409 | • | • | • |
| BUFFALO | 14,332 | 14,682 | 2.4 | 4,140 | 3,891 | 1,718 | 2,613 | 2,320 | 5,499 | 102,884 | 203,576 | 13,866 | 37,020 | 1,036 | 8,434 | 67,700 |
| BURNETT | 12,480 | 15,418 | 23.5 | 4,147 | 3,561 | 1,742 | 2,945 | 3,022 | 5,655 | 79,223 | 216,231 | 14,025 | 38,238 | 427 | 1,811 | 11,048 |
| CALUMET | 31,080 | 35,827 | 15.3 | 11,321 | 10,282 | 4,622 | 5,983 | 3,654 | 15,419 | 221,740 | 473,673 | 13,221 | 30,720 | 941 | 6,527 | 65,003 |
| CHIPPEWA | 51.969 | 56,342 | 8.4 | 17,184 | 15,438 | 7,155 | 9,296 | 7,268 | 22,483 | 302,660 | 695,201 | 12,339 | 30,921 | 1,647 | 8,879 | 99,940 |
| Chippewa Falls | 12,270 | 12,394 | 1.0 | • | • | • | • | • | 4,736 | 54,286 | 115,522 | 9,321 | 24,393 | • | • | • |
| C'LARK | 33,072 | 32,191 | -2.7 | 9,979 | 8,273 | 3,573 | 5,408 | 4,925 | 12,666 | 187,773 | 366,692 | 11,391 | 28,951 | 2,195 | 8,017 | 126,335 |
| COLUMBIA | 43,512 | 45,479 | 4.5 | 12,507 | 11,643 | 5,958 | 8,595 | 6,822 | 16,839 | 339,800 | 730,615 | 16,065 | 43,388 | 1,513 | 27,207 | 69,869 |
| Portage | 7,896 | 8,029 | 1.7 | • | • | • | • | • | 3,399 | 43,824 | 91,429 | 11,387 | 26,900 | • | • | • |
| CRAWFORD | 16,648 | 16,928 | 1.7 | 5,078 | 4,351 | 2,031 | 2,861 | 2,573 | 6,456 | 142,598 | 284,503 | 16,806 | 44,071 | 1,033 | 6,411 | 39,804 |
| DANE | 325,570 | 363,700 | 11.7 | 81,469 | 125,113 | 63,284 | 60,010 | 33,460 | 145,480 | 4,078,824 | 5,349,800 | 14,709 | 36,773 | 2,849 | 52,842 | 163,614 |
| Madison | 170,616 | 172,911 | 1.3 | • | • | • | • | • | 69,164 | 1,573,480 | 3,099,053 | 17,923 | 44,807 | • | • | • |
| DODGE | 75,096 | 76,859 | 2.3 | 21,367 | 21,136 | 9,992 | 13,758 | 10,606 | 29,834 | 594,192 | 1,156,149 | 15,043 | 38,752 | 2,151 | 27,722 | 153426 |
| Beaver Dam | 14,149 | 13,759 | -2.8 | • | • | • | • | • | 5,703 | 86,009 | 158,575 | 11,525 | 27,808 | • | • | • |
| DOOR | 25,191 | 27,997 | 11.1 | 7,755 | 7,279 | 3,612 | 4,731 | 4,647 | 11,199 | 212,332 | 487,422 | 17,410 | 43,524 | 911 | 10,361 | 27,107 |
| DOUGLAS | 44,537 | 40,182 | -9.8 | 10,809 | 11,251 | 5,344 | 6,791 | 6,067 | 16,073 | 416,753 | 482,007 | 11,996 | 29,989 | 312 | 1,653 | 6,346 |
| Superior | 29,571 | 23,716 | -19.8 | • | • | • | • | • | 9,705 | 212,849 | 323,166 | 13,626 | 33,300 | • | • | • |
| DUNN | 34,666 | 35,769 | 3.2 | 9,193 | 12,984 | 4,328 | 5,115 | 4,165 | 12,683 | 251,319 | 535,551 | 14,972 | 42,225 | 1,515 | 15,804 | 88,184 |
| EAU CLAIRE | 79,091 | 83,412 | 5.5 | 20,603 | 28,610 | 11,344 | 13,096 | 9,676 | 29,527 | 504,198 | 1,054,963 | 12,648 | 35,729 | 1,001 | 7,488 | 43,032 |
| Eau Claire | 51,509 | 53,868 | 4.6 | • | • | • | • | • | 20,358 | 241,359 | 502,619 | 9,331 | 24,690 | • | • | • |
| FLORENCE | 4,222 | 4,265 | 1.0 | 1,199 | 1,049 | 482 | 781 | 751 | 1,638 | 30,133 | 60,751 | 14,244 | 37,096 | 83 | 514 | 1,977 |
| FOND DU LAC | 89,350 | 92,572 | 3.6 | 26,661 | 25,828 | 12,220 | 15,922 | 11,942 | 35,430 | 619,288 | 1,303,580 | 14,082 | 36,794 | 1,738 | 23,425 | 113,221 |
| Fond du Lac | 35,863 | 36,215 | 1.0 | • | • | • | • | • | 13,981 | 182,252 | 370,706 | 10,236 | 26,515 | • | • | • |

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# WISCONSIN POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 25-44 | 45-64 | 65 + | 1990 number of households | E&P 1990 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| FOREST | 9,109 | 9,849 | 8.1 | 2,768 | 2,718 | 1,054 | 1,655 | 1,664 | 3,655 | 48,651 | 117,131 | 11,893 | 32,048 | 135 | 459 | 3,614 |
| GRANT | 52,045 | 53,716 | 3.2 | 15,363 | 17,028 | 5,962 | 8,326 | 6,929 | 19,843 | 484,026 | 564,231 | 10,504 | 28,434 | 2,470 | 16,331 | 176,548 |
| GREEN | 30,207 | 30,910 | 2.3 | 8,840 | 8,037 | 4,204 | 5,317 | 4,451 | 11,888 | 337,282 | 392,262 | 12,690 | 32,996 | 1,418 | 12,663 | 109,422 |
| Monroe | 10,027 | 9,930 | -1.0 | • | • | • | • | • | 4,330 | 84,987 | 159,888 | 16,102 | 36,925 | • | • | • |
| GREEN LAKE | 18,492 | 18,918 | 2.3 | 5,146 | 4,654 | 2,270 | 3,462 | 3,367 | 6,800 | 147,817 | 293,193 | 15,498 | 43,119 | 711 | 11,524 | 35,624 |
| IOWA | 19,885 | 20,919 | 5.2 | 6,213 | 5,690 | 2,636 | 3,514 | 2,866 | 8,426 | 205,066 | 220,908 | 10,560 | 26,217 | 1,351 | 12,790 | 100,538 |
| IRON | 6,745 | 6,709 | -0.5 | 1,637 | 1,590 | 751 | 1,241 | 1,489 | 2,345 | 41,430 | 78,873 | 11,756 | 33,632 | 57 | 488 | • |
| JACKSON | 16,895 | 16,670 | -1.3 | 4,734 | 4,167 | 2,050 | 2,967 | 2,750 | 6,222 | 134,042 | 261,234 | 15,671 | 41,987 | 793 | 21,799 | 38,938 |
| JEFFERSON | 66,485 | 70,478 | 6.0 | 19,170 | 20,439 | 9,162 | 12,616 | 9,092 | 24,731 | 546,065 | 1,105,467 | 15,685 | 44,699 | 1,440 | 28,361 | 73,041 |
| Fort Atkinson | 9,785 | 10,184 | 4.1 | • | • | • | • | • | 3,966 | 63,432 | 126,064 | 12,378 | 31,789 | • | • | • |
| Waterton | 18,113 | 19,650 | 8.5 | • | • | • | • | • | 6,891 | 108,574 | 224,913 | 11,446 | 32,640 | • | • | • |
| JUNEAU | 21,261 | 22,681 | 6.7 | 6,623 | 5,602 | 2,586 | 4,128 | 3,720 | 8,390 | 160,440 | 336,854 | 14,852 | 40,151 | 762 | 12176 | 29705 |
| KENOSHA | 123,443 | 121,119 | -1.9 | 32,218 | 34,761 | 16,472 | 22,528 | 14,898 | 45,105 | 1,244,358 | 1,657,715 | 13,687 | 36,752 | 505 | 13,570 | 19,362 |
| Kenosha | 77,685 | 73,535 | -5.3 | • | • | • | • | • | 27,742 | 563,464 | 992,688 | 13,500 | 35,783 | • | • | • |
| KEWAUNEE | 19,608 | 20,211 | 3.1 | 6,144 | 5,558 | 2,385 | 3,254 | 2,850 | 8,406 | 160,860 | 337,963 | 16,722 | 40,205 | 991 | 11,349 | 58,331 |
| LA CROSSE | 91,410 | 100,728 | 10.2 | 24,578 | 33,744 | 13,699 | 16,016 | 12,591 | 38,742 | 783,553 | 1,690,499 | 16,783 | 43,635 | 821 | 5,451 | 39,954 |
| La Crosse | 48,347 | 46,819 | -3.2 | • | • | • | • | • | 18,547 | 288,864 | 535,237 | 11,432 | 28,859 | • | • | • |
| LAFAYETTE | 17,434 | 16,556 | -5.0 | 4,967 | 4,536 | 1,838 | 2,831 | 2,334 | 6,758 | 160,799 | 274,349 | 16,571 | 40,595 | 1,341 | 19,594 | 106,977 |
| LANGLADE | 20,088 | 20,059 | -0.1 | 5,757 | 5,215 | 2,227 | 3,470 | 3,370 | 7,668 | 126,738 | 263,066 | 13,115 | 34,306 | 510 | 18,470 | 22,960 |
| Antigo | 8,653 | 8,269 | -4.4 | • | • | • | • | • | 3,407 | 40,080 | 78,929 | 9,546 | 23,167 | • | • | • |
| LINCOLN | 26,454 | 28,708 | 8.5 | 8,096 | 7,579 | 3,301 | 5,311 | 4,421 | 10,593 | 191,071 | 418,346 | 14,572 | 39,492 | 507 | 2,770 | 19,491 |
| Merrill | 9,578 | 9,820 | 2.5 | • | • | • | • | • | 3,943 | 54,217 | 111,181 | 11,322 | 28,194 | • | • | • |
| MANITOWOC | 83,318 | 82,896 | -0.5 | 23,625 | 22,631 | 10,528 | 14,424 | 11,688 | 31,741 | 570,844 | 1,091,622 | 13,169 | 34,391 | 1,529 | 13,235 | 103,007 |
| Manitowoc | 32,547 | 31,711 | -2.6 | • | • | • | • | • | 12,772 | 170,539 | 317,471 | 10,011 | 24,856 | • | • | • |
| Two Rivers | 13,354 | 13,004 | -2.6 | • | • | • | • | • | 4,992 | 64,801 | 120,528 | 9,269 | 24,144 | • | • | • |
| MARATHON | 111,927 | 113,656 | 1.5 | 33,642 | 31,824 | 15,571 | 19,663 | 12,957 | 44,912 | 788,900 | 1,586,773 | 13,961 | 35,331 | 3,078 | 31,601 | 151,898 |
| Wausau | 32,426 | 30,116 | -7.1 | • | • | • | • | • | 12,519 | 188,527 | 344,785 | 11,449 | 27,540 | • | • | • |
| MARINETTE | 39,640 | 42,077 | 6.1 | 11,950 | 10,730 | 5,049 | 7,363 | 6,985 | 15,631 | 287,468 | 596,611 | 14,179 | 38,169 | 716 | 4,467 | 34,445 |
| Marinette | 11,965 | 11,632 | -2.8 | • | • | • | • | • | 4,901 | 65,858 | 123,825 | 10,645 | 25,266 | • | • | • |
| MARQUETTE | 11,777 | 13,180 | 11.9 | 3,506 | 3,124 | 1,476 | 2,504 | 2,557 | 5,272 | 93,213 | 225,476 | 17,107 | 42,769 | 502 | 9,523 | 18,381 |
| MILWAUKEE | 966,459 | 921,228 | -4.7 | 228,465 | 263,471 | 130,814 | 166,742 | 130,814 | 368,491 | 8,051,995 | 14,710,992 | 15,969 | 39,922 | 132 | 8,355 | 520 |
| Milwaukee | 636,212 | 592,056 | -6.9 | • | • | • | • | • | 206,125 | 3,436,301 | 8,259,731 | 13,951 | 40,071 | • | • | • |
| MONROE | 35,395 | 37,439 | 5.8 | 11,007 | 9,509 | 4,680 | 6,701 | 5,541 | 14,238 | 275,260 | 521,120 | 13,919 | 36,601 | 1,642 | 18,417 | 69232 |
| OCONTO | 29,137 | 30,872 | 6.0 | 8,953 | 7,996 | 3,674 | 5,433 | 4,785 | 11,921 | 193,767 | 443,965 | 14,381 | 37,242 | 1,119 | 8027 | 54226 |
| ONEIDA | 31,430 | 32,955 | 4.9 | 8,404 | 8,469 | 4,185 | 6,393 | 5,438 | 11,639 | 235,542 | 500,673 | 15,193 | 43,018 | 106 | 6,193 | 3,258 |
| Rhinelander | 7,873 | 6,851 | -13.0 | • | • | • | • | • | 2,737 | 44,966 | 78,264 | 11,424 | 28,596 | • | • | • |
| OUTAGAMIE | 129,484 | 142,408 | 10.0 | 42,865 | 41,583 | 19,225 | 23,782 | 14,810 | 55,207 | 987,306 | 2,054,673 | 14,428 | 37,217 | 1,584 | 18,001 | 97,639 |
| Appleton | 59,032 | 63,901 | 8.2 | • | • | • | • | • | 23,352 | 370,544 | 754,684 | 11,810 | 32,318 | • | • | • |
| OZAUKEE | 67,248 | 73,710 | 9.6 | 20,344 | 19,902 | 10,319 | 15,700 | 7,371 | 29,074 | 631,460 | 1,213,803 | 16,467 | 41,748 | 483 | 9,978 | 21,372 |
| PEPIN | 7,526 | 7,086 | -5.8 | 2,119 | 1,906 | 808 | 1,148 | 1,098 | 2,672 | 59,576 | 119,106 | 16,808 | 44,574 | 446 | 4,148 | 21,193 |
| PIERCE | 31,327 | 34,670 | 10.7 | 9,604 | 11,684 | 4,472 | 5,166 | 3,710 | 13,090 | 253,134 | 542,932 | 15,660 | 41,476 | 1,240 | 12,503 | 55,049 |
| POLK | 32,634 | 35,547 | 8.9 | 10,344 | 8,993 | 4,586 | 6,114 | 5,510 | 13,586 | 245,171 | 564,388 | 15,877 | 41,541 | 1,467 | 6,623 | 64,283 |
| PORTAGE | 57,812 | 61,913 | 7.1 | 16,840 | 21,422 | 8,234 | 9,101 | 6,253 | 22,930 | 464,953 | 1,042,868 | 16,844 | 45,480 | 1,081 | 44,326 | 45,180 |
| Stevens Point | 22,970 | 21,268 | -7.4 | • | • | • | • | • | 7,245 | 133,229 | 250,084 | 11,759 | 34,518 | • | • | • |
| PRICE | 15,928 | 17,771 | 11.6 | 5,207 | 4,229 | 2,036 | 3,181 | 3,110 | 6,525 | 102,396 | 257,241 | 14,475 | 39,422 | 485 | 2,712 | 13,482 |
| RACINE | 173,759 | 175,069 | 0.8 | 49,720 | 49,019 | 24,160 | 32,563 | 19,958 | 66,392 | 1,507,451 | 2,777,460 | 15,865 | 41,835 | 710 | 28,573 | 26,293 |
| Racine | 85,725 | 80,662 | -5.9 | • | • | • | • | • | 31,113 | 531,104 | 898,030 | 11,133 | 28,864 | • | • | • |
| RICHLAND | 17,608 | 17,324 | -1.6 | 4,903 | 4,522 | 2,079 | 2,980 | 2,841 | 6,347 | 124,666 | 227,569 | 13,136 | 35,853 | 1,165 | 6,225 | 54,612 |
| ROCK | 139,961 | 143,531 | 2.6 | 40,619 | 40,476 | 19,377 | 26,266 | 16,937 | 53,788 | 879,718 | 1,741,538 | 12,134 | 32,378 | 1,518 | 42,722 | 74,732 |
| Beloit | 35,207 | 34,715 | -1.4 | • | • | • | • | • | 13,308 | 159,129 | 301,855 | 8,695 | 22,682 | • | • | • |

| METRO AREAS<br>COUNTIES<br>Cities | POPULATION<br>1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987)<br>Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Janesville | 51,071 | 53,312 | 4.4 | * | * | * | * | * | 20,377 | 265,677 | 533,529 | 10,008 | 26,183 | * | * | * |
| RUSK | 15,743 | 15,600 | -0.9 | 4,680 | 4,087 | 1,778 | 2,558 | 2,496 | 6,029 | 93,648 | 202,344 | 12,970 | 33,559 | 713 | 1,658 | 29,073 |
| ST. CROIX | 44,320 | 48,784 | 10.1 | 14,977 | 13,660 | 6,927 | 8,342 | 4,927 | 19,650 | 337,645 | 798,206 | 16,362 | 40,621 | 1,576 | 14,028 | 75,212 |
| SAUK | 43,717 | 47,903 | 9.6 | 13,317 | 12,503 | 6,132 | 8,575 | 7,425 | 18,424 | 381,892 | 840,940 | 17,555 | 45,644 | 1,502 | 12,641 | 99,327 |
| Baraboo | 8,081 | 8,427 | 4.3 | * | * | * | * | * | 3,494 | 59,846 | 125,081 | 14,842 | 35,799 | * | * | * |
| SAWYER | 12,967 | 14,677 | 13.2 | 4,036 | 3,464 | 1,658 | 2,774 | 2,715 | 5,615 | 78,373 | 190,980 | 13,012 | 34,010 | 204 | 2,639 | 6,954 |
| SHEBOYGAN | 101,279 | 104,279 | 3.0 | 28,990 | 28,573 | 13,765 | 18,562 | 14,495 | 38,161 | 742,114 | 1,497,588 | 14,361 | 39,243 | 1,213 | 11,488 | 69,723 |
| Sheboygan | 48,085 | 48,083 | 0.0 | * | * | * | * | * | 18,912 | 252,971 | 491,601 | 10,224 | 25,994 | * | * | * |
| TAYLOR | 18,922 | 20,498 | 8.3 | 6,457 | 5,637 | 2,316 | 3,300 | 2,788 | 8,179 | 108,841 | 254,236 | 12,403 | 31,083 | 1,079 | 2,161 | 60,119 |
| TREMPEALEAU | 26,283 | 25,932 | -1.3 | 7,339 | 6,665 | 3,190 | 4,460 | 4,279 | 9,590 | 190,513 | 419,303 | 16,169 | 43.722 | 1,498 | 12,086 | 83,303 |
| VERNON | 25,735 | 27,004 | 4.9 | 7,453 | 6,562 | 3,240 | 4,996 | 4,753 | 10,033 | 186,253 | 346,103 | 12,817 | 34,498 | 2,193 | 8,847 | 84,521 |
| VILAS | 16,658 | 18,499 | 11.1 | 4,347 | 4,199 | 2,183 | 3,792 | 3,977 | 6,541 | 114,819 | 278,879 | 15,075 | 42,638 | 46 | 5,118 | 148 |
| WALWORTH | 71,600 | 74,327 | 3.5 | 18,879 | 22,373 | 9,588 | 13,453 | 10,109 | 28,587 | 578,411 | 941,432 | 12,666 | 32,932 | 980 | 27,907 | 52,710 |
| WASHBURN | 13,264 | 13,911 | 4.9 | 3,979 | 3,255 | 1,669 | 2,518 | 2,504 | 4,999 | 90,398 | 200,298 | 14,399 | 40,067 | 372 | 4,118 | 10,773 |
| WASHINGTON | 85,629 | 95,194 | 11.2 | 29,034 | 26,178 | 14,184 | 17,135 | 8,663 | 39,736 | 671,870 | 1,438,231 | 15,108 | 36,194 | 967 | 11,558 | 49,374 |
| West Bend | 21,484 | 23,847 | 9.9 | * | * | * | * | * | 7,049 | * | 324,488 | 13,607 | 40,821 | * | * | * |
| WAUKESHA | 282,829 | 321,942 | 13.8 | 89,822 | 87,890 | 47,004 | 67,930 | 29,619 | 132,978 | 2,569,762 | 5,471,484 | 16,995 | 41,426 | 818 | 17,368 | 23,133 |
| Waukesha | 50,319 | 57,525 | 14.3 | * | * | * | * | * | 20,629 | 304,307 | 643,392 | 11,184 | 31,189 | * | * | * |
| WAUPACA | 43,144 | 45,817 | 6.2 | 12,966 | 11,500 | 5,498 | 7,972 | 7,881 | 16,603 | 330,404 | 706,751 | 15,425 | 42,567 | 1,365 | 10,328 | 67,030 |
| WAUSHARA | 18,702 | 20,253 | 8.3 | 5,407 | 4,881 | 2,390 | 3,848 | 3,706 | 7,189 | 146.629 | 212,930 | 10,514 | 29,617 | 705 | 32,401 | 23,562 |
| WINNEBAGO | 132,317 | 142,281 | 7.5 | 35,712 | 43,680 | 19,777 | 25,753 | 17,358 | 50,379 | 1,035,592 | 2,168,825 | 15,243 | 43,050 | 994 | 12,404 | 43,795 |
| Menasha | 14,728 | 15,420 | 4.7 | * | * | * | * | * | 6,172 | 88,091 | 174,603 | 11,323 | 28,289 | * | * | * |
| Neenah | 22,432 | 23,204 | 3.4 | * | * | * | * | * | 8,898 | 145,387 | 284,716 | 12,270 | 31,998 | * | * | * |
| Oshkosh | 49,620 | 49,225 | -0.8 | * | * | * | * | * | 19,234 | 273,304 | 513,287 | 10,427 | 26,686 | * | * | * |
| WOOD | 73,387 | 79,273 | 8.0 | 22,910 | 22,434 | 10,305 | 13,714 | 9,988 | 30,348 | 534,377 | 1,203,837 | 15,186 | 39,668 | 1,157 | 24,854 | 48,402 |
| Marshfield | 18,290 | 20,140 | 10.1 | * | * | * | * | * | 7,797 | 101,779 | 232,141 | 11,526 | 29,774 | * | * | * |
| Wisconsin Rapids | 17,995 | 17,979 | -0.1 | * | * | * | * | * | 7,275 | 103,688 | 214,577 | 11,935 | 29,494 | * | * | * |
| SHAWANO | 39,481 | 41,760 | 5.8 | 11,776 | 10,691 | 4,719 | 7,642 | 6,932 | 17,217 | 286,552 | 578,842 | 13,861 | 33,621 | 1,631 | 6,945 | 95,475 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1987 Cash Receipts as follows: From Crops $937,848,000; from Livestock & Livestock Products $3,903,333,000; Total $4,841,181,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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# WYOMING POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS<br>COUNTIES<br>Cities | POPULATION<br>1980 U.S. Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | HOUSEHOLDS<br>1990 number of households | DISPOSABLE PERSONAL INCOME<br>E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | INCOME<br>Income per capita | E&P 1990 estimate income per household | FARM PRODUCTS (1987)<br>Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS................** | 474,550 | 525,701 | 10.8 | | | | | | 188,703 | 4,576,998 | 6,468,488 | 12,305 | 34,279 | 8,861 | 128,104 | 478,223 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | |
| Casper, WY | 72,461 | 69,083 | -4.7 | 19,965 | 20,241 | 11,122 | 1,209 | 5,596 | 24,567 | 822,785 | 822,124 | 11,900 | 33,465 | 304 | 1,235 | 18,160 |
| Cheyenne, WY | 68,599 | 76,196 | 11.1 | 21,106 | 22,097 | 11,353 | 1,379 | 7,772 | 25,769 | 645,899 | 919,835 | 12,072 | 35,695 | 595 | 12,057 | 28,231 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | |
| ALBANY | 29,076 | 30,315 | 4.3 | 6,700 | 12,581 | 4,608 | 412 | 2,365 | 13,180 | 268,975 | 399,704 | 13,185 | 30,327 | 287 | 757 | 31,203 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# WYOMING POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| METRO AREAS COUNTIES Cities | POPULATION | | | | | | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS (1987) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1980 U.S. Census | E&P estimate July 1, 1989 | % Pop. Change 89 vs 80 | Under 17 | 18-34 | 35-44 | 45-64 | 65 + | 1990 number of households | E&P 1989 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 estimate income per household | Number of farms | Value of crops (Thousands) | Value of livestock (Thousands) |
| BIG HORN | 11,882 | 11,901 | 0.2 | 4,011 | 2,904 | 1,392 | 198 | 1,619 | 4,414 | 90,779 | 120,175 | 10,098 | 27,227 | 570 | 19,617 | 17,580 |
| CAMPBELL | 24,865 | 36,451 | 46.6 | 12,430 | 12,211 | 5,686 | 485 | 1,276 | 14,247 | 287,496 | 538,763 | 14,780 | 37,817 | 489 | 2,851 | 25,482 |
| CARBON | 22,197 | 20,310 | -8.5 | 6,560 | 5,870 | 3,148 | 319 | 1,564 | 7,352 | 209,498 | 226,118 | 11,133 | 30,756 | 320 | 1,760 | 42,905 |
| CONVERSE | 14,392 | 14,821 | 3.0 | 5,158 | 4,239 | 2,327 | 222 | 889 | 5,763 | 128,417 | 162,863 | 10,989 | 28,259 | 337 | 1,150 | 24,458 |
| CROOK | 5,295 | 6,116 | 15.5 | 2,049 | 1,572 | 777 | 106 | 654 | 2,324 | 44,269 | 71,138 | 11,631 | 30,616 | 461 | 1,900 | 21,328 |
| FREMONT | 40,670 | 38,842 | -4.5 | 12,740 | 10,798 | 5,554 | 668 | 3,107 | 13,825 | 353,891 | 406,890 | 10,476 | 29,431 | 908 | 9,048 | 30,541 |
| Riverton | 9,588 | 9,600 | 0.1 | * | * | * | * | * | 3,409 | 75,924 | 91,592 | 9,541 | 26,870 | * | * | * |
| GOSHEN | 12,011 | 13,122 | 9.2 | 3,805 | 3,425 | 1,666 | 234 | 1,890 | 4,501 | 93,859 | 142,080 | 10,828 | 31,567 | 717 | 22,907 | 62,612 |
| HOT SPRINGS | 5,795 | 6,208 | 7.1 | 1,757 | 1,552 | 795 | 108 | 1,031 | 1,956 | 50,052 | 67,948 | 10,945 | 34,736 | 158 | 775 | 8,441 |
| JOHNSON | 6,733 | 7,109 | 5.6 | 2,097 | 1,728 | 1,024 | 126 | 1,010 | 2,397 | 61,782 | 77,487 | 10,899 | 32,332 | 272 | 564 | 19,476 |
| LARAMIE | 68,599 | 76,196 | 11.1 | 21,106 | 22,097 | 11,353 | 1,379 | 7,772 | 25,769 | 645,899 | 919,835 | 12,072 | 35,695 | 595 | 12,057 | 28,231 |
| Cheyenne | 47,283 | 50,742 | 7.3 | * | * | * | * | * | 19,399 | 328,106 | 442,712 | 8,725 | 22,821 | * | * | * |
| LINCOLN | 12,274 | 16,570 | 35.0 | 6,645 | 4,060 | 2,154 | 227 | 1,458 | 7,055 | 96,536 | 246,717 | 14,889 | 34,972 | 528 | 2,771 | 18,500 |
| NATRONA | 72,461 | 69,083 | -4.7 | 19,965 | 20,241 | 11,122 | 1,209 | 5,596 | 24,567 | 822,785 | 822,124 | 11,900 | 33,465 | 304 | 1,235 | 18,160 |
| Casper | 51,016 | 49,638 | -2.7 | * | * | * | * | * | 18,639 | 406,704 | 432,534 | 8,714 | 23,205 | * | * | * |
| NIOBRARA | 2,906 | 3,344 | 15.1 | 916 | 789 | 388 | 69 | 569 | 1,188 | 23,705 | 33,049 | 9,883 | 27,812 | 282 | 1,356 | 16,593 |
| PARK | 21,752 | 25,022 | 15.0 | 7,206 | 6,831 | 3,503 | 460 | 2,903 | 8,894 | 192,757 | 314,377 | 12,564 | 35,348 | 618 | 19,701 | 30,248 |
| PLATTE | 12,369 | 10,109 | -18.3 | 3,083 | 2,648 | 1,627 | 174 | 1,021 | 3,434 | 102,988 | 111,131 | 10,994 | 32,364 | 484 | 7,592' | 43,810 |
| SHERIDAN | 25,254 | 26,256 | 4.0 | 7,562 | 6,800 | 4,043 | 449 | 3,308 | 9,062 | 229,212 | 317,974 | 12,111 | 35,089 | 586 | 1,745 | 24,331 |
| Sheridan | 15,146 | 15,626 | 3.2 | * | * | * | * | * | 6,416 | 99,866 | 137,046 | 8,770 | 21,360 | * | * | * |
| SUBLETTE | 4,594 | 6,314 | 37.4 | 1,964 | 1,604 | 985 | 115 | 612 | 2,415 | 47,665 | 107,602 | 17,041 | 44,562 | 253 | 925 | 19,871 |
| SWEETWATER | 42,139 | 51,161 | 21.4 | 17,855 | 14,581 | 8,339 | 737 | 3,019 | 19,674 | 430,516 | 616,945 | 12,059 | 31,359 | 183 | 357 | 6,043 |
| Rock Springs | 19,458 | 22,515 | 15.7 | * | * | * | * | * | 8,111 | 148,202 | 194,011 | 8,617 | 23,920 | * | * | * |
| TETON | 9,398 | 11,643 | 23.9 | 2,445 | 3,737 | 2,573 | 212 | 757 | 5,062 | 111,418 | 155,129 | 13,324 | 30,646 | 110 | 821 | 7,180 |
| UINTA | 13,252 | 21,733 | 64.0 | 8,063 | 6,498 | 2,912 | 287 | 1,369 | 9,143 | 134,826 | 282,428 | 12,995 | 30,890 | 283 | 442 | 14,608 |
| WASHAKIE | 9,554 | 10,254 | 7.3 | 3,343 | 2,676 | 1,384 | 175 | 1,097 | 3,666 | 83,042 | 107,793 | 10,513 | 29,403 | 225 | 13,636 | 13,465 |
| Worland | 6,391 | 6,881 | 7.7 | * | * | * | * | * | 2,480 | 39,730 | 51,838 | 7,533 | 20,905 | * | * | * |
| WESTON | 7,082 | 8,126 | 14.7 | 2,649 | 2,153 | 1,089 | 141 | 829 | 2,947 | 66,631 | 81,608 | 10,043 | 27,690 | 235 | 726 | 26,965 |

**FARM PRODUCTS:** From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1987 Cash Receipts as follows: From Crops $128,104,000; from Livestock & Livestock Products $478,223,000; Total $606,327,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

# CANADA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS

| METRO AREAS PROVINCES Cities | POPULATION | | | HOUSEHOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS# | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1986 Statistics Canada Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs. 86 | 1990 Number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 Estimate income per household | Number of farms 1981 Census | 1985 cash receipts of crops (Thousands) | 1985 cash receipts of livestock (Thousands) |
| CANADA TOTAL | 25,309,331 | 26,739,335 | 5.7 | 9,768,309 | 192,572,000 | 430,802,773 | 16,111 | 44,102 | 318,361 | 9,403,576 | 9,768,553 |
| **METRO AREAS (MSAs PMSAs CMSAs)** | | | | | | | | | | | |
| Calgary | 671,326 | 691,085 | 2.9 | 257,697 | 6,537,845 | 17,138,886 | 24,800 | 66,508 | N.A. | N.A. | N.A. |
| Chicoutimi-Jonquiere | 137,715 | 147,062 | 6.8 | 48,893 | 1,362,742 | 3,128,658 | 21,274 | 63,990 | N.A. | N.A. | N.A. |
| Edmonton | 698,413 | 712,369 | 2.0 | 269,068 | 6,957,574 | 16,179,156 | 22,712 | 60,130 | N.A. | N.A. | N.A. |
| Halifax | 295,990 | 308,587 | 4.3 | 117,040 | 2,101,491 | 4,919,022 | 15,940 | 42,029 | N.A. | N.A. | N.A. |
| Hamilton | 557,029 | 590,304 | 6.0 | 225,373 | 5,062,330 | 11,845,330 | 20,066 | 52,559 | N.A. | N.A. | N.A. |
| Kitchener | 311,195 | 329,789 | 6.0 | 127,344 | 2,358,484 | 6,057,649 | 18,368 | 47,569 | N.A. | N.A. | N.A. |
| London | 303,644 | 320,899 | 5.7 | 130,728 | 2,438,785 | 6,166,999 | 19,218 | 47,174 | N.A. | N.A. | N.A. |
| Montreal | 2,826,434 | 2,880,820 | 1.9 | 1,182,289 | 22,051,410 | 45,658,493 | 15,849 | 38,619 | N.A. | N.A. | N.A. |
| Oshawa | 169,470 | 196,776 | 16.1 | 67,415 | 1,394,954 | 4,276,110 | 21,731 | 63,429 | N.A. | N.A. | N.A. |
| Ottawa-Hull | 819,263 | 832,290 | 1.6 | 319,936 | 7,597,749 | 18,487,980 | 22,213 | 57,787 | N.A. | N.A. | N.A. |
| Quebec | 603,267 | 637,569 | 5.7 | 261,827 | 3,900,333 | 9,087,768 | 14,254 | 34,709 | N.A. | N.A. | N.A. |
| Regina | 186,521 | 191,664 | 2.8 | 72,350 | 1,703,950 | 4,099,975 | 21,392 | 56,669 | N.A. | N.A. | N.A. |
| St. Catharenes-Niagara | 320,005 | 322,840 | 0.9 | 121,278 | 1,838,861 | 4,167,660 | 12,909 | 34,364 | N.A. | N.A. | N.A. |
| St. John | 121,265 | 128,759 | 6.2 | 47,256 | 1,240,074 | 2,578,215 | 20,024 | 54,558 | N.A. | N.A. | N.A. |
| St. John's | 146,370 | 174,772 | 19.4 | 53,712 | 1,032,091 | 2,596,354 | 14,856 | 48,339 | N.A. | N.A. | N.A. |
| Saskatoon | 200,665 | 205,628 | 2.5 | 76,196 | 1,570,968 | 4,311,123 | 20,966 | 56,579 | N.A. | N.A. | N.A. |
| Sudbury | 129,644 | 144,654 | 11.6 | 50,777 | 1,273,818 | 2,462,030 | 17,020 | 48,487 | N.A. | N.A. | N.A. |
| Thunder Bay | 122,217 | 130,876 | 7.1 | 48,340 | 1,137,419 | 2,645,008 | 20,210 | 54,717 | N.A. | N.A. | N.A. |
| Toronto | 3,345,121 | 3,497,224 | 4.5 | 1,344,914 | 28,920,688 | 73,491,005 | 21,014 | 54,644 | N.A. | N.A. | N.A. |
| Trois-Riveres | 128,888 | 131,349 | 1.9 | 50,259 | 1,022,830 | 2,321,679 | 17,676 | 46,194 | N.A. | N.A. | N.A. |
| Vancouver | 1,336,609 | 1,369,229 | 2.4 | 549,210 | 12,435,106 | 25,685,131 | 18,759 | 46,767 | N.A. | N.A. | N.A. |
| Victoria | 239,154 | 246,083 | 2.9 | 106,416 | 2,215,955 | 4,408,428 | 17,914 | 41,426 | N.A. | N.A. | N.A. |
| Windsor | 253,988 | 256,968 | 1.2 | 96,573 | 2,429,846 | 5,300,184 | 20,626 | 54,883 | N.A. | N.A. | N.A. |
| Winnipeg | 625,304 | 663,579 | 6.1 | 259,445 | 5,363,337 | 12,880,726 | 19,411 | 49,647 | N.A. | N.A. | N.A. |
| PROVINCES, Cities | | | | | | | | | | | |
| ALBERTA | 2,365,825 | 2,528,379 | 6.9 | 908,228 | 18,724,424 | 40,912,490 | 16,181 | 45,046 | 58,056 | 1,969,465 | 1,826,801 |
| Calgary | 636,104 | 694,980 | 9.3 | 260,945 | 6,475,937 | 14,757,225 | 21,234 | 56,553 | • | • | • |
| Edmonton | 573,982 | 597,627 | 4.1 | 228,271 | 5,577,668 | 11,740,240 | 19,645 | 51,431 | • | • | • |
| Fort McMurray | 34,949 | 36,478 | 4.4 | 11,359 | 120,552 | 424,496 | 11,637 | 37,369 | • | • | • |
| Grande Prairie | 26,471 | 31,160 | 17.7 | 10,642 | 224,992 | 571,559 | 18,343 | 53,708 | • | • | • |
| Lethbridge | 58,841 | 61,708 | 4.9 | 23,125 | 504,217 | 1,006,658 | 16,313 | 43,531 | • | • | • |
| Medicine Hat | 41,804 | 46,182 | 10.5 | 17,861 | 326,295 | 722,109 | 15,636 | 40,430 | • | • | • |
| Red Deer | 54,425 | 61,563 | 13.1 | 22,016 | 476,923 | 1,260,341 | 20,472 | 57,248 | • | • | • |
| BRITISH COLUMBIA | 2,883,367 | 3,047,850 | 5.7 | 1,170,000 | 23,309,710 | 47,495,985 | 15,583 | 40,595 | 20,012 | 310,118 | 607,263 |
| Cranbrook | 15,893 | 18,465 | 16.2 | 6,634 | 165,341 | 352,562 | 19,093 | 53,145 | • | • | • |
| Dawson Creek | 10,544 | 12,124 | 15.0 | 4,518 | 83,967 | 162,385 | 13,393 | 35,939 | • | • | • |
| Fort St. John | 13,355 | 21,674 | 62.3 | 7,153 | 118,088 | 357,355 | 16,488 | 49,958 | • | • | • |
| Kamloops | 61,773 | 69,868 | 13.1 | 24,973 | 566,614 | 1,126,621 | 16,125 | 45,113 | • | • | • |
| Kelowna | 61,213 | 67,889 | 10.9 | 26,621 | 4,617,690 | 680,549 | 10,024 | 25,564 | • | • | • |
| Kimberley | 6,732 | 7,390 | 9.8 | 2,906 | 57,366 | 103,351 | 13,985 | 35,567 | • | • | • |
| Nanaimo | 49,029 | 55,682 | 13.6 | 21,651 | 457,081 | 997,519 | 17,914 | 46,073 | • | • | • |
| Nelson | 8,113 | 8,482 | 4.6 | 3,541 | 99,573 | 164,223 | 19,360 | 46,373 | • | • | • |
| Penticton | 23,588 | 24,789 | 5.1 | 10,492 | 196,923 | 382,434 | 15,428 | 36,451 | • | • | • |
| Port Alberni | 18,241 | 18,522 | 1.5 | 6,810 | 213,182 | 353,310 | 19,075 | 51,884 | • | • | • |
| Prince George | 67,621 | 76,453 | 13.1 | 25,925 | 685,205 | 1,419,450 | 18,566 | 54,751 | • | • | • |
| Prince Rupert | 15,755 | 17,658 | 12.1 | 6,023 | 169,078 | 335,894 | 19,022 | 55,764 | • | • | • |
| Terrace | 10,532 | 11,380 | 8.1 | 3,723 | 98,260 | 185,433 | 16,294 | 49,806 | • | • | • |
| Trail | 7,948 | 8,465 | 6.5 | 3,563 | 118,358 | 184,598 | 21,806 | 51,803 | • | • | • |
| Vancouver | 431,147 | 442,649 | 2.7 | 191,287 | 4,457,973 | 7,661,230 | 17,308 | 40,051 | • | • | • |
| Vernon | 20,241 | 22,694 | 12.1 | 9,235 | 160,644 | 334,357 | 14,733 | 36,207 | • | • | • |
| Victoria | 66,303 | 68,077 | 2.7 | 34,749 | 639,741 | 1,136,810 | 16,699 | 32,715 | • | • | • |
| MANITOBA | 1,063,016 | 1,131,250 | 6.4 | 418,449 | 7,780,940 | 18,282,438 | 16,161 | 43,691 | 29,442 | 1,272,666 | 719,617 |
| Brandon | 38,708 | 42,177 | 9.0 | 16,498 | 277,596 | 692,892 | 16,428 | 41,998 | • | • | • |
| Dauphin | 8,875 | 9,472 | 6.7 | 3,934 | 82,793 | 184,266 | 19,453 | 46,837 | • | • | • |
| Flin Flon | 7,243 | 8,166 | 12.7 | 3,081 | 76,998 | 167,131 | 20,466 | 54,252 | • | • | • |
| Portage La Prairie | 13,198 | 15,270 | 15.7 | 5,627 | 92,906 | 232,299 | 15,213 | 41,283 | • | • | • |
| Roblin | 1,913 | 2,097 | 9.6 | 873 | 11,924 | 27,059 | 12,904 | 31,006 | • | • | • |
| Swan River | 3,946 | 4,212 | 6.7 | 1,684 | 28,461 | 67,412 | 16,005 | 40,036 | • | • | • |
| Thompson | 14,701 | 15,183 | 3.3 | 4,769 | 51,779 | 81,065 | 5,339 | 16,997 | • | • | • |
| Winnipeg | 594,551 | 623,873 | 4.9 | 246,719 | 4,779,752 | 11,224,998 | 17,992 | 45,497 | • | • | • |
| NEW BRUNSWICK | 709,442 | 749,500 | 5.6 | 250,625 | 4,182,945 | 9,310,965 | 12,423 | 37,151 | 4,063 | 77,442 | 132,616 |
| Caraquet | 4,493 | 5,094 | 13.4 | 1,588 | 25,864 | 63,234 | 12,413 | 39,829 | • | • | • |
| Fredericton | 44,352 | 45,346 | 2.2 | 17,061 | 420,709 | 839,007 | 18,503 | 49,178 | • | • | • |
| Moncton | 55,468 | 55,222 | 1.4 | 21,027 | 589,806 | 1,206,405 | 21,458 | 57,374 | • | • | • |
| Saint John | 76,381 | 75,909 | -0.6 | 27,977 | 770,779 | 1,443,196 | 19,012 | 51,586 | • | • | • |

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# CANADA POPULATION
# INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS# | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS PROVINCES Cities | 1986 Statistics Canada Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs. 86 | 1990 Number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 Estimate income per household | Number of farms 1981 Census | 1985 cash receipts of crops (Thousands) | 1985 cash receipts of livestock (Thousands) |
| NEWFOUNDLAND | 568,349 | 597,250 | 5.1 | 171,035 | 3,067,226 | 6,659,459 | 11,150 | 38,936 | 679 | 4,996 | 37,574 |
| Corner Brook | 22,719 | 23,151 | 1.9 | 7,172 | 172,655 | 340,042 | 14,688 | 47,410 | • | • | • |
| St. John's | 96,216 | 98,889 | 2.8 | 30,877 | 502,835 | 1,146,432 | 11,593 | 37,129 | • | • | • |
| NOVA SCOTIA | 873,176 | 922,575 | 5.7 | 321,141 | 5,560,538 | 12,244,884 | 13,273 | 38,129 | 5,045 | 51,901 | 192,635 |
| Amherst | 9,671 | 9,694 | 0.2 | 3,660 | 69,903 | 131,229 | 13,538 | 35,860 | • | • | • |
| Halifax | 113,577 | 114,339 | 0.7 | 46,411 | 895,770 | 1,803,247 | 15,771 | 38,854 | • | • | • |
| New Glasgow | 10,022 | 10,603 | 5.8 | 3,961 | 83,191 | 170,356 | 16,067 | 43,010 | • | • | • |
| Sydney | 27,754 | 28,795 | 3.8 | 10,093 | 305,812 | 601,235 | 20,880 | 59,572 | • | • | • |
| Truro | 12,124 | 12,645 | 4.3 | 5,245 | 108,341 | 220,514 | 17,439 | 42,044 | • | • | • |
| ONTARIO | 9,101,694 | 9,683,750 | 6.4 | 3,552,144 | 74,284,652 | 178,692,492 | 18,453 | 50,306 | 82,448 | 1,804,531 | 3,202,374 |
| Barrie | 48,287 | 49,702 | 2.9 | 17,437 | 480,566 | 809,784 | 16,293 | 46,442 | • | • | • |
| Belleville | 36,041 | 36,762 | 2.0 | 14,634 | 337,076 | 729,287 | 19,838 | 49,836 | • | • | • |
| Brampton | 188,498 | 245,099 | 30.0 | 73,183 | 1,601,378 | 6,107,436 | 24,918 | 83,454 | • | • | • |
| Brantford | 76,146 | 86,976 | 14.2 | 32,752 | 611,940 | 1,548,397 | 17,803 | 47,276 | • | • | • |
| Brockville | 20,880 | 20,811 | -0.3 | 8,597 | 176,162 | 390,374 | 18,758 | 45,409 | • | • | • |
| Cambridge | 79,920 | 89,583 | 12.1 | 31,308 | 744,345 | 1,865,035 | 20,619 | 59,570 | • | • | • |
| Chatham | 42,211 | 47,027 | 11.4 | 17,638 | 342,321 | 846,439 | 17,999 | 47,989 | • | • | • |
| Cobourg | 13,197 | 13,875 | 5.1 | 5,406 | 77,688 | 171,181 | 12,338 | 31,666 | • | • | • |
| Cornwall | 46,425 | 48,325 | 4.1 | 18,112 | 396,349 | 880,110 | 18,212 | 48,592 | • | • | • |
| Fort Frances | 8,870 | 8,877 | 0.1 | 3,365 | 71,727 | 144,303 | 16,256 | 42,879 | • | • | • |
| Guelph | 78,235 | 81,239 | 3.8 | 30,819 | 581,753 | 1,428,201 | 17,580 | 46,341 | • | • | • |
| Hamilton | 306,728 | 311,020 | 1.4 | 124,444 | 2,851,320 | 6,096,975 | 19,603 | 48,994 | • | • | • |
| Ingersoll | 8,451 | 9,432 | 11.6 | 3,525 | 86,836 | 206,423 | 21,886 | 58,566 | • | • | • |
| Kenora | 9,621 | 10,049 | 4.4 | 3,816 | 82,022 | 156,813 | 15,605 | 41,094 | • | • | • |
| Kingson | 55,050 | 56,804 | 3.2 | 24,672 | 508,943 | 993,759 | 17,494 | 40,278 | • | • | • |
| Kirkland Lake | 11,604 | 11,449 | -1.3 | 4,658 | 196,642 | 352,500 | 30,789 | 75,679 | • | • | • |
| Kitchner | 150,604 | 160,668 | 6.7 | 60,935 | 1,139,183 | 2,821,991 | 17,564 | 46,312 | • | • | • |
| Lindsay | 14,455 | 15,211 | 5.2 | 6,241 | 96,192 | 230,589 | 15,160 | 36,949 | • | • | • |
| London | 269,140 | 291,664 | 8.4 | 117,905 | 2,148,087 | 5,173,903 | 17,739 | 43,882 | • | • | • |
| Niagra Falls | 72,107 | 77,035 | 6.8 | 28,822 | 632,116 | 1,464,094 | 19,006 | 50,798 | • | • | • |
| North Bay | 50,623 | 53,012 | 4.7 | 19,009 | 503,645 | 1,100,711 | 20,763 | 57,904 | • | • | • |
| Orillia | 24,077 | 24,281 | 0.8 | 9,227 | 125,200 | 267,222 | 11,005 | 28,961 | • | • | • |
| Oshawa | 123,651 | 142,353 | 15.1 | 49,951 | 1,144,318 | 3,017,349 | 21,196 | 60,407 | • | • | • |
| Ottawa | 300,763 | 306,343 | 1.9 | 133,002 | 3,249,603 | 6,769,465 | 22,098 | 50,897 | • | • | • |
| Owen Sound | 19,804 | 21,469 | 8.4 | 8,622 | 140,555 | 323,085 | 15,049 | 37,472 | • | • | • |
| Pembroke | 14,131 | 14,578 | 3.2 | 5,510 | 111,779 | 218,530 | 14,990 | 39,662 | • | • | • |
| Peterborough | 61,049 | 65,194 | 6.8 | 25,886 | 629,343 | 1,440,965 | 22,103 | 55,665 | • | • | • |
| Port Colborne | 18,281 | 17,950 | -1.8 | 6,882 | 165,292 | 320,668 | 17,865 | 46,596 | • | • | • |
| Port Hope | 10,281 | 10,827 | 5.3 | 4,187 | 97,260 | 224,645 | 20,749 | 53,653 | • | • | • |
| St. Catharines | 123,455 | 130,985 | 6.1 | 50,240 | 1,138,599 | 2,553,045 | 19,491 | 50,817 | • | • | • |
| St. Thomas | 28,851 | 31,237 | 8.3 | 12,120 | 271,818 | 644,953 | 20,647 | 53,212 | • | • | • |
| Sarnia | 49,033 | 49,353 | 0.7 | 19,642 | 579,606 | 1,074,929 | 21,781 | 54,727 | • | • | • |
| Saulte Ste. Marie | 80,905 | 89,550 | 10.7 | 31,315 | 945,190 | 2,181,534 | 24,361 | 69,664 | • | • | • |
| Simcoe | 14,290 | 15,244 | 6.7 | 5,859 | 168,393 | 380,662 | 24,972 | 64,975 | • | • | • |
| Sioux Lookout | 3,098 | 3,157 | 1.9 | 1,130 | 183,960 | 27,660 | 8,763 | 24,474 | • | • | • |
| Stratford | 26,451 | 28,600 | 8.1 | 11,465 | 213,482 | 495,640 | 17,330 | 43,230 | • | • | • |
| Sudbury | 88,717 | 86,496 | -2.5 | 32,748 | 887,668 | 1,739,513 | 20,111 | 53,118 | • | • | • |
| Thunder Bay | 112,272 | 119,580 | 6.5 | 44,651 | 1,014,891 | 2,291,722 | 19,165 | 51,326 | • | • | • |
| Timmins | 46,657 | 50,761 | 8.8 | 17,828 | 357,434 | 840,874 | 16,565 | 47,166 | • | • | • |
| Toronto | 612,289 | 620,403 | 1.3 | 260,138 | 5,853,143 | 11,602,533 | 18,702 | 44,602 | • | • | • |
| Waterloo | 58,718 | 60,007 | 2.2 | 22,336 | 407,001 | 1,009,246 | 16,819 | 45,184 | • | • | • |
| Welland | 45,054 | 45,389 | 0.7 | 16,607 | 381,626 | 861,474 | 18,980 | 51,875 | • | • | • |
| Whitby | 45,819 | 54,778 | 19.6 | 17,931 | 370,593 | 1,255,043 | 22,912 | 69,994 | • | • | • |
| Windsor | 193,111 | 195,324 | 1.1 | 73,905 | 1,967,822 | 4,166,894 | 21,333 | 56,382 | • | • | • |
| Woodstock | 26,386 | 27,533 | 4.3 | 10,720 | 238,481 | 521,897 | 18,956 | 48,684 | • | • | • |
| PRINCE EDWARD ISLAND | 126,646 | 133,250 | 5.2 | 44,831 | 747,492 | 1,624,493 | 12,191 | 36,236 | 3,154 | 88,197 | 77,182 |
| Charlottetown | 15,776 | 15,941 | 1.0 | 6,650 | 118,818 | 198,167 | 12,432 | 29,800 | • | • | • |
| Summerside | 8,020 | 8,346 | 4.1 | 2,899 | 69,941 | 120,745 | 14,467 | 41,653 | • | • | • |
| QUEBEC | 6,532,461 | 6,791,666 | 4.0 | 2,513,377 | 46,955,541 | 98,423,210 | 14,492 | 39,160 | 48,144 | 548,537 | 2,256,359 |
| Chicoutimi | 61,083 | 64,152 | 5.0 | 21,702 | 615,195 | 1,340,628 | 20,898 | 61,774 | • | • | • |
| Granby | 38,508 | 39,703 | 3.1 | 15,865 | 290,798 | 616,722 | 15,533 | 38,874 | • | • | • |
| Montreal | 1,015,420 | 1,057,331 | 4.1 | 468,803 | 9,923,838 | 16,490,351 | 15,596 | 35,175 | • | • | • |
| Quebec | 164,580 | 166,468 | 1.1 | 71,498 | 1,222,495 | 2,172,143 | 13,048 | 30,381 | • | • | • |
| Rouyn | 17,319 | 17,529 | 1.2 | 6,738 | 186,248 | 357,126 | 20,374 | 53,005 | • | • | • |
| Sherbrooke | 74,438 | 75,164 | 1.0 | 30,922 | 567,484 | 1,066,458 | 14,188 | 34,489 | • | • | • |
| Trois Rivieres | 50,122 | 50,131 | 0.0 | 20,069 | 434,746 | 811,058 | 16,179 | 40,413 | • | • | • |

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## CANADA POPULATION
## INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

| | POPULATION | | | HOUSE-HOLDS | DISPOSABLE PERSONAL INCOME | | INCOME | | FARM PRODUCTS# | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS PROVINCES Cities | 1986 Statistics Canada Census | E&P estimate July 1, 1990 | % Pop. Change 90 vs. 86 | 1990 Number of households | E&P 1980 estimate (Thousands) | E&P 1990 estimate (Thousands) | Income per capita | E&P 1990 Estimate income per household | Number of farms 1981 Census | 1985 cash receipts of crops (Thousands) | 1985 cash receipts of livestock (Thousands) |
| SASKATCHEWAN | 1,009,613 | 1,075,300 | 6.5 | 393,153 | 7,430,773 | 15,948,367 | 14,632 | 40,565 | 67,318 | 3,275,723 | 716,132 |
| Lloydminster | 7,155 | 9,079 | 26.9 | 3,167 | 52,098 | 160,056 | 17,630 | 50,542 | * | * | * |
| Moose Jaw | 35,073 | 37,156 | 5.9 | 14,813 | 324,905 | 686,321 | 18,471 | 46,331 | * | * | * |
| Prince Albert | 33,686 | 36,465 | 8.2 | 13,114 | 285,182 | 645,044 | 17,690 | 49,187 | * | * | * |
| Regina | 175,064 | 189,912 | 8.5 | 71,741 | 1,670,543 | 3,801,550 | 20,017 | 52,990 | * | * | * |
| Saskatoon | 177,641 | 195,180 | 9.9 | 76,278 | 1,526,108 | 3,815,270 | 19,547 | 50,018 | * | * | * |
| YUKON NW TERRITORIES | 75,742 | 78,565 | 3.7 | 25,101 | 527,759 | 1,207,992 | 15,376 | 48,124 | N.A. | N.A. | N.A. |
| Whitehorse | | | | | | | | | | | |

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# EDITOR & PUBLISHER'S
# RETAIL SALES
# CENSUS & ESTIMATES FOR 1990

## ALABAMA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**............... | 14,479,552 | 24,259,436 | 24,780,752 | | 1,593,940 | | 2,861,091 | | 5,534,164 | | 6,273,835 | | 1,348,111 | | 1,390,858 | | 1,156,394 | | 1,891,421 | | 894,777 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Anniston, AL | 430,112 | 712,008 | 726,657 | | 48,271 | | 92,412 | | 150,481 | | 184,116 | | 35,398 | | 46,146 | | 34,052 | | 55,241 | | 27,414 |
| Birmingham, AL | 3,656,346 | 5,932,056 | 6,051,605 | | 312,298 | | 636,971 | | 1,309,191 | | 1,605,478 | | 333,555 | | 460,791 | | 332,503 | | 485,280 | | 218,289 |
| Dothan, AL | 555,598 | 978,633 | 999,237 | | 62,625 | | 133,533 | | 192,065 | | 296,014 | | 55,597 | | 49,966 | | 51,594 | | 77,081 | | 26,503 |
| Decatur, AL | 998,028 | 1,753,627 | 1,790,109 | | 113,819 | | 247,832 | | 334,246 | | 551,179 | | 85,507 | | 94,508 | | 98,621 | | 136,772 | | 46,022 |
| Florence, AL | 1,553,626 | 2,732,260 | 2,789,346 | | 176,444 | | 381,365 | | 526,311 | | 847,194 | | 141,104 | | 144,474 | | 150,215 | | 213,853 | | 72,525 |
| Gadsden, AL | 395,725 | 601,825 | 614,323 | | 37,749 | | 81,964 | | 154,893 | | 129,878 | | 23,762 | | 36,191 | | 27,963 | | 52,468 | | 19,855 |
| Huntsville, AL | 893,534 | 1,735,517 | 1,770,146 | | 114,726 | | 251,773 | | 323,705 | | 485,969 | | 77,934 | | 105,555 | | 99,773 | | 175,898 | | 46,237 |
| Mobile, AL | 1,948,966 | 3,109,142 | 3,171,335 | | 199,451 | | 400,399 | | 732,748 | | 782,632 | | 192,170 | | 122,360 | | 157,846 | | 269,055 | | 126,680 |
| Montgomery, AL | 1,155,057 | 1,947,836 | 1,988,110 | | 103,010 | | 246,969 | | 389,020 | | 556,660 | | 131,874 | | 109,323 | | 84,701 | | 163,859 | | 73,154 |
| Tuscaloosa, AL | 578,491 | 977,703 | 997,539 | | 75,474 | | 134,587 | | 234,596 | | 212,578 | | 61,216 | | 59,997 | | 43,027 | | 84,571 | | 29,231 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| AUTAUGA | 93,500 | 155,319 | 159,101 | 12 | 11,559 | 5 | 13,690 | 16 | 37,591 | 18 | 47,663 | 13 | 12,974 | 17 | 6,639 | 7 | 3,541 | 22 | 11,964 | 4 | 4,523 |
| BALDWIN | 323,989 | 577,762 | 589,790 | 28 | 35,521 | 24 | 47,973 | 94 | 152,674 | 53 | 119,533 | 60 | 46,318 | 47 | 21,522 | 35 | 24,455 | 99 | 51,169 | 26 | 24,111 |
| BARBOUR | 63,620 | 116,103 | 119,119 | 8 | 2,600 | 10 | 8,565 | 27 | 34,540 | 15 | 18,221 | 12 | 5,465 | 11 | 6,734 | 4 | 2,243 | 21 | 11,173 | 8 | 6,168 |
| BIBB | 30,587 | 55,337 | 57,167 | 3 | 1,681 | 5 | 4,668 | 14 | 17,971 | 8 | 14,183 | 10 | 2,166 | 7 | 2,624 | 4 | 1,342 | 4 | 2,318 | 4 | 3,044 |
| BLOUNT | 70,472 | 122,908 | 126,057 | 8 | 6,844 | 6 | 11,980 | 18 | 30,971 | 17 | 32,814 | 10 | 4,627 | 10 | 5,049 | 12 | 2,346 | 16 | 6,645 | 7 | 4,556 |
| BULLOCK | 22,557 | 32,600 | 33,486 | 5 | 2,785 | 3 | 4,272 | 7 | 8,661 | 3 | 1,714 | 8 | 2,826 | 6 | 2,571 | 4 | 1,437 | 7 | 1,251 | 3 | 1,161 |
| BUTLER | 73,059 | 115,755 | 118,765 | 8 | 7,294 | 8 | 9,095 | 18 | 28,328 | 18 | 23,583 | 17 | 8,363 | 15 | 5,606 | 6 | 3,129 | 21 | 9,404 | 7 | 5,617 |
| CALHOUN | 430,112 | 712,008 | 726,657 | 35 | 48,271 | 19 | 92,412 | 72 | 150,481 | 63 | 184,116 | 55 | 35,398 | 51 | 46,146 | 55 | 34,052 | 91 | 55,241 | 29 | 27,414 |
| Anniston | 281,559 | 408,355 | 417,076 | 19 | 16,931 | 7 | 48,892 | 33 | 98,349 | 39 | 111,293 | 26 | 15,487 | 24 | 26,381 | 30 | 15,331 | 43 | 21,164 | 14 | 16,989 |
| CHAMBERS | 105,251 | 180,146 | 184,413 | 11 | 6,295 | 6 | 7,615 | 31 | 50,574 | 17 | 48,881 | 21 | 15,834 | 13 | 3,753 | 11 | 5,654 | 19 | 10,545 | 14 | 8,041 |
| Lanett | 39,595 | 65,306 | 67,331 | 3 | 1,842 | 2 | 2,229 | 10 | 25,614 | 6 | 18,007 | 7 | 5,554 | 4 | 1,099 | 2 | 1,656 | 5 | 1,304 | 4 | 2,054 |
| CHEROKEE | 39,255 | 67,234 | 69,296 | 7 | 5,633 | 7 | 3,060 | 13 | 14,255 | 8 | 15,697 | 9 | 3,731 | 16 | 3,648 | 5 | 807 | 15 | 3,855 | 5 | 3,013 |
| CHILTON | 87,458 | 150,389 | 154,075 | 14 | 9,052 | 8 | 12,939 | 30 | 39,115 | 16 | 38,295 | 20 | 6,523 | 10 | 5,327 | 12 | 7,074 | 22 | 6,790 | 8 | 6,872 |
| CHOCTAW | 33,263 | 48,764 | 50,466 | 5 | 2,427 | 8 | 1,977 | 25 | 16,990 | 10 | 5,571 | 9 | 1,542 | 6 | 1,380 | 4 | 1,238 | 15 | 6,163 | 4 | 1,902 |
| CLARKE | 100,502 | 169,174 | 173,226 | 12 | 17,141 | 17 | 15,977 | 33 | 49,172 | 18 | 32,611 | 21 | 11,369 | 17 | 6,741 | 12 | 5,632 | 26 | 10,105 | 12 | 9,953 |
| CLAY | 32,718 | 59,211 | 61,117 | 7 | 12,434 | 5 | 3,693 | 11 | 17,243 | 12 | 11,608 | 4 | 877 | 5 | 1,328 | 2 | 1,872 | 9 | 2,344 | 4 | 1,240 |
| CLEBURNE | 19,485 | 33,702 | 34,610 | 2 | 1,017 | 4 | 2,599 | 7 | 6,139 | 6 | 8,422 | 7 | 1,304 | 3 | 344 | 1 | 1,062 | 8 | 1,918 | 3 | 1,293 |
| COFFEE | 150,323 | 257,037 | 262,805 | 11 | 19,036 | 14 | 25,973 | 40 | 50,086 | 28 | 85,995 | 19 | 9,253 | 31 | 13,199 | 26 | 19,565 | 30 | 14,503 | 10 | 8,307 |
| Enterprise | 116,307 | 202,176 | 206,873 | 6 | 12,800 | 9 | 21,928 | 24 | 39,412 | 23 | 63,586 | 9 | 8,444 | 24 | 11,846 | 23 | 14,467 | 21 | 11,789 | 6 | 6,004 |
| COLBERT | 211,625 | 282,321 | 288,582 | 23 | 28,622 | 12 | 27,559 | 40 | 56,222 | 27 | 83,277 | 29 | 18,928 | 36 | 11,135 | 17 | 6,720 | 69 | 25,082 | 20 | 7,826 |
| Muscle Shoals | 89,934 | 128,849 | 132,114 | 8 | 8,756 | 6 | 18,741 | 11 | 26,255 | 10 | 20,791 | 9 | 7,152 | 23 | 8,003 | 10 | 2,747 | 28 | 16,554 | 6 | 3,138 |
| Sheffield | 66,363 | 78,490 | 80,772 | 5 | 3,514 | 3 | 4,447 | 12 | 27,067 | 10 | 23,676 | 5 | 3,298 | 8 | 989 | 4 | 1,599 | 26 | 6,004 | 6 | 1,957 |
| Tuscumbia | 29,091 | 39,207 | 40,722 | 4 | 4,299 | 2 | 3,301 | 6 | 2,793 | 6 | 14,705 | 6 | 4,820 | 4 | 1,636 | 2 | 1,187 | 4 | 568 | 6 | 1,382 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CONECUH | 36,220 | 64,240 | 66,244 | 3 | 2,378 | 3 | 8,450 | 14 | 15,426 | 8 | 4,686 | 15 | 12,473 | 8 | 1,832 | 2 | 2,031 | 8 | 3,578 | 3 | 3,956 |
| COOSA | 6,352 | 11,653 | 12,630 | 0 | 371 | 0 | 1,610 | 4 | 2,334 | 2 | 2,847 | 4 | 1,489 | 0 | 234 | 2 | 388 | 4 | 201 | 2 | 438 |
| COVINGTON | 132,242 | 208,671 | 213,494 | 18 | 18,434 | 15 | 17,797 | 34 | 54,159 | 32 | 53,232 | 23 | 7,076 | 25 | 10,008 | 19 | 12,285 | 36 | 9,969 | 14 | 9,951 |
| Andalusia | 72,345 | 115,244 | 118,244 | 10 | 8,761 | 4 | 11,495 | 14 | 35,102 | 16 | 25,941 | 11 | 5,072 | 16 | 6,927 | 9 | 3,026 | 15 | 5,892 | 6 | 5,620 |
| CRENSHAW | 26,739 | 42,969 | 44,558 | 3 | 1,048 | 7 | 1,966 | 15 | 13,899 | 6 | 10,784 | 9 | 2,958 | 6 | 712 | 3 | 1,093 | 6 | 1,207 | 4 | 1,835 |
| CULLMAN | 215,068 | 424,807 | 433,850 | 19 | 47,059 | 17 | 35,408 | 45 | 101,863 | 31 | 102,873 | 39 | 28,010 | 37 | 22,757 | 25 | 18,401 | 39 | 24,693 | 16 | 15,266 |
| Cullman | 165,338 | 320,534 | 327,541 | 12 | 20,577 | 15 | 26,478 | 24 | 88,418 | 26 | 76,928 | 21 | 25,928 | 33 | 21,508 | 17 | 11,897 | 24 | 16,336 | 14 | 11,415 |
| DALE | 113,168 | 203,639 | 208,364 | 9 | 11,431 | 10 | 19,234 | 41 | 49,883 | 20 | 40,849 | 22 | 25,688 | 19 | 5,425 | 11 | 4,567 | 31 | 17,389 | 9 | 6,984 |
| DALLAS | 174,596 | 244,669 | 250,195 | 14 | 14,139 | 17 | 32,673 | 37 | 57,122 | 25 | 53,879 | 38 | 15,983 | 29 | 12,846 | 22 | 8,438 | 52 | 17,124 | 11 | 10,663 |
| Selma | 160,952 | 225,570 | 230,723 | 13 | 12,242 | 13 | 31,540 | 27 | 57,110 | 20 | 38,794 | 26 | 15,980 | 27 | 12,843 | 20 | 7,307 | 46 | 16,003 | 10 | 10,651 |
| DE KALB | 135,823 | 279,539 | 285,746 | 19 | 29,812 | 12 | 20,864 | 33 | 65,536 | 37 | 69,505 | 17 | 8,258 | 26 | 12,960 | 18 | 15,634 | 46 | 18,525 | 15 | 14,473 |
| Fort Payne | 75,978 | 156,552 | 160,358 | 8 | 16,019 | 4 | 16,984 | 12 | 27,566 | 17 | 44,928 | 4 | 5,149 | 18 | 10,689 | 7 | 4,440 | 18 | 10,626 | 7 | 7,307 |
| ELMORE | 97,780 | 170,799 | 174,883 | 13 | 10,888 | 7 | 22,306 | 29 | 56,709 | 17 | 27,821 | 29 | 12,265 | 15 | 4,958 | 8 | 4,092 | 16 | 6,939 | 15 | 10,703 |
| ESCAMBIA | 137,495 | 212,393 | 217,289 | 18 | 21,223 | 16 | 20,076 | 25 | 43,077 | 31 | 43,562 | 37 | 16,877 | 23 | 13,789 | 15 | 9,439 | 37 | 12,764 | 12 | 9,794 |
| ETOWAH | 395,725 | 601,825 | 614,323 | 27 | 37,749 | 22 | 81,964 | 65 | 154,893 | 52 | 129,878 | 53 | 23,762 | 67 | 36,191 | 44 | 27,963 | 109 | 52,468 | 36 | 19,855 |
| Gadsden | 283,626 | 388,563 | 396,898 | 16 | 21,598 | 13 | 51,346 | 45 | 100,533 | 38 | 79,713 | 30 | 11,226 | 53 | 24,165 | 36 | 17,944 | 71 | 30,345 | 24 | 12,903 |
| FAYETTE | 53,093 | 85,849 | 88,275 | 9 | 8,592 | 5 | 7,280 | 14 | 24,049 | 9 | 22,852 | 2 | 3,322 | 10 | 3,998 | 9 | 3,390 | 13 | 3,820 | 7 | 4,227 |
| FRANKLIN | 96,648 | 172,430 | 176,546 | 9 | 14,866 | 9 | 16,163 | 18 | 35,388 | 21 | 62,846 | 15 | 8,934 | 18 | 5,223 | 16 | 8,801 | 26 | 7,720 | 8 | 7,114 |
| GENEVA | 50,792 | 83,604 | 85,986 | 7 | 6,080 | 9 | 7,867 | 20 | 30,250 | 12 | 15,084 | 14 | 5,400 | 10 | 2,950 | 8 | 1,735 | 10 | 1,150 | 8 | 4,463 |
| GREENE | 27,985 | 47,693 | 49,374 | 0 | 1,453 | 6 | 3,239 | 15 | 15,474 | 4 | 11,131 | 6 | 8,027 | 6 | 906 | 3 | 1,515 | 10 | 2,333 | 2 | 1,712 |
| HALE | 29,713 | 43,527 | 45,127 | 4 | 1,328 | 4 | 1,595 | 18 | 15,532 | 6 | 14,782 | 3 | 983 | 6 | 1,082 | 2 | 1,383 | 4 | 965 | 4 | 2,695 |
| HENRY | 39,749 | 71,573 | 73,720 | 7 | 24,736 | 5 | 9,403 | 21 | 22,018 | 8 | 6,000 | 5 | 1,889 | 4 | 1,368 | 4 | 2,890 | 5 | 2,691 | 3 | 1,801 |
| HOUSTON | 442,430 | 774,994 | 790,873 | 28 | 51,194 | 19 | 114,299 | 80 | 142,182 | 61 | 255,165 | 47 | 29,910 | 89 | 44,541 | 62 | 47,027 | 102 | 59,691 | 25 | 19,519 |
| Dothan | 403,211 | 707,544 | 722,106 | 25 | 50,536 | 15 | 112,831 | 60 | 139,573 | 50 | 190,223 | 35 | 29,525 | 80 | 43,452 | 56 | 35,428 | 89 | 58,925 | 19 | 17,368 |
| JACKSON | 145,742 | 207,981 | 212,791 | 9 | 9,836 | 12 | 20,191 | 34 | 47,598 | 26 | 73,866 | 18 | 8,351 | 25 | 7,799 | 13 | 8,325 | 34 | 10,167 | 16 | 7,750 |
| Scottsboro | 99,292 | 139,092 | 142,557 | 3 | 5,794 | 7 | 16,603 | 11 | 29,799 | 18 | 43,507 | 10 | 6,919 | 18 | 6,395 | 9 | 5,854 | 21 | 8,273 | 9 | 4,533 |
| JEFFERSON | 3,091,874 | 4,914,878 | 5,011,571 | 154 | 223,124 | 87 | 562,731 | 480 | 1,033,647 | 272 | 1,313,124 | 324 | 292,048 | 421 | 415,347 | 295 | 298,240 | 685 | 423,489 | 179 | 177,448 |
| Birmingham | 1,566,175 | 2,315,140 | 2,361,084 | 63 | 88,971 | 35 | 247,998 | 220 | 430,992 | 126 | 491,795 | 145 | 136,670 | 192 | 225,983 | 148 | 150,410 | 374 | 214,378 | 69 | 57,569 |
| LAMAR | 38,625 | 64,641 | 66,653 | 6 | 5,902 | 6 | 2,116 | 17 | 20,201 | 11 | 9,499 | 6 | 1,861 | 6 | 5,696 | 5 | 2,043 | 9 | 1,729 | 8 | 2,905 |
| LAUDERDALE | 320,249 | 469,294 | 479,205 | 20 | 20,069 | 27 | 86,929 | 71 | 97,671 | 40 | 119,141 | 36 | 23,810 | 58 | 33,039 | 39 | 24,706 | 69 | 33,216 | 20 | 11,833 |
| Florence | 275,522 | 398,784 | 407,319 | 17 | 14,012 | 19 | 82,555 | 38 | 80,863 | 30 | 83,238 | 22 | 23,476 | 50 | 32,040 | 34 | 18,364 | 55 | 28,075 | 16 | 11,666 |
| LAWRENCE | 52,586 | 92,940 | 95,504 | 5 | 5,671 | 7 | 8,770 | 15 | 23,502 | 6 | 8,256 | 13 | 12,511 | 8 | 3,345 | 4 | 2,177 | 13 | 5,204 | 6 | 3,688 |
| LEE | 299,231 | 593,742 | 606,082 | 21 | 49,636 | 16 | 88,688 | 60 | 134,728 | 24 | 144,943 | 42 | 34,432 | 41 | 20,678 | 26 | 17,138 | 72 | 57,798 | 18 | 17,323 |
| Auburn | 165,083 | 332,590 | 339,832 | 9 | 15,005 | 6 | 58,140 | 22 | 76,625 | 10 | 63,256 | 19 | 20,355 | 23 | 12,630 | 9 | 6,174 | 42 | 35,530 | 6 | 9,066 |
| Opelike | 118,717 | 228,837 | 234,054 | 10 | 17,793 | 8 | 29,953 | 27 | 57,676 | 12 | 51,957 | 16 | 13,937 | 17 | 7,946 | 16 | 6,143 | 25 | 19,029 | 11 | 6,209 |
| LIMESTONE | 131,641 | 267,706 | 273,682 | 12 | 22,312 | 12 | 22,839 | 22 | 67,739 | 28 | 61,922 | 21 | 14,602 | 26 | 14,788 | 15 | 9,236 | 33 | 21,242 | 6 | 10,813 |
| Athens | 100,918 | 202,526 | 207,229 | 10 | 16,094 | 8 | 16,473 | 13 | 52,784 | 26 | 44,665 | 11 | 10,943 | 25 | 10,667 | 12 | 5,634 | 28 | 18,973 | 5 | 10,665 |
| LOWNDES | 20,157 | 30,204 | 30,794 | 3 | 905 | 1 | 3,927 | 13 | 8,340 | 5 | 7,962 | 9 | 2,987 | 1 | 571 | 2 | 943 | 3 | 555 | 2 | 1,067 |
| MACON | 44,889 | 67,674 | 69,745 | 6 | 4,649 | 2 | 8,895 | 13 | 20,348 | 9 | 8,741 | 16 | 7,192 | 8 | 3,686 | 2 | 2,140 | 10 | 3,140 | 6 | 4,131 |
| MADISON | 893,534 | 1,735,517 | 1,770,146 | 43 | 114,726 | 34 | 251,773 | 118 | 323,705 | 89 | 485,969 | 86 | 77,934 | 126 | 105,555 | 92 | 99,773 | 207 | 175,898 | 36 | 46,237 |
| Huntsville | 836,097 | 1,617,055 | 1,649,371 | 38 | 86,891 | 29 | 245,609 | 94 | 318,443 | 72 | 358,850 | 76 | 76,006 | 119 | 102,754 | 86 | 76,158 | 190 | 161,790 | 33 | 43,910 |
| MARENGO | 78,015 | 125,431 | 128,630 | 6 | 9,638 | 11 | 12,613 | 30 | 34,105 | 13 | 33,212 | 9 | 5,373 | 14 | 5,376 | 13 | 5,621 | 16 | 5,891 | 6 | 3,840 |
| MARION | 73,331 | 119,228 | 122,305 | 10 | 8,877 | 9 | 16,007 | 26 | 35,665 | 16 | 26,867 | 11 | 2,035 | 19 | 8,892 | 11 | 4,667 | 22 | 5,371 | 6 | 5,307 |
| MARSHALL | 283,077 | 563,430 | 575,179 | 24 | 51,125 | 23 | 72,030 | 55 | 118,443 | 50 | 190,967 | 27 | 13,946 | 53 | 35,124 | 31 | 17,907 | 62 | 34,557 | 27 | 17,337 |
| MOBILE | 1,624,977 | 2,531,380 | 2,581,545 | 95 | 163,929 | 60 | 352,425 | 270 | 580,074 | 161 | 663,099 | 207 | 145,852 | 203 | 100,839 | 160 | 133,391 | 383 | 217,886 | 96 | 102,569 |
| Chickasaw | 43,772 | 60,322 | 62,250 | 2 | 1,905 | 3 | 7,806 | 8 | 32,955 | 7 | 7,706 | 3 | 1,578 | 4 | 1,966 | 3 | 1,549 | 8 | 3,667 | 3 | 1,192 |
| Mobile | 1,294,895 | 2,070,726 | 2,111,898 | 60 | 96,365 | 39 | 314,175 | 149 | 434,939 | 108 | 483,956 | 136 | 116,667 | 174 | 89,111 | 125 | 93,447 | 312 | 190,615 | 67 | 83,586 |
| Prichard | 71,493 | 120,383 | 123,483 | 8 | 12,300 | 4 | 3,566 | 21 | 39,270 | 11 | 10,332 | 19 | 17,025 | 7 | 4,276 | 11 | 7,378 | 18 | 3,493 | 7 | 6,514 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

## ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| MONROE | 62,780 | 99,726 | 102,423 | 10 | 12,842 | 9 | 9,627 | 24 | 29,438 | 15 | 21,710 | 8 | 3,200 | 6 | 3,349 | 5 | 2,284 | 14 | 5,627 | 6 | 4,227 |
| MONTGOMERY | 963,777 | 1,621,718 | 1,654,125 | 47 | 80,593 | 22 | 210,972 | 129 | 294,720 | 84 | 481,176 | 113 | 106,634 | 160 | 97,727 | 87 | 77,068 | 218 | 144,956 | 39 | 57,929 |
| Montgomery | 929,730 | 1,596,610 | 1,628,527 | 43 | 61,525 | 19 | 195,259 | 116 | 294,722 | 81 | 445,335 | 104 | 106,635 | 156 | 90,448 | 86 | 71,327 | 205 | 138,434 | 38 | 57,929 |
| MORGAN | 375,438 | 649,534 | 662,963 | 31 | 47,849 | 23 | 80,650 | 66 | 137,228 | 63 | 177,921 | 49 | 34,158 | 58 | 38,033 | 51 | 33,216 | 85 | 45,450 | 30 | 24,074 |
| Decatur | 293,344 | 502,090 | 512,641 | 21 | 27,528 | 16 | 68,612 | 41 | 104,217 | 40 | 114,073 | 30 | 30,708 | 49 | 33,782 | 40 | 19,795 | 62 | 35,998 | 20 | 15,838 |
| PERRY | 20,852 | 32,433 | 33,066 | 4 | 2,776 | 5 | 2,002 | 14 | 9,303 | 5 | 4,745 | 7 | 1,945 | 5 | 1,963 | 3 | 856 | 4 | 1,000 | 4 | 2,995 |
| PICKENS | 38,897 | 56,705 | 58,562 | 7 | 3,654 | 8 | 2,327 | 24 | 16,736 | 14 | 14,191 | 12 | 1,968 | 7 | 1,012 | 7 | 2,862 | 9 | 1,292 | 6 | 2,392 |
| PIKE | 92,705 | 152,801 | 156,534 | 9 | 11,497 | 9 | 14,041 | 25 | 33,676 | 17 | 40,768 | 11 | 3,727 | 23 | 8,928 | 11 | 3,203 | 29 | 15,539 | 7 | 6,246 |
| Troy | 72,113 | 120,454 | 123,555 | 4 | 7,874 | 5 | 11,960 | 14 | 28,789 | 12 | 27,617 | 10 | 2,552 | 18 | 8,397 | 9 | 2,193 | 23 | 11,806 | 5 | 4,277 |
| RANDOLPH | 47,600 | 78,033 | 80,306 | 4 | 5,115 | 8 | 5,919 | 22 | 25,015 | 13 | 12,117 | 6 | 2,408 | 9 | 4,304 | 5 | 1,793 | 13 | 2,671 | 7 | 4,019 |
| RUSSELL | 111,600 | 185,760 | 190,136 | 15 | 9,084 | 9 | 21,807 | 44 | 64,118 | 27 | 22,277 | 23 | 12,805 | 12 | 5,693 | 6 | 1,686 | 33 | 15,248 | 11 | 7,980 |
| ST. CLAIR | 87,426 | 160,967 | 164,859 | 11 | 7,593 | 9 | 9,873 | 30 | 41,999 | 16 | 37,171 | 14 | 12,382 | 8 | 3,392 | 3 | 5,054 | 28 | 7,714 | 8 | 6,401 |
| SHELBY | 158,990 | 324,121 | 331,198 | 33 | 51,972 | 8 | 19,832 | 39 | 112,484 | 31 | 74,675 | 22 | 11,719 | 17 | 9,108 | 18 | 10,154 | 38 | 23,425 | 13 | 12,132 |
| SUMTER | 35,035 | 59,479 | 61,390 | 2 | 1,805 | 13 | 8,700 | 26 | 21,200 | 7 | 6,067 | 12 | 4,901 | 7 | 1,139 | 1 | 1,882 | 12 | 4,226 | 4 | 2,677 |
| TALLADEGA | 231,514 | 383,929 | 392,174 | 21 | 19,694 | 15 | 41,742 | 63 | 110,725 | 48 | 94,409 | 33 | 15,286 | 53 | 23,171 | 30 | 13,805 | 57 | 24,760 | 23 | 16,504 |
| Sylacauga | 99,039 | 164,871 | 168,839 | 9 | 8,553 | 7 | 18,266 | 17 | 50,879 | 23 | 35,023 | 9 | 6,008 | 24 | 9,250 | 16 | 5,050 | 17 | 7,649 | 11 | 8,416 |
| Talladega | 93,479 | 152,205 | 155,926 | 6 | 4,686 | 4 | 17,413 | 22 | 44,885 | 18 | 32,379 | 13 | 7,302 | 24 | 12,155 | 10 | 5,458 | 26 | 11,439 | 9 | 6,275 |
| TALLAPOOSA | 106,867 | 198,418 | 203,041 | 18 | 15,203 | 6 | 16,872 | 31 | 49,746 | 23 | 43,014 | 18 | 6,354 | 21 | 14,297 | 20 | 14,159 | 24 | 12,610 | 11 | 11,379 |
| Alexander City | 76,937 | 146,148 | 149,751 | 8 | 6,922 | 3 | 14,818 | 15 | 39,744 | 14 | 21,701 | 11 | 5,479 | 18 | 12,329 | 16 | 9,250 | 14 | 9,295 | 7 | 9,541 |
| TUSCALOOSA | 578,491 | 977,703 | 997,539 | 35 | 75,474 | 20 | 134,587 | 112 | 234,596 | 67 | 212,578 | 78 | 61,216 | 99 | 59,997 | 66 | 43,027 | 126 | 84,571 | 29 | 29,231 |
| Tuscaloosa | 452,129 | 745,797 | 761,106 | 24 | 35,343 | 17 | 119,743 | 75 | 159,710 | 52 | 137,211 | 54 | 53,187 | 89 | 57,140 | 54 | 28,987 | 102 | 67,814 | 22 | 21,954 |
| WALKER | 247,584 | 409,182 | 417,920 | 25 | 22,765 | 13 | 32,555 | 47 | 90,091 | 42 | 147,695 | 34 | 12,779 | 49 | 27,895 | 26 | 16,709 | 53 | 24,008 | 24 | 17,752 |
| Jasper | 166,891 | 279,630 | 285,839 | 13 | 12,837 | 6 | 29,043 | 23 | 57,301 | 24 | 90,902 | 12 | 10,389 | 41 | 23,333 | 17 | 11,187 | 28 | 18,338 | 13 | 10,286 |
| WASHINGTON | 29,511 | 48,318 | 50,011 | 5 | 4,332 | 2 | 6,379 | 12 | 9,456 | 4 | 8,997 | 11 | 4,090 | 4 | 628 | 2 | 1,533 | 5 | 840 | 3 | 1,591 |
| WILCOX | 29,494 | 41,965 | 43,534 | 3 | 2,791 | 6 | 2,709 | 23 | 13,677 | 5 | 5,306 | 12 | 2,404 | 2 | 808 | 3 | 861 | 9 | 1,465 | 4 | 1,350 |
| WINSTON | 63,669 | 113,954 | 116,928 | 8 | 7,508 | 7 | 14,322 | 18 | 33,388 | 14 | 21,493 | 13 | 4,396 | 14 | 3,154 | 9 | 6,695 | 16 | 6,178 | 6 | 3,162 |

## ALASKA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**............... | 3,227,327 | 5,018,142 | 5,108,402 | | 662,659 | | 543,591 | | 982,044 | | 852,062 | | 215,375 | | 192,879 | | 247,578 | | 631,051 | | 214,708 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Anchorage, AK | 1,794,843 | 2,815,465 | 2,854,202 | | 414,578 | | 371,618 | | 420,232 | | 560,721 | | 126,580 | | 130,023 | | 167,039 | | 348,405 | | 134,255 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALEUTIAN ISLANDS | 12,084 | 17,537 | 18,772 | 1 | 1,509 | 3 | 544 | 4 | 9,189 | 0 | 632 | 1 | 592 | 0 | 27 | 0 | 171 | 5 | 2,321 | 0 | 346 |
| ANCHORAGE | 1,794,843 | 2,815,465 | 2,854,202 | 51 | 414,578 | 13 | 371,618 | 91 | 420,232 | 57 | 560,721 | 75 | 126,580 | 104 | 130,023 | 90 | 167,039 | 307 | 348,405 | 26 | 134,255 |
| Anchorage | 1,794,843 | 2,815,465 | 2,854,202 | 51 | 414,578 | 13 | 371,618 | 91 | 420,232 | 57 | 560,721 | 75 | 126,580 | 104 | 130,023 | 90 | 167,039 | 307 | 348,405 | 26 | 134,255 |
| BETHEL | 27,057 | 44,702 | 46,301 | 1 | 3,722 | 10 | 18,539 | 13 | 8,702 | 3 | 1,556 | 5 | 2,627 | 0 | 66 | 0 | 423 | 4 | 1,159 | 0 | 850 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| BRISTOL BAY | 7,298 | 13,696 | 14,880 | 1 | 1,196 | 0 | 432 | 3 | 5,316 | 1 | 500 | 0 | 469 | 0 | 21 | 0 | 137 | 5 | 4,253 | 0 | 272 |
| DILLINGHAM | 10,087 | 19,753 | 21,018 | 1 | 1,688 | 2 | 610 | 6 | 10,230 | 1 | 707 | 2 | 661 | 0 | 29 | 0 | 193 | 4 | 2,936 | 0 | 386 |
| FAIRBANKS | | | | | | | | | | | | | | | | | | | | | |
| NORTH STAR | 465,739 | 585,167 | 594,010 | 16 | 68,033 | 9 | 66,656 | 22 | 104,715 | 25 | 140,772 | 27 | 23,042 | 18 | 16,097 | 23 | 31,108 | 92 | 67,219 | 10 | 27,457 |
| Fairbanks | 426,349 | 543,739 | 552,027 | 13 | 62,986 | 8 | 61,712 | 15 | 96,948 | 24 | 130,329 | 21 | 23,045 | 17 | 16,099 | 22 | 25,422 | 78 | 58,921 | 9 | 27,460 |
| HAINES | 11,268 | 24,251 | 25,576 | 3 | 4,708 | 1 | 740 | 2 | 5,976 | 1 | 858 | 2 | 806 | 1 | 36 | 0 | 234 | 8 | 2,273 | 0 | 470 |
| JUNEAU | 172,785 | 274,312 | 278,989 | 9 | 32,287 | 1 | 8,075 | 20 | 80,651 | 13 | 29,982 | 7 | 9,636 | 21 | 15,938 | 16 | 18,157 | 43 | 31,915 | 5 | 10,199 |
| Juneau | 172,785 | 274,312 | 278,989 | 9 | 32,287 | 1 | 8,075 | 20 | 80,651 | 13 | 29,982 | 7 | 9,636 | 21 | 15,938 | 16 | 18,157 | 43 | 31,915 | 5 | 10,199 |
| KENAI PENINSULA | 188,669 | 320,737 | 326,036 | 12 | 47,451 | 5 | 2,934 | 28 | 84,743 | 14 | 40,814 | 20 | 16,996 | 16 | 11,320 | 13 | 9,426 | 69 | 31,486 | 6 | 23,571 |
| Kenai | 57,690 | 91,572 | 93,799 | 2 | 11,874 | 1 | 733 | 8 | 21,206 | 2 | 10,214 | 8 | 9,442 | 8 | 7,871 | 5 | 3,682 | 17 | 8,540 | 1 | 5,898 |
| KETCHIKAN GATEWAY | 82,099 | 103,445 | 105,832 | 6 | 14,105 | 5 | 3,064 | 9 | 15,207 | 3 | 10,926 | 3 | 3,827 | 13 | 4,854 | 9 | 4,924 | 38 | 16,343 | 4 | 1,944 |
| Ketchikan | 79,419 | 99,609 | 101,944 | 5 | 13,740 | 5 | 2,985 | 7 | 14,813 | 3 | 8,254 | 3 | 3,824 | 13 | 4,849 | 9 | 3,946 | 36 | 15,920 | 4 | 1,893 |
| KOBUK | 21,966 | 106,247 | 108,671 | 1 | 8,737 | 6 | 28,505 | 7 | 34,743 | 0 | 3,650 | 0 | 3,424 | 0 | 151 | 0 | 995 | 3 | 11,055 | 0 | 1,999 |
| KODIAK ISLAND | 70,275 | 279,652 | 284,400 | 4 | 22,866 | 0 | 8,231 | 5 | 66,453 | 5 | 46,789 | 2 | 8,959 | 5 | 3,178 | 7 | 9,940 | 20 | 43,264 | 3 | 5,224 |
| Kodiak | 69,717 | 278,588 | 283,322 | 3 | 22,866 | 0 | 8,232 | 5 | 66,454 | 5 | 35,649 | 2 | 8,959 | 5 | 3,178 | 7 | 8,034 | 20 | 43,040 | 3 | 5,224 |
| MATANUSKA-SUSITNA | 100,315 | 43,633 | 45,218 | 9 | 9,124 | 3 | 1,309 | 12 | 15,362 | 5 | 1,520 | 10 | 2,436 | 5 | 1,174 | 3 | 1,388 | 37 | 3,861 | 2 | 830 |
| NOME | 31,358 | 57,703 | 59,476 | 2 | 4,781 | 6 | 9,153 | 16 | 25,562 | 0 | 2,000 | 2 | 1,873 | 2 | 85 | 1 | 544 | 9 | 6,605 | 1 | 1,092 |
| NORTH SLOPE | 33,817 | 30,993 | 32,408 | 0 | 1,915 | 4 | 689 | 2 | 5,565 | 0 | 801 | 0 | 750 | 0 | 33 | 0 | 219 | 15 | 20,378 | 0 | 437 |
| PRINCE OF WALES- | | | | | | | 0 | | | | | | | | | | | | | | |
| OUTER KETCHIKAN | 11,649 | 18,942 | 20,196 | 1 | 1,624 | 1 | 585 | 10 | 9,636 | 0 | 678 | 1 | 635 | 0 | 30 | 0 | 186 | 7 | 4,432 | 0 | 371 |
| SITKA BOROUGH | 41,952 | 49,081 | 50,739 | 3 | 4,079 | 2 | 1,469 | 4 | 11,855 | 1 | 1,706 | 2 | 1,597 | 8 | 4,437 | 3 | 464 | 16 | 5,560 | 2 | 932 |
| Sitka | 41,952 | 49,081 | 50,739 | 3 | 4,079 | 2 | 1,469 | 4 | 11,855 | 1 | 1,706 | 2 | 1,597 | 8 | 4,437 | 3 | 464 | 16 | 5,560 | 2 | 932 |
| SKAGWAY-YAKUTAT- | | | | | | | 0 | | | | | | | | | | | | | | |
| ANGOON | 11,504 | 18,634 | 19,884 | 1 | 1,598 | 4 | 574 | 5 | 6,034 | 0 | 667 | 0 | 626 | 0 | 28 | 0 | 182 | 12 | 3,662 | 0 | 365 |
| S.E. FAIRBANKS | 12,973 | 18,544 | 19,793 | 2 | 1,590 | 1 | 573 | 5 | 7,141 | 1 | 666 | 4 | 623 | 0 | 29 | 0 | 183 | 7 | 2,612 | 0 | 364 |
| VALDEZ-CORDOVA | 50,591 | 65,272 | 67,147 | 6 | 7,249 | 1 | 1,944 | 9 | 19,799 | 3 | 2,257 | 6 | 5,599 | 7 | 2,670 | 0 | 615 | 19 | 10,760 | 2 | 1,233 |
| WADE HAMPTON | 12,074 | 22,747 | 24,052 | 0 | 1,934 | 4 | 10,854 | 7 | 5,620 | 0 | 809 | 1 | 757 | 0 | 34 | 0 | 221 | 1 | 2,448 | 0 | 442 |
| WRANGELL- | | | | | | | | | | | | | | | | | | | | | |
| PETERSBURG | 32,334 | 40,403 | 41,945 | 4 | 3,957 | 1 | 1,213 | 5 | 18,776 | 2 | 1,410 | 2 | 1,321 | 7 | 2,552 | 1 | 383 | 15 | 4,205 | 2 | 770 |
| YUKON-KOYUKUK | 24,590 | 47,226 | 48,859 | 0 | 3,928 | 4 | 5,279 | 12 | 10,536 | 0 | 1,642 | 4 | 1,538 | 0 | 68 | 0 | 446 | 13 | 3,900 | 0 | 898 |

# ARIZONA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STATE TOTALS | 13,894,262 | 27,575,757 | 27,994,292 | | 1,745,963 | | 3,033,949 | | 6,061,509 | | 6,809,805 | | 1,770,972 | | 1,074,994 | | 1,592,546 | | 2,903,051 | | 1,057,144 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Phoenix, AZ | 8,534,480 | 17,717,328 | 17,986,235 | | 1,079,364 | | 1,922,628 | | 3,752,014 | | 4,643,175 | | 1,002,471 | | 707,551 | | 1,169,919 | | 1,868,206 | | 683,280 |
| Tucson, AZ | 2,593,915 | 4,633,325 | 4,703,648 | | 253,685 | | 614,124 | | 992,295 | | 1,178,735 | | 260,604 | | 191,228 | | 281,988 | | 495,658 | | 181,094 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| APACHE | 83,338 | 149,629 | 151,900 | 5 | 5,842 | 14 | 20,657 | 28 | 46,684 | 8 | 8,944 | 20 | 26,173 | 3 | 4,685 | 3 | 407 | 25 | 8,981 | 2 | 5,487 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ARIZONA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| COCHISE | 281,162 | 470,707 | 477,851 | 24 | 21,843 | 19 | 51,288 | 68 | 122,433 | 31 | 121,513 | 40 | 28,215 | 46 | 21,457 | 32 | 16,752 | 134 | 43,507 | 16 | 16,846 |
| Bisbee | 15,801 | 9,434 | 9,577 | 2 | 302 | 3 | 719 | 10 | 2,866 | 2 | 1,598 | 2 | 408 | 2 | 350 | 2 | 268 | 17 | 528 | 2 | 265 |
| Douglas | 64,296 | 46,825 | 47,536 | 2 | 1,494 | 8 | 6,270 | 13 | 12,554 | 3 | 1,121 | 9 | 3,436 | 19 | 4,062 | 12 | 1,844 | 24 | 2,426 | 5 | 1,939 |
| Sierra Vista | 139,491 | 361,439 | 366,925 | 8 | 10,489 | 6 | 29,666 | 19 | 65,752 | 17 | 75,237 | 11 | 16,308 | 16 | 10,345 | 14 | 7,602 | 43 | 24,300 | 3 | 7,917 |
| COCONINO | 428,482 | 848,092 | 860,964 | 26 | 65,902 | 30 | 89,039 | 59 | 166,522 | 24 | 127,152 | 84 | 102,941 | 44 | 24,111 | 34 | 23,974 | 161 | 126,943 | 15 | 24,589 |
| Flagstaff | 282,759 | 585,561 | 594,448 | 18 | 23,885 | 13 | 32,424 | 31 | 61,999 | 20 | 46,919 | 44 | 37,665 | 37 | 11,011 | 31 | 9,348 | 107 | 40,718 | 11 | 9,879 |
| GILA | 142,882 | 186,631 | 189,464 | 16 | 12,560 | 11 | 13,483 | 36 | 64,487 | 20 | 36,488 | 19 | 11,978 | 16 | 5,694 | 7 | 1,975 | 71 | 18,198 | 7 | 6,844 |
| GRAHAM | 91,882 | 141,396 | 143,542 | 9 | 10,081 | 6 | 15,468 | 13 | 37,329 | 16 | 27,692 | 13 | 12,523 | 12 | 4,494 | 9 | 3,888 | 32 | 8,605 | 3 | 6,831 |
| GREENLEE | 20,804 | 23,361 | 23,716 | 1 | 1,545 | 5 | 1,260 | 5 | 9,955 | 3 | 4,245 | 7 | 2,139 | 2 | 678 | 3 | 686 | 14 | 1,226 | 2 | 795 |
| MARICOPA | 8,534,480 | 17,717,328 | 17,986,235 | 327 | 1,079,364 | 175 | 1,922,628 | 986 | 3,752,014 | 595 | 4,643,175 | 576 | 1,002,471 | 834 | 707,551 | 758 | 1,169,919 | 2,228 | 1,868,206 | 273 | 683,280 |
| Chandler | 144,799 | 397,084 | 403,111 | 10 | 11,394 | 4 | 6,102 | 17 | 78,654 | 11 | 35,213 | 17 | 32,896 | 7 | 3,458 | 9 | 2,880 | 39 | 15,356 | 7 | 8,163 |
| Mesa | 1,120,792 | 3,447,076 | 3,499,394 | 59 | 133,154 | 24 | 272,388 | 101 | 362,188 | 78 | 418,541 | 45 | 97,941 | 119 | 85,003 | 109 | 110,129 | 223 | 146,800 | 30 | 82,398 |
| Phoenix | 4,483,182 | 7,706,917 | 7,823,890 | 156 | 176,350 | 97 | 479,484 | 530 | 945,069 | 317 | 661,960 | 312 | 349,063 | 450 | 193,232 | 410 | 254,969 | 1,276 | 451,660 | 143 | 147,611 |
| Scottsdale | 907,278 | 1,504,329 | 1,527,161 | 26 | 24,042 | 15 | 79,427 | 74 | 143,038 | 43 | 223,386 | 49 | 50,999 | 125 | 35,825 | 87 | 37,172 | 203 | 95,374 | 26 | 26,712 |
| Sun City | | | | | | | | | | | | | | | | | | | | | |
| Tempe | 733,430 | 1,566,934 | 1,590,716 | 19 | 28,116 | 8 | 59,670 | 91 | 192,011 | 34 | 154,122 | 50 | 63,939 | 34 | 17,248 | 41 | 27,176 | 179 | 105,905 | 19 | 30,307 |
| MOHAVE | 315,662 | 646,319 | 656,129 | 31 | 47,970 | 14 | 40,342 | 49 | 159,101 | 42 | 144,091 | 35 | 87,965 | 27 | 10,736 | 27 | 13,485 | 121 | 56,558 | 12 | 17,006 |
| Kingman | 153,534 | 312,733 | 317,480 | 7 | 3,502 | 6 | 10,425 | 17 | 27,915 | 18 | 35,212 | 28 | 40,652 | 9 | 2,569 | 5 | 1,020 | 45 | 11,171 | 3 | 2,765 |
| NAVAJO | 250,971 | 420,777 | 427,163 | 15 | 35,164 | 24 | 34,179 | 49 | 122,167 | 29 | 60,885 | 44 | 54,879 | 28 | 7,422 | 16 | 5,507 | 94 | 38,432 | 10 | 10,346 |
| PIMA | 2,593,915 | 4,633,325 | 4,703,648 | 116 | 253,685 | 64 | 614,124 | 427 | 992,295 | 235 | 1,178,735 | 189 | 260,604 | 304 | 191,228 | 253 | 281,988 | 825 | 495,658 | 104 | 181,094 |
| Tucson | 2,129,130 | 3,839,358 | 3,897,630 | 80 | 79,681 | 42 | 199,570 | 307 | 471,634 | 198 | 501,296 | 149 | 164,942 | 241 | 96,457 | 218 | 120,817 | 647 | 219,539 | 83 | 84,373 |
| PINAL | 278,527 | 459,009 | 465,976 | 31 | 44,858 | 15 | 26,533 | 80 | 138,492 | 47 | 75,978 | 46 | 46,502 | 33 | 11,011 | 17 | 8,410 | 121 | 40,757 | 20 | 24,611 |
| Casa Grande | 103,789 | 196,046 | 199,022 | 14 | 13,551 | 3 | 5,733 | 24 | 34,810 | 16 | 14,785 | 14 | 11,121 | 18 | 4,385 | 6 | 1,401 | 30 | 7,776 | 6 | 5,581 |
| SANTA CRUZ | 132,308 | 229,714 | 233,201 | 7 | 14,449 | 10 | 33,127 | 24 | 56,174 | 9 | 30,053 | 12 | 11,999 | 31 | 34,817 | 10 | 8,085 | 40 | 19,515 | 6 | 11,834 |
| Nogales | 113,149 | 207,380 | 210,528 | 6 | 8,164 | 9 | 14,458 | 19 | 24,517 | 8 | 16,695 | 10 | 5,237 | 29 | 24,146 | 9 | 3,529 | 29 | 11,008 | 6 | 8,067 |
| YAVAPAI | 312,191 | 591,300 | 600,275 | 47 | 73,375 | 20 | 60,740 | 55 | 155,889 | 36 | 94,001 | 52 | 37,725 | 39 | 10,492 | 36 | 17,038 | 168 | 60,871 | 15 | 21,020 |
| Prescott | 164,626 | 308,796 | 313,483 | 17 | 7,827 | 9 | 24,078 | 28 | 45,063 | 25 | 28,978 | 21 | 13,739 | 26 | 4,869 | 19 | 4,260 | 72 | 16,283 | 7 | 5,382 |
| YUMA | 427,658 | 1,058,169 | 1,074,230 | 30 | 79,325 | 19 | 111,082 | 80 | 237,968 | 61 | 256,852 | 47 | 84,857 | 49 | 40,618 | 38 | 40,431 | 157 | 115,593 | 17 | 46,561 |
| Yuma | 307,394 | 796,504 | 808,593 | 14 | 17,811 | 11 | 46,191 | 43 | 84,926 | 44 | 82,516 | 21 | 17,203 | 38 | 16,991 | 35 | 13,494 | 103 | 40,270 | 12 | 18,027 |

# ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS.................** | 9,113,502 | 15,301,546 | 16,093,652 | | 1,043,675 | | 2,048,663 | | 3,272,070 | | 4,380,008 | | 906,571 | | 783,924 | | 671,402 | | 1,129,023 | | 458,210 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Fayetteville-Springdale, | 498,362 | 937,029 | 975,046 | | 66,063 | | 128,717 | | 182,504 | | 247,454 | | 40,586 | | 38,805 | | 42,602 | | 83,496 | | 19,624 |
| Fort Smith, AR-OK | 744,543 | 1,284,013 | 1,335,963 | | 103,709 | | 155,892 | | 238,045 | | 351,428 | | 87,726 | | 64,711 | | 64,105 | | 108,774 | | 30,890 |
| Little Rock-North Little R | 2,336,498 | 3,953,855 | 4,114,050 | | 253,712 | | 551,561 | | 755,239 | | 1,199,313 | | 246,419 | | 260,437 | | 209,081 | | 324,836 | | 93,589 |
| Pine Bluff, AR | 370,467 | 558,290 | 581,345 | | 41,571 | | 79,938 | | 122,747 | | 158,166 | | 27,801 | | 37,466 | | 25,501 | | 35,922 | | 16,688 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ARKANSAS | 95,999 | 139,563 | 146,076 | 17 | 10,478 | 9 | 16,292 | 21 | 36,281 | 17 | 27,851 | 17 | 7,846 | 23 | 7,904 | 15 | 5,752 | 30 | 6,884 | 8 | 4,031 |
| Stuttgart | 69,439 | 100,826 | 105,809 | 9 | 7,218 | 5 | 11,651 | 8 | 25,095 | 8 | 19,915 | 11 | 5,134 | 17 | 6,778 | 11 | 3,832 | 22 | 4,923 | 4 | 2,563 |
| ASHLEY | 76,260 | 129,662 | 135,784 | 6 | 6,203 | 8 | 17,512 | 17 | 33,017 | 15 | 41,724 | 9 | 2,848 | 14 | 6,982 | 8 | 4,908 | 12 | 5,855 | 11 | 5,651 |

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| BAXTER | 110,635 | 191,185 | 199,738 | 16 | 14,762 | 8 | 27,188 | 19 | 44,257 | 15 | 42,429 | 14 | 4,769 | 20 | 8,624 | 17 | 13,023 | 33 | 13,002 | 11 | 9,032 |
| Mountain Home | 95,690 | 168,542 | 176,200 | 11 | 11,166 | 7 | 26,082 | 14 | 42,456 | 14 | 32,094 | 8 | 4,575 | 19 | 6,524 | 16 | 9,851 | 22 | 11,665 | 10 | 8,665 |
| BENTON | 300,272 | 581,058 | 605,012 | 36 | 53,686 | 10 | 79,869 | 54 | 139,940 | 40 | 163,618 | 41 | 35,591 | 42 | 21,087 | 36 | 34,470 | 91 | 38,198 | 19 | 12,080 |
| Bentonville | 52,039 | 103,172 | 108,248 | 6 | 10,301 | 1 | 14,881 | 7 | 26,073 | 6 | 27,608 | 7 | 8,502 | 5 | 1,206 | 4 | 3,965 | 15 | 8,194 | 3 | 2,251 |
| Rogers | 134,918 | 266,168 | 277,683 | 16 | 15,823 | 4 | 43,104 | 15 | 60,902 | 21 | 72,386 | 14 | 22,698 | 25 | 14,517 | 20 | 12,090 | 34 | 15,751 | 7 | 4,822 |
| BOONE | 127,565 | 223,226 | 233,044 | 12 | 21,015 | 8 | 32,762 | 21 | 49,458 | 24 | 68,433 | 16 | 3,612 | 26 | 14,019 | 12 | 10,025 | 35 | 15,408 | 9 | 7,674 |
| Harrison | 108,944 | 189,352 | 197,832 | 9 | 14,072 | 7 | 31,686 | 15 | 47,833 | 21 | 45,824 | 12 | 3,494 | 24 | 13,558 | 10 | 6,714 | 26 | 13,611 | 8 | 7,422 |
| BRADLEY | 38,405 | 62,314 | 65,776 | 5 | 4,872 | 3 | 5,126 | 12 | 17,801 | 7 | 13,612 | 7 | 3,033 | 14 | 4,354 | 4 | 1,363 | 10 | 2,526 | 4 | 2,937 |
| CALHOUN | 10,351 | 17,552 | 19,245 | 2 | 1,148 | 1 | 2,541 | 7 | 6,378 | 3 | 3,021 | 3 | 985 | 1 | 221 | 1 | 338 | 5 | 365 | 1 | 750 |
| CARROLL | 59,775 | 125,566 | 131,526 | 8 | 12,200 | 5 | 17,364 | 17 | 35,782 | 9 | 19,345 | 12 | 4,915 | 6 | 1,506 | 6 | 3,366 | 43 | 10,919 | 10 | 2,933 |
| CHICOT | 43,224 | 58,734 | 62,054 | 9 | 5,105 | 8 | 3,164 | 22 | 17,087 | 13 | 17,005 | 8 | 4,173 | 5 | 1,074 | 3 | 1,094 | 12 | 2,821 | 7 | 2,584 |
| CLARK | 102,428 | 175,135 | 183,054 | 9 | 6,684 | 6 | 23,755 | 21 | 31,419 | 12 | 64,614 | 20 | 17,685 | 21 | 6,797 | 10 | 3,587 | 31 | 13,959 | 6 | 4,941 |
| Arkadelphia | 84,678 | 143,422 | 150,088 | 6 | 5,023 | 5 | 17,851 | 12 | 25,600 | 8 | 48,555 | 13 | 16,189 | 16 | 5,108 | 8 | 2,696 | 21 | 12,021 | 4 | 3,713 |
| CLAY | 45,904 | 70,391 | 74,172 | 7 | 3,050 | 8 | 9,770 | 19 | 20,384 | 12 | 16,698 | 7 | 2,746 | 9 | 1,300 | 6 | 1,060 | 21 | 3,605 | 8 | 4,104 |
| CLEBURNE | 55,177 | 104,154 | 109,269 | 9 | 11,629 | 8 | 17,584 | 15 | 17,736 | 9 | 34,833 | 12 | 4,685 | 8 | 1,482 | 7 | 3,085 | 20 | 4,752 | 5 | 2,754 |
| CLEVELAND | 6,176 | 11,450 | 12,902 | 2 | 769 | 0 | 1,704 | 3 | 2,360 | 1 | 2,027 | 3 | 660 | 1 | 149 | 0 | 225 | 2 | 165 | 1 | 504 |
| COLUMBIA | 96,063 | 150,393 | 157,334 | 7 | 7,456 | 6 | 24,938 | 31 | 33,549 | 14 | 30,185 | 14 | 5,596 | 27 | 15,224 | 9 | 11,447 | 30 | 10,377 | 8 | 5,072 |
| Magnolia | 86,850 | 136,147 | 142,525 | 6 | 6,396 | 5 | 21,396 | 20 | 32,522 | 13 | 25,897 | 11 | 4,801 | 25 | 15,182 | 8 | 9,820 | 22 | 9,385 | 8 | 5,044 |
| CONWAY | 86,291 | 152,771 | 159,806 | 5 | 3,528 | 5 | 19,957 | 20 | 30,247 | 12 | 60,037 | 11 | 7,164 | 8 | 4,899 | 8 | 4,604 | 19 | 5,400 | 6 | 3,244 |
| CRAIGHEAD | 312,778 | 537,317 | 559,543 | 30 | 41,887 | 13 | 86,954 | 64 | 101,770 | 38 | 131,645 | 41 | 16,420 | 51 | 40,973 | 35 | 26,857 | 79 | 51,172 | 20 | 17,596 |
| Jonesboro | 276,881 | 473,394 | 493,095 | 21 | 28,060 | 11 | 85,445 | 41 | 82,791 | 25 | 95,992 | 32 | 16,136 | 48 | 40,262 | 32 | 21,371 | 69 | 45,492 | 17 | 17,291 |
| CRAWFORD | 91,081 | 192,664 | 201,275 | 10 | 10,872 | 7 | 26,571 | 24 | 41,297 | 11 | 43,364 | 13 | 19,238 | 9 | 2,050 | 7 | 9,091 | 31 | 19,005 | 9 | 5,139 |
| CRITTENDEN | 267,790 | 390,500 | 406,926 | 13 | 21,448 | 11 | 26,582 | 44 | 62,442 | 30 | 101,265 | 43 | 96,072 | 29 | 9,110 | 12 | 10,247 | 45 | 19,110 | 8 | 10,900 |
| West Memphis | 205,188 | 298,785 | 311,588 | 9 | 12,830 | 7 | 25,143 | 23 | 56,228 | 22 | 73,831 | 25 | 74,320 | 26 | 8,629 | 10 | 6,130 | 35 | 17,391 | 6 | 6,521 |
| CROSS | 65,772 | 106,324 | 111,524 | 7 | 7,511 | 5 | 14,408 | 22 | 32,771 | 11 | 23,776 | 9 | 4,101 | 6 | 2,508 | 7 | 2,377 | 22 | 5,584 | 5 | 2,098 |
| DALLAS | 36,394 | 59,017 | 62,348 | 6 | 3,692 | 6 | 8,894 | 15 | 13,731 | 12 | 17,512 | 5 | 2,350 | 14 | 2,166 | 4 | 2,368 | 11 | 2,553 | 4 | 1,756 |
| DESHA | 93,262 | 133,167 | 139,428 | 5 | 3,175 | 11 | 18,616 | 32 | 27,638 | 13 | 66,161 | 10 | 3,733 | 9 | 2,464 | 9 | 3,096 | 19 | 3,958 | 7 | 2,592 |
| DREW | 55,044 | 95,591 | 100,367 | 6 | 8,529 | 5 | 13,251 | 15 | 20,980 | 10 | 27,583 | 10 | 5,499 | 12 | 3,134 | 6 | 3,082 | 13 | 6,137 | 4 | 2,632 |
| FAULKNER | 178,472 | 370,252 | 385,879 | 14 | 53,398 | 5 | 39,638 | 30 | 73,074 | 25 | 80,416 | 26 | 28,915 | 34 | 26,325 | 24 | 20,143 | 49 | 34,810 | 11 | 8,764 |
| Conway | 163,444 | 335,482 | 349,735 | 13 | 52,017 | 5 | 38,761 | 17 | 67,138 | 20 | 59,402 | 23 | 28,166 | 32 | 25,643 | 23 | 19,622 | 45 | 32,504 | 7 | 6,614 |
| FRANKLIN | 38,513 | 67,423 | 71,087 | 4 | 3,608 | 3 | 9,384 | 15 | 18,216 | 6 | 18,645 | 7 | 2,875 | 3 | 759 | 3 | 1,558 | 13 | 5,930 | 5 | 2,788 |
| FULTON | 20,587 | 37,598 | 40,083 | 3 | 872 | 5 | 3,086 | 4 | 10,568 | 6 | 4,245 | 8 | 4,166 | 8 | 686 | 1 | 708 | 12 | 2,471 | 6 | 2,793 |
| GARLAND | 368,754 | 596,452 | 621,015 | 33 | 32,060 | 17 | 95,723 | 53 | 114,401 | 42 | 158,877 | 44 | 28,181 | 71 | 26,676 | 38 | 21,319 | 130 | 66,894 | 26 | 17,825 |
| Hot Springs | 341,826 | 539,308 | 561,613 | 28 | 21,431 | 16 | 92,270 | 44 | 112,254 | 39 | 128,409 | 38 | 27,652 | 63 | 23,782 | 33 | 15,639 | 110 | 58,831 | 23 | 14,406 |
| GRANT | 28,512 | 50,848 | 53,857 | 5 | 4,913 | 5 | 7,110 | 8 | 12,362 | 7 | 8,933 | 9 | 3,712 | 5 | 648 | 3 | 416 | 11 | 2,879 | 2 | 2,099 |
| GREENE | 104,119 | 176,958 | 184,949 | 12 | 16,070 | 5 | 27,552 | 22 | 32,903 | 18 | 41,505 | 11 | 3,570 | 21 | 11,615 | 14 | 8,137 | 40 | 13,754 | 10 | 5,825 |
| Paragould | 91,122 | 157,783 | 165,016 | 9 | 13,043 | 5 | 27,213 | 16 | 32,497 | 16 | 33,687 | 9 | 2,898 | 20 | 9,427 | 13 | 6,603 | 36 | 13,197 | 9 | 4,728 |
| HEMPSTEAD | 69,541 | 116,337 | 121,933 | 7 | 8,697 | 4 | 13,274 | 23 | 33,697 | 13 | 25,687 | 13 | 7,416 | 14 | 6,790 | 9 | 3,721 | 17 | 7,561 | 8 | 3,708 |
| Hope | 64,571 | 109,016 | 114,323 | 7 | 5,960 | 4 | 13,244 | 18 | 33,630 | 12 | 21,434 | 11 | 6,188 | 13 | 6,777 | 7 | 3,104 | 15 | 6,310 | 8 | 3,701 |
| HOT SPRING | 84,719 | 125,168 | 131,113 | 10 | 3,819 | 3 | 14,871 | 19 | 24,749 | 17 | 40,081 | 18 | 15,402 | 14 | 5,513 | 7 | 3,367 | 18 | 7,096 | 6 | 2,891 |
| Malvern | 71,429 | 104,656 | 109,790 | 9 | 3,091 | 3 | 14,511 | 15 | 20,027 | 15 | 32,433 | 11 | 11,825 | 13 | 5,380 | 6 | 2,718 | 15 | 5,842 | 5 | 2,821 |
| HOWARD | 54,453 | 95,856 | 100,643 | 5 | 3,145 | 5 | 13,287 | 20 | 20,451 | 14 | 34,065 | 11 | 5,286 | 10 | 3,910 | 4 | 3,181 | 13 | 3,569 | 6 | 3,475 |
| INDEPENDENCE | 109,149 | 184,149 | 192,424 | 15 | 24,209 | 6 | 25,766 | 21 | 43,105 | 17 | 51,438 | 8 | 3,543 | 25 | 8,620 | 18 | 7,940 | 23 | 10,239 | 11 | 5,488 |
| Batesville | 93,616 | 155,082 | 162,208 | 11 | 19,649 | 4 | 20,913 | 12 | 40,377 | 14 | 41,749 | 5 | 2,742 | 24 | 6,996 | 14 | 5,977 | 19 | 9,551 | 9 | 4,455 |
| IZARD | 28,386 | 53,834 | 56,961 | 4 | 4,868 | 1 | 6,974 | 8 | 15,974 | 5 | 19,221 | 8 | 2,237 | 5 | 804 | 2 | 930 | 4 | 769 | 3 | 2,337 |
| JACKSON | 76,553 | 115,942 | 121,522 | 9 | 6,572 | 6 | 16,043 | 20 | 27,561 | 13 | 28,318 | 13 | 4,490 | 17 | 8,304 | 6 | 3,839 | 31 | 9,347 | 8 | 4,442 |
| Newport | 68,984 | 104,868 | 110,011 | 8 | 5,607 | 3 | 13,686 | 15 | 27,374 | 11 | 24,159 | 12 | 3,831 | 16 | 8,248 | 5 | 3,275 | 24 | 8,305 | 7 | 3,789 |
| JEFFERSON | 370,467 | 558,290 | 581,345 | 23 | 41,571 | 21 | 79,938 | 83 | 122,747 | 51 | 158,166 | 41 | 27,801 | 65 | 37,466 | 47 | 25,501 | 95 | 35,922 | 22 | 16,688 |
| Pine Bluff | 340,248 | 506,914 | 527,939 | 20 | 40,018 | 19 | 76,953 | 56 | 118,163 | 46 | 118,082 | 36 | 27,491 | 64 | 36,066 | 42 | 19,713 | 84 | 32,098 | 20 | 16,064 |
| JOHNSON | 52,345 | 92,906 | 97,576 | 6 | 1,812 | 2 | 12,882 | 18 | 23,096 | 6 | 36,290 | 10 | 5,389 | 9 | 2,340 | 5 | 3,549 | 13 | 3,891 | 6 | 2,802 |
| LAFAYETTE | 19,760 | 33,346 | 35,663 | 4 | 1,478 | 3 | 4,707 | 17 | 11,518 | 5 | 4,852 | 5 | 1,930 | 5 | 3,300 | 3 | 629 | 5 | 930 | 4 | 1,389 |
| LAWRENCE | 56,773 | 93,121 | 97,800 | 2 | 5,829 | 4 | 12,911 | 16 | 19,653 | 8 | 35,789 | 11 | 6,443 | 7 | 1,119 | 4 | 3,037 | 20 | 4,145 | 7 | 3,178 |
| LEE | 24,614 | 31,740 | 33,994 | 3 | 992 | 3 | 4,489 | 11 | 9,603 | 6 | 7,788 | 6 | 1,143 | 8 | 1,085 | 3 | 598 | 9 | 2,026 | 4 | 1,836 |
| LINCOLN | 20,367 | 30,050 | 32,237 | 2 | 1,921 | 4 | 765 | 12 | 9,901 | 7 | 12,546 | 4 | 762 | 1 | 369 | 1 | 569 | 2 | 408 | 2 | 1,256 |
| LITTLE RIVER | 36,274 | 61,781 | 65,222 | 2 | 3,610 | 3 | 7,992 | 11 | 16,926 | 13 | 24,614 | 8 | 2,718 | 3 | 1,267 | 3 | 1,070 | 7 | 1,944 | 4 | 1,817 |
| LOGAN | 59,294 | 109,345 | 114,665 | 8 | 6,556 | 6 | 14,313 | 14 | 21,931 | 11 | 48,640 | 7 | 608 | 12 | 3,835 | 7 | 3,074 | 25 | 6,483 | 5 | 3,492 |
| LONOKE | 105,629 | 188,487 | 196,933 | 10 | 10,791 | 11 | 17,030 | 20 | 52,070 | 26 | 68,513 | 24 | 10,914 | 16 | 4,743 | 7 | 2,262 | 17 | 4,362 | 11 | 7,984 |
| MADISON | 23,165 | 51,260 | 54,285 | 4 | 4,864 | 2 | 7,168 | 9 | 13,179 | 6 | 5,599 | 3 | 2,779 | 3 | 1,264 | 2 | 957 | 11 | 2,330 | 3 | 1,774 |
| MARION | 13,791 | 28,642 | 30,773 | 1 | 1,738 | 2 | 3,849 | 6 | 14,271 | 2 | 4,577 | 2 | 1,492 | 1 | 333 | 0 | 514 | 6 | 1,324 | 3 | 1,137 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| MILLER | 155,315 | 263,189 | 274,586 | 8 | 16,369 | 5 | 36,249 | 36 | 86,333 | 9 | 13,325 | 19 | 25,325 | 23 | 14,136 | 12 | 10,283 | 57 | 23,693 | 7 | 10,662 |
| Texarkana | 147,816 | 247,910 | 258,704 | 7 | 7,193 | 5 | 27,497 | 30 | 85,674 | 9 | 10,114 | 18 | 25,132 | 22 | 14,028 | 12 | 8,271 | 51 | 21,542 | 7 | 10,475 |
| MISSISSIPPI | 191,829 | 272,838 | 284,616 | 20 | 10,666 | 12 | 44,530 | 42 | 54,918 | 29 | 92,360 | 37 | 12,759 | 30 | 14,776 | 24 | 10,057 | 55 | 16,761 | 11 | 8,980 |
| Blytheville | 118,575 | 160,345 | 167,679 | 11 | 3,904 | 6 | 28,756 | 14 | 35,353 | 14 | 44,187 | 16 | 7,411 | 21 | 10,131 | 13 | 5,230 | 31 | 11,352 | 5 | 4,498 |
| MONROE | 51,238 | 68,934 | 72,657 | 6 | 6,724 | 4 | 9,592 | 18 | 16,354 | 10 | 13,170 | 12 | 6,042 | 8 | 2,055 | 5 | 1,777 | 18 | 6,174 | 7 | 1,770 |
| MONTGOMERY | 12,496 | 27,080 | 24,992 | 3 | 1,489 | 4 | 1,552 | 6 | 5,491 | 4 | 3,192 | 1 | 1,279 | 1 | 286 | 2 | 440 | 5 | 1,411 | 1 | 973 |
| NEVADA | 26,012 | 41,482 | 44,121 | 2 | 2,630 | 2 | 5,824 | 11 | 11,712 | 5 | 12,928 | 5 | 1,620 | 5 | 1,851 | 4 | 2,902 | 7 | 1,437 | 4 | 1,594 |
| NEWTON | 6,139 | 11,420 | 12,871 | 3 | 1,497 | 0 | 1,700 | 5 | 3,014 | 0 | 2,021 | 1 | 658 | 0 | 147 | 0 | 227 | 4 | 1,144 | 1 | 500 |
| OUACHITA | 127,300 | 207,726 | 216,932 | 18 | 16,429 | 7 | 22,903 | 33 | 49,672 | 20 | 62,365 | 15 | 5,248 | 22 | 12,018 | 12 | 10,211 | 37 | 12,129 | 13 | 7,016 |
| Camden | 77,196 | 131,904 | 138,115 | 7 | 4,498 | 4 | 21,728 | 18 | 39,254 | 9 | 19,190 | 10 | 5,262 | 15 | 8,679 | 8 | 7,260 | 25 | 11,043 | 9 | 5,604 |
| PERRY | 6,910 | 12,484 | 13,977 | 3 | 967 | 0 | 1,845 | 5 | 5,081 | 1 | 2,194 | 2 | 715 | 0 | 159 | 0 | 246 | 3 | 483 | 1 | 544 |
| PHILLIPS | 115,150 | 155,143 | 162,272 | 12 | 7,803 | 10 | 16,212 | 43 | 40,439 | 22 | 54,691 | 12 | 5,694 | 33 | 8,827 | 14 | 5,026 | 27 | 6,540 | 13 | 5,572 |
| Helena | 55,098 | 72,628 | 76,497 | 3 | 2,604 | 2 | 5,411 | 5 | 13,496 | 12 | 35,533 | 1 | 1,363 | 23 | 6,508 | 6 | 1,676 | 10 | 2,838 | 7 | 2,683 |
| West Helena | 40,973 | 59,823 | 63,186 | 6 | 3,024 | 3 | 4,399 | 12 | 22,263 | 5 | 14,840 | 8 | 4,383 | 7 | 2,387 | 5 | 1,930 | 11 | 3,116 | 3 | 2,000 |
| PIKE | 30,239 | 49,173 | 52,116 | 8 | 5,541 | 5 | 3,163 | 13 | 15,645 | 7 | 12,518 | 4 | 2,669 | 2 | 597 | 3 | 919 | 10 | 1,309 | 4 | 2,095 |
| POINSETT | 70,782 | 106,510 | 111,718 | 9 | 6,677 | 9 | 10,812 | 22 | 22,705 | 12 | 21,441 | 13 | 5,518 | 8 | 925 | 9 | 3,412 | 35 | 6,055 | 9 | 7,686 |
| POLK | 56,411 | 107,952 | 113,217 | 9 | 7,048 | 5 | 14,946 | 20 | 27,390 | 12 | 34,559 | 11 | 3,866 | 8 | 3,178 | 5 | 4,003 | 16 | 5,300 | 6 | 3,527 |
| Mena | 49,647 | 95,662 | 100,441 | 6 | 5,834 | 5 | 12,373 | 11 | 25,592 | 10 | 28,609 | 10 | 3,851 | 8 | 3,166 | 5 | 3,280 | 10 | 4,392 | 6 | 3,513 |
| POPE | 194,052 | 382,756 | 398,877 | 14 | 32,156 | 11 | 47,682 | 21 | 74,382 | 31 | 141,730 | 24 | 16,158 | 25 | 20,262 | 21 | 17,596 | 45 | 28,554 | 12 | 10,940 |
| Russellville | 168,553 | 326,820 | 340,731 | 11 | 26,632 | 9 | 46,033 | 11 | 67,181 | 27 | 117,424 | 14 | 8,204 | 24 | 16,781 | 19 | 14,574 | 36 | 25,398 | 9 | 9,430 |
| PRAIRIE | 25,920 | 36,464 | 38,904 | 4 | 1,776 | 2 | 5,136 | 10 | 6,946 | 8 | 14,373 | 8 | 2,141 | 5 | 1,046 | 2 | 686 | 8 | 1,624 | 3 | 1,869 |
| PULASKI | 1,901,718 | 3,129,739 | 3,254,378 | 99 | 167,599 | 48 | 464,160 | 247 | 562,662 | 172 | 954,471 | 178 | 193,637 | 265 | 220,286 | 174 | 176,313 | 428 | 272,311 | 79 | 68,036 |
| Little Rock | 1,146,766 | 1,880,824 | 1,956,125 | 52 | 69,824 | 27 | 268,889 | 141 | 312,577 | 80 | 466,918 | 110 | 112,796 | 173 | 155,807 | 112 | 101,596 | 285 | 180,739 | 46 | 43,635 |
| North Little Rock | 516,663 | 797,560 | 830,067 | 20 | 40,271 | 13 | 143,390 | 57 | 164,185 | 47 | 162,677 | 43 | 64,333 | 66 | 48,051 | 36 | 24,761 | 95 | 53,855 | 23 | 15,198 |
| RANDOLPH | 38,464 | 66,568 | 70,198 | 3 | 4,184 | 3 | 9,266 | 20 | 19,820 | 8 | 17,402 | 8 | 1,656 | 6 | 2,249 | 8 | 2,762 | 12 | 3,411 | 6 | 2,074 |
| ST. FRANCIS | 118,178 | 173,561 | 181,417 | 6 | 10,816 | 9 | 16,182 | 36 | 36,880 | 15 | 29,894 | 17 | 21,093 | 14 | 6,039 | 10 | 6,984 | 24 | 11,433 | 8 | 5,077 |
| Forrest City | 76,296 | 115,081 | 120,627 | 5 | 3,559 | 5 | 11,583 | 19 | 26,400 | 11 | 19,068 | 8 | 9,411 | 12 | 4,322 | 8 | 5,845 | 15 | 8,752 | 6 | 5,091 |
| SALINE | 150,679 | 265,377 | 276,861 | 14 | 21,924 | 7 | 30,733 | 29 | 67,432 | 26 | 95,913 | 26 | 12,953 | 21 | 9,083 | 12 | 10,364 | 37 | 13,353 | 9 | 8,805 |
| Benton | 129,548 | 220,895 | 230,621 | 8 | 8,849 | 6 | 29,418 | 17 | 62,918 | 23 | 76,137 | 19 | 12,499 | 18 | 7,210 | 10 | 8,227 | 26 | 10,654 | 6 | 7,026 |
| SCOTT | 19,885 | 41,087 | 43,710 | 2 | 2,607 | 2 | 5,771 | 13 | 6,654 | 5 | 12,570 | 4 | 1,354 | 5 | 900 | 2 | 770 | 9 | 3,015 | 4 | 2,451 |
| SEARCY | 16,938 | 29,878 | 32,058 | 3 | 1,910 | 5 | 2,102 | 6 | 7,570 | 2 | 5,033 | 5 | 1,589 | 2 | 367 | 1 | 563 | 8 | 1,194 | 2 | 1,250 |
| SEBASTIAN | 568,670 | 941,428 | 979,619 | 41 | 82,379 | 22 | 129,322 | 102 | 151,974 | 65 | 271,939 | 61 | 53,280 | 107 | 59,796 | 57 | 49,872 | 159 | 82,265 | 28 | 23,831 |
| Fort Smith | 547,384 | 899,901 | 936,451 | 36 | 61,543 | 21 | 127,855 | 87 | 138,999 | 59 | 205,317 | 52 | 52,801 | 104 | 59,119 | 56 | 40,246 | 150 | 78,942 | 25 | 23,561 |
| SEVIER | 39,838 | 68,590 | 72,300 | 6 | 5,098 | 4 | 9,545 | 15 | 6,517 | 7 | 16,712 | 7 | 8,678 | 7 | 1,664 | 2 | 1,273 | 15 | 4,706 | 6 | 4,996 |
| De Queen | 27,590 | 49,250 | 52,196 | 4 | 3,605 | 3 | 6,750 | 6 | 3,764 | 4 | 11,818 | 5 | 6,137 | 6 | 1,659 | 2 | 900 | 12 | 4,633 | 5 | 3,533 |
| SHARP | 29,317 | 47,262 | 50,129 | 0 | 2,988 | 2 | 6,617 | 7 | 9,918 | 4 | 7,332 | 4 | 1,759 | 3 | 574 | 8 | 4,034 | 18 | 3,691 | 5 | 1,187 |
| STONE | 25,320 | 56,061 | 59,276 | 3 | 3,535 | 7 | 7,073 | 3 | 13,887 | 6 | 23,614 | 5 | 1,905 | 5 | 657 | 1 | 1,046 | 11 | 3,266 | 1 | 2,311 |
| UNION | 213,015 | 305,560 | 318,631 | 17 | 18,951 | 12 | 22,473 | 46 | 67,456 | 27 | 98,191 | 28 | 13,513 | 50 | 24,086 | 27 | 16,698 | 46 | 18,985 | 16 | 12,061 |
| VAN BUREN | 35,337 | 68,147 | 71,839 | 4 | 6,198 | 5 | 1,708 | 15 | 20,152 | 8 | 27,209 | 5 | 1,772 | 4 | 1,220 | 3 | 1,266 | 10 | 3,499 | 5 | 2,782 |
| WASHINGTON | 498,362 | 937,029 | 975,046 | 37 | 66,063 | 20 | 128,717 | 90 | 182,504 | 60 | 247,454 | 42 | 40,586 | 72 | 38,805 | 50 | 42,602 | 147 | 83,495 | 22 | 19,624 |
| Fayetteville | 300,009 | 544,256 | 566,757 | 11 | 14,777 | 13 | 87,618 | 43 | 106,106 | 31 | 123,354 | 18 | 16,468 | 53 | 28,543 | 30 | 19,267 | 91 | 54,408 | 11 | 12,415 |
| Springdale | 155,738 | 309,984 | 323,230 | 14 | 23,299 | 5 | 39,986 | 22 | 64,366 | 23 | 62,645 | 13 | 23,058 | 16 | 10,061 | 17 | 15,025 | 35 | 28,212 | 8 | 5,564 |
| WHITE | 205,520 | 341,780 | 356,282 | 19 | 16,342 | 15 | 32,349 | 48 | 70,568 | 38 | 149,311 | 25 | 14,072 | 25 | 14,110 | 21 | 11,573 | 52 | 21,225 | 14 | 10,396 |
| Searcy | 146,954 | 251,718 | 262,662 | 12 | 9,922 | 6 | 26,091 | 17 | 48,900 | 24 | 95,328 | 14 | 11,972 | 19 | 13,053 | 11 | 4,750 | 31 | 13,845 | 9 | 7,941 |
| WOODRUFF | 24,416 | 35,521 | 37,924 | 5 | 2,980 | 3 | 5,007 | 14 | 9,708 | 6 | 5,955 | 4 | 1,262 | 5 | 974 | 3 | 1,063 | 10 | 1,035 | 5 | 2,017 |
| YELL | 36,669 | 77,288 | 81,341 | 6 | 12,520 | 4 | 10,738 | 9 | 10,613 | 7 | 18,282 | 11 | 4,976 | 4 | 932 | 2 | 1,433 | 14 | 4,028 | 7 | 4,647 |

# CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | | Lumber/Hdwr | | Gen Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs |
| **STATE TOTALS**............ | 123,945,914 | 228,446,068 | 225,902,396 | | 12,273,079 | | 25,927,258 | | 45,804,493 | | 51,768,883 | | 13,125,033 | | 10,671,160 | | 13,302,307 | | 24,403,008 | | 9,455,581 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Anaheim-Santa Ana, | 11,684,897 | 22,999,473 | 23,861,953 | | 1,317,495 | | 2,904,998 | | 4,396,010 | | 5,720,328 | | 1,296,263 | | 1,236,394 | | 1,430,903 | | 2,850,117 | | 800,349 |
| Bakersfield, CA | 2,082,023 | 3,737,325 | 3,864,095 | | 237,810 | | 362,895 | | 868,626 | | 877,969 | | 313,129 | | 148,355 | | 199,985 | | 397,719 | | 154,139 |
| Chico, CA | 692,494 | 1,286,614 | 1,333,534 | | 113,520 | | 124,944 | | 348,875 | | 247,803 | | 52,018 | | 50,579 | | 62,640 | | 131,058 | | 83,308 |
| Fresno, CA | 2,563,905 | 4,459,679 | 4,609,983 | | 255,278 | | 518,543 | | 980,161 | | 1,112,535 | | 266,446 | | 204,344 | | 259,477 | | 413,865 | | 258,012 |
| Los Angeles-Long Beach | 38,399,189 | 67,765,334 | 69,940,601 | | 2,982,004 | | 7,840,905 | | 13,334,252 | | 15,769,612 | | 3,794,448 | | 3,761,641 | | 4,502,216 | | 7,785,733 | | 2,697,811 |
| Merced, CA | 534,240 | 972,246 | 1,008,924 | | 60,445 | | 104,548 | | 204,629 | | 245,616 | | 94,466 | | 27,881 | | 31,705 | | 93,464 | | 55,600 |
| Modesto, CA | 1,303,641 | 2,200,921 | 2,277,631 | | 161,439 | | 280,885 | | 508,170 | | 428,311 | | 130,164 | | 107,689 | | 157,796 | | 192,546 | | 132,640 |
| Oakland, CA | 9,127,207 | 16,642,770 | 17,195,021 | | 863,465 | | 2,163,033 | | 3,487,621 | | 3,932,128 | | 935,716 | | 757,417 | | 993,492 | | 1,680,554 | | 807,557 |
| Oxnard-Ventura, CA | 2,589,477 | 5,006,311 | 5,184,426 | | 279,379 | | 665,889 | | 1,117,797 | | 1,393,060 | | 293,591 | | 202,835 | | 234,653 | | 450,268 | | 210,916 |
| Redding, CA | 602,970 | 1,152,835 | 1,195,396 | | 110,204 | | 108,321 | | 271,350 | | 219,209 | | 110,989 | | 43,533 | | 40,857 | | 94,614 | | 85,429 |
| Riverside-San Bernardino | 3,192,447 | 6,159,146 | 6,379,822 | | 389,583 | | 774,210 | | 1,389,147 | | 1,612,268 | | 404,579 | | 246,367 | | 275,509 | | 544,682 | | 296,345 |
| Sacramento, CA | 15,512,101 | 28,961,062 | 29,954,665 | | 1,642,631 | | 3,711,453 | | 6,265,915 | | 7,156,665 | | 1,744,875 | | 1,250,152 | | 1,544,511 | | 2,770,318 | | 1,400,246 |
| Salinas-Seaside-Mor | 1,425,924 | 2,386,755 | 2,469,520 | | 145,320 | | 239,053 | | 442,444 | | 587,861 | | 158,629 | | 153,074 | | 137,217 | | 290,651 | | 112,227 |
| San Diego, CA | 9,478,827 | 18,279,052 | 18,970,914 | | 932,571 | | 2,496,719 | | 3,553,692 | | 4,619,787 | | 1,102,416 | | 876,976 | | 1,213,349 | | 2,152,351 | | 669,019 |
| San Francisco, CA | 9,113,128 | 16,478,833 | 17,039,970 | | 694,468 | | 1,881,677 | | 3,145,311 | | 3,170,336 | | 740,634 | | 1,096,303 | | 1,047,391 | | 2,546,692 | | 650,743 |
| San Jose, CA | 7,487,855 | 14,104,094 | 14,689,414 | | 726,059 | | 1,960,862 | | 2,724,648 | | 3,447,555 | | 815,714 | | 721,191 | | 1,006,255 | | 1,550,396 | | 611,266 |
| Santa Barbara-Santa Maria | 1,846,926 | 3,594,378 | 3,716,489 | | 205,894 | | 329,064 | | 662,097 | | 658,111 | | 222,793 | | 174,268 | | 222,546 | | 426,388 | | 153,239 |
| Santa Cruz, CA | 990,619 | 2,055,775 | 2,127,756 | | 209,491 | | 164,862 | | 486,911 | | 444,476 | | 113,108 | | 84,853 | | 103,376 | | 249,315 | | 100,645 |
| Santa Rosa-Petaluma | 1,613,867 | 3,190,705 | 3,299,664 | | 298,610 | | 338,686 | | 746,927 | | 627,458 | | 215,849 | | 118,986 | | 175,970 | | 322,107 | | 167,178 |
| Stockton, CA | 1,596,769 | 2,770,559 | 2,865,829 | | 170,602 | | 323,249 | | 617,628 | | 655,338 | | 187,049 | | 122,624 | | 157,431 | | 286,088 | | 152,632 |
| Vallejo-Fairfield-Napa | 3,210,636 | 5,961,264 | 6,165,493 | | 469,213 | | 661,935 | | 1,364,555 | | 1,282,796 | | 402,898 | | 241,611 | | 333,400 | | 608,195 | | 339,810 |
| Visalia-Tulare-Porterville | 1,077,044 | 1,862,558 | 1,928,243 | | 131,723 | | 223,388 | | 455,320 | | 459,087 | | 111,938 | | 81,381 | | 95,790 | | 152,520 | | 94,557 |
| Yuba City, CA | 4,287,680 | 7,823,822 | 8,093,736 | | 600,936 | | 885,322 | | 1,819,876 | | 1,741,883 | | 514,836 | | 322,992 | | 429,190 | | 760,714 | | 434,367 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALAMEDA | 5,615,563 | 10,128,433 | 10,463,435 | 208 | 466,448 | 87 | 1,221,524 | 809 | 2,036,243 | 403 | 2,491,905 | 452 | 545,493 | 571 | 418,431 | 498 | 588,782 | 1,704 | 1,116,760 | 186 | 474,591 |
| Alameda | 468,885 | 750,424 | 779,874 | 11 | 5,864 | 13 | 239,068 | 49 | 116,190 | 25 | 97,112 | 22 | 25,441 | 126 | 76,912 | 36 | 33,116 | 115 | 65,264 | 11 | 38,292 |
| Dublin | 68,601 | 133,928 | 138,361 | 3 | 6,168 | 1 | 16,153 | 11 | 26,926 | 5 | 32,951 | 6 | 7,213 | 8 | 5,533 | 7 | 7,786 | 23 | 14,767 | 2 | 6,276 |
| Fremont | 658,280 | 1,541,117 | 1,596,329 | 31 | 70,803 | 10 | 218,857 | 73 | 325,792 | 44 | 358,653 | 51 | 105,097 | 41 | 29,161 | 51 | 61,486 | 148 | 134,546 | 19 | 67,003 |
| Hayward | 593,474 | 1,234,793 | 1,280,025 | 19 | 37,258 | 8 | 133,479 | 87 | 232,786 | 67 | 391,994 | 56 | 72,356 | 22 | 22,386 | 36 | 51,126 | 153 | 116,784 | 18 | 65,388 |
| Livermore | 191,725 | 444,515 | 463,998 | 10 | 23,974 | 2 | 28,513 | 29 | 133,860 | 19 | 108,912 | 18 | 22,330 | 13 | 11,854 | 21 | 13,766 | 50 | 39,157 | 8 | 34,596 |
| Newark | 119,224 | 266,019 | 279,686 | 3 | 12,364 | 2 | 32,378 | 14 | 76,409 | 8 | 20,210 | 6 | 13,622 | 17 | 27,789 | 9 | 9,327 | 40 | 33,311 | 4 | 12,580 |
| Oakland | 1,551,139 | 2,577,794 | 2,666,783 | 49 | 90,394 | 22 | 190,224 | 270 | 534,267 | 95 | 518,964 | 130 | 154,325 | 157 | 104,098 | 130 | 124,076 | 559 | 306,295 | 57 | 115,886 |
| Pleasanton | 124,773 | 359,092 | 375,792 | 5 | 4,178 | 3 | 53,363 | 18 | 101,427 | 8 | 28,723 | 12 | 31,527 | 16 | 14,944 | 12 | 10,165 | 53 | 50,519 | 3 | 11,577 |
| ALPINE | 3,084 | 7,135 | 7,367 | 0 | 0 | 1 | 172 | 1 | 2,025 | 0 | 105 | 1 | 675 | 0 | 121 | 0 | 105 | 6 | 3,517 | 0 | 224 |
| AMADOR | 108,758 | 208,699 | 220,499 | 18 | 20,603 | 4 | 4,034 | 32 | 60,584 | 14 | 75,437 | 15 | 10,560 | 11 | 3,595 | 9 | 5,785 | 59 | 16,455 | 8 | 7,676 |
| BUTTE | 692,494 | 1,286,614 | 1,333,534 | 70 | 113,520 | 26 | 124,944 | 132 | 348,875 | 90 | 247,803 | 73 | 52,018 | 99 | 50,579 | 69 | 62,640 | 242 | 131,058 | 34 | 83,308 |
| Chico | 294,614 | 552,808 | 575,819 | 20 | 37,454 | 5 | 23,927 | 44 | 153,960 | 37 | 96,148 | 28 | 29,888 | 43 | 21,840 | 33 | 33,611 | 106 | 70,975 | 11 | 21,814 |
| Oroville | 133,340 | 228,763 | 241,217 | 13 | 17,080 | 7 | 27,435 | 24 | 69,145 | 25 | 31,487 | 19 | 11,628 | 19 | 8,108 | 13 | 5,365 | 47 | 20,196 | 10 | 21,465 |
| CALAVERAS | 73,733 | 156,504 | 166,603 | 11 | 22,753 | 6 | 7,245 | 28 | 53,192 | 8 | 15,639 | 15 | 14,932 | 9 | 1,748 | 10 | 6,665 | 47 | 13,149 | 8 | 5,150 |
| COLUSA | 42,429 | 61,254 | 63,250 | 8 | 5,695 | 1 | 1,485 | 15 | 18,273 | 10 | 12,592 | 14 | 6,088 | 7 | 1,956 | 3 | 1,330 | 28 | 7,554 | 3 | 3,522 |
| Colusa | 23,134 | 33,672 | 34,869 | 4 | 3,788 | 0 | 988 | 5 | 10,852 | 8 | 8,377 | 4 | 1,459 | 5 | 1,302 | 2 | 885 | 10 | 1,714 | 2 | 2,342 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CONTRA COSTA | 3,511,644 | 6,514,337 | 6,731,586 | 176 | 397,017 | 65 | 941,509 | 403 | 1,451,377 | 222 | 1,440,223 | 289 | 390,224 | 369 | 338,986 | 279 | 404,710 | 854 | 563,794 | 98 | 332,966 |
| Antioch | 219,563 | 473,757 | 494,193 | 11 | 21,228 | 8 | 91,198 | 30 | 113,879 | 17 | 81,103 | 20 | 36,993 | 18 | 26,597 | 12 | 8,035 | 66 | 44,236 | 7 | 29,046 |
| Martinez | 65,824 | 134,379 | 143,757 | 3 | 4,945 | 1 | 6,817 | 10 | 65,272 | 3 | 10,427 | 11 | 16,892 | 5 | 2,806 | 5 | 981 | 31 | 17,012 | 6 | 12,944 |
| Pinole | 48,230 | 73,281 | 76,669 | 5 | 2,822 | 2 | 8,163 | 6 | 12,584 | 2 | 12,487 | 10 | 17,713 | 6 | 2,708 | 2 | 3,509 | 14 | 7,354 | 2 | 2,888 |
| Pittsburg | 105,021 | 228,272 | 240,710 | 9 | 23,140 | 2 | 22,153 | 12 | 77,672 | 9 | 46,396 | 6 | 12,704 | 4 | 6,656 | 9 | 6,119 | 28 | 16,159 | 4 | 16,936 |
| Walnut Creek | 597,809 | 1,210,511 | 1,254,952 | 15 | 33,339 | 6 | 160,311 | 46 | 203,367 | 30 | 375,120 | 27 | 64,786 | 71 | 101,006 | 41 | 49,698 | 104 | 83,873 | 10 | 51,736 |
| DEL NORTE | 72,878 | 116,466 | 122,261 | 7 | 11,841 | 5 | 4,850 | 27 | 36,078 | 8 | 15,175 | 14 | 7,919 | 6 | 2,821 | 7 | 5,608 | 48 | 16,237 | 3 | 7,259 |
| EL DORADO | 429,823 | 886,093 | 919,963 | 41 | 72,761 | 9 | 26,606 | 71 | 237,923 | 41 | 116,368 | 49 | 79,028 | 54 | 32,758 | 45 | 31,027 | 172 | 116,980 | 20 | 74,177 |
| South Lake Tahoe | 185,936 | 347,823 | 364,156 | 8 | 14,135 | 3 | 10,078 | 24 | 104,408 | 15 | 35,647 | 19 | 32,217 | 22 | 20,192 | 17 | 9,097 | 70 | 54,920 | 6 | 29,548 |
| FRESNO | 2,563,905 | 4,459,679 | 4,609,983 | 135 | 255,278 | 65 | 518,543 | 462 | 980,161 | 250 | 1,112,535 | 262 | 266,446 | 293 | 204,344 | 214 | 259,477 | 796 | 413,865 | 98 | 258,012 |
| Fresno | 1,646,081 | 2,756,279 | 2,851,084 | 64 | 125,343 | 28 | 459,720 | 219 | 541,525 | 138 | 517,225 | 131 | 182,357 | 178 | 145,320 | 141 | 155,412 | 450 | 250,311 | 57 | 153,633 |
| GLENN | 77,993 | 109,861 | 118,440<br>5,000 | 16 | 12,857 | 3 | 2,781 | 25 | 30,534 | 11 | 19,830 | 19 | 13,422 | 9 | 5,690 | 6 | 2,910 | 38 | 12,446 | 6 | 3,117 |
| HUMBOLDT | 525,863 | 916,159 | 951,009 | 48 | 88,196 | 21 | 47,524 | 135 | 253,663 | 59 | 173,711 | 62 | 51,782 | 68 | 48,667 | 50 | 33,570 | 214 | 90,738 | 24 | 66,511 |
| Eureka | 268,957 | 428,106 | 447,054 | 21 | 36,557 | 8 | 34,990 | 42 | 81,698 | 32 | 84,221 | 25 | 30,325 | 40 | 35,781 | 35 | 20,894 | 95 | 41,515 | 9 | 33,050 |
| IMPERIAL | 423,866 | 597,523 | 621,991 | 27 | 35,600 | 18 | 73,008 | 88 | 178,795 | 52 | 116,202 | 45 | 32,203 | 84 | 40,883 | 27 | 19,817 | 133 | 44,563 | 17 | 34,649 |
| Brawley | 70,212 | 84,231 | 87,975 | 6 | 4,016 | 2 | 5,998 | 15 | 28,695 | 12 | 18,637 | 6 | 4,128 | 12 | 2,252 | 3 | 1,763 | 29 | 7,542 | 4 | 6,021 |
| El Centro | 167,451 | 215,086 | 227,094 | 10 | 10,617 | 5 | 31,684 | 22 | 48,062 | 23 | 33,230 | 19 | 14,471 | 27 | 11,996 | 14 | 9,753 | 44 | 18,060 | 8 | 16,817 |
| INYO | 129,670 | 208,237 | 220,022 | 13 | 16,520 | 6 | 4,298 | 16 | 46,748 | 9 | 35,104 | 34 | 32,954 | 14 | 8,468 | 12 | 4,894 | 39 | 25,724 | 5 | 5,690 |
| KERN | 2,082,023 | 3,737,326 | 3,864,095 | 101 | 237,810 | 64 | 362,895 | 365 | 868,626 | 205 | 877,969 | 239 | 313,129 | 211 | 148,355 | 160 | 199,985 | 651 | 397,719 | 76 | 154,139 |
| Bakersfield | 1,114,083 | 2,081,736 | 2,154,563 | 26 | 67,045 | 20 | 306,671 | 101 | 352,595 | 84 | 526,366 | 89 | 177,926 | 113 | 106,054 | 97 | 128,812 | 243 | 213,301 | 30 | 98,507 |
| Ridgecrest | 108,638 | 243,716 | 252,157 | 7 | 13,126 | 3 | 21,515 | 17 | 75,697 | 15 | 42,958 | 8 | 20,166 | 20 | 11,733 | 14 | 11,241 | 35 | 25,500 | 5 | 12,230 |
| Taft | 55,392 | 93,328 | 96,869 | 6 | 5,886 | 3 | 5,416 | 8 | 37,612 | 12 | 14,765 | 2 | 6,206 | 13 | 4,873 | 4 | 3,143 | 22 | 9,898 | 2 | 3,055 |
| KINGS | 263,484 | 439,907 | 454,740 | 19 | 18,353 | 12 | 36,496 | 51 | 102,796 | 38 | 110,705 | 34 | 32,151 | 49 | 17,982 | 23 | 20,584 | 101 | 46,490 | 15 | 31,157 |
| Hanford | 172,408 | 288,423 | 298,320 | 10 | 9,145 | 9 | 29,743 | 24 | 57,091 | 23 | 69,072 | 16 | 17,888 | 35 | 11,534 | 16 | 15,073 | 57 | 26,288 | 10 | 24,248 |
| LAKE | 161,802 | 323,312 | 334,346 | 17 | 29,251 | 11 | 16,872 | 38 | 119,808 | 27 | 53,848 | 22 | 11,141 | 13 | 2,575 | 11 | 5,105 | 81 | 24,738 | 8 | 29,679 |
| Lakeport | 65,352 | 108,683 | 112,724 | 6 | 4,355 | 3 | 10,260 | 10 | 41,159 | 8 | 18,484 | 6 | 4,714 | 7 | 1,238 | 4 | 1,754 | 20 | 6,367 | 3 | 10,196 |
| LASSEN | 88,976 | 162,101 | 167,383 | 16 | 14,845 | 6 | 5,586 | 23 | 57,168 | 14 | 24,716 | 12 | 10,614 | 12 | 5,479 | 7 | 3,830 | 42 | 17,602 | 5 | 5,086 |
| LOS ANGELES | 38,399,189 | 67,765,334 | 69,940,601 | 1,223 | 2,982,004 | 521 | 7,840,905 | 4,398 | 13,334,252 | 2,211 | 15,769,612 | 3,032 | 3,794,448 | 4,383 | 3,761,641 | 2,966 | 4,502,216 | 10,416 | 7,785,733 | 1,366 | 2,697,811 |
| Arcadia | 397,275 | 708,480 | 726,564 | 14 | 26,563 | 7 | 167,837 | 32 | 152,528 | 8 | 95,003 | 22 | 33,169 | 69 | 55,345 | 29 | 23,193 | 88 | 90,887 | 15 | 36,57[illegible] |
| Baldwin Park | 96,117 | 207,746 | 219,515 | 9 | 13,323 | 2 | 17,219 | 32 | 63,491 | 18 | 30,727 | 17 | 31,286 | 6 | 3,211 | 9 | 4,651 | 43 | 19,947 | 5 | 8,717 |
| Bell | 89,540 | 188,325 | 196,461 | 2 | 2,796 | 1 | 7,228 | 16 | 77,669 | 11 | 37,363 | 7 | 9,979 | 6 | 3,528 | 6 | 4,776 | 25 | 19,245 | 7 | 22,678 |
| Covina | 406,766 | 754,418 | 783,998 | 11 | 24,826 | 3 | 101,231 | 48 | 165,017 | 23 | 228,941 | 21 | 43,816 | 18 | 10,622 | 33 | 36,402 | 82 | 58,042 | 12 | 25,363 |
| Glendale | 924,041 | 1,668,957 | 1,728,335 | 24 | 34,865 | 9 | 217,616 | 89 | 310,860 | 56 | 435,584 | 63 | 92,352 | 105 | 102,203 | 78 | 98,516 | 185 | 159,374 | 29 | 46,343 |
| Glendora | 227,319 | 443,127 | 462,565 | 13 | 13,870 | 3 | 52,646 | 34 | 126,234 | 21 | 110,188 | 18 | 25,047 | 14 | 8,852 | 14 | 12,462 | 59 | 33,240 | 11 | 23,374 |
| Hermosa Beach | 128,668 | 231,353 | 243,891 | 5 | 5,008 | 1 | 12,943 | 17 | 67,212 | 16 | 95,684 | 5 | 9,387 | 17 | 9,520 | 6 | 6,185 | 48 | 20,633 | 3 | 1,579 |
| Long Beach | 1,610,417 | 2,856,693 | 2,954,769 | 45 | 97,738 | 24 | 195,406 | 192 | 663,287 | 112 | 568,753 | 136 | 193,849 | 146 | 91,489 | 121 | 147,186 | 558 | 389,587 | 75 | 107,875 |
| Los Angeles | 14,889,426 | 25,301,743 | 26,124,050 | 439 | 426,293 | 186 | 1,275,288 | 1,842 | 3,219,927 | 689 | 2,042,191 | 1,202 | 1,231,545 | 1,805 | 816,583 | 1,199 | 841,723 | 4,287 | 1,753,857 | 544 | 555,930 |
| Manhattan Beach | 249,820 | 351,905 | 368,371 | 5 | 2,475 | 5 | 37,745 | 26 | 78,766 | 11 | 93,714 | 13 | 13,745 | 44 | 18,308 | 15 | 7,438 | 87 | 58,761 | 7 | 13,817 |
| Palmdale | 90,416 | 191,109 | 202,336 | 6 | 13,152 | 5 | 12,968 | 13 | 66,986 | 14 | 15,352 | 13 | 15,008 | 7 | 8,763 | 8 | 7,582 | 43 | 25,913 | 3 | 8,665 |
| Pasadena | 901,741 | 1,629,633 | 1,687,729 | 29 | 73,759 | 11 | 324,414 | 75 | 267,024 | 48 | 347,109 | 45 | 70,363 | 94 | 89,954 | 67 | 85,878 | 199 | 180,083 | 28 | 49,149 |
| Pomona | 447,164 | 820,237 | 851,962 | 19 | 36,880 | 7 | 122,856 | 47 | 153,249 | 33 | 225,041 | 39 | 54,945 | 26 | 20,582 | 29 | 27,729 | 129 | 83,751 | 16 | 31,327 |
| Quartz Hill | | | | | | | | | | | | | | | | | | | | | |
| Redondo Beach | 276,978 | 429,704 | 448,705 | 9 | 9,628 | 3 | 59,440 | 36 | 129,879 | 9 | 4,988 | 27 | 27,653 | 40 | 16,032 | 32 | 39,694 | 107 | 84,658 | 14 | 13,228 |
| San Fernando | 127,705 | 240,538 | 253,375 | 4 | 9,303 | 1 | 18,707 | 15 | 59,706 | 22 | 76,714 | 8 | 8,862 | 23 | 21,928 | 12 | 11,371 | 42 | 23,604 | 3 | 2,778 |
| San Fernando Valley | 8,528,460 | 14,189,634 | 14,656,957 | 272 | 624,917 | 116 | 1,643,163 | 977 | 2,884,064 | 491 | 3,410,807 | 673 | 790,204 | 973 | 797,478 | 659 | 940,073 | 2,313 | 1,631,602 | 303 | 564,314 |
| San Gabriel | 214,751 | 383,999 | 401,510 | 9 | 14,405 | 1 | 47,915 | 20 | 86,112 | 12 | 105,611 | 16 | 16,742 | 9 | 5,070 | 15 | 37,171 | 59 | 35,351 | 8 | 4,216 |
| Santa Clarita | 87,950 | 227,564 | 235,059 | 4 | 10,022 | 2 | 26,352 | 16 | 46,253 | 8 | 54,700 | 11 | 12,673 | 16 | 12,789 | 11 | 15,076 | 37 | 26,167 | 5 | 9,050 |

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Santa Monica | 938,896 | 1,660,697 | 1,719,805 | 19 | 33,393 | 12 | 143,004 | 62 | 149,732 | 48 | 526,713 | 32 | 58,942 | 125 | 128,406 | 82 | 112,514 | 243 | 224,737 | 31 | 57,279 |
| Torrance | 1,287,775 | 1,940,689 | 2,008,920 | 27 | 72,080 | 15 | 389,329 | 82 | 321,523 | 52 | 363,654 | 75 | 89,495 | 173 | 150,234 | 104 | 150,877 | 273 | 180,315 | 33 | 54,282 |
| West Covina | 561,015 | 1,071,012 | 1,110,907 | 7 | 18,207 | 11 | 192,207 | 43 | 185,672 | 23 | 258,967 | 33 | 52,714 | 83 | 70,865 | 44 | 78,532 | 103 | 99,986 | 19 | 41,398 |
| Whittier | 497,040 | 745,219 | 774,500 | 12 | 25,409 | 6 | 97,819 | 32 | 135,195 | 29 | 243,728 | 29 | 32,764 | 49 | 27,393 | 58 | 46,845 | 96 | 49,362 | 14 | 23,176 |
| MADERA | 226,848 | 372,783 | 389,929 | 24 | 26,707 | 10 | 9,913 | 58 | 117,755 | 30 | 67,744 | 34 | 30,819 | 31 | 14,573 | 17 | 10,976 | 87 | 37,477 | 16 | 25,656 |
| Madera | 150,333 | 239,499 | 252,302 | 8 | 10,220 | 4 | 5,825 | 32 | 77,830 | 20 | 36,758 | 23 | 25,745 | 25 | 12,977 | 11 | 6,448 | 46 | 23,047 | 9 | 17,070 |
| San Rafael | 558,530 | 1,178,484 | 1,221,881 | 29 | 8[illegible],990 | 6 | 164,565 | 60 | 162,480 | 50 | 315,943 | 30 | 55,648 | 61 | 53,322 | 80 | 99,633 | 118 | 88,927 | 10 | 40,467 |
| MARIPOSA | 38,732 | 77,507 | 81,032 | 6 | 8,077 | 0 | 1,904 | 20 | 24,873 | 3 | 1,162 | 13 | 10,864 | 6 | 3,449 | 1 | 1,177 | 21 | 7,122 | 1 | 2,463 |
| MENDOCINO | 331,178 | 616,641 | 641,732 | 36 | 65,112 | 12 | 29,805 | 103 | 182,233 | 42 | 110,899 | 47 | 32,732 | 52 | 20,600 | 34 | 21,370 | 153 | 69,277 | 18 | 42,283 |
| Ukiah | 154,499 | 283,532 | 293,770 | 9 | 16,965 | 4 | 15,020 | 33 | 78,681 | 22 | 45,456 | 18 | 19,068 | 26 | 13,167 | 21 | 10,831 | 49 | 24,655 | 8 | 29,279 |
| MERCED | 534,240 | 972,246 | 1,008,924 | 43 | 60,445 | 22 | 104,548 | 91 | 204,629 | 60 | 245,616 | 73 | 94,466 | 64 | 27,881 | 43 | 31,705 | 194 | 93,464 | 23 | 55,600 |
| Merced | 319,729 | 612,401 | 637,354 | 21 | 31,901 | 10 | 85,618 | 33 | 114,815 | 39 | 156,170 | 28 | 46,468 | 41 | 23,398 | 30 | 20,122 | 84 | 47,407 | 9 | 39,291 |
| MODOC | 28,147 | 42,118 | 43,490 | 8 | 7,883 | 5 | 781 | 13 | 11,383 | 6 | 6,632 | 6 | 3,127 | 4 | 321 | 1 | 633 | 22 | 5,139 | 3 | 1,322 |
| MONO | 68,627 | 151,347 | 161,278 | 8 | 12,210 | 2 | 3,788 | 17 | 42,650 | 1 | 2,312 | 14 | 15,898 | 8 | 6,347 | 6 | 5,012 | 45 | 40,255 | 1 | 4,903 |
| MONTEREY | 1,425,924 | 2,386,755 | 2,469,520 | 75 | 145,320 | 29 | 239,053 | 237 | 442,444 | 121 | 587,861 | 146 | 158,629 | 225 | 153,074 | 150 | 137,217 | 496 | 290,651 | 50 | 112,227 |
| Monterey | 262,742 | 413,651 | 432,128 | 15 | 20,993 | 2 | 47,735 | 43 | 70,276 | 22 | 68,242 | 20 | 23,275 | 44 | 25,566 | 31 | 18,159 | 116 | 83,697 | 5 | 21,310 |
| Salinas | 584,949 | 1,050,660 | 1,089,892 | 21 | 46,665 | 10 | 143,210 | 70 | 224,351 | 50 | 206,611 | 54 | 83,081 | 65 | 56,035 | 64 | 58,219 | 152 | 85,004 | 20 | 54,286 |
| NAPA | 427,120 | 735,435 | 764,397 | 37 | 67,019 | 9 | 58,564 | 106 | 203,606 | 39 | 120,270 | 44 | 44,192 | 59 | 27,777 | 43 | 36,925 | 162 | 97,926 | 17 | 35,515 |
| Napa | 308,236 | 532,309 | 554,653 | 25 | 35,657 | 7 | 47,111 | 70 | 163,057 | 25 | 53,799 | 31 | 38,490 | 37 | 21,674 | 33 | 29,705 | 90 | 48,392 | 10 | 29,899 |
| NEVADA | 261,498 | 584,389 | 608,429 | 38 | 80,215 | 13 | 20,801 | 52 | 160,934 | 26 | 86,883 | 28 | 40,167 | 40 | 21,530 | 29 | 23,665 | 111 | 57,595 | 14 | 41,782 |
| Grass Valley | 139,557 | 266,794 | 280,487 | 22 | 26,405 | 6 | 10,412 | 24 | 91,707 | 15 | 42,285 | 8 | 17,638 | 24 | 13,139 | 18 | 11,721 | 37 | 15,684 | 7 | 18,445 |
| Nevada | 83,679 | 187,004 | 198,097 | 12 | 26,117 | 4 | 6,773 | 17 | 52,398 | 8 | 28,288 | 9 | 13,078 | 13 | 7,010 | 9 | 7,705 | 36 | 18,752 | 4 | 13,604 |
| ORANGE | 11,684,897 | 22,999,473 | 23,861,953 | 399 | 1,317,495 | 151 | 2,904,998 | 1,125 | 4,396,010 | 718 | 5,720,328 | 882 | 1,296,263 | 1,183 | 1,236,394 | 922 | 1,430,903 | 3,016 | 2,850,117 | 358 | 800,349 |
| Anaheim | 1,351,748 | 2,703,842 | 2,796,938 | 33 | 140,091 | 13 | 346,254 | 132 | 567,733 | 77 | 401,375 | 115 | 179,110 | 86 | 64,557 | 107 | 184,612 | 399 | 428,415 | 39 | 93,890 |
| Brea | 239,779 | 516,176 | 537,994 | 11 | 42,723 | 5 | 94,202 | 22 | 88,353 | 9 | 40,879 | 12 | 22,221 | 61 | 107,007 | 25 | 22,692 | 51 | 39,309 | 9 | 10,795 |
| Costa Mesa | 1,075,498 | 1,998,744 | 2,068,867 | 18 | 47,710 | 8 | 336,600 | 76 | 224,071 | 63 | 526,544 | 49 | 79,820 | 121 | 292,481 | 80 | 98,680 | 174 | 167,955 | 15 | 25,823 |
| Huntington Beach | 903,516 | 1,914,831 | 1,982,220 | 27 | 120,794 | 12 | 290,432 | 81 | 416,156 | 48 | 342,035 | 57 | 89,287 | 74 | 80,040 | 54 | 129,089 | 229 | 189,024 | 25 | 71,163 |
| La Habra | 233,272 | 425,800 | 444,673 | 19 | 30,985 | 6 | 42,925 | 31 | 79,838 | 21 | 81,090 | 24 | 29,101 | 22 | 13,663 | 25 | 30,954 | 81 | 50,595 | 9 | 29,131 |
| La Palma | 28,677 | 69,054 | 71,304 | 2 | 1,942 | 1 | 4,101 | 5 | 6,565 | 1 | 8,614 | 7 | 1,911 | 1 | 1,869 | 1 | 2,154 | 15 | 7,711 | 3 | 1,387 |
| Newport Beach | 627,147 | 1,226,917 | 1,271,892 | 13 | 25,531 | 7 | 157,417 | 52 | 189,990 | 36 | 270,086 | 31 | 55,373 | 104 | 100,758 | 33 | 25,448 | 174 | 247,280 | 20 | 34,229 |
| San Clemente | 134,537 | 298,889 | 313,627 | 9 | 8,978 | 4 | 15,106 | 18 | 98,438 | 15 | 40,980 | 17 | 31,368 | 13 | 9,175 | 11 | 5,909 | 64 | 43,048 | 10 | 17,999 |
| Santa Ana | 1,182,123 | 2,355,666 | 2,437,418 | 45 | 107,887 | 15 | 203,410 | 127 | 494,187 | 96 | 562,789 | 95 | 160,447 | 78 | 67,698 | 114 | 165,358 | 316 | 241,017 | 36 | 76,926 |
| PLACER | 676,634 | 1,472,728 | 1,525,712 | 54 | 146,247 | 13 | 18,243 | 125 | 359,113 | 81 | 472,057 | 71 | 98,509 | 51 | 50,266 | 53 | 35,147 | 257 | 182,849 | 25 | 86,638 |
| Auburn | 143,954 | 281,393 | 295,561 | 8 | 30,023 | 3 | 8,262 | 20 | 60,982 | 20 | 60,431 | 9 | 14,668 | 14 | 19,803 | 15 | 7,656 | 51 | 29,152 | 7 | 29,868 |
| Roseville | 253,388 | 533,316 | 555,692 | 12 | 48,115 | 3 | 6,417 | 39 | 105,339 | 27 | 208,484 | 16 | 48,113 | 18 | 18,253 | 16 | 11,794 | 70 | 48,925 | 10 | 33,291 |
| PLUMAS | 81,398 | 157,934 | 168,080 | 17 | 17,193 | 5 | 3,948 | 24 | 41,953 | 15 | 32,446 | 20 | 11,279 | 10 | 4,178 | 5 | 1,628 | 53 | 14,680 | 7 | 7,633 |
| RIVERSIDE | 3,461,405 | 6,757,447 | 6,982,617 | 225 | 519,807 | 78 | 765,115 | 487 | 1,598,565 | 324 | 1,714,959 | 327 | 422,330 | 409 | 291,822 | 303 | 303,984 | 926 | 715,848 | 109 | 254,417 |
| Banning | 119,294 | 212,237 | 224,152 | 12 | 6,452 | 4 | 23,690 | 12 | 36,685 | 20 | 75,603 | 16 | 18,513 | 13 | 7,575 | 7 | 6,405 | 41 | 29,039 | 3 | 6,917 |
| Beaumont | 51,606 | 94,749 | 102,836 | 6 | 9,904 | 1 | 12,398 | 7 | 25,902 | 6 | 14,204 | 10 | 13,416 | 5 | 3,220 | 2 | 4,926 | 12 | 8,478 | 3 | 2,156 |
| Corona | 298,603 | 576,419 | 600,200 | 15 | 66,468 | 5 | 55,067 | 28 | 129,606 | 35 | 178,454 | 23 | 41,644 | 13 | 14,283 | 21 | 12,784 | 63 | 46,466 | 10 | 19,103 |
| Hemet | 262,909 | 595,284 | 619,679 | 21 | 36,885 | 9 | 55,788 | 33 | 170,960 | 23 | 126,915 | 19 | 41,658 | 36 | 22,814 | 28 | 20,949 | 64 | 49,716 | 9 | 41,375 |
| Indio | 185,356 | 399,143 | 417,148 | 9 | 7,046 | 7 | 58,305 | 21 | 48,889 | 13 | 20,237 | 20 | 18,542 | 16 | 7,296 | 20 | 9,638 | 37 | 16,792 | 7 | 4,783 |
| Palm Springs | 375,006 | 769,727 | 799,806 | 17 | 35,001 | 5 | 65,525 | 31 | 145,477 | 21 | 146,562 | 23 | 32,048 | 101 | 98,656 | 31 | 28,972 | 110 | 125,288 | 14 | 33,182 |
| Palm Desert | 109,899 | 159,705 | 169,908 | 10 | 10,657 | 2 | 8,417 | 12 | 55,350 | 3 | 18,866 | 10 | 17,068 | 38 | 17,824 | 21 | 8,649 | 36 | 23,608 | 2 | 2,799 |
| Riverside | 1,063,137 | 1,933,709 | 2,001,713 | 38 | 90,991 | 18 | 350,552 | 96 | 363,537 | 91 | 497,403 | 71 | 128,051 | 98 | 78,091 | 100 | 86,658 | 216 | 166,343 | 23 | 58,539 |
| SACRAMENTO | 4,375,580 | 8,315,093 | 8,591,014 | 196 | 484,369 | 74 | 1,257,774 | 564 | 1,666,737 | 329 | 2,000,431 | 338 | 484,781 | 392 | 337,074 | 359 | 590,554 | 1,327 | 877,962 | 135 | 361,104 |
| Sacramento | 1,660,691 | 2,937,677 | 3,038,392 | 73 | 135,711 | 27 | 424,598 | 241 | 668,577 | 117 | 523,500 | 146 | 268,574 | 159 | 120,696 | 115 | 103,837 | 601 | 359,231 | 55 | 120,976 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| SAN BENITO | 83,985 | 176,892 | 187,655 | 9 | 11,286 | 2 | 4,408 | 12 | 60,062 | 14 | 40,238 | 12 | 12,943 | 11 | 8,440 | 5 | 2,730 | 37 | 15,531 | 5 | 6,528 |
| Hollister | 77,430 | 164,037 | 174,382 | 9 | 8,972 | 2 | 4,255 | 9 | 57,979 | 13 | 38,843 | 10 | 12,495 | 9 | 8,148 | 5 | 2,635 | 25 | 10,146 | 4 | 6,303 |
| SAN BERNARDINO | 4,059,936 | 7,915,906 | 8,178,820 | 240 | 560,253 | 104 | 1,073,652 | 624 | 1,744,147 | 396 | 1,676,441 | 440 | 601,190 | 378 | 303,722 | 351 | 430,579 | 1,265 | 848,798 | 140 | 298,803 |
| Barstow | 170,881 | 299,843 | 314,612 | 4 | 16,589 | 5 | 21,449 | 22 | 73,233 | 18 | 30,312 | 31 | 69,076 | 14 | 13,235 | 11 | 6,648 | 57 | 47,490 | 4 | 6,634 |
| Fontana | 171,190 | 399,296 | 417,306 | 10 | 16,476 | 5 | 21,476 | 24 | 125,411 | 23 | 83,013 | 17 | 38,311 | 14 | 5,739 | 9 | 8,534 | 47 | 34,569 | 7 | 45,219 |
| Ontario | 427,117 | 866,707 | 899,946 | 18 | 50,230 | 6 | 69,238 | 65 | 209,531 | 51 | 215,822 | 56 | 95,756 | 21 | 22,239 | 27 | 22,583 | 114 | 78,010 | 13 | 25,120 |
| Redlands | 257,424 | 487,039 | 507,908 | 12 | 15,786 | 4 | 88,965 | 20 | 88,483 | 25 | 131,955 | 19 | 32,635 | 26 | 20,603 | 25 | 19,771 | 58 | 51,746 | 8 | 10,144 |
| San Bernardino | 966,113 | 1,756,078 | 1,818,294 | 35 | 85,270 | 19 | 435,880 | 97 | 268,235 | 74 | 300,659 | 67 | 127,169 | 112 | 91,471 | 91 | 110,042 | 273 | 177,509 | 24 | 56,588 |
| Upland | 241,954 | 505,029 | 526,484 | 11 | 28,992 | 5 | 74,664 | 23 | 95,859 | 14 | 94,914 | 20 | 43,916 | 13 | 19,781 | 22 | 20,977 | 57 | 55,629 | 16 | 40,101 |
| Victorville | 186,241 | 376,422 | 393,687 | 12 | 10,808 | 6 | 17,774 | 21 | 35,945 | 32 | 53,869 | 18 | 19,281 | 26 | 9,607 | 19 | 10,521 | 45 | 17,950 | 4 | 3,977 |
| SAN DIEGO | 9,478,827 | 18,279,052 | 18,970,914 | 372 | 932,571 | 157 | 2,496,719 | 1,230 | 3,553,692 | 658 | 4,619,787 | 716 | 1,102,416 | 1,125 | 876,976 | 831 | 1,213,349 | 2,855 | 2,152,351 | 286 | 669,019 |
| El Cajon | 722,279 | 1,399,145 | 1,449,732 | 22 | 59,892 | 9 | 237,023 | 67 | 276,868 | 57 | 380,219 | 57 | 90,333 | 73 | 75,55[illegible] | 45 | 47,504 | 140 | 103,738 | 16 | 49,555 |
| Escondido | 586,556 | 1,285,510 | 1,332,394 | 26 | 84,561 | 9 | 187,859 | 46 | 242,079 | 50 | 346,950 | 50 | 90,347 | 72 | 52,93[illegible] | 53 | 57,913 | 125 | 95,298 | 10 | 41,734 |
| Oceanside | 334,687 | 770,292 | 800,389 | 17 | 24,161 | 8 | 169,021 | 44 | 148,787 | 38 | 105,427 | 31 | 67,684 | 21 | 20,282 | 39 | 30,437 | 122 | 107,357 | 9 | 25,510 |
| San Diego | 4,341,662 | 7,889,174 | 8,151,217 | 120 | 227,426 | 71 | 1,055,385 | 546 | 1,564,551 | 247 | 1,248,395 | 308 | 555,576 | 538 | 467,810 | 400 | 534,596 | 1,451 | 1,049,437 | 138 | 299,254 |
| Vista | 166,911 | 328,122 | 343,813 | 19 | 27,936 | 2 | 24,637 | 31 | 128,947 | 14 | 33,628 | 20 | 40,231 | 16 | 6,289 | 21 | 14,110 | 54 | 26,802 | 8 | 17,110 |
| SAN JOAQUIN | 1,596,769 | 2,770,559 | 2,865,829 | 95 | 170,602 | 34 | 323,249 | 260 | 617,628 | 162 | 655,338 | 168 | 187,049 | 168 | 122,624 | 157 | 157,431 | 564 | 286,088 | 83 | 152,632 |
| Lodi | 236,081 | 400,904 | 418,966 | 15 | 21,438 | 4 | 37,146 | 37 | 96,098 | 30 | 91,937 | 29 | 35,829 | 22 | 15,959 | 30 | 20,106 | 85 | 38,439 | 8 | 31,181 |
| Manteca | 153,988 | 318,956 | 334,348 | 11 | 21,856 | 5 | 12,803 | 18 | 101,109 | 20 | 79,975 | 10 | 17,098 | 13 | 7,330 | 16 | 16,309 | 36 | 27,357 | 6 | 20,377 |
| Stockton | 908,740 | 1,622,818 | 1,680,692 | 40 | 71,991 | 17 | 261,166 | 125 | 350,529 | 79 | 292,380 | 67 | 115,386 | 109 | 91,280 | 75 | 75,509 | 318 | 175,064 | 47 | 67,443 |
| Tracy | 88,225 | 151,196 | 161,122 | 6 | 5,211 | 1 | 9,402 | 14 | 46,932 | 9 | 28,406 | 15 | 16,121 | 13 | 7,035 | 10 | 5,744 | 31 | 15,173 | 9 | 18,180 |
| SAN LUIS OBISPO | 755,115 | 1,584,047 | 1,640,658 | 74 | 139,739 | 31 | 78,838 | 139 | 382,162 | 77 | 295,866 | 124 | 125,934 | 109 | 65,024 | 83 | 72,549 | 322 | 231,648 | 39 | 81,315 |
| Paso Robles | 99,889 | 206,513 | 218,242 | 13 | 9,056 | 4 | 3,516 | 16 | 27,472 | 13 | 14,563 | 16 | 12,860 | 12 | 4,934 | 9 | 1,741 | 26 | 8,860 | 5 | 2,730 |
| San Luis Obispo | 308,070 | 614,849 | 639,882 | 17 | 30,447 | 9 | 46,823 | 39 | 134,611 | 27 | 139,672 | 47 | 47,414 | 44 | 35,699 | 35 | 32,505 | 92 | 67,289 | 11 | 28,584 |
| SAN MATEO | 3,494,118 | 6,306,949 | 6,517,441 | 127 | 264,715 | 59 | 885,319 | 433 | 1,254,608 | 175 | 1,487,291 | 266 | 328,898 | 352 | 319,805 | 270 | 419,322 | 828 | 739,017 | 105 | 287,889 |
| San Mateo | 572,084 | 974,271 | 1,011,014 | 17 | 33,493 | 16 | 214,841 | 75 | 183,977 | 28 | 92,253 | 37 | 45,984 | 99 | 105,639 | 58 | 44,226 | 139 | 102,162 | 18 | 63,854 |
| SANTA BARBARA | 1,846,926 | 3,594,378 | 3,716,489 | 110 | 205,894 | 31 | 329,064 | 226 | 662,097 | 128 | 658,111 | 175 | 222,793 | 262 | 174,268 | 192 | 222,546 | 527 | 426,388 | 65 | 153,239 |
| Lompoc | 129,042 | 240,047 | 252,868 | 7 | 11,141 | 2 | 17,805 | 19 | 67,717 | 19 | 35,611 | 12 | 20,657 | 19 | 15,802 | 17 | 14,848 | 41 | 23,557 | 6 | 9,904 |
| Santa Barbara | 657,354 | 1,233,034 | 1,278,208 | 35 | 51,753 | 9 | 122,273 | 75 | 254,219 | 41 | 175,725 | 54 | 92,511 | 110 | 83,285 | 87 | 78,693 | 217 | 190,990 | 26 | 47,129 |
| Santa Maria | 466,606 | 927,788 | 963,017 | 24 | 39,661 | 9 | 143,324 | 35 | 125,934 | 35 | 183,650 | 35 | 72,012 | 48 | 36,483 | 42 | 35,613 | 78 | 71,954 | 9 | 38,555 |
| SANTA CLARA | 7,487,855 | 14,104,094 | 14,689,414 | 256 | 726,059 | 116 | 1,960,862 | 838 | 2,724,648 | 487 | 3,447,555 | 568 | 815,714 | 773 | 721,191 | 572 | 1,006,255 | 1,662 | 1,550,396 | 190 | 611,266 |
| Gilroy | 116,761 | 264,517 | 278,135 | 4 | 18,338 | 3 | 28,432 | 19 | 32,031 | 16 | 60,670 | 18 | 34,759 | 18 | 18,373 | 15 | 11,703 | 33 | 26,067 | 3 | 9,470 |
| Palo Alto | 551,994 | 852,503 | 885,279 | 17 | 22,193 | 7 | 121,898 | 63 | 117,576 | 25 | 152,630 | 31 | 42,652 | 83 | 114,535 | 39 | 34,419 | 141 | 113,237 | 11 | 15,390 |
| San Jose | 3,156,446 | 6,317,153 | 6,527,977 | 90 | 261,253 | 58 | 900,818 | 374 | 1,339,108 | 219 | 1,088,134 | 247 | 387,769 | 321 | 312,835 | 222 | 277,602 | 749 | 575,641 | 81 | 271,853 |
| Saratoga | 75,114 | 134,038 | 139,405 | 7 | 9,136 | 1 | 16,194 | 12 | 39,018 | 3 | 10,858 | 5 | 3,722 | 13 | [illegible],282 | 13 | 16,578 | 30 | 16,816 | 3 | 5,394 |
| SANTA CRUZ | 990,619 | 2,055,775 | 2,127,756 | 62 | 209,491 | 23 | 164,862 | 196 | 486,911 | 84 | 444,476 | 90 | 113,108 | 142 | 84,853 | 102 | 103,376 | 379 | 249,315 | 29 | 100,645 |
| Santa Cruz | 394,969 | 751,210 | 780,686 | 12 | 67,431 | 8 | 57,281 | 77 | 171,942 | 33 | 166,089 | 29 | 52,443 | 46 | 25,377 | 31 | 30,906 | 133 | 98,630 | 8 | 26,146 |
| Watsonville | 186,919 | 401,875 | 419,969 | 12 | 28,271 | 6 | 24,457 | 31 | 101,912 | 17 | 116,193 | 12 | 23,738 | 24 | 20,895 | 15 | 17,215 | 62 | 32,412 | 6 | 27,526 |
| SHASTA | 602,970 | 1,152,835 | 1,195,396 | 63 | 110,204 | 25 | 108,321 | 123 | 271,350 | 61 | 219,209 | 86 | 110,989 | 81 | 43,533 | 49 | 40,857 | 230 | 94,614 | 26 | 85,429 |
| Redding | 432,606 | 926,055 | 961,228 | 33 | 63,126 | 15 | 78,732 | 64 | 197,228 | 42 | 167,815 | 48 | 99,015 | 66 | 40,856 | 40 | 34,802 | 138 | 79,095 | 14 | 77,978 |
| SIERRA | 6,303 | 11,259 | 11,626 | 3 | 1,825 | 0 | 273 | 6 | 3,316 | 1 | 166 | 2 | 1,067 | 0 | 189 | 1 | 169 | 11 | 2,207 | 2 | 352 |
| SISKIYOU | 155,232 | 260,483 | 272,970 | 31 | 23,001 | 11 | 5,199 | 59 | 80,358 | 20 | 28,508 | 41 | 24,446 | 28 | 9,354 | 10 | 7,625 | 99 | 29,429 | 14 | 24,794 |
| Yreka City | 68,474 | 111,949 | 118,096 | 12 | 7,524 | 2 | 2,185 | 17 | 32,347 | 7 | 14,515 | 8 | 11,751 | 12 | 5,800 | 4 | 2,389 | 27 | 12,268 | 5 | 10,419 |
| SOLANO | 1,035,483 | 1,773,133 | 1,835,905 | 53 | 92,226 | 22 | 178,834 | 129 | 409,283 | 92 | 443,709 | 108 | 133,370 | 101 | 56,589 | 106 | 88,699 | 332 | 210,681 | 29 | 110,356 |
| Fairfield | 284,291 | 473,730 | 494,165 | 12 | 19,794 | 6 | 75,640 | 32 | 68,715 | 32 | 112,419 | 25 | 23,435 | 52 | 26,049 | 35 | 19,687 | 83 | 49,870 | 7 | 19,908 |
| Sui Sun | 36,554 | 101,614 | 104,925 | 2 | 5,407 | 0 | 9,172 | 7 | 22,640 | 3 | 6,217 | 7 | 16,805 | 2 | 3,029 | 8 | 4,514 | 22 | 12,146 | 1 | 6,470 |

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Vacaville | 174,276 | 373,172 | 390,331 | 11 | 20,561 | 2 | 22,874 | 20 | 99,262 | 13 | 44,556 | 18 | 36,800 | 13 | 11,518 | 18 | 16,825 | 54 | 72,713 | 5 | 16,133 |
| Vallejo | 416,712 | 637,561 | 663,334 | 19 | 28,440 | 10 | 65,638 | 44 | 148,899 | 32 | 152,268 | 31 | 37,835 | 26 | 14,092 | 34 | 29,000 | 120 | 49,894 | 11 | 48,593 |
| SONOMA | 1,613,867 | 3,190,705 | 3,299,664 | 128 | 298,610 | 36 | 338,686 | 284 | 746,927 | 133 | 627,458 | 170 | 215,849 | 196 | 118,986 | 173 | 175,970 | 515 | 322,107 | 60 | 187,178 |
| Petaluma | 217,835 | 398,439 | 416,421 | 17 | 21,870 | 7 | 43,773 | 41 | 111,713 | 19 | 56,651 | 22 | 31,010 | 33 | 16,073 | 25 | 12,737 | 76 | 43,265 | 9 | 30,865 |
| Santa Rosa | 718,360 | 1,474,687 | 1,527,735 | 24 | 34,408 | 15 | 240,088 | 89 | 317,513 | 48 | 148,567 | 74 | 137,929 | 108 | 80,552 | 84 | 90,895 | 178 | 146,385 | 25 | 93,024 |
| STANISLAUS | 1,303,641 | 2,200,921 | 2,277,631 | 94 | 161,439 | 37 | 280,885 | 236 | 508,170 | 120 | 428,311 | 113 | 130,164 | 160 | 107,689 | 132 | 157,796 | 362 | 192,546 | 55 | 132,640 |
| Modesto | 827,194 | 1,428,156 | 1,479,688 | 36 | 72,507 | 19 | 251,359 | 114 | 305,448 | 57 | 223,375 | 47 | 76,670 | 107 | 83,247 | 81 | 93,965 | 204 | 123,180 | 26 | 79,855 |
| Turlock | 172,073 | 312,993 | 328,191 | 12 | 8,295 | 7 | 12,024 | 26 | 95,309 | 19 | 56,513 | 14 | 20,026 | 27 | 17,867 | 24 | 22,406 | 53 | 30,851 | 9 | 26,987 |
| SUTTER | 236,494 | 389,354 | 407,040 | 17 | 44,199 | 7 | 59,534 | 37 | 93,280 | 26 | 82,429 | 23 | 20,151 | 26 | 14,341 | 29 | 20,183 | 72 | 37,977 | 7 | 13,550 |
| Yuba City | 215,439 | 356,581 | 373,199 | 13 | 26,849 | 5 | 53,528 | 27 | 85,287 | 22 | 74,111 | 20 | 19,876 | 25 | 14,096 | 24 | 18,147 | 58 | 35,282 | 6 | 12,182 |
| TEHAMA | 172,116 | 291,688 | 306,192 | 20 | 24,825 | 8 | 16,440 | 41 | 75,088 | 27 | 50,839 | 27 | 48,251 | 19 | 8,641 | 13 | 6,572 | 60 | 24,299 | 9 | 13,127 |
| Corning | 61,888 | 107,122 | 111,612 | 5 | 5,781 | 3 | 1,925 | 7 | 22,638 | 7 | 11,836 | 11 | 33,750 | 4 | 370 | 2 | 1,531 | 14 | 5,113 | 4 | 2,866 |
| Red Bluff | 97,465 | 162,132 | 172,415 | 14 | 12,971 | 5 | 14,246 | 22 | 50,033 | 17 | 19,770 | 13 | 13,529 | 14 | 8,377 | 10 | 4,922 | 33 | 15,835 | 4 | 10,334 |
| TRINITY | 30,243 | 57,495 | 59,868 | 7 | 8,926 | 3 | 2,880 | 18 | 19,750 | 3 | 836 | 10 | 4,208 | 3 | 976 | 3 | 1,708 | 27 | 7,035 | 3 | 1,819 |
| | | | | | | | | | | | | | | | | | | | | | |
| TULARE | 1,077,044 | 1,862,558 | 1,928,243 | 74 | 131,723 | 31 | 223,388 | 211 | 455,320 | 136 | 459,087 | 108 | 111,938 | 142 | 81,381 | 111 | 95,790 | 355 | 152,520 | 49 | 94,557 |
| Porterville | 197,063 | 336,073 | 352,023 | 19 | 18,871 | 6 | 20,387 | 29 | 97,159 | 28 | 64,517 | 20 | 27,206 | 33 | 20,746 | 19 | 7,610 | 67 | 25,504 | 9 | 30,437 |
| Tulare | 145,899 | 232,077 | 244,638 | 11 | 16,127 | 3 | 15,595 | 34 | 74,514 | 17 | 37,392 | 20 | 20,044 | 22 | 11,475 | 21 | 12,468 | 64 | 23,207 | 7 | 16,527 |
| Visalia | 496,561 | 933,816 | 969,241 | 19 | 48,790 | 12 | 163,765 | 56 | 181,768 | 48 | 210,923 | 32 | 46,766 | 68 | 41,491 | 54 | 51,621 | 109 | 77,723 | 14 | 35,878 |
| TUOLUMNE | 143,546 | 303,214 | 318,093 | 22 | 31,403 | 2 | 7,470 | 37 | 98,248 | 20 | 39,003 | 26 | 20,474 | 28 | 12,375 | 14 | 8,001 | 88 | 35,817 | 10 | 27,146 |
| Sonora | 90,507 | 174,895 | 183,593 | 9 | 17,331 | 1 | 4,122 | 17 | 75,341 | 15 | 11,354 | 10 | 12,319 | 21 | 9,701 | 13 | 4,416 | 34 | 12,973 | 6 | 14,981 |
| VENTURA | 2,589,477 | 5,006,311 | 5,184,426 | 126 | 279,379 | 49 | 665,889 | 297 | 1,117,797 | 230 | 1,393,060 | 221 | 293,591 | 271 | 202,835 | 224 | 234,653 | 645 | 450,268 | 95 | 210,916 |
| Camarillo | 175,277 | 388,860 | 404,530 | 15 | 26,262 | 3 | 54,764 | 18 | 111,469 | 13 | 25,486 | 21 | 38,213 | 20 | 12,342 | 11 | 8,529 | 50 | 39,314 | 8 | 33,744 |
| Oxnard | 517,966 | 982,021 | 1,017,017 | 15 | 36,906 | 11 | 156,279 | 61 | 197,204 | 51 | 215,718 | 34 | 49,101 | 68 | 48,793 | 43 | 40,501 | 142 | 86,943 | 19 | 38,248 |
| Port Hueneme | 48,898 | 83,060 | 85,966 | 1 | 1,273 | 1 | 2,839 | 11 | 46,169 | 2 | 6,348 | 5 | 8,828 | 3 | 432 | 1 | 1,069 | 19 | 10,515 | 4 | 960 |
| Santa Paula | 72,459 | 117,668 | 122,502 | 7 | 5,476 | 4 | 3,172 | 17 | 40,529 | 16 | 24,727 | 7 | 7,234 | 10 | 3,733 | 11 | 5,200 | 30 | 10,356 | 4 | 6,351 |
| Simi Valley | 315,657 | 547,545 | 567,885 | 16 | 22,432 | 5 | 88,732 | 31 | 184,003 | 21 | 48,226 | 30 | 38,259 | 32 | 14,917 | 20 | 14,879 | 81 | 50,692 | 11 | 27,918 |
| Thousand Oaks | 631,049 | 1,482,721 | 1,533,031 | 23 | 51,582 | 10 | 192,745 | 53 | 290,492 | 38 | 415,890 | 45 | 87,758 | 73 | 73,543 | 55 | 57,777 | 102 | 121,469 | 19 | 60,670 |
| Ventura | 652,289 | 1,120,220 | 1,158,719 | 32 | 60,235 | 12 | 136,986 | 75 | 242,161 | 58 | 300,432 | 56 | 63,355 | 68 | 44,948 | 56 | 50,348 | 162 | 98,036 | 24 | 44,943 |
| YOLO | 490,528 | 959,105 | 990,454 | 35 | 65,503 | 6 | 13,500 | 77 | 263,847 | 54 | 230,267 | 49 | 77,274 | 46 | 33,305 | 35 | 34,238 | 184 | 128,399 | 23 | 67,519 |
| Davis | 172,309 | 371,429 | 383,631 | 5 | 22,562 | 1 | 4,650 | 24 | 105,888 | 15 | 79,535 | 11 | 27,676 | 19 | 13,765 | 15 | 15,550 | 58 | 59,777 | 7 | 27,171 |
| Woodland | 172,307 | 357,960 | 369,823 | 12 | 18,432 | 4 | 6,247 | 21 | 116,003 | 24 | 77,735 | 15 | 27,956 | 22 | 18,799 | 14 | 15,845 | 48 | 28,546 | 9 | 23,888 |
| YUBA | 186,405 | 300,601 | 310,695 | 9 | 19,744 | 10 | 48,475 | 52 | 77,769 | 23 | 55,612 | 17 | 13,936 | 27 | 13,699 | 20 | 11,976 | 82 | 30,093 | 9 | 18,245 |
| Marysville | 134,254 | 214,777 | 222,275 | 4 | 12,527 | 6 | 30,753 | 29 | 55,687 | 15 | 38,237 | 12 | 13,954 | 19 | 9,378 | 16 | 8,341 | 59 | 24,992 | 5 | 11,575 |

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# COLORADO RETAIL SALES—CENSUS & ESTIMATES

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TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............ | 16,581,084 | 27,693,081 | 28,104,892 | 2,048,875 | 2,850,725 | 5,603,151 | 6,825,827 | 1,619,130 | 1,268,105 | 1,609,436 | 3,166,768 | 596,948 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Boulder-Longmont, CO | 1,132,186 | 2,117,829 | 2,144,439 | 157,225 | 164,648 | 455,828 | 542,864 | 110,222 | 96,516 | 148,307 | 246,317 | 45,074 |
| Colorado Springs, CO | 1,653,177 | 3,264,328 | 3,304,260 | 224,250 | 408,753 | 569,985 | 796,775 | 170,004 | 122,859 | 149,367 | 343,937 | 64,817 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Denver,CO | 8,892,254 | 14,613,665 | 14,793,480 | | 907,543 | | 1,576,127 | | 2,874,230 | | 3,755,433 | | 834,262 | | 697,922 | | 953,525 | | 1,683,112 | | 300,031 |
| Ft. Collins-Loveland, | 773,096 | 1,431,723 | 1,450,360 | | 145,975 | | 149,286 | | 289,946 | | 360,279 | | 75,575 | | 64,522 | | 81,341 | | 151,318 | | 25,278 |
| Greeley, CO | 457,126 | 714,492 | 724,795 | | 49,655 | | 76,974 | | 162,557 | | 197,165 | | 40,890 | | 27,463 | | 33,009 | | 70,522 | | 16,768 |
| Pueblo, CO | 541,146 | 785,610 | 796,739 | | 52,129 | | 111,725 | | 189,937 | | 164,929 | | 43,331 | | 38,402 | | 47,1 | | 81,938 | | 20,080 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 1,363,202 | 2,068,543 | 2,094,580 | 66 | 158,179 | 28 | 155,201 | 119 | 492,089 | 87 | 455,174 | 133 | 164,888 | 101 | 77,881 | 83 | 120,602 | 323 | 175,786 | 32 | 41,088 |
| ALAMOSA | 71,299 | 113,806 | 117,128 | 8 | 11,907 | 3 | 8,679 | 10 | 30,156 | 10 | 25,161 | 8 | 4,519 | 10 | 7,691 | 9 | 5,589 | 30 | 10,874 | 3 | 2,298 |
| Alamosa | 67,656 | 106,825 | 110,066 | 6 | 10,838 | 3 | 7,901 | 9 | 27,451 | 9 | 22,905 | 8 | 4,516 | 10 | 7,685 | 8 | 5,088 | 27 | 10,015 | 3 | 2,092 |
| ARAPAHOE | 2,358,839 | 4,173,077 | 4,223,569 | 81 | 252,891 | 33 | 619,923 | 167 | 648,372 | 135 | 1,413,751 | 136 | 211,291 | 273 | 234,570 | 198 | 226,108 | 462 | 396,634 | 33 | 64,500 |
| ARCHULETA | 23,057 | 42,156 | 42,796 | 8 | 12,839 | 0 | 2,587 | 5 | 8,202 | 3 | 8,417 | 3 | 1,902 | 6 | 1,699 | 1 | 1,577 | 15 | 2,750 | 1 | 684 |
| BACA | 22,054 | 37,771 | 38,435 | 5 | 3,823 | 4 | 813 | 5 | 3,544 | 5 | 9,239 | 7 | 10,4F2 | 4 | 284 | 0 | 1,737 | 10 | 1,788 | 3 | 677 |
| BENT | 14,859 | 20,925 | 21,368 | 1 | 2,127 | 2 | 1,584 | 7 | 6,959 | 2 | 5,153 | 1 | 1,164 | 2 | 794 | 0 | 965 | 3 | 464 | 2 | 420 |
| BOULDER | 1,132,186 | 2,117,829 | 2,144,439 | 57 | 157,225 | 18 | 164,648 | 97 | 455,828 | 96 | 542,864 | 84 | 110,222 | 132 | 96,516 | 112 | 148,307 | 313 | 246,317 | 26 | 45,074 |
| Boulder | 657,409 | 1,075,772 | 1,090,273 | 20 | 50,350 | 12 | 90,757 | 54 | 201,617 | 48 | 299,235 | 43 | 52,475 | 92 | 53,201 | 74 | 75,974 | 157 | 135,774 | 14 | 18,558 |
| Longmont | 267,533 | 572,068 | 580,716 | 20 | 33 670 | 4 | 39,286 | 20 | 158,176 | 32 | 129,064 | 21 | 42,939 | 32 | 19,107 | 24 | 22,946 | 80 | 50,762 | 7 | 17,708 |
| CHAFFEE | 72,589 | 103,285 | 106,485 | 12 | 9,629 | 5 | 5,756 | 14 | 28,005 | 13 | 21,327 | 20 | 5,045 | 7 | 1,261 | 3 | 4,814 | 37 | 8,256 | 3 | 2,089 |
| Salida | 43,260 | 60,703 | 63,408 | 4 | 2,019 | 3 | 4,272 | 8 | 19,004 | 7 | 10,321 | 10 | 4,216 | 5 | 936 | 2 | 3,572 | 17 | 2,446 | 2 | 1,550 |
| CHEYENNE | 6,656 | 21,870 | 22,324 | 3 | 1,737 | 0 | 1,656 | 3 | 5,245 | 2 | 5,381 | 3 | 772 | 0 | 828 | 1 | 1,009 | 5 | 2,936 | 1 | 439 |
| CLEAR CREEK | 28,637 | 50,491 | 53,078 | 1 | 4,384 | 2 | 3,265 | 7 | 9,881 | 4 | 10,630 | 10 | 6,804 | 3 | 293 | 0 | 1,992 | 38 | 12,312 | 1 | 865 |
| CONEJOS | 12,758 | 21,640 | 21,991 | 3 | 1,870 | 1 | 1,391 | 4 | 6,859 | 0 | 4,531 | 7 | 2,531 | 1 | 699 | 0 | 849 | 4 | 252 | 3 | 1,909 |
| COSTILLA | 3,186 | 6,370 | 6,644 | 1 | 659 | 2 | 491 | 2 | 1,561 | 0 | 1,601 | 2 | 362 | 0 | 246 | 0 | 298 | 3 | 430 | 0 | 129 |
| CROWLEY | 3,355 | 3,685 | 3,753 | 1 | 374 | 0 | 278 | 0 | 881 | 1 | 905 | 1 | 205 | 1 | 141 | 0 | 170 | 2 | 236 | 1 | 73 |
| CUSTER | 3,721 | 8,341 | 8,463 | 2 | 843 | 0 | 627 | 1 | 1,990 | 0 | 2,041 | 2 | 462 | 1 | 316 | 0 | 383 | 5 | 650 | 1 | 167 |
| DELTA | 79,332 | 106,145 | 109,378 | 14 | 11,707 | 4 | 4,791 | 23 | 29,556 | 11 | 27,767 | 14 | 6,682 | 16 | 4,512 | 6 | 3,748 | 34 | 6,199 | 7 | 3,167 |
| DENVER | 2,825,883 | 4,182,109 | 4,232,706 | 96 | 268,599 | 35 | 334,067 | 277 | 776,118 | 168 | 666,409 | 219 | 206,397 | 254 | 231,551 | 284 | 362,877 | 935 | 691,437 | 84 | 94,026 |
| Denver | 2,837,625 | 4,182,016 | 4,232,612 | 96 | 208,888 | 35 | 332,606 | 278 | 772,723 | 168 | 516,274 | 220 | 205,494 | 255 | 230,538 | 285 | 290,820 | 938 | 672,053 | 84 | 93,428 |
| DOLORES | 4,012 | 6,167 | 6,359 | 0 | 632 | 0 | 470 | 2 | 1,494 | 2 | 1,532 | 1 | 345 | 0 | 237 | 0 | 287 | 3 | 600 | 0 | 125 |
| DOUGLAS | 69,983 | 161,389 | 165,264 | 14 | 31,692 | 1 | 12,245 | 14 | 53,212 | 9 | 25,193 | 9 | 15,446 | 8 | 1,753 | 10 | 4,616 | 23 | 15,690 | 3 | 3,493 |
| Castle Rock | 27,724 | 58,113 | 60,788 | 5 | 7,130 | 1 | 2,755 | 5 | 28,763 | 5 | 5,667 | 4 | 9,536 | 3 | 650 | 4 | 1,542 | 7 | 3,529 | 0 | 786 |
| EAGLE | 169,430 | 329,803 | 335,635 | 14 | 46,183 | 1 | 24,869 | 30 | 69,317 | 6 | 14,954 | 13 | 17,565 | 21 | 16,413 | 17 | 8,967 | 75 | 72,025 | 8 | 8,106 |
| Vail | 45,746 | 89,047 | 92,082 | | | | | | | | | | | | | | | | | | |
| ELBERT | 5,610 | 10,025 | 10,161 | 1 | 1,011 | 0 | 753 | 4 | 2,387 | 0 | 2,450 | 4 | 871 | 0 | 378 | 0 | 459 | 3 | 809 | 1 | 199 |
| EL PASO | 1,653,177 | 3,264,328 | 3,304,260 | 83 | 224,250 | 35 | 408,753 | 176 | 569,985 | 155 | 796,775 | 147 | 170,004 | 187 | 122,859 | 155 | 149,367 | 488 | 343,937 | 36 | 64,817 |
| Colorado Sprgs | 1,502,901 | 3,053,703 | 3,091,188 | 69 | 145,962 | 29 | 373,898 | 144 | 562,831 | 143 | 727,492 | 114 | 166,033 | 177 | 119,681 | 140 | 146,013 | 413 | 299,406 | 32 | 46,081 |
| FREMONT | 93,262 | 160,518 | 164,383 | 11 | 14,281 | 5 | 15,283 | 25 | 44,455 | 12 | 32,789 | 10 | 5,861 | 13 | 6,156 | 13 | 4,721 | 53 | 17,691 | 8 | 7,857 |
| Canon City | 76,528 | 134,244 | 137,804 | 9 | 11,517 | 4 | 12,325 | 17 | 40,068 | 8 | 26,443 | 8 | 4,727 | 11 | 4,964 | 12 | 3,867 | 38 | 14,199 | 7 | 6,336 |
| GARFIELD | 200,840 | 214,701 | 219,196 | 24 | 21,807 | 7 | 10,099 | 29 | 49,658 | 16 | 62,533 | 25 | 15,249 | 25 | 6,598 | 19 | 6,203 | 66 | 23,771 | 7 | 7,806 |
| Glenwood Springs | 118,365 | 123,599 | 127,035 | 10 | 7,479 | 4 | 7,947 | 13 | 24,317 | 11 | 34,868 | 14 | 12,429 | 18 | 5,112 | 13 | 2,773 | 28 | 11,236 | 3 | 6,142 |
| GILPIN | 3,921 | 6,307 | 6,455 | 0 | 504 | 0 | 377 | 1 | 1,190 | 0 | 1,222 | 0 | 276 | 1 | 188 | 0 | 229 | 11 | 2,047 | 1 | 98 |
| GRAND | 48,758 | 92,535 | 95,610 | 9 | 8,832 | 2 | 7,086 | 11 | 20,918 | 5 | 11,481 | 15 | 8,294 | 5 | 1,522 | 3 | 937 | 45 | 16,882 | 4 | 3,993 |
| GUNNISON | 62,745 | 104,485 | 107,699 | 8 | 8,578 | 2 | 7,980 | 10 | 25,697 | 8 | 20,002 | 8 | 8,680 | 11 | 5,401 | 7 | 2,681 | 44 | 18,366 | 5 | 2,883 |
| Gunnison | 49,554 | 85,531 | 86,525 | 6 | 6,826 | 1 | 6,351 | 7 | 20,450 | 7 | 15,919 | 7 | 8,318 | 7 | 4,298 | 6 | 2,134 | 20 | 9,231 | 3 | 2,294 |
| HINSDALE | 2,530 | 6,150 | 8,221 | 1 | 819 | 0 | 608 | 2 | 1,930 | 0 | 1,984 | 2 | 446 | 0 | 305 | 0 | 373 | 3 | 942 | 0 | 160 |
| HUERFANO | 23,172 | 35,563 | 37,976 | 5 | 2,628 | 2 | 2,538 | 7 | 11,156 | 3 | 8,256 | 11 | 5,856 | 3 | 522 | 2 | 1,549 | 15 | 2,900 | 3 | 672 |
| JACKSON | 6,857 | 8,622 | 8,822 | 1 | 877 | 0 | 655 | 2 | 2,073 | 1 | 2,128 | 2 | 481 | 1 | 328 | 0 | 398 | 5 | 854 | 1 | 173 |
| JEFFERSON | 2,274,347 | 4,028,547 | 4,077,360 | 76 | 196,182 | 33 | 454,690 | 174 | 904,440 | 151 | 1,194,906 | 182 | 236,240 | 175 | 152,167 | 166 | 239,322 | 487 | 403,565 | 50 | 96,924 |
| KIOWA | 4,495 | 10,628 | 10,952 | 2 | 947 | 0 | 706 | 5 | 3,526 | 0 | 2,297 | 2 | 518 | 0 | 354 | 0 | 431 | 4 | 1,438 | 1 | 188 |

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| KIT CARSON | 37,699 | 74,419 | 77,284 | 8 | 9,439 | 2 | 5,317 | 10 | 17,209 | 9 | 22,765 | 8 | 5,748 | 4 | 2,667 | 1 | 3,244 | 10 | 3,434 | 4 | 3,596 |
| LAKE | 30,013 | 29,295 | 31,635 | 5 | 2,202 | 2 | 2,344 | 5 | 8,888 | 2 | 7,628 | 6 | 4,497 | 5 | 967 | 1 | 1,430 | 23 | 2,696 | 2 | 621 |
| LA PLATA | 175,750 | 296,067 | 301,507 | 15 | 31,618 | 8 | 17,285 | 30 | 68,932 | 20 | 51,393 | 20 | 19,010 | 34 | 16,115 | 29 | 15,814 | 72 | 39,277 | 7 | 3,641 |
| Durango | 156,781 | 259,728 | 264,746 | 13 | 26,827 | 7 | 14,666 | 24 | 62,486 | 15 | 33,797 | 17 | 18,673 | 32 | 15,829 | 28 | 13,419 | 63 | 35,088 | 6 | 3,089 |
| LARIMER | 773,096 | 1,431,723 | 1,450,360 | 58 | 145,975 | 23 | 149,286 | 80 | 289,946 | 80 | 360,279 | 74 | 75,575 | 110 | 64,522 | 91 | 81,341 | 248 | 151,318 | 26 | 25,278 |
| Fort Collins | 497,946 | 878,365 | 890,572 | 33 | 74,454 | 11 | 102,756 | 41 | 189,482 | 38 | 160,488 | 37 | 40,359 | 77 | 48,105 | 58 | 46,880 | 139 | 89,275 | 14 | 13,744 |
| Loveland | 183,450 | 375,363 | 381,725 | 15 | 22,939 | 6 | 38,735 | 16 | 81,062 | 27 | 96,400 | 20 | 30,947 | 24 | 12,700 | 20 | 10,705 | 45 | 28,972 | 7 | 9,492 |
| LAS ANIMAS | 40,465 | 58,211 | 60,887 | 5 | 4,478 | 6 | 3,705 | 16 | 18,423 | 14 | 14,569 | 8 | 1,454 | 8 | 1,441 | 4 | 1,495 | 23 | 4,417 | 4 | 2,190 |
| Trinidad | 36,494 | 52,744 | 55,357 | 4 | 3,999 | 5 | 3,308 | 12 | 18,486 | 13 | 11,378 | 5 | 1,298 | 7 | 1,446 | 4 | 1,207 | 20 | 3,944 | 4 | 2,194 |
| LINCOLN | 39,248 | 65,672 | 68,435 | 4 | 1,236 | 2 | 5,071 | 4 | 7,627 | 5 | 14,569 | 9 | 21,130 | 2 | 2,544 | 1 | 3,094 | 16 | 8,417 | 3 | 1,342 |
| LOGAN | 102,967 | 142,696 | 146,354 | 10 | 13,780 | 4 | 11,257 | 11 | 24,842 | 18 | 51,644 | 15 | 6,703 | 23 | 9,637 | 10 | 5,516 | 31 | 10,987 | 4 | 2,549 |
| Sterling | 97,147 | 134,940 | 138,508 | 10 | 10,750 | 4 | 11,226 | 10 | 24,270 | 17 | 50,456 | 12 | 5,559 | 22 | 9,416 | 10 | 4,434 | 28 | 10,603 | 4 | 2,540 |
| MESA | 592,620 | 723,834 | 734,245 | 41 | 88,080 | 16 | 75,812 | 75 | 141,520 | 55 | 193,184 | 50 | 47,165 | 73 | 29,206 | 54 | 41,674 | 133 | 58,469 | 17 | 15,703 |
| Grand Junction | 486,671 | 584,744 | 593,539 | 32 | 72,004 | 12 | 61,974 | 49 | 115,690 | 44 | 157,925 | 40 | 38,556 | 68 | 23,876 | 48 | 27,373 | 108 | 47,797 | 11 | 12,837 |
| MINERAL | 3,161 | 2,941 | 2,995 | 1 | 298 | 0 | 222 | 1 | 704 | 0 | 723 | 1 | 163 | 0 | 111 | 0 | 136 | 2 | 188 | 0 | 59 |
| MOFFAT | 89,512 | 109,340 | 112,611 | 11 | 13,145 | 4 | 5,730 | 12 | 29,324 | 9 | 32,699 | 8 | 4,259 | 11 | 5,657 | 9 | 2,769 | 28 | 9,499 | 2 | 2,209 |
| Craig | 79,363 | 101,436 | 104,615 | 10 | 10,711 | 4 | 5,671 | 11 | 27,335 | 8 | 30,480 | 7 | 3,970 | 10 | 5,599 | 8 | 2,325 | 24 | 8,854 | 2 | 2,059 |
| MONTEZUMA | 102,376 | 135,307 | 138,879 | 9 | 10,736 | 6 | 10,291 | 15 | 30,946 | 13 | 32,387 | 18 | 12,315 | 12 | 5,602 | 8 | 3,498 | 33 | 12,828 | 3 | 2,675 |
| Cortez | 89,254 | 116,603 | 119,958 | 7 | 8,637 | 5 | 8,279 | 11 | 24,894 | 12 | 26,053 | 13 | 12,114 | 11 | 5,511 | 7 | 2,814 | 25 | 10,319 | 3 | 2,632 |
| MONTROSE | 119,660 | 167,052 | 170,993 | 15 | 24,451 | 7 | 12,793 | 17 | 39,060 | 16 | 42,594 | 11 | 10,602 | 15 | 6,938 | 9 | 6,464 | 37 | 13,316 | 6 | 3,809 |
| Montrose | 105,901 | 143,056 | 146,718 | 11 | 17,048 | 5 | 12,040 | 12 | 36,760 | 12 | 24,926 | 10 | 9,978 | 14 | 6,529 | 8 | 5,022 | 29 | 11,642 | 4 | 3,584 |
| MORGAN | 115,674 | 148,496 | 152,222 | 13 | 9,614 | 6 | 14,116 | 22 | 34,630 | 20 | 37,106 | 23 | 13,530 | 23 | 6,604 | 11 | 3,687 | 30 | 12,967 | 5 | 2,360 |
| Fort Morgan | 80,356 | 102,945 | 106,141 | 8 | 5,740 | 4 | 10,925 | 15 | 24,880 | 14 | 23,098 | 13 | 9,805 | 17 | 5,700 | 8 | 2,853 | 19 | 7,406 | 3 | 1,826 |
| OTERO | 76,806 | 112,665 | 115,974 | 7 | 8,571 | 6 | 16,533 | 25 | 29,257 | 9 | 15,624 | 15 | 9,684 | 14 | 4,667 | 13 | 6,998 | 43 | 10,374 | 6 | 2,840 |
| La Junta | 44,933 | 67,312 | 70,094 | 3 | 2,303 | 2 | 9,116 | 14 | 20,435 | 2 | 8,614 | 6 | 6,800 | 9 | 2,871 | 8 | 4,683 | 22 | 6,514 | 3 | 1,566 |
| Rocky Ford | 18,122 | 26,262 | 27,067 | 1 | 1,654 | 1 | 3,190 | 6 | 8,608 | 5 | 3,015 | 5 | 2,966 | 4 | 900 | 4 | 1,349 | 15 | 2,245 | 2 | 547 |
| OURAY | 5,603 | 9,279 | 9,487 | 2 | 889 | 1 | 664 | 4 | 847 | 0 | 2,161 | 2 | 488 | 0 | 332 | 0 | 406 | 13 | 3,052 | 1 | 175 |
| PARK | 9,810 | 17,702 | 17,958 | 1 | 1,786 | 1 | 1,332 | 4 | 2,942 | 1 | 4,33 | 5 | 1,905 | 1 | 669 | 0 | 811 | 9 | 3,814 | 1 | 352 |
| PHILLIPS | 18,367 | 32,457 | 34,834 | 3 | 3,762 | 4 | 807 | 4 | 06 | 6 | 15,603 | 0 | 1,547 | 2 | 1,056 | 0 | 1,283 | 8 | 1,375 | 2 | 557 |
| PITKIN | 135,342 | 242,207 | 247,022 | 11 | 22,824 | 0 | 16,011 | 14 | 24,182 | 2 | 52,106 | 6 | 8,860 | 41 | 24,698 | 14 | 12,680 | 84 | 60,735 | 8 | 12,574 |
| Aspen | 101,606 | 177,944 | 182,012 | 6 | 15,631 | 0 | 10,965 | 10 | 19,971 | 1 | 35,685 | 2 | 6,068 | 33 | 22,572 | 8 | 4,704 | 49 | 46,470 | 6 | 8,611 |
| PROWERS | 70,926 | 144,810 | 148,493 | 12 | 12,715 | 4 | 11,003 | 13 | 30,978 | 14 | 29,502 | 12 | 16,971 | 15 | 7,222 | 9 | 5,557 | 31 | 14,456 | 5 | 4,113 |
| PUEBLO | 541,146 | 785,610 | 796,739 | 27 | 52,129 | 15 | 111,725 | 104 | 189,937 | 66 | 164,929 | 67 | 43,331 | 77 | 38,402 | 47 | 47,166 | 245 | 81,938 | 25 | 20,080 |
| Pueblo | 505,056 | 730,120 | 740,604 | 22 | 38,724 | 14 | 108,625 | 91 | 189,389 | 62 | 124,168 | 55 | 43,207 | 73 | 37,338 | 46 | 45,857 | 220 | 76,000 | 23 | 19,523 |
| RIO BLANCO | 22,922 | 26,173 | 28,477 | 4 | 3,926 | 1 | 2,110 | 10 | 10,251 | 3 | 3,051 | 4 | 2,625 | 4 | 1,093 | 2 | 1,287 | 15 | 2,933 | 3 | 559 |
| RIO GRANDE | 43,728 | 71,174 | 74,001 | 9 | 6,236 | 3 | 2,161 | 11 | 21,970 | 5 | 12,299 | 9 | 6,789 | 5 | 2,832 | 5 | 4,010 | 16 | 3,509 | 5 | 3,921 |
| ROUTT | 88,168 | 127,088 | 130,565 | 14 | 17,676 | 3 | 9,675 | 15 | 26,962 | 7 | 13,078 | 11 | 10,731 | 16 | 10,476 | 10 | 6,181 | 37 | 20,340 | 4 | 3,093 |
| SAGUACHE | 7,267 | 11,101 | 11,230 | 3 | 1,116 | 0 | 833 | 2 | 2,639 | 2 | 2,708 | 2 | 611 | 1 | 418 | 0 | 507 | 3 | 663 | 0 | 221 |
| SAN JUAN | 3,939 | 6,006 | 6,076 | 1 | 561 | 0 | 419 | 2 | 1,324 | 0 | 1,361 | 2 | 307 | 1 | 209 | 0 | 255 | 6 | 1,225 | 1 | 111 |
| SAN MIGUEL | 12,367 | 29,073 | 31,411 | 5 | 4,799 | 1 | 1,873 | 8 | 6,894 | 0 | 6,096 | 3 | 1,690 | 2 | 939 | 2 | 1,143 | 13 | 5,910 | 2 | 496 |
| SEDGWICK | 17,148 | 27,324 | 29,642 | 4 | 1,927 | 1 | 2,198 | 4 | 6,015 | 3 | 7,147 | 6 | 2,096 | 1 | 1,102 | 2 | 1,340 | 7 | 1,537 | 3 | 581 |
| SUMMIT | 114,560 | 266,690 | 271,789 | 9 | 29,715 | 2 | 20,139 | 23 | 52,477 | 6 | 13,961 | 14 | 18,711 | 25 | 14,428 | 12 | 8,744 | 81 | 63,001 | 6 | 5,260 |
| TELLER | 30,480 | 67,395 | 70,178 | 3 | 1,160 | 3 | 2,594 | 10 | 21,797 | 1 | 16,923 | 5 | 4,552 | 3 | 2,607 | 1 | 3,171 | 26 | 8,833 | 2 | 1,377 |
| WASHINGTON | 14,666 | 28,312 | 28,841 | 2 | 2,870 | 4 | 2,132 | 5 | 6,785 | 2 | 6,955 | 4 | 2,587 | 3 | 610 | 0 | 1,303 | 9 | 2,365 | 3 | 1,298 |
| WELD | 457,126 | 714,492 | 724,795 | 37 | 49,655 | 12 | 76,974 | 68 | 162,557 | 54 | 197,165 | 66 | 40,890 | 60 | 27,463 | 48 | 33,009 | 168 | 70,522 | 17 | 16,768 |
| Greeley | 330,183 | 504,513 | 512,376 | 20 | 22,068 | 9 | 66,674 | 32 | 128,991 | 29 | 112,803 | 30 | 24,576 | 53 | 23,905 | 39 | 20,720 | 89 | 40,478 | 11 | 14,525 |
| YUMA | 43,720 | 70,659 | 73,480 | 9 | 13,491 | 4 | 5,444 | 12 | 19,498 | 11 | 20,436 | 5 | 2,777 | 12 | 2,404 | 6 | 1,860 | 13 | 3,532 | 2 | 1,441 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 15,828,588 | 27,585,140 | 29,065,461 | | 1,536,052 | | 2,894,401 | | 5,676,059 | | 6,385,716 | | 1,783,434 | | 1,652,020 | | 1,455,358 | | 2,681,971 | | 855,571 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Bridgeport-Stamford | 4,627,165 | 8,017,841 | 8,443,133 | | 464,704 | | 880,509 | | 1,546,463 | | 1,779,073 | | 485,160 | | 532,738 | | 462,095 | | 718,288 | | 204,822 |
| Hartford-New Britain | 5,356,458 | 9,269,745 | 9,768,364 | | 474,364 | | 983,766 | | 1,873,625 | | 2,146,008 | | 650,816 | | 558,842 | | 481,894 | | 960,505 | | 340,525 |
| New Haven-Waterbury | 3,685,843 | 6,421,972 | 6,763,361 | | 331,382 | | 778,639 | | 1,389,896 | | 1,357,111 | | 385,949 | | 403,550 | | 335,104 | | 642,448 | | 191,121 |
| New London-Norwich | 1,156,903 | 2,024,866 | 2,135,077 | | 132,354 | | 155,100 | | 405,304 | | 585,118 | | 152,509 | | 82,891 | | 107,378 | | 203,324 | | 57,454 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| FAIRFIELD | 4,627,165 | 8,017,841 | 8,443,133 | 215 | 464,704 | 109 | 880,509 | 600 | 1,546,463 | 275 | 1,779,073 | 472 | 485,160 | 553 | 532,738 | 433 | 462,095 | 1,131 | 718,288 | 163 | 204,822 |
| Bridgeport | 545,199 | 1,063,122 | 1,122,770 | 22 | 55,659 | 20 | 93,397 | 110 | 253,653 | 42 | 149,049 | 74 | 92,555 | 68 | 58,086 | 54 | 51,643 | 187 | 90,815 | 31 | 36,665 |
| Danbury | 511,380 | 941,324 | 994,568 | 21 | 30,468 | 15 | 104,304 | 54 | 186,064 | 33 | 210,748 | 45 | 92,545 | 44 | 63,109 | 50 | 47,365 | 106 | 85,088 | 12 | 12,672 |
| Greenwich | 416,445 | 708,051 | 749,031 | 19 | 42,368 | 10 | 76,786 | 54 | 137,762 | 25 | 156,013 | 42 | 42,304 | 50 | 49,073 | 39 | 41,996 | 102 | 64,774 | 15 | 19,294 |
| Norwalk | 556,902 | 894,274 | 945,044 | 19 | 25,273 | 15 | 106,658 | 55 | 222,537 | 41 | 152,357 | 54 | 73,710 | 57 | 63,529 | 48 | 46,356 | 117 | 63,952 | 10 | 24,811 |
| Stamford | 659,224 | 1,020,645 | 1,078,059 | 21 | 31,389 | 20 | 210,964 | 73 | 180,732 | 29 | 132,915 | 62 | 68,088 | 84 | 66,912 | 60 | 54,965 | 162 | 80,630 | 18 | 25,145 |
| Trumbull | 185,087 | 312,347 | 332,523 | 9 | 17,153 | 4 | 32,500 | 24 | 57,081 | 11 | 65,667 | 19 | 17,908 | 22 | 19,664 | 17 | 17,056 | 45 | 26,513 | 7 | 7,560 |
| HARTFORD | 4,341,493 | [illegible]8,216 | 7,822,509 | 218 | 399,979 | 84 | 790,138 | 579 | 1,445,764 | 258 | 1,720,530 | 448 | 504,599 | 441 | 480,272 | 352 | 414,111 | 1,234 | 781,903 | 216 | 272,916 |
| Bristol | 338,261 | [illegible]83,181 | 617,596 | 15 | 30,974 | 9 | 50,044 | 45 | 132,566 | 15 | 133,234 | 30 | 41,448 | 22 | 37,191 | 23 | 32,068 | 76 | 60,549 | 15 | 21,135 |
| Enfield | 217,075 | 369,018 | 392,173 | 11 | 19,932 | 4 | 39,545 | 29 | 74,403 | 13 | 87,147 | 22 | 24,797 | 22 | 25,044 | 18 | 21,260 | 62 | 39,085 | 11 | 14,522 |
| Hartford | 538,636 | 923,475 | 975,781 | 22 | 28,677 | 11 | 96,493 | 109 | 139,009 | 26 | 133,161 | 55 | 75,771 | 70 | 64,756 | 53 | 48,617 | 286 | 180,680 | 41 | 47,134 |
| Manchester | 345,798 | 555,566 | 588,529 | 17 | 17,142 | 8 | 68,157 | 31 | 143,551 | 31 | 121,905 | 39 | 54,226 | 30 | 37,666 | 22 | 16,480 | 70 | 45,260 | 12 | 14,070 |
| New Britain | 226,722 | 363,744 | 386,622 | 12 | 13,075 | 6 | 42,359 | 38 | 88,854 | 19 | 74,373 | 29 | 32,020 | 17 | 13,525 | 18 | 9,469 | 98 | 38,397 | 19 | 20,284 |
| LITCHFIELD | 655,134 | 1,247,149 | 1,316,472 | 62 | 88,970 | 19 | 68,794 | 122 | 312,102 | 84 | 362,718 | 87 | 63,257 | 74 | 55,159 | 56 | 46,203 | 233 | 101,476 | 43 | 39,200 |
| Torrington | 189,040 | 341,004 | 362,686 | 11 | 14,476 | 7 | 46,926 | 29 | 96,149 | 23 | 73,936 | 18 | 20,626 | 25 | 18,579 | 22 | 12,620 | 49 | 21,120 | 9 | 6,922 |
| MIDDLESEX | 624,553 | 1,127,198 | 1,190,214 | 40 | 51,042 | 20 | 125,934 | 95 | 223,361 | 77 | 285,510 | 80 | 86,773 | 54 | 37,991 | 46 | 53,056 | 206 | 117,779 | 32 | 43,059 |
| Middletown | 201,109 | 352,714 | 375,012 | 11 | 20,439 | 5 | 64,411 | 22 | 79,890 | 14 | 60,764 | 16 | 22,718 | 20 | 21,193 | 16 | 16,046 | 60 | 36,763 | 8. | 18,139 |
| NEW HAVEN | 3,685,843 | 6,421,972 | 6,763,361 | 205 | 331,382 | 90 | 778,639 | 572 | 1,389,896 | 255 | 1,357,111 | 428 | 385,949 | 484 | 403,550 | 325 | 335,104 | 1,196 | 642,448 | 169 | 191,121 |
| Ansonia | 75,146 | 124,915 | 135,236 | 4 | 1,743 | 3 | 16,022 | 15 | 16,701 | 11 | 41,816 | 11 | 11,236 | 16 | 8,305 | 9 | 6,300 | 20 | 9,669 | 3 | 3,933 |
| Meriden | 244,873 | 432,170 | 458,645 | 14 | 17,397 | 5 | 58,306 | 38 | 76,592 | 18 | 92,199 | 31 | 41,298 | 42 | 33,639 | 22 | 23,249 | 71 | 30,062 | 9 | 14,902 |
| Milford | 339,654 | 558,093 | 591,189 | 15 | 28,505 | 8 | 46,896 | 44 | 125,990 | 28 | 97,688 | 35 | 71,592 | 40 | 25,398 | 35 | 46,467 | 103 | 63,677 | 13 | 10,741 |
| Naugatuck | 67,932 | 127,255 | 137,699 | 10 | 5,810 | 2 | 9,083 | 17 | 48,093 | 9 | 19,834 | 15 | 18,602 | 9 | 4,292 | 5 | 1,889 | 33 | 11,418 | 7 | 7,619 |
| New Haven | 432,540 | 724,884 | 766,749 | 21 | 13,311 | 12 | 102,714 | 96 | 134,264 | 26 | 75,026 | 56 | 58,205 | 87 | 63,133 | 46 | 37,959 | 233 | 116,650 | 33 | 26,363 |
| Wallingford | 243,225 | 412,476 | 437,916 | 10 | 15,739 | 7 | 45,928 | 29 | 82,219 | 25 | 150,618 | 27 | 34,558 | 21 | 9,096 | 10 | 6,419 | 66 | 35,797 | 6 | 6,031 |
| Waterbury | 590,110 | 961,003 | 1,015,282 | 26 | 48,731 | 17 | 146,092 | 90 | 248,159 | 46 | 113,066 | 50 | 64,926 | 75 | 70,062 | 51 | 30,131 | 174 | 73,033 | 30 | 26,323 |
| NEW LONDON | 1,156,903 | 2,024,866 | 2,135,077 | 64 | 132,354 | 35 | 155,100 | 162 | 405,304 | 116 | 585,118 | 120 | 152,509 | 118 | 82,891 | 104 | 107,378 | 384 | 203,324 | 52 | 57,454 |
| New London | 227,637 | 360,495 | 383,202 | 11 | 13,298 | 5 | 51,849 | 25 | 39,362 | 24 | 117,792 | 13 | 17,528 | 27 | 17,624 | 25 | 23,187 | 71 | 29,533 | 11 | 9,957 |
| Norwich | 260,696 | 412,985 | 438,452 | 13 | 11,173 | 10 | 22,961 | 36 | 105,778 | 25 | 132,113 | 17 | 32,500 | 27 | 18,455 | 23 | 24,000 | 68 | 25,733 | 15 | 12,994 |
| TOLLAND | 390,412 | 714,331 | 755,641 | 32 | 23,343 | 6 | 67,695 | 58 | 204,501 | 35 | 139,968 | 56 | 59,444 | 35 | 40,578 | 30 | 14,727 | 114 | 60,823 | 21 | 24,550 |
| Vernon | 218,631 | 411,189 | 436,562 | 18 | 13,011 | 3 | 40,193 | 32 | 109,035 | 20 | 79,166 | 31 | 35,071 | 20 | 23,486 | 17 | 8,122 | 64 | 37,165 | 12 | 14,604 |
| WINDHAM | 347,085 | 603,567 | 639,054 | 30 | 44,278 | 11 | 27,593 | 71 | 148,670 | 43 | 155,687 | 37 | 45,742 | 33 | 18,841 | 33 | 22,684 | 114 | 55,930 | 19 | 22,449 |
| Willimantic | 109,236 | 188,117 | 201,761 | 5 | 7,068 | 3 | 10,064 | 19 | 69,964 | 11 | 29,668 | 5 | 13,222 | 13 | 5,515 | 12 | 7,185 | 36 | 20,675 | 6 | 9,953 |

# DELAWARE RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs |
| **STATE TOTALS** | 3,130,558 | 5,340,942 | 4,694,613 | | 269,248 | | 627,811 | | 910,075 | | 967,445 | | 287,627 | | 257,020 | | 264,172 | | 410,664 | | 167,005 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Wilmington, DE-NJ-MD | 2,555,429 | 4,437,633 | 4,654,601 | | 219,174 | | 609,815 | | 878,778 | | 1,047,017 | | 338,361 | | 223,458 | | 249,655 | | 384,921 | | 158,245 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| KENT | 544,873 | 888,328 | 938,865 | 39 | 87,948 | 21 | 132,605 | 88 | 172,193 | 49 | 249,361 | 46 | 36,007 | 64 | 35,330 | 37 | 29,489 | 130 | 72,120 | 21 | 25,310 |
| Dover | 279,424 | 477,633 | 506,541 | 15 | 27,346 | 11 | 113,406 | 40 | 97,062 | 21 | 86,843 | 19 | 23,144 | 52 | 30,049 | 24 | 17,569 | 75 | 49,912 | 12 | 14,402 |
| NEW CASTLE | 2,103,090 | 3,606,495 | 3,800,180 | 97 | 169,995 | 45 | 570,756 | 301 | 718,481 | 123 | 840,124 | 189 | 232,487 | 268 | 198,365 | 179 | 220,257 | 482 | 311,451 | 83 | 135,149 |
| Newark | 240,299 | 439,045 | 465,921 | 12 | 24,448 | 7 | 46,359 | 27 | 68,939 | 17 | 157,295 | 19 | 41,267 | 22 | 17,854 | 15 | 10,999 | 42 | 35,202 | 9 | 13,833 |
| Wilmington | 384,985 | 607,737 | 643,497 | 17 | 26,395 | 3 | 107,811 | 80 | 66,134 | 28 | 146,722 | 37 | 55,616 | 66 | 48,936 | 30 | 26,965 | 150 | 63,245 | 13 | 25,529 |
| SUSSEX | 482,595 | 846,119 | 894,433 | 65 | 99,253 | 26 | 57,055 | 119 | 191,591 | 53 | 127,321 | 67 | 55,139 | 84 | 58,655 | 51 | 43,915 | 176 | 99,213 | 24 | 31,856 |
| Milford | 86,867 | 147,590 | 159,116 | 12 | 17,816 | 5 | 10,658 | 21 | 35,375 | 10 | 22,656 | 12 | 10,786 | 15 | 10,960 | 9 | 7,909 | 32 | 18,907 | 4 | 5,773 |

# DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs |
| **STATE TOTALS** | 2,654,366 | 3,867,203 | 4,070,521 | | 74,600 | | 348,975 | | 671,933 | | 244,808 | | 185,551 | | 358,500 | | 245,883 | | 880,086 | | 195,620 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Washington, DC-MD-VA | 17,824,496 | 31,731,875 | 33,079,801 | | 1,335,109 | | 4,017,575 | | 6,028,928 | | 7,609,338 | | 2,076,124 | | 1,929,954 | | 2,115,164 | | 3,385,363 | | 1,227,987 |
| D.C. | 2,654,366 | 3,867,203 | 4,070,521 | 40 | 74,600 | 38 | 348,975 | 377 | 671,933 | 74 | 244,808 | 158 | 185,551 | 388 | 358,500 | 190 | 245,883 | 1,048 | 880,086 | 140 | 195,620 |
| Washington | 2,661,645 | 3,867,203 | 4,070,521 | 40 | 58,758 | 38 | 343,488 | 378 | 669,883 | 74 | 187,605 | 158 | 184,988 | 389 | 357,412 | 190 | 198,226 | 1,050 | 858,764 | 140 | 195,026 |

# FLORIDA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs |
| **STATE TOTALS** | 55,468,945 | 104,463,824 | 107,286,610 | | 6,509,356 | | 11,747,590 | | 21,748,930 | | 28,229,521 | | 6,227,705 | | 5,085,439 | | 6,465,125 | | 10,941,484 | | 3,875,971 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Bradenton, FL | 885,889 | 1,660,808 | 1,716,531 | | 113,350 | | 179,986 | | 372,631 | | 506,778 | | 90,838 | | 61,364 | | 96,624 | | 179,819 | | 63,907 |
| Daytona Beach, FL | 1,502,321 | 2,761,258 | 2,902,700 | | 195,336 | | 304,843 | | 603,023 | | 642,144 | | 160,220 | | 1 4,880 | | 149,722 | | 334,692 | | 127,767 |
| Ft. Lauderdale-Hollywood | 6,717,263 | 12,181,173 | 12,647,172 | | 517,909 | | 1,306,459 | | 2,326,136 | | 3,774,930 | | 665,461 | | 666,288 | | 876,538 | | 1,499,937 | | 452,744 |
| Ft. Myers-Cape Coral, FL | 1,400,295 | 2,815,014 | 2,887,224 | | 233,551 | | 335,716 | | 623,830 | | 701,688 | | 135,153 | | 100,410 | | 234,958 | | 264,649 | | 117,379 |
| Fort Pierce,FL | 938,322 | 1,971,705 | 2,033,869 | | 222,662 | | 164,771 | | 452,865 | | 551,301 | | 120,177 | | 80,671 | | 134,400 | | 155,519 | | 69,362 |
| Ft Walton Beach, FL | 563,528 | 1,120,569 | 1,138,575 | | 92,687 | | 154,996 | | 204,797 | | 288,980 | | 61,980 | | 40,250 | | 78,169 | | 127,021 | | 28,410 |
| Gainesville, FL | 907,780 | 1,804,766 | 1,864,546 | | 132,082 | | 220,693 | | 422,050 | | 453,096 | | 107,597 | | 84,081 | | 91,329 | | 200,916 | | 45,932 |
| Jacksonville, FL | 3,737,181 | 6,922,169 | 7,089,047 | | 392,087 | | 744,043 | | 1,325,226 | | 2,002,316 | | 491,997 | | 310,091 | | 338,333 | | 693,319 | | 266,578 |
| Lakeland-Winterhaven | 1,629,320 | 2,737,230 | 2,798,329 | | 233,639 | | 321,184 | | 656,037 | | 787,293 | | 158,661 | | 107,149 | | 107,796 | | 237,107 | | 90,789 |
| Melbourne-Titusville | 1,488,706 | 2,866,822 | 2,969,772 | | 198,229 | | 406,546 | | 566,812 | | 808,925 | | 175,115 | | 81,873 | | 141,465 | | 292,216 | | 157,662 |
| Miami-Hialeah, FL | 9,408,819 | 15,940,142 | 16,329,835 | | 654,717 | | 1,856,136 | | 2,827,123 | | 4,368,326 | | 890,713 | | 1,285,398 | | 1,017,953 | | 1,596,311 | | 677,021 |
| Naples, FL | 676,257 | 1,416,418 | 1,468,650 | | 117,499 | | 117,008 | | 304,918 | | 350,770 | | 74,438 | | 82,126 | | 140,725 | | 143,872 | | 50,691 |
| Ocala, Fl | 733,753 | 1,546,808 | 1,600,903 | | 183,939 | | 173,637 | | 332,851 | | 342,173 | | 140,481 | | 53,826 | | 85,612 | | 117,017 | | 50,539 |
| Orlando, FL | 4,338,595 | 9,045,317 | 9,200,522 | | 603,859 | | 1,021,243 | | 1,788,333 | | 2,635,282 | | 563,241 | | 368,537 | | 474,415 | | 1,012,706 | | 236,601 |
| Panama City, FL | 579,996 | 1,111,061 | 1,148,932 | | 65,908 | | 137,851 | | 182,536 | | 349,507 | | 61,764 | | 50,692 | | 62,608 | | 156,433 | | 33,301 |
| Pensacola, FL | 1,351,882 | 2,380,716 | 2,418,723 | | 154,494 | | 318,464 | | 515,177 | | 640,572 | | 134,653 | | 80,136 | | 123,644 | | 236,490 | | 62,412 |
| Sarasota, FL | 1,432,228 | 2,698,613 | 2,755,161 | | 229,388 | | 301,585 | | 527,526 | | 671,519 | | 135,339 | | 123,262 | | 251,331 | | 284,799 | | 113,601 |
| Tallahassee, FL | 921,065 | 1,734,481 | 1,793,257 | | 154,181 | | 260,239 | | 378,875 | | 331,114 | | 106,253 | | 77,775 | | 108,361 | | 188,425 | | 46,598 |
| Tampa-St. Petersburg | 8,710,006 | 1 588,585 | 16,923,540 | | 957,631 | | 1,964,498 | | 3,756,626 | | 4,270,245 | | 980,264 | | 604,159 | | 1,018,996 | | 1,761,270 | | 564,234 |
| W. Palm Beach-Boca Raton-Delray Beach, FL | 3,845,955 | 8,002,627 | 8,268,938 | | 424,736 | | 896,249 | | 1,662,944 | | 2,186,180 | | 428,024 | | 501,419 | | 604,997 | | 840,377 | | 303,463 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALACHUA | 839,558 | 1,678,926 | 1,734,908 | 51 | 120,852 | 24 | 212,022 | 159 | 378,984 | 62 | 431,492 | 86 | 96,748 | 101 | 82,072 | 78 | 83,929 | 223 | 190,646 | 29 | 40,664 |
| Gainesville | 599,961 | 1,132,052 | 1,170,222 | 29 | 68,640 | 12 | 120,421 | 87 | 284,652 | 49 | 305,659 | 57 | 84,665 | 46 | 47,712 | 59 | 48,973 | 146 | 113,811 | 18 | 26,180 |
| BAKER | 32,797 | 65,471 | 68,406 | 3 | 1,521 | 2 | 9,006 | 13 | 21,868 | 6 | 8,282 | 12 | 9,496 | 3 | 1,050 | 3 | 2,058 | 13 | 4,174 | 3 | 2,693 |
| BAY | 579,996 | 1,111,061 | 1,148,932 | 32 | 65,908 | 19 | 137,851 | 122 | 182,536 | 64 | 349,507 | 64 | 61,764 | 86 | 50,692 | 60 | 62,608 | 206 | 156,433 | 27 | 33,301 |
| Panama City | 418,050 | 763,684 | 790,593 | 24 | 39,761 | 13 | 124,894 | 64 | 105,377 | 48 | 235,649 | 35 | 54,221 | 61 | 41,328 | 50 | 40,249 | 107 | 71,117 | 18 | 22,622 |
| BRADFORD | 68,222 | 125,840 | 129,638 | 7 | 11,230 | 3 | 8,671 | 32 | 43,066 | 11 | 21,604 | 20 | 10,849 | 5 | 2,009 | 5 | 7,400 | 13 | 10,270 | 4 | 5,268 |
| BREVARD | 1,488,706 | 2,866,822 | 2,969,772 | 98 | 198,229 | 57 | 406,546 | 270 | 566,812 | 134 | 808,925 | 177 | 175,115 | 145 | 81,873 | 156 | 141,465 | 422 | 292,216 | 50 | 157,662 |
| Cocoa | 123,822 | 175,909 | 182,822 | 13 | 9,991 | 4 | 38,218 | 30 | 43,881 | 16 | 24,545 | 24 | 20,363 | 7 | 2,700 | 15 | 9,069 | 28 | 11,477 | 5 | 6,951 |
| BROWARD | 6,717,263 | 12,181,173 | 12,647,172 | 274 | 517,909 | 124 | 1,306,459 | 878 | 2,326,136 | 470 | 3,774,930 | 535 | 665,461 | 896 | 666,288 | 716 | 876,538 | 1,623 | 1,499,937 | 254 | 452,744 |
| Fort Lauderdale | 1,681,695 | 2,619,456 | 2,748,873 | 51 | 61,301 | 25 | 188,698 | 166 | 247,219 | 162 | 916,233 | 123 | 115,035 | 227 | 161,176 | 151 | 137,370 | 422 | 410,718 | 50 | 68,483 |
| Hollywood | 993,275 | 1,620,451 | 1,675,598 | 25 | 46,750 | 24 | 241,968 | 119 | 191,576 | 58 | 471,178 | 72 | 69,340 | 116 | 75,275 | 81 | 104,213 | 191 | 133,479 | 31 | 53,549 |
| Pompano Beach | 602,470 | 976,018 | 1,021,960 | 26 | 25,742 | 13 | 134,212 | 73 | 94,683 | 46 | 313,269 | 46 | 34,693 | 109 | 80,987 | 74 | 63,660 | 101 | 58,579 | 18 | 37,991 |
| CALHOUN | 29,521 | 45,055 | 46,699 | 6 | 4,949 | 3 | 6,149 | 11 | 13,236 | 7 | 13,751 | 5 | 3,174 | 4 | 878 | 4 | 688 | 8 | 988 | 3 | 2,442 |
| CHARLOTTE | 314,853 | 636,838 | 649,935 | 34 | 68,348 | 12 | 31,747 | 58 | 151,759 | 33 | 181,168 | 26 | 42,439 | 28 | 25,394 | 49 | 44,725 | 80 | 51,224 | 12 | 35,694 |
| Charlotte Harbor | 75,447 | 137,003 | 140,960 | 8 | 10,783 | 3 | 3,296 | 16 | 33,292 | 9 | 37,166 | 9 | 16,711 | 6 | 3,914 | 12 | 9,372 | 17 | 8,480 | 4 | 8,137 |
| Punta Gorda | 114,313 | 207,581 | 212,546 | 12 | 16,259 | 4 | 4,970 | 24 | 50,200 | 13 | 56,040 | 13 | 25,198 | 9 | 5,902 | 18 | 14,131 | 25 | 12,787 | 6 | 12,269 |
| CITRUS | 243,823 | 556,176 | 566,121 | 31 | 78,794 | 10 | 30,359 | 52 | 155,051 | 28 | 113,951 | 34 | 48,013 | 28 | 12,322 | 28 | 22,206 | 65 | 36,265 | 12 | 23,041 |
| Inverness | 76,060 | 144,232 | 148,292 | 9 | 16,692 | 3 | 10,115 | 8 | 26,235 | 9 | 39,672 | 9 | 10,589 | 10 | 6,321 | 8 | 5,373 | 19 | 9,903 | 4 | 6,029 |
| CLAY | 320,534 | 725,468 | 747,831 | 22 | 40,640 | 11 | 165,054 | 68 | 124,451 | 28 | 155,472 | 32 | 44,648 | 64 | 49,850 | 32 | 37,444 | 83 | 66,743 | 14 | 16,234 |
| Orange Park | 55,857 | 115,367 | 119,015 | 4 | 6,336 | 2 | 17,008 | 8 | 14,685 | 2 | 16,021 | 11 | 23,759 | 16 | 7,992 | 7 | 3,412 | 23 | 17,783 | 5 | 7,145 |
| COLLIER | 676,257 | 1,416,418 | 1,468,650 | 52 | 117,499 | 16 | 117,008 | 116 | 304,918 | 49 | 350,770 | 57 | 74,438 | 131 | 82,126 | 93 | 140,725 | 160 | 143,872 | 27 | 50,691 |
| Naples | 422,764 | 738,383 | 770,930 | 25 | 32,696 | 11 | 85,374 | 58 | 193,840 | 26 | 101,886 | 25 | 45,999 | 101 | 60,617 | 48 | 59,760 | 104 | 79,368 | 19 | 29,507 |
| COLUMBIA | 189,096 | 351,383 | 358,402 | 16 | 26,937 | 11 | 25,124 | 53 | 80,271 | 22 | 78,080 | 50 | 41,155 | 22 | 16,259 | 19 | 11,328 | 48 | 35,937 | 7 | 11,992 |
| Lake City | 139,135 | 228,814 | 234,082 | 12 | 15,490 | 9 | 17,749 | 34 | 64,263 | 16 | 36,821 | 35 | 29,069 | 19 | 11,487 | 15 | 7,226 | 35 | 21,378 | 6 | 8,472 |
| DADE | 9,408,819 | 15,940,142 | 16,329,835 | 381 | 654,717 | 240 | 1,856,136 | 1,398 | 2,827,123 | 608 | 4,368,326 | 838 | 890,713 | 1,807 | 1,285,398 | 906 | 1,017,953 | 2,116 | 1,596,311 | 504 | 677,021 |
| Florida City | 15,691 | 28,199 | 29,602 | 0 | 380 | 0 | 1,079 | 5 | 4,522 | 1 | 2,540 | 5 | 11,755 | 2 | 747 | 1 | 592 | 11 | 6,920 | 0 | 394 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Homestead | 207,626 | 373,310 | 390,642 | 7 | 15,709 | 9 | 42,950 | 36 | 125,592 | 17 | 98,280 | 16 | 27,702 | 17 | 5,111 | 14 | 11,492 | 42 | 22,634 | 5 | 10,984 |
| Miami | 2,649,610 | 4,084,598 | 4,214,943 | 104 | 128,621 | 73 | 414,026 | 398 | 631,743 | 193 | 968,575 | 249 | 325,100 | 615 | 405,534 | 305 | 251,364 | 640 | 398,270 | 152 | 163,282 |
| DE SOTO | 80,957 | 127,337 | 131,156 | 9 | 11,601 | 6 | 17,269 | 20 | 38,154 | 8 | 18,519 | 14 | 7,506 | 11 | 2,811 | 4 | 2,766 | 19 | 8,458 | 5 | 6,306 |
| DIXIE | 26,559 | 52,100 | 54,844 | 3 | 4,902 | 3 | 5,701 | 10 | 15,824 | 3 | 6,176 | 7 | 6,333 | 2 | 841 | 3 | 532 | 11 | 2,750 | 1 | 1,373 |
| DUVAL | 3,033,832 | 5,362,267 | 5,490,863 | 158 | 303,745 | 69 | 508,815 | 540 | 1,018,330 | 269 | 1,651,870 | 339 | 346,689 | 364 | 243,624 | 275 | 278,136 | 758 | 519,417 | 107 | 224,577 |
| Jacksonville | 2,860,570 | 5,046,045 | 5,157,124 | 146 | 226,084 | 65 | 491,422 | 501 | 920,788 | 255 | 1,218,921 | 323 | 329,349 | 339 | 231,087 | 261 | 217,382 | 689 | 461,824 | 98 | 207,311 |
| ESCAMBIA | 1,178,543 | 2,050,022 | 2,081,305 | 72 | 135,829 | 36 | 274,037 | 195 | 411,593 | 136 | 568,803 | 113 | 101,671 | 137 | 71,447 | 103 | 111,382 | 309 | 211,272 | 49 | 50,367 |
| Pensacola | 418,690 | 620,126 | 630,984 | 18 | 25,519 | 12 | 72,510 | 50 | 107,242 | 38 | 235,701 | 29 | 27,337 | 48 | 20,251 | 39 | 26,741 | 117 | 62,328 | 19 | 15,596 |
| FLAGLER | 40,017 | 108,862 | 112,417 | 8 | 10,117 | 1 | 14,801 | 16 | 36,227 | 4 | 12,657 | 8 | 9,116 | 3 | 1,010 | 5 | 4,250 | 21 | 9,353 | 2 | 2,815 |
| FRANKLIN | 21,203 | 43,797 | 46,423 | 6 | 6,210 | 5 | 1,764 | 15 | 15,615 | 5 | 3,551 | 7 | 4,315 | 0 | 713 | 1 | 2,937 | 12 | 5,038 | 3 | 1,310 |
| GADSDEN | 96,921 | 177,751 | 182,290 | 10 | 10,182 | 13 | 14,811 | 40 | 55,054 | 12 | 37,465 | 14 | 7,438 | 17 | 7,491 | 12 | 6,450 | 19 | 8,062 | 9 | 6,265 |
| GILCHRIST | 9,565 | 18,175 | 18,635 | 1 | 1,544 | 2 | 2,274 | 8 | 6,454 | 0 | 1,944 | 2 | 1,761 | 1 | 266 | 0 | 1,091 | 9 | 1,937 | 1 | 432 |
| GLADES | 7,120 | 14,255 | 14,659 | 0 | 1,146 | 1 | 1,688 | 8 | 5,771 | 0 | 1,444 | 2 | 1,307 | 1 | 196 | 1 | 809 | 4 | 1,241 | 1 | 320 |
| GULF | 24,910 | 41,547 | 43,140 | 4 | 3,944 | 6 | 2,862 | 12 | 17,425 | 5 | 4,956 | 6 | 1,930 | 1 | 662 | 7 | 2,073 | 11 | 2,084 | 4 | 2,351 |
| HAMILTON | 29,284 | 50,744 | 53,469 | 7 | 6,461 | 3 | 1,130 | 15 | 13,780 | 2 | 6,020 | 17 | 12,247 | 1 | 821 | 3 | 1,071 | 12 | 2,996 | 2 | 1,338 |
| HARDEE | 59,647 | 97,566 | 100,960 | 7 | 13,495 | 6 | 4,603 | 21 | 36,684 | 7 | 12,878 | 11 | 6,104 | 8 | 2,374 | 11 | 2,404 | 9 | 2,893 | 4 | 5,974 |
| HENDRY | 94,957 | 184,158 | 188,789 | 10 | 19,734 | 8 | 8,946 | 30 | 69,554 | 16 | 46,862 | 13 | 10,364 | 6 | 1,719 | 6 | 2,799 | 22 | 12,663 | 3 | 4,799 |
| HERNANDO | 185,117 | 452,365 | 460,827 | 21 | 40,456 | 8 | 33,512 | 53 | 145,837 | 18 | 97,215 | 25 | 30,208 | 16 | 7,972 | 24 | 20,348 | 57 | 29,742 | 7 | 21,706 |
| Brooksville | 126,141 | 266,742 | 272,552 | 12 | 14,203 | 6 | 22,897 | 29 | 82,657 | 12 | 62,665 | 16 | 23,143 | 12 | 5,447 | 15 | 8,154 | 32 | 15,440 | 5 | 14,830 |
| HIGHLANDS | 214,958 | 395,189 | 402,834 | 24 | 34,679 | 12 | 24,876 | 58 | 110,864 | 33 | 103,264 | 27 | 18,830 | 22 | 11,064 | 32 | 23,120 | 59 | 31,714 | 13 | 22,442 |
| HILLSBOROUGH | 3,621,009 | 6,906,444 | 7,057,097 | 204 | 354,020 | 90 | 822,656 | 636 | 1,522,975 | 290 | 1,873,248 | 359 | 429,825 | 400 | 260,852 | 309 | 399,013 | 973 | 721,899 | 119 | 211,465 |
| Tampa | 2,116,504 | 3,355,436 | 3,425,368 | 100 | 118,696 | 43 | 388,039 | 325 | 621,456 | 148 | 822,631 | 211 | 328,731 | 245 | 143,894 | 184 | 176,698 | 588 | 371,514 | 69 | 99,886 |
| HOLMES | 33,489 | 64,464 | 67,385 | 3 | 2,079 | 3 | 2,384 | 16 | 19,877 | 7 | 14,218 | 5 | 2,010 | 3 | 1,035 | 3 | 2,104 | 3 | 4,422 | 4 | 2,207 |
| INDIAN RIVER | 367,620 | 747,224 | 769,898 | 39 | 63,482 | 11 | 54,413 | 66 | 177,543 | 35 | 172,033 | 37 | 43,545 | 65 | 35,630 | 58 | 52,992 | 91 | 72,946 | 17 | 40,024 |
| Vero Beach | 271,134 | 520,031 | 539,459 | 29 | 32,992 | 8 | 46,065 | 45 | 133,559 | 24 | 73,030 | 25 | 39,784 | 59 | 30,579 | 52 | 38,161 | 72 | 60,981 | 15 | 33,882 |
| JACKSON | 136,455 | 226,199 | 231,430 | 13 | 10,635 | 13 | 19,600 | 43 | 51,542 | 21 | 73,450 | 30 | 22,484 | 21 | 6,209 | 17 | 6,055 | 31 | 10,936 | 12 | 8,242 |
| Marianna | 78,607 | 120,656 | 124,379 | 8 | 4,552 | 6 | 15,728 | 11 | 26,581 | 14 | 36,491 | 13 | 9,564 | 14 | 4,785 | 11 | 2,710 | 16 | 8,123 | 7 | 5,384 |
| JEFFERSON | 30,258 | 54,835 | 57,618 | 4 | 3,922 | 3 | 7,585 | 15 | 19,514 | 4 | 2,693 | 3 | 5,876 | 3 | 884 | 4 | 1,685 | 3 | 3,782 | 3 | 2,044 |
| LAFAYETTE | 6,933 | 14,191 | 14,494 | 2 | 1,218 | 0 | 1,791 | 4 | 5,536 | 2 | 1,534 | 1 | 1,387 | 0 | 208 | 2 | 863 | 3 | 892 | 1 | 340 |
| LAKE | 531,851 | 1,036,737 | 1,053,546 | 52 | 105,943 | 20 | 92,824 | 115 | 240,580 | 66 | 318,399 | 63 | 55,122 | 69 | 31,892 | 58 | 53,036 | 131 | 72,138 | 29 | 41,525 |
| Leesburg | 190,143 | 330,758 | 337,483 | 18 | 32,017 | 7 | 26,504 | 30 | 68,560 | 23 | 81,332 | 19 | 28,721 | 24 | 16,334 | 26 | 18,298 | 44 | 26,336 | 8 | 12,627 |
| LEE | 1,400,295 | 2,815,014 | 2,887,224 | 99 | 233,551 | 44 | 335,716 | 230 | 623,830 | 108 | 701,688 | 108 | 135,153 | 175 | 100,410 | 154 | 234,958 | 361 | 264,649 | 63 | 117,379 |
| Cape Coral | 127,969 | 174,858 | 180,256 | 16 | 21,473 | 4 | 11,921 | 26 | 60,703 | 8 | 6,978 | 13 | 16,284 | 20 | 8,730 | 27 | 12,041 | 41 | 12,035 | 8 | 11,951 |
| Fort Myers | 729,045 | 1,170,613 | 1,219,334 | 24 | 50,920 | 16 | 194,159 | 98 | 243,832 | 50 | 328,990 | 42 | 59,320 | 71 | 41,593 | 65 | 72,227 | 121 | 80,177 | 25 | 38,988 |
| LEON | 824,144 | 1,556,730 | 1,610,967 | 61 | 143,999 | 20 | 245,428 | 123 | 323,821 | 60 | 293,649 | 86 | 98,815 | 132 | 70,284 | 95 | 101,911 | 230 | 180,363 | 29 | 40,333 |
| Tallahassee | 680,325 | 1,187,093 | 1,236,050 | 50 | 112,661 | 17 | 192,017 | 79 | 264,109 | 48 | 154,938 | 67 | 93,693 | 113 | 57,734 | 77 | 79,732 | 203 | 145,248 | 25 | 31,556 |
| LEVY | 65,537 | 122,845 | 126,600 | 7 | 3,231 | 6 | 5,908 | 28 | 42,141 | 9 | 19,651 | 20 | 14,980 | 5 | 2,041 | 4 | 4,848 | 32 | 10,006 | 4 | 5,652 |
| LIBERTY | 5,949 | 12,146 | 12,319 | 0 | 991 | 0 | 1,461 | 5 | 4,995 | 0 | 1,249 | 2 | 1,132 | 0 | 170 | 1 | 701 | 2 | 727 | 1 | 279 |
| MADISON | 40,200 | 62,649 | 65,544 | 6 | 4,262 | 4 | 8,628 | 16 | 18,443 | 5 | 8,149 | 11 | 8,407 | 4 | 882 | 3 | 2,765 | 9 | 2,980 | 5 | 6,455 |
| MANATEE | 885,889 | 1,660,808 | 1,716,531 | 62 | 113,350 | 23 | 179,986 | 136 | 372,631 | 77 | 506,778 | 80 | 90,838 | 108 | 61,364 | 79 | 96,624 | 217 | 179,819 | 33 | 63,907 |
| Bradenton | 250,037 | 451,035 | 469,478 | 17 | 39,315 | 4 | 19,948 | 41 | 123,950 | 37 | 179,954 | 22 | 35,426 | 19 | 9,422 | 19 | 24,334 | 62 | 30,322 | 10 | 19,802 |
| MARION | 733,753 | 1,546,808 | 1,600,903 | 72 | 183,939 | 27 | 173,637 | 162 | 332,851 | 72 | 342,173 | 101 | 140,481 | 84 | 53,826 | 71 | 85,612 | 173 | 117,017 | 29 | 50,539 |
| Ocala | 562,955 | 1,171,689 | 1,220,426 | 43 | 108,835 | 17 | 157,999 | 91 | 236,032 | 54 | 224,183 | 70 | 137,048 | 78 | 52,567 | 57 | 61,431 | 124 | 92,564 | 17 | 36,787 |
| MARTIN | 434,026 | 1,029,495 | 1,076,201 | 37 | 129,305 | 11 | 79,388 | 75 | 235,801 | 52 | 266,257 | 38 | 63,924 | 70 | 47,968 | 68 | 78,0[illegible]1 | 92 | 82,071 | 20 | 36,939 |
| Stuart | 240,066 | 537,200 | 546,873 | 15 | 23,268 | 6 | 35,710 | 34 | 123,614 | 34 | 142,099 | 21 | 35,462 | 43 | 22,737 | 49 | 44,182 | 52 | 45,699 | 11 | 20,367 |
| MONROE | 383,746 | 753,716 | 766,482 | 33 | 52,108 | 16 | 78,239 | 67 | 175,688 | 35 | 110,733 | 41 | 40,441 | 61 | 25,626 | 44 | 29,979 | 191 | 125,767 | 17 | 31,499 |
| Key West | 187,933 | 266,513 | 272,320 | 7 | 10,419 | 8 | 38,740 | 30 | 63,222 | 13 | 34,692 | 12 | 18,096 | 38 | 10,670 | 17 | 8,016 | 92 | 47,567 | 9 | 10,466 |
| NASSAU | 127,005 | 260,025 | 265,739 | 14 | 16,740 | 12 | 34,988 | 36 | 59,209 | 16 | 39,092 | 35 | 40,745 | 20 | 4,080 | 9 | 6,198 | 41 | 25,268 | 6 | 6,449 |
| OKALOOSA | 563,528 | 1,120,569 | 1,138,575 | 45 | 92,687 | 22 | 154,996 | 109 | 204,797 | 74 | 288,980 | 69 | 61,980 | 77 | 40,250 | 65 | 78,169 | 185 | 127,021 | 21 | 28,410 |
| Fort Walton | 287,999 | 559,792 | 569,788 | 17 | 34,629 | 9 | 52,500 | 39 | 93,326 | 44 | 167,789 | 30 | 31,707 | 28 | 16,153 | 37 | 37,885 | 83 | 64,714 | 7 | 8,042 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| OKEECHOBEE | 99,205 | 222,802 | 227,985 | 11 | 9,579 | 7 | 15,261 | 30 | 73,881 | 11 | 26,976 | 18 | 23,251 | 12 | 5,948 | 9 | 7,463 | 31 | 24,060 | 6 | 9,835 |
| ORANGE | 2,935,531 | 5,796,931 | 5,881,736 | 150 | 378,848 | 76 | 617,340 | 426 | 1,096,744 | 231 | 1,803,466 | 275 | 344,616 | 247 | 225,436 | 239 | 297,554 | 649 | 655,516 | 77 | 149,227 |
| Orlando | 1,238,547 | 2,413,414 | 2,449,888 | 46 | 110,186 | 29 | 341,646 | 131 | 386,854 | 77 | 676,262 | 76 | 155,403 | 128 | 118,703 | 104 | 115,679 | 245 | 259,903 | 34 | 51,160 |
| OSCEOLA | 337,462 | 1,002,861 | 1,019,186 | 22 | 60,617 | 14 | 68,650 | 63 | 227,032 | 32 | 291,298 | 45 | 93,072 | 27 | 28,456 | 19 | 38,673 | 93 | 141,756 | 10 | 30,134 |
| PALM BEACH | 3,845,955 | 8,002,627 | 8,268,938 | 183 | 424,736 | 88 | 896,249 | 578 | 1,662,944 | 241 | 2,186,180 | 301 | 428,024 | 594 | 501,419 | 458 | 604,997 | 873 | 840,377 | 145 | 303,463 |
| Boca Raton | 404,410 | 884,679 | 919,316 | 26 | 47,615 | 6 | 59,983 | 66 | 215,684 | 17 | 27,340 | 28 | 68,841 | 110 | 85,764 | 91 | 89,545 | 125 | 133,418 | 22 | 50,572 |
| Palm Beach | 158,165 | 269,667 | 285,519 | 1 | 9,583 | 5 | 1,549 | 19 | 46,105 | 2 | 49,324 | 3 | 3,476 | 86 | 96,725 | 20 | 13,650 | 32 | 42,025 | 8 | 12,494 |
| West Palm Beach | 842,483 | 1,456,355 | 1,499,158 | 25 | 38,090 | 15 | 295,456 | 86 | 179,876 | 43 | 475,017 | 50 | 55,503 | 88 | 74,908 | 79 | 109,093 | 147 | 117,319 | 22 | 38,153 |
| PASCO | 836,086 | 1,688,895 | 1,735,020 | 80 | 152,203 | 34 | 177,268 | 169 | 451,007 | 77 | 354,631 | 74 | 113,353 | 81 | 60,548 | 83 | 96,669 | 196 | 133,173 | 33 | 73,789 |
| PINELLAS | 4,067,794 | 7,540,881 | 7,670,597 | 217 | 410,953 | 96 | 931,062 | 622 | 1,636,808 | 258 | 1,945,152 | 375 | 406,878 | 466 | 274,788 | 389 | 502,967 | 1,085 | 876,456 | 146 | 257,275 |
| Clearwater | 1,083,243 | 2,138,295 | 2,190,839 | 46 | 87,822 | 23 | 350,249 | 112 | 334,153 | 54 | 611,874 | 60 | 92,492 | 160 | 104,684 | 112 | 128,198 | 250 | 236,331 | 26 | 58,300 |
| St. Petersburg | 1,246,751 | 1,970,688 | 2,020,838 | 50 | 66,079 | 31 | 307,558 | 199 | 485,161 | 67 | 371,482 | 125 | 127,984 | 127 | 82,983 | 107 | 85,882 | 280 | 188,578 | 49 | 63,833 |
| POLK | 1,629,320 | 2,737,230 | 2,798,329 | 121 | 233,639 | 56 | 321,184 | 323 | 656,037 | 182 | 787,293 | 195 | 158,661 | 158 | 107,149 | 147 | 107,796 | 355 | 237,107 | 63 | 90,789 |
| Lake Wales | 76,791 | 121,597 | 125,334 | 7 | 3,264 | 5 | 6,081 | 18 | 47,404 | 12 | 8,087 | 15 | 9,519 | 14 | 11,192 | 11 | 3,775 | 24 | 11,782 | 6 | 11,031 |
| Lakeland | 572,049 | 887,756 | 902,437 | 36 | 46,286 | 15 | 133,173 | 80 | 192,329 | 58 | 218,809 | 54 | 67,469 | 61 | 43,407 | 49 | 25,170 | 110 | 76,939 | 17 | 25,288 |
| Winter Haven | 324,712 | 554,406 | 564,325 | 19 | 28,822 | 13 | 87,571 | 50 | 125,611 | 28 | 123,747 | 29 | 28,163 | 44 | 35,527 | 38 | 18,286 | 74 | 54,932 | 15 | 20,040 |
| PUTNAM | 195,243 | 326,206 | 332,866 | 18 | 28,837 | 12 | 33,211 | 52 | 83,878 | 30 | 80,368 | 22 | 18,594 | 30 | 15,506 | 17 | 16,002 | 49 | 21,884 | 10 | 12,055 |
| Palatka | 125,145 | 195,597 | 200,391 | 8 | 6,741 | 7 | 20,578 | 21 | 56,151 | 18 | 35,519 | 13 | 17,960 | 27 | 12,438 | 14 | 8,840 | 23 | 14,421 | 8 | 9,669 |
| ST. JOHNS | 255,810 | 574,409 | 584,614 | 13 | 30,962 | 7 | 35,185 | 69 | 123,236 | 28 | 155,882 | 47 | 59,914 | 32 | 12,538 | 21 | 16,555 | 114 | 81,891 | 13 | 19,318 |
| St. Augustine | 180,689 | 331,029 | 337,757 | 9 | 19,424 | 5 | 22,074 | 46 | 94,150 | 19 | 60,338 | 29 | 29,136 | 29 | 8,818 | 16 | 8,995 | 87 | 51,879 | 10 | 12,119 |
| ST. LUCIE | 504,296 | 942,210 | 957,669 | 28 | 93,357 | 12 | 85,382 | 96 | 217,064 | 45 | 285,044 | 52 | 56,253 | 48 | 32,703 | 55 | 56,309 | 113 | 73,449 | 18 | 32,423 |
| Fort Pierce | 411,678 | 698,926 | 710,910 | 19 | 25,996 | 10 | 65,429 | 77 | 77,099 | 43 | 218,429 | 46 | 53,446 | 39 | 23,697 | 42 | 43,148 | 92 | 53,401 | 12 | 9,379 |
| Fort St. Lucie | 49,615 | 146,594 | 150,688 | 4 | 3,802 | 2 | 5,483 | 15 | 38,891 | 1 | 18,303 | 1 | 2,878 | 7 | 2,100 | 12 | 3,615 | 18 | 11,932 | 4 | 5,905 |
| SANTA ROSA | 173,339 | 330,694 | 337,418 | 12 | 18,665 | 7 | 44,427 | 45 | 103,583 | 32 | 71,768 | 29 | 32,982 | 17 | 8,689 | 13 | 12,262 | 49 | 25,219 | 12 | 12,045 |
| SARASOTA | 1,432,228 | 2,698,613 | 2,755,161 | 116 | 229,388 | 47 | 301,585 | 196 | 527,526 | 105 | 671,519 | 120 | 135,339 | 193 | 123,262 | 209 | 251,331 | 328 | 284,799 | 55 | 113,601 |
| Sarasota | 554,852 | 380,035 | 894,606 | 33 | 113,456 | 19 | 81,982 | 74 | 176,692 | 39 | 119,783 | 50 | 66,781 | 104 | 57,616 | 83 | 58,412 | 151 | 117,126 | 27 | 44,980 |
| SEMINOLE | 1,065,602 | 2,245,525 | 2,299,601 | 57 | 164,394 | 22 | 335,254 | 167 | 464,557 | 83 | 540,518 | 75 | 125,553 | 119 | 114,645 | 89 | 138,188 | 240 | 215,434 | 28 | 57,241 |
| Sanford | 199,014 | 300,506 | 306,798 | 12 | 25,723 | 7 | 20,517 | 42 | 79,544 | 23 | 76,461 | 15 | 17,167 | 13 | 3,612 | 13 | 7,270 | 45 | 19,910 | 8 | 12,057 |
| SUMTER | 94,762 | 164,680 | 169,032 | 7 | 6,570 | 4 | 5,870 | 29 | 39,318 | 7 | 9,228 | 19 | 48,649 | 4 | 1,149 | 3 | 2,084 | 26 | 14,300 | 5 | 4,535 |
| SUWANNEE | 87,468 | 160,216 | 154,505 | 10 | 6,036 | 8 | 10,906 | 34 | 51,344 | 19 | 45,518 | 14 | 4,663 | 17 | 6,492 | 13 | 7,017 | 18 | 8,493 | 9 | 13,194 |
| TAYLOR | 67,000 | 117,769 | 121,451 | 7 | 8,101 | 4 | 9,027 | 25 | 29,631 | 13 | 30,358 | 11 | 6,618 | 13 | 4,316 | 8 | 4,528 | 25 | 11,158 | 6 | 4,112 |
| UNION | 13,198 | 26,339 | 26,815 | 3 | 5,992 | 0 | 2,985 | 6 | 6,051 | 4 | 3,187 | 7 | 3,422 | 0 | 348 | 0 | 1,433 | 4 | 1,488 | 1 | 568 |
| VOLUSIA | 1,502,321 | 2,761,258 | 2,902,700 | 97 | 195,336 | 49 | 304,843 | 282 | 603,023 | 130 | 642,144 | 171 | 160,220 | 193 | 104,880 | 167 | 149,722 | 475 | 334,692 | 72 | 127,767 |
| Daytona Beach | 614,045 | 1,014,520 | 1,091,012 | 19 | 30,383 | 22 | 193,193 | 76 | 144,025 | 41 | 251,169 | 42 | 44,874 | 103 | 57,484 | 55 | 47,329 | 176 | 120,495 | 20 | 38,541 |
| De Land | 153,289 | 267,344 | 293,163 | 15 | 17,065 | 5 | 7,635 | 33 | 91,209 | 21 | 57,633 | 18 | 15,754 | 16 | 6,115 | 16 | 10,230 | 41 | 23,068 | 9 | 11,204 |
| WAKULLA | 17,075 | 33,473 | 35,951 | 2 | 3,214 | 4 | 2,355 | 14 | 15,057 | 3 | 3,335 | 4 | 165 | 0 | 552 | 2 | 2,275 | 15 | 6,104 | 1 | 899 |
| WALTON | 64,460 | 150,948 | 155,104 | 5 | 12,158 | 6 | 10,890 | 24 | 47,736 | 9 | 23,414 | 14 | 17,134 | 9 | 2,884 | 8 | 5,176 | 20 | 8,461 | 6 | 4,323 |
| WASHINGTON | 40,068 | 71,450 | 74,471 | 5 | 8,731 | 2 | 9,805 | 17 | 27,322 | 3 | 8,383 | 6 | 3,366 | 5 | 899 | 5 | 1,287 | 15 | 8,331 | 5 | 3,875 |

# GEORGIA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| STATE TOTALS............ | 24,408,112 | 46,357,402 | 48,114,687 | 3,242,769 | 5,487,794 | 9,632,548 | 11,648,972 | 3,151,347 | 2,364,760 | 2,447,276 | 4,529,824 | 1,571,400 |

|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Albany, GA | 524,095 | 852,988 | 882,226 |  | 50,226 |  | 126,456 |  | 170,459 |  | 221,657 |  | 42,726 |  | 49,108 |  | 42,608 |  | 71,900 |  | 25,828 |
| Athens, GA | 561,715 | 1,002,228 | 1,036,911 |  | 57,692 |  | 101,240 |  | 220,355 |  | 227,949 |  | 56,003 |  | 43,935 |  | 47,374 |  | 105,433 |  | 39,397 |
| Atlanta, GA | 11,707,125 | 23,832,055 | 24,797,363 |  | 1,708,168 |  | 3,181,467 |  | 4,478,532 |  | 6,159,841 |  | 1,670,360 |  | 1,183,340 |  | 1,249,565 |  | 2,625,077 |  | 746,281 |
| Augusta GA-SC | 1,452,316 | 2,619,048 | 2,718,283 |  | 190,705 |  | 279,168 |  | 549,583 |  | 669,783 |  | 169,112 |  | 153,231 |  | 145,289 |  | 235,243 |  | 93,129 |
| Columbus, GA-AL | 945,403 | 1,593,096 | 1,645,451 |  | 63,777 |  | 226,057 |  | 290,808 |  | 476,341 |  | 83,455 |  | 67,729 |  | 107,507 |  | 134,141 |  | 46,974 |
| Macon-Warner Robins, GA | 1,233,439 | 2,065,529 | 2,136,160 |  | 138,684 |  | 219,946 |  | 433,552 |  | 589,555 |  | 125,915 |  | 83,021 |  | 92,362 |  | 182,489 |  | 64,188 |
| Savannah, GA | 1,072,141 | 1,864,498 | 1,927,933 |  | 108,229 |  | 204,109 |  | 375,280 |  | 454,250 |  | 112,856 |  | 122,598 |  | 93,341 |  | 225,995 |  | 57,526 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| APPLING | 46,440 | 82,998 | 86,004 | 5 | 5,538 | 3 | 9,105 | 17 | 25,170 | 8 | 19,631 | 9 | 4,255 | 9 | 5,184 | 7 | 3,005 | 12 | 7,011 | 4 | 2,625 |
| ATKINSON | 10,975 | 21,511 | 22,238 | 2 | 1,270 | 2 | 2,356 | 5 | 7,103 | 2 | 5,761 | 3 | 1,635 | 0 | 947 | 1 | 1,077 | 4 | 866 | 2 | 652 |
| BACON | 27,460 | 50,067 | 51,760 | 4 | 2,509 | 2 | 5,034 | 11 | 12,560 | 5 | 14,873 | 8 | 2,849 | 5 | 2,605 | 2 | 2,301 | 9 | 2,657 | 6 | 3,780 |
| BAKER | 3,915 | 7,290 | 7,551 | 0 | 431 | 0 | 800 | 2 | 2,411 | 0 | 1,957 | 3 | 366 | 1 | 321 | 0 | 365 | 0 | 616 | 1 | 222 |
| BALDWIN | 140,265 | 273,229 | 282,666 | 9 | 16,099 | 10 | 39,353 | 38 | 68,498 | 20 | 55,692 | 22 | 16,615 | 21 | 12,806 | 13 | 10,313 | 31 | 24,012 | 9 | 10,335 |
| Milledgeville | 120,160 | 239,837 | 248,145 | 8 | 13,633 | 7 | 31,750 | 31 | 68,505 | 19 | 44,933 | 21 | 13,405 | 15 | 9,864 | 12 | 8,611 | 30 | 19,374 | 8 | 10,336 |
| BANKS | 8,871 | 18,391 | 19,213 | 1 | 792 | 1 | 1,470 | 3 | 4,436 | 0 | 3,598 | 3 | 3,833 | 2 | 592 | 1 | 673 | 7 | 2,451 | 0 | 407 |
| BARROW | 90,510 | 186,722 | 193,235 | 6 | 23,369 | 6 | 6,829 | 24 | 42,753 | 18 | 66,564 | 14 | 9,460 | 13 | 7,902 | 5 | 2,304 | 22 | 10,816 | 8 | 7,954 |
| BARTOW | 170,744 | 322,166 | 333,258 | 14 | 17,121 | 8 | 12,321 | 35 | 69,927 | 23 | 66,422 | 35 | 51,397 | 18 | 16,209 | 18 | 15,754 | 40 | 25,436 | 10 | 9,188 |
| Cartersville | 126,427 | 220,726 | 228,388 | 12 | 10,510 | 7 | 7,564 | 24 | 53,683 | 17 | 38,170 | 21 | 37,640 | 16 | 15,179 | 17 | 9,670 | 32 | 19,962 | 9 | 5,639 |
| BEN HILL | 56,313 | 102,732 | 106,405 | 9 | 6,246 | 3 | 11,265 | 21 | 29,026 | 8 | 20,240 | 9 | 7,571 | 9 | 6,410 | 14 | 6,789 | 18 | 6,510 | 6 | 4,362 |
| BERRIEN | 43,316 | 73,572 | 76,259 | 4 | 4,351 | 2 | 8,074 | 17 | 17,767 | 7 | 32,391 | 6 | 2,723 | 5 | 2,567 | 8 | 2,899 | 9 | 2,103 | 4 | 2,500 |
| BIBB | 823,074 | 1,375,377 | 1,422,075 | 36 | 81,157 | 28 | 150,555 | 144 | 255,489 | 78 | 368,471 | 117 | 84,273 | 136 | 60,619 | 83 | 68,850 | 184 | 128,101 | 37 | 41,731 |
| Macon | 359,363 | 492,842 | 509,704 | 31 | 22,079 | 27 | 97,810 | 130 | 129,843 | 74 | 135,524 | 104 | 0 | 129 | 36,469 | 79 | 31,873 | 177 | 56,103 | 23 | 0 |
| BLECKLEY | 28,917 | 46,745 | 48,525 | 1 | 2,770 | 2 | 5,137 | 9 | 16,492 | 9 | 8,489 | 7 | 2,001 | 6 | 2,935 | 3 | 2,956 | 7 | 2,320 | 6 | 3,595 |
| BRANTLEY | 6,996 | 13,578 | 14,057 | 2 | 803 | 0 | 1,489 | 11 | 5,581 | 3 | 466 | 6 | 749 | 0 | 599 | 1 | 680 | 4 | 852 | 2 | 412 |
| BROOKS | 35,234 | 57,461 | 59,604 | 2 | 3,107 | 2 | 5,761 | 18 | 14,393 | 8 | 23,855 | 5 | 1,257 | 5 | 2,088 | 8 | 3,049 | 7 | 1,248 | 3 | 1,867 |
| BRYAN | 21,027 | 48,111 | 49,938 | 1 | 2,689 | 0 | 4,989 | 8 | 10,582 | 2 | 12,211 | 9 | 7,272 | 0 | 2,009 | 0 | 2,279 | 7 | 4,027 | 3 | 1,382 |
| BULLOCH | 164,206 | 295,495 | 305,685 | 13 | 16,860 | 9 | 40,179 | 35 | 73,520 | 22 | 78,875 | 24 | 15,491 | 24 | 15,885 | 19 | 14,648 | 39 | 24,912 | 8 | 9,286 |
| Statesboro | 155,999 | 279,297 | 288,939 | 11 | 15,249 | 9 | 39,446 | 31 | 66,492 | 21 | 71,336 | 21 | 15,487 | 23 | 15,880 | 18 | 13,248 | 37 | 22,531 | 7 | 8,398 |
| BURKE | 56,636 | 104,236 | 107,960 | 2 | 6,162 | 3 | 11,430 | 22 | 42,056 | 8 | 14,097 | 5 | 3,099 | 7 | 5,022 | 6 | 5,226 | 10 | 7,733 | 5 | 4,800 |
| BUTTS | 28,832 | 55,026 | 57,086 | 7 | 5,905 | 4 | 1,838 | 16 | 19,789 | 8 | 4,519 | 8 | 3,148 | 4 | 3,239 | 6 | 2,040 | 6 | 2,399 | 3 | 2,247 |
| CALHOUN | 10,750 | 16,210 | 16,958 | 3 | 854 | 2 | 1,585 | 10 | 5,123 | 5 | 4,643 | 4 | 647 | 3 | 638 | 2 | 726 | 2 | 1,224 | 3 | 670 |
| CAMDEN | 45,867 | 93,804 | 97,175 | 5 | 8,945 | 7 | 4,745 | 21 | 30,187 | 11 | 22,269 | 14 | 10,660 | 5 | 930 | 7 | 3,597 | 15 | 6,734 | 5 | 2,575 |
| CANDLER | 27,613 | 51,033 | 52,958 | 2 | 3,023 | 2 | 5,608 | 8 | 13,769 | 6 | 17,295 | 6 | 3,354 | 3 | 2,551 | 2 | 2,563 | 3 | 1,064 | 5 | 1,191 |
| CARROLL | 210,918 | 416,532 | 430,814 | 29 | 42,577 | 14 | 46,907 | 59 | 106,336 | 32 | 94,077 | 19 | 16,240 | 38 | 15,223 | 20 | 12,344 | 58 | 33,693 | 22 | 18,132 |
| Carrollton | 162,669 | 321,440 | 332,507 | 14 | 20,098 | 7 | 42,962 | 35 | 89,481 | 24 | 60,438 | 11 | 9,330 | 29 | 13,070 | 14 | 8,767 | 44 | 31,352 | 12 | 13,115 |
| CATOOSA | 132,233 | 248,555 | 257,158 | 12 | 14,675 | 7 | 27,226 | 17 | 82,141 | 15 | 40,758 | 11 | 19,371 | 12 | 10,961 | 13 | 12,449 | 23 | 20,929 | 5 | 7,546 |
| CHARLTON | 19,797 | 43,279 | 44,942 | 2 | 2,194 | 3 | 4,068 | 9 | 9,285 | 6 | 17,415 | 2 | 1,865 | 3 | 1,639 | 3 | 1,861 | 11 | 3,242 | 2 | 1,128 |
| CHATHAM | 1,043,638 | 1,810,444 | 1,871,851 | 54 | 105,029 | 37 | 198,171 | 153 | 356,026 | 86 | 439,720 | 122 | 109,982 | 152 | 122,049 | 101 | 90,626 | 291 | 224,853 | 50 | 55,880 |
| Savannah | 876,317 | 1,545,751 | 1,598,209 | 37 | 70,763 | 32 | 187,423 | 116 | 332,969 | 67 | 295,744 | 92 | 91,879 | 142 | 114,119 | 84 | 72,315 | 228 | 167,469 | 40 | 47,963 |
| CHATTAHOOCHEE | 3,153 | 5,126 | 5,499 | 0 | 314 | 0 | 581 | 3 | 1,456 | 0 | 1,424 | 1 | 267 | 2 | 235 | 0 | 266 | 8 | 450 | 0 | 162 |
| CHATTOOGA | 62,290 | 114,770 | 118,850 | 5 | 5,245 | 10 | 6,499 | 19 | 34,293 | 11 | 20,511 | 12 | 8,553 | 10 | 4,707 | 4 | 1,545 | 14 | 6,075 | 6 | 3,895 |
| CHEROKEE | 131,132 | 347,689 | 359,644 | 15 | 45,801 | 7 | 11,506 | 42 | 108,677 | 22 | 70,791 | 20 | 16,671 | 9 | 5,813 | 12 | 9,465 | 34 | 27,489 | 10 | 17,399 |
| CLARKE | 452,036 | 792,794 | 819,797 | 28 | 46,785 | 20 | 86,791 | 64 | 150,817 | 34 | 185,126 | 47 | 39,799 | 87 | 34,946 | 49 | 39,689 | 137 | 92,708 | 30 | 30,143 |
| Athens | 325,404 | 528,462 | 546,528 | 26 | 37,170 | 15 | 55,961 | 47 | 119,804 | 30 | 75,179 | 46 | 38,158 | 51 | 21,336 | 41 | 21,990 | 120 | 71,042 | 27 | 21,354 |
| CLAY | 4,177 | 7,305 | 7,562 | 1 | 348 | 1 | 645 | 7 | 3,034 | 0 | 1,580 | 3 | 224 | 0 | 260 | 0 | 295 | 3 | 619 | 2 | 180 |
| CLAYTON | 880,306 | 1,759,374 | 1,819,054 | 29 | 61,698 | 23 | 343,907 | 106 | 327,705 | 77 | 470,919 | 78 | 128,769 | 81 | 64,304 | 50 | 61,678 | 149 | 137,427 | 29 | 57,751 |
| Jonesboro | 49,160 | 82,817 | 85,817 | 5 | 5,409 | 5 | 6,803 | 16 | 28,241 | 5 | 9,315 | 9 | 21,145 | 4 | 518 | 2 | 1 220 | 19 | 2,719 | 4 | 7,183 |
| CLINCH | 11,445 | 18,107 | 18,749 | 2 | 1,006 | 2 | 1,867 | 13 | 7,056 | 4 | 3,542 | 5 | 167 | 2 | 752 | 1 | 852 | 4 | 1,030 | 4 | 1,540 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| COBB | 1,949,512 | 4,453,884 | 4,674,660 | 99 | 367,307 | 48 | 759,724 | 207 | 808,926 | 141 | 1,300,844 | 179 | 290,884 | 208 | 238,863 | 140 | 204,709 | 385 | 396,631 | 76 | 129,253 |
| Marietta | 548,865 | 1,153,934 | 1,204,946 | 36 | 85,933 | 11 | 78,176 | 69 | 218,910 | 52 | 346,798 | 57 | 113,692 | 54 | 60,065 | 44 | 49,762 | 149 | 126,698 | 24 | 40,826 |
| | | | | | | | | | | | | | | | | | | | | | |
| COFFEE | 99,743 | 188,428 | 194,998 | 12 | 36,060 | 7 | 15,539 | 32 | 45,431 | 11 | 37,485 | 8 | 7,522 | 23 | 12,607 | 10 | 7,273 | 23 | 14,308 | 10 | 6,619 |
| COLQUITT | 119,827 | 215,168 | 222,642 | 17 | 22,641 | 6 | 18,608 | 50 | 54,260 | 15 | 44,332 | 19 | 11,146 | 30 | 13,306 | 11 | 6,818 | 31 | 14,830 | 12 | 9,519 |
| Moultrie | 114,130 | 204,902 | 212,029 | 15 | 22,595 | 5 | 18,570 | 41 | 54,149 | 15 | 34,045 | 18 | 11,124 | 29 | 13,278 | 11 | 5,555 | 30 | 14,383 | 11 | 9,499 |
| COLUMBIA | 97,863 | 216,199 | 223,708 | 13 | 39,023 | 6 | 23,683 | 27 | 65,093 | 16 | 21,194 | 11 | 13,259 | 8 | 5,420 | 14 | 16,069 | 20 | 12,236 | 6 | 8,260 |
| COOK | 35,763 | 68,459 | 70,973 | 5 | 3,379 | 4 | 2,133 | 19 | 17,148 | 7 | 9,765 | 11 | 9,521 | 6 | 3,464 | 6 | 3,195 | 15 | 6,184 | 5 | 3,529 |
| COWETA | 148,221 | 278,951 | 288,582 | 15 | 15,306 | 8 | 22,792 | 35 | 68,669 | 21 | 84,110 | 21 | 20,697 | 20 | 12,915 | 12 | 13,028 | 38 | 17,657 | 10 | 11,587 |
| CRAWFORD | 4,613 | 8,805 | 9,303 | 0 | 531 | 0 | 985 | 8 | 2,666 | 3 | 1,153 | 2 | 451 | 2 | 396 | 0 | 450 | 2 | 762 | 0 | 272 |
| CRISP | 114,201 | 186,520 | 193,026 | 8 | 8,820 | 7 | 17,348 | 33 | 45,213 | 9 | 27,256 | 17 | 34,079 | 18 | 9,350 | 12 | 5,340 | 28 | 13,468 | 7 | 4,962 |
| Cordele | 86,869 | 139,516 | 144,433 | 7 | 5,089 | 6 | 16,837 | 26 | 44,808 | 8 | 15,724 | 13 | 19,662 | 17 | 5,395 | 11 | 3,081 | 22 | 11,216 | 6 | 4,883 |
| DADE | 33,416 | 56,597 | 58,710 | 3 | 3,351 | 2 | 6,216 | 5 | 18,753 | 7 | 4,310 | 5 | 9,920 | 3 | 2,502 | 1 | 2,842 | 7 | 3,175 | 2 | 1,723 |
| DAWSON | 7,538 | 17,109 | 17,887 | 3 | 3,338 | 1 | 1,745 | 3 | 1,623 | 1 | 4,272 | 4 | 2,685 | 1 | 704 | 1 | 798 | 1 | 1,347 | 1 | 483 |
| DE KALB | 3,049,680 | 5,704,278 | 5,897,327 | 105 | 366,140 | 49 | 802,044 | 311 | 960,600 | 184 | 1,694,031 | 290 | 410,641 | 288 | 282,321 | 244 | 312,910 | 627 | 571,363 | 106 | 151,269 |
| DECATUR | 77,131 | 132,659 | 137,344 | 9 | 9,990 | 6 | 11,381 | 31 | 36,187 | 14 | 30,334 | 14 | 5,488 | 21 | 11,089 | 12 | 3,618 | 16 | 8,097 | 11 | 8,882 |
| DODGE | 68,215 | 111,187 | 115,146 | 7 | 6,784 | 9 | 10,367 | 28 | 32,016 | 15 | 19,990 | 19 | 11,161 | 8 | 3,676 | 5 | 1,799 | 17 | 14,647 | 8 | 4,306 |
| DOOLY | 34,359 | 45,503 | 47,241 | 6 | 3,475 | 2 | 4,462 | 9 | 5,061 | 8 | 14,929 | 12 | 8,513 | 1 | 1,797 | 4 | 2,041 | 2 | 3,444 | 3 | 1,157 |
| DOUGHERTY | 516,783 | 837,273 | 865,779 | 33 | 49,409 | 16 | 124,939 | 110 | 164,470 | 49 | 217,945 | 44 | 42,031 | 79 | 48,499 | 66 | 41,915 | 122 | 70,731 | 20 | 25,408 |
| Albany | 508,441 | 820,744 | 848,692 | 30 | 39,860 | 15 | 124,522 | 102 | 163,922 | 49 | 166,785 | 43 | 41,890 | 78 | 48,337 | 65 | 41,776 | 121 | 70,494 | 20 | 25,323 |
| DOUGLAS | 209,553 | 438,709 | 453,741 | 13 | 28,344 | 4 | 44,630 | 41 | 118,120 | 26 | 117,325 | 22 | 37,973 | 23 | 14,363 | 17 | 20,546 | 41 | 32,979 | 12 | 16,776 |
| EARLY | 36,157 | 60,569 | 62,817 | 2 | 3,584 | 2 | 6,650 | 18 | 18,479 | 10 | 14,363 | 11 | 2,486 | 10 | 3,948 | 4 | 1,384 | 8 | 1,689 | 6 | 3,275 |
| ECHOLS | 696 | 1,149 | 1,388 | 0 | 77 | 0 | 147 | 1 | 442 | 0 | 359 | 0 | 68 | 0 | 59 | 0 | 66 | 1 | 112 | 0 | 40 |
| | | | | | | | | | | | | | | | | | | | | | |
| EFFINGHAM | 28,503 | 54,054 | 56,081 | 2 | 3,201 | 2 | 5,938 | 14 | 19,254 | 7 | 14,529 | 8 | 2,874 | 3 | 549 | 3 | 2,715 | 6 | 1,141 | 2 | 1,645 |
| ELBERT | 76,162 | 129,436 | 134,012 | 10 | 7,599 | 4 | 5,221 | 14 | 30,985 | 12 | 59,309 | 9 | 3,745 | 10 | 4,219 | 6 | 2,883 | 14 | 6,731 | 10 | 5,391 |
| EMANUEL | 71,785 | 120,436 | 124,708 | 11 | 12,255 | 8 | 6,831 | 24 | 30,211 | 11 | 32,797 | 10 | 4,491 | 14 | 8,779 | 7 | 6,434 | 21 | 8,567 | 9 | 5,177 |
| EVANS | 31,778 | 60,593 | 62,842 | 5 | 8,558 | 5 | 5,564 | 10 | 15,628 | 5 | 12,285 | 11 | 3,575 | 5 | 3,029 | 5 | 2,208 | 9 | 2,144 | 3 | 2,931 |
| FANNIN | 42,421 | 75,479 | 78,231 | 5 | 5,591 | 6 | 7,558 | 13 | 28,028 | 9 | 8,132 | 14 | 3,042 | 10 | 2,864 | 4 | 1,268 | 15 | 5,097 | 5 | 2,489 |
| FAYETTE | 82,374 | 225,371 | 233,190 | 13 | 18,329 | 3 | 22,484 | 22 | 71,356 | 11 | 55,027 | 9 | 7,941 | 11 | 7,937 | 12 | 10,284 | 25 | 14,735 | 7 | 13,437 |
| FLOYD | 300,448 | 488,996 | 505,728 | 13 | 18,557 | 15 | 65,110 | 59 | 114,849 | 35 | 112,334 | 41 | 25,358 | 56 | 32,922 | 43 | 30,222 | 84 | 45,907 | 21 | 18,837 |
| Rome | 289,934 | 470,171 | 486,266 | 12 | 16,721 | 14 | 58,670 | 52 | 114,431 | 34 | 101,222 | 36 | 25,265 | 54 | 29,666 | 41 | 27,232 | 79 | 43,770 | 19 | 16,974 |
| FORSYTH | 81,308 | 199,640 | 206,589 | 11 | 22,923 | 3 | 20,679 | 22 | 42,589 | 14 | 49,024 | 12 | 13,253 | 14 | 6,510 | 12 | 12,663 | 24 | 21,939 | 3 | 6,680 |
| FRANKLIN | 68,046 | 123,270 | 127,637 | 9 | 12,329 | 5 | 2,836 | 17 | 26,251 | 9 | 52,136 | 13 | 9,709 | 12 | 2,547 | 6 | 3,094 | 14 | 2,601 | 7 | 4,151 |
| FULTON | 3,588,522 | 6,585,047 | 6,875,873 | 129 | 454,780 | 69 | 863,405 | 428 | 1,002,395 | 191 | 1,360,077 | 347 | 442,350 | 461 | 425,496 | 280 | 342,988 | 1,120 | 1,093,643 | 149 | 192,916 |
| Atlanta | 2,388,354 | 4,181,674 | 4,323,547 | 70 | 325,248 | 49 | 617,486 | 289 | 635,040 | 116 | 634,297 | 200 | 284,429 | 317 | 306,799 | 170 | 146,858 | 753 | 665,857 | 88 | 137,968 |
| Roswell | 176,151 | 644,324 | 678,307 | 9 | 42,084 | 3 | 77,999 | 21 | 121,975 | 13 | 111,782 | 14 | 59,844 | 31 | 33,755 | 16 | 52,161 | 57 | 81,100 | 8 | 19,730 |
| GILMER | 33,610 | 65,737 | 68,159 | 5 | 6,276 | 8 | 4,731 | 7 | 11,336 | 9 | 21,788 | 9 | 3,565 | 6 | 1,549 | 4 | 3,499 | 12 | 4,123 | 4 | 5,155 |
| GLASCOCK | 2,055 | 3,411 | 3,626 | 0 | 207 | 1 | 385 | 2 | 1,159 | 0 | 940 | 3 | 175 | 0 | 155 | 0 | 175 | 2 | 296 | 0 | 105 |
| GLYNN | 302,973 | 547,344 | 566,048 | 24 | 39,140 | 12 | 52,927 | 72 | 100,818 | 28 | 103,342 | 46 | 56,779 | 63 | 44,967 | 40 | 29,200 | 101 | 67,374 | 21 | 19,639 |
| Brunswick | 233,708 | 393,696 | 407,206 | 19 | 25,649 | 10 | 40,067 | 55 | 79,283 | 25 | 78,234 | 32 | 41,795 | 40 | 32,044 | 31 | 18,283 | 65 | 39,604 | 16 | 12,986 |
| GORDON | 108,896 | 209,407 | 216,687 | 11 | 15,590 | 6 | 16,495 | 18 | 43,121 | 15 | 19,765 | 22 | 22,069 | 20 | 10,167 | 14 | 25,111 | 35 | 21,141 | 9 | 8,285 |
| GRADY | 67,852 | 114,456 | 118,526 | 7 | 12,039 | 5 | 4,262 | 22 | 39,164 | 10 | 28,909 | 10 | 4,644 | 11 | 4,358 | 11 | 2,680 | 9 | 4,462 | 3 | 2,736 |
| GREENE | 25,302 | 52,215 | 54,180 | 2 | 3,091 | 3 | 5,736 | 13 | 22,260 | 4 | 14,037 | 7 | 1,532 | 3 | 980 | 3 | 2,244 | 6 | 1,854 | 3 | 1,375 |
| GWINNETT | 751,203 | 2,176,680 | 2,268,469 | 45 | 197,495 | 20 | 169,697 | 114 | 529,513 | 74 | 493,870 | 92 | 199,104 | 62 | 43,511 | 79 | 190,033 | 177 | 197,835 | 37 | 80,732 |
| Lawrenceville | 152,013 | 420,533 | 437,650 | 10 | 26,427 | 6 | 25,206 | 20 | 77,102 | 21 | 175,628 | 15 | 28,991 | 8 | 6,335 | 18 | 27,671 | 31 | 28,806 | 9 | 17,216 |
| | | | | | | | | | | | | | | | | | | | | | |
| HABERSHAM | 98,759 | 200,629 | 207,612 | 8 | 35,353 | 6 | 6,838 | 26 | 45,230 | 17 | 54,831 | 12 | 7,669 | 11 | 13,064 | 16 | 10,204 | 24 | 11,492 | 11 | 9,422 |
| HALL | 350,944 | 680,469 | 703,674 | 25 | 66,601 | 16 | 98,167 | 59 | 153,233 | 41 | 169,000 | 21 | 16,534 | 43 | 32,323 | 40 | 30,220 | 89 | 70,169 | 21 | 29,743 |
| HANCOCK | 12,251 | 22,166 | 23,115 | 1 | 1,198 | 3 | 440 | 12 | 8,180 | 3 | 5,444 | 6 | 2,843 | 2 | 895 | 1 | 1,017 | 4 | 1,328 | 2 | 616 |
| HARALSON | 44,843 | 80,296 | 83,211 | 4 | 5,007 | 9 | 3,112 | 13 | 25,714 | 8 | 15,378 | 11 | 3,120 | 18 | 4,434 | 4 | 1,780 | 13 | 3,313 | 9 | 5,805 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1987 estimate | E&P 1988 estimate | NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HARRIS | 16,046 | 34,217 | 35,574 | 2 | 1,835 | 2 | 3,403 | 15 | 12,779 | 3 | 8,328 | 5 | 1,046 | 1 | 1,370 | 3 | 1,932 | 10 | 2,160 | 2 | 942 |
| HART | 39,042 | 74,402 | 77,117 | 6 | 3,597 | 5 | 6,305 | 11 | 20,680 | 10 | 15,664 | 5 | 2,074 | 7 | 3,070 | 8 | 4,233 | 14 | 7,486 | 4 | 4,011 |
| HEARD | 6,539 | 12,134 | 12,744 | 1 | 727 | 0 | 1,350 | 4 | 4,072 | 3 | 1,104 | 2 | 619 | 1 | 543 | 1 | 617 | 2 | 1,041 | 1 | 374 |
| HENRY | 88,523 | 191,261 | 197,927 | 8 | 15,587 | 4 | 2,921 | 29 | 45,713 | 12 | 48,863 | 23 | 32,597 | 2 | 8,437 | 3 | 9,583 | 24 | 14,849 | 8 | 7,085 |
| HOUSTON | 334,102 | 554,540 | 573,488 | 22 | 46,752 | 11 | 61,988 | 69 | 139,641 | 40 | 187,212 | 28 | 27,251 | 40 | 17,068 | 24 | 20,974 | 79 | 45,455 | 14 | 15,073 |
| Warner Robins | 260,462 | 430,063 | 444,802 | 15 | 32,459 | 9 | 53,974 | 49 | 114,610 | 33 | 120,563 | 13 | 10,787 | 23 | 12,709 | 18 | 13,698 | 57 | 31,782 | 10 | 13,124 |
| IRWIN | 11,737 | 20,467 | 21,359 | 2 | 1,218 | 2 | 2,260 | 6 | 5,899 | 3 | 4,002 | 3 | 1,037 | 5 | 2,123 | 1 | 1,034 | 7 | 913 | 3 | 627 |
| JACKSON | 76,924 | 147,827 | 153,025 | 8 | 7,250 | 7 | 7,663 | 29 | 39,797 | 16 | 37,628 | 16 | 13,964 | 11 | 4,577 | 10 | 4,583 | 16 | 8,489 | 11 | 7,374 |
| JASPER | 10,829 | 21,672 | 22,605 | 2 | 1,290 | 1 | 2,393 | 8 | 9,055 | 3 | 1,973 | 4 | 2,265 | 2 | 964 | 1 | 1,094 | 3 | 1,274 | 2 | 663 |
| JEFF DAVIS | 40,962 | 72,740 | 75,399 | 5 | 3,456 | 3 | 4,114 | 15 | 27,780 | 7 | 13,229 | 8 | 2,993 | 7 | 4,349 | 7 | 3,047 | 11 | 3,856 | 6 | 3,865 |
| JEFFERSON | 43,936 | 76,536 | 79,324 | 5 | 3,279 | 9 | 3,572 | 15 | 18,523 | 12 | 23,348 | 10 | 6,658 | 7 | 2,910 | 6 | 2,887 | 10 | 3,870 | 5 | 4,179 |
| JENKINS | 20,518 | 40,246 | 41,807 | 3 | 2,386 | 2 | 4,424 | 11 | 15,883 | 5 | 7,269 | 6 | 3,854 | 5 | 2,736 | 3 | 1,137 | 5 | 1,286 | 2 | 1,226 |
| JOHNSON | 12,055 | 22,747 | 23,716 | 2 | 1,354 | 3 | 309 | 8 | 9,391 | 3 | 6,145 | 2 | 1,151 | 4 | 1,758 | 2 | 1,149 | 5 | 1,491 | 1 | 695 |
| JONES | 14,001 | 25,600 | 26,665 | 3 | 1,212 | 0 | 2,251 | 13 | 8,669 | 2 | 5,506 | 5 | 603 | 2 | 906 | 2 | 1,028 | 2 | 1,736 | 3 | 3,419 |
| LAMAR | 30,198 | 56,684 | 58,800 | 4 | 3,280 | 3 | 6,225 | 14 | 20,339 | 10 | 14,605 | 5 | 1,936 | 2 | 2,505 | 5 | 1,235 | 13 | 5,088 | 4 | 3,207 |
| LANIER | 8,410 | 14,477 | 15,166 | 1 | 866 | 1 | 1,606 | 8 | 4,725 | 2 | 3,931 | 4 | 976 | 1 | 647 | 1 | 734 | 3 | 310 | 1 | 445 |
| LAURENS | 163,125 | 265,609 | 274,789 | 12 | 17,605 | 10 | 29,177 | 50 | 58,291 | 28 | 72,727 | 21 | 14,390 | 25 | 16,276 | 25 | 13,558 | 44 | 19,354 | 18 | 10,390 |
| Dublin | 146,005 | 234,587 | 242,718 | 10 | 16,421 | 8 | 27,215 | 37 | 49,732 | 24 | 53,969 | 15 | 13,548 | 23 | 15,195 | 21 | 10,259 | 34 | 17,255 | 16 | 9,692 |
| LEE | 7,312 | 15,715 | 16,446 | 1 | 817 | 0 | 1,517 | 9 | 5,988 | 0 | 3,712 | 2 | 695 | 0 | 609 | 1 | 693 | 1 | 1,169 | 1 | 421 |
| LIBERTY | 99,679 | 186,241 | 192,737 | 11 | 21,250 | 4 | 20,406 | 26 | 39,657 | 15 | 26,869 | 16 | 20,322 | 11 | 7,257 | 18 | 18,220 | 34 | 23,518 | 7 | 3,600 |
| LINCOLN | 8,775 | 15,160 | 15,873 | 2 | 905 | 2 | 1,681 | 7 | 4,770 | 4 | 3,403 | 2 | 771 | 5 | 1,012 | 1 | 767 | 4 | 943 | 2 | 467 |
| LONG | 2,980 | 5,003 | 5,222 | 0 | 266 | 0 | 494 | 4 | 1,821 | 1 | 1,210 | 0 | 227 | 1 | 199 | 0 | 227 | 1 | 381 | 1 | 136 |
| LOWNDES | 357,637 | 622,295 | 643,533 | 31 | 38,137 | 11 | 60,105 | 88 | 113,523 | 42 | 156,853 | 54 | 65,771 | 51 | 36,979 | 42 | 32,143 | 102 | 60,522 | 18 | 30,812 |
| Valdosta | 309,729 | 534,081 | 552,337 | 29 | 35,431 | 9 | 55,841 | 67 | 108,369 | 36 | 104,434 | 44 | 64,627 | 49 | 34,356 | 39 | 23,238 | 84 | 50,022 | 16 | 28,626 |
| LUMPKIN | 28,397 | 64,272 | 66,645 | 2 | 3,803 | 4 | 3,182 | 9 | 16,469 | 5 | 17,267 | 2 | 3,235 | 1 | 2,841 | 1 | 3,226 | 9 | 6,805 | 3 | 4,471 |
| MCDUFFIE | 81,793 | 139,716 | 144,639 | 9 | 25,988 | 8 | 8,423 | 19 | 35,837 | 16 | 24,813 | 11 | 12,495 | 14 | 6,344 | 9 | 5,283 | 16 | 9,599 | 7 | 5,982 |
| MCINTOSH | 20,096 | 40,595 | 42,167 | 3 | 2,405 | 1 | 4,463 | 9 | 11,508 | 7 | 10,450 | 5 | 6,312 | 1 | 1,798 | 0 | 2,042 | 7 | 1,719 | 2 | 1,237 |
| MACON | 28,873 | 54,351 | 56,388 | 3 | 3,219 | 3 | 5,970 | 16 | 15,772 | 7 | 10,504 | 4 | 1,360 | 6 | 3,287 | 4 | 1,805 | 6 | 1,284 | 7 | 4,127 |
| MADISON | 14,417 | 25,522 | 26,585 | 1 | 1,516 | 1 | 2,815 | 15 | 11,317 | 6 | 3,529 | 3 | 419 | 1 | 1,134 | 0 | 1,287 | 6 | 1,315 | 2 | 779 |
| MARION | 9,752 | 18,812 | 19,646 | 2 | 1,121 | 2 | 2,081 | 6 | 5,462 | 4 | 3,249 | 2 | 954 | 2 | 839 | 0 | 953 | 1 | 1,606 | 3 | 575 |
| MERIWETHER | 62,796 | 109,000 | 112,885 | 6 | 7,457 | 5 | 6,663 | 21 | 24,677 | 7 | 29,249 | 7 | 2,598 | 8 | 3,015 | 6 | 3,667 | 16 | 5,190 | 7 | 3,295 |
| MILLER | 15,379 | 25,369 | 26,427 | 2 | 1,316 | 2 | 2,441 | 8 | 8,765 | 7 | 6,675 | 5 | 1,250 | 4 | 981 | 3 | 1,118 | 1 | 1,884 | 2 | 676 |
| MITCHELL | 56,992 | 91,092 | 94,372 | 4 | 4,378 | 5 | 4,154 | 28 | 29,369 | 12 | 23,747 | 12 | 4,626 | 9 | 4,554 | 11 | 5,526 | 11 | 2,338 | 8 | 2,577 |
| MONROE | 37,279 | 73,377 | 76,058 | 3 | 3,365 | 4 | 1,507 | 14 | 21,652 | 4 | 889 | 16 | 16,755 | 7 | 3,636 | 2 | 3,684 | 17 | 9,484 | 3 | 4,161 |
| MONTGOMERY | 31,852 | 57,810 | 59,964 | 3 | 3,223 | 1 | 5,981 | 10 | 10,142 | 9 | 24,826 | 3 | 1,173 | 1 | 2,409 | 3 | 2,735 | 9 | 5,178 | 3 | 1,297 |
| MORGAN | 45,124 | 93,373 | 96,730 | 4 | 8,472 | 3 | 10,240 | 12 | 23,597 | 8 | 21,412 | 11 | 15,828 | 6 | 1,339 | 1 | 4,682 | 7 | 5,632 | 4 | 3,034 |
| MURRAY | 54,547 | 119,187 | 123,416 | 7 | 8,455 | 5 | 3,455 | 12 | 55,804 | 8 | 11,725 | 10 | 10,074 | 5 | 2,648 | 9 | 3,440 | 15 | 5,084 | 7 | 6,099 |
| MUSCOGEE | 830,650 | 1,402,210 | 1,449,816 | 33 | 54,379 | 27 | 203,669 | 111 | 225,235 | 82 | 452,641 | 100 | 70,383 | 123 | 61,801 | 101 | 105,555 | 224 | 118,443 | 47 | 38,832 |
| Columbus | 827,990 | 1,402,129 | 1,449,732 | 33 | 43,120 | 27 | 200,957 | 111 | 225,235 | 82 | 347,639 | 100 | 70,383 | 123 | 61,801 | 101 | 86,001 | 224 | 118,443 | 47 | 38,832 |
| NEWTON | 106,291 | 197,331 | 204,202 | 7 | 8,629 | 6 | 11,451 | 26 | 60,513 | 18 | 42,421 | 19 | 10,217 | 14 | 14,167 | 11 | 6,508 | 28 | 13,194 | 11 | 10,159 |
| OCONEE | 18,338 | 36,085 | 37,505 | 3 | 2,141 | 0 | 3,971 | 10 | 18,425 | 3 | 1,666 | 3 | 1,821 | 4 | 3,277 | 3 | 1,815 | 5 | 2,922 | 1 | 1,101 |
| OGLETHORPE | 16,439 | 26,320 | 27,410 | 2 | 1,564 | 1 | 2,901 | 6 | [illegible],604 | 4 | 7,103 | 2 | 1,331 | 2 | 1,168 | 0 | 1,326 | 4 | 233 | 2 | 805 |
| PAULDING | 57,100 | 117,181 | 121,343 | 3 | 6,924 | 4 | 12,847 | 12 | [illegible],091 | 7 | 31,442 | 6 | 4,655 | 4 | 5,173 | 1 | 5,876 | 11 | 5,677 | 8 | 6,687 |
| PEACH | 62,262 | 110,012 | 113,931 | 10 | 9,563 | 3 | 5,152 | 24 | 29,754 | 9 | 28,366 | 13 | 13,787 | 7 | 4,428 | 5 | 1,510 | 18 | 7,198 | 6 | 3,965 |
| PICKENS | 41,844 | 83,115 | 86,125 | 3 | 4,916 | 4 | 3,640 | 7 | 17,725 | 7 | 22,315 | 9 | 5,810 | 1 | 3,671 | 3 | 4,170 | 7 | 2,716 | 5 | 6,992 |
| PIERCE | 26,907 | 44,172 | 45,865 | 9 | 7,555 | 2 | 4,855 | 15 | 12,109 | 8 | 11,864 | 6 | 2,195 | 4 | 1,040 | 1 | 2,219 | 8 | 2,313 | 3 | 1,347 |
| PIKE | 5,293 | 9,882 | 10,416 | 2 | 596 | 1 | 1,104 | 4 | 2,870 | 0 | 2,697 | 2 | 506 | 1 | 444 | 0 | 505 | 2 | 851 | 2 | 305 |
| POLK | 96,943 | 154,361 | 159,780 | 11 | 11,304 | 8 | 12,035 | 34 | 51,642 | 22 | 35,132 | 7 | 6,136 | 23 | 7,146 | 13 | 6,342 | 30 | 7,631 | 11 | 10,527 |
| PULASKI | 27,916 | 40,586 | 42,158 | 1 | 2,406 | 2 | 4,463 | 15 | 14,926 | 7 | 9,723 | 7 | 1,284 | 10 | 2,297 | 7 | 1,883 | 6 | 2,005 | 3 | 1,726 |
| PUTNAM | 26,545 | 50,586 | 52,496 | 3 | 2,996 | 3 | 1,872 | 15 | 21,081 | 6 | 8,840 | 7 | 1,922 | 1 | 2,237 | 2 | 2,541 | 9 | 2,387 | 3 | 1,683 |
| QUITMAN | 2,333 | 4,389 | 4,557 | 1 | 211 | 1 | 389 | 8 | 1,858 | 1 | 952 | 1 | 178 | 0 | 150 | 0 | 178 | 0 | 301 | 0 | 107 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| RABUN | 42,551 | 86,430 | 89,552 | 4 | 18,846 | 3 | 2,233 | 12 | 21,236 | 4 | 11,838 | 9 | 5,393 | 7 | 1,550 | 7 | 2,742 | 17 | 7,221 | 5 | 1,987 |
| RANDOLPH | 18,912 | 30,759 | 31,999 | 4 | 2,229 | 3 | 1,699 | 13 | 11,477 | 4 | 5,053 | 5 | 688 | 5 | 1,193 | 3 | 2,020 | 5 | 1,193 | 4 | 1,846 |
| Augusta | 317,239 | 452,656 | 468,159 | 14 | 6,636 | 6 | 10,285 | 59 | 33,764 | 36 | 60,452 | 35 | 24,295 | 55 | 15,946 | 41 | 11,904 | 93 | 22,897 | 25 | 12,929 |
| RICHMOND | 916,450 | 1,671,504 | 1,728,214 | 48 | 83,203 | 22 | 182,964 | 130 | 287,279 | 97 | 488,084 | 86 | 99,960 | 147 | 105,925 | 88 | 108,640 | 220 | 173,053 | 46 | 50,755 |
| ROCKDALE | 177,897 | 408,705 | 422,722 | 15 | 35,644 | 4 | 34,457 | 27 | 98,867 | 23 | 142,790 | 21 | 29,491 | 19 | 10,301 | 16 | 18,798 | 43 | 28,952 | 10 | 13,219 |
| Conyers | 156,694 | 342,978 | 354,773 | 11 | 23,505 | 3 | 28,817 | 22 | 82,686 | 21 | 119,420 | 15 | 28,358 | 18 | 8,615 | 14 | 15,722 | 37 | 23,909 | 10 | 12,602 |
| SCHLEY | 9,544 | 19,424 | 20,281 | 1 | 1,075 | 2 | 1,996 | 6 | 4,942 | 3 | 6,112 | 5 | 1,335 | 0 | 804 | 1 | 910 | 3 | 1,540 | 0 | 553 |
| SCREVEN | 37,078 | 64,163 | 66,532 | 2 | 3,796 | 4 | 2,530 | 16 | 21,548 | 7 | 15,578 | 6 | 2,335 | 4 | 2,981 | 7 | 3,222 | 8 | 1,918 | 4 | 3,349 |
| SEMINOLE | 26,552 | 44,196 | 45,890 | 4 | 4,490 | 6 | 2,307 | 14 | 16,039 | 6 | 11,005 | 2 | 2,228 | 8 | 1,437 | 5 | 1,709 | 9 | 1,308 | 4 | 2,551 |
| SPALDING | 211,019 | 360,787 | 373,184 | 16 | 25,395 | 9 | 34,319 | 37 | 92,741 | 33 | 90,264 | 18 | 9,633 | 38 | 25,581 | 26 | 20,322 | 47 | 26,917 | 15 | 11,878 |
| Griffin | 202,782 | 341,677 | 353,428 | 16 | 19,846 | 9 | 33,375 | 33 | 92,036 | 31 | 83,200 | 16 | 8,879 | 37 | 23,580 | 25 | 16,320 | 45 | 24,812 | 14 | 10,949 |
| STEPHENS | 85,733 | 153,369 | 158,754 | 7 | 12,874 | 7 | 19,815 | 20 | 37,800 | 10 | 37,708 | 11 | 7,303 | 11 | 3,876 | 15 | 4,836 | 27 | 12,550 | 9 | 9,535 |
| STEWART | 11,656 | 19,585 | 20,447 | 1 | 1,166 | 4 | 595 | 13 | 5,701 | 3 | 5,299 | 7 | 2,082 | 1 | 872 | 0 | 990 | 4 | 1,002 | 3 | 1,233 |
| SUMTER | 128,342 | 217,864 | 225,429 | 15 | 27,763 | 5 | 23,866 | 29 | 44,033 | 14 | 30,745 | 20 | 9,450 | 26 | 17,705 | 10 | 6,672 | 23 | 15,841 | 9 | 9,193 |
| Americus | 122,094 | 206,232 | 213,404 | 12 | 24,872 | 4 | 21,382 | 21 | 43,948 | 12 | 27,544 | 17 | 9,432 | 25 | 17,671 | 10 | 5,410 | 21 | 14,192 | 8 | 8,236 |
| TALBOT | 7,149 | 13,752 | 14,417 | 1 | 824 | 4 | 1,526 | 6 | 3,665 | 1 | 3,736 | 4 | 1,477 | 1 | 613 | 0 | 698 | 1 | 1,179 | 1 | 424 |
| TALIAFERRO | 644 | 1,316 | 1,360 | 0 | 78 | 1 | 143 | 1 | 435 | 0 | 351 | 1 | 67 | 1 | 59 | 1 | 64 | 2 | 112 | 0 | 40 |
| TATTNALL | 41,564 | 81,727 | 84,690 | 4 | 2,819 | 6 | 2,252 | 14 | 21,253 | 14 | 24,992 | 12 | 5,669 | 5 | 4,361 | 9 | 6,447 | 8 | 2,403 | 5 | 3,612 |
| TAYLOR | 17,625 | 27,842 | 28,983 | 2 | 1,654 | 3 | 3,069 | 14 | 7,369 | 5 | 7,510 | 6 | 842 | 3 | 1,235 | 2 | 1,402 | 4 | 594 | 5 | 1,905 |
| TELFAIR | 35,102 | 52,601 | 4,579 | 5 | 2,648 | 2 | 5,778 | 14 | 17,184 | 9 | 9,124 | 8 | 2,343 | 9 | 3,134 | 6 | 3,643 | 9 | 1,935 | 8 | 2,427 |
| TERRELL | 32,944 | 46,640 | 48,417 | 4 | 6,651 | 3 | 1,174 | 17 | 14,917 | 4 | 8,633 | 11 | 2,087 | 5 | 3,262 | 5 | 1,668 | 9 | 2,758 | 3 | 1,511 |
| THOMAS | 145,120 | 244,559 | 254,027 | 16 | 18,240 | 11 | 22,495 | 40 | 50,323 | 19 | 64,611 | 17 | 8,877 | 24 | 19,381 | 21 | 11,000 | 36 | 21,637 | 12 | 8,472 |
| Thomasville | 123,628 | 205,775 | 213,932 | 12 | 13,425 | 7 | 21,356 | 33 | 49,521 | 15 | 27,469 | 14 | 8,806 | 22 | 19,227 | 19 | 10,912 | 33 | 20,646 | 9 | 7,780 |
| TIFT | 179,806 | 319,144 | 331,134 | 11 | 16,505 | 7 | 24,948 | 35 | 51,848 | 22 | 68,560 | 30 | 49,474 | 23 | 17,697 | 19 | 11,692 | 43 | 31,325 | 11 | 11,121 |
| Tifton | 146,314 | 256,979 | 266,867 | 9 | 12,891 | 6 | 24,380 | 29 | 51,102 | 21 | 53,548 | 18 | 25,794 | 22 | 13,822 | 18 | 9,132 | 36 | 25,884 | 10 | 8,685 |
| TOOMBS | 78,653 | 154,271 | 160,687 | 8 | 15,112 | 5 | 17,012 | 25 | 44,968 | 12 | 27,370 | 11 | 7,976 | 10 | 9,112 | 11 | 7,781 | 19 | 10,876 | 7 | 5,442 |
| TOWNS | 14,967 | 36,036 | 37,454 | 2 | 2,137 | 2 | 3,966 | 5 | 6,465 | 2 | 9,706 | 4 | 1,381 | 4 | 1,252 | 2 | 1,812 | 8 | 4,019 | 2 | 1,099 |
| TREUTLEN | 9,166 | 15,755 | 16,488 | 4 | 941 | 2 | 1,746 | 6 | 6,769 | 3 | 1,171 | 2 | 801 | 4 | 924 | 2 | 800 | 5 | 1,276 | 1 | 483 |
| TROUP | 224,273 | 407,144 | 422,109 | 23 | 25,351 | 11 | 36,000 | 50 | 86,644 | 37 | 97,354 | 29 | 28,608 | 42 | 37,476 | 36 | 28,179 | 53 | 28,895 | 16 | 15,513 |
| La Grange | 174,526 | 312,217 | 325,972 | 19 | 17,550 | 7 | 28,184 | 37 | 69,215 | 29 | 67,836 | 22 | 27,331 | 29 | 26,113 | 22 | 19,635 | 42 | 22,263 | 11 | 11,784 |
| West Point | 17,681 | 31,297 | 32,555 | 1 | 1,276 | 2 | 1,813 | 5 | 4,364 | 5 | 8,777 | 3 | 1,068 | 9 | 4,822 | 10 | 6,041 | 7 | 1,322 | 3 | 781 |
| TURNER | 32,944 | 45,338 | 47,071 | 5 | 8,803 | 3 | 4,984 | 14 | 13,211 | 7 | 10,487 | 6 | 2,810 | 3 | 1,378 | 6 | 2,129 | 8 | 2,088 | 4 | 828 |
| TWIGGS | 6,755 | 12,239 | 12,853 | 3 | 980 | 2 | 1,134 | 9 | 2,958 | 1 | 2,773 | 4 | 2,204 | 0 | 456 | 1 | 517 | 1 | 875 | 2 | 313 |
| UNION | 18,708 | 43,974 | 45,661 | 2 | 2,607 | 4 | 1,019 | 7 | 14,586 | 6 | 8,774 | 5 | 2,838 | 3 | 953 | 3 | 262 | 9 | 4,824 | 2 | 1,338 |
| UPSON | 89,452 | 150,208 | 155,486 | 8 | 6,387 | 7 | 11,755 | 37 | 38,972 | 13 | 27,456 | 9 | 11,140 | 18 | 6,715 | 11 | 8,399 | 32 | 11,944 | 8 | 6,221 |
| WALKER | 152,490 | 247,839 | 256,418 | 12 | 16,181 | 6 | 8,241 | 30 | 93,877 | 29 | 27,846 | 42 | 29,174 | 26 | 14,749 | 16 | 7,015 | 28 | 6,510 | 13 | 5,739 |
| WALTON | 75,142 | 145,419 | 150,535 | 10 | 8,592 | 2 | 15,937 | 31 | 50,516 | 12 | 36,959 | 12 | 2,877 | 9 | 6,508 | 11 | 5,832 | 23 | 10,576 | 8 | 9,254 |
| WARE | 185,931 | 289,637 | 299,629 | 22 | 20,448 | 6 | 53,862 | 50 | 55,609 | 16 | 65,199 | 27 | 20,948 | 38 | 16,929 | 22 | 16,539 | 32 | 18,364 | 14 | 9,990 |
| Waycross | 63,753 | 94,930 | 98,339 | 17 | 7,281 | 4 | 25,822 | 47 | 28,946 | 13 | 0 | 21 | 14,457 | 23 | 8,323 | 20 | 0 | 19 | 8,655 | 9 | 4,855 |
| WARREN | 9,930 | 15,229 | 15,944 | 1 | 909 | 2 | 1,688 | 6 | 4,255 | 3 | 4,131 | 3 | 1,837 | 2 | 679 | 3 | 619 | 3 | 550 | 1 | 468 |
| WASHINGTON | 56,903 | 99,593 | 103,160 | 7 | 8,015 | 7 | 7,835 | 19 | 28,541 | 12 | 29,454 | 11 | 2,680 | 13 | 5,205 | 5 | 2,915 | 10 | 6,048 | 6 | 5,369 |
| WAYNE | 86,165 | 141,937 | 146,936 | 8 | 8,296 | 4 | 6,697 | 20 | 26,115 | 16 | 49,827 | 15 | 6,290 | 17 | 8,660 | 14 | 13,319 | 20 | 8,744 | 8 | 9,593 |
| WEBSTER | 3,389 | 6,382 | 6,798 | 1 | 387 | 2 | 720 | 2 | 2,171 | 1 | 1,761 | 1 | 329 | 0 | 290 | 0 | 330 | 0 | 557 | 0 | 199 |
| WHEELER | 3,156 | 4,862 | 5,226 | 1 | 298 | 0 | 554 | 1 | 1,670 | 3 | 1,353 | 3 | 254 | 0 | 223 | 1 | 252 | 3 | 427 | 0 | 154 |
| WHITE | 27,615 | 73,045 | 75,714 | 3 | 4,412 | 4 | 2,343 | 14 | 12,809 | 8 | 21,982 | 8 | 3,425 | 3 | 1,173 | 2 | 3,663 | 21 | 9,811 | 3 | 3,689 |
| WHITFIELD | 330,052 | 665,225 | 687,915 | 14 | 21,568 | 13 | 77,026 | 58 | 133,160 | 42 | 139,422 | 40 | 46,744 | 60 | 35,984 | 61 | 93,303 | 80 | 52,743 | 19 | 19,710 |
| Dalton | 284,379 | 568,976 | 588,412 | 12 | 21,203 | 11 | 75,723 | 45 | 116,212 | 38 | 103,714 | 32 | 45,954 | 59 | 35,375 | 52 | 58,482 | 73 | 48,570 | 15 | 16,077 |
| WILCOX | 6,743 | 10,924 | 11,493 | 2 | 607 | 5 | 1,157 | 10 | 3,285 | 2 | 2,760 | 8 | 958 | 0 | 453 | 3 | 516 | 3 | 869 | 2 | 312 |
| WILKES | 40,181 | 69,718 | 72,275 | 9 | 7,931 | 7 | 3,845 | 12 | 20,482 | 5 | 15,260 | 11 | 4,507 | 10 | 3,944 | 3 | 3,500 | 6 | 1,865 | 3 | 3,665 |
| WILKINSON | 19,067 | 33,439 | 34,769 | 2 | 1,985 | 3 | 1,266 | 13 | 12,106 | 4 | 9,010 | 2 | 1,688 | 1 | 1,482 | 1 | 1,683 | 8 | 2,483 | 0 | 1,021 |
| WORTH | 38,860 | 64,234 | 66,606 | 4 | 3,802 | 3 | 7,052 | 20 | 17,636 | 7 | 24,715 | 10 | 5,180 | 4 | 639 | 4 | 795 | 9 | 2,703 | 5 | 3,706 |

# HAWAII RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 5,193,406 | 8,627,659 | 9,061,258 | | 337,905 | | 1,155,624 | | 1,710,570 | | 1,368,164 | | 518,188 | | 595,301 | | 406,348 | | 1,424,436 | | 711,373 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Honolulu, HI | 3,962,598 | 6,330,219 | 6,648,356 | | 172,852 | | 967,941 | | 1,112,162 | | 927,776 | | 338,162 | | 454,832 | | 241,858 | | 1,203,397 | | 452,093 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| HAWAII | 492,154 | 898,782 | 943,952 | 28 | 79,638 | 34 | 68,301 | 102 | 244,728 | 40 | 154,063 | 60 | 54,673 | 88 | 58,371 | 60 | 46,186 | 162 | 111,524 | 10 | 59,579 |
| Hilo | 285,856 | 454,258 | 477,088 | 13 | 39,053 | 9 | 42,483 | 36 | 114,542 | 24 | 90,220 | 32 | 30,912 | 35 | 15,395 | 34 | 19,496 | 84 | 36,407 | 6 | 29,914 |
| HONOLULU | 3,962,598 | 6,330,219 | 6,648,356 | 72 | 172,852 | 75 | 967,941 | 544 | 1,112,162 | 152 | 927,776 | 251 | 338,162 | 511 | 454,832 | 218 | 241,858 | 1,337 | 1,203,397 | 92 | 452,093 |
| Honolulu | 2,731,205 | 4,111,437 | 4,318,065 | 43 | 93,809 | 46 | 609,567 | 374 | 666,854 | 83 | 393,657 | 160 | 197,678 | 406 | 349,105 | 157 | 154,145 | 1,016 | 907,036 | 64 | 313,505 |
| KAUAI | 219,418 | 400,619 | 420,753 | 8 | 33,164 | 14 | 23,796 | 56 | 115,167 | 11 | 47,812 | 22 | 24,453 | 55 | 29,507 | 14 | 14,376 | 88 | 62,665 | 4 | 23,068 |
| Lihue | 100,040 | 136,869 | 196,260 | 5 | 6,165 | 4 | 4,424 | 10 | 20,086 | 6 | 20,086 | 6 | 16,660 | 6 | 7,814 | 24 | 7,145 | 9 | 3,472 | 34 | 12,030 |
| MAUI + KALAWAO | 519,236 | 998,039 | 1,048,197 | 18 | 52,251 | 30 | 95,586 | 95 | 238,513 | 24 | 238,513 | 33 | 100,900 | 33 | 52,592 | 139 | 103,927 | 43 | 46,851 | 154 | 176,633 |
| Wailuku | 62,308 | 110,789 | 116,357 | 2 | 5,763 | 4 | 10,527 | 11 | 26,386 | 3 | 26,386 | 4 | 11,435 | 4 | 6,297 | 17 | 11,656 | 5 | 5,362 | 18 | 19,347 |

# IDAHO RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 4,060,204 | 6,432,861 | 6,783,469 | | 531,606 | | 721,240 | | 1,520,374 | | 1,713,592 | | 383,895 | | 279,543 | | 337,462 | | 615,927 | | 268,385 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Boise City, ID | 892,138 | 1,542,897 | 1,627,015 | | 103,156 | | 126,226 | | 361,987 | | 390,920 | | 86,129 | | 71,772 | | 100,486 | | 201,854 | | 73,162 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADA | 892,138 | 1,542,897 | 1,627,015 | 49 | 103,156 | 20 | 126,226 | 127 | 361,987 | 102 | 390,920 | 80 | 86,129 | 106 | 71,772 | 108 | 100,486 | 313 | 201,854 | 28 | 73,162 |
| Boise City | 708,120 | 1,152,741 | 1,218,346 | 26 | 55,844 | 16 | 110,551 | 90 | 266,618 | 67 | 237,565 | 60 | 77,283 | 89 | 56,461 | 82 | 66,382 | 250 | 156,104 | 21 | 64,076 |
| ADAMS | 6,341 | 9,416 | 9,911 | 2 | 637 | 0 | 2,705 | 6 | 3,797 | 1 | 587 | 2 | 565 | 1 | 181 | 0 | 208 | 6 | 500 | 1 | 239 |
| BANNOCK | 314,246 | 470,277 | 497,002 | 18 | 36,290 | 16 | 57,399 | 56 | 99,104 | 29 | 140,901 | 36 | 23,098 | 46 | 26,169 | 34 | 19,961 | 108 | 45,464 | 14 | 24,154 |
| Pocatello | 269,130 | 384,942 | 407,680 | 12 | 22,252 | 12 | 46,042 | 43 | 78,763 | 27 | 113,022 | 30 | 20,761 | 29 | 21,645 | 28 | 13,808 | 88 | 36,122 | 11 | 19,375 |
| BEAR LAKE | 24,551 | 30,246 | 31,836 | 2 | 1,909 | 3 | 8,122 | 8 | 8,550 | 5 | 4,429 | 6 | 3,477 | 6 | 1,268 | 2 | 625 | 10 | 1,152 | 2 | 712 |
| BENEWAH | 23,807 | 37,531 | 39,504 | 5 | 1,823 | 0 | 9,406 | 7 | 11,686 | 7 | 8,650 | 5 | 1,326 | 6 | 768 | 0 | 724 | 16 | 2,120 | 2 | 825 |
| BINGHAM | 89,009 | 140,266 | 147,640 | 11 | 9,824 | 8 | 6,435 | 25 | 43,298 | 14 | 49,797 | 12 | 6,516 | 15 | 5,619 | 6 | 4,158 | 32 | 8,952 | 7 | 4,476 |
| Blackfoot | 66,676 | 107,462 | 113,112 | 7 | 4,748 | 4 | 4,470 | 14 | 32,943 | 8 | 33,954 | 7 | 6,013 | 10 | 5,060 | 5 | 3,731 | 24 | 8,020 | 5 | 4,017 |
| BLAINE | 83,701 | 165,312 | 174,003 | 10 | 16,806 | 3 | 44,227 | 17 | 35,632 | 6 | 15,869 | 8 | 5,720 | 20 | 5,408 | 14 | 10,339 | 45 | 24,744 | 3 | 6,558 |
| BOISE | 2,809 | 4,274 | 4,499 | 0 | 301 | 1 | 1,282 | 4 | 1,148 | 0 | 280 | 1 | 268 | 0 | 86 | 0 | 90 | 7 | 700 | 0 | 112 |
| BONNER | 96,181 | 175,776 | 185,020 | 18 | 20,149 | 6 | 4,120 | 20 | 48,775 | 20 | 51,707 | 14 | 9,397 | 15 | 7,227 | 12 | 7,301 | 43 | 17,471 | 9 | 7,709 |
| Sandpoint | 66,297 | 115,574 | 121,650 | 11 | 8,380 | 3 | 2,932 | 10 | 29,944 | 18 | 36,806 | 8 | 7,648 | 14 | 5,144 | 11 | 5,197 | 23 | 12,077 | 6 | 5,574 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# IDAHO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BONNEVILLE | 392,184 | 621,547 | 657,225 | 23 | 50,529 | 15 | 72,942 | 50 | 127,822 | 38 | 172,778 | 37 | 32,564 | 28 | 25,217 | 37 | 43,556 | 101 | 50,009 | 13 | 21,376 |
| Idaho Falls | 360,958 | 567,644 | 599,488 | 20 | 37,934 | 14 | 61,161 | 41 | 125,818 | 36 | 144,873 | 33 | 32,079 | 27 | 24,817 | 35 | 36,522 | 97 | 47,825 | 12 | 21,034 |
| BOUNDARY | 27,671 | 40,301 | 42,420 | 9 | 3,388 | 2 | 10,468 | 6 | 10,870 | 6 | 7,626 | 4 | 3,559 | 2 | 700 | 2 | 805 | 12 | 1,964 | 2 | 918 |
| BUTTE | 8,224 | 9,195 | 9,678 | 0 | 692 | 0 | 2,942 | 1 | 1,684 | 3 | 638 | 3 | 1,635 | 4 | 717 | 1 | 225 | 4 | 558 | 2 | 258 |
| CAMAS | 1,063 | 1,336 | 1,406 | 0 | 101 | 1 | 427 | 1 | 244 | 0 | 94 | 0 | 89 | 0 | 27 | 0 | 32 | 3 | 348 | 0 | 38 |
| CANYON | 366,617 | 545,779 | 574,473 | 32 | 60,138 | 17 | 58,180 | 59 | 127,004 | 49 | 182,127 | 36 | 29,079 | 45 | 24,421 | 31 | 19,045 | 111 | 40,072 | 14 | 17,645 |
| Caldwell | 117,010 | 173,359 | 182,473 | 11 | 14,227 | 6 | 15,284 | 16 | 46,451 | 17 | 47,435 | 15 | 17,579 | 13 | 5,984 | 13 | 5,332 | 35 | 12,233 | 5 | 4,941 |
| Nampa | 208,117 | 303,116 | 319,052 | 13 | 26,223 | 9 | 41,402 | 22 | 68,602 | 21 | 72,877 | 14 | 10,634 | 31 | 17,815 | 16 | 6,328 | 60 | 24,793 | 7 | 10,051 |
| CARIBOU | 26,010 | 34,398 | 36,206 | 5 | 2,791 | 2 | 8,749 | 12 | 6,924 | 6 | 9,842 | 8 | 1,986 | 5 | 1,050 | 3 | 673 | 9 | 1,613 | 3 | 768 |
| CASSIA | 121,306 | 163,715 | 172,322 | 11 | 13,899 | 9 | 8,040 | 13 | 36,837 | 13 | 58,374 | 16 | 10,723 | 21 | 10,[illegible]40 | 12 | 7,362 | 34 | 11,827 | 6 | 8,202 |
| Burley | 115,374 | 155,618 | 163,800 | 11 | 10,907 | 7 | 7,121 | 7 | 36,764 | 13 | 51,700 | 13 | 10,702 | 20 | 10,819 | 11 | 6,521 | 28 | 10,474 | 6 | 8,186 |
| CLARK | 1,453 | 2,199 | 2,315 | 0 | 137 | 1 | 587 | 1 | 337 | 0 | 127 | 3 | 398 | 0 | 39 | 0 | 45 | 2 | 477 | 0 | 52 |
| CLEARWATER | 28,779 | 44,530 | 46,881 | 6 | 5,469 | 4 | 859 | 11 | 14,626 | 8 | 11,260 | 2 | 2,725 | 4 | 850 | 3 | 1,004 | 19 | 6,596 | 4 | 1,146 |
| CUSTER | 14,213 | 16,658 | 17,534 | 4 | 1,178 | 0 | 5,009 | 7 | 4,116 | 3 | 563 | 4 | 3,188 | 2 | 335 | 1 | 385 | 10 | 1,443 | 1 | 440 |
| ELMORE | 66,721 | 102,707 | 108,107 | 6 | 6,614 | 4 | 3,016 | 19 | 27,113 | 14 | 31,540 | 7 | 14,063 | 6 | 1,373 | 4 | 1,383 | 27 | 7,905 | 3 | 2,718 |
| FRANKLIN | 23,820 | 31,989 | 33,871 | 4 | 4,514 | 3 | 7,979 | 6 | 6,038 | 5 | 6,648 | 2 | 1,664 | 6 | 728 | 4 | 2,249 | 9 | 1,379 | 3 | 977 |
| FREMONT | 25,460 | 34,439 | 36,450 | 6 | 3,483 | 3 | 1,060 | 9 | 9,401 | 4 | 7,982 | 9 | 4,382 | 1 | 741 | 3 | 853 | 17 | 2,925 | 3 | 972 |
| GEM | 28,709 | 42,758 | 45,206 | 5 | 8,497 | 3 | 2,054 | 5 | 16,029 | 8 | 11,466 | 4 | 183 | 2 | 919 | 6 | 1,057 | 15 | 2,575 | 3 | 1,338 |
| GOODING | 34,221 | 53,776 | 56,803 | 5 | 4,509 | 4 | 5,332 | 8 | 12,134 | 7 | 10,057 | 9 | 6,480 | 2 | 1,153 | 2 | 1,328 | 17 | 5,084 | 4 | 2,248 |
| IDAHO | 34,256 | 51,270 | 54,166 | 13 | 3,563 | 2 | 14,427 | 17 | 13,997 | 5 | 5,907 | 8 | 2,903 | 7 | 1,645 | 6 | 2,436 | 22 | 4,184 | 5 | 2,391 |
| JEFFERSON | 34,542 | 57,492 | 60,715 | 5 | 1,039 | 2 | 15,262 | 9 | 23,664 | 6 | 8,163 | 10 | 4,877 | 5 | 971 | 2 | 1,173 | 7 | 1,191 | 2 | 1,338 |
| JEROME | 40,910 | 68,749 | 72,563 | 6 | 4,341 | 5 | 4,072 | 5 | 21,120 | 5 | 11,859 | 8 | 9,776 | 5 | 1,786 | 5 | 2,385 | 19 | 4,198 | 2 | 1,936 |
| KOOTENAI | 261,600 | 455,102 | 479,029 | 27 | 43,298 | 8 | 26,227 | 55 | 115,911 | 42 | 135,167 | 27 | 29,724 | 24 | 18,235 | 28 | 14,862 | 121 | 44,471 | 14 | 18,258 |
| Coeur d'Alene | 182,050 | 299,497 | 315,243 | 12 | 14,635 | 5 | 22,386 | 31 | 79,422 | 29 | 77,550 | 18 | 12,572 | 20 | 15,689 | 22 | 10,284 | 65 | 28,567 | 10 | 12,720 |
| LATAH | 131,362 | 213,146 | 224,352 | 14 | 17,620 | 8 | 27,049 | 28 | 47,622 | 17 | 55,414 | 11 | 5,045 | 27 | 10,803 | 16 | 13,935 | 55 | 19,483 | 11 | 11,661 |
| Moscow | 118,257 | 192,273 | 202,382 | 7 | 11,949 | 6 | 24,282 | 19 | 47,310 | 16 | 49,744 | 6 | 5,033 | 26 | 9,696 | 15 | 12,509 | 40 | 17,002 | 9 | 10,469 |
| LEMHI | 29,583 | 41,179 | 43,344 | 6 | 4,225 | 2 | 11,213 | 6 | 6,342 | 8 | 8,892 | 6 | 3,819 | 4 | 2,363 | 4 | 583 | 18 | 2,754 | 2 | 984 |
| LEWIS | 10,897 | 14,751 | 15,527 | 4 | 1,108 | 2 | 4,719 | 5 | 4,852 | 1 | 1,024 | 3 | 627 | 3 | 315 | 0 | 364 | 10 | 1,443 | 2 | 415 |
| LINCOLN | 8,131 | 11,029 | 11,609 | 0 | 829 | 1 | 3,527 | 3 | 1,673 | 0 | 766 | 2 | 735 | 0 | 236 | 1 | 272 | 5 | 690 | 1 | 311 |
| MADISON | 81,845 | 157,431 | 165,708 | 7 | 12,749 | 4 | 11,324 | 9 | 31,614 | 8 | 31,976 | 10 | 12,665 | 17 | 13,067 | 12 | 28,409 | 14 | 9,466 | 3 | 8,807 |
| MINIDOKA | 45,216 | 72,409 | 76,216 | 2 | 5,444 | 3 | 2,082 | 13 | 21,070 | 8 | 23,289 | 10 | 8,425 | 4 | 1,867 | 2 | 1,783 | 18 | 4,723 | 3 | 2,031 |
| NEZ PERCE | 204,482 | 293,832 | 309,280 | 15 | 16,860 | 9 | 42,868 | 29 | 61,225 | 28 | 93,195 | 19 | 12,581 | 26 | 10,956 | 22 | 17,051 | 84 | 28,503 | 8 | 14,951 |
| Lewiston | 202,498 | 291,380 | 306,699 | 15 | 13,256 | 9 | 41,731 | 28 | 61,225 | 28 | 71,299 | 18 | 12,581 | 26 | 10,956 | 21 | 17,051 | 80 | 27,207 | 8 | 14,951 |
| ONEIDA | 8,375 | 14,635 | 15,404 | 3 | 926 | 2 | 3,935 | 3 | 2,253 | 3 | 4,862 | 3 | 821 | 0 | 261 | 1 | 302 | 4 | 930 | 0 | 344 |
| OWYHEE | 17,342 | 29,036 | 30,563 | 4 | 2,517 | 2 | 8,220 | 7 | 9,979 | 1 | 1,783 | 8 | 3,549 | 0 | 549 | 1 | 634 | 6 | 1,083 | 1 | 720 |
| PAYETTE | 32,620 | 46,605 | 49,055 | 5 | 4,473 | 1 | 11,428 | 8 | 12,173 | 5 | 10,415 | 2 | 2,383 | 3 | 434 | 5 | 2,262 | 17 | 2,289 | 3 | 743 |
| POWER | 13,026 | 22,339 | 23,513 | 3 | 1,465 | 2 | 6,227 | 5 | 7,339 | 2 | 1,350 | 1 | 1,299 | 4 | 493 | 1 | 478 | 11 | 3,141 | 2 | 545 |
| SHOSHONE | 64,027 | 69,302 | 72,946 | 10 | 4,790 | 2 | 18,284 | 13 | 19,460 | 13 | 9,488 | 16 | 8,052 | 8 | 087 | 4 | 824 | 28 | 3,981 | 6 | 2,333 |
| Kellogg | 28,647 | 31,006 | 32,636 | 5 | 1,215 | 1 | 3,582 | 6 | 12,319 | 7 | 6,874 | 4 | 5,728 | 2 | 408 | 2 | 162 | 5 | 1,176 | 2 | 457 |
| TETON | 9,668 | 15,843 | 16,676 | 2 | 1,190 | 1 | 5,067 | 3 | 2,904 | 1 | 1,100 | 4 | 1,057 | 0 | 338 | 1 | 389 | 8 | 1,495 | 1 | 444 |
| TWIN FALLS | 282,501 | 400,387 | 424,437 | 30 | 36,950 | 16 | 40,847 | 42 | 81,837 | 35 | 125,292 | 30 | 20,056 | 35 | 23,892 | 32 | 23,783 | 82 | 34,782 | 14 | 20,752 |
| Twin Falls | 239,940 | 337,677 | 357,830 | 21 | 25,287 | 13 | 38,105 | 27 | 70,488 | 29 | 74,472 | 24 | 18,673 | 30 | 21,956 | 28 | 17,377 | 65 | 30,880 | 12 | 19,360 |
| VALLEY | 30,002 | 50,164 | 52,801 | 7 | 8,312 | 2 | 14,054 | 9 | 11,572 | 4 | 3,942 | 7 | 2,498 | 5 | 1,028 | 4 | 972 | 19 | 6,549 | 3 | 1,232 |
| WASHINGTON | 20,585 | 26,827 | 28,237 | 5 | 3,068 | 5 | 2,842 | 6 | 8,415 | 5 | 5,444 | 1 | 1,789 | 3 | 608 | 2 | 660 | 18 | 2,841 | 4 | 1,149 |

# ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS............** | 50,747,397 | 78,809,202 | 82,000,966 | | 4,312,903 | | 9,651,923 | | 15,003,897 | | 18,683,607 | | 5,004,090 | | 5,096,267 | | 4,252,781 | | 8,333,447 | | 3,397,506 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Aurora-Elgin, IL | 1,418,124 | 2,352,187 | 2,447,007 | | 186,809 | | 303,580 | | 477,309 | | 482,472 | | 178,789 | | 110,614 | | 104,783 | | 247,148 | | 114,706 |
| Bloomington-Normal | 598,960 | 954,257 | 992,819 | | 65,744 | | 132,215 | | 168,707 | | 216,032 | | 82,468 | | 52,001 | | 50,387 | | 106,774 | | 36,941 |
| Champaign-Urbana-Rantoul | 792,592 | 1,345,932 | 1,400,116 | | 88,159 | | 198,533 | | 236,764 | | 283,314 | | 96,802 | | 68,331 | | 69,619 | | 173,694 | | 49,189 |
| Chicago, IL | 28,298,947 | 44,655,637 | 46,438,277 | | 1,944,748 | | 5,531,561 | | 8,095,706 | | 9,586,231 | | 2,439,593 | | 3,459,326 | | 2,655,638 | | 4,988,099 | | 2,109,735 |
| Decatur, IL | 612,391 | 845,875 | 880,114 | | 55,334 | | 138,755 | | 164,241 | | 203,421 | | 57,548 | | 46,313 | | 47,882 | | 78,783 | | 32,606 |
| Joliet, IL | 1,270,371 | 1,957,344 | 2,036,415 | | 135,730 | | 213,618 | | 379,006 | | 498,435 | | 211,234 | | 88,324 | | 63,179 | | 194,596 | | 94,283 |
| Kankakee, IL | 418,518 | 561,577 | 584,476 | | 38,724 | | 71,656 | | 122,274 | | 150,437 | | 30,952 | | 28,720 | | 27,332 | | 63,975 | | 26,006 |
| Lake County, IL | 2,296,138 | 4,093,070 | 4,256,827 | | 233,457 | | 394,044 | | 666,827 | | 1,572,108 | | 259,644 | | 235,752 | | 221,483 | | 364,423 | | 173,283 |
| Peoria, IL | 1,641,258 | 2,139,673 | 2,226,516 | | 113,952 | | 345,694 | | 441,939 | | 562,197 | | 147,867 | | 94,691 | | 112,418 | | 211,600 | | 64,431 |
| Rockford, IL | 1,273,799 | 1,988,386 | 2,068,695 | | 124,194 | | 263,222 | | 403,400 | | 484,352 | | 142,085 | | 88,134 | | 120,028 | | 203,887 | | 61,340 |
| Springfield, IL | 954,395 | 1,478,664 | 1,538,642 | | 102,946 | | 197,201 | | 288,901 | | 325,797 | | 102,316 | | 76,633 | | 76,773 | | 154,461 | | 68,045 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 341,778 | 479,675 | 503,807 | 20 | 20,801 | 12 | 88,791 | 42 | 98,209 | 35 | 142,892 | 24 | 15,172 | 61 | 30,988 | 41 | 24,388 | 135 | 44,881 | 12 | 18,323 |
| Quincy | 316,683 | 440,779 | 462,860 | 15 | 14,436 | 10 | 88,127 | 29 | 97,475 | 30 | 92,339 | 21 | 15,058 | 59 | 30,756 | 39 | 24,206 | 107 | 39,531 | 11 | 18,186 |
| ALEXANDER | 38,559 | 56,396 | 59,147 | 6 | 3,342 | 2 | 7,580 | 11 | 11,784 | 9 | 13,000 | 11 | 6,639 | 9 | 1,363 | 3 | 1,908 | 29 | 5,356 | 5 | 1,634 |
| BOND | 47,991 | 73,793 | 77,236 | 9 | 6,280 | 4 | 2,530 | 9 | 14,740 | 8 | 21,893 | 15 | 11,366 | 8 | 3,318 | 5 | 1,307 | 19 | 6,913 | 4 | 3,415 |
| BOONE | 94,207 | 151,033 | 157,557 | 7 | 8,528 | 4 | 18,282 | 18 | 33,435 | 13 | 54,515 | 15 | 12,950 | 6 | 3,375 | 7 | 2,751 | 30 | 12,679 | 3 | 3,154 |
| Belvidere | 85,046 | 135,634 | 141,544 | 5 | 6,896 | 4 | 14,783 | 13 | 33,158 | 11 | 44,082 | 13 | 10,472 | 6 | 3,347 | 7 | 2,445 | 24 | 10,906 | 3 | 2,559 |
| BROWN | 11,466 | 18,560 | 19,300 | 6 | 2,163 | 2 | 2,054 | 4 | 5,369 | 7 | 4,871 | 3 | 715 | 1 | 799 | 2 | 366 | 6 | 1,290 | 2 | 708 |
| BUREAU | 132,143 | 190,193 | 198,279 | 13 | 10,634 | 4 | 25,413 | 28 | 45,022 | 20 | 52,900 | 21 | 17,213 | 19 | 6,183 | 20 | 11,023 | 62 | 18,696 | 10 | 4,971 |
| Spring Valley | 25,237 | 36,203 | 38,147 | 1 | 1,265 | 1 | 3,025 | 6 | 10,438 | 3 | 12,469 | 3 | 3,300 | 3 | 720 | 5 | 1,342 | 7 | 1,454 | 3 | 1,968 |
| CALHOUN | 14,550 | 18,984 | 19,841 | 3 | 1,206 | 2 | 2,543 | 8 | 3,037 | 4 | 6,958 | 4 | 887 | 1 | 988 | 1 | 454 | 15 | 2,688 | 1 | 879 |
| CARROLL | 43,581 | 72,439 | 75,828 | 9 | 6,407 | 3 | 2,094 | 13 | 21,147 | 9 | 12,952 | 10 | 6,752 | 5 | 783 | 6 | 2,076 | 42 | 9,108 | 4 | 2,905 |
| CASS | 40,160 | 54,535 | 57,210 | 11 | 4,306 | 3 | 7,332 | 11 | 16,547 | 11 | 12,406 | 10 | 4,734 | 5 | 1,033 | 6 | 2,525 | 37 | 5,248 | 4 | 1,367 |
| Beardstown | 26,368 | 34,897 | 36,789 | 6 | 1,820 | 2 | 4,890 | 3 | 12,720 | 5 | 4,753 | 7 | 4,498 | 3 | 688 | 3 | 1,685 | 20 | 2,795 | 2 | 912 |
| CHAMPAIGN | 792,592 | 1,345,932 | 1,400,116 | 42 | 88,159 | 20 | 198,533 | 75 | 236,764 | 63 | 283,314 | 83 | 96,802 | 96 | 68,331 | 77 | 69,619 | 247 | 173,694 | 25 | 49,189 |
| Champaign | 411,284 | 694,663 | 722,870 | 14 | 37,656 | 9 | 120,364 | 35 | 130,846 | 18 | 79,263 | 31 | 55,109 | 69 | 53,545 | 42 | 28,309 | 120 | 96,199 | 11 | 31,955 |
| Urbana | 128,664 | 221,027 | 230,343 | 7 | 9,608 | 4 | 28,013 | 14 | 52,561 | 9 | 18,452 | 16 | 28,097 | 15 | 9,628 | 15 | 5,968 | 49 | 36,154 | 7 | 11,138 |
| CHRISTIAN | 136,699 | 211,927 | 220,880 | 24 | 18,873 | 10 | 22,551 | 23 | 54,911 | 22 | 55,007 | 25 | 14,295 | 22 | 10,267 | 11 | 7,071 | 56 | 13,708 | 14 | 7,316 |
| Taylorville | 89,141 | 140,652 | 146,762 | 9 | 9,202 | 4 | 18,318 | 9 | 32,580 | 14 | 33,295 | 9 | 10,890 | 14 | 7,210 | 7 | 4,140 | 27 | 9,063 | 8 | 4,684 |
| CLARK | 47,687 | 67,018 | 70,191 | 9 | 5,110 | 3 | 1,141 | 9 | 17,793 | 10 | 15,020 | 17 | 8,190 | 10 | 1,586 | 5 | 1,080 | 29 | 5,488 | 6 | 2,541 |
| CLAY | 45,981 | 65,093 | 68,189 | 11 | 4,801 | 6 | 3,151 | 14 | 16,474 | 10 | 17,737 | 10 | 4,480 | 9 | 2,153 | 9 | 2,596 | 17 | 3,759 | 5 | 3,016 |
| Flora | 35,498 | 49,879 | 52,368 | 7 | 3,157 | 3 | 2,589 | 7 | 13,943 | 6 | 11,229 | 4 | 3,966 | 8 | 1,768 | 7 | 2,132 | 9 | 2,876 | 4 | 2,478 |
| CLINTON | 102,365 | 151,893 | 158,451 | 21 | 29,425 | 5 | 5,630 | 28 | 31,954 | 15 | 43,533 | 21 | 9,370 | 14 | 4,490 | 16 | 9,949 | 74 | 15,113 | 7 | 2,615 |
| COLES | 229,612 | 360,354 | 375,227 | 20 | 15,531 | 18 | 47,490 | 32 | 74,088 | 30 | 87,718 | 30 | 25,012 | 35 | 18,980 | 24 | 19,259 | 99 | 42,637 | 12 | 18,417 |
| Charleston | 72,619 | 121,356 | 126,696 | 6 | 5,695 | 7 | 10,266 | 9 | 32,551 | 11 | 18,960 | 12 | 11,705 | 11 | 3,990 | 5 | 4,162 | 39 | 20,038 | 6 | 6,685 |
| Mattoon | 141,471 | 212,280 | 221,247 | 8 | 5,649 | 9 | 31,458 | 18 | 40,390 | 17 | 49,250 | 15 | 12,854 | 23 | 15,015 | 17 | 11,672 | 47 | 19,308 | 6 | 11,576 |
| COOK | 23,128,580 | 35,281,623 | 36,689,370 | 877 | 1,418,974 | 398 | 4,328,841 | 2,840 | 6,632,905 | 988 | 7,166,799 | 1,825 | 1,887,576 | 2,848 | 2,882,125 | 1,619 | 2,190,606 | 5,965 | 4,171,083 | 1,260 | 1,744,668 |
| Chicago | 10,123,928 | 15,000,824 | 15,599,649 | 339 | 398,148 | 198 | 1,586,956 | 1,537 | 3,142,223 | 408 | 1,563,284 | 739 | 736,551 | 1,340 | 1,155,205 | 710 | 750,937 | 3,804 | 1,998,694 | 773 | 857,555 |
| CRAWFORD | 82,315 | 123,344 | 128,764 | 10 | 12,357 | 8 | 11,650 | 10 | 31,573 | 8 | 31,997 | 14 | 9,149 | 12 | 4,785 | 6 | 3,171 | 22 | 7,782 | 5 | 5,275 |
| Robinson | 64,460 | 96,327 | 100,669 | 6 | 7,040 | 5 | 9,134 | 5 | 27,048 | 6 | 25,084 | 6 | 6,385 | 11 | 3,752 | 3 | 2,486 | 17 | 6,962 | 3 | 4,135 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CUMBERLAND | 23,157 | 38,763 | 40,809 | 4 | 3,821 | 2 | 4,600 | 4 | 6,540 | 8 | 11,295 | 9 | 5,328 | 4 | 857 | 1 | 820 | 9 | 3,921 | 2 | 1,588 |
| DE KALB | 275,797 | 455,099 | 473,751 | 29 | 37,265 | 10 | 29,798 | 38 | 93,520 | 31 | 126,825 | 38 | 31,721 | 45 | 25,859 | 26 | 24,997 | 117 | 55,059 | 11 | 15,499 |
| De Kalb | 143,036 | 231,576 | 241,313 | 13 | 17,344 | 4 | 6,752 | 18 | 67,278 | 9 | 37,181 | 17 | 20,537 | 23 | 10,594 | 13 | 11,809 | 57 | 31,182 | 5 | 11,553 |
| DE WITT | 62,662 | 95,245 | 99,544 | 8 | 9,226 | 4 | 3,061 | 9 | 22,389 | 12 | 40,202 | 10 | 7,395 | 13 | 3,997 | 4 | 1,991 | 25 | 7,644 | 5 | 2,066 |
| Clinton | 45,616 | 69,201 | 72,461 | 6 | 7,665 | 2 | 2,542 | 4 | 18,601 | 8 | 22,232 | 6 | 7,409 | 8 | 3,417 | 2 | 1,654 | 15 | 5,327 | 4 | 1,717 |
| DOUGLAS | 80,610 | 118,613 | 123,844 | 12 | 8,241 | 7 | 2,549 | 14 | 30,283 | 16 | 26,977 | 18 | 13,136 | 9 | 10,780 | 11 | 7,553 | 35 | 9,059 | 6 | 2,844 |
| DU PAGE | 4,597,678 | 8,353,394 | 8,687,079 | 175 | 437,497 | 52 | 1,119,741 | 347 | 1,233,626 | 155 | 2,118,215 | 307 | 479,057 | 448 | 539,752 | 288 | 425,323 | 885 | 719,358 | 120 | 312,120 |
| Wheaton | 155,413 | 284,105 | 295,937 | 11 | 17,965 | 1 | 11,310 | 17 | 66,982 | 7 | 94,275 | 13 | 22,335 | 27 | 17,919 | 10 | 13,377 | 39 | 15,473 | 10 | 21,031 |
| EDGAR | 75,881 | 103,541 | 108,171 | 9 | 10,533 | 5 | 7,002 | 13 | 24,237 | 14 | 30,707 | 13 | 7,446 | 18 | 5,669 | 5 | 3,014 | 32 | 9,549 | 7 | 4,452 |
| Paris | 57,029 | 75,425 | 78,933 | 5 | 7,104 | 4 | 6,666 | 10 | 22,034 | 10 | 14,588 | 10 | 7,089 | 16 | 3,823 | 4 | 2,033 | 23 | 6,618 | 6 | 3,001 |
| EDWARDS | 25,931 | 37,900 | 39,912 | 9 | 8,905 | 2 | 4,007 | 8 | 11,583 | 3 | 8,187 | 4 | 331 | 6 | 485 | 6 | 1,645 | 5 | 1,393 | 0 | 1,382 |
| EFFINGHAM | 211,785 | 363,116 | 378,099 | 12 | 22,595 | 9 | 19,915 | 20 | 58,817 | 21 | 75,599 | 39 | 74,464 | 34 | 23,519 | 24 | 21,251 | 56 | 33,825 | 5 | 5,113 |
| Effingham | 174,310 | 304,446 | 317,089 | 9 | 14,903 | 8 | 13,136 | 12 | 57,675 | 16 | 49,865 | 23 | 74,051 | 30 | 23,088 | 16 | 12,354 | 31 | 26,648 | 5 | 5,084 |
| FAYETTE | 73,224 | 116,655 | 121,808 | 15 | 14,029 | 8 | 13,700 | 14 | 26,197 | 15 | 26,696 | 15 | 11,622 | 11 | 2,811 | 8 | 2,321 | 26 | 10,426 | 2 | 5,387 |
| FORD | 52,044 | 73,170 | 76,588 | 6 | 11,221 | 5 | 2,420 | 14 | 19,352 | 13 | 15,308 | 14 | 6,733 | 14 | 2,239 | 3 | 1,752 | 25 | 6,308 | 6 | 2,616 |
| Paxton | 16,802 | 23,345 | 24,776 | 1 | 2,653 | 3 | 572 | 5 | 9,259 | 5 | 3,620 | 5 | 1,529 | 6 | 1,213 | 1 | 414 | 6 | 2,352 | 3 | 999 |
| FRANKLIN | 160,827 | 214,305 | 223,353 | 21 | 13,241 | 10 | 20,926 | 34 | 52,315 | 28 | 52,019 | 25 | 17,500 | 37 | 10,645 | 16 | 9,164 | 57 | 18,632 | 14 | 9,306 |
| Benton | 67,653 | 92,328 | 96,511 | 7 | 3,835 | 3 | 9,599 | 9 | 21,957 | 9 | 21,940 | 10 | 9,283 | 11 | 2,916 | 5 | 4,204 | 20 | 7,942 | 5 | 3,517 |
| West Frankfort | 58,041 | 74,569 | 78,043 | 5 | 2,272 | 3 | 7,769 | 10 | 21,791 | 11 | 12,205 | 8 | 7,279 | 13 | 4,557 | 8 | 3,959 | 14 | 5,657 | 4 | 3,455 |
| FULTON | 136,796 | 174,454 | 181,912 | 19 | 14,081 | 9 | 10,807 | 28 | 48,274 | 22 | 41,361 | 23 | 11,771 | 25 | 10,461 | 14 | 8,128 | 75 | 15,581 | 9 | 7,838 |
| Canton | 82,848 | 105,126 | 109,819 | 7 | 2,782 | 2 | 7,567 | 11 | 28,041 | 10 | 20,943 | 10 | 9,625 | 17 | 8,309 | 8 | 3,755 | 28 | 8,404 | 6 | 5,600 |
| GALLATIN | 15,483 | 24,370 | 25,842 | 4 | 3,830 | 2 | 3,312 | 7 | 6,828 | 6 | 5,748 | 4 | 982 | 5 | 1,297 | 2 | 591 | 14 | 1,411 | 4 | 1,459 |
| GREENE | 39,589 | 54,934 | 57,625 | 9 | 6,439 | 6 | 1,478 | 11 | 17,319 | 11 | 16,651 | 8 | 3,692 | 7 | 982 | 8 | 1,362 | 28 | 4,128 | 6 | 2,200 |
| GRUNDY | 121,392 | 188,554 | 196,575 | 20 | 14,248 | 6 | 13,913 | 17 | 42,880 | 16 | 52,514 | 21 | 21,336 | 10 | 4,898 | 12 | 5,059 | 51 | 18,216 | 9 | 8,067 |
| Morris | 80,209 | 124,649 | 130,121 | 7 | 4,586 | 3 | 10,985 | 8 | 33,010 | 8 | 24,028 | 11 | 18,651 | 8 | 3,868 | 8 | 3,432 | 26 | 10,134 | 4 | 5,193 |
| HAMILTON | 24,523 | 35,788 | 37,715 | 3 | 2,225 | 6 | 2,645 | 5 | 8,021 | 5 | 9,877 | 8 | 2,904 | 1 | 1,878 | 3 | 862 | 7 | 1,610 | 2 | 1,668 |
| HANCOCK | 51,980 | 78,086 | 81,701 | 16 | 9,077 | 5 | 1,022 | 14 | 17,976 | 17 | 29,047 | 10 | 4,186 | 4 | 1,070 | 6 | 2,602 | 46 | 5,666 | 3 | 1,920 |
| HARDIN | 7,036 | 10,999 | 11,938 | 1 | 727 | 1 | 1,530 | 5 | 4,569 | 3 | 1,548 | 3 | 534 | 1 | 594 | 2 | 274 | 9 | 1,056 | 2 | 527 |
| HENDERSON | 15,255 | 22,360 | 23,752 | 6 | 1,315 | 1 | 2,770 | 6 | 3,492 | 5 | 4,960 | 6 | 3,761 | 0 | 1,076 | 3 | 495 | 23 | 3,739 | 1 | 956 |
| HENRY | 180,634 | 236,798 | 246,743 | 26 | 16,415 | 11 | 11,002 | 27 | 49,905 | 27 | 65,188 | 31 | 22,135 | 35 | 13,557 | 20 | 11,953 | 77 | 25,393 | 12 | 10,924 |
| Kewanee | 73,829 | 82,084 | 85,858 | 6 | 2,538 | 4 | 6,461 | 10 | 19,783 | 11 | 13,450 | 10 | 9,515 | 20 | 6,923 | 12 | 5,217 | 29 | 6,799 | 4 | 5,499 |
| IROQUOIS | 102,205 | 145,452 | 151,754 | 18 | 11,327 | 7 | 11,243 | 18 | 33,018 | 23 | 34,096 | 20 | 18,047 | 16 | 4,513 | 12 | 7,202 | 61 | 12,203 | 5 | 3,485 |
| Watseka | 45,798 | 68,472 | 71,703 | 4 | 1,945 | 5 | 7,421 | 5 | 18,331 | 8 | 14,576 | 5 | 4,956 | 11 | 4,353 | 3 | 1,237 | 15 | 5,613 | 2 | 2,301 |
| JACKSON | 340,587 | 502,548 | 523,093 | 17 | 24,052 | 13 | 87,698 | 31 | 73,240 | 29 | 127,851 | 26 | 20,120 | 50 | 36,369 | 29 | 24,142 | 102 | 47,267 | 11 | 8,540 |
| Carbondale | 259,569 | 388,002 | 403,978 | 7 | 5,595 | 8 | 68,040 | 14 | 49,201 | 13 | 83,065 | 16 | 17,844 | 38 | 31,656 | 17 | 11,735 | 69 | 36,737 | 6 | 6,565 |
| Murphysboro | 52,727 | 72,484 | 75,875 | 3 | 3,137 | 4 | 11,438 | 8 | 22,908 | 9 | 10,744 | 8 | 2,049 | 11 | 4,349 | 7 | 2,451 | 16 | 6,244 | 5 | 1,957 |
| JASPER | 42,031 | 66,415 | 69,564 | 8 | 13,181 | 6 | 2,965 | 8 | 13,714 | 6 | 23,127 | 6 | 6,156 | 5 | 1,199 | 3 | 1,783 | 11 | 2,030 | 2 | 3,077 |
| JEFFERSON | 186,329 | 320,120 | 333,388 | 20 | 21,451 | 9 | 50,876 | 22 | 58,816 | 21 | 68,070 | 27 | 35,965 | 23 | 14,613 | 24 | 17,494 | 47 | 31,210 | 9 | 7,427 |
| Mount Vernon | 171,700 | 293,052 | 305,241 | 11 | 11,032 | 6 | 41,565 | 18 | 58,481 | 19 | 55,613 | 23 | 35,761 | 22 | 14,529 | 19 | 9,959 | 36 | 27,363 | 9 | 7,384 |
| JERSEY | 56,803 | 78,149 | 81,766 | 3 | 4,971 | 4 | 10,480 | 11 | 17,462 | 11 | 26,334 | 9 | 2,980 | 4 | 2,961 | 6 | 3,320 | 35 | 8,357 | 5 | 2,244 |
| JO DAVIESS | 63,412 | 105,718 | 110,435 | 16 | 9,196 | 4 | 1,524 | 17 | 18,968 | 8 | 21,597 | 17 | 10,563 | 4 | 340 | 6 | 2,125 | 53 | 13,862 | 7 | 4,525 |
| JOHNSON | 21,191 | 40,770 | 42,896 | 3 | 3,107 | 4 | 2,349 | 4 | 11,740 | 5 | 6,792 | 5 | 2,296 | 3 | 371 | 2 | 981 | 10 | 2,789 | 2 | 1,897 |
| KANE | 1,338,179 | 2,225,938 | 2,315,222 | 88 | 173,986 | 34 | 286,690 | 135 | 442,505 | 91 | 452,887 | 145 | 167,368 | 172 | 107,332 | 114 | 98,064 | 399 | 236,974 | 53 | 110,882 |
| Aurora | 304,797 | 521,161 | 542,448 | 25 | 46,900 | 10 | 42,119 | 46 | 103,129 | 30 | 122,081 | 42 | 45,116 | 37 | 16,727 | 30 | 23,394 | 98 | 54,839 | 16 | 23,841 |
| Elgin | 254,422 | 445,462 | 463,730 | 22 | 46,465 | 6 | 43,412 | 24 | 118,176 | 18 | 32,525 | 34 | 44,699 | 29 | 24,528 | 26 | 26,190 | 71 | 34,417 | 13 | 29,613 |
| KANKAKEE | 418,618 | 561,577 | 584,476 | 33 | 38,724 | 10 | 71,656 | 44 | 122,274 | 46 | 150,437 | 41 | 30,952 | 48 | 28,720 | 32 | 27,332 | 153 | 63,975 | 21 | 26,006 |
| KENDALL | 79,945 | 126,249 | 131,785 | 13 | 12,824 | 2 | 16,890 | 11 | 34,804 | 8 | 29,585 | 19 | 11,421 | 6 | 3,282 | 12 | 6,719 | 32 | 10,174 | 4 | 3,824 |
| KNOX | 286,446 | 389,446 | 405,479 | 26 | 18,761 | 10 | 55,883 | 33 | 81,068 | 29 | 96,274 | 43 | 29,796 | 47 | 21,442 | 36 | 20,892 | 108 | 38,432 | 12 | 15,099 |
| Galesburg | 244,340 | 321,709 | 335,041 | 17 | 12,214 | 8 | 50,907 | 23 | 72,998 | 18 | 56,568 | 30 | 20,883 | 42 | 19,543 | 33 | 15,497 | 77 | 32,050 | 10 | 13,754 |

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LAKE | 2,296,138 | 4,093,070 | 4,256,827 | 124 | 233,457 | 39 | 394,044 | 199 | 666,827 | 151 | 1,572,108 | 210 | 259,644 | 282 | 235,752 | 184 | 221,483 | 628 | 364,423 | 79 | 173,283 |
| North Chicago | 38,280 | 64,513 | 67,586 | 1 | 3,675 | 0 | 2,695 | 5 | 10,495 | 5 | 4,797 | 10 | 11,225 | 1 | 2,079 | 2 | 3,211 | 39 | 17,756 | 1 | 2,728 |
| Waukegan | 452,372 | 720,578 | 749,819 | 19 | 27,355 | 11 | 60,026 | 39 | 116,746 | 24 | 175,565 | 32 | 52,917 | 79 | 29,500 | 38 | 31,239 | 121 | 60,751 | 13 | 28,551 |
| LA SALLE | 533,470 | 742,795 | 772,922 | 38 | 52,342 | 26 | 82,900 | 80 | 156,096 | 61 | 198,035 | 86 | 61,398 | 90 | 37,932 | 67 | 35,924 | 237 | 69,296 | 27 | 24,442 |
| La Salle | 51,228 | 71,070 | 74,405 | 3 | 670 | 3 | 8,020 | 8 | 17,042 | 7 | 12,297 | 12 | 10,231 | 6 | 1,481 | 10 | 5,591 | 26 | 5,095 | 2 | 2,574 |
| Ogelsby | 10,864 | 14,986 | 16,084 | 2 | 1,101 | 2 | 1,544 | 2 | 3,283 | 1 | 4,164 | 2 | 909 | 3 | 782 | 3 | 756 | 9 | 1,288 | 2 | 496 |
| Ottawa | 156,182 | 217,461 | 226,635 | 8 | 11,268 | 6 | 17,721 | 15 | 48,115 | 16 | 66,381 | 15 | 17,418 | 24 | 10,451 | 17 | 5,778 | 54 | 16,670 | 8 | 8,958 |
| Peru | 127,324 | 172,977 | 180,376 | 3 | 7,104 | 5 | 35,427 | 17 | 36,010 | 11 | 23,478 | 15 | 14,399 | 29 | 13,259 | 12 | 7,052 | 34 | 14,099 | 4 | 5,581 |
| Streator | 97,208 | 133,736 | 139,570 | 6 | 5,295 | 5 | 14,029 | 15 | 32,699 | 14 | 27,932 | 20 | 12,044 | 18 | 9,134 | 9 | 3,915 | 38 | 11,170 | 6 | 4,782 |
| LAWRENCE | 54,922 | 76,658 | 80,216 | 8 | 9,848 | 5 | 3,225 | 9 | 25,759 | 7 | 10,002 | 8 | 6,328 | 9 | 2,571 | 5 | 3,151 | 25 | 4,665 | 3 | 3,183 |
| Lawrenceville | 32,876 | 43,279 | 45,505 | 3 | 1,593 | 3 | 1,798 | 6 | 14,357 | 5 | 5,575 | 5 | 6,338 | 8 | 1,433 | 3 | 1,756 | 16 | 2,911 | 2 | 1,775 |
| LEE | 98,990 | 150,915 | 157,434 | 17 | 12,137 | 3 | 6,632 | 23 | 19,652 | 18 | 59,642 | 16 | 10,956 | 9 | 8,298 | 10 | 6,209 | 61 | 16,226 | 6 | 6,787 |
| Dixon | 64,319 | 93,090 | 97,303 | 10 | 4,846 | 2 | 6,387 | 14 | 11,039 | 10 | 22,005 | 13 | 10,764 | 8 | 7,991 | 6 | 4,014 | 31 | 9,878 | 4 | 6,536 |
| LIVINGSTON | 145,077 | 213,528 | 222,545 | 19 | 12,713 | 10 | 20,135 | 21 | 48,328 | 28 | 66,603 | 23 | 12,199 | 23 | 9,429 | 20 | 10,334 | 61 | 18,445 | 8 | 5,227 |
| Pontiac | 64,027 | 94,970 | 99,258 | 5 | 3,446 | 4 | 12,670 | 6 | 20,733 | 8 | 17,774 | 8 | 8,478 | 14 | 7,205 | 9 | 4,003 | 23 | 8,072 | 2 | 3,101 |
| LOGAN | 119,188 | 174,380 | 181,835 | 18 | 14,372 | 7 | 18,073 | 21 | 36,825 | 15 | 49,769 | 24 | 15,807 | 12 | 6,176 | 12 | 8,393 | 54 | 20,023 | 5 | 4,715 |
| Lincoln | 95,137 | 138,629 | 144,658 | 7 | 5,551 | 6 | 15,836 | 13 | 34,966 | 11 | 32,507 | 14 | 14,624 | 11 | 5,413 | 11 | 7,355 | 38 | 17,545 | 4 | 4,131 |
| MCDONOUGH | 152,761 | 220,127 | 229,407 | 24 | 17,055 | 6 | 20,969 | 17 | 48,276 | 14 | 41,221 | 20 | 13,020 | 31 | 15,958 | 17 | 10,058 | 55 | 27,094 | 8 | 9,516 |
| Macomb | 124,705 | 180,627 | 188,332 | 9 | 5,340 | 5 | 16,664 | 9 | 43,590 | 6 | 27,714 | 14 | 12,141 | 26 | 14,426 | 14 | 7,992 | 39 | 24,497 | 7 | 7,561 |
| MCHENRY | 572,689 | 1,020,620 | 1,061,829 | 57 | 88,277 | 13 | 82,979 | 73 | 229,175 | 56 | 301,217 | 68 | 72,959 | 65 | 37,449 | 46 | 39,708 | 198 | 97,653 | 25 | 52,947 |
| Crystal Lake | 163,076 | 284,412 | 296,256 | 12 | 21,282 | 5 | 35,488 | 20 | 95,247 | 4 | 15,658 | 15 | 20,756 | 26 | 19,137 | 16 | 10,119 | 43 | 22,390 | 4 | 22,483 |
| MCLEAN | 598,960 | 954,257 | 992,819 | 44 | 65,744 | 15 | 132,215 | 77 | 168,707 | 41 | 216,032 | 73 | 82,468 | 87 | 52,001 | 57 | 50,387 | 195 | 106,774 | 21 | 36,941 |
| Bloomington | 416,778 | 651,770 | 678,267 | 23 | 32,272 | 9 | 101,367 | 36 | 100,453 | 26 | 149,621 | 37 | 55,998 | 51 | 37,421 | 38 | 32,260 | 115 | 68,040 | 11 | 24,945 |
| Normal | 115,735 | 201,939 | 210,494 | 5 | 5,788 | 4 | 19,708 | 15 | 58,303 | 2 | 32,203 | 13 | 24,388 | 32 | 13,834 | 13 | 6,620 | 37 | 26,324 | 8 | 5,507 |
| MACON | 612,391 | 845,875 | 880,114 | 37 | 55,334 | 15 | 138,755 | 67 | 164,241 | 61 | 203,421 | 55 | 57,548 | 85 | 46,313 | 56 | 47,882 | 176 | 78,783 | 22 | 32,606 |
| Decatur | 503,298 | 693,422 | 721,580 | 24 | 52,296 | 12 | 99,565 | 49 | 155,222 | 51 | 140,384 | 39 | 54,367 | 60 | 36,451 | 42 | 35,025 | 145 | 65,234 | 20 | 30,816 |
| MACOUPIN | 151,945 | 224,289 | 233,735 | 23 | 27,922 | 14 | 14,534 | 37 | 54,742 | 26 | 65,382 | 33 | 17,504 | 25 | 5,972 | 13 | 9,903 | 80 | 15,291 | 16 | 10,210 |
| MADISON | 1,098,254 | 1,628,827 | 1,694,295 | 64 | 114,824 | 47 | 253,669 | 171 | 373,821 | 122 | 424,820 | 156 | 119,816 | 132 | 60,051 | 92 | 66,342 | 384 | 156,693 | 46 | 43,863 |
| Alton | 247,110 | 336,983 | 350,924 | 5 | 28,389 | 12 | 92,336 | 26 | 51,276 | 25 | 66,147 | 22 | 14,618 | 50 | 19,447 | 23 | 15,498 | 72 | 32,162 | 9 | 7,699 |
| East Alton | 49,553 | 71,702 | 75,062 | 1 | 7,241 | 5 | 15,997 | 10 | 18,662 | 5 | 6,916 | 8 | 5,040 | 7 | 2,438 | 5 | 3,098 | 17 | 6,738 | 2 | 2,766 |
| Edwardsville | 79,338 | 123,684 | 129,117 | 8 | 8,239 | 5 | 14,287 | 14 | 30,162 | 9 | 26,854 | 9 | 9,227 | 13 | 6,953 | 9 | 4,550 | 31 | 14,563 | 2 | 4,310 |
| Wood River | 93,335 | 132,984 | 138,788 | 4 | 2,878 | 1 | 14,511 | 16 | 39,613 | 9 | 45,316 | 8 | 9,497 | 8 | 4,474 | 7 | 3,795 | 31 | 9,532 | 2 | 2,510 |
| MARION | 214,029 | 308,754 | 321,569 | 16 | 15,229 | 11 | 36,019 | 35 | 75,071 | 28 | 82,004 | 33 | 22,434 | 41 | 14,343 | 29 | 14,258 | 87 | 25,184 | 11 | 9,647 |
| Central City | 55,648 | 86,156 | 90,092 | 4 | 5,335 | 3 | 11,497 | 9 | 23,366 | 7 | 24,021 | 9 | 4,728 | 11 | 4,426 | 8 | 4,692 | 23 | 8,237 | 3 | 3,190 |
| Centralia | 121,661 | 163,491 | 170,512 | 8 | 7,321 | 5 | 21,722 | 16 | 47,398 | 15 | 28,596 | 15 | 12,735 | 29 | 9,628 | 17 | 5,993 | 45 | 12,564 | 7 | 5,678 |
| MARSHALL | 29,703 | 43,555 | 45,792 | 7 | 5,921 | 4 | 5,869 | 8 | 12,727 | 4 | 7,086 | 12 | 4,132 | 4 | 676 | 5 | 635 | 18 | 4,897 | 3 | 2,351 |
| MASON | 58,552 | 77,069 | 80,643 | 11 | 5,149 | 5 | 6,016 | 13 | 18,318 | 15 | 18,647 | 11 | 8,343 | 8 | 1,235 | 8 | 2,699 | 37 | 7,461 | 5 | 2,297 |
| MASSAC | 41,041 | 60,950 | 63,881 | 11 | 6,900 | 4 | 2,525 | 9 | 13,538 | 9 | 18,121 | 8 | 4,302 | 13 | 1,963 | 4 | 1,190 | 19 | 3,948 | 4 | 3,508 |
| MENARD | 23,103 | 34,838 | 36,728 | 4 | 2,169 | 1 | 4,708 | 5 | 6,897 | 6 | 9,255 | 9 | 4,155 | 2 | 1,829 | 0 | 840 | 11 | 2,680 | 2 | 1,624 |
| MERCER | 37,865 | 55,881 | 58,610 | 9 | 4,535 | 1 | 7,512 | 9 | 11,004 | 7 | 10,680 | 11 | 6,275 | 7 | 2,271 | 6 | 2,571 | 29 | 5,263 | 3 | 2,592 |
| MONROE | 57,721 | 97,101 | 101,474 | 9 | 11,172 | 2 | 13,004 | 16 | 27,945 | 12 | 25,593 | 7 | 4,162 | 5 | 1,748 | 6 | 2,482 | 32 | 10,244 | 4 | 2,755 |
| MONTGOMERY | 124,571 | 175,488 | 182,988 | 20 | 12,889 | 10 | 18,912 | 29 | 42,760 | 26 | 43,069 | 32 | 15,767 | 31 | 7,635 | 12 | 5,846 | 52 | 13,529 | 10 | 6,326 |
| Litchfield | 61,197 | 85,318 | 89,221 | 8 | 3,337 | 2 | 12,428 | 7 | 23,667 | 12 | 12,397 | 14 | 9,886 | 14 | 3,329 | 7 | 2,746 | 11 | 5,341 | 5 | 2,634 |
| MORGAN | 176,053 | 268,322 | 279,524 | 22 | 18,697 | 8 | 38,295 | 20 | 59,091 | 22 | 69,844 | 21 | 17,700 | 24 | 13,647 | 20 | 11,354 | 53 | 23,829 | 7 | 10,845 |
| Jacksonville | 153,585 | 232,448 | 242,219 | 15 | 12,545 | 6 | 37,206 | 9 | 50,300 | 15 | 47,190 | 15 | 17,321 | 23 | 13,259 | 16 | 7,715 | 39 | 19,563 | 6 | 10,536 |
| MOULTRIE | 38,890 | 60,802 | 63,727 | 10 | 7,797 | 5 | 1,809 | 8 | 11,860 | 8 | 18,523 | 6 | 3,959 | 7 | 2,927 | 4 | 1,054 | 23 | 5,402 | 4 | 3,794 |
| OGLE | 129,025 | 232,832 | 242,619 | 21 | 17,694 | 8 | 4,953 | 25 | 58,540 | 17 | 73,570 | 30 | 21,066 | 20 | 7,768 | 9 | 3,143 | 77 | 21,508 | 10 | 8,619 |
| PEORIA | 980,027 | 1,257,407 | 1,308,060 | 52 | 68,567 | 28 | 230,445 | 115 | 228,462 | 58 | 267,072 | 95 | 82,493 | 109 | 59,527 | 91 | 78,803 | 328 | 135,744 | 39 | 38,394 |
| Peoria | 752,488 | 921,639 | 958,900 | 32 | 37,803 | 23 | 204,574 | 66 | 153,280 | 40 | 143,418 | 49 | 61,704 | 89 | 50,853 | 80 | 58,348 | 223 | 96,933 | 24 | 26,070 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1987 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| PERRY | 78,447 | 118,758 | 123,995 | 9 | 10,020 | 9 | 14,231 | 21 | 31,475 | 13 | 23,233 | 15 | 8,623 | 13 | 4,380 | 9 | 4,776 | 31 | 9,807 | 7 | 6,705 |
| Du Quoin | 51,806 | 77,451 | 81,040 | 3 | 3,881 | 4 | 10,311 | 11 | 21,291 | 7 | 12,175 | 7 | 7,068 | 7 | 2,397 | 5 | 2,612 | 18 | 6,165 | 5 | 4,858 |
| Pickneyville | 18,227 | 27,208 | 28,793 | 4 | 1,893 | 4 | 2,690 | 6 | 10,030 | 3 | 4,392 | 7 | 1,497 | 3 | 828 | 2 | 903 | 8 | 2,244 | 2 | 1,267 |
| | | | | | | | | | | | | | | | | | | | | | |
| PIATT | 43,622 | 65,302 | 67,917 | 10 | 4,136 | 2 | 7,810 | 9 | 13,683 | 7 | 25,245 | 10 | 4,861 | 4 | 415 | 4 | 2,185 | 19 | 3,426 | 4 | 2,759 |
| PIKE | 49,916 | 69,931 | 72,730 | 10 | 9,151 | 5 | 3,291 | 16 | 15,144 | 9 | 14,513 | 17 | 7,729 | 10 | 2,644 | 5 | 1,275 | 36 | 6,453 | 3 | 1,163 |
| POPE | 4,476 | 9,281 | 9,661 | 0 | 586 | 1 | 1,238 | 4 | 2,873 | 2 | 2,530 | 1 | 432 | 0 | 481 | 1 | 222 | 3 | 550 | 1 | 428 |
| PULASKI | 12,148 | 18,042 | 18,772 | 3 | 938 | 1 | 2,407 | 9 | 6,410 | 4 | 3,549 | 5 | 1,832 | 3 | 102 | 2 | 430 | 6 | 1,065 | 4 | 761 |
| PUTNAM | 13,367 | 21,784 | 22,663 | 4 | 1,377 | 0 | 2,906 | 4 | 5,862 | 3 | 5,751 | 2 | 1,013 | 0 | 1,128 | 0 | 518 | 11 | 1,338 | 1 | 1,003 |
| RANDOLPH | 123,832 | 184,774 | 192,154 | 17 | 13,596 | 12 | 23,490 | 34 | 49,199 | 26 | 53,693 | 29 | 11,342 | 20 | 2,957 | 17 | 9,252 | 50 | 14,155 | 9 | 4,210 |
| RICHLAND | 90,214 | 114,828 | 119,418 | 9 | 12,195 | 5 | 17,371 | 10 | 18,846 | 15 | 28,195 | 13 | 10,106 | 12 | 4,913 | 11 | 5,413 | 23 | 7,856 | 6 | 4,177 |
| Olney | 82,042 | 104,217 | 108,384 | 8 | 9,097 | 5 | 17,047 | 6 | 18,812 | 12 | 21,032 | 12 | 10,088 | 11 | 4,904 | 10 | 4,038 | 21 | 5,860 | 6 | 4,169 |
| ROCK ISLAND | 814,979 | 1,027,623 | 1,069,111 | 39 | 47,738 | 20 | 154,355 | 109 | 196,870 | 83 | 290,530 | 82 | 60,001 | 96 | 47,662 | 63 | 34,214 | 317 | 121,492 | 31 | 45,312 |
| East Moline | 119,891 | 149,851 | 156,328 | 5 | 2,079 | 2 | 10,143 | 15 | 42,157 | 12 | 55,726 | 8 | 7,873 | 12 | 7,483 | 10 | 3,051 | 44 | 16,529 | 5 | 3,125 |
| Moline | 359,564 | 447,304 | 465,645 | 12 | 11,609 | 10 | 103,321 | 36 | 68,772 | 28 | 75,087 | 33 | 24,146 | 52 | 27,162 | 38 | 18,648 | 126 | 57,507 | 8 | 15,885 |
| Rock Island | 151,364 | 183,273 | 191,083 | 8 | 9,356 | 4 | 28,817 | 22 | 33,852 | 23 | 39,184 | 17 | 15,693 | 10 | 6,184 | 9 | 3,214 | 79 | 23,880 | 11 | 10,060 |
| ST. CLAIR | 1,055,553 | 1,603,938 | 1,668,413 | 55 | 82,016 | 29 | 213,831 | 146 | 316,166 | 109 | 371,234 | 120 | 115,316 | 143 | 91,065 | 75 | 73,114 | 366 | 157,445 | 47 | 40,050 |
| Belleville | 306,584 | 445,623 | 463,897 | 14 | 18,928 | 7 | 17,672 | 38 | 111,221 | 45 | 146,478 | 20 | 23,939 | 32 | 13,989 | 29 | 19,029 | 95 | 40,803 | 17 | 16,670 |
| SALINE | 137,974 | 205,585 | 214,285 | 11 | 11,686 | 8 | 27,779 | 25 | 52,039 | 21 | 42,973 | 15 | 16,619 | 24 | 7,320 | 14 | 10,046 | 42 | 17,669 | 15 | 11,942 |
| Eldorado | 29,142 | 47,968 | 50,381 | 2 | 2,774 | 3 | 6,595 | 7 | 12,354 | 7 | 10,201 | 3 | 5,078 | 5 | 1,207 | 4 | 2,384 | 13 | 3,042 | 4 | 2,835 |
| Harrisburg | 82,590 | 121,635 | 126,987 | 5 | 4,468 | 4 | 19,568 | 13 | 34,590 | 12 | 15,914 | 7 | 11,558 | 16 | 5,343 | 6 | 3,359 | 23 | 12,583 | 10 | 8,037 |
| SANGAMON | 931,292 | 1,443,826 | 1,501,915 | 50 | 100,778 | 17 | 192,493 | 98 | 282,004 | 63 | 316,542 | 85 | 98,162 | 125 | 74,804 | 68 | 75,933 | 296 | 151,781 | 48 | 66,422 |
| Springfield | 785,747 | 1,210,607 | 1,259,393 | 28 | 54,357 | 14 | 183,962 | 71 | 230,758 | 44 | 227,758 | 52 | 90,821 | 116 | 71,408 | 54 | 54,460 | 203 | 113,264 | 41 | 63,490 |
| SCHUYLER | 23,310 | 39,229 | 41,294 | 5 | 3,408 | 1 | 4,864 | 5 | 10,242 | 5 | 8,127 | 9 | 2,386 | 5 | 2,543 | 5 | 1,791 | 14 | 4,186 | 2 | 1,679 |
| | | | | | | | | | | | | | | | | | | | | | |
| SCOTT | 11,304 | 16,571 | 17,232 | 3 | 859 | 1 | 2,209 | 4 | 3,236 | 2 | 4,514 | 1 | 770 | 3 | 286 | 0 | 394 | 9 | 1,419 | 1 | 763 |
| SHELBY | 57,619 | 89,086 | 92,639 | 9 | 4,807 | 5 | 2,589 | 20 | 24,087 | 15 | 25,392 | 19 | 6,435 | 9 | 1,879 | 6 | 6,104 | 34 | 5,923 | 8 | 3,114 |
| Shelbyville | 36,879 | 57,317 | 59,603 | 2 | 3,129 | 4 | 2,520 | 9 | 17,588 | 8 | 12,246 | 6 | 5,299 | 6 | 1,223 | 3 | 3,974 | 15 | 3,542 | 7 | 2,028 |
| STARK | 12,005 | 16,165 | 16,860 | 5 | 1,692 | 0 | 1,851 | 6 | 2,713 | 5 | 6,601 | 1 | 646 | 1 | 719 | 1 | 330 | 8 | 825 | 2 | 639 |
| STEPHENSON | 192,425 | 297,422 | 309,785 | 19 | 21,697 | 9 | 34,615 | 30 | 63,355 | 30 | 100,025 | 21 | 15,257 | 23 | 11,503 | 14 | 13,179 | 73 | 27,387 | 6 | 14,375 |
| Freeport | 169,294 | 258,983 | 269,813 | 12 | 11,543 | 8 | 34,504 | 23 | 63,151 | 19 | 65,533 | 15 | 15,207 | 22 | 11,466 | 13 | 13,136 | 50 | 21,590 | 5 | 14,328 |
| TAZEWELL | 560,939 | 741,500 | 771,576 | 31 | 35,655 | 14 | 98,889 | 69 | 190,027 | 63 | 233,853 | 76 | 55,032 | 51 | 33,035 | 42 | 28,776 | 193 | 66,545 | 24 | 23,933 |
| Pekin | 114,421 | 162,820 | 169,814 | 7 | 4,429 | 5 | 29,691 | 22 | 48,827 | 23 | 40,639 | 27 | 17,228 | 27 | 0 | 18 | 8,820 | 55 | 13,571 | 8 | 5,559 |
| UNION | 53,521 | 81,680 | 85,438 | 10 | 5,949 | 3 | 10,950 | 13 | 23,216 | 8 | 19,431 | 10 | 3,327 | 10 | 1,955 | 8 | 3,786 | 24 | 7,662 | 6 | 2,986 |
| VERMILION | 375,973 | 531,729 | 553,438 | 33 | 35,666 | 15 | 69,400 | 52 | 121,280 | 46 | 111,606 | 52 | 45,725 | 41 | 31,182 | 34 | 23,505 | 137 | 50,982 | 25 | 21,967 |
| Danville | 273,495 | 376,975 | 392,511 | 18 | 21,763 | 8 | 59,564 | 27 | 73,290 | 30 | 71,019 | 27 | 38,804 | 30 | 27,929 | 25 | 15,602 | 80 | 36,348 | 17 | 17,096 |
| WABASH | 68,514 | 93,248 | 97,467 | 5 | 3,429 | 4 | 11,299 | 11 | 22,448 | 10 | 27,328 | 11 | 5,751 | 12 | 3,110 | 5 | 2,419 | 17 | 7,879 | 3 | 1,857 |
| Mount Carmel | 67,488 | 91,913 | 96,079 | 4 | 3,430 | 4 | 11,119 | 9 | 22,449 | 10 | 20,957 | 10 | 5,751 | 12 | 3,110 | 5 | 1,956 | 17 | 7,684 | 3 | 1,858 |
| WARREN | 71,728 | 112,511 | 117,499 | 15 | 6,649 | 4 | 8,500 | 12 | 24,318 | 13 | 37,548 | 15 | 11,680 | 14 | 4,288 | 8 | 3,096 | 31 | 11,983 | 5 | 3,865 |
| Monmouth | 60,289 | 92,251 | 96,431 | 8 | 3,563 | 3 | 6,166 | 7 | 23,596 | 10 | 27,240 | 10 | 11,333 | 12 | 3,111 | 7 | 2,246 | 25 | 8,566 | 4 | 2,804 |
| WASHINGTON | 36,416 | 60,943 | 63,424 | 12 | 9,616 | 3 | 2,600 | 12 | 11,679 | 9 | 25,250 | 4 | 2,671 | 5 | 1,170 | 5 | 1,878 | 22 | 5,470 | 3 | 1,941 |
| WAYNE | 83,376 | 123,311 | 128,279 | 12 | 35,755 | 4 | 15,300 | 15 | 21,624 | 12 | 29,949 | 10 | 3,478 | 10 | 5,043 | 7 | 3,033 | 14 | 5,356 | 4 | 2,326 |
| WHITE | 73,840 | 100,384 | 104,438 | 9 | 8,107 | 6 | 5,899 | 16 | 17,838 | 12 | 41,975 | 12 | 5,907 | 14 | 2,668 | 8 | 3,236 | 21 | 6,313 | 5 | 2,235 |
| Carmi | 61,688 | 83,766 | 87,157 | 4 | 3,265 | 3 | 5,095 | 8 | 16,009 | 11 | 36,262 | 7 | 5,857 | 12 | 2,305 | 5 | 2,082 | 14 | 5,063 | 4 | 1,931 |
| WHITESIDE | 255,847 | 370,380 | 385,653 | 28 | 36,889 | 11 | 44,259 | 32 | 66,440 | 31 | 102,825 | 37 | 29,111 | 30 | 16,220 | 33 | 19,521 | 97 | 31,991 | 14 | 17,885 |
| Rock Falls | 44,607 | 64,864 | 67,951 | 4 | 2,287 | 1 | 3,573 | 8 | 19,051 | 9 | 10,782 | 12 | 13,400 | 1 | 1,358 | 5 | 2,391 | 21 | 7,064 | 2 | 1,654 |
| Sterling | 147,543 | 210,190 | 219,074 | 11 | 8,976 | 6 | 35,337 | 9 | 34,250 | 11 | 51,547 | 11 | 12,572 | 20 | 13,581 | 17 | 9,655 | 40 | 15,625 | 7 | 12,202 |
| WILL | 1,148,979 | 1,768,790 | 1,839,840 | 86 | 121,481 | 23 | 199,705 | 130 | 336,126 | 103 | 445,921 | 138 | 189,898 | 131 | 83,426 | 88 | 58,119 | 385 | 176,379 | 57 | 86,215 |
| Joliet | 481,248 | 593,536 | 617,710 | 29 | 23,065 | 10 | 106,530 | 47 | 113,941 | 36 | 131,382 | 50 | 51,199 | 81 | 37,447 | 47 | 20,014 | 152 | 53,120 | 21 | 27,455 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| WILLIAMSON | 242,236 | 404,802 | 421,448 | 28 | 47,478 | 8 | 28,238 | 41 | 91,134 | 22 | 122,963 | 30 | 33,065 | 40 | 13,895 | 25 | 18,112 | 80 | 35,159 | 14 | 14,704 |
| Hernn | 54,028 | 93,746 | 97,985 | 4 | 8,135 | 3 | 4,270 | 12 | 29,476 | 9 | 22,144 | 4 | 6,266 | 12 | 5,053 | 6 | 4,563 | 17 | 7,314 | 4 | 2,520 |
| Manon | 142,019 | 236,341 | 246,268 | 15 | 20,183 | 4 | 21,995 | 16 | 48,621 | 8 | 58,522 | 18 | 23,781 | 20 | 8,172 | 10 | 6,362 | 35 | 21,255 | 5 | 6,336 |
| WINNEBAGO | 1,179,592 | 1,837,353 | 1,911,138 | 70 | 115,666 | 31 | 244,940 | 134 | 369,965 | 80 | 429,837 | 130 | 129,135 | 166 | 84,759 | 98 | 117,277 | 398 | 191,208 | 44 | 58,176 |
| Rockford | 827,136 | 1,255,887 | 1,306,479 | 33 | 46,975 | 21 | 188,754 | 81 | 291,926 | 52 | 265,649 | 86 | 104,760 | 85 | 44,351 | 71 | 75,554 | 246 | 113,918 | 32 | 43,396 |
| South Beloit | 18,136 | 29,319 | 30,538 | 2 | 1,649 | 0 | 3,491 | 3 | 5,274 | 2 | 6,128 | 4 | 1,647 | 2 | 1,208 | 2 | 1,672 | 18 | 6,021 | 0 | 829 |
| WOODFORD | 100,292 | 140,766 | 146,881 | 15 | 9,730 | 3 | 16,361 | 16 | 23,450 | 16 | 61,272 | 20 | 10,342 | 10 | 2,130 | 10 | 4,839 | 41 | 9,312 | 6 | 2,105 |

# INDIANA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**.............. | 23,723,731 | 37,545,074 | 38,668,776 | | 2,362,529 | | 4,407,464 | | 7,603,899 | | 9,216,814 | | 2,991,688 | | 1,683,571 | | 1,752,572 | | 3,823,326 | | 1,595,538 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Anderson, IN | 574,610 | 925,208 | 949,408 | | 44,529 | | 111,550 | | 212,545 | | 227,273 | | 75,573 | | 43,547 | | 42,400 | | 86,264 | | 40,450 |
| Bloomington, In | 435,496 | 818,550 | 839,963 | | 46,777 | | 108,047 | | 163,799 | | 172,544 | | 52,777 | | 51,520 | | 41,508 | | 96,893 | | 30,164 |
| Elkhart-Goshen, IN | 761,445 | 1,401,758 | 1,448,120 | | 83,176 | | 121,319 | | 312,492 | | 561,980 | | 78,318 | | 52,495 | | 36,709 | | 128,465 | | 51,793 |
| Fort Wayne, IN | 1,771,551 | 3,145,516 | 3,237,512 | | 174,482 | | 340,916 | | 688,835 | | 961,797 | | 206,668 | | 147,561 | | 120,617 | | 311,622 | | 122,407 |
| Gary-Hammond, IN | 2,532,996 | 4,547,274 | 4,685,632 | | 257,657 | | 462,236 | | 1,001,326 | | 1,523,777 | | 284,987 | | 200,056 | | 157,326 | | 440,087 | | 174,200 |
| Indianapolis, IN | 5,834,963 | 9,601,412 | 9,880,576 | | 524,307 | | 1,193,981 | | 1,706,073 | | 2,446,048 | | 803,034 | | 433,944 | | 470,756 | | 1,023,658 | | 394,181 |
| Kokomo, IN | 490,866 | 772,777 | 795,523 | | 49,576 | | 95,139 | | 146,614 | | 214,382 | | 65,165 | | 40,642 | | 30,108 | | 80,275 | | 34.001 |
| Lafayette-West Lafayette, IN | 592,064 | 995,550 | 1,001,375 | | 65,792 | | 155,236 | | 170,150 | | 243,820 | | 65,387 | | 40,176 | | 46,243 | | 112,428 | | 41,700 |
| Muncie, IN | 571,499 | 911,096 | 939,730 | | 62,403 | | 109,989 | | 172,805 | | 194,423 | | 95,500 | | 35,773 | | 54,998 | | 99,918 | | 41,506 |
| South Bend Mishawaka, IN | 1,151,353 | 1,842,284 | 1,890,273 | | 79,603 | | 272,703 | | 344,809 | | 450,582 | | 115,081 | | 84,840 | | 138,812 | | 198,350 | | 76,436 |
| Terre Haute, IN | 775,792 | 1,102,785 | 1,133,592 | | 74,820 | | 140,160 | | 187,580 | | 240,402 | | 75,616 | | 59,036 | | 40,915 | | 98,278 | | 32,996 |
| Evansville, IN-KY | 1,393,147 | 2,131,302 | 2,196,617 | | 155,034 | | 297,573 | | 442,225 | | 482,850 | | 135,338 | | 133,266 | | 122,500 | | 216,067 | | 69,625 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 105,914 | 189,976 | 195,964 | 15 | 17,373 | 6 | 10,820 | 18 | 40,607 | 19 | 55,084 | 17 | 12,755 | 19 | 5,674 | 19 | 9,356 | 37 | 21,356 | 5 | 8,097 |
| Decatur | 67,520 | 119,079 | 122,840 | 9 | 8,322 | 3 | 6,864 | 7 | 30,694 | 10 | 21,662 | 10 | 10,530 | 10 | 4,030 | 8 | 5,188 | 26 | 16,570 | 3 | 5,137 |
| ALLEN | 1,413,676 | 2,383,913 | 2,475,753 | 73 | 122,440 | 34 | 353,382 | 112 | 437,042 | 98 | 558,296 | 138 | 172,373 | 200 | 128,800 | 134 | 152,136 | 451 | 278,899 | 68 | 89,932 |
| Fort Wayne | 1,142,086 | 1,882,429 | 1,951,260 | 42 | 54,085 | 28 | 309,926 | 86 | 364,123 | 69 | 353,536 | 99 | 159,772 | 174 | 115,828 | 107 | 103,607 | 373 | 220,099 | 54 | 73,476 |
| BARTHOLOMEW | 293,045 | 448,983 | 462,630 | 21 | 27,562 | 12 | 64,541 | 29 | 84,775 | 27 | 91,398 | 43 | 46,816 | 37 | 21,528 | 39 | 25,116 | 82 | 45,936 | 13 | 16,746 |
| Columbus | 257,762 | 389,465 | 401,568 | 17 | 19,986 | 9 | 60,566 | 19 | 81,716 | 26 | 74,814 | 30 | 42,924 | 34 | 17,622 | 36 | 18,606 | 75 | 40,348 | 12 | 13,707 |
| BENTON | 25,253 | 28,977 | 29,929 | 7 | 2,119 | 0 | 1,510 | 5 | 6,898 | 6 | 6,118 | 13 | 3,638 | 1 | 505 | 2 | 571 | 14 | 1,595 | 4 | 1,463 |
| BLACKFORD | 44,211 | 76,831 | 79,024 | 9 | 7,756 | 4 | 7,368 | 15 | 21,871 | 8 | 20,609 | 13 | 4,540 | 7 | 2,119 | 5 | 2,823 | 24 | 5,872 | 3 | 4,127 |
| Hartford City | 36,107 | 61,775 | 63,577 | 6 | 6,823 | 3 | 6,483 | 11 | 19,240 | 5 | 13,326 | 11 | 3,994 | 6 | 1,864 | 3 | 2,483 | 15 | 4,029 | 2 | 3,631 |
| BOONE | 147,818 | 270,270 | 279,281 | 12 | 18,406 | 2 | 14,088 | 20 | 50,097 | 20 | 50,265 | 30 | 53,293 | 23 | 11,992 | 19 | 9,997 | 54 | 27,274 | 10 | 11,309 |
| Lebanon City | 71,817 | 122,102 | 126,469 | 5 | 7,160 | 2 | 6,284 | 7 | 28,660 | 13 | 18,323 | 14 | 24,305 | 12 | 6,186 | 9 | 4,160 | 30 | 12,645 | 4 | 4,224 |
| BROWN | 17,167 | 34,851 | 35,955 | 2 | 3,652 | 2 | 1,814 | 13 | 3,826 | 2 | 5,166 | 4 | 1,864 | 3 | 607 | 3 | 686 | 15 | 7,898 | 3 | 1,538 |
| CARROLL | 45,937 | 80,239 | 83,120 | 10 | 9,911 | 6 | 4,192 | 9 | 14,340 | 9 | 30,230 | 9 | 6,286 | 8 | 1,118 | 3 | 1,916 | 30 | 6,524 | 5 | 3,864 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CASS | 157,041 | 234,770 | 242,860 | 18 | 15,289 | 7 | 28,177 | 34 | 46,577 | 21 | 59,663 | 24 | 16,898 | 24 | 9,383 | 21 | 13,311 | 73 | 22,838 | 10 | 12,466 |
| Logansport | 137,996 | 201,629 | 208,859 | 13 | 10,197 | 5 | 27,671 | 19 | 43,370 | 14 | 34,096 | 15 | 16,594 | 22 | 9,214 | 20 | 13,073 | 60 | 19,797 | 8 | 12,243 |
| CLARK | 457,803 | 717,060 | 737,661 | 31 | 56,102 | 15 | 136,761 | 66 | 121,325 | 42 | 163,394 | 64 | 72,051 | 48 | 39,366 | 21 | 20,161 | 113 | 62,210 | 18 | 21,604 |
| Jeffersonville | 139,193 | 222,716 | 230,493 | 9 | 10,265 | 4 | 24,864 | 22 | 46,249 | 19 | 55,063 | 21 | 26,912 | 13 | 8,729 | 4 | 4,470 | 49 | 23,565 | 9 | 11,257 |
| CLAY | 86,239 | 125,992 | 131,260 | 9 | 6,676 | 3 | 6,621 | 13 | 22,482 | 14 | 37,332 | 18 | 18,665 | 8 | 3,465 | 8 | 2,762 | 29 | 9,597 | 6 | 6,648 |
| Brazil | 56,341 | 80,714 | 83,008 | 8 | 4,872 | 2 | 4,832 | 6 | 21,749 | 8 | 8,857 | 11 | 14,173 | 5 | 2,529 | 4 | 1,854 | 21 | 7,023 | 5 | 4,851 |
| CLINTON | 98,326 | 147,606 | 153,435 | 10 | 6,293 | 3 | 7,715 | 22 | 37,397 | 16 | 37,936 | 14 | 10,345 | 21 | 7,160 | 12 | 6,767 | 52 | 14,824 | 8 | 8,190 |
| Frankfort | 82,198 | 122,727 | 127,411 | 4 | 4,895 | 3 | 7,491 | 10 | 34,760 | 14 | 29,509 | 11 | 8,047 | 19 | 7,081 | 10 | 5,265 | 29 | 10,760 | 5 | 6,370 |
| CRAWFORD | 17,171 | 30,637 | 31,632 | 1 | 3,215 | 6 | 3,049 | 8 | 8,693 | 2 | 4,544 | 6 | 4,424 | 3 | 534 | 1 | 604 | 11 | 2,030 | 0 | 1,352 |
| DAVIESS | 103,956 | 162,069 | 168,273 | 18 | 19,897 | 7 | 20,419 | 17 | 36,419 | 15 | 30,859 | 19 | 15,274 | 20 | 7,999 | 15 | 4,477 | 40 | 12,745 | 9 | 7,306 |
| Washington | 76,618 | 117,498 | 122,546 | 9 | 4,602 | 5 | 14,531 | 11 | 34,355 | 10 | 18,002 | 10 | 15,267 | 16 | 5,692 | 13 | 3,550 | 28 | 11,074 | 8 | 5,199 |
| DEARBORN | 102,376 | 169,211 | 175,600 | 12 | 8,755 | 7 | 14,818 | 21 | 42,350 | 15 | 36,684 | 23 | 14,175 | 11 | 3,299 | 12 | 6,748 | 41 | 15,013 | 7 | 12,104 |
| DECATUR | 81,169 | 130,745 | 136,137 | 12 | 7,232 | 5 | 11,507 | 12 | 29,108 | 11 | 31,612 | 21 | 18,611 | 13 | 4,030 | 9 | 3,781 | 32 | 11,232 | 3 | 5,818 |
| Greensburg | 65,374 | 105,778 | 110,522 | 8 | 4,554 | 4 | 11,340 | 9 | 29,189 | 10 | 20,296 | 14 | 17,723 | 11 | 2,587 | 8 | 3,060 | 19 | 9,256 | 2 | 3,736 |
| DE KALB | 104,219 | 186,111 | 192,939 | 14 | 17,149 | 6 | 9,731 | 20 | 51,847 | 17 | 49,575 | 20 | 13,155 | 16 | 6,107 | 13 | 5,367 | 49 | 19,212 | 7 | 8,247 |
| Auburn | 61,710 | 110,929 | 115,807 | 7 | 5,785 | 4 | 7,676 | 7 | 29,015 | 6 | 19,167 | 8 | 10,382 | 10 | 4,798 | 8 | 2,021 | 24 | 13,360 | 4 | 6,386 |
| DELAWARE | 571,499 | 911,096 | 939,730 | 41 | 62,403 | 15 | 109,989 | 74 | 172,805 | 56 | 194,423 | 76 | 95,500 | 67 | 35,773 | 64 | 54,998 | 192 | 99,918 | 29 | 41,506 |
| Muncie | 489,982 | 785,867 | 810,253 | 30 | 42,708 | 13 | 92,887 | 61 | 167,345 | 42 | 125,890 | 60 | 89,497 | 63 | 34,676 | 54 | 35,100 | 161 | 86,336 | 25 | 35,052 |
| DUBOIS | 177,612 | 338,210 | 350,983 | 16 | 17,239 | 7 | 18,563 | 25 | 56,078 | 14 | 145,756 | 29 | 23,022 | 28 | 13,954 | 23 | 17,365 | 67 | 30,549 | 9 | 8,991 |
| Jasper | 116,428 | 219,111 | 227,795 | 7 | 4,543 | 2 | 15,583 | 8 | 31,823 | [illegible] | 100,699 | 11 | 13,087 | 17 | 10,994 | 15 | 11,223 | 36 | 18,489 | 3 | 5,012 |
| ELKHART | 761,445 | 1,401,758 | 1,448,120 | 56 | 83,176 | 29 | 121,316 | 97 | 312,492 | 82 | 561,980 | 80 | 78,318 | 79 | 52,495 | 52 | 36,709 | 216 | 128,465 | 26 | 51,793 |
| Elkhart | 469,698 | 798,685 | 825,603 | 25 | 33,159 | 15 | 98,350 | 47 | 214,447 | 47 | 246,247 | 48 | 52,521 | 39 | 20,965 | 27 | 10,475 | 130 | 72,770 | 15 | 37,032 |
| Goshen | 132,798 | 270,788 | 280,012 | 12 | 11,785 | 6 | 9,280 | 19 | 59,156 | 18 | 87,954 | 13 | 20,970 | 14 | 17,671 | 13 | 7,252 | 35 | 22,220 | 5 | 10,618 |
| FAYETTE | 102,255 | 151,209 | 156,331 | 6 | 4,373 | 7 | 13,833 | 10 | 35,116 | 13 | 33,912 | 16 | 11,376 | 11 | 5,041 | 10 | 3,966 | 31 | 14,849 | 7 | 11,746 |
| Connersville | 98,681 | 144,988 | 149,749 | 6 | 3,440 | 6 | 13,459 | 9 | 34,163 | 13 | 26,039 | 16 | 11,299 | 11 | 5,007 | 10 | 3,159 | 30 | 14,445 | 7 | 11,644 |
| FLOYD | 207,065 | 325,702 | 336,151 | 20 | 12,763 | 5 | 23,041 | 45 | 82,203 | 17 | 53,405 | 32 | 25,052 | 18 | 23,190 | 23 | 25,989 | 83 | 42,520 | 15 | 17,408 |
| New Albany | 186,676 | 287,082 | 296,529 | 15 | 8,905 | 5 | 22,040 | 38 | 76,753 | 16 | 40,423 | 25 | 24,669 | 15 | 19,714 | 18 | 18,785 | 70 | 37,637 | 12 | 13,524 |
| FOUNTAIN | 68,719 | 98,524 | 101,680 | 12 | 7,701 | 7 | 3,479 | 12 | 24,514 | 16 | 36,834 | 16 | 4,026 | 10 | 1,577 | 7 | 1,868 | 39 | 11,668 | 6 | 5,113 |
| FRANKLIN | 33,946 | 57,946 | 59,649 | 5 | 5,948 | 2 | 3,009 | 13 | 22,092 | 10 | 8,938 | 8 | 4,740 | 2 | 1,006 | 2 | 1,141 | 16 | 5,142 | 2 | 2,549 |
| FULTON | 64,031 | 108,268 | 112,277 | 10 | 4,890 | 5 | 8,230 | 12 | 26,070 | 13 | 29,061 | 18 | 9,159 | 12 | 2,718 | 4 | 1,852 | 37 | 14,083 | 6 | 7,389 |
| Rochester | 49,828 | 83,401 | 86,764 | 4 | 1,233 | 4 | 7,074 | 6 | 22,410 | 9 | 14,627 | 14 | 8,907 | 10 | 2,337 | 2 | 1,593 | 24 | 11,743 | 4 | 6,351 |
| GIBSON | 131,876 | 188,198 | 194,280 | 18 | 19,196 | 10 | 17,604 | 28 | 45,377 | 20 | 49,883 | 19 | 10,401 | 18 | 7,180 | 12 | 5,032 | 42 | 16,064 | 9 | 9,238 |
| Princeton | 79,681 | 117,007 | 121,242 | 9 | 6,864 | 7 | 14,441 | 12 | 23,807 | 11 | 34,057 | 9 | 5,725 | 13 | 5,874 | 5 | 2,671 | 19 | 8,050 | 4 | 4,227 |
| GRANT | 316,652 | 477,021 | 490,595 | 33 | 33,512 | 11 | 58,075 | 52 | 97,064 | 40 | 115,123 | 48 | 36,807 | 44 | 28,513 | 35 | 22,266 | 139 | 50,298 | 21 | 22,474 |
| Marion | 265,714 | 395,162 | 406,613 | 21 | 22,690 | 8 | 53,151 | 31 | 83,426 | 33 | 86,663 | 28 | 29,112 | 37 | 26,043 | 28 | 13,988 | 99 | 38,897 | 16 | 17,873 |
| GREENE | 89,997 | 148,400 | 153,450 | 19 | 16,932 | 9 | 12,331 | 18 | 45,158 | 17 | 28,758 | 21 | 8,865 | 19 | 5,473 | 10 | 3,866 | 47 | 10,354 | 8 | 7,104 |
| Bloomfield | 17,438 | 29,353 | 30,314 | 2 | 3,245 | 1 | 2,206 | 4 | 8,656 | 2 | 5,512 | 3 | 2,180 | 6 | 1,745 | 2 | 740 | 8 | 1,111 | 3 | 1,940 |
| Linton | 39,046 | 64,514 | 66,388 | 6 | 3,649 | 4 | 9,545 | 6 | 18,612 | 6 | 8,766 | 7 | 6,333 | 10 | 3,387 | 4 | 1,216 | 16 | 4,761 | 2 | 3,069 |
| HAMILTON | 288,640 | 632,184 | 651,083 | 23 | 42,416 | 8 | 32,841 | 37 | 148,067 | 20 | 163,965 | 45 | 56,951 | 35 | 17,273 | 37 | 39,801 | 86 | 66,600 | 21 | 29,688 |
| Noblesville | 94,519 | 186,738 | 193,382 | 6 | 6,152 | 3 | 11,914 | 12 | 53,558 | 10 | 38,618 | 15 | 20,661 | 13 | 5,626 | 5 | 5,278 | 32 | 16,090 | 9 | 11,771 |
| HANCOCK | 153,022 | 251,106 | 259,620 | 12 | 10,840 | 7 | 15,481 | 23 | 47,762 | 11 | 75,749 | 37 | 36,987 | 14 | 5,793 | 14 | 6,184 | 40 | 23,822 | 10 | 12,012 |
| Greenfield | 108,790 | 180,058 | 185,929 | 8 | 8,228 | 5 | 11,750 | 10 | 36,251 | 5 | 48,136 | 17 | 32,596 | 6 | 2,683 | 6 | 2,941 | 22 | 12,849 | 6 | 8,943 |
| HARRISON | 69,610 | 109,830 | 112,879 | 8 | 11,547 | 8 | 7,580 | 13 | 31,387 | 12 | 19,097 | 14 | 7,770 | 5 | 1,855 | 7 | 5,909 | 30 | 9,314 | 3 | 4,050 |
| HENDRICKS | 194,139 | 341,039 | 350,086 | 16 | 17,333 | 9 | 12,574 | 25 | 101,074 | 21 | 69,519 | 30 | 37,220 | 17 | 6,833 | 22 | 11,264 | 66 | 33,713 | 11 | 16,139 |
| HENRY | 178,909 | 270,791 | 278,015 | 16 | 14,252 | 9 | 17,242 | 32 | 81,054 | 34 | 49,603 | 34 | 25,619 | 27 | 9,726 | 16 | 11,384 | 70 | 23,953 | 9 | 12,044 |
| New Castle | 119,842 | 173,173 | 177,865 | 8 | 8,515 | 5 | 14,873 | 16 | 48,421 | 20 | 29,633 | 19 | 15,305 | 21 | 8,751 | 13 | 7,851 | 43 | 16,048 | 6 | 8,672 |
| HOWARD | 439,575 | 692,033 | 712,485 | 26 | 43,091 | 14 | 92,286 | 61 | 126,013 | 39 | 190,028 | 52 | 56,145 | 58 | 37,987 | 40 | 28,785 | 142 | 73,454 | 19 | 30,453 |
| Kokomo | 404,032 | 638,527 | 657,091 | 24 | 41,409 | 12 | 88,683 | 53 | 125,597 | 35 | 143,446 | 40 | 55,960 | 55 | 35,625 | 35 | 20,641 | 129 | 66,650 | 17 | 26,870 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **HUNTINGTON** | 117,764 | 196,009 | 201,394 | 16 | 10,251 | 5 | 10,159 | 23 | 44,768 | 15 | 43,367 | 23 | 21,359 | 12 | 6,677 | 9 | 6,764 | 45 | 17,045 | 8 | 9,446 |
| Huntington | 83,001 | 136,458 | 140,298 | 9 | 5,227 | 4 | 7,757 | 13 | 39,610 | 9 | 22,001 | 14 | 11,567 | 10 | 5,098 | 7 | 5,164 | 33 | 12,561 | 7 | 7,212 |
| **JACKSON** | 157,763 | 248,247 | 254,987 | 21 | 26,711 | 8 | 15,261 | 24 | 55,877 | 19 | 55,371 | 31 | 29,264 | 16 | 13,058 | 16 | 6,689 | 49 | 23,660 | 9 | 10,666 |
| Seymour | 124,484 | 196,113 | 201,500 | 15 | 17,530 | 6 | 12,764 | 15 | 46,000 | 15 | 35,435 | 16 | 25,184 | 13 | 10,922 | 10 | 3,321 | 32 | 16,737 | 6 | 8,920 |
| **JASPER** | 102,080 | 156,883 | 161,253 | 13 | 12,151 | 6 | 11,908 | 18 | 31,085 | 19 | 35,442 | 23 | 19,659 | 16 | 5,883 | 7 | 2,419 | 32 | 13,168 | 9 | 9,625 |
| Rensselaer | 40,679 | 60,581 | 62,452 | 2 | 3,277 | 3 | 3,211 | 8 | 16,671 | 7 | 13,201 | 5 | 5,302 | 8 | 3,633 | 3 | 652 | 14 | 5,978 | 4 | 5,158 |
| **JAY** | 69,354 | 99,475 | 102,355 | 8 | 4,694 | 6 | 5,163 | 14 | 28,387 | 13 | 21,105 | 11 | 9,149 | 12 | 2,098 | 9 | 4,665 | 32 | 8,655 | 4 | 4,363 |
| Portland | 48,657 | 70,386 | 72,512 | 4 | 2,910 | 3 | 3,201 | 8 | 22,957 | 9 | 11,272 | 4 | 7,818 | 8 | 1,301 | 6 | 2,892 | 18 | 6,201 | 3 | 2,704 |
| **JEFFERSON** | 121,599 | 154,409 | 158,714 | 17 | 16,289 | 11 | 17,855 | 22 | 38,134 | 14 | 32,877 | 15 | 7,421 | 18 | 5,538 | 17 | 8,845 | 31 | 13,021 | 10 | 6,562 |
| Madison | 109,645 | 136,456 | 140,296 | 11 | 10,382 | 9 | 16,157 | 16 | 35,462 | 13 | 24,932 | 12 | 7,046 | 17 | 5,165 | 16 | 8,004 | 28 | 11,812 | 9 | 5,939 |
| **JENNINGS** | 53,168 | 90,900 | 93,558 | 8 | 7,209 | 3 | 4,719 | 10 | 26,111 | 10 | 15,027 | 10 | 10,097 | 5 | 954 | 5 | 1,568 | 18 | 8,151 | 4 | 4,448 |
| **JOHNSON** | 366,426 | 640,336 | 659,947 | 20 | 41,518 | 14 | 168,541 | 38 | 81,654 | 26 | 116,631 | 38 | 54,052 | 65 | 58,492 | 36 | 27,762 | 96 | 52,787 | 16 | 22,198 |
| Edinburg | 10,518 | 13,997 | 14,560 | 1 | 954 | 2 | 3,460 | 3 | 1,878 | 0 | 2,682 | 2 | 1,243 | 1 | 1,203 | 3 | 481 | 8 | 756 | 2 | 511 |
| Franklin | 62,452 | 89,556 | 92,079 | 3 | 2,816 | 2 | 10,207 | 7 | 27,665 | 9 | 18,880 | 10 | 13,387 | 9 | 3,546 | 6 | 1,423 | 23 | 8,540 | 5 | 1,506 |
| **KNOX** | 187,501 | 270,395 | 277,609 | 21 | 26,114 | 13 | 31,754 | 29 | 51,754 | 20 | 62,841 | 36 | 18,675 | 38 | 16,263 | 28 | 14,807 | 73 | 24,958 | 15 | 13,794 |
| Bicknell | 11,899 | 19,015 | 19,708 | 1 | 1,901 | 2 | 2,312 | 2 | 3,769 | 3 | 4,575 | 4 | 1,875 | 3 | 393 | 2 | 1,078 | 9 | 1,086 | 2 | 1,004 |
| Vincennes | 155,466 | 224,369 | 230,389 | 17 | 18,828 | 8 | 29,464 | 21 | 44,648 | 15 | 42,239 | 20 | 16,808 | 33 | 15,876 | 24 | 11,661 | 55 | 22,127 | 11 | 10,864 |
| **KOSCIUSKO** | 222,673 | 424,764 | 435,783 | 26 | 43,229 | 15 | 32,998 | 31 | 86,603 | 34 | 115,622 | 36 | 27,872 | 27 | 18,194 | 29 | 16,415 | 87 | 39,600 | 12 | 19,258 |
| Warsaw | 126,727 | 248,530 | 255,177 | 6 | 8,242 | 9 | 28,192 | 12 | 64,449 | 12 | 38,382 | 15 | 23,636 | 18 | 15,444 | 21 | 11,902 | 34 | 24,006 | 6 | 11,141 |
| **LAGRANGE** | 70,917 | 153,834 | 155,025 | 19 | 29,751 | 5 | 5,551 | 16 | 35,854 | 8 | 20,387 | 11 | 10,541 | 6 | 1,480 | 5 | 2,513 | 37 | 20,851 | 5 | 4,845 |
| **LAKE** | 2,333,445 | 2,886,533 | 3,021,611 | 115 | 149,986 | 52 | 366,211 | 252 | 637,077 | 175 | 620,093 | 269 | 248,318 | 260 | 147,270 | 148 | 134,396 | 707 | 315,045 | 113 | 129,111 |
| East Chicago | 94,520 | 103,512 | 107,397 | 8 | 7,660 | 4 | 11,899 | 18 | 20,346 | 6 | 14,328 | 15 | 7,648 | 12 | 3,446 | 6 | 3,527 | 53 | 14,933 | 11 | 8,851 |
| Gary | 371,236 | 411,480 | 427,354 | 28 | 16,051 | 8 | 31,358 | 54 | 106,225 | 32 | 67,484 | 63 | 42,381 | 37 | 14,961 | 27 | 11,028 | 142 | 36,974 | 25 | 24,976 |
| Hammond | 401,874 | 445,882 | 463,648 | 16 | 12,755 | 7 | 40,896 | 51 | 89,307 | 30 | 60,197 | 54 | 37,622 | 45 | 32,784 | 27 | 14,990 | 139 | 56,763 | 14 | 13,759 |
| **LA PORTE** | 442,833 | 658,699 | 665,896 | 30 | 39,060 | 15 | 84,277 | 58 | 138,815 | 45 | 144,046 | 64 | 60,590 | 67 | 31,908 | 42 | 28,645 | 163 | 62,210 | 18 | 31,772 |
| La Porte | 147,340 | 220,872 | 224,801 | 10 | 8,860 | 5 | 16,600 | 13 | 50,892 | 19 | 45,641 | 19 | 22,345 | 21 | 14,388 | 17 | 11,411 | 53 | 18,704 | 8 | 10,920 |
| Michigan City | 255,586 | 373,424 | 379,311 | 13 | 15,176 | 9 | 65,164 | 33 | 86,095 | 22 | 62,342 | 29 | 32,683 | 42 | 17,035 | 23 | 11,747 | 80 | 33,338 | 8 | 20,438 |
| **LAWRENCE** | 149,673 | 243,855 | 250,381 | 14 | 14,747 | 11 | 32,223 | 26 | 56,323 | 21 | 55,441 | 26 | 18,669 | 25 | 7,994 | 18 | 11,172 | 43 | 20,244 | 11 | 11,594 |
| Bedford | 107,035 | 173,807 | 178,516 | 7 | 5,487 | 7 | 26,274 | 13 | 45,886 | 14 | 16,940 | 17 | 16,701 | 23 | 6,518 | 16 | 9,109 | 30 | 15,496 | 8 | 9,453 |
| **MADISON** | 574,610 | 925,208 | 949,408 | 43 | 44,529 | 19 | 111,550 | 71 | 212,545 | 53 | 227,273 | 86 | 75,573 | 61 | 43,547 | 65 | 42,400 | 202 | 86,264 | 30 | 40,450 |
| Anderson | 409,083 | 642,648 | 659,519 | 25 | 23,095 | 9 | 69,276 | 41 | 171,844 | 33 | 131,665 | 44 | 46,623 | 41 | 32,845 | 46 | 27,089 | 129 | 64,216 | 18 | 24,879 |
| Elwood | 48,014 | 77,754 | 79,971 | 3 | 2,892 | 3 | 7,248 | 7 | 24,414 | 7 | 11,039 | 10 | 9,175 | 10 | 4,716 | 6 | 2,178 | 19 | 5,640 | 4 | 6,029 |
| **MARION** | 4,385,269 | 6,977,733 | 7,178,738 | 175 | 361,746 | 81 | 914,801 | 444 | 1,158,045 | 261 | 1,874,733 | 421 | 504,274 | 452 | 313,457 | 306 | 353,678 | 1114 | 778,398 | 171 | 280 513 |
| Indianapolis | 4,138,613 | 6,547,581 | 6,733,627 | 161 | 248,498 | 77 | 861,654 | 411 | 1,075,952 | 246 | 1,371,867 | 384 | 463,009 | 433 | 295,417 | 289 | 269,829 | 1027 | 704,953 | 158 | 263,964 |
| **MARSHALL** | 145,137 | 254,403 | 261,202 | 26 | 30,593 | 6 | 10,073 | 18 | 54,006 | 24 | 66,794 | 31 | 25,183 | 28 | 11,818 | 17 | 7,863 | 70 | 23,200 | 13 | 13,166 |
| Plymouth | 76,799 | 131,908 | 135,530 | 11 | 12,889 | 4 | 4,243 | 6 | 32,828 | 14 | 28,140 | 10 | 16,462 | 16 | 9,252 | 11 | 3,256 | 34 | 15,351 | 5 | 5,310 |
| **MARTIN** | 32,431 | 46,607 | 48,016 | 6 | 2,486 | 3 | 2,422 | 6 | 13,657 | 6 | 11,872 | 6 | 4,718 | 4 | 1,340 | 3 | 917 | 18 | 2,644 | 3 | 2,052 |
| **MIAMI** | 111,995 | 179,449 | 184,304 | 14 | 7,989 | 4 | 10,677 | 22 | 37,046 | 20 | 61,681 | 16 | 13,625 | 15 | 7,438 | 14 | 7,206 | 47 | 14,032 | 7 | 10,413 |
| Peru | 99,106 | 157,376 | 161,658 | 10 | 5,701 | 4 | 10,465 | 14 | 36,726 | 15 | 40,223 | 12 | 13,508 | 14 | 7,290 | 11 | 7,062 | 34 | 11,827 | 7 | 10,309 |
| **MONROE** | 435,496 | 818,550 | 839,983 | 27 | 46,777 | 14 | 108,047 | 57 | 163,799 | 38 | 172,544 | 46 | 52,777 | 78 | 51,520 | 53 | 41,508 | 129 | 96,893 | 18 | 30,164 |
| Bloomington | 387,110 | 730,167 | 749,308 | 18 | 42,666 | 13 | 106,001 | 45 | 162,273 | 31 | 120,868 | 32 | 52,130 | 77 | 46,992 | 48 | 31,167 | 112 | 84,007 | 15 | 27,513 |
| **MONTGOMERY** | 139,257 | 234,356 | 240,635 | 15 | 13,298 | 8 | 28,681 | 21 | 50,130 | 17 | 62,876 | 24 | 15,512 | 19 | 8,273 | 13 | 8,253 | 50 | 21,692 | 10 | 12,145 |
| Crawfordsville | 112,417 | 186,703 | 191,746 | 8 | 7,489 | 6 | 19,248 | 14 | 49,958 | 13 | 42,197 | 18 | 15,459 | 18 | 5,552 | 8 | 5,975 | 36 | 19,167 | 9 | 8,150 |
| **MORGAN** | 169,095 | 276,886 | 284,269 | 11 | 15,715 | 9 | 19,670 | 31 | 74,400 | 19 | 38,919 | 31 | 39,408 | 20 | 9,490 | 17 | 12,467 | 47 | 23,986 | 10 | 11,729 |
| Martinsville | 75,172 | 126,478 | 129,959 | 4 | 6,355 | 7 | 8,800 | 15 | 40,536 | 11 | 17,124 | 12 | 14,073 | 13 | 5,272 | 11 | 5,576 | 20 | 9,479 | 6 | 5,528 |
| **NEWTON** | 36,457 | 55,220 | 56,852 | 8 | 5,110 | 2 | 2,868 | 11 | 13,601 | 7 | 8,751 | 15 | 5,852 | 6 | 2,043 | 5 | 1,925 | 22 | 4,376 | 6 | 5,333 |
| **NOBLE** | 103,053 | 194,109 | 199,344 | 16 | 12,059 | 9 | 18,006 | 17 | 49,899 | 23 | 48,852 | 22 | 13,376 | 12 | 5,436 | 10 | 6,114 | 47 | 16,718 | 9 | 8,740 |
| Kendallville | 54,373 | 101,303 | 104,131 | 5 | 3,765 | 4 | 15,268 | 6 | 27,777 | 10 | 19,433 | 4 | 6,509 | 10 | 3,026 | 7 | 3,605 | 15 | 8,252 | 5 | 4,865 |
| **OHIO** | 8,767 | 13,469 | 14,018 | 2 | 1,291 | 0 | 640 | 5 | 5,297 | 0 | 1,825 | 4 | 2,408 | 2 | 214 | 1 | 241 | 6 | 858 | 1 | 543 |
| **ORANGE** | 48,593 | 85,687 | 88,110 | 9 | 5,745 | 4 | 4,444 | 15 | 28,351 | 5 | 10,644 | 10 | 8,600 | 3 | 1,305 | 8 | 2,312 | 23 | 6,187 | 6 | 3,865 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| OWEN | 33,440 | 53,918 | 55,517 | 3 | 1,606 | 2 | 2,801 | 7 | 13,141 | 7 | 14,410 | 8 | 8,045 | 1 | 936 | 5 | 1,862 | 17 | 4,713 | 2 | 2,372 |
| Spencer | 28,022 | 44,758 | 46,119 | 3 | 1,262 | 1 | 1,991 | 4 | 9,342 | 6 | 10,244 | 7 | 8,005 | 1 | 665 | 2 | 1,324 | 9 | 3,748 | 2 | 1,687 |
| PARKE | 35,383 | 52,578 | 54,142 | 5 | 6,032 | 3 | 2,732 | 10 | 16,503 | 7 | 8,112 | 9 | 3,082 | 4 | 454 | 4 | 1,681 | 26 | 3,923 | 3 | 2,733 |
| PERRY | 65,273 | 111,984 | 115,089 | 8 | 7,373 | 8 | 15,509 | 12 | 32,690 | 10 | 15,506 | 11 | 4,189 | 15 | 6,273 | 7 | 5,364 | 24 | 9,613 | 4 | 4,776 |
| PIKE | 27,564 | 40,877 | 41,137 | 3 | 808 | 2 | 2,074 | 11 | 13,836 | 6 | 5,909 | 7 | 1,737 | 3 | 423 | 4 | 1,841 | 13 | 2,523 | 2 | 1,759 |
| PORTER | 414,190 | 589,394 | 604,883 | 26 | 20,879 | 15 | 49,741 | 45 | 138,565 | 40 | 124,233 | 64 | 57,130 | 46 | 17,178 | 34 | 23,408 | 155 | 74,377 | 33 | 45,803 |
| Chesterton | 53,108 | 71,278 | 73,327 | 4 | 2,660 | 3 | 5,311 | 5 | 14,000 | 8 | 23,066 | 7 | 6,049 | 8 | 1,698 | 4 | 2,500 | 19 | 5,091 | 4 | 4,669 |
| Valparaiso | 230,169 | 335,547 | 344,451 | 7 | 6,486 | 7 | 34,855 | 22 | 84,641 | 18 | 61,781 | 25 | 26,525 | 30 | 12,998 | 22 | 14,870 | 61 | 35,008 | 17 | 26,993 |
| POSEY | 66,075 | 100,177 | 102,976 | 10 | 5,553 | 7 | 6,335 | 13 | 1,042 | 13 | 34,757 | 16 | 8,342 | 8 | 2,127 | 8 | 4,874 | 34 | 8,758 | 5 | 4,582 |
| PULASKI | 40,701 | 64,092 | 65,955 | 6 | 7,185 | 3 | 3,327 | 6 | 10,075 | 11 | 22,088 | 9 | 3,586 | 5 | 1,551 | 4 | 1,459 | 17 | 4,171 | 3 | 4,698 |
| PUTNAM | 83,484 | 146,238 | 150,231 | 11 | 11,561 | 4 | 8,158 | 20 | 43,105 | 12 | 28,055 | 18 | 10,873 | 13 | 5,672 | 11 | 4,917 | 32 | 12,062 | 6 | 7,645 |
| Greencastle | 58,985 | 100,212 | 103,012 | 6 | 5,707 | 3 | 5,533 | 6 | 33,719 | 8 | 13,000 | 8 | 10,753 | 10 | 3,847 | 10 | 3,335 | 19 | 8,979 | 4 | 5,186 |
| RANDOLPH | 77,517 | 114,138 | 119,099 | 13 | 6,029 | 10 | 5,069 | 21 | 31,368 | 10 | 27,459 | 20 | 10,474 | 12 | 3,382 | 13 | 5,851 | 34 | 8,610 | 6 | 6,202 |
| Union City | 23,530 | 31,812 | 33,437 | 4 | 2,771 | 4 | 1,116 | 6 | 6,907 | 3 | 6,046 | 4 | 6,344 | 3 | 745 | 2 | 1,289 | 8 | 1,914 | 2 | 1,365 |
| Winchester | 37,956 | 57,632 | 60,127 | 4 | 859 | 4 | 2,027 | 7 | 15,585 | 6 | 20,309 | 6 | 3,728 | 4 | 2,218 | 6 | 2,765 | 13 | 3,293 | 2 | 2,480 |
| RIPLEY | 72,303 | 123,488 | 126,891 | 12 | 16,185 | 7 | 5,763 | 25 | 37,414 | 11 | 25,210 | 11 | 5,605 | 9 | 1,335 | 9 | 4,452 | 25 | 7,692 | 7 | 5,261 |
| RUSH | 59,732 | 86,461 | 90,704 | 9 | 7,051 | 3 | 5,928 | 12 | 20,945 | 11 | 29,441 | 11 | 7,017 | 7 | 865 | 4 | 4,386 | 19 | 4,836 | 2 | 3,877 |
| Rushville | 45,733 | 65,631 | 68,533 | 6 | 3,233 | 3 | 5,718 | 6 | 15,163 | 10 | 21,314 | 8 | 6,961 | 6 | 858 | 2 | 3,175 | 13 | 3,937 | 2 | 2,807 |
| ST. JOSEPH | 1,151,353 | 1,842,284 | 1,890,273 | 63 | 79,603 | 33 | 272,703 | 151 | 344,809 | 83 | 450,582 | 140 | 115,081 | 141 | 84,840 | 128 | 138,812 | 392 | 198,350 | 55 | 76,436 |
| Mishawaka | 380,395 | 647,808 | 664,812 | 16 | 19,450 | 10 | 129,595 | 38 | 120,217 | 21 | 108,664 | 32 | 35,210 | 57 | 43,979 | 45 | 56,290 | 103 | 62,485 | 14 | 26,355 |
| South Bend | 608,117 | 919,319 | 943,366 | 29 | 28,558 | 17 | 104,536 | 80 | 198,384 | 40 | 196,435 | 65 | 79,886 | 65 | 32,693 | 55 | 40,164 | 224 | 100,910 | 33 | 41,572 |
| SCOTT | 64,591 | 102,943 | 105,813 | 7 | 7,962 | 7 | 10,373 | 14 | 21,636 | 10 | 17,736 | 16 | 13,141 | 5 | 1,533 | 5 | 1,845 | 21 | 8,933 | 4 | 3,954 |
| SHELBY | 130,554 | 211,858 | 217,554 | 14 | 16,333 | 4 | 15,986 | 19 | 44,972 | 20 | 56,267 | 20 | 20,849 | 19 | 10,614 | 17 | 9,603 | 39 | 17,078 | 8 | 10,593 |
| Shelbyville | 116,057 | 187,256 | 192,313 | 7 | 12,335 | 4 | 15,541 | 15 | 44,817 | 16 | 37,828 | 14 | 20,776 | 18 | 8,016 | 16 | 7,254 | 32 | 14,256 | 7 | 10,521 |
| SPENCER | 49,827 | 80,130 | 82,409 | 11 | 6,053 | 5 | 1,494 | 15 | 24,496 | 11 | 25,182 | 12 | 5,739 | 5 | 609 | 5 | 3,117 | 29 | 6,602 | 3 | 2,481 |
| STARKE | 76,018 | 113,713 | 116,863 | 10 | 10,378 | 7 | 8,435 | 13 | 24,118 | 10 | 23,911 | 11 | 18,257 | 4 | 654 | 4 | 1,915 | 33 | 6,597 | 3 | 4,996 |
| STEUBEN | 113,602 | 251,465 | 255,988 | 12 | 22,473 | 5 | 13,067 | 21 | 50,452 | 16 | 37,843 | 19 | 41,627 | 16 | 8,989 | 9 | 6,513 | 48 | 25,923 | 5 | 6,657 |
| SULLIVAN | 51,266 | 78,570 | 80,808 | 6 | 4,481 | 3 | 4,076 | 15 | 21,313 | 6 | 18,979 | 17 | 8,594 | 8 | 1,363 | 5 | 1,544 | 23 | 3,995 | 2 | 3,453 |
| Sullivan | 27,899 | 41,860 | 43,146 | 5 | 3,485 | 2 | 2,005 | 4 | 10,481 | 4 | 9,333 | 7 | 6,474 | 6 | 671 | 4 | 760 | 11 | 1,842 | 2 | 1,698 |
| SWITZERLAND | 10,512 | 15,890 | 16,502 | 2 | 1,676 | 3 | 832 | 3 | 5,887 | 2 | 2,370 | 1 | 855 | 3 | 277 | 1 | 315 | 10 | 1,118 | 1 | 705 |
| TIPPECANOE | 592,064 | 995,550 | 1,001,375 | 33 | 65,792 | 14 | 155,236 | 60 | 170,150 | 45 | 243,820 | 51 | 65,387 | 66 | 40,176 | 44 | 46,243 | 168 | 112,428 | 24 | 41,700 |
| Lafayette | 417,877 | 682,860 | 687,574 | 25 | 49,379 | 11 | 113,265 | 34 | 109,675 | 31 | 149,206 | 30 | 42,418 | 54 | 30,153 | 33 | 26,443 | 102 | 61,266 | 18 | 28,408 |
| West Lafayette | 129,086 | 227,335 | 230,732 | 5 | 6,719 | 3 | 41,434 | 17 | 58,976 | 5 | 8,517 | 16 | 22,411 | 11 | 5,414 | 6 | 6,191 | 47 | 35,193 | 5 | 13,021 |
| TIPTON | 51,291 | 80,744 | 83,039 | 8 | 6,485 | 3 | 2,853 | 9 | 20,601 | 7 | 24,354 | 18 | 9,020 | 8 | 2,654 | 5 | 1,323 | 21 | 6,820 | 3 | 3,548 |
| Tipton | 41,275 | 63,429 | 65,274 | 6 | 3,808 | 2 | 1,675 | 5 | 20,197 | 6 | 14,301 | 14 | 8,843 | 7 | 2,603 | 3 | 776 | 16 | 5,580 | 3 | 2,084 |
| UNION | 16,045 | 24,215 | 25,043 | 2 | 2,544 | 1 | 1,264 | 5 | 7,577 | 3 | 3,598 | 4 | 1,299 | 4 | 691 | 1 | 478 | 5 | 1,344 | 1 | 1,071 |
| VANDERBURGH | 1,016,953 | 1,502,997 | 1,542,185 | 45 | 103,194 | 24 | 244,988 | 103 | 290,200 | 71 | 306,008 | 98 | 77,818 | 130 | 110,552 | 88 | 92,627 | 303 | 162,023 | 42 | 50,359 |
| Evansville | 968,339 | 1,422,707 | 1,459,813 | 38 | 68,054 | 23 | 244,239 | 99 | 289,313 | 63 | 228,585 | 88 | 77,581 | 126 | 107,728 | 86 | 92,343 | 282 | 147,979 | 41 | 50,205 |
| VERMILLION | 55,241 | 87,340 | 89,806 | 7 | 7,113 | 3 | 4,530 | 11 | 20,181 | 11 | 36,872 | 8 | 7,893 | 3 | 1,513 | 0 | 1,715 | 29 | 4,273 | 4 | 3,838 |
| Clinton | 38,298 | 58,451 | 60,167 | 3 | 5,669 | 2 | 3,610 | 7 | 16,722 | 6 | 18,463 | 6 | 6,289 | 2 | 1,205 | 0 | 1,367 | 16 | 2,288 | 2 | 3,058 |
| VIGO | 689,553 | 976,793 | 1,002,331 | 37 | 68,144 | 18 | 133,539 | 51 | 165,098 | 45 | 203,070 | 62 | 56,751 | 56 | 55,571 | 59 | 38,153 | 190 | 88,680 | 19 | 26,348 |
| Terre Haute | 543,119 | 744,073 | 763,575 | 28 | 52,052 | 13 | 88,994 | 40 | 126,112 | 34 | 155,118 | 41 | 51,137 | 49 | 50,792 | 49 | 24,069 | 155 | 64,439 | 15 | 20,127 |
| WABASH | 122,109 | 192,691 | 197,889 | 22 | 24,607 | 10 | 21,817 | 20 | 40,051 | 20 | 42,130 | 19 | 13,987 | 16 | 6,434 | 17 | 7,235 | 47 | 15,946 | 13 | 11,743 |
| Wabash | 70,722 | 105,879 | 108,826 | 11 | 10,903 | 5 | 9,667 | 12 | 25,581 | 14 | 19,054 | 9 | 9,863 | 10 | 4,103 | 11 | 4,293 | 28 | 10,522 | 8 | 6,583 |
| WARREN | 8,337 | 11,331 | 11,825 | 3 | 1,636 | 1 | 557 | 3 | 4,616 | 1 | 1,590 | 3 | 1,202 | 0 | 187 | 1 | 212 | 7 | 760 | 2 | 474 |
| WARRICK | 105,610 | 183,519 | 188,480 | 20 | 28,774 | 6 | 9,303 | 24 | 49,748 | 15 | 49,812 | 19 | 14,834 | 12 | 4,989 | 13 | 6,665 | 36 | 13,450 | 7 | 5,026 |
| WASHINGTON | 61,001 | 99,393 | 102,171 | 12 | 12,593 | 4 | 5,153 | 11 | 23,263 | 13 | 28,323 | 14 | 5,625 | 9 | 2,274 | 5 | 2,718 | 18 | 4,738 | 3 | 3,203 |

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WAYNE | 392,995 | 602,877 | 618,716 | 24 | 44,168 | 21 | 92,817 | 52 | 114,378 | 35 | 164,289 | 53 | 54,620 | 36 | 17,811 | 30 | 21,356 | 107 | 50,617 | 15 | 22,729 |
| Richmond | 331,447 | 506,614 | 519,956 | 19 | 29,864 | 15 | 88,670 | 37 | 100,595 | 28 | 117,104 | 32 | 46,487 | 31 | 17,370 | 28 | 20,498 | 84 | 43,065 | 13 | 21,816 |
| WELLS | 79,673 | 126,620 | 130,105 | 9 | 6,354 | 4 | 6,563 | 12 | 26,967 | 17 | 50,842 | 16 | 7,349 | 15 | 5,028 | 11 | 7,612 | 31 | 11,788 | 5 | 5,562 |
| Bluffton | 62,204 | 98,550 | 101,306 | 7 | 4,641 | 4 | 4,793 | 5 | 22,301 | 13 | 37,132 | 12 | 7,247 | 13 | 4,958 | 7 | 3,505 | 22 | 9,600 | 3 | 4,063 |
| WHITE | 88,349 | 123,106 | 126,499 | 10 | 12,965 | 4 | 6,380 | 16 | 28,706 | 18 | 34,946 | 15 | 7,924 | 10 | 3,237 | 8 | 2,417 | 51 | 13,320 | 6 | 5,058 |
| Monticello | 59,310 | 80,335 | 82,619 | 4 | 4,474 | 3 | 5,209 | 8 | 24,779 | 7 | 15,176 | 8 | 7,513 | 7 | 2,757 | 6 | 1,974 | 27 | 7,552 | 3 | 3,439 |
| WHITLEY | 85,456 | 150,128 | 154,222 | 8 | 12,450 | 6 | 5,569 | 16 | 42,799 | 16 | 39,296 | 11 | 13,462 | 11 | 1,621 | 11 | 3,562 | 38 | 12,806 | 6 | 8,593 |
| Columbia City | 56,241 | 98,516 | 101,272 | 5 | 6,449 | 5 | 5,125 | 7 | 35,801 | 8 | 10,172 | 9 | 12,391 | 9 | 1,492 | 6 | 2,420 | 23 | 8,348 | 3 | 6,126 |

# IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**.............. | 12,646,359 | 19,019,519 | 19,713,440 | | 1,559,114 | | 2,143,943 | | 4,122,487 | | 4,748,545 | | 1,442,243 | | 917,393 | | 890,309 | | 1,765,887 | | 603,625 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Cedar Rapids, IA | 830,476 | 1,224,588 | 1,269,605 | | 99,308 | | 222,521 | | 251,712 | | 271,526 | | 61,485 | | 57,981 | | 67,395 | | 123,503 | | 42,965 |
| Davenport-Rock Is.-Moline | 1,844,620 | 2,498,944 | 2,595,859 | | 137,662 | | 360,386 | | 488,954 | | 638,789 | | 189,989 | | 112,548 | | 118,948 | | 290,194 | | 97,230 |
| Des Moines, IA | 2,015,817 | 3,072,804 | 3,186,038 | | 184,272 | | 354,693 | | 660,808 | | 740,213 | | 201,727 | | 157,576 | | 174,699 | | 308,915 | | 76,701 |
| Dubuque, IA | 434,607 | 618,552 | 641,566 | | 40,584 | | 108,142 | | 119,653 | | 146,108 | | 30,781 | | 34,422 | | 38,867 | | 62,732 | | 22,963 |
| Iowa City, IA | 369,809 | 710,227 | 736,395 | | 61,003 | | 86,274 | | 149,483 | | 142,639 | | 46,992 | | 39,555 | | 44,960 | | 88,615 | | 21,488 |
| Sioux City, IA-NE | 584,663 | 876,199 | 910,167 | | 74,211 | | 95,405 | | 183,999 | | 199,812 | | 61,278 | | 47,625 | | 46,276 | | 81,580 | | 26,717 |
| Waterloo-Cedar Falls, IA | 741,534 | 919,374 | 948,309 | | 60,310 | | 124,289 | | 179,248 | | 236,015 | | 57,434 | | 51,949 | | 48,394 | | 90,449 | | 33,583 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAIR | 34,767 | 56,930 | 58,525 | 11 | 4,519 | 3 | 6,601 | 10 | 14,444 | 6 | 9,118 | 10 | 10,664 | 4 | 318 | 3 | 710 | 22 | 6,156 | 5 | 1,395 |
| ADAMS | 12,284 | 19,569 | 19,789 | 4 | 2,325 | 1 | 2,233 | 3 | 4,018 | 4 | 2,935 | 5 | 663 | 3 | 306 | 2 | 440 | 7 | 867 | 2 | 578 |
| ALLAMAKEE | 55,473 | 91,670 | 94,544 | 12 | 10,450 | 5 | 4,797 | 14 | 24,622 | 10 | 28,817 | 10 | 5,798 | 12 | 3,652 | 6 | 1,515 | 37 | 6,374 | 2 | 2,759 |
| APPANOOSE | 57,114 | 84,557 | 87,169 | 10 | 6,823 | 7 | 8,995 | 13 | 22,430 | 12 | 14,952 | 8 | 5,675 | 10 | 4,425 | 5 | 2,354 | 22 | 6,378 | 3 | 1,703 |
| Centerville | 47,208 | 69,301 | 71,801 | 6 | 3,922 | 6 | 8,743 | 8 | 21,804 | 8 | 9,468 | 6 | 4,271 | 9 | 4,301 | 4 | 1,889 | 14 | 3,889 | 3 | 1,656 |
| AUDUBON | 27,662 | 40,030 | 41,453 | 5 | 2,373 | 3 | 4,677 | 7 | 8,879 | 4 | 13,167 | 7 | 3,853 | 5 | 1,088 | 3 | 2,594 | 19 | 2,675 | 4 | 1,125 |
| BENTON | 66,752 | 103,766 | 107,085 | 23 | 12,651 | 5 | 1,595 | 16 | 21,950 | 16 | 35,973 | 22 | 9,848 | 13 | 3,835 | 8 | 4,929 | 43 | 8,423 | 6 | 3,605 |
| Vinton | 31,011 | 48,381 | 50,162 | 6 | 4,031 | 3 | 1,022 | 3 | 13,218 | 7 | 10,894 | 8 | 6,108 | 7 | 2,457 | 5 | 2,820 | 15 | 4,369 | 3 | 2,501 |
| BLACK HAWK | 667,051 | 812,948 | 837,866 | 48 | 47,550 | 19 | 118,447 | 91 | 149,151 | 60 | 211,893 | 84 | 49,854 | 83 | 45,553 | 62 | 44,457 | 243 | 81,204 | 26 | 29,412 |
| Evansdale | 10,271 | 11,092 | 11,450 | 2 | 523 | 1 | 1,186 | 2 | 1,598 | 1 | 2,330 | 3 | 1,648 | 2 | 501 | 1 | 488 | 9 | 1,320 | 1 | 315 |
| Waterloo | 422,355 | 517,148 | 532,430 | 26 | 26,685 | 12 | 81,084 | 47 | 102,879 | 42 | 82,085 | 48 | 32,301 | 48 | 29,087 | 40 | 24,787 | 144 | 52,323 | 16 | 19,491 |
| BOONE | 87,217 | 129,331 | 134,191 | 16 | 9,096 | 5 | 7,783 | 18 | 31,150 | 12 | 36,375 | 18 | 9,756 | 16 | 6,233 | 12 | 9,186 | 41 | 11,875 | 7 | 4,903 |
| Boone | 68,577 | 102,608 | 106,484 | 9 | 4,393 | 4 | 7,680 | 8 | 24,725 | 9 | 28,899 | 10 | 9,256 | 14 | 4,951 | 8 | 6,841 | 27 | 9,619 | 5 | 3,895 |
| BREMER | 74,483 | 106,426 | 110,443 | 21 | 12,760 | 7 | 5,842 | 14 | 30,098 | 16 | 24,122 | 22 | 7,581 | 21 | 6,397 | 11 | 3,937 | 41 | 9,245 | 6 | 4,172 |
| BUCHANAN | 68,201 | 100,887 | 104,700 | 14 | 11,757 | 4 | 11,810 | 12 | 25,397 | 12 | 28,822 | 17 | 8,111 | 8 | 2,553 | 4 | 1,103 | 44 | 8,524 | 4 | 3,623 |
| BUENA VISTA | 99,641 | 165,622 | 171,817 | 12 | 16,177 | 8 | 14,223 | 12 | 34,103 | 15 | 46,401 | 18 | 9,570 | 19 | 9,213 | 10 | 7,396 | 49 | 15,033 | 7 | 4,185 |
| BUTLER | 34,897 | 51,892 | 53,752 | 16 | 9,669 | 3 | 6,063 | 24 | 13,045 | 8 | 12,555 | 13 | 2,712 | 6 | 805 | 5 | 2,232 | 30 | 2,951 | 3 | 1,029 |
| CALHOUN | 40,080 | 57,596 | 59,666 | 14 | 5,842 | 2 | 6,729 | 18 | 15,589 | 9 | 15,903 | 9 | 4,481 | 5 | 2,010 | 8 | 3,751 | 25 | 3,424 | 3 | 1,889 |
| CARROLL | 122,844 | 192,337 | 199,465 | 16 | 18,324 | 6 | 14,494 | 26 | 28,489 | 16 | 57,043 | 22 | 21,915 | 19 | 10,637 | 10 | 4,792 | 57 | 14,713 | 5 | 2,399 |
| Carroll | 92,498 | 147,899 | 153,392 | 6 | 6,342 | 4 | 12,609 | 13 | 23,697 | 12 | 35,802 | 10 | 21,912 | 16 | 10,421 | 5 | 1,910 | 29 | 11,223 | 3 | 2,087 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CASS | 88,809 | 141,817 | 147,086 | 16 | 14,384 | 9 | 12,183 | 13 | 30,414 | 16 | 30,823 | 23 | 16,504 | 17 | 8,283 | 9 | 2,863 | 35 | 8,978 | 7 | 5,087 |
| Atlantic | 67,978 | 111,945 | 116,115 | 11 | 9,938 | 7 | 10,302 | 7 | 29,803 | 9 | 17,121 | 14 | 13,544 | 15 | 7,004 | 6 | 2,420 | 21 | 5,830 | 6 | 4,301 |
| CEDAR | 63,913 | 98,110 | 101,771 | 11 | 9,303 | 6 | 3,354 | 15 | 22,574 | 13 | 27,694 | 14 | 17,401 | 9 | 1,511 | 7 | 3,068 | 31 | 5,779 | 5 | 1,649 |
| CERRO GORDO | 290,564 | 441,163 | 457,349 | 33 | 34,217 | 10 | 59,480 | 29 | 96,529 | 27 | 97,195 | 41 | 34,384 | 52 | 29,025 | 29 | 18,450 | 110 | 37,955 | 13 | 12,619 |
| Mason City | 226,350 | 338,320 | 350,721 | 23 | 22,017 | 8 | 48,534 | 16 | 75,148 | 19 | 65,837 | 27 | 21,983 | 38 | 23,684 | 24 | 15,054 | 72 | 24,344 | 10 | 10,267 |
| CHEROKEE | 73,571 | 109,706 | 113,693 | 10 | 8,259 | 3 | 7,147 | 12 | 28,269 | 12 | 35,393 | 17 | 8,190 | 18 | 7,183 | 7 | 3,772 | 30 | 6,385 | 7 | 3,929 |
| Cherokee | 58,173 | 87,199 | 90,358 | 7 | 5,690 | 3 | 7,024 | 7 | 24,534 | 10 | 24,385 | 11 | 8,189 | 14 | 5,559 | 6 | 3,054 | 17 | 5,032 | 5 | 2,707 |
| CHICKASAW | 40,793 | 68,008 | 70,461 | 10 | 7,277 | 7 | 3,305 | 14 | 16,056 | 9 | 21,121 | 14 | 6,112 | 6 | 2,342 | 5 | 2,115 | 29 | 5,585 | 3 | 2,433 |
| CLARKE | 37,889 | 62,968 | 65,335 | 6 | 3,645 | 3 | 7,370 | 6 | 17,618 | 6 | 11,760 | 13 | 10,461 | 6 | 971 | 3 | 342 | 16 | 4,995 | 3 | 1,250 |
| CLAY | 107,661 | 157,107 | 162,939 | 19 | 10,862 | 5 | 14,813 | 14 | 29,908 | 10 | 44,032 | 17 | 9,915 | 35 | 11,958 | 19 | 7,252 | 41 | 13,171 | 5 | 4,196 |
| Spencer | 103,383 | 151,417 | 157,039 | 14 | 7,468 | 5 | 14,539 | 8 | 29,831 | 9 | 41,926 | 13 | 9,440 | 34 | 11,927 | 18 | 6,905 | 35 | 12,037 | 5 | 4,186 |
| CLAYTON | 61,601 | 93,095 | 96,571 | 19 | 18,676 | 3 | 1,058 | 19 | 20,016 | 13 | 31,622 | 26 | 6,910 | 6 | 1,855 | 7 | 3,381 | 42 | 6,170 | 5 | 2,847 |
| CLINTON | 273,558 | 354,415 | 367,508 | 26 | 17,506 | 9 | 37,491 | 41 | 80,211 | 35 | 110,856 | 38 | 20,540 | 26 | 17,773 | 38 | 22,367 | 119 | 32,192 | 11 | 11,213 |
| Clinton | 219,349 | 277,033 | 287,278 | 17 | 10,075 | 7 | 32,093 | 26 | 67,083 | 23 | 60,197 | 23 | 17,805 | 20 | 15,964 | 28 | 20,244 | 83 | 26,134 | 7 | 9,377 |
| CRAWFORD | 63,316 | 96,431 | 100,030 | 11 | 9,001 | 2 | 11,283 | 17 | 22,174 | 9 | 17,694 | 18 | 9,844 | 18 | 7,248 | 5 | 2,620 | 51 | 10,352 | 5 | 2,578 |
| DALLAS | 103,981 | 160,627 | 166,588 | 19 | 9,955 | 9 | 15,222 | 28 | 45,408 | 18 | 53,067 | 25 | 13,102 | 15 | 5,055 | 9 | 4,302 | 32 | 7,804 | 7 | 2,838 |
| DAVIS | 25,236 | 42,898 | 44,527 | 5 | 3,907 | 1 | 5,022 | 3 | 9,038 | 4 | 11,392 | 6 | 3,935 | 6 | 922 | 2 | 987 | 14 | 2,441 | 3 | 1,301 |
| DECATUR | 27,289 | 42,481 | 44,094 | 6 | 4,076 | 5 | 1,464 | 10 | 12,875 | 3 | 6,031 | 7 | 5,282 | 5 | 1,526 | 3 | 979 | 16 | 2,737 | 4 | 2,338 |
| DELAWARE | 59,222 | 102,256 | 106,069 | 11 | 17,339 | 4 | 11,963 | 16 | 25,033 | 7 | 24,795 | 12 | 6,911 | 17 | 5,433 | 4 | 2,070 | 34 | 7,474 | 8 | 4,407 |
| DES MOINES | 225,299 | 320,668 | 332,519 | 23 | 22,848 | 8 | 52,424 | 42 | 70,867 | 25 | 59,606 | 26 | 18,980 | 43 | 20,645 | 32 | 20,801 | 88 | 29,395 | 10 | 10,198 |
| Burlington | 162,671 | 220,515 | 228,680 | 10 | 13,267 | 5 | 30,352 | 27 | 67,078 | 14 | 29,107 | 17 | 15,341 | 22 | 11,420 | 20 | 10,927 | 71 | 23,542 | 8 | 5,921 |
| DICKINSON | 73,550 | 116,353 | 120,685 | 8 | 19,910 | 6 | 5,853 | 9 | 20,213 | 10 | 26,094 | 17 | 8,003 | 17 | 9,941 | 8 | 3,569 | 57 | 16,834 | 5 | 3,525 |
| DUBUQUE | 434,607 | 618,552 | 641,366 | 28 | 40,584 | 15 | 108,142 | 54 | 119,653 | 46 | 146,108 | 55 | 30,781 | 61 | 34,422 | 48 | 38,867 | 161 | 62,732 | 17 | 22,963 |
| Dubuque | 382,795 | 541,920 | 561,914 | 19 | 23,324 | 13 | 102,669 | 44 | 113,566 | 35 | 91,619 | 39 | 28,303 | 59 | 32,681 | 40 | 25,539 | 132 | 54,580 | 15 | 21,801 |
| EMMET | 54,437 | 75,507 | 78,236 | 13 | 10,703 | 3 | 5,809 | 8 | 18,127 | 6 | 21,853 | 9 | 4,342 | 14 | 5,215 | 5 | 2,293 | 24 | 5,103 | 3 | 2,043 |
| Estherville | 47,437 | 65,546 | 67,908 | 8 | 3,944 | 3 | 5,658 | 3 | 17,877 | 5 | 16,645 | 6 | 4,283 | 13 | 5,143 | 4 | 2,262 | 15 | 3,888 | 2 | 2,015 |
| FAYETTE | 91,981 | 139,026 | 144,092 | 16 | 16,526 | 7 | 11,249 | 24 | 31,407 | 18 | 45,110 | 23 | 9,772 | 24 | 7,493 | 12 | 6,398 | 42 | 9,375 | 8 | 3,341 |
| Oelwein | 40,246 | 59,256 | 61,387 | 4 | 1,915 | 4 | 7,285 | 5 | 17,898 | 6 | 10,376 | 8 | 4,381 | 18 | 5,837 | 7 | 3,585 | 16 | 4,066 | 4 | 1,796 |
| FLOYD | 74,873 | 107,676 | 111,589 | 12 | 9,099 | 7 | 11,155 | 15 | 27,268 | 9 | 24,176 | 20 | 7,969 | 20 | 6,963 | 9 | 3,330 | 32 | 8,157 | 5 | 2,765 |
| Charles City | 58,638 | 83,850 | 86,886 | 9 | 5,167 | 6 | 8,795 | 8 | 27,063 | 4 | 9,504 | 13 | 7,909 | 17 | 6,910 | 7 | 2,625 | 17 | 6,432 | 4 | 2,179 |
| FRANKLIN | 40,785 | 64,962 | 67,383 | 7 | 5,352 | 2 | 7,600 | 15 | 15,580 | 5 | 16,125 | 12 | 7,239 | 8 | 2,333 | 7 | 2,128 | 21 | 3,291 | 2 | 1,967 |
| FREMONT | 30,489 | 48,669 | 50,490 | 8 | 6,305 | 3 | 148 | 7 | 18,006 | 3 | 6,906 | 9 | 5,033 | 3 | 847 | 3 | 1,120 | 21 | 2,947 | 3 | 2,179 |
| GREENE | 40,576 | 58,667 | 60,856 | 13 | 7,041 | 4 | 6,397 | 10 | 11,239 | 6 | 19,021 | 9 | 2,750 | 13 | 3,376 | 3 | 1,258 | 24 | 4,261 | 4 | 2,468 |
| GRUNDY | 39,063 | 62,202 | 64,521 | 6 | 4,318 | 0 | 7,277 | 16 | 17,824 | 10 | 16,760 | 11 | 4,375 | 9 | 2,590 | 4 | 1,431 | 27 | 6,338 | 4 | 3,075 |
| GUTHRIE | 21,528 | 33,477 | 34,739 | 8 | 3,290 | 8 | 2,119 | 11 | 9,556 | 5 | 7,023 | 8 | 2,673 | 4 | 609 | 5 | 2,616 | 15 | 2,674 | 3 | 1,597 |
| HAMILTON | 63,049 | 107,931 | 111,933 | 14 | 7,478 | 3 | 12,626 | 15 | 29,265 | 10 | 15,008 | 17 | 13,289 | 13 | 6,706 | 8 | 3,386 | 39 | 10,476 | 4 | 3,808 |
| Webster City | 43,753 | 75,663 | 78,478 | 8 | 3,714 | 3 | 8,408 | 8 | 27,425 | 8 | 9,994 | 6 | 4,594 | 11 | 6,707 | 6 | 2,255 | 24 | 6,014 | 3 | 2,535 |
| HANCOCK | 28,750 | 47,492 | 49,270 | 11 | 6,041 | 4 | 757 | 15 | 12,884 | 8 | 11,149 | 7 | 1,737 | 7 | 3,178 | 7 | 3,236 | 21 | 3,864 | 6 | 2,409 |
| HARDIN | 99,810 | 152,202 | 157,833 | 21 | 22,601 | 7 | 8,127 | 23 | 35,108 | 23 | 52,774 | 22 | 9,513 | 23 | 6,333 | 12 | 4,328 | 39 | 8,122 | 10 | 4,553 |
| HARRISON | 60,754 | 91,559 | 94,959 | 16 | 7,691 | 4 | 1,495 | 17 | 15,028 | 10 | 46,310 | 18 | 7,282 | 6 | 1,911 | 5 | 3,244 | 28 | 6,825 | 7 | 4,614 |
| HENRY | 72,779 | 126,706 | 131,399 | 14 | 11,818 | 7 | 10,074 | 11 | 29,050 | 15 | 43,289 | 17 | 10,876 | 10 | 4,572 | 6 | 5,146 | 24 | 8,523 | 5 | 4,676 |
| Mt. Pleasant | 56,089 | 97,680 | 101,305 | 6 | 5,546 | 5 | 9,281 | 5 | 26,572 | 9 | 27,251 | 10 | 10,732 | 9 | 4,547 | 5 | 4,147 | 15 | 5,662 | 4 | 4,308 |
| HOWARD | 33,877 | 61,823 | 64,128 | 11 | 11,208 | 5 | 2,508 | 12 | 17,220 | 6 | 12,503 | 7 | 1,498 | 7 | 2,161 | 5 | 2,371 | 26 | 3,419 | 2 | 1,870 |
| HUMBOLDT | 43,250 | 58,076 | 60,243 | 10 | 4,216 | 2 | 6,413 | 8 | 15,779 | 11 | 15,543 | 11 | 3,113 | 10 | 2,923 | 6 | 2,266 | 32 | 4,875 | 4 | 2,104 |
| IDA | 29,133 | 48,091 | 49,891 | 8 | 11,501 | 4 | 2,452 | 8 | 11,779 | 8 | 12,805 | 5 | 1,913 | 4 | 1,563 | 2 | 1,045 | 18 | 2,504 | 3 | 1,833 |
| IOWA | 64,071 | 98,987 | 102,660 | 6 | 5,640 | 5 | 1,270 | 18 | 21,668 | 10 | 14,504 | 15 | 7,880 | 9 | 5,047 | 7 | 5,578 | 40 | 23,466 | 6 | 2,181 |
| JACKSON | 66,175 | 99,428 | 103,117 | 14 | 12,316 | 4 | 6,682 | 19 | 28,732 | 12 | 20,468 | 19 | 5,902 | 18 | 4,375 | 12 | 4,270 | 46 | 7,666 | 5 | 3,436 |
| JASPER | 131,791 | 214,091 | 222,000 | 21 | 24,820 | 10 | 12,819 | 25 | 48,625 | 22 | 36,491 | 22 | 21,354 | 22 | 10,896 | 18 | 7,999 | 56 | 16,910 | 11 | 8,862 |
| Newton | 97,912 | 157,333 | 163,153 | 10 | 10,543 | 6 | 10,458 | 12 | 42,193 | 15 | 36,476 | 11 | 17,241 | 20 | 8,890 | 14 | 5,727 | 32 | 13,606 | 8 | 7,230 |
| JEFFERSON | 63,874 | 111,691 | 115,831 | 12 | 7,773 | 5 | 8,366 | 11 | 27,424 | 8 | 35,542 | 7 | 6,217 | 14 | 6,238 | 5 | 2,180 | 24 | 8,112 | 2 | 3,379 |
| Fairfield | 59,995 | 105,450 | 109,361 | 10 | 6,680 | 5 | 8,223 | 11 | 27,425 | 7 | 30,543 | 6 | 5,343 | 14 | 6,238 | 5 | 1,764 | 19 | 7,720 | 2 | 2,904 |

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| JOHNSON | 369,809 | 10,227 | 736,395 | 24 | 61,003 | 13 | 86,274 | 46 | 149,483 | 31 | 142,639 | 50 | 46,992 | 62 | 39,555 | 47 | 44,960 | 125 | 88,615 | 17 | 21,488 |
| Iowa City | 272,236 | 512,242 | 531,123 | 17 | 29,428 | 10 | 67,104 | 33 | 120,288 | 17 | 69,905 | 28 | 29,402 | 58 | 32,989 | 34 | 23,469 | 88 | 60,544 | 10 | 17,446 |
| JONES | 58,214 | 88,740 | 92,036 | 10 | 6,200 | 6 | 5,818 | 17 | 20,917 | 13 | 27,191 | 21 | 8,786 | 12 | 2,109 | 5 | 2,369 | 36 | 6,128 | 6 | 2,716 |
| KEOKUK | 30,701 | 49,848 | 51,632 | 9 | 6,403 | 2 | 5,823 | 13 | 5,319 | 13 | 18,586 | 6 | 4,714 | 5 | 953 | 2 | 1,146 | 20 | 2,835 | 3 | 1,475 |
| KOSSUTH | 85,704 | 135,860 | 140,810 | 16 | 10,102 | 6 | 10,885 | 15 | 26,875 | 13 | 46,232 | 15 | 7,781 | 17 | 5,637 | 12 | 6,752 | 48 | 11,193 | 6 | 2,882 |
| LEE | 178,698 | 257,628 | 267,059 | 26 | 22,382 | 12 | 30,959 | 29 | 69,604 | 23 | 57,147 | 29 | 15,809 | 26 | 7,561 | 26 | 15,271 | 79 | 22,746 | 10 | 10,048 |
| Fort Madison | 68,680 | 97,090 | 100,613 | 7 | 6,542 | 4 | 13,925 | 13 | 35,543 | 7 | 4,832 | 14 | 8,821 | 9 | 3,137 | 8 | 3,179 | 34 | 9,607 | 5 | 4,259 |
| Keokuk | 77,339 | 106,937 | 110,822 | 9 | 6,884 | 7 | 13,830 | 10 | 31,893 | 11 | 16,279 | 8 | 6,479 | 16 | 4,203 | 13 | 3,728 | 31 | 10,238 | 4 | 5,495 |
| LINN | 830,476 | 1,224,588 | 1,269,605 | 57 | 99,308 | 19 | 222,521 | 107 | 251,712 | 54 | 271,526 | 93 | 61,485 | 123 | 57,981 | 80 | 67,395 | 287 | 123,503 | 35 | 42,965 |
| Cedar Rapids | 694,573 | 1,014,385 | 1,051,666 | 34 | 62,088 | 16 | 210,334 | 76 | 190,976 | 41 | 177,805 | 61 | 52,356 | 106 | 53,001 | 65 | 47,859 | 217 | 98,465 | 26 | 35,506 |
| Marion | 79,041 | 120,419 | 124,801 | 9 | 6,052 | 1 | 8,124 | 8 | 54,254 | 7 | 11,985 | 9 | 6,786 | 8 | 2,931 | 9 | 4,476 | 26 | 13,598 | 6 | 6,587 |
| LOUISA | 31,959 | 52,909 | 54,806 | 5 | 4,631 | 3 | 875 | 11 | 17,697 | 7 | 17,666 | 7 | 3,690 | 3 | 846 | 5 | 1,294 | 25 | 5,466 | 3 | 1,598 |
| LUCAS | 42,808 | 57,503 | 59,569 | 6 | 3,967 | 1 | 6,719 | 7 | 12,092 | 5 | 8,834 | 5 | 8,181 | 11 | 3,514 | 6 | 1,983 | 12 | 2,836 | 4 | 1,934 |
| LYON | 30,727 | 50,512 | 52,321 | 13 | 10,211 | 1 | 5,902 | 16 | 12,187 | 3 | 7,157 | 9 | 2,603 | 6 | 2,894 | 7 | 5,120 | 25 | 3,476 | 2 | 1,527 |
| MADISON | 44,280 | 69,121 | 71,615 | 13 | 13,685 | 3 | 1,960 | 9 | 16,841 | 9 | 19,636 | 7 | 3,309 | 11 | 2,586 | 3 | 1,588 | 23 | 7,143 | 4 | 2,090 |
| MAHASKA | 87,903 | 136,135 | 141,095 | 16 | 9,975 | 5 | 12,328 | 15 | 34,013 | 15 | 26,032 | 12 | 11,499 | 23 | 9,336 | 14 | 8,212 | 35 | 12,993 | 5 | 3,784 |
| Oskaloosa | 76,520 | 118,003 | 122,296 | 9 | 4,875 | 5 | 12,002 | 11 | 32,187 | 13 | 22,417 | 10 | 9,903 | 21 | 8,039 | 13 | 7,071 | 26 | 11,413 | 4 | 3,258 |
| MARION | 88,019 | 145,789 | 151,104 | 16 | 9,501 | 10 | 11,188 | 19 | 33,803 | 16 | 40,369 | 17 | 9,893 | 20 | 8,040 | 13 | 7,028 | 49 | 15,046 | 8 | 5,234 |
| MARSHALL | 185,019 | 255,990 | 265,361 | 22 | 25,211 | 10 | 30,928 | 28 | 59,217 | 26 | 63,747 | 24 | 12,766 | 36 | 12,167 | 21 | 10,146 | 70 | 24,519 | 9 | 12,370 |
| Marshalltown | 175,112 | 243,141 | 252,039 | 16 | 18,357 | 8 | 29,254 | 22 | 59,217 | 23 | 60,297 | 21 | 12,075 | 35 | 11,508 | 20 | 9,597 | 58 | 22,847 | 9 | 12,370 |
| MILLS | 37,538 | 60,339 | 62,510 | 2 | 2,469 | 2 | 7,051 | 9 | 15,141 | 7 | 22,234 | 8 | 5,938 | 4 | 1,160 | 2 | 1,387 | 21 | 4,639 | 3 | 2,313 |
| MITCHELL | 36,296 | 58,378 | 60,476 | 12 | 12,602 | 4 | 1,084 | 12 | 8,602 | 5 | 13,255 | 12 | 6,018 | 8 | 1,550 | 4 | 1,993 | 23 | 3,614 | 4 | 2,054 |
| MONONA | 44,203 | 72,852 | 75,483 | 10 | 4,385 | 1 | 7,873 | 18 | 13,475 | 7 | 27,895 | 13 | 5,260 | 13 | 1,367 | 4 | 2,221 | 34 | 4,998 | 7 | 4,238 |
| MONROE | 25,394 | 37,740 | 39,079 | 4 | 4,023 | 2 | 4,408 | 5 | 7,933 | 8 | 10,094 | 7 | 2,768 | 7 | 1,406 | 1 | 868 | 14 | 1,859 | 3 | 760 |
| MONTGOMERY | 56,864 | 86,829 | 89,974 | 12 | 6,278 | 6 | 11,311 | 8 | 19,210 | 11 | 21,294 | 17 | 7,717 | 14 | 4,450 | 6 | 2,892 | 23 | 5,830 | 4 | 4,237 |
| MUSCATINE | 181,398 | 286,752 | 297,255 | 17 | 25,894 | 7 | 19,798 | 28 | 72,946 | 21 | 52,755 | 28 | 26,728 | 29 | 15,055 | 24 | 12,735 | 74 | 25,624 | 7 | 11,552 |
| Muscatine | 140,961 | 220,202 | 228,256 | 11 | 11,507 | 5 | 15,263 | 17 | 64,285 | 14 | 34,173 | 21 | 22,514 | 25 | 11,607 | 19 | 8,237 | 55 | 21,806 | 4 | 8,906 |
| O BRIEN | 74,502 | 120,122 | 124,493 | 18 | 11,422 | 7 | 14,043 | 17 | 21,927 | 15 | 37,112 | 12 | 10,536 | 18 | 7,571 | 11 | 3,028 | 35 | 8,523 | 9 | 4,622 |
| OSCEOLA | 21,015 | 29,001 | 30,018 | 8 | 3,127 | 2 | 3,386 | 8 | 6,071 | 2 | 4,106 | 7 | 3,259 | 7 | 1,243 | 2 | 667 | 18 | 2,157 | 1 | 876 |
| PAGE | 84,091 | 122,290 | 126,740 | 17 | 13,479 | 9 | 15,684 | 9 | 14,043 | 15 | 23,041 | 16 | 9,899 | 27 | 9,426 | 13 | 5,885 | 31 | 6,270 | 5 | 4,460 |
| Shenandoah | 46,285 | 68,468 | 70,938 | 11 | 8,454 | 5 | 9,287 | 2 | 7,521 | 4 | 12,340 | 6 | 5,869 | 16 | 5,048 | 9 | 2,882 | 12 | 2,165 | 3 | 2,388 |
| PALO ALTO | 41,380 | 62,433 | 64,681 | 10 | 9,271 | 1 | 6,688 | 10 | 10,462 | 6 | 19,264 | 13 | 6,286 | 7 | 1,633 | 6 | 2,506 | 28 | 3,574 | 5 | 1,759 |
| PLYMOUTH | 95,229 | 151,993 | 157,637 | 18 | 12,915 | 6 | 9,746 | 22 | 38,376 | 11 | 42,353 | 24 | 15,811 | 14 | 6,389 | 5 | 2,685 | 48 | 11,786 | 6 | 3,107 |
| Le Mars | 61,040 | 97,322 | 100,954 | 5 | 3,231 | 4 | 5,385 | 7 | 34,792 | 4 | 23,397 | 10 | 10,809 | 12 | 3,530 | 2 | 1,483 | 22 | 8,620 | 3 | 1,717 |
| POCAHONTAS | 29,451 | 44,892 | 46,594 | 8 | 7,981 | 3 | 5,255 | 10 | 10,268 | 6 | 11,799 | 9 | 2,398 | 6 | 909 | 7 | 1,266 | 23 | 3,690 | 3 | 1,359 |
| POLK | 1,822,184 | 2,773,778 | 2,875,908 | 102 | 167,680 | 52 | 324,381 | 215 | 581,064 | 117 | 634,077 | 167 | 178,232 | 250 | 149,125 | 157 | 168,539 | 572 | 292,642 | 67 | 70,742 |
| Des Moines | 1,237,987 | 1,787,484 | 1,853,316 | 67 | 67,942 | 35 | 215,267 | 141 | 376,055 | 79 | 332,526 | 106 | 111,826 | 162 | 98,862 | 105 | 86,631 | 388 | 183,860 | 46 | 43,333 |
| POTTAWATTAMIE | 417,413 | 632,708 | 656,043 | 25 | 33,306 | 10 | 55,328 | 56 | 113,015 | 36 | 194,001 | 81 | 99,585 | 33 | 17,376 | 20 | 10,329 | 135 | 58,386 | 23 | 28,320 |
| Council Bluffs | 352,501 | 526,728 | 546,162 | 14 | 20,711 | 9 | 47,539 | 34 | 108,400 | 28 | 136,875 | 46 | 97,063 | 29 | 14,930 | 14 | 7,767 | 101 | 46,963 | 16 | 26,048 |
| POWESHIEK | 91,416 | 142,856 | 148,163 | 13 | 9,742 | 7 | 7,444 | 14 | 29,480 | 11 | 36,245 | 14 | 24,442 | 10 | 3,667 | 9 | 3,453 | 32 | 12,183 | 7 | 3,777 |
| RINGGOLD | 17,253 | 27,192 | 28,243 | 2 | 1,117 | 1 | 3,186 | 4 | 6,474 | 4 | 10,476 | 6 | 2,333 | 2 | 435 | 2 | 625 | 9 | 2,524 | 3 | 824 |
| SAC | 42,079 | 61,021 | 63,317 | 14 | 13,802 | 4 | 1,108 | 13 | 10,176 | 10 | 15,217 | 18 | 7,777 | 10 | 1,479 | 4 | 604 | 29 | 4,176 | 4 | 1,847 |
| SCOTT | 849,007 | 1,234,523 | 1,280,006 | 41 | 73,510 | 20 | 195,029 | 109 | 242,178 | 53 | 283,070 | 98 | 107,852 | 104 | 51,329 | 88 | 72,781 | 294 | 143,309 | 34 | 40,994 |
| Bettendorf | 152,791 | 227,110 | 235,518 | 4 | 14,998 | 5 | 39,791 | 22 | 57,243 | 10 | 27,393 | 19 | 23,791 | 17 | 9,911 | 17 | 8,713 | 38 | 22,570 | 6 | 8,662 |
| Davenport | 618,679 | 896,335 | 929,372 | 30 | 42,357 | 14 | 145,512 | 71 | 163,787 | 35 | 181,188 | 62 | 77,119 | 82 | 40,962 | 66 | 48,886 | 209 | 101,923 | 23 | 31,287 |
| SHELBY | 53,929 | 81,555 | 84,606 | 14 | 6,688 | 4 | 8,861 | 10 | 19,028 | 8 | 21,621 | 9 | 6,467 | 8 | 2,099 | 4 | 639 | 31 | 7,420 | 5 | 2,462 |
| SIOUX | 98,013 | 149,746 | 155,307 | 22 | 11,682 | 8 | 4,007 | 30 | 30,030 | 19 | 60,068 | 19 | 16,522 | 19 | 4,768 | 13 | 6,198 | 41 | 9,219 | 10 | 4,976 |
| STORY | 325,330 | 529,475 | 549,011 | 28 | 26,949 | 13 | 67,434 | 60 | 122,661 | 35 | 137,553 | 42 | 32,065 | 54 | 26,093 | 40 | 29,724 | 127 | 58,670 | 16 | 14,018 |
| Ames | 255,302 | 414,469 | 429,772 | 15 | 14,108 | 9 | 60,736 | 31 | 99,567 | 24 | 68,762 | 22 | 26,674 | 44 | 24,340 | 31 | 18,534 | 97 | 51,641 | 11 | 11,370 |
| TAMA | 53,137 | 78,019 | 80,940 | 17 | 9,419 | 4 | 9,129 | 20 | 21,728 | 10 | 14,815 | 10 | 9,387 | 8 | 1,840 | 7 | 3,540 | 35 | 6,606 | 2 | 2,362 |
| TAYLOR | 19,120 | 30,957 | 32,146 | 5 | 2,292 | 4 | 3,626 | 9 | 9,037 | 2 | 4,398 | 9 | 3,350 | 6 | 1,540 | 3 | 558 | 16 | 2,644 | 2 | 939 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr. | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNION | 65,045 | 90,750 | 94,140 | 10 | 8,649 | 5 | 7,081 | 8 | 23,374 | 13 | 22,338 | 14 | 9,507 | 16 | 5,500 | 7 | 1,552 | 21 | 6,452 | 6 | 1,866 |
| Creston | 60,699 | 84,759 | 87,928 | 8 | 6,610 | 5 | 6,930 | 5 | 23,277 | 12 | 17,096 | 11 | 9,468 | 15 | 5,477 | 6 | 1,186 | 16 | 5,958 | 4 | 1,426 |
| VAN BUREN | 15,487 | 23,118 | 24,019 | 9 | 4,297 | 2 | 2,709 | 8 | 4,686 | 3 | 3,286 | 7 | 1,416 | 0 | 370 | 1 | 533 | 13 | 1,946 | 1 | 701 |
| WAPELLO | 179,733 | 237,206 | 245,986 | 16 | 20,508 | 5 | 26,469 | 22 | 60,903 | 28 | 50,532 | 27 | 20,557 | 21 | 10,827 | 22 | 9,550 | 61 | 17,676 | 7 | 8,513 |
| Ottumwa | 168,873 | 220,925 | 229,105 | 11 | 17,097 | 5 | 25,656 | 17 | 60,307 | 24 | 36,248 | 23 | 20,356 | 20 | 10,722 | 21 | 7,625 | 52 | 16,317 | 7 | 8,419 |
| WARREN | 89,652 | 138,399 | 143,542 | 13 | 6,637 | 4 | 15,090 | 15 | 34,336 | 12 | 53,069 | 18 | 10,392 | 10 | 3,397 | 7 | 1,858 | 37 | 8,468 | 5 | 3,121 |
| WASHINGTON | 76,640 | 120,754 | 125,248 | 14 | 10,406 | 7 | 10,719 | 15 | 27,200 | 9 | 33,650 | 16 | 5,223 | 15 | 7,400 | 7 | 4,821 | 35 | 10,566 | 7 | 3,231 |
| Washington | 52,056 | 81,223 | 84,262 | 6 | 3,860 | 5 | 8,895 | 7 | 23,237 | 5 | 14,675 | 8 | 5,063 | 13 | 6,190 | 5 | 4,000 | 15 | 6,180 | 4 | 1,811 |
| WAYNE | 21,879 | 33,030 | 34,296 | 8 | 4,163 | 2 | 3,868 | 10 | 7,670 | 4 | 4,824 | 11 | 6,314 | 2 | 530 | 2 | 760 | 14 | 2,136 | 1 | 1,001 |
| WEBSTER | 238,090 | 316,656 | 328,359 | 28 | 32,008 | 11 | 52,677 | 27 | 55,128 | 29 | 84,252 | 24 | 16,229 | 40 | 15,886 | 28 | 16,464 | 92 | 31,476 | 10 | 7,454 |
| Fort Dodge | 224,966 | 299,026 | 310,081 | 21 | 31,891 | 8 | 51,105 | 19 | 54,927 | 23 | 60,596 | 20 | 16,170 | 38 | 15,828 | 27 | 16,404 | 80 | 29,924 | 10 | 7,427 |
| WINNEBAGO | 48,576 | 84,001 | 87,142 | 15 | 7,180 | 5 | 5,424 | 16 | 17,973 | 10 | 33,079 | 11 | 7,655 | 7 | 1,971 | 10 | 1,924 | 28 | 6,728 | 5 | 3,251 |
| WINNESHIEK | 71,603 | 117,302 | 121,669 | 14 | 10,018 | 7 | 7,209 | 16 | 25,325 | 14 | 23,370 | 16 | 8,885 | 17 | 7,905 | 14 | 7,421 | 50 | 11,441 | 6 | 3,272 |
| WOODBURY | 531,241 | 776,500 | 805,127 | 43 | 67,169 | 22 | 90,813 | 67 | 165,814 | 37 | 179,429 | 70 | 48,077 | 86 | 46,755 | 47 | 39,692 | 185 | 67,761 | 19 | 23,493 |
| Sioux City | 503,349 | 736,570 | 763,727 | 31 | 48,892 | 16 | 90,813 | 52 | 165,814 | 32 | 139,761 | 60 | 48,078 | 85 | 36,418 | 44 | 30,917 | 157 | 61,788 | 17 | 23,493 |
| WORTH | 21,397 | 35,761 | 37,127 | 6 | 7,853 | 0 | 4,188 | 9 | 9,458 | 5 | 5,834 | 3 | 1,245 | 3 | 573 | 2 | 823 | 16 | 2,416 | 3 | 1,118 |
| WRIGHT | 56,087 | 87,262 | 90,523 | 14 | 9,810 | 5 | 2,454 | 15 | 25,748 | 17 | 24,657 | 11 | 6,139 | 16 | 2,687 | 11 | 3,700 | 34 | 6,244 | 5 | 2,589 |

# KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr. | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS** | 10,841,925 | 16,750,137 | 17,145,535 | | 1,247,333 | | 2,035,112 | | 3,319,953 | | 4,475,569 | | 1,128,936 | | 812,705 | | 866,680 | | 1,502,167 | | 452,826 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Lawrence, KS | 282,294 | 500,489 | 512,062 | | 35,637 | | 37,267 | | 101,625 | | 130,536 | | 33,422 | | 24,625 | | 24,646 | | 62,646 | | 12,251 |
| Topeka, KS | 808,334 | 1,222,350 | 1,250,327 | | 99,416 | | 140,972 | | 254,159 | | 280,066 | | 69,763 | | 40,345 | | 50,992 | | 129,915 | | 46,495 |
| Wichita, KS | 2,375,952 | 3,597,514 | 3,679,866 | | 307,128 | | 407,598 | | 669,420 | | 965,351 | | 211,556 | | 181,727 | | 193,446 | | 356,221 | | 80,670 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALLEN | 55,147 | 78,669 | 80,657 | 13 | 10,061 | 4 | 9,094 | 12 | 18,707 | 12 | 11,109 | 11 | 6,793 | 12 | 3,461 | 7 | 1,717 | 40 | 9,447 | 3 | 2,261 |
| Iola | 41,569 | 59,694 | 61,251 | 7 | 4,217 | 2 | 8,383 | 8 | 16,279 | 8 | 6,185 | 7 | 6,262 | 11 | 3,190 | 5 | 1,583 | 21 | 5,687 | 2 | 2,084 |
| ANDERSON | 19,775 | 25,775 | 26,561 | 2 | 2,499 | 2 | 2,784 | 7 | 6,957 | 2 | 5,532 | 7 | 2,783 | 7 | 1,208 | 2 | 593 | 14 | 2,188 | 2 | 691 |
| ATCHISON | 55,242 | 83,947 | 84,014 | 7 | 6,646 | 6 | 12,667 | 11 | 21,302 | 9 | 10,511 | 12 | 6,135 | 16 | 5,411 | 4 | 2,438 | 22 | 6,172 | 5 | 3,249 |
| Atchison | 50,952 | 76,408 | 78,344 | 6 | 6,076 | 6 | 12,745 | 9 | 19,476 | 7 | 9,611 | 9 | 5,609 | 15 | 5,478 | 4 | 2,019 | 17 | 5,454 | 4 | 2,970 |
| BARBER | 32,204 | 46,888 | 48,154 | 5 | 2,783 | 2 | 5,429 | 11 | 8,312 | 5 | 16,138 | 8 | 8,416 | 7 | 1,119 | 3 | 1,155 | 10 | 2,148 | 4 | 1,957 |
| BARTON | 204,187 | 254,855 | 260,846 | 18 | 17,345 | 9 | 34,117 | 33 | 48,828 | 22 | 73,994 | 31 | 19,635 | 37 | 11,641 | 31 | 16,251 | 53 | 17,644 | 11 | 6,598 |
| Great Bend | 178,853 | 224,205 | 229,500 | 14 | 12,541 | 7 | 32,181 | 18 | 42,013 | 15 | 52,423 | 22 | 18,156 | 32 | 10,943 | 26 | 11,609 | 34 | 14,524 | 7 | 6,223 |
| BOURBON | 62,506 | 114,694 | 117,500 | 8 | 9,387 | 2 | 13,247 | 11 | 23,250 | 5 | 33,499 | 8 | 7,355 | 11 | 3,963 | 5 | 4,042 | 28 | 12,003 | 4 | 4,167 |
| Fort Scott | 57,598 | 104,095 | 106,661 | 7 | 8,490 | 2 | 11,981 | 7 | 21,029 | 5 | 30,298 | 7 | 6,652 | 11 | 3,950 | 5 | 3,260 | 27 | 10,856 | 4 | 4,057 |
| BROWN | 35,741 | 51,963 | 53,344 | 8 | 5,257 | 4 | 8,907 | 14 | 11,747 | 8 | 14,372 | 11 | 5,238 | 6 | 861 | 3 | 1,279 | 12 | 2,172 | 5 | 1,245 |
| Hiawatha | 23,508 | 36,361 | 37,387 | 3 | 1,431 | 3 | 6,728 | 8 | 8,873 | 3 | 10,856 | 4 | 3,072 | 4 | 650 | 2 | 966 | 9 | 2,158 | 3 | 941 |
| BUTLER | 158,113 | 236,346 | 241,917 | 15 | 13,235 | 3 | 27,276 | 29 | 54,309 | 24 | 74,252 | 30 | 21,250 | 17 | 5,784 | 16 | 12,930 | 49 | 18,481 | 8 | 6,770 |
| Augusta | 51,122 | 80,898 | 82,936 | 2 | 4,393 | | 8,734 | 6 | 18,028 | 7 | 24,277 | 6 | 8,236 | 4 | 1,142 | 8 | 7,824 | 12 | 5,192 | 2 | 2,247 |
| El Dorado | 78,881 | 106,386 | 109,004 | 7 | 2,874 | 2 | 17,570 | 9 | 25,473 | 12 | 26,086 | 10 | 11,310 | 11 | 4,438 | 6 | 2,901 | 24 | 9,339 | 3 | 3,234 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CHASE | 7,307 | 10,948 | 11,397 | 1 | 998 | 1 | 1,113 | 3 | 1,798 | 1 | 2,210 | 6 | 2,762 | 2 | 318 | 0 | 237 | 4 | 1,115 | 1 | 276 |
| CHAUTAUQUA | 11,273 | 15,425 | 15,976 | 2 | 1,528 | 2 | 1,703 | 6 | 4,183 | 2 | 3,383 | 4 | 2,217 | 2 | 487 | 0 | 361 | 5 | 773 | 3 | 542 |
| CHEROKEE | 58,199 | 88,411 | 90,620 | 9 | 7,638 | 7 | 7,802 | 22 | 27,228 | 14 | 24,928 | 11 | 4,699 | 7 | 1,242 | 4 | 2,174 | 24 | 5,166 | 5 | 2,996 |
| Columbus | 20,442 | 31,463 | 32,378 | 3 | 2,703 | 3 | 2,762 | 4 | 7,450 | 7 | 11,066 | 2 | 1,663 | 3 | 721 | 2 | 769 | 6 | 1,386 | 1 | 1,060 |
| CHEYENNE | 13,801 | 24,721 | 25,483 | 5 | 4,331 | 1 | 2,440 | 5 | 5,530 | 5 | 6,671 | 7 | 2,052 | 2 | 698 | 3 | 484 | 9 | 1,394 | 1 | 605 |
| CLARK | 8,622 | 11,772 | 12,240 | 2 | 1,238 | 0 | 1,379 | 4 | 2,748 | 3 | 1,293 | 4 | 1,002 | 2 | 396 | 3 | 293 | 7 | 569 | 1 | 343 |
| CLAY | 39,095 | 62,411 | 64,029 | 4 | 5,014 | 5 | 4,933 | 9 | 16,663 | 7 | 14,420 | 13 | 5,335 | 7 | 1,833 | 5 | 3,473 | 14 | 3,273 | 3 | 1,794 |
| Clay Center | 35,122 | 56,113 | 57,588 | 4 | 3,896 | 4 | 4,846 | 6 | 16,370 | 7 | 11,111 | 6 | 5,241 | 7 | 1,821 | 5 | 2,848 | 8 | 2,434 | 3 | 1,762 |
| CLOUD | 43,517 | 61,628 | 63,228 | 9 | 5,668 | 5 | 7,129 | 10 | 13,987 | 8 | 12,374 | 14 | 4,920 | 15 | 4,048 | 7 | 3,956 | 19 | 4,312 | 5 | 2,458 |
| Concordia | 34,547 | 49,119 | 50,435 | 5 | 2,152 | 4 | 6,004 | 5 | 11,777 | 4 | 10,419 | 10 | 4,513 | 13 | 3,409 | 6 | 3,332 | 12 | 3,078 | 4 | 2,07[illegible] |
| COFFEY | 26,692 | 34,586 | 35,572 | 5 | 998 | 2 | 4,010 | 8 | 5,595 | 5 | 8,309 | 12 | 6,428 | 2 | 1,149 | 4 | 934 | 14 | 2,368 | 3 | 1,264 |
| COMANCHE | 7,423 | 8,820 | 9,220 | 3 | 870 | 0 | 968 | 4 | 1,243 | 3 | 1,926 | 5 | 1,755 | 3 | 106 | 3 | 579 | 10 | 1,069 | 1 | 241 |
| COWLEY | 146,821 | 215,362 | 220,456 | 13 | 15,277 | 7 | 23,853 | 26 | 50,101 | 18 | 49,283 | 21 | 12,961 | 29 | 11,778 | 21 | 10,301 | 56 | 19,188 | 8 | 10,600 |
| Arkansas City | 75,509 | 111,217 | 113,944 | 7 | 8,165 | 4 | 9,512 | 12 | 26,674 | 9 | 17,616 | 12 | 8,597 | 16 | 6,758 | 11 | 5,249 | 27 | 10,531 | 3 | 6,074 |
| Winfield | 62,680 | 89,637 | 91,874 | 5 | 5,965 | 2 | 9,314 | 9 | 23,189 | 7 | 19,244 | 7 | 4,250 | 12 | 4,599 | 9 | 4,022 | 25 | 7,706 | 4 | 4,462 |
| CRAWFORD | 137,042 | 206,451 | 211,342 | 14 | 19,201 | 7 | 30,989 | 29 | 54,861 | 23 | 40,128 | 13 | 7,668 | 22 | 7,561 | 15 | 9,212 | 61 | 21,720 | 10 | 6,130 |
| Pittsburg | 104,459 | 154,302 | 158,008 | 8 | 12,079 | 5 | 27,623 | 12 | 43,726 | 17 | 14,744 | 10 | 6,836 | 17 | 6,740 | 12 | 5,406 | 42 | 16,135 | 7 | 4,847 |
| DECATUR | 20,253 | 34,918 | 35,911 | 2 | 3,375 | 3 | 3,763 | 5 | 7,493 | 8 | 12,433 | 8 | 2,394 | 2 | 1,078 | 5 | 1,043 | 10 | 1,601 | 2 | 935 |
| DICKINSON | 62,196 | 96,403 | 98,794 | 12 | 7,308 | 6 | 7,456 | 18 | 20,496 | 12 | 19,439 | 23 | 15,377 | 13 | 2,150 | 7 | 1,908 | 26 | 7,138 | 9 | 3,178 |
| Abilene | 34,127 | 52,980 | 54,384 | 2 | 3,422 | 4 | 3,492 | 9 | 13,120 | 8 | 11,466 | 13 | 7,205 | 7 | 1,358 | 4 | 894 | 13 | 4,985 | 5 | 1,728 |
| DONIPHAN | 20,926 | 35,158 | 36,157 | 5 | 3,657 | 2 | 4,077 | 8 | 8,665 | 1 | 8,099 | 7 | 1,788 | 0 | 1,165 | 1 | 867 | 15 | 2,160 | 2 | 1,014 |
| DOUGLAS | 282,294 | 500,489 | 512,062 | 29 | 35,637 | 8 | 37,267 | 38 | 101,625 | 28 | 130,536 | 35 | 33,422 | 43 | 24,625 | 35 | 24,646 | 109 | 62,646 | 11 | 12,251 |
| Lawrence | 271,176 | 481,224 | 492,360 | 24 | 23,834 | 8 | 36,329 | 31 | 99,176 | 26 | 118,596 | 30 | 32,809 | 41 | 22,372 | 34 | 22,391 | 107 | 60,335 | 9 | 11,131 |
| EDWARDS | 10,806 | 17,262 | 17,854 | 2 | 1,671 | 1 | 1,863 | 7 | 6,026 | 2 | 3,703 | 3 | 1,354 | 3 | 658 | 2 | 395 | 7 | 831 | 2 | 463 |
| ELK | 8,549 | 14,283 | 14,808 | 2 | 1,497 | 0 | 1,669 | 6 | 2,488 | 2 | 3,318 | 3 | 86 | 1 | 477 | 0 | 356 | 7 | 1,154 | 2 | 415 |
| ELLIS | 195,473 | 299,766 | 306,778 | 15 | 28,744 | 7 | 26,068 | 24 | 56,477 | 18 | 91,788 | 25 | 20,763 | 36 | 17,646 | 28 | 18,570 | 58 | 28,161 | 5 | 8,173 |
| Hays | 167,297 | 256,671 | 262,704 | 8 | 13,737 | 5 | 26,071 | 17 | 55,775 | 14 | 54,015 | 18 | 20,765 | 33 | 17,648 | 27 | 18,572 | 54 | 26,040 | 4 | 8,174 |
| ELLSWORTH | 22,703 | 30,558 | 31,452 | 4 | 1,371 | 2 | 3,546 | 6 | 7,525 | 5 | 7,044 | 9 | 6,256 | 4 | 290 | 2 | 754 | 14 | 1,795 | 2 | 881 |
| FINNEY | 172,042 | 264,137 | 270,339 | 17 | 28,979 | 5 | 28,060 | 15 | 54,154 | 16 | 87,123 | 15 | 9,728 | 34 | 17,867 | 15 | 14,088 | 36 | 15,711 | 3 | 1,114 |
| Garden City | 165,054 | 253,103 | 259,055 | 16 | 27,698 | 5 | 28,061 | 14 | 51,763 | 14 | 83,276 | 14 | 9,299 | 33 | 17,077 | 15 | 12,204 | 31 | 14,119 | 3 | 1,114 |
| FORD | 168,371 | 305,053 | 312,185 | 12 | 16,332 | 8 | 46,902 | 15 | 53,565 | 18 | 94,188 | 16 | 16,359 | 34 | 16,180 | 25 | 22,034 | 44 | 26,634 | 7 | 9,080 |
| Dodge City | 160,212 | 296,444 | 303,381 | 9 | 12,365 | 8 | 46,902 | 13 | 52,093 | 15 | 91,600 | 14 | 15,909 | 33 | 16,180 | 23 | 21,429 | 41 | 25,614 | 6 | 8,831 |
| FRANKLIN | 70,445 | 100,988 | 103,483 | 12 | 11,621 | 4 | 11,667 | 12 | 26,130 | 10 | 17,133 | 14 | 6,638 | 12 | 3,232 | 12 | 2,570 | 36 | 10,745 | 6 | 3,170 |
| Ottawa | 57,048 | 80,125 | 82,146 | 10 | 6,259 | 3 | 8,291 | 7 | 23,301 | 9 | 12,176 | 8 | 6,515 | 11 | 3,172 | 10 | 1,827 | 26 | 8,640 | 5 | 2,253 |
| GEARY | 140,668 | 180,891 | 185,202 | 4 | 7,508 | 6 | 28,092 | 16 | 35,348 | 22 | 45,720 | 19 | 11,942 | 17 | 5,067 | 14 | 14,287 | 62 | 27,835 | 4 | 2,294 |
| Junction City | 139,271 | 179,038 | 183,307 | 4 | 5,826 | 6 | 27,948 | 15 | 34,562 | 21 | 44,704 | 19 | 11,941 | 17 | 5,067 | 14 | 11,699 | 57 | 26,567 | 4 | 2,268 |
| GOVE | 11,404 | 16,317 | 16,888 | 2 | 1,708 | 0 | 1,905 | 3 | 3,791 | 5 | 3,783 | 5 | 2,021 | 0 | 544 | 4 | 920 | 4 | 371 | 2 | 473 |
| GRAHAM | 18,650 | 24,962 | 25,729 | 4 | 5,251 | 1 | 2,902 | 7 | 5,989 | 4 | 5,764 | 5 | 2,109 | 2 | 831 | 0 | 616 | 9 | 1,192 | 2 | 722 |
| GRANT | 34,588 | 40,165 | 41,278 | 4 | 3,797 | 2 | 4,232 | 6 | 8,066 | 4 | 14,791 | 6 | 2,021 | 7 | 1,695 | 3 | 1,247 | 10 | 2,264 | 4 | 1,102 |
| GRAY | 11,368 | 15,095 | 15,638 | 5 | 3,396 | 0 | 1,624 | 5 | 3,556 | 2 | 3,226 | 2 | 1,180 | 2 | 464 | 1 | 345 | 6 | 661 | 2 | 403 |
| GREELEY | 4,982 | 5,761 | 6,092 | 2 | 616 | 0 | 687 | 2 | 1,367 | 1 | 1,364 | 2 | 499 | 2 | 197 | 0 | 146 | 3 | 179 | 1 | 170 |
| GREENWOOD | 25,395 | 31,958 | 32,884 | 8 | 4,159 | 1 | 3,707 | 8 | 7,508 | 4 | 8,233 | 9 | 3,092 | 6 | 1,014 | 2 | 788 | 22 | 2,622 | 6 | 1,419 |
| HAMILTON | 7,039 | 10,729 | 11,173 | 1 | 1,131 | 1 | 1,260 | 0 | 2,509 | 2 | 2,501 | 2 | 915 | 1 | 360 | 1 | 268 | 4 | 964 | 2 | 312 |
| HARPER | 31,899 | 43,987 | 45,187 | 7 | 4,219 | 5 | 3,376 | 12 | 8,326 | 9 | 16,658 | 4 | 2,425 | 8 | 1,800 | 3 | 2,043 | 19 | 2,889 | 3 | 1,192 |
| HARVEY | 122,726 | 176,012 | 180,212 | 18 | 18,625 | 5 | 13,019 | 27 | 40,799 | 15 | 30,508 | 22 | 20,186 | 22 | 8,637 | 11 | 4,945 | 42 | 15,154 | 6 | 3,227 |
| Newton | 94,285 | 134,274 | 137,525 | 7 | 4,724 | 4 | 12,116 | 16 | 36,753 | 13 | 22,736 | 13 | 17,071 | 20 | 6,437 | 9 | 3,685 | 30 | 12,134 | 5 | 2,405 |
| HASKELL | 6,911 | 10,038 | 10,466 | 3 | 2,251 | 0 | 867 | 5 | 3,545 | 1 | 1,723 | 0 | 631 | 4 | 224 | 0 | 186 | 7 | 299 | 2 | 216 |
| HODGEMAN | 2,992 | 2,949 | 3,216 | 2 | 325 | 0 | 363 | 1 | 722 | 1 | 721 | 3 | 263 | 0 | 105 | 1 | 77 | 3 | 191 | 0 | 91 |
| JACKSON | 28,273 | 40,473 | 41,593 | 7 | 3,304 | 4 | 4,688 | 7 | 9,348 | 8 | 7,967 | 10 | 2,970 | 3 | 792 | 2 | 999 | 15 | 3,645 | 2 | 1,165 |
| JEFFERSON | 23,476 | 34,995 | 35,990 | 6 | 3,443 | 3 | 417 | 14 | 9,994 | 5 | 8,063 | 10 | 5,402 | 0 | 1,161 | 3 | 863 | 13 | 1,739 | 3 | 998 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1987 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| JEWELL | 8,052 | 10,727 | 11,171 | 3 | 950 | 3 | 1,058 | 7 | 2,699 | 1 | 2,103 | 3 | 1,393 | 2 | 303 | 4 | 604 | 10 | 1,240 | 1 | 262 |
| JOHNSON | 1,710,478 | 2,964,484 | 3,032,050 | 79 | 147,099 | 37 | 461,268 | 166 | 467,201 | 94 | 811,373 | 122 | 161,848 | 210 | 197,093 | 163 | 197,530 | 337 | 245,733 | 46 | 69,103 |
| Olathe | 216,642 | 483,859 | 495,054 | 14 | 39,640 | 9 | 48,951 | 19 | 110,077 | 16 | 135,236 | 20 | 37,053 | 16 | 7,885 | 21 | 15,712 | 45 | 34,466 | 8 | 9,322 |
| KEARNY | 6,697 | 10,823 | 11,269 | 3 | 1,003 | 0 | 1,117 | 6 | 4,497 | 2 | 2,220 | 0 | 812 | 1 | 321 | 1 | 239 | 0 | 218 | 1 | 279 |
| KINGMAN | 23,128 | 32,770 | 33,715 | 8 | 2,962 | 1 | 3,802 | 7 | 8,114 | 4 | 7,553 | 7 | 2,411 | 3 | 1,088 | 3 | 809 | 9 | 2,336 | 2 | 945 |
| KIOWA | 14,709 | 21,621 | 22,312 | 2 | 2,257 | 2 | 2,515 | 5 | 5,010 | 4 | 4,388 | 6 | 2,791 | 3 | 720 | 1 | 536 | 7 | 1,782 | 2 | 624 |
| LABETTE | 102,632 | 170,117 | 174,183 | 16 | 15,480 | 4 | 19,639 | 19 | 35,652 | 17 | 55,707 | 14 | 11,895 | 13 | 6,117 | 11 | 6,692 | 40 | 11,497 | 8 | 5,345 |
| Parsons | 81,283 | 133,484 | 136,717 | 7 | 8,573 | 3 | 15,132 | 11 | 31,285 | 11 | 42,923 | 7 | 11,189 | 12 | 4,713 | 10 | 5,157 | 25 | 8,850 | 5 | 4,151 |
| LANE | 4,451 | 5,638 | 5,766 | 3 | 493 | 0 | 549 | 3 | 2,099 | 2 | 1,092 | 2 | 400 | 0 | 157 | 1 | 117 | 3 | 436 | 1 | 136 |
| LEAVENWORTH | 156,262 | 258,652 | 260,730 | 10 | 13,376 | 7 | 30,014 | 24 | 58,604 | 23 | 82,543 | 26 | 14,855 | 17 | 9,218 | 22 | 12,730 | 50 | 19,808 | 9 | 6,755 |
| Leavenworth | 131,854 | 223,193 | 225,865 | 4 | 5,900 | 6 | 28,307 | 19 | 54,591 | 16 | 54,619 | 21 | 14,011 | 15 | 8,694 | 18 | 8,830 | 40 | 17,386 | 6 | 6,371 |
| | | | | | | | | | | | | | 0 | | | | | | | | |
| LINCOLN | 9,067 | 12,200 | 12,677 | 3 | 1,174 | 2 | 1,308 | 3 | 2,606 | 4 | 3,406 | 9 | 2,244 | 2 | 375 | 2 | 278 | 4 | 326 | 2 | 325 |
| LINN | 17,960 | 27,607 | 28,434 | 4 | 2,348 | 1 | 3,205 | 9 | 8,691 | 5 | 6,369 | 6 | 2,820 | 1 | 918 | 2 | 683 | 10 | 1,852 | 3 | 796 |
| LOGAN | 26,091 | 40,952 | 42,083 | 4 | 2,517 | 3 | 4,280 | 6 | 7,237 | 7 | 14,715 | 5 | 5,975 | 7 | 764 | 1 | 911 | 10 | 2,516 | 2 | 1,065 |
| LYON | 166,267 | 248,195 | 254,035 | 15 | 14,792 | 7 | 30,863 | 19 | 55,118 | 15 | 56,383 | 25 | 19,754 | 26 | 13,755 | 17 | 10,381 | 61 | 24,912 | 7 | 5,956 |
| Emporia | 160,311 | 239,065 | 244,698 | 14 | 12,301 | 7 | 30,683 | 15 | 54,889 | 14 | 46,888 | 21 | 19,672 | 25 | 13,698 | 16 | 8,633 | 53 | 22,590 | 7 | 6,869 |
| MCPHERSON | 108,085 | 172,489 | 176,609 | 20 | 11,925 | 4 | 17,867 | 26 | 35,851 | 13 | 60,805 | 14 | 6,921 | 15 | 5,812 | 17 | 6,775 | 53 | 19,718 | 6 | 2,103 |
| McPherson | 86,893 | 138,459 | 141,805 | 13 | 7,184 | 3 | 12,153 | 14 | 30,125 | 8 | 47,540 | 3 | 5,161 | 13 | 5,574 | 13 | 5,280 | 32 | 17,479 | 4 | 1,431 |
| MARION | 37,865 | 53,930 | 55,356 | 6 | 3,934 | 3 | 6,242 | 15 | 9,405 | 7 | 19,509 | 14 | 7,152 | 9 | 1,230 | 9 | 3,227 | 19 | 2,626 | 5 | 1,317 |
| MARSHALL | 45,991 | 75,331 | 77,243 | 9 | 4,796 | 2 | 8,709 | 17 | 17,140 | 14 | 21,818 | 13 | 4,669 | 7 | 2,981 | 5 | 8,149 | 26 | 4,278 | 4 | 2,504 |
| MEADE | 15,150 | 17,617 | 18,217 | 4 | 1,575 | 1 | 1,754 | 6 | 3,371 | 6 | 6,373 | 2 | 1,275 | 2 | 503 | 1 | 373 | 12 | 1,646 | 1 | 436 |
| MIAMI | 63,907 | 97,623 | 100,041 | 9 | 7,805 | 6 | 11,281 | 12 | 29,832 | 9 | 22,720 | 12 | 5,272 | 14 | 3,819 | 9 | 4,573 | 26 | 6,764 | 5 | 3,634 |
| MITCHELL | 40,754 | 52,113 | 53,497 | 6 | 2,587 | 3 | 6,032 | 9 | 9,251 | 5 | 15,136 | 14 | 9,995 | 6 | 1,987 | 4 | 1,284 | 16 | 3,255 | 4 | 1,499 |
| Beloit | 26,525 | 35,536 | 36,544 | 3 | 1,457 | 2 | 3,400 | 5 | 9,268 | 3 | 8,530 | 5 | 7,006 | 5 | 1,120 | 3 | 724 | 10 | 2,671 | 3 | 845 |
| MONTGOMERY | 201,771 | 259,481 | 265,578 | 21 | 19,898 | 9 | 29,550 | 30 | 52,545 | 29 | 62,187 | 30 | 13,327 | 36 | 12,373 | 24 | 11,473 | 63 | 18,724 | 14 | 6,793 |
| Coffeyville | 92,519 | 117,762 | 120,638 | 10 | 6,374 | 4 | 13,273 | 14 | 30,148 | 12 | 13,992 | 10 | 10,265 | 18 | 5,559 | 9 | 5,154 | 32 | 11,435 | 7 | 3,051 |
| Independence | 88,414 | 114,523 | 117,325 | 6 | 6,770 | 3 | 11,260 | 12 | 21,195 | 13 | 23,095 | 13 | 2,813 | 16 | 4,880 | 13 | 3,968 | 21 | 5,148 | 6 | 2,143 |
| MORRIS | 17,648 | 26,043 | 26,835 | 6 | 3,794 | 2 | 2,810 | 8 | 4,983 | 4 | 7,620 | 9 | 2,857 | 5 | 581 | 2 | 598 | 10 | 1,549 | 2 | 699 |
| Council Grove | 8,824 | 12,666 | 13,154 | 3 | 1,829 | 1 | 1,348 | 4 | 2,391 | 2 | 3,808 | 5 | 1,351 | 3 | 281 | 1 | 293 | 5 | 739 | 1 | 331 |
| MORTON | 13,850 | 20,411 | 21,075 | 1 | 2,131 | 2 | 2,377 | 6 | 5,968 | 3 | 4,720 | 4 | 1,386 | 2 | 680 | 1 | 505 | 7 | 1,050 | 1 | 592 |
| NEMAHA | 40,636 | 61,435 | 63,031 | 13 | 6,140 | 4 | 1,932 | 13 | 15,359 | 10 | 21,631 | 9 | 2,033 | 11 | 1,896 | 5 | 2,207 | 23 | 4,416 | 6 | 1,933 |
| NEOSHO | 85,307 | 118,528 | 121,421 | 9 | 12,586 | 4 | 13,690 | 15 | 19,634 | 14 | 43,143 | 14 | 6,880 | 13 | 4,258 | 16 | 9,948 | 29 | 7,835 | 5 | 2,740 |
| Chanute | 73,600 | 103,247 | 105,793 | 6 | 10,453 | 2 | 11,371 | 10 | 16,306 | 12 | 35,830 | 11 | 6,882 | 12 | 4,260 | 14 | 8,262 | 23 | 6,341 | 4 | 2,276 |
| NESS | 18,063 | 25,803 | 26,589 | 3 | 2,391 | 1 | 2,666 | 5 | 5,169 | 5 | 9,295 | 7 | 3,302 | 2 | 763 | 1 | 567 | 6 | 448 | 1 | 662 |
| NORTON | 30,535 | 44,825 | 46,044 | 4 | 2,949 | 3 | 3,064 | 8 | 9,169 | 10 | 14,686 | 7 | 5,585 | 7 | 2,258 | 6 | 2,180 | 14 | 2,091 | 2 | 1,290 |
| Norton | 29,057 | 42,678 | 43,848 | 3 | 2,399 | 3 | 3,051 | 4 | 8,994 | 9 | 11,947 | 7 | 5,586 | 7 | 2,258 | 6 | 1,787 | 8 | 1,816 | 2 | 1,050 |
| OSAGE | 40,420 | 61,138 | 62,727 | 10 | 6,099 | 2 | 6,614 | 12 | 14,506 | 10 | 18,329 | 11 | 5,440 | 1 | 1,892 | 4 | 1,407 | 21 | 3,697 | 5 | 1,608 |
| OSBORNE | 20,339 | 24,058 | 24,805 | 15 | 2,945 | 2 | 2,605 | 11 | 5,908 | 3 | 5,176 | 6 | 3,989 | 3 | 618 | 4 | 555 | 6 | 1,122 | 2 | 647 |
| OTTAWA | 18,337 | 31,694 | 32,614 | 4 | 2,815 | 2 | 3,136 | 7 | 5,501 | 6 | 13,966 | 4 | 2,099 | 2 | 898 | 1 | 667 | 8 | 1,122 | 2 | 780 |
| PAWNEE | 30,561 | 45,216 | 46,444 | 6 | 4,397 | 2 | 5,235 | 7 | 11,992 | 7 | 14,592 | 3 | 1,935 | 3 | 1,780 | 3 | 1,113 | 15 | 3,420 | 3 | 1,302 |
| Larned | 28,107 | 42,264 | 43,424 | 5 | 3,977 | 2 | 4,736 | 5 | 10,848 | 5 | 13,200 | 3 | 1,936 | 8 | 1,781 | 3 | 1,008 | 12 | 3,094 | 3 | 1,177 |
| PHILLIPS | 27,538 | 35,887 | 36,903 | 6 | 2,601 | 3 | 2,346 | 10 | 8,432 | 7 | 8,914 | 5 | 1,542 | 9 | 2,021 | 5 | 3,711 | 9 | 1,625 | 2 | 1,034 |
| POTTAWATOMIE | 35,752 | 67,243 | 68,971 | 8 | 7,739 | 2 | 7,776 | 17 | 16,175 | 10 | 16,591 | 8 | 6,493 | 4 | 2,225 | 6 | 1,954 | 24 | 5,419 | 5 | 1,928 |
| PRATT | 69,824 | 92,624 | 94,929 | 9 | 9,325 | 5 | 10,102 | 12 | 17,283 | 10 | 30,569 | 11 | 7,514 | 10 | 3,174 | 7 | 2,822 | 26 | 9,331 | 5 | 2,530 |
| Pratt | 67,139 | 89,023 | 91,246 | 7 | 9,326 | 5 | 10,050 | 10 | 17,284 | 10 | 23,516 | 9 | 7,515 | 10 | 3,174 | 7 | 2,310 | 23 | 9,331 | 5 | 2,500 |
| RAWLINS | 9,619 | 14,317 | 14,842 | 6 | 985 | 2 | 1,673 | 3 | 3,333 | 4 | 4,173 | 4 | 1,216 | 4 | 222 | 1 | 357 | 5 | 346 | 1 | 416 |
| | | | | | | | | | | | | | 0 | | | | | | | | |
| RENO | 309,722 | 463,786 | 474,525 | 26 | 31,230 | 14 | 47,246 | 44 | 94,540 | 33 | 137,755 | 34 | 16,848 | 34 | 28,801 | 41 | 33,770 | 103 | 48,631 | 11 | 16,452 |
| Hutchinson | 272,158 | 406,893 | 416,339 | 16 | 16,621 | 10 | 46,745 | 34 | 93,536 | 26 | 90,188 | 25 | 16,669 | 31 | 28,495 | 35 | 23,766 | 75 | 40,771 | 10 | 16,277 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| REPUBLIC | 22,608 | 33,149 | 34,102 | 3 | 2,781 | 2 | 3,845 | 8 | 8,118 | 7 | 8,363 | 10 | 2,562 | 6 | 1,785 | 5 | 2,065 | 8 | 1,674 | 2 | 95 |
| RICE | 34,447 | 46,847 | 48,112 | 10 | 4,900 | 2 | 4,937 | 12 | 11,477 | 8 | 11,820 | 11 | 3,910 | 7 | 2,090 | 6 | 1,372 | 22 | 3,211 | 5 | 1,989 |
| Lyons | 23,045 | 31,242 | 32,152 | 7 | 2,530 | 1 | 3,218 | 4 | 8,080 | 6 | 7,704 | 3 | 3,065 | 6 | 1,363 | 4 | 893 | 11 | 2,436 | 3 | 1,297 |
| RILEY | 233,866 | 413,179 | 422,768 | 21 | 30,305 | 6 | 56,961 | 26 | 79,964 | 32 | 98,925 | 35 | 26,186 | 32 | 17,451 | 33 | 23,252 | 78 | 51,789 | 12 | 8,325 |
| Manhattan | 79,313 | 145,329 | 148,832 | 18 | 11,921 | 4 | 30,032 | 21 | 44,190 | 24 | 36,770 | 25 | 16,262 | 20 | 9,658 | 31 | 0 | 72 | 0 | 11 | 0 |
| ROOKS | 28,625 | 34,143 | 35,119 | 7 | 3,419 | 2 | 3,960 | 8 | 7,519 | 5 | 4,224 | 11 | 8,875 | 7 | 1,027 | 5 | 1,220 | 13 | 1,521 | 5 | 835 |
| RUSH | 8,873 | 10,655 | 11,097 | 4 | 2,398 | 2 | 1,148 | 6 | 2,283 | 2 | 2,279 | 3 | 832 | 3 | 328 | 0 | 244 | 12 | 747 | 1 | 285 |
| RUSSELL | 43,820 | 48,626 | 49,931 | 4 | 2,138 | 1 | 5,630 | 8 | 9,535 | 6 | 13,903 | 10 | 7,684 | 6 | 2,169 | 7 | 1,804 | 21 | 3,423 | 5 | 1,508 |
| Russell | 32,295 | 37,015 | 38,056 | 3 | 1,650 | 1 | 4,347 | 6 | 7,361 | 3 | 10,735 | 5 | 4,031 | 5 | 2,171 | 6 | 1,529 | 15 | 2,870 | 4 | 1,510 |
| SALINE | 302,298 | 489,482 | 500,805 | 17 | 24,471 | 6 | 51,763 | 35 | 91,267 | 38 | 150,646 | 36 | 43,213 | 46 | 30,612 | 37 | 30,597 | 84 | 40,547 | 11 | 10,186 |
| Salina | 294,621 | 481,676 | 492,822 | 15 | 24,471 | 6 | 51,764 | 34 | 91,267 | 37 | 117,056 | 32 | 43,213 | 45 | 30,612 | 35 | 30,597 | 80 | 37,339 | 11 | 10,167 |
| SCOTT | 29,664 | 37,779 | 38,838 | 4 | 2,250 | 2 | 4,378 | 4 | 8,721 | 5 | 10,014 | 6 | 6,075 | 7 | 1,139 | 4 | 2,106 | 14 | 2,379 | 1 | 1,089 |
| SEDGWICK | 2,095,113 | 3,185,156 | 3,257,737 | 108 | 275,268 | 50 | 367,302 | 251 | 574,312 | 147 | 860,592 | 183 | 170,119 | 254 | 167,305 | 192 | 175,571 | 628 | 322,586 | 70 | 70,673 |
| Wichita | 1,892,413 | 2,877,875 | 2,943,473 | 83 | 177,991 | 46 | 354,906 | 206 | 525,234 | 129 | 608,485 | 149 | 162,842 | 244 | 160,378 | 180 | 136,944 | 565 | 292,573 | 60 | 64,473 |
| SEWARD | 132,904 | 193,698 | 198,300 | 19 | 18,796 | 4 | 20,370 | 12 | 32,424 | 11 | 59,968 | 23 | 11,980 | 30 | 16,139 | 15 | 13,259 | 33 | 15,039 | 4 | 2,498 |
| Liberal | 129,368 | 188,401 | 192,882 | 17 | 17,205 | 4 | 20,370 | 12 | 32,425 | 10 | 54,890 | 22 | 10,966 | 29 | 16,139 | 15 | 12,136 | 32 | 14,817 | 4 | 2,487 |
| SHAWNEE | 808,334 | 1,222,350 | 1,250,327 | 45 | 99,416 | 20 | 140,972 | 102 | 254,159 | 74 | 280,066 | 81 | 69,763 | 98 | 40,345 | 73 | 50,992 | 271 | 129,915 | 30 | 46,495 |
| Topeka | 753,109 | 1,123,573 | 1,149,306 | 39 | 73,856 | 19 | 140,008 | 91 | 244,553 | 71 | 224,613 | 67 | 69,285 | 93 | 40,068 | 71 | 42,602 | 248 | 118,206 | 28 | 38,846 |
| SHERIDAN | 9,440 | 10,648 | 11,090 | 1 | 1,122 | 1 | 1,250 | 3 | 2,491 | 3 | 2,011 | 3 | 1,126 | 2 | 357 | 2 | 265 | 4 | 771 | 1 | 310 |
| SHERMAN | 50,025 | 87,120 | 89,300 | 8 | 6,986 | 3 | 10,969 | 5 | 10,029 | 9 | 35,571 | 7 | 7,091 | 7 | 3,527 | 8 | 5,119 | 17 | 6,996 | 4 | 2,844 |
| Goodland | 49,501 | 86,306 | 88,467 | 8 | 5,428 | 3 | 10,928 | 5 | 10,029 | 9 | 33,287 | 7 | 7,091 | 7 | 3,527 | 8 | 4,199 | 15 | 6,547 | 4 | 2,815 |
| SMITH | 20,083 | 29,055 | 29,915 | 3 | 1,457 | 3 | 3,373 | 7 | 6,996 | 7 | 6,830 | 8 | 3,714 | 4 | 509 | 5 | 1,084 | 9 | 1,310 | 2 | 838 |
| STAFFORD | 19,572 | 26,290 | 27,087 | 2 | 2,741 | 2 | 3,054 | 5 | 6,065 | 3 | 6,068 | 7 | 4,463 | 2 | 875 | 2 | 651 | 9 | 1,181 | 3 | 759 |
| STANTON | 4,795 | 8,536 | 8,930 | 1 | 902 | 0 | 1,006 | 3 | 2,004 | 3 | 2,001 | 1 | 732 | 1 | 290 | 0 | 213 | 0 | 196 | 1 | 251 |
| STEVENS | 14,785 | 25,039 | 25,808 | 3 | 2,611 | 2 | 2,910 | 4 | 7,879 | 2 | 5,782 | 2 | 2,115 | 3 | 544 | 3 | 993 | 7 | 1,796 | 2 | 724 |
| | | | | | | | | | | | | | 0 | | | | | | | | |
| SUMNER | 79,523 | 110,525 | 113,237 | 14 | 6,203 | 5 | 9,593 | 29 | 39,148 | 13 | 16,935 | 13 | 10,051 | 13 | 2,931 | 9 | 4,628 | 29 | 7,468 | 9 | 7,977 |
| Wellington | 50,178 | 68,753 | 70,515 | 7 | 1,403 | 4 | 5,233 | 10 | 27,478 | 8 | 9,741 | 7 | 8,693 | 10 | 2,723 | 5 | 2,524 | 14 | 3,839 | 4 | 4,352 |
| THOMAS | 44,748 | 80,170 | 82,192 | 10 | 4,307 | 2 | 9,268 | 11 | 16,400 | 9 | 26,974 | 8 | 6,933 | 10 | 4,071 | 6 | 3,972 | 23 | 8,542 | 3 | 1,569 |
| Colby | 41,764 | 75,069 | 76,975 | 9 | 4,286 | 2 | 9,223 | 9 | 16,321 | 9 | 20,830 | 6 | 6,899 | 10 | 4,051 | 6 | 3,264 | 20 | 8,501 | 3 | 1,556 |
| TREGO | 17,013 | 19,219 | 19,856 | 3 | 2,008 | 1 | 2,239 | 4 | 4,262 | 4 | 3,964 | 4 | 1,626 | 3 | 641 | 1 | 476 | 7 | 1,218 | 2 | 556 |
| WABAUNSEE | 12,210 | 18,243 | 18,858 | 5 | 3,006 | 1 | 1,754 | 7 | 2,083 | 1 | 3,485 | 7 | 3,930 | 0 | 503 | 2 | 373 | 8 | 2,345 | 2 | 435 |
| WALLACE | 4,852 | 8,391 | 8,782 | 4 | 1,590 | 1 | 989 | 2 | 1,972 | 2 | 1,966 | 0 | 721 | 1 | 285 | 0 | 210 | 2 | 193 | 1 | 245 |
| WASHINGTON | 20,115 | 24,236 | 24,987 | 7 | 3,698 | 2 | 2,818 | 12 | 5,499 | 4 | 2,096 | 7 | 3,632 | 1 | 806 | 6 | 1,648 | 11 | 1,828 | 4 | 1,300 |
| WICHITA | 12,476 | 13,081 | 13,578 | 2 | 1,094 | 1 | 1,220 | 6 | 4,582 | 3 | 3,787 | 1 | 886 | 2 | 350 | 0 | 260 | 6 | 418 | 1 | 303 |
| WILSON | 25,668 | 37,376 | 38,425 | 6 | 4,780 | 4 | 4,332 | 10 | 8,348 | 3 | 8,607 | 8 | 3,510 | 8 | 1,116 | 4 | 921 | 10 | 1,890 | 4 | 2,244 |
| WOODSON | 9,872 | 12,651 | 13,138 | 1 | 1,329 | 1 | 1,482 | 3 | 2,950 | 3 | 2,067 | 4 | 2,275 | 1 | 424 | 2 | 316 | 8 | 1,431 | 0 | 368 |
| WYANDOTTE | 601,592 | 892,096 | 912,568 | 37 | 51,761 | 23 | 123,947 | 96 | 203,729 | 51 | 208,910 | 78 | 80,773 | 67 | 32,162 | 44 | 25,975 | 183 | 80,208 | 32 | 33,127 |
| Kansas City | 566,163 | 816,899 | 835,663 | 33 | 36,853 | 22 | 113,587 | 90 | 187,249 | 43 | 133,813 | 72 | 75,787 | 65 | 29,474 | 42 | 23,803 | 173 | 74,163 | 29 | 30,359 |

# KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| STATE TOTALS.................. | 14,572,388 | 22,364,767 | 23,570,595 | 1,500,670 | 2,853,318 | 5,121,310 | 5,150,111 | 1,686,911 | 973,496 | 988,335 | 2,021,809 | 859,066 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Lexington- | | | | | | | | | | | | | | | | | | | | | |
| Fayette, KY | 1,692,910 | 2,582,742 | 2,720,030 | | 121,618 | | 422,895 | | 500,603 | | 627,036 | | 183,483 | | 138,827 | | 133,862 | | 295,205 | | 77,878 |
| Owensboro, KY | 437,853 | 629,210 | 662,541 | | 50,955 | | 95,943 | | 130,055 | | 139,317 | | 30,886 | | 31,223 | | 33,844 | | 68,354 | | 24,741 |
| Louisville, KY-IN | 4,271,270 | 6,456,306 | 6,770,247 | | 346,050 | | 964,047 | | 1,359,508 | | 1,496,425 | | 465,461 | | 309,515 | | 339,889 | | 722,469 | | 253,698 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAIR | 31,465 | 60,505 | 63,936 | 4 | 5,598 | 3 | 5,428 | 9 | 15,227 | 6 | 10,970 | 7 | 5,459 | 10 | 3,161 | 5 | 1,237 | 9 | 4,019 | 4 | 2,158 |
| ALLEN | 40,873 | 71,199 | 75,192 | 7 | 8,687 | 2 | 6,365 | 10 | 20,096 | 9 | 23,027 | 9 | 4,809 | 3 | 1,769 | 2 | 1,743 | 10 | 2,781 | 4 | 3,884 |
| ANDERSON | 33,171 | 54,205 | 57,305 | 3 | 4,004 | 4 | 1,493 | 7 | 16,391 | 8 | 9,751 | 10 | 6,651 | 8 | 1,864 | 6 | 830 | 11 | 2,174 | 4 | 2,219 |
| BALLARD | 26,635 | 40,678 | 43,067 | 3 | 3,008 | 1 | 3,657 | 9 | 11,565 | 4 | 16,808 | 9 | 2,020 | 4 | 875 | 1 | 997 | 10 | 1,790 | 3 | 970 |
| BARREN | 135,984 | 211,157 | 222,509 | 16 | 22,043 | 11 | 29,663 | 33 | 47,724 | 13 | 37,568 | 21 | 12,501 | 28 | 10,207 | 16 | 10,146 | 46 | 20,802 | 12 | 9,142 |
| Glasgow | 110,776 | 175,495 | 184,972 | 12 | 18,266 | 8 | 24,581 | 19 | 42,124 | 10 | 29,119 | 15 | 12,453 | 25 | 10,168 | 15 | 8,407 | 25 | 11,638 | 11 | 7,576 |
| BATH | 14,288 | 18,595 | 19,823 | 0 | 1,385 | 2 | 1,683 | 4 | 5,291 | 6 | 2,611 | 8 | 1,948 | 5 | 309 | 2 | 458 | 5 | 551 | 3 | 1,184 |
| BELL | 148,825 | 189,144 | 199,338 | 16 | 15,486 | 8 | 21,355 | 26 | 46,995 | 14 | 36,468 | 25 | 12,248 | 23 | 11,095 | 23 | 9,571 | 30 | 14,369 | 11 | 7,234 |
| Middlesborough | 101,867 | 133,123 | 140,372 | 10 | 11,479 | 4 | 14,472 | 12 | 34,840 | 10 | 24,713 | 11 | 5,621 | 20 | 9,764 | 19 | 6,449 | 19 | 9,815 | 5 | 3,860 |
| BOONE | 371,544 | 687,804 | 724,215 | 19 | 35,157 | 9 | 161,295 | 48 | 107,889 | 13 | 118,238 | 37 | 88,994 | 56 | 33,484 | 18 | 16,650 | 72 | 73,970 | 10 | 19,851 |
| BOURBON | 52,066 | 55,912 | 59,102 | 4 | 2,779 | 3 | 2,000 | 14 | 17,584 | 9 | 13,466 | 8 | 4,594 | 6 | 2,108 | 6 | 1,206 | 20 | 4,273 | 5 | 3,432 |
| BOYD | 286,599 | 365,974 | 385,465 | 17 | 21,629 | 12 | 32,728 | 37 | 78,179 | 32 | 73,464 | 32 | 23,340 | 29 | 19,126 | 27 | 13,247 | 51 | 33,151 | 17 | 16,114 |
| Ashland | 230,223 | 286,996 | 302,335 | 11 | 7,341 | 10 | 31,562 | 18 | 55,227 | 23 | 50,141 | 18 | 15,076 | 25 | 10,628 | 23 | 9,716 | 42 | 28,571 | 14 | 15,201 |
| BOYLE | 125,747 | 193,481 | 203,903 | 13 | 16,089 | 10 | 35,828 | 21 | 42,508 | 17 | 54,193 | 18 | 8,611 | 14 | 6,053 | 20 | 7,031 | 25 | 13,941 | 8 | 7,085 |
| Danville | 99,111 | 151,911 | 160,148 | 10 | 11,642 | 5 | 28,148 | 16 | 33,396 | 13 | 40,188 | 13 | 8,417 | 13 | 4,756 | 16 | 4,550 | 24 | 10,951 | 7 | 5,566 |
| BRACKEN | 12,248 | 14,645 | 15,665 | 4 | 1,095 | 2 | 1,330 | 8 | 6,146 | 4 | 2,534 | 4 | 1,310 | 0 | 201 | 2 | 363 | 6 | 363 | 2 | 528 |
| BREATHITT | 47,434 | 73,692 | 77,816 | 5 | 5,775 | 6 | 9,878 | 7 | 14,893 | 8 | 19,175 | 12 | 6,272 | 3 | 1,003 | 5 | 1,801 | 12 | 3,680 | 3 | 2,624 |
| BRECKINRIDGE | 44,158 | 73,958 | 78,096 | 8 | 4,583 | 4 | 3,115 | 19 | 34,897 | 6 | 11,556 | 11 | 2,720 | 8 | 1,650 | 5 | 2,081 | 16 | 3,358 | 5 | 2,891 |
| BULLITT | 75,536 | 130,172 | 137,266 | 15 | 10,771 | 7 | 11,655 | 29 | 54,856 | 14 | 19,243 | 14 | 16,122 | 2 | 1,770 | 5 | 3,179 | 15 | 10,071 | 4 | 1,458 |
| BUTLER | 19,340 | 33,269 | 35,268 | 4 | 2,031 | 3 | 2,995 | 9 | 10,993 | 5 | 5,604 | 6 | 5,632 | 2 | 456 | 1 | 817 | 5 | 928 | 3 | 2,051 |
| CALDWELL | 54,188 | 75,334 | 79,545 | 10 | 6,939 | 4 | 6,753 | 13 | 18,316 | 6 | 16,117 | 10 | 2,419 | 11 | 4,063 | 5 | 4,130 | 14 | 5,160 | 6 | 2,714 |
| CALLOWAY | 169,351 | 288,059 | 303,454 | 12 | 12,598 | 7 | 19,590 | 18 | 41,373 | 28 | 143,081 | 16 | 12,195 | 32 | 15,892 | 20 | 14,060 | 38 | 20,612 | 11 | 8,884 |
| Murray | 140,924 | 237,403 | 250,134 | 11 | 9,474 | 6 | 19,158 | 15 | 31,115 | 24 | 107,602 | 15 | 11,926 | 31 | 11,951 | 19 | 10,574 | 35 | 19,390 | 10 | 8,688 |
| CAMPBELL | 285,173 | 459,466 | 483,872 | 15 | 20,750 | 11 | 41,082 | 78 | 122,579 | 27 | 81,433 | 35 | 33,656 | 27 | 27,893 | 25 | 19,096 | 135 | 54,525 | 15 | 28,302 |
| CARLISLE | 13,552 | 20,986 | 22,339 | 4 | 4,627 | 1 | 1,897 | 5 | 4,810 | 3 | 3,549 | 3 | 1,672 | 1 | 288 | 0 | 518 | 4 | 196 | 2 | 754 |
| CARROLL | 35,238 | 48,000 | 50,774 | 3 | 4,461 | 2 | 4,310 | 10 | 18,079 | 2 | 8,067 | 9 | 5,042 | 7 | 1,222 | 2 | 1,176 | 15 | 3,326 | 3 | 2,441 |
| CARTER | 78,702 | 116,101 | 122,455 | 11 | 12,642 | 7 | 11,412 | 13 | 33,855 | 9 | 17,918 | 15 | 8,776 | 9 | 3,602 | 10 | 9,948 | 14 | 7,366 | 5 | 4,109 |
| CASEY | 28,521 | 43,237 | 45,760 | 7 | 3,186 | 5 | 4,445 | 10 | 8,072 | 7 | 13,322 | 10 | 794 | 7 | 1,926 | 2 | 1,059 | 11 | 2,696 | 4 | 2,174 |
| CHRISTIAN | 236,030 | 358,645 | 377,751 | 14 | 24,968 | 13 | 41,333 | 54 | 68,893 | 26 | 112,376 | 34 | 19,368 | 43 | 17,331 | 20 | 14,136 | 58 | 27,116 | 17 | 13,702 |
| Hopkinsville | 182,951 | 271,921 | 286,467 | 12 | 17,388 | 9 | 28,784 | 34 | 62,868 | 21 | 78,259 | 27 | 17,864 | 40 | 12,069 | 16 | 8,903 | 46 | 19,348 | 15 | 9,543 |
| CLARK | 121,441 | 195,346 | 205,866 | 8 | 11,538 | 8 | 23,442 | 32 | 49,835 | 14 | 59,337 | 17 | 13,793 | 15 | 7,888 | 11 | 5,805 | 30 | 18,006 | 10 | 6,495 |
| Winchester | 110,270 | 176,861 | 186,409 | 7 | 10,431 | 7 | 21,193 | 29 | 45,053 | 13 | 53,644 | 16 | 12,470 | 14 | 7,802 | 10 | 4,636 | 26 | 16,278 | 9 | 5,872 |
| CLAY | 60,172 | 83,491 | 88,131 | 7 | 10,373 | 2 | 7,483 | 10 | 24,016 | 13 | 13,740 | 12 | 7,708 | 10 | 2,698 | 6 | 2,041 | 10 | 2,946 | 5 | 3,539 |
| CLINTON | 24,176 | 46,306 | 48,991 | 3 | 3,421 | 3 | 4,158 | 7 | 14,256 | 10 | 4,528 | 7 | 4,825 | 4 | 1,087 | 4 | 1,613 | 6 | 1,704 | 2 | 1,653 |
| CRITTENDEN | 24,025 | 32,722 | 34,692 | 3 | 1,335 | 4 | 2,197 | 6 | 12,695 | 4 | 5,511 | 5 | 1,696 | 4 | 613 | 2 | 804 | 6 | 1,608 | 2 | 1,170 |
| CUMBERLAND | 13,905 | 19,996 | 21,297 | 1 | 1,488 | 4 | 1,274 | 8 | 7,047 | 2 | 3,384 | 8 | 398 | 3 | 274 | 3 | 493 | 3 | 956 | 2 | 718 |
| DAVIESS | 437,853 | 629,210 | 662,541 | 34 | 50,955 | 18 | 95,943 | 83 | 130,055 | 50 | 139,317 | 47 | 30,886 | 65 | 31,223 | 47 | 33,844 | 139 | 68,354 | 28 | 24,741 |
| Owensboro | 379,847 | 545,790 | 574,735 | 28 | 36,509 | 16 | 79,206 | 62 | 128,661 | 44 | 115,014 | 36 | 30,658 | 64 | 25,776 | 45 | 27,940 | 114 | 57,272 | 26 | 20,425 |
| EDMONSON | 11,471 | 16,549 | 17,669 | 3 | 1,089 | 1 | 1,500 | 8 | 6,650 | 2 | 2,807 | 3 | 445 | 3 | 373 | 1 | 409 | 8 | 1,431 | 2 | 596 |
| ELLIOTT | 6,472 | 8,702 | 9,410 | 1 | 656 | 2 | 799 | 3 | 2,512 | 3 | 1,495 | 1 | 704 | 1 | 121 | 1 | 218 | 2 | 424 | 1 | 317 |
| ESTILL | 42,634 | 62,649 | 66,193 | 3 | 1,140 | 2 | 5,620 | 14 | 18,259 | 5 | 29,636 | 8 | 1,964 | 6 | 1,339 | 2 | 1,533 | 16 | 3,023 | 5 | 3,293 |

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FAYETTE | 1,331,034 | 1,998,832 | 2,104,171 | 53 | 82,307 | 34 | 371,536 | 139 | 338,494 | 70 | 483,158 | 130 | 129,352 | 168 | 118,486 | 123 | 118,234 | 314 | 245,319 | 53 | 54,377 |
| Lexington | 1,329,408 | 1,998,819 | 2,104,157 | 53 | 64,892 | 34 | 366,224 | 139 | 338,494 | 70 | 369,786 | 130 | 129,352 | 168 | 118,486 | 123 | 94,728 | 314 | 239,505 | 53 | 54,377 |
| FLEMING | 42,353 | 68,361 | 72,205 | 4 | 5,045 | 5 | 5,279 | 9 | 13,215 | 7 | 30,368 | 10 | 4,046 | 7 | 1,333 | 3 | 1,672 | 5 | 2,542 | 4 | 2,790 |
| FLOYD | 171,354 | 267,297 | 281,600 | 23 | 30,880 | 21 | 21,995 | 24 | 49,473 | 18 | 88,549 | 31 | 18,665 | 22 | 10,285 | 11 | 7,361 | 25 | 13,394 | 14 | 13,118 |
| FRANKLIN | 176,321 | 257,510 | 271,299 | 15 | 21,388 | 6 | 26,661 | 48 | 58,320 | 15 | 61,115 | 30 | 22,990 | 35 | 14,925 | 10 | 6,841 | 58 | 27,470 | 13 | 11,421 |
| Frankport | 167,268 | 243,891 | 256,964 | 13 | 20,090 | 6 | 26,239 | 45 | 54,779 | 14 | 57,404 | 27 | 21,595 | 34 | 14,806 | 10 | 5,471 | 57 | 25,803 | 13 | 11,331 |
| FULTON | 41,390 | 65,047 | 68,717 | 3 | 4,801 | 4 | 5,835 | 13 | 20,733 | 7 | 9,388 | 11 | 4,483 | 8 | 1,819 | 7 | 2,145 | 9 | 1,481 | 4 | 3,205 |
| Fulton | 33,485 | 52,990 | 56,026 | 1 | 3,685 | 4 | 4,478 | 7 | 17,883 | 5 | 7,205 | 5 | 3,363 | 5 | 1,396 | 6 | 1,646 | 4 | 818 | 3 | 2,459 |
| GALLATIN | 15,486 | 25,879 | 27,490 | 3 | 1,921 | 3 | 1,358 | 7 | 7,206 | 0 | 4,367 | 6 | 5,980 | 1 | 355 | 0 | 636 | 10 | 2,409 | 1 | 926 |
| GARRARD | 18,143 | 28,271 | 30,007 | 3 | 2,096 | 4 | 1,566 | 7 | 7,739 | 4 | 4,767 | 7 | 1,655 | 4 | 917 | 4 | 1,644 | 10 | 2,022 | 3 | 1,505 |
| GRANT | 42,742 | 67,155 | 70,936 | 6 | 6,420 | 4 | 1,077 | 17 | 18,702 | 10 | 20,313 | 13 | 9,312 | 6 | 869 | 2 | 1,643 | 9 | 5,227 | 3 | 2,391 |
| GRAVES | 124,607 | 189,327 | 199,531 | 14 | 44,004 | 6 | 17,865 | 27 | 41,488 | 14 | 43,396 | 18 | 10,402 | 26 | 10,287 | 6 | 4,987 | 29 | 7,445 | 10 | 8,236 |
| Mayfield | 90,432 | 129,013 | 136,046 | 9 | 24,258 | 5 | 9,848 | 14 | 38,663 | 11 | 23,922 | 14 | 9,693 | 24 | 5,671 | 5 | 2,749 | 20 | 5,916 | 9 | 4,541 |
| GRAYSON | 59,957 | 107,349 | 113,243 | 10 | 13,138 | 8 | 11,937 | 15 | 24,790 | 8 | 16,144 | 15 | 8,417 | 15 | 3,561 | 6 | 3,040 | 20 | 6,771 | 8 | 6,545 |
| GREEN | 21,902 | 31,965 | 33,896 | 6 | 4,469 | 5 | 2,164 | 6 | 11,402 | 4 | 4,263 | 8 | 1,816 | 3 | 437 | 2 | 785 | 8 | 1,038 | 3 | 1,443 |
| GREENUP | 72,904 | 98,439 | 103,864 | 7 | 5,305 | 5 | 8,819 | 24 | 36,444 | 12 | 20,120 | 13 | 9,101 | 8 | 2,902 | 6 | 3,677 | 15 | 5,186 | 7 | 2,864 |
| HANCOCK | 10,680 | 15,149 | 16,195 | 1 | 989 | 0 | 1,202 | 9 | 8,452 | 2 | 2,249 | 2 | 1,058 | 0 | 182 | 0 | 328 | 4 | 448 | 2 | 477 |
| HARDIN | 331,210 | 553,903 | 583,274 | 26 | 45,238 | 13 | 60,096 | 43 | 94,843 | 52 | 185,476 | 54 | 59,110 | 41 | 23,765 | 36 | 27,121 | 70 | 47,232 | 13 | 11,542 |
| Elizabethtown | 173,187 | 278,850 | 293,761 | 9 | 15,896 | 6 | 29,017 | 17 | 59,812 | 24 | 86,581 | 22 | 31,709 | 21 | 9,829 | 17 | 11,379 | 35 | 24,799 | 9 | 6,440 |
| HARLAN | 136,071 | 168,441 | 177,547 | 10 | 10,915 | 16 | 23,820 | 36 | 52,807 | 18 | 25,353 | 25 | 9,105 | 16 | 3,252 | 14 | 8,952 | 29 | 10,044 | 9 | 6,096 |
| Harlan | 59,725 | 68,086 | 71,916 | 3 | 1,347 | 7 | 15,369 | 10 | 23,394 | 9 | 9,794 | 6 | 2,744 | 11 | 2,125 | 7 | 5,097 | 10 | 4,690 | 5 | 4,002 |
| HARRISON | 49,327 | 71,531 | 75,542 | 7 | 4,238 | 4 | 7,036 | 8 | 18,749 | 9 | 15,964 | 11 | 5,571 | 12 | 2,877 | 7 | 3,165 | 13 | 3,799 | 7 | 4,693 |
| HART | 33,282 | 45,637 | 48,286 | 6 | 4,454 | 6 | 1,705 | 13 | 14,205 | 5 | 7,672 | 13 | 4,296 | 7 | 1,217 | 2 | 1,119 | 6 | 585 | 5 | 2,290 |
| HENDERSON | 204,509 | 344,609 | 362,977 | 15 | 17,512 | 10 | 36,947 | 48 | 81,235 | 21 | 92,273 | 28 | 34,344 | 22 | 15,597 | 16 | 18,334 | 54 | 31,836 | 11 | 9,659 |
| Henderson | 199,331 | 335,255 | 353,131 | 15 | 13,782 | 10 | 36,351 | 40 | 81,154 | 21 | 70,491 | 28 | 34,310 | 22 | 15,582 | 15 | 16,631 | 52 | 28,878 | 11 | 9,645 |
| HENRY | 28,024 | 39,129 | 41,436 | 4 | 2,931 | 4 | 1,927 | 12 | 11,025 | 4 | 6,585 | 9 | 2,214 | 2 | 534 | 0 | 960 | 12 | 2,623 | 2 | 1,398 |
| HICKMAN | 7,778 | 13,097 | 14,036 | 3 | 1,350 | 1 | 1,192 | 4 | 3,745 | 3 | 2,570 | 1 | 1,049 | 2 | 182 | 0 | 325 | 4 | 1,299 | 1 | 473 |
| HOPKINS | 210,219 | 306,044 | 322,384 | 16 | 24,342 | 15 | 35,298 | 45 | 80,188 | 25 | 76,129 | 32 | 23,554 | 33 | 18,639 | 25 | 14,633 | 41 | 19,383 | 12 | 11,519 |
| Madisonville | 175,533 | 257,212 | 270,985 | 11 | 17,258 | 10 | 28,940 | 22 | 73,272 | 22 | 62,414 | 20 | 18,375 | 30 | 15,282 | 21 | 11,997 | 34 | 17,743 | 8 | 10,375 |
| JACKSON | 17,471 | 26,939 | 28,605 | 2 | 1,997 | 5 | 2,151 | 9 | 5,840 | 3 | 5,177 | 4 | 2,140 | 0 | 368 | 0 | 662 | 6 | 1,286 | 2 | 964 |
| JEFFERSON | 3,308,430 | 4,921,073 | 5,180,048 | 164 | 233,609 | 98 | 763,965 | 568 | 998,826 | 242 | 1,160,142 | 325 | 326,947 | 366 | 237,553 | 255 | 278,958 | 920 | 579,668 | 181 | 199,912 |
| Louisville | 1,368,906 | 1,850,300 | 1,947,830 | 70 | 52,862 | 34 | 117 988 | 317 | 529,554 | 105 | 252,716 | 150 | 191,016 | 152 | 93,354 | 106 | 93,926 | 514 | 264,162 | 98 | 100,873 |
| JESSAMINE | 77,041 | 146,746 | 154,711 | 8 | 10,178 | 4 | 13,136 | 18 | 37,663 | 11 | 44,448 | 12 | 14,359 | 7 | 2,589 | 4 | 3,585 | 19 | 11,821 | 6 | 4,491 |
| JOHNSON | 108,316 | 156,734 | 165,224 | 8 | 22,401 | 7 | 19,046 | 10 | 27,978 | 13 | 33,523 | 10 | 11,206 | 16 | 7,212 | 15 | 12,009 | 20 | 11,207 | 7 | 8,836 |
| KENTON | 520,207 | 803,871 | 846,385 | 28 | 30,484 | 12 | 71,861 | 119 | 213,393 | 33 | 116,857 | 75 | 83,176 | 27 | 14,167 | 34 | 41,258 | 187 | 93,650 | 32 | 39,856 |
| Covington | 238,707 | 348,577 | 367,153 | 11 | 11,063 | 7 | 20,393 | 53 | 79,233 | 20 | 74,071 | 29 | 40,452 | 10 | 5,421 | 12 | 15,727 | 107 | 46,997 | 13 | 16,781 |
| KNOTT | 44,407 | 59,737 | 63,128 | 5 | 3,709 | 5 | 9,069 | 14 | 14,879 | 3 | 2,263 | 8 | 6,411 | 3 | 814 | 5 | 1,615 | 8 | 1,364 | 1 | 2,128 |
| KNOX | 94,865 | 148,223 | 156,266 | 12 | 12,237 | 9 | 23,574 | 22 | 41,795 | 8 | 31,986 | 15 | 7,888 | 13 | 5,713 | 6 | 2,568 | 22 | 8,480 | 7 | 7,302 |
| LARUE | 27,763 | 45,440 | 48,079 | 6 | 3,003 | 4 | 4,884 | 13 | 15,244 | 4 | 8,822 | 5 | 2,749 | 6 | 620 | 3 | 1,655 | 6 | 1,708 | 3 | 1,551 |
| LAUREL | 162,741 | 311,082 | 327,687 | 13 | 25,575 | 7 | 20,138 | 35 | 68,675 | 24 | 115,105 | 32 | 29,284 | 13 | 10,206 | 19 | 15,977 | 25 | 18,275 | 8 | 8,996 |
| LAWRENCE | 36,855 | 57,017 | 60,265 | 4 | 3,397 | 2 | 5,118 | 10 | 15,086 | 3 | 2,299 | 6 | 5,118 | 4 | 1,795 | 3 | 912 | 6 | 3,255 | 4 | 4,675 |
| LEE | 20,538 | 30,026 | 31,855 | 1 | 2,226 | 5 | 1,939 | 5 | 8,776 | 3 | 6,689 | 3 | 2,687 | 1 | 412 | 0 | 738 | 4 | 1,431 | 2 | 1,075 |
| LESLIE | 23,505 | 34,462 | 36,524 | 2 | 2,552 | 8 | 5,432 | 7 | 10,430 | 1 | 5,803 | 9 | 3,331 | 2 | 472 | 2 | 846 | 8 | 892 | 2 | 1,232 |
| LETCHER | 77,107 | 99,329 | 104,801 | 12 | 12,929 | 15 | 11,902 | 22 | 28,381 | 8 | 6,552 | 14 | 10,216 | 7 | 1,351 | 6 | 5,451 | 13 | 3,701 | 11 | 4,475 |
| LEWIS | 19,590 | 31,127 | 33,014 | 4 | 2,282 | 1 | 2,802 | 8 | 10,997 | 3 | 2,847 | 7 | 3,924 | 4 | 397 | 2 | 765 | 6 | 1,279 | 1 | 1,114 |
| LINCOLN | 33,053 | 52,607 | 55,623 | 9 | 6,837 | 2 | 4,722 | 18 | 13,004 | 6 | 14,188 | 8 | 1,992 | 6 | 1,820 | 5 | 2,262 | 10 | 2,550 | 4 | 1,876 |
| LIVINGSTON | 16,502 | 24,999 | 26,563 | 2 | 1,855 | 0 | 2,255 | 16 | 11,434 | 5 | 1,030 | 4 | 272 | 2 | 343 | 1 | 615 | 16 | 5,060 | 3 | 1,313 |
| LOGAN | 68,693 | 103,769 | 109,475 | 11 | 7,613 | 5 | 9,294 | 21 | 35,079 | 15 | 23,324 | 10 | 5,343 | 10 | 3,422 | 9 | 3,725 | 24 | 5,983 | 9 | 5,989 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| LYON | 12,742 | 20,432 | 21,756 | 2 | 1,521 | 1 | 1,846 | 6 | 8,554 | 3 | 3,456 | 4 | 1,711 | 0 | 281 | 2 | 504 | 4 | 841 | 2 | 734 |
| MCCRACKEN | 379,049 | 568,421 | 598,556 | 18 | 42,829 | 11 | 76,020 | 59 | 116,434 | 38 | 120,291 | 42 | 35,516 | 63 | 36,199 | 35 | 33,204 | 103 | 49,443 | 28 | 25,949 |
| Paducah | 313,685 | 459,356 | 483,757 | 16 | 34,154 | 9 | 60,621 | 45 | 90,369 | 34 | 87,095 | 34 | 35,112 | 55 | 29,919 | 34 | 26,478 | 91 | 40,036 | 24 | 20,693 |
| MCCREARY | 32,485 | 50,066 | 52,948 | 4 | 3,698 | 4 | 4,496 | 22 | 20,505 | 5 | 7,353 | 5 | 2,462 | 4 | 752 | 4 | 1,412 | 5 | 1,812 | 4 | 1,786 |
| MCLEAN | 22,211 | 35,783 | 37,914 | 8 | 3,733 | 2 | 3,220 | 9 | 10,119 | 4 | 6,025 | 9 | 4,382 | 0 | 490 | 2 | 877 | 11 | 1,796 | 3 | 1,336 |
| MADISON | 226,990 | 380,435 | 400,686 | 16 | 32,514 | 10 | 36,614 | 43 | 77,848 | 26 | 77,771 | 39 | 43,570 | 25 | 13,211 | 16 | 7,123 | 61 | 45,287 | 15 | 11,498 |
| Richmond | 160,002 | 262,504 | 276,555 | 13 | 22,482 | 6 | 24,090 | 18 | 49,101 | 16 | 50,901 | 21 | 31,774 | 22 | 10,738 | 10 | 3,897 | 42 | 28,316 | 8 | 8,218 |
| MAGOFFIN | 29,807 | 43,559 | 46,099 | 5 | 2,203 | 7 | 5,545 | 4 | 14,901 | 3 | 1,777 | 6 | 3,738 | 0 | 595 | 1 | 1,068 | 6 | 874 | 5 | 2,739 |
| MARION | 48,319 | 87,991 | 92,867 | 8 | 5,566 | 8 | 10,374 | 18 | 28,693 | 7 | 7,016 | 12 | 4,458 | 7 | 6,172 | 7 | 4,928 | 19 | 5,258 | 4 | 3,779 |
| MARSHALL | 91,691 | 146,302 | 154,244 | 13 | 28,172 | 7 | 13,852 | 21 | 31,129 | 12 | 32,125 | 16 | 12,477 | 11 | 2,968 | 11 | 3,884 | 27 | 10,993 | 6 | 4,051 |
| MARTIN | 47,191 | 65,188 | 68,865 | 6 | 3,246 | 4 | 5,846 | 9 | 18,557 | 5 | 31,516 | 5 | 2,135 | 5 | 1,060 | 3 | 1,595 | 7 | 1,459 | 5 | 1,757 |
| MASON | 87,529 | 116,108 | 122,462 | 8 | 6,850 | 4 | 13,082 | 12 | 32,685 | 12 | 19,910 | 10 | 9,272 | 18 | 10,348 | 9 | 4,720 | 24 | 9,044 | 7 | 5,513 |
| Maysville | 77,453 | 104,263 | 109,995 | 7 | 5,482 | 3 | 11,913 | 8 | 29,764 | 10 | 18,131 | 8 | 8,444 | 17 | 9,423 | 8 | 4,298 | 18 | 6,891 | 6 | 5,514 |
| MEADE | 33,760 | 56,226 | 59,432 | 6 | 2,950 | 3 | 4,788 | 13 | 12,568 | 8 | 23,543 | 8 | 3,919 | 4 | 1,012 | 3 | 1,[illegible]08 | 15 | 4,467 | 2 | 1,903 |
| MENIFEE | 6,787 | 9,706 | 10,466 | 3 | 731 | 1 | 889 | 1 | 2,794 | 1 | 1,663 | 1 | 783 | 0 | 135 | 1 | 242 | 3 | 184 | 1 | 353 |
| MERCER | 53,198 | 88,250 | 93,140 | 7 | 7,659 | 5 | 3,795 | 15 | 28,863 | 11 | 14,997 | 14 | 6,671 | 6 | 2,545 | 5 | 4,070 | 18 | 6,969 | 6 | 3,993 |
| METCALFE | 20,839 | 32,018 | 33,951 | 2 | 2,373 | 2 | 2,883 | 8 | 9,462 | 4 | 5,394 | 7 | 2,463 | 5 | 559 | 3 | 660 | 8 | 1,061 | 3 | 1,304 |
| MONROE | 31,909 | 60,313 | 63,734 | 2 | 4,451 | 4 | 2,043 | 18 | 22,065 | 4 | 10,125 | 5 | 2,398 | 4 | 1,724 | 3 | 1,476 | 9 | 2,066 | 7 | 4,546 |
| MONTGOMERY | 96,069 | 147,355 | 155,352 | 9 | 14,085 | 5 | 13,049 | 16 | 35,906 | 19 | 33,067 | 17 | 7,909 | 10 | 9,510 | 12 | 5,516 | 20 | 11,233 | 7 | 5,541 |
| MORGAN | 40,234 | 61,794 | 65,293 | 4 | 9,143 | 2 | 5,543 | 9 | 11,914 | 4 | 22,918 | 7 | 3,851 | 3 | 1,313 | 7 | 3,601 | 6 | 1,146 | 2 | 2,201 |
| MUHLENBERG | 113,436 | 145,384 | 153,278 | 8 | 7,041 | 10 | 18,145 | 38 | 45,793 | 15 | 30,364 | 21 | 10,607 | 17 | 7,101 | 14 | 5,980 | 19 | 5,966 | 10 | 7,474 |
| NELSON | 90,754 | 145,623 | 153,529 | 7 | 5,752 | 9 | 16,978 | 28 | 39,721 | 15 | 24,966 | 18 | 10,811 | 17 | 4,187 | 10 | 5,566 | 26 | 11,341 | 7 | 5,376 |
| NICHOLAS | 14,388 | 20,870 | 22,217 | 2 | 1,551 | 2 | 1,886 | 6 | 5,931 | 3 | 3,531 | 5 | 1,197 | 4 | 759 | 1 | 515 | 4 | 691 | 3 | 1,554 |
| OHIO | 69,729 | 102,656 | 108,303 | 6 | 3,862 | 4 | 9,195 | 21 | 31,705 | 10 | 36,245 | 14 | 7,265 | 8 | 1,804 | 7 | 1,739 | 12 | 5,521 | 7 | 5,312 |
| OLDHAM | 73,763 | 124,021 | 130,751 | 9 | 13,451 | 5 | 11,104 | 15 | 36,282 | 10 | 43,096 | 15 | 10,015 | 2 | 1,685 | 2 | 3,030 | 10 | 6,313 | 7 | 4,696 |
| OWEN | 20,830 | 32,211 | 34,154 | 3 | 2,385 | 2 | 2,899 | 5 | 9,116 | 3 | 9,204 | 4 | 2,555 | 4 | 769 | 2 | 792 | 5 | 1,336 | 3 | 1,816 |
| OWSLEY | 7,193 | 11,980 | 12,860 | 0 | 897 | 0 | 1,092 | 4 | 3,433 | 1 | 2,044 | 0 | 963 | 0 | 165 | 1 | 296 | 2 | 579 | 2 | 434 |
| PENDLETON | 18,937 | 27,022 | 28,693 | 4 | 2,055 | 3 | 690 | 11 | 10,235 | 4 | 4,559 | 7 | 2,109 | 3 | 1,151 | 1 | 664 | 6 | 1,271 | 1 | 968 |
| PERRY | 136,516 | 219,906 | 231,718 | 12 | 17,800 | 11 | 18,227 | 27 | 54,222 | 13 | 48,551 | 22 | 13,924 | 20 | 12,919 | 13 | 7,968 | 36 | 14,166 | 6 | 7,063 |
| PIKE | 328,877 | 461,993 | 486,532 | 31 | 38,094 | 18 | 62,634 | 60 | 121,330 | 36 | 130,633 | 35 | 24,441 | 38 | 22,675 | 21 | 11,433 | 47 | 23,473 | 14 | 11,777 |
| POWELL | 20,480 | 37,728 | 39,962 | 1 | 2,791 | 4 | 3,393 | 8 | 10,002 | 2 | 6,348 | 8 | 3,779 | 2 | 516 | 1 | 925 | 13 | 3,536 | 2 | 1,348 |
| PULASKI | 215,259 | 365,049 | 384,491 | 21 | 34,405 | 11 | 48,438 | 36 | 93,871 | 33 | 82,262 | 35 | 17,740 | 37 | 17,240 | 29 | 14,620 | 44 | 27,465 | 12 | 10,627 |
| Somerset | 156,652 | 257,913 | 271,723 | 15 | 24,626 | 8 | 34,670 | 20 | 67,685 | 22 | 40,035 | 27 | 17,474 | 34 | 15,133 | 28 | 10,465 | 37 | 23,825 | 9 | 9,102 |
| ROBERTSON | 2,218 | 2,481 | 2,861 | 2 | 200 | 1 | 243 | 2 | 764 | 0 | 454 | 2 | 213 | 0 | 36 | 0 | 66 | 1 | 128 | 0 | 97 |
| ROCKCASTLE | 28,106 | 51,148 | 54,087 | 4 | 3,597 | 6 | 3,200 | 16 | 16,602 | 4 | 3,913 | 9 | 5,791 | 3 | 339 | 2 | 1,254 | 11 | 3,061 | 2 | 1,824 |
| ROWAN | 74,322 | 124,822 | 131,635 | 6 | 8,411 | 9 | 20,030 | 16 | 31,836 | 8 | 19,568 | 13 | 12,254 | 16 | 5,625 | 4 | 1,435 | 17 | 8,893 | 7 | 6,196 |
| RUSSELL | 40,080 | 75,505 | 79,725 | 5 | 6,973 | 7 | 6,972 | 13 | 19,997 | 9 | 20,029 | 7 | 4,025 | 10 | 2,055 | 4 | 1,847 | 12 | 3,009 | 7 | 3,800 |
| SCOTT | 54,473 | 86,345 | 91,135 | 8 | 4,038 | 4 | 7,738 | 14 | 27,757 | 8 | 11,513 | 14 | 9,258 | 8 | 2,691 | 6 | 2,600 | 19 | 9,494 | 5 | 4,648 |
| SHELBY | 79,063 | 128,448 | 135,451 | 6 | 7,808 | 5 | 9,940 | 19 | 34,628 | 11 | 38,047 | 13 | 7,504 | 12 | 4,095 | 6 | 2,663 | 20 | 12,373 | 4 | 4,569 |
| SIMPSON | 62,879 | 97,576 | 102,956 | 4 | 5,469 | 2 | 8,741 | 14 | 24,272 | 10 | 19,205 | 13 | 14,331 | 5 | 2,195 | 3 | 3,721 | 15 | 10,791 | 6 | 4,057 |
| SPENCER | 10,792 | 16,015 | 17,107 | 1 | 1,195 | 1 | 1,452 | 7 | 6,873 | 3 | 814 | 3 | 1,280 | 1 | 220 | 1 | 395 | 5 | 510 | 1 | 577 |
| TAYLOR | 82,992 | 139,309 | 146,883 | 13 | 13,140 | 4 | 12,471 | 19 | 34,329 | 16 | 29,222 | 12 | 7,936 | 22 | 9,072 | 12 | 4,353 | 24 | 12,127 | 6 | 5,441 |
| TODD | 17,365 | 27,431 | 29,123 | 2 | 2,033 | 3 | 1,238 | 7 | 11,968 | 5 | 2,088 | 4 | 1,743 | 4 | 526 | 2 | 674 | 7 | 1,038 | 4 | 1,610 |
| TRIGG | 22,952 | 42,437 | 44,918 | 4 | 4,207 | 2 | 3,814 | 11 | 11,915 | 5 | 9,488 | 5 | 3,382 | 3 | 459 | 4 | 1,040 | 10 | 2,517 | 3 | 1,741 |
| TRIMBLE | 4,694 | 6,326 | 6,909 | 1 | 484 | 0 | 586 | 3 | 1,845 | 0 | 1,099 | 3 | 517 | 0 | 90 | 0 | 159 | 2 | 310 | 1 | 232 |
| UNION | 55,826 | 81,440 | 85,972 | 9 | 5,774 | 8 | 14,169 | 20 | 28,355 | 7 | 8,702 | 10 | 3,289 | 9 | 2,327 | 7 | 2,227 | 15 | 4,060 | 6 | 2,984 |
| WARREN | 408,918 | 661,964 | 697,017 | 30 | 36,275 | 14 | 97,357 | 68 | 129,282 | 36 | 126,627 | 64 | 53,694 | 67 | 29,063 | 46 | 33,959 | 113 | 67,752 | 20 | 20,934 |
| Bowling Green | 388,197 | 623,376 | 656,400 | 25 | 26,018 | 12 | 91,515 | 58 | 128,669 | 35 | 96,139 | 56 | 53,441 | 65 | 27,318 | 43 | 26,577 | 110 | 65,299 | 19 | 19,678 |
| WASHINGTON | 16,268 | 25,779 | 27,384 | 3 | 2,349 | 3 | 2,324 | 6 | 5,027 | 1 | 4,350 | 6 | 2,635 | 4 | 1,191 | 4 | 1,455 | 5 | 1,231 | 4 | 2,463 |

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WAYNE | 43,386 | 74,906 | 79,094 | 6 | 8,176 | 5 | 8,242 | 18 | 23,907 | 6 | 10,146 | 7 | 4,074 | 9 | 3,867 | 5 | 2,269 | 7 | 2,869 | 4 | 4,348 |
| WEBSTER | 46,034 | 64,412 | 68,048 | 6 | 4,280 | 3 | 5,779 | 16 | 20,704 | 12 | 24,839 | 9 | 4,035 | 2 | 878 | 3 | 1,576 | 11 | 1,838 | 5 | 2,763 |
| WHITLEY | 183,888 | 271,458 | 285,980 | 15 | 22,706 | 11 | 22,591 | 29 | 46,533 | 22 | 67,392 | 33 | 47,315 | 18 | 8,850 | 16 | 10,370 | 35 | 18,478 | 13 | 6,749 |
| Corbin | 111,374 | 158,895 | 167,499 | 6 | 14,508 | 4 | 14,434 | 14 | 21,233 | 15 | 43,060 | 19 | 30,232 | 11 | 6,849 | 8 | 6,625 | 11 | 3,887 | 7 | 3,798 |
| WOLFE | 15,108 | 27,672 | 29,377 | 2 | 2,052 | 3 | 2,494 | 4 | 6,537 | 2 | 4,667 | 5 | 5,244 | 0 | 378 | 1 | 679 | 3 | 609 | 2 | 992 |
| WOODFORD | 56,855 | 99,561 | 105,045 | 8 | 10,778 | 3 | 5,043 | 15 | 29,271 | 5 | 15,114 | 13 | 12,128 | 9 | 5,064 | 3 | 2,433 | 18 | 6,293 | 6 | 4,435 |

# LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**.............. | 19,986,261 | 28,084,823 | 29,023,477 | | 2,112,681 | | 3,416,350 | | 6,406,729 | | 7,038,620 | | 1,495,758 | | 1,590,516 | | 1,596,506 | | 2,639,919 | | 1,055,434 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Alexandria, LA | 620,019 | 1,034,391 | 1,070,609 | | 82,648 | | 153,698 | | 211,852 | | 266,611 | | 52,034 | | 70,019 | | 41,287 | | 71,605 | | 38,478 |
| Baton Rouge, LA | 2,626,328 | 3,925,681 | 4,059,934 | | 319,921 | | 567,358 | | 890,343 | | 969,235 | | 205,296 | | 188,051 | | 263,560 | | 348,944 | | 124,898 |
| Houma-Thibodaux, LA | 993,514 | 1,216,219 | 1,259,009 | | 100,377 | | 146,567 | | 273,682 | | 313,864 | | 52,704 | | 54,132 | | 66,813 | | 171,076 | | 45,860 |
| Lafayette, LA | 1,361,064 | 1,641 512 | 1,699,090 | | 161,891 | | 238,434 | | 301,785 | | 420,428 | | 85,450 | | 106,767 | | 96,741 | | 177,642 | | 43,054 |
| Lake Charles, LA | 902,896 | 1,132,460 | 1,172,108 | | 149,886 | | 137,900 | | 274,114 | | 263,369 | | 56,430 | | 60,824 | | 66,277 | | 87,821 | | 46,589 |
| Monroe, LA | 686,189 | 1,095,128 | 1,133,458 | | 88,131 | | 159,556 | | 212,769 | | 290,492 | | 35,058 | | 86,054 | | 70,273 | | 98,912 | | 42,355 |
| New Orleans, LA | 6,327,918 | 8,888,303 | 9,168,865 | | 456,597 | | 1,031,915 | | 2,082,319 | | 1,908,250 | | 506,704 | | 585,665 | | 569,773 | | 1,031,713 | | 366,176 |
| Shreveport, LA | 1,750,158 | 2,605,999 | 2,697,114 | | 179,401 | | 357,035 | | 508,366 | | 692,219 | | 162,997 | | 159,509 | | 159,517 | | 233,706 | | 75,613 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ACADIA | 204,923 | 232,889 | 241,237 | 20 | 20,823 | 12 | 20,110 | 57 | 53,411 | 27 | 62,573 | 30 | 16,836 | 26 | 9,961 | 21 | 10,526 | 55 | 17,256 | 19 | 14,653 |
| Crowley | 108,443 | 119,401 | 123,803 | 9 | 7,223 | 5 | 16,028 | 16 | 24,807 | 12 | 28,749 | 13 | 8,104 | 18 | 6,207 | 11 | 3,618 | 25 | 7,063 | 9 | 9,283 |
| ALLEN | 69,285 | 92,525 | 95,992 | 13 | 5,626 | 15 | 15,975 | 20 | 23,370 | 13 | 26,041 | 13 | 4,483 | 13 | 4,295 | 7 | 1,766 | 15 | 3,186 | 8 | 4,303 |
| ASCENSION | 219,402 | 329,743 | 338,209 | 24 | 40,929 | 11 | 14,479 | 60 | 80,240 | 27 | 119,533 | 24 | 11,440 | 32 | 8,999 | 14 | 15,226 | 58 | 18,861 | 14 | 11,591 |
| ASSUMPTION | 51,787 | 71,908 | 74,658 | 5 | 5,009 | 4 | 6,455 | 27 | 19,525 | 11 | 20,400 | 7 | 2,279 | 4 | 1,187 | 5 | 3,496 | 21 | 2,653 | 4 | 2,865 |
| AVOYELLES | 117,235 | 193,978 | 200,723 | 13 | 11,854 | 20 | 26,304 | 53 | 53,589 | 23 | 64,948 | 6 | 2,093 | 14 | 3,627 | 11 | 6,503 | 26 | 7,223 | 22 | 14,140 |
| BEAUREGARD | 115,283 | 194,491 | 200,504 | 17 | 21,063 | 8 | 12,735 | 30 | 44,198 | 16 | 68,626 | 12 | 8,449 | 18 | 8,199 | 10 | 10,788 | 17 | 7,802 | 7 | 4,331 |
| BIENVILLE | 40,323 | 56,965 | 59,196 | 5 | 1,577 | 4 | 3,982 | 13 | 14,500 | 10 | 10,718 | 9 | 10,220 | 10 | 2,111 | 2 | 2,282 | 9 | 1,332 | 5 | 1,755 |
| BOSSIER | 360,769 | 596,974 | 617,982 | 19 | 75,077 | 14 | 82,488 | 57 | 117,477 | 32 | 167,662 | 43 | 37,012 | 44 | 24,514 | 18 | 13,621 | 109 | 62,205 | 14 | 12,676 |
| CADDO | 1,389,389 | 2,009,025 | 2,079,132 | 61 | 104,324 | 41 | 274,547 | 205 | 390,890 | 103 | 524,558 | 144 | 125,985 | 195 | 134,995 | 128 | 145,896 | 289 | 171,501 | 61 | 62,937 |
| Shreveport | 1,271,402 | 1,861,523 | 1,926,502 | 53 | 75,313 | 34 | 245,732 | 173 | 357,804 | 86 | 480,158 | 132 | 124,001 | 179 | 129,621 | 120 | 133,546 | 264 | 156,985 | 55 | 60,040 |
| CALCASIEU | 902,896 | 1,132,480 | 1,172,108 | 82 | 149,886 | 28 | 137,900 | 154 | 274,114 | 74 | 263,369 | 80 | 56,430 | 96 | 60,824 | 89 | 66,277 | 168 | 87,821 | 48 | 46,589 |
| Lake Charles | 621,583 | 735,303 | 761,121 | 55 | 65,379 | 17 | 104,072 | 76 | 148,190 | 45 | 146,414 | 42 | 35,526 | 72 | 47,129 | 64 | 38,935 | 115 | 63,742 | 31 | 31,945 |
| Sulpher | 153,755 | 216,335 | 224,107 | 11 | 28,914 | 4 | 21,333 | 27 | 70,730 | 14 | 27,696 | 21 | 14,327 | 14 | 10,685 | 16 | 9,973 | 24 | 9,694 | 9 | 9,243 |
| CALDWELL | 25,924 | 39,725 | 41,356 | 5 | 5,791 | 6 | 3,818 | 8 | 9,746 | 6 | 8,798 | 5 | 2,319 | 3 | 2,705 | 2 | 1,595 | 7 | 1,489 | 3 | 1,694 |
| CAMERON | 25,342 | 36,424 | 37,941 | 4 | 3,797 | 2 | 2,765 | 13 | 15,526 | 1 | 5,451 | 7 | 1,204 | 0 | 2,091 | 0 | 1,233 | 14 | 2,670 | 2 | 1,309 |
| CATAHOULA | 33,979 | 45,492 | 47,324 | 5 | 3,653 | 5 | 3,877 | 16 | 7,605 | 7 | 12,998 | 4 | 2,171 | 7 | 1,034 | 2 | 1,826 | 9 | 1,353 | 8 | 4,108 |
| CLAIBORNE | 49,905 | 66,043 | 68,589 | 3 | 3,797 | 9 | 10,198 | 18 | 17,245 | 10 | 18,388 | 10 | 2,609 | 13 | 2,410 | 3 | 1,811 | 8 | 2,354 | 7 | 2,587 |
| CONCORDIA | 77,127 | 94,914 | 98,464 | 7 | 5,681 | 8 | 10,970 | 29 | 28,214 | 9 | 26,254 | 8 | 4,934 | 8 | 3,631 | 7 | 4,316 | 26 | 6,533 | 6 | 2,908 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | C&P 1988 estimate | C&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| DE SOTO | 85,435 | 121,209 | 125,674 | 8 | 7,258 | 9 | 18,035 | 27 | 32,544 | 15 | 34,910 | 15 | 7,070 | 14 | 4,781 | 7 | 2,948 | 13 | 3,980 | 5 | 4,926 |
| E.BATON ROUGE | 2,203,285 | 3,267,989 | 3,381,873 | 121 | 253,608 | 55 | 525,026 | 323 | 700,236 | 134 | 786,054 | 177 | 161,492 | 278 | 172,212 | 173 | 237,101 | 481 | 314,419 | 75 | 100,814 |
| Baton Rouge | 1,847,806 | 2,748,161 | 2,843,970 | 89 | 161,041 | 45 | 492,379 | 228 | 539,253 | 111 | 534,238 | 146 | 153,390 | 241 | 162,753 | 142 | 161,834 | 409 | 272,400 | 58 | 81,487 |
| EAST CARROLL | 24,942 | 33,177 | 34,581 | 2 | 2,669 | 5 | 1,884 | 10 | 8,858 | 5 | 4,854 | 8 | 3,777 | 8 | 1,609 | 2 | 1,332 | 6 | 1,066 | 3 | 2,456 |
| EAST FELICIANA | 27,426 | 45,646 | 47,483 | 6 | 3,733 | 4 | 1,612 | 16 | 12,913 | 3 | 8,096 | 10 | 5,526 | 3 | 3,105 | 2 | 1,831 | 11 | 2,836 | 3 | 1,924 |
| EVANGELINE | 108,249 | 147,762 | 153,150 | 11 | 25,235 | 12 | 14,004 | 44 | 36,723 | 19 | 32,454 | 11 | 5,594 | 15 | 5,215 | 11 | 8,540 | 22 | 4,111 | 17 | 9,676 |
| FRANKLIN | 104,182 | 142,400 | 147,602 | 9 | 13,693 | 11 | 17,016 | 28 | 60,323 | 15 | 35,714 | 5 | 1,195 | 8 | 4,114 | 5 | 2,089 | 13 | 3,347 | 8 | 3,704 |
| GRANT | 20,275 | 32,658 | 34,044 | 1 | 2,131 | 7 | 1,021 | 14 | 9,182 | 4 | 13,004 | 4 | 1,175 | 2 | 1,804 | 0 | 1,063 | 4 | 1,845 | 3 | 1,117 |
| IBERIA | 354,083 | 371,148 | 384,303 | 28 | 39,638 | 11 | 24,963 | 67 | 78,151 | 42 | 108,624 | 35 | 10,006 | 45 | 25,392 | 38 | 24,128 | 99 | 39,112 | 21 | 15,075 |
| New Iberia | 299,388 | 313,546 | 324,699 | 19 | 29,578 | 7 | 24,058 | 43 | 66,821 | 29 | 77,965 | 24 | 9,501 | 37 | 24,306 | 33 | 18,004 | 71 | 37,191 | 18 | 14,172 |
| IBERVILLE | 117,471 | 167,459 | 173,532 | 11 | 10,628 | 7 | 13,204 | 40 | 46,432 | 17 | 61,677 | 16 | 9,515 | 11 | 4,116 | 11 | 5,132 | 32 | 10,327 | 10 | 6,531 |
| JACKSON | 43,385 | 61,401 | 63,786 | 6 | 4,335 | 6 | 12,054 | 18 | 13,603 | 7 | 7,759 | 9 | 3,419 | 9 | 3,281 | 5 | 3,270 | 14 | 2,951 | 7 | 3,482 |
| JEFFERSON | 2,947,034 | 4,249,382 | 4,397,391 | 114 | 204,457 | 54 | 589,195 | 323 | 947,579 | 172 | 1,112,175 | 213 | 235,403 | 302 | 264,841 | 200 | 311,103<br>0 | 635 | 413,446 | 83 | 145,376 |
| JEFFERSON-DAVIS | 142,412 | 192,745 | 199,697 | 16 | 17,962 | 9 | 9,230 | 34 | 45,822 | 19 | 68,888 | 24 | 16,826 | 25 | 7,098 | 7 | 4,625 | 30 | 8,213 | 13 | 10,975 |
| Jennings | 105,068 | 141,663 | 146,839 | 11 | 9,360 | 3 | 7,084 | 15 | 32,619 | 16 | 52,862 | 12 | 8,175 | 20 | 6,315 | 5 | 3,549 | 16 | 5,289 | 7 | 8,594 |
| LAFAYETTE | 1,246,796 | 1,502,489 | 1,554,983 | 55 | 150,032 | 23 | 222,193 | 170 | 258,425 | 78 | 389,264 | 97 | 79,860 | 179 | 105,368 | 102 | 94,217 | 237 | 166,822 | 46 | 37,796 |
| Lafayette | 1,103,733 | 1,300,329 | 1,345,794 | 38 | 140,955 | 22 | 208,750 | 129 | 238,414 | 63 | 273,604 | 81 | 71,652 | 166 | 101,376 | 91 | 69,825 | 207 | 156,729 | 37 | 32,883 |
| LAFOURCHE | 371,331 | 470,359 | 486,964 | 36 | 48,229 | 19 | 43,041 | 78 | 125,866 | 38 | 136,871 | 49 | 24,159 | 45 | 17,137 | 40 | 27,428 | 91 | 27,300 | 27 | 25,910 |
| Thibodaux | 157,894 | 197,281 | 204,391 | 11 | 14,518 | 7 | 22,443 | 25 | 40,562 | 15 | 57,526 | 18 | 18,001 | 21 | 8,629 | 16 | 9,247 | 47 | 15,359 | 8 | 12,360 |
| LA SALLE | 51,731 | 81,004 | 84,071 | 5 | 4,597 | 5 | 6,724 | 20 | 21,624 | 10 | 32,720 | 6 | 2,802 | 9 | 1,655 | 4 | 2,546 | 13 | 4,212 | 7 | 2,987 |
| LINCOLN | 162,494 | 258,046 | 267,269 | 12 | 16,059 | 9 | 25,137 | 31 | 53,392 | 13 | 75,387 | 26 | 13,680 | 32 | 22,190 | 22 | 9,135 | 51 | 27,078 | 11 | 7,754 |
| Ruston | 149,535 | 237,692 | 246,207 | 11 | 14,998 | 7 | 23,475 | 25 | 52,469 | 12 | 57,870 | 18 | 13,466 | 30 | 20,722 | 21 | 8,531 | 43 | 22,888 | 9 | 7,240 |
| LIVINGSTON | 155,566 | 256,199 | 265,358 | 17 | 19,248 | 5 | 25,835 | 64 | 82,390 | 30 | 60,168 | 16 | 19,625 | 18 | 6,629 | 14 | 8,360 | 29 | 11,901 | 11 | 10,641 |
| MADISON | 34,088 | 47,233 | 49,125 | 3 | 675 | 3 | 2,511 | 16 | 8,595 | 8 | 22,843 | 4 | 1,931 | 8 | 1,940 | 5 | 1,874 | 14 | 3,776 | 4 | 2,522 |
| MOREHOUSE | 109,592 | 161,504 | 167,370 | 10 | 11,220 | 9 | 23,825 | 32 | 33,117 | 16 | 65,045 | 15 | 6,533 | 11 | 5,187 | 9 | 2,535 | 21 | 6,776 | 11 | 5,585 |
| Bastrop | 86,260 | 126,630 | 131,283 | 5 | 3,930 | 8 | 17,841 | 21 | 33,068 | 13 | 48,710 | 9 | 5,829 | 10 | 3,885 | 8 | 1,898 | 16 | 6,053 | 8 | 4,182 |
| NATCHITOCHES | 136,802 | 205,128 | 212,511 | 14 | 19,255 | 9 | 22,300 | 29 | 48,117 | 13 | 49,849 | 20 | 13,238 | 21 | 8,808 | 13 | 9,443 | 33 | 13,466 | 10 | 7,965 |
| ORLEANS | 2,428,006 | 3,091,421 | 3,199,165 | 92 | 129,151 | 44 | 272,674 | 351 | 657,326 | 114 | 554,006 | 187 | 165,839 | 344 | 258,032 | 185 | 191,964 | 779 | 480,212 | 101 | 152,438 |
| New Orleans | 2,428,006 | 3,091,421 | 3,199,165 | 92 | 129,151 | 44 | 272,674 | 351 | 657,326 | 114 | 554,006 | 187 | 165,839 | 344 | 258,032 | 185 | 191,964 | 779 | 480,212 | 101 | 152,438 |
| OUACHITA | 686,189 | 1,095,128 | 1,133,458 | 58 | 88,131 | 29 | 159,556 | 107 | 212,769 | 72 | 290,492 | 53 | 35,058 | 111 | 86,054 | 78 | 70,273 | 170 | 98,912 | 42 | 42,355 |
| Monroe | 472,481 | 737,222 | 763,107 | 30 | 41,729 | 18 | 118,099 | 48 | 122,874 | 43 | 190,904 | 32 | 22,091 | 76 | 63,820 | 56 | 40,671 | 108 | 62,375 | 24 | 24,111 |
| West Monroe | 125,622 | 193,705 | 200,690 | 12 | 15,264 | 7 | 38,458 | 21 | 59,141 | 13 | 9,310 | 9 | 8,919 | 28 | 19,690 | 11 | 4,735 | 38 | 20,804 | 7 | 10,682 |
| PLAQUEMINES | 84,856 | 120,011 | 124,434 | 9 | 8,402 | 6 | 4,540 | 34 | 41,298 | 8 | 12,240 | 17 | 8,999 | 5 | 636 | 2 | 4,799 | 40 | 26,814 | 5 | 5,440 |
| POINTE COUPEE | 81,985 | 114,744 | 118,984 | 8 | 8,803 | 7 | 7,840 | 30 | 32,168 | 9 | 45,611 | 11 | 5,367 | 9 | 3,191 | 6 | 4,391 | 15 | 4,030 | 6 | 4,163 |
| RAPIDES | 620,019 | 1,034,391 | 1,070,609 | 40 | 82,648 | 22 | 153,698 | 121 | 211,852 | 43 | 266,611 | 64 | 52,034 | 73 | 70,019 | 53 | 41,287 | 138 | 71,605 | 27 | 38,476 |
| Alexandria | 481,320 | 805,898 | 834,171 | 28 | 48,129 | 13 | 130,210 | 70 | 149,058 | 30 | 187 265 | 35 | 42,624 | 64 | 67,758 | 42 | 33,160 | 101 | 57,403 | 16 | 26,637 |
| Pineville | 65,293 | 114,904 | 119,149 | 3 | 7,720 | 4 | 14,356 | 16 | 49,568 | 5 | 3,706 | 12 | 8,812 | 6 | 1,811 | 6 | 5,274 | 12 | 9,336 | 7 | 8,198 |
| RED RIVER | 32,706 | 48,996 | 50,950 | 6 | 4,725 | 5 | 4,020 | 15 | 14,996 | 2 | 8,686 | 8 | 4,308 | 6 | 1,171 | 3 | 1,450 | 10 | 2,692 | 3 | 2,086 |
| RICHLAND | 92,221 | 150,723 | 156,214 | 6 | 12,059 | 9 | 11,314 | 26 | 28,729 | 17 | 50,276 | 13 | 14,699 | 18 | 4,180 | 8 | 6,768 | 16 | 3,845 | 10 | 6,474 |
| SABINE | 90,232 | 174,531 | 180,850 | 6 | 2,795 | 10 | 19,239 | 20 | 50,712 | 12 | 82,509 | 9 | 2,752 | 8 | 4,863 | 4 | 3,533 | 11 | 4,821 | 4 | 3,438 |
| ST. BERNARD | 243,140 | 326,358 | 337,956 | 15 | 11,169 | 7 | 37,574 | 46 | 131,272 | 24 | 17,399 | 28 | 20,465 | 27 | 14,511 | 22 | 16,361 | 58 | 27,144 | 12 | 18,814 |
| ST. CHARLES | 86,378 | 121,896 | 126,385 | 5 | 6,648 | 8 | 12,674 | 32 | 42,542 | 11 | 21,180 | 13 | 9,627 | 10 | 3,628 | 8 | 3,939 | 33 | 8,343 | 5 | 4,328 |
| ST. HELENA | 7,708 | 11,374 | 12,019 | 2 | 928 | 0 | 1,040 | 4 | 3,496 | 3 | 2,050 | 0 | 452 | 0 | 786 | 0 | 464 | 1 | 803 | 1 | 494 |
| ST. JAMES | 56,834 | 74,052 | 76,877 | 6 | 9,569 | 4 | 3,630 | 26 | 25,107 | 9 | 14,538 | 8 | 2,543 | 8 | 2,108 | 10 | 10,097 | 16 | 3,935 | 5 | 2,919 |
| ST. JOHN | 115,542 | 174,611 | 180,933 | 10 | 11,338 | 5 | 30,589 | 28 | 70,196 | 8 | 6,990 | 16 | 6,795 | 13 | 6,684 | 8 | 6,475 | 22 | 14,139 | 8 | 11,862 |
| ST. LANDRY | 342,842 | 424,716 | 439,734 | 27 | 47,320 | 21 | 36,652 | 106 | 105,023 | 39 | 115,563 | 44 | 22,280 | 49 | 22,239 | 33 | 23,346 | 69 | 18,903 | 35 | 24,890 |
| Eunice | 95,897 | 123,263 | 127,799 | 7 | 10,899 | 4 | 8,331 | 25 | 37,887 | 16 | 24,742 | 12 | 8,367 | 20 | 6,907 | 9 | 5,004 | 14 | 3,455 | 10 | 9,256 |
| Opelousas | 158,830 | 188,250 | 195,046 | 9 | 8,327 | 9 | 22,928 | 28 | 35,205 | 15 | 50,314 | 25 | 13,642 | 24 | 13,431 | 18 | 11,861 | 31 | 11,062 | 14 | 11,945 |

|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| ST. MARTIN | 114,268 | 139,023 | 144,107 | 13 | 11,859 | 12 | 16,241 | 37 | 43,360 | 18 | 31,163 | 14 | 5,590 | 5 | 1,399 | 8 | 2,524 | 32 | 10,821 | 16 | 5,259 |
| ST. MARY | 341,196 | 348,436 | 360,802 | 32 | 37,917 | 12 | 26,176 | 73 | 89,416 | 38 | 84,345 | 33 | 16,566 | 36 | 15,373 | 31 | 16,147 | 93 | 50,476 | 15 | 12,717 |
| Franklin | 60,083 | 63,719 | 66,185 | 4 | 2,678 | 5 | 10,864 | 19 | 19,725 | 7 | 13,845 | 9 | 3,529 | 8 | 2,960 | 5 | 1,054 | 16 | 3,403 | 3 | 2,271 |
| Morgan City | 161,946 | 151,023 | 156,524 | 14 | 13,257 | 3 | 9,726 | 23 | 33,068 | 20 | 39,451 | 12 | 9,730 | 18 | 7,413 | 20 | 9,986 | 47 | 18,316 | 8 | 8,453 |
| ST. TAMMANY | 507,818 | 924,635 | 927,036 | 50 | 93,834 | 23 | 89,208 | 93 | 233,405 | 52 | 196,499 | 53 | 68,574 | 71 | 37,969 | 36 | 39,930 | 125 | 88,429 | 23 | 33,358 |
| Slidell | 269,317 | 493,183 | 500,582 | 22 | 32,090 | 9 | 52,035 | 34 | 120,599 | 25 | 92,006 | 26 | 49,697 | 41 | 23,851 | 18 | 20,990 | 55 | 55,203 | 11 | 17,780 |
| TANGIPAHOA | 424,361 | 702,011 | 726,671 | 28 | 69,684 | 21 | 85,260 | 98 | 157,821 | 41 | 222,116 | 51 | 46,526 | 66 | 26,701 | 35 | 24,703 | 97 | 50,763 | 20 | 22,607 |
| Hammond | 249,243 | 413,860 | 428,501 | 11 | 25,195 | 9 | 62,956 | 34 | 79,336 | 21 | 122,100 | 17 | 25,801 | 49 | 21,736 | 23 | 14,228 | 56 | 35,256 | 8 | 15,759 |
| TENSAS | 20,957 | 26,330 | 27,496 | 0 | 2,123 | 7 | 1,892 | 8 | 6,961 | 4 | 4,688 | 5 | 4,517 | 1 | 1,798 | 1 | 1,060 | 3 | 1,840 | 3 | 449 |
| TERREBONNE | 622,183 | 745,860 | 772,045 | 41 | 52,149 | 20 | 103,526 | 93 | 147,816 | 45 | 176,993 | 50 | 28,545 | 83 | 36,995 | 47 | 39,385 | 134 | 143,776 | 24 | 19,951 |
| Houma | 446,106 | 522,235 | 540,644 | 23 | 26,941 | 14 | 67,449 | 53 | 131,615 | 36 | 114,723 | 34 | 28,018 | 69 | 29,680 | 41 | 25,082 | 105 | 62,994 | 18 | 16,944 |
| UNION | 46,349 | 72,371 | 75,137 | 6 | 5,257 | 6 | 6,899 | 15 | 15,029 | 14 | 34,137 | 8 | 1,152 | 8 | 3,375 | 3 | 2,898 | 6 | 1,200 | 8 | 4,736 |
| VERMILION | 196,011 | 225,933 | 234,039 | 21 | 28,076 | 9 | 16,348 | 56 | 65,781 | 30 | 67,682 | 24 | 7,189 | 38 | 10,793 | 20 | 6,131 | 54 | 10,024 | 24 | 12,489 |
| Abbeville | 115,559 | 134,641 | 139,573 | 7 | 5,337 | 3 | 11,537 | 27 | 42,470 | 19 | 43,380 | 8 | 4,064 | 21 | 8,441 | 12 | 4,327 | 32 | 7,039 | 9 | 6,223 |
| VERNON | 128,394 | 217,717 | 220,537 | 10 | 33,179 | 7 | 20,463 | 41 | 52,564 | 18 | 52,915 | 15 | 5,133 | 13 | 5,539 | 10 | 5,315 | 48 | 25,449 | 5 | 4,578 |
| Leesville | 96,754 | 171,136 | 174,337 | 8 | 24,122 | 5 | 14,877 | 21 | 49,229 | 14 | 40,033 | 10 | 5,162 | 10 | 4,570 | 7 | 3,593 | 31 | 15,580 | 4 | 4,604 |
| WASHINGTON | 136,212 | 191,643 | 194,321 | 9 | 7,808 | 12 | 14,799 | 41 | 49,281 | 21 | 41,643 | 24 | 11,011 | 35 | 14,934 | 20 | 8,187 | 36 | 8,515 | 10 | 9,676 |
| Bogalusa | 75,889 | 101,405 | 105,181 | 6 | 4,447 | 6 | 8,029 | 21 | 30,504 | 10 | 12,899 | 12 | 6,271 | 20 | 8,505 | 11 | 4,663 | 21 | 5,581 | 6 | 6,851 |
| WEBSTER | 192,469 | 285,109 | 285,103 | 13 | 17,054 | 14 | 30,434 | 52 | 79,900 | 24 | 75,737 | 31 | 16,150 | 33 | 14,199 | 19 | 11,533 | 26 | 10,652 | 14 | 7,851 |
| Minden | 108,899 | 162,589 | 162,600 | 6 | 6,901 | 5 | 20,230 | 18 | 50,954 | 15 | 35,284 | 13 | 9,163 | 20 | 8,399 | 15 | 6,790 | 15 | 6,458 | 7 | 4,910 |
| W.BATON ROUGE | 48,075 | 71,750 | 74,495 | 4 | 6,136 | 3 | 2,017 | 22 | 27,477 | 3 | 3,480 | 14 | 12,738 | 3 | 211 | 0 | 2,873 | 16 | 3,763 | 4 | 1,851 |
| WEST CARROLL | 33,696 | 49,955 | 51,942 | 6 | 2,398 | 8 | 6,684 | 15 | 14,280 | 8 | 16,594 | 5 | 1,409 | 4 | 1,456 | 1 | 2,003 | 8 | 1,110 | 4 | 1,456 |
| WEST FELICIANA | 20,665 | 33,855 | 35,282 | 1 | 2,463 | 3 | 3,852 | 5 | 7,814 | 6 | 9,072 | 7 | 3,295 | 3 | 2,086 | 1 | 1,230 | 7 | 2,400 | 3 | 1,306 |
| WINN | 54,801 | 78,729 | 81,717 | 6 | 5,513 | 9 | 12,098 | 16 | 14,798 | 7 | 26,731 | 9 | 4,851 | 9 | 2,519 | 4 | 1,579 | 12 | 3,279 | 6 | 3,310 |

# MAINE RETAIL SALES—CENSUS & ESTIMATES

|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| **STATE TOTALS** | 5,331,613 | 9,372,116 | 9,869,687 |  | 715,009 |  | 862,145 |  | 2,124,942 |  | 2,201,879 |  | 481,722 |  | 377,698 |  | 304,707 |  | 785,096 |  | 296,981 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bangor, ME | 742,091 | 1,257,437 | 1,323,901 |  | 100,242 |  | 147,190 |  | 275,348 |  | 337,652 |  | 70,935 |  | 63,502 |  | 42,736 |  | 97,474 |  | 39,760 |
| Lewistown-Auburn, ME | 457,631 | 768,857 | 809,457 |  | 39,230 |  | 91,259 |  | 188,414 |  | 207,877 |  | 43,027 |  | 33,788 |  | 19,073 |  | 56,304 |  | 20,381 |
| Portland, ME | 2,091,083 | 3,865,836 | 4,069,436 |  | 261,527 |  | 331,497 |  | 818,028 |  | 808,816 |  | 181,813 |  | 155,767 |  | 127,129 |  | 366,905 |  | 113,072 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ANDROSCOGGIN | 457,631 | 768,857 | 809,457 | 31 | 39,230 | 34 | 91,259 | 108 | 188,414 | 51 | 207,877 | 49 | 43,027 | 50 | 33,788 | 41 | 19,073 | 136 | 56,304 | 24 | 20,381 |
| Auburn | 185,744 | 299,573 | 315,500 | 8 | 12,335 | 7 | 31,517 | 24 | 64,065 | 18 | 113,928 | 14 | 15,345 | 22 | 15,596 | 13 | 4,256 | 34 | 15,167 | 6 | 7,234 |
| Lewiston | 196,135 | 318,183 | 335,088 | 10 | 9,697 | 19 | 52,930 | 48 | 95,650 | 20 | 62,533 | 24 | 26,574 | 24 | 10,164 | 26 | 5,737 | 69 | 30,056 | 11 | 6,131 |
| AROOSTOOK | 330,540 | 535,633 | 563,971 | 37 | 42,234 | 33 | 64,194 | 101 | 130,240 | 61 | 129,658 | 51 | 33,917 | 50 | 22,118 | 21 | 15,714 | 98 | 32,517 | 30 | 20,913 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

## MAINE RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CUMBERLAND | 1,502,470 | 2,723,163 | 2,866,510 | 93 | 194,058 | 66 | 278,096 | 250 | 559,661 | 94 | 559,164 | 124 | 108,997 | 120 | 119,770 | 108 | 88,448 | 350 | 230,994 | 57 | 74,015 |
| Brunswick | 165,272 | 283,410 | 298,487 | 10 | 19,643 | 7 | 28,720 | 28 | 56,980 | 10 | 56,766 | 14 | 11,290 | 13 | 12,377 | 12 | 9,349 | 39 | 23,769 | 6 | 7,701 |
| Portland | 447,710 | 712,845 | 750,500 | 26 | 31,422 | 14 | 34,516 | 91 | 190,748 | 26 | 134,044 | 36 | 47,043 | 46 | 39,640 | 43 | 25,401 | 136 | 85,065 | 22 | 16,548 |
| FRANKLIN | 91,661 | 152,483 | 160,677 | 8 | 16,586 | 7 | 8,982 | 32 | 30,567 | 15 | 38,317 | 14 | 9,905 | 9 | 4,599 | 12 | 5,287 | 44 | 14,564 | 5 | 5,267 |
| HANCOCK | 208,286 | 391,843 | 412,621 | 28 | 43,144 | 24 | 34,528 | 74 | 100,482 | 33 | 81,881 | 24 | 17,468 | 24 | 17,938 | 20 | 11,325 | 96 | 39,355 | 10 | 12,559 |
| KENNEBEC | 550,386 | 913,975 | 962,204 | 34 | 62,740 | 34 | 109,204 | 116 | 192,807 | 65 | 259,677 | 79 | 47,870 | 40 | 41,233 | 35 | 37,125 | 142 | 71,007 | 23 | 25,461 |
| Augusta | 210,262 | 340,213 | 358,277 | 9 | 14,726 | 12 | 43,974 | 26 | 84,470 | 25 | 89,103 | 24 | 23,109 | 18 | 16,544 | 10 | 16,022 | 48 | 24,374 | 11 | 8,321 |
| Waterville | 178,457 | 286,242 | 301,468 | 7 | 6,914 | 9 | 45,101 | 26 | 57,133 | 21 | 75,408 | 15 | 11,321 | 14 | 20,445 | 15 | 8,058 | 39 | 28,722 | 6 | 6,886 |
| KNOX | 148,802 | 269,572 | 283,922 | 20 | 25,880 | 12 | 19,178 | 54 | 54,039 | 18 | 61,057 | 16 | 11,474 | 17 | 13,889 | 18 | 9,647 | 51 | 21,575 | 10 | 10,925 |
| LINCOLN | 114,967 | 216,313 | 227,863 | 18 | 39,445 | 9 | 3,466 | 38 | 43,345 | 18 | 41,972 | 21 | 14,450 | 15 | 8,254 | 12 | 6,345 | 48 | 19,636 | 8 | 5,844 |
| OXFORD | 176,929 | 288,865 | 304,229 | 20 | 34,974 | 19 | 19,879 | 55 | 72,004 | 24 | 78,653 | 32 | 17,171 | 19 | 5,371 | 15 | 6,450 | 58 | 17,764 | 16 | 13,307 |
| PENOBSCOT | 677,684 | 1,142,118 | 1,202,342 | 50 | 87,437 | 40 | 140,755 | 150 | 244,563 | 68 | 317,145 | 74 | 67,474 | 76 | 58,280 | 53 | 39,693 | 154 | 85,847 | 28 | 35,436 |
| Bangor | 360,139 | 589,443 | 620,610 | 17 | 24,945 | 15 | 107,303 | 48 | 103,140 | 22 | 143,187 | 28 | 47,791 | 56 | 46,896 | 27 | 18,659 | 81 | 52,929 | 10 | 16,659 |
| PISCATAQUIS | 66,220 | 109,067 | 114,978 | 7 | 6,489 | 9 | 6,463 | 25 | 29,662 | 7 | 23,638 | 11 | 5,946 | 3 | 1,522 | 3 | 2,708 | 20 | 4,381 | 5 | 3,961 |
| SAGADAHOC | 91,386 | 173,039 | 182,314 | 10 | 9,842 | 6 | 4,203 | 25 | 50,159 | 13 | 58,346 | 10 | 6,174 | 6 | 2,411 | 7 | 4,296 | 26 | 13,743 | 5 | 6,150 |
| Bath | 64,364 | 117,396 | 123,745 | 7 | 6,377 | 4 | 2,442 | 13 | 45,100 | 5 | 33,907 | 4 | 4,483 | 5 | 1,401 | 5 | 2,082 | 15 | 8,694 | 4 | 3,573 |
| SOMERSET | 158,676 | 262,440 | 278,415 | 22 | 22,129 | 14 | 12,567 | 63 | 76,634 | 26 | 52,405 | 25 | 14,519 | 10 | 5,721 | 13 | 11,639 | 55 | 16,852 | 14 | 12,555 |
| WALDO | 64,407 | 115,319 | 121,559 | 12 | 12,805 | 11 | 6,434 | 33 | 30,785 | 9 | 20,507 | 9 | 3,462 | 7 | 5,222 | 4 | 3,043 | 28 | 11,627 | 5 | 4,324 |
| WASHINGTON | 102,955 | 166,756 | 175,700 | 17 | 10,549 | 14 | 9,536 | 37 | 63,213 | 18 | 21,928 | 22 | 7,052 | 6 | 1,584 | 15 | 5,236 | 53 | 13,019 | 9 | 6,825 |
| YORK | 588,613 | 1,142,673 | 1,202,926 | 50 | 67,468 | 29 | 53,401 | 166 | 258,366 | 61 | 249,652 | 81 | 72,816 | 65 | 35,997 | 46 | 38,680 | 270 | 135,911 | 26 | 39,056 |
| Biddeford | 94,938 | 152,547 | 160,744 | 8 | 10,977 | 4 | 11,045 | 26 | 30,325 | 14 | 19,016 | 10 | 13,834 | 10 | 3,148 | 10 | 6,066 | 27 | 8,215 | 5 | 6,080 |
| Saco | 103,409 | 191,791 | 202,051 | 4 | 2,242 | 4 | 6,339 | 31 | 65,190 | 9 | 57,343 | 8 | 10,701 | 9 | 4,792 | 3 | 4,591 | 33 | 16,355 | 2 | 4,636 |

## MARYLAND RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**.............. | 20,982,781 | 36,958,707 | 34,298,917 | | 1,699,499 | | 4,316,711 | | 6,825,250 | | 8,326,959 | | 2,253,624 | | 1,701,368 | | 1,888,651 | | 2,995,741 | | 1,130,586 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Baltimore, MD | 9,995,718 | 17,928,857 | 18,502,979 | | 872,919 | | 2,159,352 | | 3,693,686 | | 4,174,274 | | 1,139,081 | | 916,864 | | 932,659 | | 1,882,174 | | 628,522 |
| Hagerstown, MD | 567,974 | 927,145 | 976,268 | | 78,802 | | 119,806 | | 169,412 | | 190,488 | | 60,760 | | 45,326 | | 46,875 | | 60,072 | | 34,592 |
| Cumberland, MD-WV | 423,361 | 665,380 | 701,052 | | 40,049 | | 114,341 | | 147,249 | | 121,290 | | 49,674 | | 34,398 | | 35,010 | | 59,472 | | 31,941 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALLEGANY | 373,640 | 579,697 | 610,553 | 22 | 35,858 | 23 | 105,375 | 81 | 127,262 | 30 | 102,168 | 57 | 43,389 | 59 | 31,296 | 41 | 31,097 | 115 | 51,213 | 26 | 27,987 |
| Cumberland | 167,565 | 243,615 | 256,801 | 14 | 19,812 | 6 | 29,938 | 36 | 66,357 | 15 | 38,703 | 25 | 28,781 | 23 | 13,075 | 15 | 11,876 | 48 | 13,336 | 12 | 10,791 |
| ANNE ARUNDEL | 1,880,118 | 3,779,183 | 3,978,252 | 88 | 217,540 | 41 | 501,532 | 246 | 749,907 | 150 | 1,108,524 | 180 | 262,211 | 163 | 139,834 | 143 | 186,844 | 406 | 389,936 | 49 | 99,784 |
| Annapolis | 372,209 | 695,404 | 732,343 | 18 | 32,451 | 8 | 56,706 | 45 | 83,446 | 50 | 226,466 | 28 | 44,930 | 53 | 34,148 | 37 | 28,633 | 90 | 79,222 | 10 | 23,584 |
| BALTIMORE | 3,897,717 | 6,634,411 | 6,783,215 | 155 | 361,660 | 76 | 1,072,260 | 476 | 1,354,122 | 194 | 1,524,513 | 306 | 383,236 | 504 | 352,735 | 291 | 382,554 | 850 | 573,092 | 138 | 210,076 |
| Baltimore (Ind. City) | 2,644,296 | 4,191,126 | 4,261,474 | 112 | 122,180 | 63 | 267,954 | 576 | 833,635 | 148 | 685,100 | 205 | 222,465 | 418 | 278,507 | 181 | 217,302 | 1,255 | 607,582 | 166 | 213,010 |
| CALVERT | 88,174 | 178,033 | 187,771 | 6 | 7,115 | 7 | 6,620 | 19 | 58,025 | 11 | 26,139 | 17 | 17,733 | 6 | 1,106 | 8 | 3,515 | 36 | 23,791 | 2 | 7,485 |
| CAROLINE | 53,994 | 98,734 | 104,303 | 8 | 10,300 | 7 | 3,049 | 26 | 36,584 | 10 | 21,180 | 12 | 6,501 | 6 | 875 | 7 | 3,155 | 17 | 4,736 | 5 | 5,287 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CARROLL | 380,448 | 766,874 | 787,192 | 28 | 44,924 | 12 | 41,180 | 62 | 193,791 | 39 | 244,736 | 43 | 57,115 | 28 | 22,580 | 31 | 23,374 | 94 | 59,849 | 20 | 32,491 |
| Westminster | 97,964 | 185,089 | 184,820 | 8 | 15,009 | 2 | 12,580 | 17 | 45,577 | 10 | 11,274 | 12 | 27,673 | 10 | 10,917 | 13 | 7,999 | 31 | 22,685 | 7 | 10,592 |
| CECIL | 252,751 | 470,981 | 476,121 | 17 | 29,891 | 8 | 19,535 | 44 | 83,366 | 29 | 110,362 | 31 | 63,227 | 15 | 11,200 | 11 | 10,272 | 84 | 40,777 | 7 | 10,556 |
| CHARLES | 247,806 | 502,278 | 503,655 | 16 | 42,534 | 6 | 18,754 | 28 | 131,438 | 19 | 105,177 | 31 | 46,275 | 14 | 9,890 | 22 | 18,003 | 71 | 44,610 | 6 | 20,076 |
| DORCHESTER | 137,110 | 252,442 | 256,092 | 9 | 10,500 | 4 | 8,115 | 37 | 50,523 | 11 | 35,087 | 17 | 15,323 | 13 | 7,924 | 10 | 6,668 | 38 | 12,424 | 8 | 10,384 |
| Cambridge | 93,881 | 171,643 | 181,045 | 5 | 6,386 | 3 | 4,322 | 22 | 48,087 | 8 | 18,690 | 13 | 15,914 | 11 | 8,229 | 9 | 5,581 | 26 | 11,006 | 6 | 5,531 |
| FREDERICK | 550,978 | 997,073 | 1,049,872 | 32 | 81,077 | 22 | 137,498 | 82 | 218,035 | 48 | 235,806 | 63 | 85,892 | 60 | 34,943 | 44 | 45,938 | 148 | 90,727 | 19 | 24,799 |
| Frederick | 379,718 | 666,467 | 701,885 | 19 | 26,776 | 14 | 109,075 | 47 | 188,240 | 27 | 116,930 | 35 | 53,818 | 55 | 31,987 | 31 | 25,324 | 89 | 54,577 | 13 | 19,673 |
| GARRETT | 105,084 | 180,298 | 190,155 | 8 | 25,911 | 7 | 16,018 | 18 | 37,373 | 18 | 67,418 | 12 | 11,514 | 11 | 3,182 | 10 | 6,691 | 29 | 10,397 | 7 | 8,816 |
| HARFORD | 591,155 | 1,091,314 | 1,149,068 | 37 | 56,484 | 19 | 109,277 | 77 | 247,713 | 59 | 305,700 | 77 | 99,184 | 49 | 43,817 | 37 | 36,759 | 135 | 101,463 | 30 | 41,505 |
| HOWARD | 521,773 | 1,301,195 | 1,369,983 | 26 | 59,470 | 7 | 161,021 | 61 | 264,866 | 25 | 274,395 | 46 | 100,174 | 76 | 78,367 | 43 | 80,980 | 123 | 130,291 | 14 | 27,803 |
| KENT | 70,121 | 128,719 | 135,864 | 9 | 8,957 | 4 | 9,623 | 22 | 41,555 | 12 | 25,625 | 8 | 5,432 | 10 | 3,596 | 7 | 2,247 | 31 | 15,861 | 3 | 5,416 |
| MONTGOMERY | 3,711,219 | 6,797,086 | 7,158,223 | 112 | 280,269 | 49 | 970,356 | 344 | 1,302,324 | 122 | 1,854,732 | 243 | 431,444 | 361 | 473,003 | 289 | 543,702 | 594 | 576,089 | 95 | 240,507 |
| Rockville | 471,981 | 788,914 | 833,469 | 18 | 46,272 | 5 | 53,509 | 36 | 171,792 | 22 | 190,332 | 24 | 81,659 | 43 | 35,881 | 51 | 79,920 | 79 | 76,282 | 8 | 18,775 |
| PRINCE GEORGES | 3,743,799 | 5,876,136 | 6,288,100 | 90 | 193,324 | 66 | 834,156 | 413 | 1,277,328 | 209 | 1,585,450 | 319 | 438,954 | 357 | 315,026 | 244 | 344,029 | 614 | 524,951 | 103 | 250,656 |
| QUEEN ANNES | 80,211 | 164,754 | 173,794 | 6 | 10,663 | 3 | 6,127 | 25 | 49,653 | 16 | 31,306 | 15 | 14,695 | 1 | 1,024 | 6 | 4,846 | 21 | 19,961 | 3 | 3,852 |
| ST MARYS | 182,388 | 345,062 | 363,582 | 12 | 22,311 | 5 | 16,292 | 38 | 90,373 | 28 | 78,682 | 26 | 23,105 | 17 | 16,623 | 20 | 20,230 | 74 | 38,958 | 5 | 13,114 |
| SOMERSET | 42,338 | 76,384 | 80,778 | 5 | 3,452 | 5 | 2,808 | 28 | 31,860 | 7 | 8,275 | 8 | 3,927 | 3 | 476 | 4 | 1,858 | 12 | 5,452 | 4 | 3,219 |
| TALBOT | 176,037 | 324,039 | 341,453 | 21 | 34,903 | 9 | 6,235 | 34 | 68,809 | 22 | 83,391 | 18 | 16,277 | 34 | 26,037 | 20 | 18,086 | 42 | 33,187 | 7 | 13,429 |
| Easton | 133,466 | 246,609 | 259,952 | 14 | 21,914 | 5 | 4,803 | 17 | 56,522 | 18 | 63,352 | 10 | 16,232 | 29 | 24,200 | 18 | 13,932 | 22 | 15,012 | 6 | 10,344 |
| WASHINGTON | 567,974 | 927,145 | 976,268 | 27 | 78,802 | 21 | 119,806 | 81 | 169,412 | 42 | 190,488 | 71 | 60,760 | 54 | 45,326 | 48 | 46,875 | 161 | 60,072 | 18 | 34,592 |
| Hagerstown | 294,032 | 454,872 | 479,165 | 14 | 36,375 | 10 | 46,381 | 39 | 88,728 | 23 | 89,768 | 30 | 37,771 | 33 | 22,640 | 28 | 16,934 | 95 | 32,128 | 9 | 19,898 |
| WICOMICO | 416,229 | 797,964 | 820,295 | 16 | 55,381 | 14 | 129,611 | 64 | 133,407 | 36 | 211,141 | 41 | 40,811 | 58 | 50,457 | 35 | 47,107 | 70 | 66,633 | 10 | 20,841 |
| Salisbury | 363,426 | 690,714 | 727,406 | 14 | 41,500 | 10 | 121,906 | 42 | 134,198 | 28 | 149,750 | 27 | 40,696 | 56 | 47,458 | 34 | 44,307 | 60 | 59,369 | 7 | 19,602 |
| WORCESTER | 267,421 | 497,779 | 514,328 | 18 | 28,175 | 14 | 21,462 | 88 | 107,522 | 20 | 96,665 | 31 | 26,447 | 64 | 32,051 | 17 | 23,819 | 161 | 121,272 | 14 | 17,910 |

# MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 28,815,549 | 51,852,418 | 54,532,559 | | 2,763,410 | | 5,732,590 | | 10,050,224 | | 11,279,044 | | 2,944,108 | | 3,258,360 | | 2,632,772 | | 5,938,293 | | 1,782,336 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 23,877,674 | 42,869,834 | 45,091,716 | | 2,105,033 | | 4,841,740 | | 8,140,766 | | 9,485,057 | | 2,401,400 | | 2,747,862 | | 2,248,934 | | 4,888,077 | | 1,490,028 |
| New Bedford-Fall River-Attleboro, MA | 4,197,393 | 7,663,570 | 8,062,482 | | 362,324 | | 754,632 | | 1,702,909 | | 1,852,992 | | 421,443 | | 437,658 | | 350,979 | | 726,635 | | 237,823 |
| Pittsfield, MA | 711,175 | 1,182,127 | 1,242,277 | | 85,367 | | 113,470 | | 272,098 | | 243,415 | | 71,788 | | 62,313 | | 42,442 | | 110,895 | | 36,922 |
| Springfield, MA | | | | | | | | | | | | | | | | | | | | | |
| Worcester, MA | 2,857,989 | 5,329,702 | 5,589,911 | | 252,322 | | 695,906 | | 1,037,692 | | 1,198,394 | | 324,358 | | 274,943 | | 249,388 | | 510,404 | | 198,012 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BARNSTABLE | 1,186,854 | 2,482,350 | 2,610,860 | 84 | 225,329 | 43 | 208,661 | 217 | 483,604 | 69 | 440,653 | 139 | 144,260 | 145 | 159,126 | 97 | 108,991 | 534 | 370,037 | 56 | 78,368 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BERKSHIRE | 711,175 | 1,182,127 | 1,242,277 | 55 | 85,367 | 39 | 113,470 | 115 | 272,098 | 66 | 243,415 | 89 | 71,788 | 93 | 62,313 | 56 | 42,442 | 254 | 110,895 | 42 | 36,922 |
| North Adams | 102,080 | 166,621 | 173,381 | 7 | 11,266 | 9 | 15,621 | 11 | 53,618 | 10 | 27,538 | 10 | 10,968 | 15 | 9,835 | 7 | 3,880 | 23 | 10,718 | 7 | 6,044 |
| Pittsfield | 323,985 | 520,665 | 546,039 | 19 | 25,247 | 17 | 74,624 | 38 | 123,584 | 34 | 98,809 | 27 | 37,919 | 37 | 32,711 | 30 | 21,417 | 93 | 38,810 | 15 | 17,247 |
| BRISTOL | 2,294,407 | 4,061,170 | 4,272,686 | 107 | 154,001 | 62 | 415,820 | 384 | 1,000,030 | 188 | 923,693 | 236 | 203,158 | 257 | 228,974 | 172 | 196,594 | 674 | 354,579 | 125 | 123,517 |
| Attleboro | 256,321 | 441,181 | 462,376 | 8 | 9,701 | 2 | 95,204 | 22 | 56,583 | 15 | 61,052 | 18 | 25,174 | 13 | 11,961 | 14 | 8,997 | 35 | 31,028 | 7 | 8,745 |
| Fall River | 366,642 | 604,871 | 634,675 | 16 | 20,650 | 12 | 47,906 | 97 | 164,725 | 31 | 106,904 | 38 | 48,255 | 58 | 49,295 | 44 | 43,869 | 124 | 50,807 | 30 | 25,249 |
| New Bedford | 383,799 | 637,173 | 668,672 | 24 | 27,122 | 14 | 39,902 | 87 | 157,741 | 35 | 95,985 | 45 | 60,045 | 50 | 35,425 | 34 | 34,585 | 170 | 61,062 | 29 | 27,657 |
| North Attleboro | 91,776 | 144,979 | 150,601 | 4 | 5,414 | 2 | 14,559 | 15 | 35,191 | 8 | 33,563 | 9 | 7,266 | 10 | 8,067 | 7 | 6,975 | 27 | 12,419 | 5 | 4,415 |
| Taunton | 159,206 | 272,574 | 284,905 | 7 | 5,945 | 6 | 26,653 | 34 | 82,154 | 16 | 39,878 | 28 | 26,320 | 23 | 13,063 | 17 | 13,618 | 57 | 18,378 | 9 | 10,565 |
| DUKES | 81,641 | 191,760 | 199,842 | 11 | 27,249 | 3 | 1,629 | 24 | 48,994 | 11 | 27,333 | 6 | 8,474 | 24 | 14,403 | 7 | 3,939 | 51 | 29,001 | 6 | 4,929 |
| ESSEX | 3,472,701 | 6,178,711 | 6,501,557 | 159 | 288,910 | 92 | 744,777 | 481 | 1,060,886 | 210 | 1,649,826 | 355 | 357,491 | 368 | 398,027 | 249 | 281,250 | 998 | 731,796 | 159 | 188,459 |
| Beverly | 185,759 | 316,168 | 330,791 | 10 | 13,570 | 5 | 20,046 | 33 | 83,876 | 16 | 56,484 | 18 | 30,147 | 17 | 13,858 | 11 | 3,627 | 46 | 30,944 | 12 | 12,209 |
| Gloucester | 133,314 | 229,369 | 239,428 | 5 | 10,880 | 5 | 4,607 | 27 | 55,635 | 9 | 47,453 | 17 | 20,375 | 9 | 6,652 | 8 | 7,135 | 69 | 31,553 | 8 | 11,661 |
| Haverhill | 232,824 | 426,593 | 447,021 | 13 | 16,026 | 7 | 21,410 | 27 | 89,410 | 13 | 101,078 | 30 | 55,807 | 22 | 20,862 | 20 | 26,376 | 66 | 40,084 | 11 | 13,779 |
| Lawrence | 242,700 | 400,748 | 419,817 | 11 | 25,665 | 6 | 46,658 | 45 | 45,151 | 32 | 116,632 | 38 | 43,791 | 28 | 22,435 | 32 | 18,562 | 91 | 32,435 | 19 | 18,361 |
| Lynn | 411,235 | 701,166 | 736,030 | 12 | 8,301 | 9 | 7,365 | 62 | 122,311 | 28 | 318,058 | 36 | 59,511 | 21 | 23,322 | 30 | 27,043 | 118 | 51,116 | 19 | 25,046 |
| Newburyport | 87,105 | 158,825 | 165,175 | 6 | 3,624 | 2 | 20,883 | 18 | 48,798 | 8 | 13,987 | 9 | 14,448 | 17 | 12,627 | 12 | 3,869 | 33 | 20,955 | 5 | 3,552 |
| Peabody | 319,840 | 531,587 | 557,535 | 10 | 9,322 | 8 | 163,318 | 34 | 73,938 | 15 | 43,741 | 33 | 54,100 | 35 | 41,294 | 19 | 17,327 | 66 | 36,889 | 11 | 11,053 |
| Salem | 273,895 | 449,316 | 470,939 | 12 | 25,169 | 6 | 38,970 | 33 | 106,451 | 15 | 56,354 | 19 | 22,991 | 34 | 23,056 | 22 | 20,981 | 90 | 42,828 | 9 | 9,976 |
| FRANKLIN | 257,028 | 462,931 | 485,270 | 25 | 25,447 | 10 | 28,597 | 49 | 103,515 | 28 | 105,341 | 47 | 26,091 | 20 | 11,562 | 21 | 14,177 | 106 | 52,338 | 17 | 14,997 |
| Greenfield | 12,851 | 20,484 | 19,561 | 1 | 1,031 | 1 | 1,147 | 2 | 4,178 | 1 | 4,341 | 2 | 1,081 | 1 | 482 | 1 | 584 | 5 | 2,106 | 1 | 604 |
| HAMPDEN | 2,141,454 | 3,647,569 | 3,837,340 | 125 | 213,836 | 75 | 486,813 | 328 | 756,629 | 160 | 788,628 | 225 | 219,367 | 266 | 210,753 | 191 | 181,598 | 662 | 348,189 | 135 | 122,031 |
| Holyoke | 280,627 | 460,630 | 482,848 | 13 | 6,713 | 13 | 125,207 | 34 | 71,327 | 16 | 51,157 | 21 | 24,566 | 72 | 60,512 | 31 | 24,710 | 79 | 31,881 | 18 | 14,617 |
| Springfield | 859,399 | 1,438,240 | 1,511,855 | 33 | 62,271 | 27 | 194,555 | 116 | 320,148 | 58 | 250,013 | 70 | 113,713 | 97 | 92,205 | 79 | 62,460 | 237 | 137,955 | 52 | 42,545 |
| Westfield | 181,791 | 339,905 | 355,776 | 14 | 18,696 | 10 | 48,774 | 26 | 101,600 | 16 | 62,007 | 18 | 26,281 | 14 | 8,157 | 11 | 6,030 | 51 | 31,176 | 10 | 13,690 |
| HAMPSHIRE | 488,603 | 838,978 | 881,087 | 42 | 56,650 | 18 | 50,178 | 95 | 208,846 | 50 | 148,639 | 65 | 62,830 | 73 | 37,898 | 50 | 28,004 | 200 | 106,527 | 31 | 29,368 |
| Northamoton | 173,576 | 281,714 | 294,525 | 11 | 11,181 | 7 | 17,144 | 29 | 65,336 | 15 | 60,615 | 20 | 29,309 | 24 | 12,842 | 20 | 7,237 | 60 | 34,514 | 11 | 10,480 |
| MIDDLESEX | 6,905,601 | 12,134,069 | 12,770,018 | 317 | 685,042 | 139 | 1,425,602 | 982 | 2,255,966 | 321 | 2,815,238 | 733 | 735,641 | 683 | 756,141 | 517 | 740,559 | ### | 1,258,759 | 319 | 436,947 |
| Framingham | 483,392 | 899,875 | 945,186 | 22 | 50,755 | 10 | 106,196 | 69 | 169,101 | 22 | 199,216 | 51 | 55,154 | 48 | 56,582 | 36 | 54,725 | 122 | 92,049 | 22 | 32,304 |
| Hudson | 69,056 | 128,554 | 133,313 | 3 | 7,254 | 1 | 14,529 | 10 | 23,333 | 3 | 28,239 | 7 | 7,669 | 7 | 7,870 | 5 | 7,593 | 17 | 13,159 | 3 | 4,519 |
| Lowell | 389,014 | 669,112 | 702,291 | 15 | 24,132 | 12 | 93,252 | 57 | 117,869 | 28 | 189,190 | 44 | 62,473 | 23 | 16,658 | 33 | 27,706 | 139 | 55,898 | 28 | 29,965 |
| Malden | 200,585 | 348,167 | 364,472 | 10 | 14,736 | 5 | 15,840 | 40 | 114,451 | 10 | 84,718 | 22 | 22,979 | 19 | 10,597 | 11 | 11,378 | 60 | 30,521 | 11 | 9,296 |
| Marlborough | 143,787 | 267,804 | 279,884 | 7 | 7,673 | 2 | 30,220 | 21 | 69,086 | 12 | 50,119 | 17 | 25,445 | 11 | 13,783 | 9 | 3,173 | 50 | 33,133 | 8 | 12,061 |
| Medford | 287,289 | 486,262 | 509,827 | 9 | 24,726 | 5 | 36,976 | 39 | 101,282 | 14 | 88,218 | 23 | 34,754 | 38 | 54,237 | 20 | 11,213 | 40 | 28,081 | 13 | 25,377 |
| Melrose | 71,132 | 120,647 | 124,990 | 6 | 4,681 | 1 | 14,113 | 15 | 40,568 | 6 | 14,376 | 12 | 11,056 | 4 | 683 | 5 | 7,332 | 14 | 7,979 | 6 | 7,768 |
| Wakefield | 138,112 | 252,333 | 263,599 | 6 | 14,104 | 3 | 29,436 | 20 | 46,657 | 6 | 57,467 | 15 | 15,544 | 14 | 15,774 | 10 | 15,720 | 35 | 25,742 | 6 | 9,278 |
| Waltham | 342,016 | 591,833 | 620,949 | 12 | 41,413 | 9 | 39,494 | 39 | 125,191 | 12 | 59,906 | 33 | 65,736 | 22 | 12,430 | 34 | 53,872 | 103 | 80,745 | 14 | 33,161 |
| Woburn | 280,225 | 481,320 | 504,625 | 9 | 5,523 | 5 | 33,077 | 23 | 82,242 | 14 | 177,581 | 25 | 45,371 | 26 | 18,966 | 16 | 10,971 | 37 | 30,434 | 6 | 13,456 |
| NANTUCKET | 71,120 | 176,869 | 184,168 | 4 | 24,498 | 3 | 1,502 | 15 | 35,772 | 4 | 39,977 | 2 | 9,900 | 16 | 14,442 | 7 | 4,687 | 44 | 33,229 | 2 | 5,693 |
| NORFOLK | 3,307,388 | 5,796,930 | 6,099,704 | 144 | 305,328 | 60 | 580,423 | 388 | 1,077,963 | 169 | 1,390,529 | 318 | 345,860 | 308 | 433,884 | 252 | 331,820 | 751 | 548,340 | 147 | 201,382 |
| Dedham | 241,439 | 409,540 | 429,072 | 11 | 21,116 | 4 | 40,912 | 28 | 76,248 | 12 | 97,672 | 23 | 24,261 | 22 | 30,386 | 18 | 23,696 | 55 | 38,182 | 11 | 14,113 |
| Quincy | 434,002 | 699,080 | 733,834 | 12 | 18,753 | 8 | 30,601 | 52 | 181,147 | 23 | 93,087 | 40 | 83,295 | 28 | 25,605 | 32 | 25,453 | 128 | 65,690 | 25 | 41,199 |
| PLYMOUTH | 1,902,986 | 3,602,400 | 3,789,796 | 121 | 208,323 | 54 | 338,812 | 293 | 702,880 | 162 | 929,300 | 218 | 218,285 | 196 | 208,684 | 152 | 154,385 | 502 | 372,056 | 86 | 114,306 |
| Brockton | 595 400 | 1,057,041 | 1,110,615 | 19 | 32,277 | 17 | 141,560 | 73 | 229,285 | 32 | 162,219 | 49 | 72,832 | 66 | 64,529 | 39 | 31,765 | 126 | 101,615 | 19 | 47,759 |
| SUFFOLK | 3,136,602 | 5,766,852 | 6,068,044 | 102 | 211,107 | 60 | 640,400 | 502 | 1,005,348 | 89 | 578,077 | 208 | 216,607 | 406 | 447,210 | 199 | 294,939 | ### | 1,112,142 | 152 | 227,404 |
| Boston | 2,771,361 | 5,148,651 | 5,417,341 | 91 | 151,475 | 46 | 565,864 | 430 | 888,438 | 64 | 371,691 | 168 | 186,358 | 362 | 426,395 | 178 | 211,853 | ### | 1,032,551 | 132 | 193,326 |
| Chelsea | 137,297 | 248,912 | 259,999 | 4 | 8,563 | 5 | 36,084 | 25 | 30,825 | 8 | 34,063 | 11 | 7,998 | 20 | 11,447 | 11 | 12,417 | 48 | 20,098 | 10 | 13,466 |

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WORCESTER | 2,857,989 | 5,329,702 | 5,589,911 | 170 | 252,322 | 102 | 695,906 | 435 | 1,037,692 | 251 | 1,198,394 | 322 | 324,358 | 304 | 274,943 | 212 | 249,388 | 938 | 510,404 | 186 | 198,012 |
| Athol | 45,728 | 72,499 | 74,311 | 3 | 3,419 | 2 | 9,142 | 7 | 13,738 | 4 | 15,601 | 5 | 4,273 | 5 | 3,593 | 3 | 3,450 | 15 | 6,754 | 3 | 2,665 |
| Clinton | 34,296 | 54,389 | 55,249 | 2 | 2,453 | 1 | 6,895 | 5 | 10,269 | 3 | 11,806 | 4 | 3,319 | 4 | 2,650 | 3 | 2,382 | 11 | 5,044 | 2 | 1,955 |
| Fitchburg | 188,610 | 335,457 | 351,094 | 14 | 16,636 | 15 | 44,815 | 29 | 61,979 | 28 | 77,174 | 18 | 20,888 | 21 | 17,706 | 13 | 16,060 | 59 | 26,754 | 15 | 14,442 |
| Gardner | 100,601 | 178,304 | 185,678 | 5 | 7,423 | 5 | 24,104 | 15 | 46,864 | 9 | 22,670 | 12 | 14,708 | 9 | 7,165 | 12 | 10,923 | 35 | 13,089 | 7 | 6,044 |
| Leominster | 174,777 | 348,027 | 364,325 | 12 | 4,620 | 8 | 33,762 | 25 | 30,162 | 17 | 20,820 | 14 | 17,132 | 24 | 17,679 | 15 | 10,078 | 56 | 16,749 | 10 | 5,975 |
| Milford | 151,473 | 241,077 | 251,751 | 9 | 11,267 | 5 | 30,981 | 23 | 46,989 | 13 | 53,582 | 17 | 14,312 | 16 | 12,183 | 11 | 11,087 | 50 | 23,693 | 10 | 8,855 |
| Southbridge | 91,456 | 145,556 | 151,209 | 5 | 6,766 | 3 | 18,583 | 14 | 28,153 | 8 | 21,939 | 10 | 8,698 | 10 | 7,400 | 7 | 6,608 | 30 | 13,857 | 6 | 5,458 |
| Worcester | 866,900 | 1,544,344 | 1,623,538 | 31 | 40,020 | 23 | 158,674 | 122 | 298,819 | 62 | 366,334 | 85 | 119,297 | 106 | 115,179 | 59 | 72,242 | 276 | 150,299 | 47 | 54,435 |

# MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............ | 39,215,526 | 64,843,183 | 68,086,620 | | 3,864,746 | | 8,656,178 | | 13,044,016 | | 16,833,970 | | 4,638,413 | | 3,751,137 | | 3,511,250 | | 6,663,340 | | 2,599,992 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Ann Arbor, MI | 1,320,397 | 2,458,098 | 2,586,964 | | 147,572 | | 397,686 | | 397,080 | | 611,429 | | 186,471 | | 131,105 | | 167,121 | | 271,437 | | 87,031 |
| Battle Creek, MI | 556,419 | 766,444 | 806,371 | | 37,884 | | 128,946 | | 147,527 | | 178,658 | | 73,460 | | 29,657 | | 29,597 | | 88,719 | | 31,656 |
| Benton Harbor, MI | 670,296 | 1,023,208 | 1,076,634 | | 67,443 | | 148,161 | | 210,604 | | 217,874 | | 114,926 | | 46,463 | | 28,991 | | 107,488 | | 35,701 |
| Detroit, MI | 19,390,074 | 32,014,728 | 33,695,320 | | 1,585,041 | | 3,958,772 | | 6,425,013 | | 8,715,648 | | 2,221,833 | | 2,101,459 | | 1,808,501 | | 3,319,283 | | 1,542,598 |
| Flint, MI | 2,043,964 | 3,247,996 | 3,418,390 | | 183,238 | | 595,424 | | 597,901 | | 906,506 | | 209,833 | | 153,951 | | 177,004 | | 343,528 | | 136,237 |
| Grand Rapids, MI | 2,947,982 | 5,287,049 | 5,564,278 | | 336,606 | | 741,027 | | 876,307 | | 1,444,323 | | 325,561 | | 317,055 | | 363,850 | | 526,520 | | 128,623 |
| Jackson, MI | 593,765 | 874,148 | 919,737 | | 57,215 | | 188,917 | | 157,223 | | 160,500 | | 68,635 | | 39,577 | | 38,914 | | 86,652 | | 33,557 |
| Kalamazoo, MI | 1,109,713 | 1,781,064 | 1,874,334 | | 105,354 | | 364,898 | | 272,767 | | 406,509 | | 135,899 | | 109,034 | | 137,658 | | 196,391 | | 47,553 |
| Lansing-East Lansing, MI | 1,889,941 | 3,122,681 | 3,285,749 | | 154,176 | | 574,140 | | 575,426 | | 802,759 | | 213,166 | | 172,352 | | 180,398 | | 322,646 | | 74,099 |
| Muskegon, MI | 589,446 | 926,213 | 974,540 | | 56,124 | | 187,823 | | 195,091 | | 197,509 | | 70,266 | | 28,063 | | 28,105 | | 98,574 | | 30,712 |
| Saginaw-Bay City-Midland, MI | 1,850,590 | 2,836,577 | 2,984,603 | | 158,527 | | 422,237 | | 580,277 | | 712,632 | | 219,900 | | 168,662 | | 162,974 | | 301,265 | | 98,846 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALCONA | 20,833 | 35,499 | 36,996 | 6 | 3,645 | 3 | 1,073 | 10 | 5,316 | 7 | 16,511 | 8 | 2,126 | 1 | 979 | 0 | 981 | 23 | 3,446 | 2 | 1,071 |
| ALGER | 23,609 | 34,810 | 36,271 | 4 | 1,630 | 2 | 4,312 | 13 | 11,984 | 0 | 5,171 | 10 | 4,802 | 2 | 933 | 2 | 935 | 24 | 3,671 | 2 | 1,020 |
| ALLEGAN | 230,000 | 412,931 | 434,272 | 36 | 42,623 | 10 | 8,776 | 54 | 104,923 | 38 | 129,762 | 41 | 41,850 | 20 | 8,395 | 15 | 10,243 | 97 | 39,025 | 16 | 15,990 |
| ALPENA | 137,039 | 218,094 | 229,191 | 16 | 14,559 | 6 | 24,616 | 33 | 52,918 | 18 | 47,290 | 17 | 16,843 | 28 | 15,026 | 18 | 11,667 | 46 | 16,834 | 7 | 7,213 |
| Alpena | 95,643 | 144,919 | 152,169 | 9 | 7,446 | 4 | 13,567 | 23 | 40,920 | 12 | 26,065 | 13 | 16,396 | 27 | 8,282 | 16 | 6,430 | 36 | 13,980 | 6 | 6,803 |
| ANTRIM | 40,119 | 70,333 | 73,662 | 12 | 9,008 | 1 | 8,867 | 18 | 24,531 | 9 | 11,554 | 6 | 848 | 4 | 1,918 | 2 | 1,919 | 35 | 8,573 | 6 | 2,712 |
| ARENAC | 55,649 | 98,282 | 103,080 | 6 | 5,025 | 2 | 12,423 | 15 | 18,888 | 7 | 32,950 | 15 | 10,736 | 3 | 1,211 | 4 | 3,468 | 31 | 10,286 | 2 | 2,940 |
| BARAGA | 27,460 | 40,665 | 42,434 | 5 | 2,492 | 4 | 4,177 | 8 | 13,321 | 3 | 5,747 | 6 | 4,712 | 2 | 1,222 | 1 | 1,223 | 15 | 2,677 | 2 | 1,338 |
| BARRY | 92,102 | 168,524 | 177,015 | 12 | 21,597 | 5 | 1,482 | 22 | 54,170 | 14 | 29,531 | 19 | 16,376 | 12 | 7,327 | 4 | 2,135 | 43 | 17,914 | 9 | 6,186 |
| BAY | 480,208 | 714,590 | 751,791 | 33 | 36,731 | 12 | 73,635 | 107 | 170,492 | 45 | 197,487 | 56 | 52,809 | 68 | 51,015 | 51 | 33,543 | 182 | 73,332 | 25 | 27,765 |
| Bay City | 224,981 | 307,481 | 323,278 | 13 | 8,314 | 7 | 40,435 | 50 | 61,165 | 17 | 71,283 | 26 | 37,437 | 47 | 37,141 | 25 | 10,656 | 90 | 26,111 | 14 | 11,527 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| BENZIE | 36,549 | 63,632 | 66,608 | 5 | 7,511 | 2 | 8,388 | 11 | 17,002 | 7 | 16,322 | 6 | 3,479 | 7 | 1,176 | 7 | 1,961 | 17 | 4,671 | 4 | 2,770 |
| BERRIEN | 670,296 | 1,023,208 | 1,076,634 | 49 | 67,443 | 18 | 148,161 | 127 | 210,604 | 74 | 217,874 | 110 | 114,926 | 85 | 46,463 | 60 | 28,991 | 261 | 107,488 | 33 | 35,701 |
| Benton Harbor | 166,185 | 246,284 | 258,863 | 7 | 5,186 | 5 | 51,417 | 13 | 21,978 | 17 | 63,046 | 23 | 41,813 | 10 | 9,123 | 14 | 6,688 | 39 | 21,676 | 4 | 3,585 |
| Niles | 93,157 | 140,090 | 147,086 | 9 | 15,434 | 2 | 9,134 | 20 | 43,914 | 12 | 27,911 | 14 | 15,719 | 14 | 4,158 | 6 | 2,677 | 42 | 15,832 | 6 | 6,207 |
| St. Joseph | 55,156 | 68,366 | 71,591 | 6 | 2,479 | 1 | 7,778 | 16 | 13,139 | 5 | 4,943 | 11 | 12,236 | 19 | 9,994 | 6 | 1,617 | 37 | 12,355 | 4 | 1,854 |
| BRANCH | 134,614 | 201,066 | 211,268 | 24 | 26,375 | 7 | 12,055 | 22 | 39,172 | 17 | 57,706 | 22 | 20,356 | 20 | 10,108 | 8 | 5,015 | 50 | 15,750 | 9 | 10,234 |
| Coldwater | 101,992 | 151,407 | 158,998 | 12 | 13,982 | 5 | 11,829 | 14 | 24,640 | 12 | 41,163 | 14 | 19,973 | 16 | 9,124 | 5 | 3,190 | 23 | 8,958 | 6 | 7,044 |
| CALHOUN | 556,419 | 766,444 | 806,371 | 46 | 37,884 | 13 | 128,946 | 93 | 147,527 | 47 | 178,658 | 74 | 73,460 | 52 | 29,657 | 53 | 29,597 | 213 | 88,719 | 28 | 31,656 |
| Albion | 39,133 | 49,838 | 52,089 | 4 | 1,329 | 1 | 5,592 | 8 | 7,778 | 7 | 10,388 | 9 | 8,842 | 7 | 2,978 | 5 | 1,283 | 17 | 7,216 | 4 | 4,070 |
| Battle Creek | 195,377 | 249,466 | 262,213 | 18 | 10,942 | 6 | 42,445 | 27 | 48,562 | 14 | 58,809 | 18 | 24,182 | 20 | 9,762 | 19 | 9,743 | 80 | 27,510 | 8 | 10,421 |
| Marshall | 56,309 | 74,920 | 78,490 | 6 | 2,986 | 2 | 11,072 | 8 | 12,667 | 6 | 11,643 | 9 | 14,912 | 12 | 3,444 | 6 | 2,707 | 26 | 10,767 | 4 | 3,119 |
| CASS | 93,131 | 155,726 | 163,544 | 16 | 12,146 | 4 | 5,734 | 32 | 37,070 | 16 | 59,704 | 18 | 11,443 | 9 | 4,227 | 7 | 3,306 | 50 | 16,568 | 8 | 5,982 |
| Dowagiac | 44,087 | 69,325 | 72,601 | 7 | 3,679 | 3 | 5,302 | 9 | 17,752 | 5 | 17,772 | 10 | 10,379 | 7 | 2,747 | 4 | 2,149 | 14 | 4,996 | 3 | 3,038 |
| CHARLEVOIX | 75,374 | 120,548 | 126,517 | 9 | 14,030 | 4 | 2,287 | 19 | 36,834 | 17 | 28,205 | 11 | 9,479 | 11 | 3,744 | 13 | 5,935 | 44 | 13,338 | 10 | 5,930 |
| CHEBOYGAN | 31,968 | 45,410 | 47,428 | 2 | 4,240 | 1 | 691 | 8 | 15,422 | 7 | 7,988 | 5 | 5,394 | 7 | 1,131 | 6 | 2,156 | 21 | 5,747 | 4 | 2,625 |
| Cheboygan | 107,966 | 173,730 | 182,495 | 16 | 16,282 | 9 | 8,736 | 33 | 46,681 | 19 | 36,233 | 25 | 15,615 | 16 | 10,370 | 7 | 3,237 | 83 | 23,379 | 8 | 4,348 |
| CHIPPEWA | 104,760 | 173,472 | 182,223 | 17 | 14,296 | 5 | 21,456 | 32 | 38,054 | 13 | 30,603 | 17 | 11,869 | 18 | 9,945 | 11 | 6,408 | 71 | 21,918 | 4 | 4,475 |
| Sault Ste.Marie | 77,259 | 127,546 | 133,883 | 9 | 7,386 | 3 | 15,731 | 17 | 27,446 | 9 | 22,437 | 10 | 11,860 | 16 | 7,291 | 10 | 4,698 | 35 | 16,186 | 3 | 3,280 |
| CLARE | 93,491 | 150,853 | 158,415 | 14 | 15,484 | 5 | 1,201 | 23 | 50,405 | 15 | 33,677 | 16 | 9,217 | 7 | 5,056 | 4 | 3,915 | 47 | 12,995 | 7 | 7,129 |
| CLINTON | 151,303 | 245,473 | 258,010 | 18 | 36,674 | 5 | 29,890 | 29 | 61,249 | 22 | 67,749 | 18 | 17,888 | 12 | 5,667 | 14 | 5,434 | 46 | 14,461 | 8 | 6,095 |
| CRAWFORD | 39,621 | 70,066 | 73,381 | 8 | 8,394 | 3 | 5,960 | 7 | 17,100 | 5 | 11,717 | 10 | 6,772 | 3 | 2,112 | 2 | 2,116 | 20 | 8,917 | 5 | 2,263 |
| DELTA | 173,480 | 268,002 | 281,723 | 22 | 21,351 | 7 | 32,813 | 54 | 66,211 | 18 | 69,398 | 27 | 24,468 | 23 | 12,895 | 17 | 12,696 | 72 | 20,034 | 8 | 4,944 |
| Escanaba | 132,380 | 201,113 | 211,318 | 10 | 6,748 | 6 | 27,849 | 25 | 52,303 | 15 | 41,224 | 18 | 21,227 | 20 | 10,943 | 15 | 10,151 | 41 | 14,376 | 6 | 4,196 |
| DICKINSON | 113,443 | 195,015 | 204,899 | 11 | 22,948 | 6 | 27,286 | 21 | 44,486 | 17 | 36,223 | 18 | 10,931 | 24 | 12,670 | 12 | 13,104 | 44 | 15,640 | 5 | 5,763 |
| Iron Mountain | 52,134 | 84,194 | 88,252 | 3 | 2,388 | 2 | 7,879 | 11 | 26,200 | 7 | 12,426 | 10 | 7,206 | 12 | 3,552 | 9 | 6,861 | 22 | 9,605 | 2 | 1,665 |
| Kingsford | 40,111 | 72,006 | 75,423 | 3 | 10,202 | 2 | 12,129 | 5 | 12,534 | 4 | 8,691 | 2 | 2,929 | 9 | 7,970 | 1 | 5,062 | 9 | 3,367 | 2 | 2,562 |
| EATON | 463,840 | 770,433 | 810,570 | 30 | 29,540 | 11 | 200,966 | 54 | 133,888 | 30 | 172,829 | 49 | 58,087 | 72 | 53,967 | 31 | 27,465 | 109 | 66,358 | 14 | 11,894 |
| EMMET | 149,420 | 264,939 | 278,499 | 18 | 26,745 | 9 | 12,162 | 27 | 53,665 | 11 | 61,246 | 25 | 16,089 | 45 | 26,577 | 20 | 22,235 | 55 | 34,734 | 8 | 6,966 |
| Petoskey | 111,042 | 185,730 | 195,126 | 9 | 11,688 | 6 | 11,177 | 17 | 46,347 | 7 | 29,540 | 15 | 13,898 | 36 | 23,693 | 19 | 19,602 | 27 | 17,972 | 5 | 5,271 |
| GENESEE | 2,043,964 | 3,247,996 | 3,418,390 | 134 | 183,238 | 41 | 595,424 | 289 | 597,901 | 145 | 906,506 | 166 | 209,833 | 229 | 153,951 | 132 | 177,004 | 573 | 343,528 | 104 | 136,237 |
| Flint | 858,255 | 1,239,673 | 1,304,480 | 54 | 56,557 | 15 | 145,892 | 150 | 289,714 | 56 | 243,630 | 73 | 120,635 | 108 | 68,246 | 76 | 86,340 | 303 | 142,592 | 51 | 49,634 |
| GLADWIN | 57,340 | 105,987 | 111,190 | 7 | 6,623 | 6 | 4,491 | 16 | 37,194 | 11 | 23,799 | 11 | 6,884 | 6 | 1,448 | 5 | 5,274 | 29 | 9,910 | 6 | 2,736 |
| GOGEBIC | 74,306 | 114,951 | 120,626 | 11 | 7,506 | 9 | 16,214 | 17 | 27,140 | 7 | 23,082 | 12 | 8,055 | 15 | 8,118 | 6 | 5,944 | 51 | 8,862 | 7 | 3,223 |
| Ironwood | 49,169 | 74,417 | 77,960 | 5 | 816 | 7 | 10,514 | 8 | 18,989 | 5 | 14,967 | 6 | 6,010 | 12 | 5,264 | 5 | 3,854 | 31 | 6,379 | 4 | 2,250 |
| GRAND TRAVERSE | 383,502 | 734,965 | 773,237 | 32 | 59,947 | 12 | 127,087 | 62 | 128,995 | 31 | 185,717 | 46 | 48,940 | 61 | 47,460 | 45 | 40,645 | 107 | 80,860 | 11 | 9,194 |
| Traverse City | 293,574 | 499,293 | 525,174 | 22 | 44,252 | 10 | 93,812 | 38 | 95,934 | 19 | 89,285 | 37 | 47,476 | 51 | 34,528 | 32 | 22,597 | 79 | 53,151 | 9 | 6,786 |
| GRATIOT | 145,926 | 223,408 | 234,785 | 10 | 10,712 | 8 | 24,352 | 24 | 54,335 | 25 | 56,447 | 20 | 21,051 | 25 | 7,918 | 13 | 5,525 | 47 | 19,342 | 9 | 7,382 |
| Alma | 73,615 | 110,738 | 116,191 | 5 | 4,770 | 4 | 14,263 | 8 | 29,336 | 11 | 13,784 | 7 | 13,881 | 16 | 4,638 | 8 | 2,369 | 20 | 10,672 | 4 | 4,938 |
| HILLSDALE | 116,421 | 199,759 | 209,892 | 21 | 19,133 | 5 | 15,679 | 26 | 53,294 | 18 | 56,716 | 20 | 13,094 | 14 | 7,485 | 16 | 7,423 | 48 | 16,619 | 7 | 8,398 |
| Hillsdale | 74,633 | 123,247 | 129,358 | 8 | 4,887 | 4 | 13,090 | 8 | 37,255 | 12 | 28,108 | 9 | 8,211 | 12 | 6,249 | 8 | 3,749 | 16 | 10,738 | 6 | 7,011 |
| HOUGHTON | 124,060 | 193,988 | 203,818 | 16 | 20,606 | 8 | 17,942 | 33 | 57,158 | 20 | 34,965 | 20 | 10,349 | 17 | 10,674 | 9 | 6,383 | 68 | 16,195 | 9 | 7,481 |
| Houghton | 38,084 | 60,561 | 63,376 | 3 | 2,672 | 4 | 12,543 | 4 | 15,637 | 4 | 2,199 | 4 | 4,601 | 11 | 7,716 | 3 | 1,747 | 15 | 6,329 | 2 | 2,046 |
| HURON | 134,626 | 222,798 | 234,143 | 26 | 22,615 | 9 | 14,938 | 34 | 53,729 | 17 | 53,065 | 17 | 14,731 | 18 | 11,649 | 16 | 7,047 | 69 | 20,207 | 11 | 10,611 |
| Bad Axe | 52,021 | 86,117 | 90,276 | 4 | 3,198 | 4 | 11,086 | 2 | 18,789 | 5 | 18,557 | 3 | 9,536 | 10 | 7,405 | 4 | 2,615 | 12 | 6,445 | 2 | 3,711 |
| INGHAM | 1,274,798 | 2,106,775 | 2,217,170 | 63 | 87,963 | 20 | 343,283 | 176 | 380,289 | 72 | 562,181 | 119 | 137,191 | 140 | 112,717 | 98 | 147,499 | 340 | 241,828 | 55 | 56,110 |
| East Lansing | 126,289 | 215,109 | 226,049 | 4 | 4,629 | 1 | 18,066 | 16 | 35,038 | 5 | 29,969 | 10 | 24,499 | 18 | 34,839 | 13 | 12,828 | 53 | 54,962 | 3 | 2,953 |
| Lansing | 745,087 | 1,197,888 | 1,260,498 | 33 | 47,443 | 11 | 183,347 | 104 | 209,038 | 46 | 337,901 | 60 | 93,048 | 53 | 61,960 | 55 | 81,077 | 184 | 132,929 | 29 | 30,555 |
| IONIA | 161,887 | 245,492 | 258,030 | 20 | 27,438 | 8 | 34,364 | 40 | 56,473 | 18 | 54,584 | 23 | 21,781 | 18 | 7,814 | 14 | 6,406 | 63 | 19,722 | 10 | 7,411 |
| Ionia | 50,195 | 70,324 | 73,652 | 9 | 5,775 | 1 | 7,231 | 14 | 16,964 | 10 | 15,554 | 8 | 7,454 | 13 | 6,198 | 7 | 1,558 | 20 | 6,160 | 3 | 1,559 |

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | TOTAL RETAIL SALES (THOUSANDS) Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| IOSCO | 101,376 | 165,734 | 174,078 | 16 | 20,890 | 5 | 2,763 | 27 | 40,469 | 15 | 47,994 | 20 | 14,371 | 16 | 5,947 | 9 | 5,819 | 59 | 19,364 | 4 | 7,233 |
| IRON | 41,928 | 73,032 | 76,503 | 8 | 4,005 | 4 | 3,266 | 12 | 26,019 | 10 | 10,774 | 11 | 6,835 | 14 | 4,215 | 4 | 1,756 | 28 | 5,713 | 4 | 4,831 |
| ISABELLA | 195,101 | 378,142 | 397,654 | 21 | 49,411 | 6 | 32,226 | 28 | 74,604 | 19 | 84,533 | 21 | 26,597 | 32 | 29,369 | 15 | 16,769 | 66 | 42,134 | 8 | 14,240 |
| Mt. Pleasant | 155,638 | 299,396 | 314,768 | 11 | 12,288 | 5 | 31,775 | 16 | 68,389 | 14 | 48,852 | 15 | 26,225 | 29 | 28,957 | 14 | 16,533 | 50 | 35,420 | 6 | 14,041 |
| JACKSON | 593,765 | 874,148 | 919,737 | 49 | 57,215 | 20 | 188,917 | 85 | 157,223 | 44 | 160,500 | 74 | 68,635 | 44 | 39,577 | 43 | 38,914 | 197 | 86,652 | 31 | 33,557 |
| Jackson | 242,093 | 299,580 | 314,961 | 18 | 17,699 | 9 | 40,638 | 28 | 46,328 | 20 | 43,030 | 34 | 42,614 | 19 | 20,280 | 25 | 17,201 | 99 | 35,935 | 15 | 11,693 |
| KALAMAZOO | 1,109,713 | 1,781,064 | 1,874,334 | 56 | 105,354 | 27 | 364,898 | 128 | 272,767 | 70 | 406,509 | 101 | 115,899 | 148 | 109,034 | 108 | 137,658 | 299 | 196,391 | 33 | 47,553 |
| Kalamazoo | 457,562 | 690,045 | 725,955 | 22 | 41,451 | 7 | 21,365 | 48 | 112,848 | 29 | 172,942 | 39 | 65,957 | 49 | 52,154 | 46 | 34,606 | 157 | 95,946 | 15 | 23,679 |
| KALKASKA | 46,154 | 73,578 | 77,077 | 5 | 6,902 | 0 | 10,265 | 7 | 17,190 | 5 | 12,309 | 7 | 9,998 | 1 | 2,219 | 3 | 696 | 17 | 7,111 | 1 | 2,429 |
| KENT | 2,334,642 | 4,150,051 | 4,367,871 | 113 | 266,047 | 43 | 581,694 | 256 | 662,644 | 168 | 1,136,116 | 201 | 245,408 | 235 | 261,319 | 195 | 312,430 | 552 | 423,012 | 79 | 103,909 |
| Grand Rapids | 873,016 | 1,317,947 | 1,386,869 | 35 | 56,238 | 16 | 108,943 | 114 | 202,205 | 48 | 332,175 | 84 | 86,449 | 91 | 75,596 | 88 | 110,666 | 277 | 161,482 | 39 | 45,939 |
| KEWEENAW | 3,594 | 5,654 | 5,582 | 2 | 321 | 1 | 744 | 4 | 1,541 | 0 | 893 | 2 | 333 | 0 | 160 | 0 | 160 | 10 | 1,220 | 0 | 175 |
| LAKE | 16,428 | 28,674 | 29,813 | 2 | 1,602 | 1 | 3,720 | 9 | 8,723 | 1 | 4,459 | 3 | 1,662 | 1 | 804 | 0 | 805 | 21 | 5,666 | 1 | 880 |
| LAPEER | 197,916 | 331,604 | 348,669 | 18 | 29,682 | 7 | 21,124 | 54 | 81,135 | 30 | 120,632 | 13 | 17,599 | 24 | 15,243 | 7 | 7,344 | 59 | 25,137 | 10 | 18,671 |
| LEELANAU | 36,782 | 64,877 | 67,919 | 6 | 8,840 | 2 | 7,472 | 19 | 23,576 | 3 | 8,958 | 9 | 3,167 | 6 | 1,774 | 2 | 1,618 | 24 | 7,349 | 3 | 1,768 |
| LENAWEE | 326,283 | 521,424 | 548,469 | 36 | 28,408 | 14 | 90,898 | 72 | 119,346 | 42 | 138,242 | 38 | 36,041 | 41 | 21,232 | 26 | 16,709 | 137 | 52,778 | 18 | 18,079 |
| Adrian | 166,383 | 268,679 | 282,436 | 11 | 8,347 | 8 | 79,140 | 23 | 39,118 | 17 | 54,689 | 18 | 24,782 | 17 | 14,494 | 12 | 6,136 | 53 | 25,055 | 8 | 9,918 |
| LIVINGSTON | 308,903 | 573,724 | 603,519 | 26 | 30,632 | 12 | 82,016 | 48 | 133,666 | 28 | 155,907 | 31 | 49,619 | 23 | 12,297 | 23 | 20,162 | 85 | 51,772 | 14 | 27,791 |
| LUCE | 24,231 | 43,389 | 45,301 | 1 | 2,455 | 2 | 5,702 | 5 | 12,808 | 5 | 10,090 | 3 | 3,926 | 2 | 1,231 | 2 | 1,233 | 13 | 4,243 | 2 | 1,350 |
| MACKINAC | 49,225 | 79,827 | 83,655 | 8 | 6,457 | 1 | 11,141 | 28 | 21,605 | 6 | 5,683 | 18 | 14,114 | 8 | 2,375 | 2 | 2,412 | 51 | 13,264 | 3 | 2,637 |
| MACOMB | 3,578,552 | 6,171,963 | 6,496,085 | 158 | 367,238 | 51 | 801,368 | 424 | 1,259,764 | 224 | 1,860,898 | 297 | 457,895 | 305 | 295,227 | 201 | 332,605 | 865 | 590,345 | 131 | 299,363 |
| Mount Clemens | 118,141 | 179,289 | 188,346 | 6 | 5,380 | 2 | 25,696 | 18 | 28,709 | 12 | 45,401 | 16 | 25,445 | 15 | 7,207 | 11 | 6,160 | 53 | 18,320 | 9 | 8,887 |
| MANISTEE | 81,595 | 124,275 | 130,440 | 9 | 10,374 | 5 | 9,790 | 21 | 34,356 | 15 | 25,109 | 22 | 10,035 | 13 | 6,724 | 13 | 4,711 | 45 | 11,392 | 5 | 5,670 |
| Manistee | 48,122 | 69,698 | 72,993 | 4 | 2,722 | 4 | 6,522 | 9 | 17,131 | 7 | 11,734 | 12 | 8,434 | 10 | 6,375 | 9 | 1,965 | 25 | 5,911 | 3 | 3,779 |
| MARQUETTE | 254,327 | 392,077 | 412,321 | 29 | 25,399 | 9 | 31,478 | 62 | 95,060 | 29 | 91,543 | 34 | 32,809 | 37 | 21,240 | 24 | 21,712 | 107 | 43,859 | 9 | 10,113 |
| Marquette | 133,759 | 214,884 | 225,813 | 9 | 6,689 | 3 | 15,144 | 27 | 61,510 | 13 | 28,481 | 13 | 21,745 | 26 | 16,426 | 20 | 16,377 | 53 | 30,884 | 3 | 4,816 |
| MASON | 93,533 | 156,015 | 163,848 | 13 | 17,597 | 5 | 10,148 | 30 | 41,363 | 10 | 27,344 | 16 | 8,597 | 18 | 9,412 | 13 | 5,608 | 45 | 18,942 | 6 | 7,548 |
| Ludington | 47,189 | 73,139 | 76,615 | 7 | 7,585 | 2 | 4,583 | 18 | 15,934 | 3 | 12,350 | 11 | 8,019 | 13 | 6,233 | 10 | 2,694 | 23 | 6,638 | 5 | 3,409 |
| MECOSTA | 126,962 | 236,765 | 248,844 | 11 | 13,974 | 10 | 21,550 | 31 | 62,117 | 18 | 47,916 | 21 | 20,734 | 11 | 15,678 | 13 | 7,710 | 50 | 28,793 | 7 | 6,951 |
| Big Rapids | 79,192 | 151,392 | 158,982 | 4 | 4,069 | 3 | 13,128 | 11 | 46,380 | 9 | 19,710 | 13 | 20,301 | 10 | 9,551 | 10 | 4,592 | 30 | 20,812 | 5 | 4,234 |
| MENOMINEE | 62,540 | 97,352 | 102,101 | 10 | 4,667 | 4 | 13,597 | 15 | 23,719 | 9 | 17,304 | 9 | 4,890 | 4 | 2,769 | 4 | 1,584 | 39 | 12,731 | 2 | 3,219 |
| Menominee | 50,677 | 77,213 | 80,903 | 4 | 2,046 | 3 | 10,400 | 7 | 22,528 | 8 | 13,237 | 6 | 3,741 | 3 | 2,118 | 3 | 1,211 | 20 | 9,681 | 1 | 2,462 |
| MIDLAND | 289,628 | 455,072 | 478,628 | 24 | 41,328 | 7 | 33,852 | 49 | 108,897 | 25 | 110,649 | 27 | 37,135 | 41 | 27,268 | 23 | 16,133 | 69 | 47,903 | 12 | 22,783 |
| Midland | 97,219 | 154,220 | 161,959 | 16 | 12,838 | 6 | 0 | 38 | 56,158 | 21 | 42,584 | 24 | 27,988 | 25 | 15,293 | 14 | 7,098 | 56 | 0 | 10 | 0 |
| MISSAUKEE | 25,698 | 47,820 | 49,965 | 2 | 2,864 | 3 | 6,653 | 10 | 13,569 | 3 | 7,979 | 6 | 2,957 | 1 | 1,438 | 1 | 1,442 | 18 | 4,226 | 2 | 1,575 |
| MONROE | 385,660 | 620,526 | 652,781 | 27 | 33,938 | 8 | 44,227 | 65 | 154,573 | 38 | 195,234 | 53 | 51,571 | 19 | 16,831 | 23 | 19,994 | 138 | 61,135 | 18 | 20,362 |
| Monroe | 191,089 | 290,356 | 305,252 | 9 | 7,739 | 3 | 22,411 | 31 | 82,042 | 14 | 54,662 | 24 | 36,966 | 15 | 8,528 | 16 | 11,980 | 66 | 34,247 | 9 | 14,125 |
| MONTCALM | 183,829 | 321,765 | 338,313 | 22 | 39,212 | 10 | 45,056 | 35 | 71,025 | 30 | 86,111 | 27 | 26,671 | 9 | 6,755 | 13 | 14,453 | 69 | 21,127 | 10 | 9,672 |
| Greenville | 73,676 | 123,487 | 129,610 | 4 | 2,042 | 3 | 23,626 | 7 | 37,244 | 9 | 25,838 | 7 | 11,371 | 8 | 3,542 | 6 | 2,936 | 19 | 8,381 | 3 | 5,072 |
| MONTMORENCY | 24,757 | 45,136 | 47,140 | 7 | 7,670 | 2 | 5,576 | 9 | 12,784 | 1 | 6,685 | 5 | 2,134 | 1 | 1,205 | 1 | 1,209 | 23 | 5,041 | 3 | 2,480 |
| MUSKEGON | 589,446 | 926,213 | 974,540 | 39 | 56,124 | 13 | 187,823 | 102 | 195,091 | 70 | 197,509 | 73 | 70,266 | 61 | 28,063 | 55 | 28,105 | 217 | 98,574 | 31 | 30,712 |
| Muskegon | 203,073 | 310,643 | 326,606 | 13 | 19,544 | 3 | 41,366 | 35 | 67,577 | 15 | 59,834 | 26 | 28,725 | 29 | 14,925 | 26 | 13,039 | 84 | 30,089 | 9 | 14,349 |
| Muskegon Hghts | 90,050 | 132,682 | 139,289 | 2 | 13,498 | 3 | 45,172 | 10 | 7,763 | 11 | 13,784 | 3 | 15,134 | 6 | 5,073 | 6 | 4,895 | 22 | 8,948 | 4 | 1,712 |
| NEWAYGO | 90,053 | 163,008 | 171,209 | 16 | 18,233 | 9 | 10,463 | 22 | 48,497 | 13 | 33,650 | 7 | 5,876 | 8 | 4,258 | 7 | 5,231 | 42 | 14,880 | 10 | 6,734 |
| OAKLAND | 5,975,958 | 11,108,016 | 11,691,651 | 245 | 502,718 | 75 | 1,400,030 | 733 | 1,953,515 | 326 | 3,173,460 | 438 | 710,415 | 803 | 964,586 | 463 | 720,577 | 1,359 | 1,136,226 | 226 | 501,527 |
| Pontiac | 378,906 | 613,784 | 645,685 | 12 | 14,979 | 5 | 109,804 | 40 | 100,289 | 34 | 117,857 | 42 | 86,438 | 42 | 43,928 | 20 | 20,970 | 87 | 51,998 | 17 | 24,304 |
| Royal Oak | 370,649 | 575,212 | 605,085 | 14 | 19,952 | 5 | 83,565 | 34 | 90,530 | 24 | 142,063 | 29 | 70,468 | 24 | 16,619 | 43 | 56,856 | 76 | 45,088 | 11 | 14,856 |
| OCEANA | 53,770 | 92,743 | 97,250 | 11 | 14,012 | 7 | 3,084 | 26 | 34,741 | 14 | 20,688 | 7 | 1,861 | 5 | 2,800 | 1 | 2,805 | 35 | 10,582 | 5 | 3,065 |

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OGEMAW | 79,365 | 144,755 | 151,996 | 12 | 16,796 | 5 | 11,034 | 19 | 37,363 | 11 | 24,404 | 16 | 14,426 | 8 | 4,123 | 4 | 3,605 | 38 | 15,022 | 6 | 5,075 |
| ONTONAGON | 33,360 | 54,056 | 56,529 | 7 | 4,609 | 4 | 6,802 | 11 | 13,708 | 5 | 15,040 | 11 | 5,864 | 3 | 979 | 1 | 1,472 | 24 | 3,802 | 4 | 1,427 |
| OSCEOLA | 56,654 | 99,196 | 104,042 | 16 | 15,756 | 4 | 13,034 | 18 | 30,919 | 7 | 19,033 | 11 | 6,012 | 6 | 1,219 | 1 | 2,822 | 31 | 6,273 | 4 | 3,770 |
| OSCODA | 23,881 | 43,535 | 45,455 | 7 | 8,440 | 1 | 5,710 | 8 | 13,764 | 5 | 2,551 | 5 | 4,883 | 2 | 1,234 | 5 | 1,276 | 19 | 3,972 | 2 | 1,351 |
| OTSEGO | 83,843 | 147,634 | 155,027 | 13 | 16,586 | 3 | 20,647 | 10 | 31,813 | 13 | 29,412 | 11 | 13,309 | 14 | 7,592 | 12 | 6,417 | 35 | 18,261 | 4 | 3,859 |
| OTTAWA | 613,340 | 1,136,998 | 1,196,407 | 42 | 70,559 | 20 | 159,333 | 95 | 213,663 | 76 | 308,207 | 68 | 80,153 | 67 | 55,737 | 61 | 51,419 | 151 | 103,508 | 28 | 24,714 |
| Grand Haven | 115,795 | 194,763 | 204,655 | 5 | 7,939 | 4 | 36,307 | 16 | 22,684 | 17 | 44,927 | 14 | 19,349 | 14 | 11,279 | 10 | 8,110 | 36 | 21,549 | 5 | 3,088 |
| Holland | 188,047 | 316,137 | 332,389 | 14 | 16,125 | 5 | 42,339 | 31 | 56,774 | 23 | 91,631 | 20 | 21,298 | 29 | 14,811 | 29 | 13,664 | 52 | 34,871 | 12 | 6,567 |
| PRESQUE ISLE | 39,040 | 64,667 | 67,698 | 7 | 8,784 | 2 | 9,015 | 11 | 19,296 | 9 | 13,503 | 7 | 6,046 | 3 | 678 | 3 | 2,774 | 23 | 5,235 | 4 | 2,134 |
| ROSCOMMON | 86,186 | 157,898 | 165,830 | 14 | 17,846 | 7 | 3,901 | 25 | 46,113 | 15 | 35,856 | 18 | 14,509 | 9 | 3,834 | 7 | 2,252 | 59 | 16,093 | 5 | 5,874 |
| SAGINAW | 1,080,754 | 1,666,915 | 1,754,184 | 60 | 80,468 | 22 | 314,751 | 203 | 300,888 | 80 | 404,496 | 100 | 129,956 | 126 | 90,378 | 73 | 113,298 | 272 | 180,030 | 49 | 48,298 |
| Saginaw | 257,618 | 346,417 | 364,261 | 16 | 15,176 | 5 | 52,452 | 91 | 73,417 | 21 | 82,953 | 35 | 44,755 | 33 | 18,316 | 14 | 9,052 | 110 | 36,532 | 24 | 16,338 |
| ST. CLAIR | 479,550 | 780,623 | 821,295 | 43 | 55,350 | 13 | 77,522 | 94 | 199,470 | 60 | 162,681 | 41 | 34,711 | 59 | 48,658 | 34 | 33,318 | 173 | 81,130 | 24 | 29,643 |
| Port Huron | 243,688 | 372,269 | 391,472 | 11 | 17,904 | 7 | 50,413 | 37 | 74,905 | 25 | 59,268 | 14 | 19,108 | 33 | 31,785 | 25 | 21,667 | 81 | 40,791 | 8 | 9,559 |
| ST. JOSEPH | 206,003 | 329,301 | 346,245 | 18 | 18,819 | 10 | 20,068 | 40 | 90,119 | 31 | 90,334 | 27 | 35,486 | 28 | 13,861 | 22 | 10,543 | 67 | 23,954 | 14 | 11,611 |
| Sturgis | 94,639 | 147,693 | 155,089 | 6 | 3,987 | 3 | 15,933 | 10 | 31,874 | 11 | 29,312 | 10 | 23,680 | 19 | 9,490 | 11 | 5,439 | 22 | 9,789 | 5 | 5,197 |
| Three Rivers | 59,809 | 90,337 | 94,717 | 4 | 6,008 | 1 | 3,722 | 11 | 31,676 | 11 | 18,061 | 9 | 11,221 | 8 | 2,758 | 5 | 1,363 | 18 | 7,375 | 4 | 4,570 |
| SANILAC | 115,718 | 187,853 | 197,360 | 24 | 27,761 | 7 | 7,156 | 33 | 54,762 | 25 | 49,248 | 10 | 6,181 | 13 | 4,837 | 14 | 7,810 | 44 | 11,655 | 10 | 8,431 |
| SCHOOLCRAFT | 30,505 | 46,680 | 48,765 | 4 | 4,010 | 3 | 6,495 | 10 | 12,081 | 3 | 7,788 | 8 | 3,416 | 7 | 2,819 | 2 | 1,408 | 18 | 4,792 | 3 | 2,220 |
| SHIAWASSEE | 219,929 | 340,875 | 358,428 | 25 | 30,107 | 12 | 27,518 | 53 | 80,739 | 24 | 93,209 | 33 | 30,432 | 25 | 14,779 | 19 | 13,703 | 75 | 26,838 | 13 | 14,716 |
| Owosso | 96,286 | 135,168 | 141,905 | 12 | 9,305 | 3 | 6,206 | 26 | 23,160 | 12 | 38,441 | 14 | 20,096 | 16 | 8,213 | 9 | 6,684 | 28 | 12,411 | 6 | 4,718 |
| TUSCOLA | 163,162 | 261,337 | 274,708 | 28 | 33,608 | 8 | 10,357 | 46 | 70,245 | 28 | 74,306 | 33 | 22,228 | 19 | 6,859 | 8 | 5,366 | 69 | 16,891 | 11 | 9,111 |
| VAN BUREN | 207,595 | 341,227 | 358,798 | 26 | 26,992 | 8 | 15,134 | 51 | 107,090 | 31 | 99,057 | 31 | 32,102 | 14 | 5,729 | 14 | 7,781 | 92 | 30,091 | 12 | 10,964 |
| South Haven | 60,272 | 88,284 | 92,557 | 5 | 6,109 | 5 | 3,947 | 11 | 27,932 | 9 | 24,276 | 5 | 9,460 | 6 | 1,494 | 7 | 2,030 | 22 | 8,227 | 4 | 2,859 |
| WASHTENAW | 1,320,397 | 2,458,098 | 2,586,964 | 63 | 147,572 | 23 | 397,686 | 136 | 397,080 | 81 | 611,429 | 122 | 186,471 | 148 | 131,105 | 92 | 167,121 | 340 | 271,437 | 40 | 87,031 |
| Ann Arbor | 666,337 | 1,204,920 | 1,267,900 | 23 | 59,341 | 9 | 197,854 | 65 | 199,919 | 29 | 180,286 | 41 | 81,817 | 114 | 106,035 | 58 | 79,372 | 166 | 140,993 | 19 | 43,986 |
| Ypsilanti | 88,806 | 139,816 | 146,798 | 4 | 5,321 | 1 | 10,347 | 13 | 33,434 | 8 | 18,191 | 15 | 25,751 | 8 | 4,341 | 6 | 11,759 | 53 | 24,315 | 6 | 8,392 |
| WAYNE | 8,463,535 | 12,428,272 | 13,081,319 | 369 | 565,482 | 138 | 1,532,485 | 1,585 | 2,642,890 | 464 | 3,046,836 | 890 | 900,023 | 873 | 748,618 | 508 | 674,499 | 2,967 | 1,373,538 | 435 | 645,242 |
| Detroit | 2,884,011 | 4,071,809 | 4,285,515 | 129 | 136,256 | 55 | 224,526 | 784 | 1,056,106 | 172 | 778,095 | 415 | 381,173 | 247 | 166,055 | 157 | 137,084 | 1,301 | 515,402 | 232 | 220,530 |
| WEXFORD | 122,804 | 217,141 | 228,188 | 10 | 13,479 | 5 | 14,857 | 24 | 47,817 | 23 | 57,943 | 14 | 17,281 | 24 | 14,396 | 9 | 10,403 | 51 | 23,084 | 7 | 8,201 |
| Cadillac | 89,903 | 149,124 | 156,595 | 6 | 5,681 | 3 | 11,321 | 14 | 34,159 | 16 | 27,325 | 9 | 16,768 | 21 | 10,970 | 8 | 7,927 | 36 | 17,708 | 5 | 6,249 |

# MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............ | 19,599,240 | 32,593,861 | 34,777,535 | 2,738,568 | 3,982,834 | 6,126,360 | 8,066,946 | 2,462,982 | 1,556,939 | 1,621,601 | 3,195,379 | 983,032 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Rochester, MN | 573,084 | 984,700 | 1,039,482 | 80,446 | 159,518 | 166,031 | 265,393 | 65,574 | 57,105 | 51,650 | 88,093 | 35,721 |
| St. Cloud, MN | 1,036,982 | 1,880,140 | 1,985,021 | 155,630 | 143,057 | 240,204 | 330,463 | 95,596 | 54,692 | 55,328 | 124,373 | 44,640 |
| Duluth, MN-WI | 1,185,822 | 1,628,173 | 1,706,832 | 144,558 | 226,663 | 328,002 | 278,467 | 122,622 | 73,550 | 71,116 | 174,967 | 48,154 |
| Minneapolis-St. Paul, MN-WI | 11,433,732 | 19,483,748 | 20,519,014 | 1,308,315 | 2,816,436 | 3,455,866 | 4,957,416 | 1,430,513 | 946,974 | 1,044,179 | 2,002,295 | 536,493 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AITKIN | 46,430 | 78,721 | 84,871 | 7 | 6,472 | 5 | 4,319 | 12 | 17,338 | 8 | 18,551 | 8 | 8,093 | 8 | 1,482 | 3 | 1,012 | 24 | 10,774 | 3 | 3,464 |
| ANOKA | 773,474 | 1,430,677 | 1,507,906 | 53 | 122,719 | 16 | 304,221 | 99 | 241,075 | 60 | 331,323 | 92 | 127,749 | 59 | 50,109 | 42 | 46,408 | 174 | 138,046 | 19 | 33,987 |
| BECKER | 99,545 | 180,135 | 191,617 | 18 | 20,655 | 5 | 12,074 | 25 | 37,621 | 8 | 42,480 | 16 | 15,464 | 10 | 13,205 | 9 | 8,054 | 33 | 14,308 | 7 | 6,027 |
| BELTRAMI | 156,716 | 290,252 | 307,523 | 20 | 31,574 | 11 | 23,274 | 31 | 55,015 | 27 | 72,771 | 20 | 20,711 | 25 | 22,575 | 18 | 13,201 | 47 | 29,676 | 7 | 6,448 |
| Bemidji | 127,958 | 229,003 | 243,054 | 11 | 15,044 | 7 | 21,390 | 20 | 51,928 | 19 | 39,283 | 12 | 20,620 | 23 | 20,319 | 16 | 11,882 | 38 | 25,436 | 6 | 5,803 |
| BENTON | 75,533 | 144,246 | 153,841 | 10 | 25,008 | 2 | 11,088 | 17 | 35,879 | 10 | 18,042 | 13 | 15,108 | 4 | 1,955 | 4 | 4,039 | 30 | 19,775 | 4 | 2,727 |
| BIG STONE | 29,998 | 52,137 | 56,889 | 9 | 5,483 | 2 | 4,099 | 9 | 10,095 | 4 | 8,508 | 6 | 6,454 | 6 | 3,055 | 1 | 815 | 15 | 3,982 | 4 | 1,302 |
| BLUE EARTH | 292,385 | 443,081 | 468,387 | 29 | 28,193 | 8 | 52,382 | 35 | 80,985 | 22 | 116,355 | 32 | 30,454 | 45 | 31,534 | 42 | 26,668 | 78 | 42,933 | 12 | 18,716 |
| Mankato | 103,405 | 148,289 | 158,096 | 14 | 12,684 | 7 | 0 | 23 | 68,389 | 15 | 0 | 21 | 30,626 | 44 | 0 | 33 | 16,147 | 61 | 29,940 | 10 | 0 |
| BROWN | 117,593 | 183,783 | 195,456 | 29 | 20,889 | 7 | 13,941 | 19 | 44,102 | 18 | 44,087 | 18 | 10,949 | 24 | 13,365 | 22 | 8,872 | 57 | 18,616 | 10 | 6,458 |
| New Ulm | 82,529 | 130,801 | 139,689 | 8 | 8,480 | 4 | 12,237 | 7 | 37,748 | 12 | 22,786 | 11 | 9,702 | 18 | 10,951 | 17 | 6,143 | 33 | 13,920 | 5 | 4,463 |
| CARLTON | 122,202 | 203,761 | 216,485 | 16 | 15,715 | 6 | 10,978 | 28 | 58,854 | 17 | 41,907 | 26 | 26,163 | 9 | 6,393 | 10 | 5,118 | 49 | 14,852 | 5 | 7,362 |
| CARVER | 98,442 | 193,388 | 205,566 | 17 | 20,532 | 4 | 3,332 | 22 | 41,654 | 7 | 51,884 | 22 | 23,812 | 8 | 3,191 | 10 | 5,835 | 43 | 16,830 | 10 | 5,363 |
| CASS | 68,004 | 115,035 | 123,094 | 25 | 19,673 | 6 | 1,614 | 20 | 30,960 | 13 | 22,127 | 17 | 14,830 | 8 | 3,615 | 2 | 1,763 | 33 | 10,024 | 4 | 2,091 |
| CHIPPEWA | 53,966 | 92,736 | 99,623 | 15 | 13,160 | 4 | 8,081 | 13 | 17,010 | 10 | 20,759 | 11 | 8,837 | 9 | 5,202 | 8 | 4,724 | 25 | 8,928 | 4 | 3,808 |
| CHISAGO | 88,704 | 175,262 | 186,487 | 16 | 15,224 | 2 | 13,440 | 27 | 40,675 | 12 | 60,682 | 17 | 21,616 | 8 | 2,643 | 6 | 3,386 | 36 | 11,772 | 6 | 4,191 |
| CLAY | 187,883 | 312,237 | 330,664 | 17 | 33,180 | 4 | 23,830 | 29 | 77,180 | 17 | 59,413 | 22 | 25,321 | 21 | 14,048 | 18 | 24,394 | 67 | 38,057 | 11 | 11,403 |
| Moorhead | 147,249 | 244,237 | 259,089 | 9 | 19,637 | 3 | 14,102 | 15 | 72,873 | 11 | 35,990 | 16 | 24,068 | 17 | 1[illegible],237 | 15 | 17,457 | 41 | 29,836 | 6 | 10,324 |
| CLEARWATER | 22,752 | 40,655 | 44,803 | 9 | 4,797 | 4 | 3,228 | 8 | 9,399 | 5 | 6,466 | 7 | 6,605 | 1 | 569 | 3 | 640 | 12 | 2,333 | 3 | 1,025 |
| COOK | 21,913 | 40,584 | 44,729 | 2 | 3,410 | 5 | 3,904 | 6 | 8,793 | 3 | 6,782 | 4 | 8,195 | 3 | 569 | 1 | 641 | 10 | 3,951 | 1 | 1,024 |
| COTTONWOOD | 56,341 | 90,903 | 97,693 | 13 | 10,579 | 4 | 5,907 | 13 | 18,031 | 8 | 26,715 | 10 | 10,676 | 11 | 2,546 | 11 | 5,645 | 16 | 5,985 | 6 | 3,219 |
| CROW WING | 219,243 | 381,966 | 404,059 | 36 | 42,580 | 12 | 41,128 | 40 | 78,917 | 36 | 91,887 | 32 | 24,375 | 35 | 12,879 | 24 | 18,608 | 107 | 40,036 | 13 | 8,932 |
| Brainerd | 129,591 | 207,826 | 220,763 | 14 | 12,974 | 8 | 22,754 | 15 | 51,498 | 22 | 50,837 | 14 | 17,301 | 20 | 7,126 | 17 | 9,517 | 39 | 17,795 | 8 | 6,222 |
| DAKOTA | 994,043 | 1,912,455 | 2,015,013 | 61 | 187,386 | 23 | 145,216 | 124 | 355,390 | 62 | 463,208 | 92 | 150,325 | 125 | 96,986 | 80 | 95,628 | 231 | 170,073 | 29 | 54,743 |
| DODGE | 32,109 | 55,326 | 60,246 | 10 | 10,649 | 3 | 3,415 | 10 | 16,168 | 7 | 10,396 | 6 | 3,708 | 4 | 766 | 2 | 862 | 15 | 5,380 | 4 | 1,379 |
| DOUGLAS | 130,624 | 234,222 | 248,547 | 30 | 30,076 | 7 | 11,511 | 35 | 50,126 | 16 | 42,379 | 24 | 20,530 | 30 | 17,930 | 16 | 17,486 | 49 | 20,234 | 9 | 7,475 |
| FARIBAULT | 72,852 | 115,141 | 123,206 | 21 | 16,017 | 3 | 1,660 | 18 | 21,173 | 13 | 30,266 | 17 | 6,616 | 15 | 4,915 | 12 | 2,867 | 31 | 7,785 | 8 | 4,236 |
| FILLMORE | 82,690 | 134,829 | 143,929 | 23 | 20,450 | 6 | 1,480 | 24 | 36,647 | 18 | 46,637 | 14 | 8,838 | 11 | 2,195 | 5 | 3,876 | 34 | 6,290 | 9 | 3,280 |
| FREEBORN | 167,873 | 237,792 | 252,305 | 18 | 15,337 | 6 | 20,345 | 24 | 45,076 | 22 | 77,846 | 24 | 25,024 | 18 | 8,277 | 15 | 12,551 | 55 | 19,263 | 6 | 9,569 |
| Albert Lea | 144,324 | 205,694 | 218,519 | 10 | 12,030 | 5 | 15,959 | 11 | 45,076 | 18 | 55,803 | 17 | 25,025 | 17 | 6,492 | 12 | 9,845 | 39 | 14,574 | 5 | 9,570 |
| GOODHUE | 165,494 | 276,168 | 292,699 | 27 | 35,379 | 7 | 10,098 | 40 | 74,557 | 24 | 75,985 | 24 | 17,073 | 30 | 15,008 | 14 | 10,497 | 72 | 25,468 | 11 | 10,239 |
| Red Wing | 85,156 | 151,304 | 161,270 | 8 | 9,391 | 4 | 9,423 | 19 | 50,886 | 9 | 26,206 | 12 | 13,969 | 22 | 13,543 | 7 | 7,338 | 31 | 14,241 | 4 | 6,165 |
| GRANT | 18,903 | 35,432 | 39,306 | 11 | 6,442 | 1 | 2,832 | 10 | 5,214 | 9 | 17,676 | 3 | 854 | 1 | 499 | 3 | 564 | 9 | 2,743 | 4 | 1,942 |
| HENNEPIN | 5,860,914 | 9,714,480 | 10,227,230 | 240 | 564,369 | 73 | 1,514,480 | 602 | 1,609,119 | 241 | 2,526,731 | 424 | 608,321 | 620 | 538,128 | 503 | 648,475 | 1,218 | 1,029,526 | 158 | 260,924 |
| Minneapolis | 1,763,798 | 2,552,672 | 2,688,890 | 83 | 138,140 | 21 | 357,774 | 288 | 429,804 | 79 | 294,909 | 148 | 171,295 | 177 | 148,868 | 181 | 139,409 | 593 | 357,394 | 71 | 107,633 |
| HOUSTON | 43,211 | 71,694 | 77,474 | 15 | 8,749 | 2 | 5,583 | 18 | 24,895 | 5 | 8,103 | 11 | 9,955 | 5 | 613 | 1 | 1,110 | 30 | 6,366 | 4 | 1,433 |
| HUBBARD | 52,779 | 99,155 | 106,379 | 13 | 19,764 | 5 | 7,668 | 9 | 20,327 | 8 | 22,207 | 11 | 7,362 | 4 | 2,542 | 3 | 1,525 | 23 | 5,965 | 3 | 3,800 |
| ISANTI | 60,325 | 114,498 | 122,529 | 12 | 8,450 | 4 | 8,831 | 10 | 26,619 | 11 | 30,522 | 11 | 10,843 | 6 | 3,659 | 8 | 4,548 | 21 | 7,755 | 4 | 5,864 |
| ITASCA | 167,671 | 281,703 | 298,525 | 28 | 31,140 | 5 | 21,514 | 29 | 62,042 | 19 | 68,769 | 26 | 31,873 | 14 | 10,306 | 9 | 4,315 | 48 | 22,134 | 8 | 10,812 |
| JACKSON | 38,024 | 62,319 | 67,606 | 10 | 6,666 | 2 | 4,873 | 8 | 8,581 | 5 | 22,299 | 8 | 10,992 | 6 | 1,557 | 8 | 2,419 | 21 | 6,300 | 3 | 2,343 |
| KANABEC | 38,913 | 66,068 | 71,553 | 6 | 9,631 | 2 | 5,157 | 9 | 18,690 | 5 | 15,220 | 6 | 6,665 | 4 | 2,111 | 5 | 1,669 | 18 | 7,199 | 2 | 1,638 |
| KANDIYOHI | 179,740 | 312,814 | 331,271 | 25 | 28,723 | 9 | 35,530 | 26 | 53,510 | 22 | 80,617 | 32 | 21,531 | 35 | 21,948 | 16 | 18,707 | 48 | 25,736 | 7 | 8,666 |
| Wilmar | 142,288 | 248,948 | 264,047 | 14 | 15,849 | 7 | 32,306 | 11 | 48,735 | 14 | 50,670 | 16 | 20,095 | 33 | 19,957 | 14 | 17,011 | 26 | 18,535 | 5 | 7,880 |
| KITTSON | 21,278 | 38,970 | 43,030 | 8 | 6,238 | 2 | 3,101 | 10 | 10,723 | 4 | 6,525 | 11 | 7,498 | 4 | 218 | 3 | 928 | 10 | 2,350 | 2 | 985 |
| KOOCHICHING | 70,698 | 96,984 | 104,094 | 11 | 7,293 | 6 | 9,762 | 13 | 20,496 | 9 | 17,823 | 13 | 9,826 | 11 | 4,620 | 3 | 1,491 | 34 | 10,343 | 5 | 4,732 |
| International Falls | 56,056 | 72,565 | 78,391 | 7 | 4,354 | 3 | 8,737 | 7 | 17,994 | 7 | 11,385 | 8 | 9,137 | 10 | 4,296 | 3 | 953 | 20 | 6,616 | 4 | 3,024 |
| LAC QUI PARLE | 30,777 | 53,600 | 58,429 | 8 | 7,887 | 4 | 1,593 | 9 | 10,607 | 6 | 10,652 | 5 | 4,475 | 6 | 1,601 | 3. | 3,117 | 16 | 4,123 | 4 | 1,775 |
| LAKE | 48,188 | 68,496 | 74,108 | 6 | 4,827 | 2 | 5,342 | 8 | 11,492 | 7 | 33,218 | 9 | 7,396 | 5 | 982 | 1 | 1,062 | 20 | 5,375 | 2 | 1,698 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs |
| LAKE OF WOODS | 15,116 | 24,779 | 28,093 | 4 | 3,230 | 2 | 2,025 | 4 | 6,471 | 1 | 4,258 | 7 | 5,785 | 2 | 357 | 0 | 402 | 8 | 2,428 | 2 | 643 |
| LE SUEUR | 67,653 | 117,190 | 125,362 | 14 | 11,268 | 4 | 2,413 | 22 | 21,400 | 11 | 26,604 | 12 | 15,078 | 8 | 3,711 | 11 | 4,638 | 39 | 16,810 | 8 | 5,583 |
| LINCOLN | 17,278 | 30,725 | 34,351 | 9 | 10,275 | 4 | 465 | 14 | 6,867 | 6 | 9,028 | 5 | 2,435 | 1 | 437 | 1 | 492 | 15 | 2,044 | 4 | 1,534 |
| LYON | 109,183 | 189,395 | 201,363 | 17 | 21,217 | 6 | 18,140 | 20 | 40,823 | 14 | 42,027 | 17 | 11,337 | 30 | 15,951 | 14 | 8,242 | 31 | 16,055 | 8 | 5,100 |
| Marshall | 86,931 | 154,014 | 164,122 | 9 | 13,552 | 5 | 15,728 | 9 | 36,458 | 9 | 26,103 | 10 | 11,363 | 25 | 14,845 | 6 | 5,337 | 19 | 13,869 | 4 | 3,897 |
| MCLEOD | 136,461 | 228,268 | 242,280 | 19 | 20,068 | 8 | 20,157 | 24 | 46,347 | 16 | 65,762 | 24 | 20,870 | 24 | 12,322 | 15 | 9,765 | 47 | 19,361 | 9 | 6,291 |
| MAHNOMEN | 13,341 | 23,989 | 27,261 | 5 | 4,263 | 2 | 1,965 | 4 | 6,280 | 3 | 4,134 | 4 | 1,974 | 3 | 448 | 1 | 391 | 6 | 2,082 | 1 | 623 |
| MARSHALL | 23,951 | 39,725 | 43,825 | 13 | 6,125 | 4 | 726 | 15 | 7,932 | 6 | 16,299 | 9 | 4,583 | 1 | 558 | 4 | 598 | 21 | 4,757 | 2 | 1,003 |
| MARTIN | 109,411 | 166,898 | 177,684 | 21 | 16,604 | 5 | 17,554 | 17 | 36,128 | 17 | 43,969 | 12 | 6,620 | 23 | 10,929 | 20 | 12,212 | 39 | 14,990 | 7 | 6,253 |
| Fairmont | 89,356 | 138,496 | 147,788 | 9 | 6,281 | 4 | 17,594 | 10 | 35,025 | 10 | 25,038 | 7 | 6,635 | 22 | 10,955 | 15 | 8,000 | 26 | 13,309 | 4 | 5,444 |
| MEEKER | 64,883 | 116,001 | 124,111 | 16 | 23,500 | 4 | 6,299 | 16 | 20,805 | 9 | 29,640 | 14 | 12,949 | 9 | 3,189 | 10 | 4,329 | 32 | 12,934 | 7 | 3,256 |
| MILLE LACS | 69,559 | 118,512 | 126,754 | 17 | 13,258 | 4 | 9,134 | 18 | 33,895 | 11 | 10,898 | 13 | 16,437 | 8 | 4,072 | 9 | 5,951 | 15 | 6,806 | 7 | 2,786 |
| MORRISON | 94,175 | 172,874 | 183,974 | 24 | 23,435 | 5 | 13,258 | 23 | 38,416 | 11 | 30,146 | 18 | 20,170 | 9 | 7,712 | 7 | 4,336 | 53 | 14,962 | 4 | 7,946 |
| Little Falls | 57,766 | 102,903 | 110,324 | 8 | 6,399 | 2 | 7,866 | 7 | 26,781 | 6 | 16,823 | 7 | 19,436 | 7 | 4,576 | 5 | 2,572 | 19 | 7,155 | 3 | 4,714 |
| MOWER | 168,409 | 251,956 | 267,214 | 25 | 23,204 | 7 | 20,010 | 34 | 47,877 | 20 | 62,499 | 25 | 20,350 | 29 | 12,096 | 18 | 13,101 | 73 | 25,740 | 9 | 11,973 |
| Austin | 135,909 | 202,503 | 215,161 | 12 | 12,888 | 6 | 19,728 | 24 | 47,965 | 17 | 42,640 | 18 | 20,387 | 27 | 8,251 | 15 | 8,938 | 51 | 18,250 | 7 | 8,169 |
| MURRAY | 33,301 | 49,948 | 54,585 | 12 | 7,263 | 5 | 2,677 | 6 | 7,590 | 6 | 10,901 | 9 | 2,952 | 7 | 1,186 | 5 | 1,937 | 12 | 3,451 | 5 | 7,333 |
| NICOLLET | 71,895 | 119,052 | 127,322 | 13 | 13,215 | 6 | 1,119 | 15 | 28,465 | 12 | 38,589 | 13 | 10,262 | 6 | 2,991 | 4 | 4,069 | 40 | 18,442 | 3 | 2,914 |
| North Mankato | 16,508 | 29,320 | 32,872 | 5 | 3,297 | 1 | 279 | 3 | 7,103 | 2 | 9,630 | 3 | 1,971 | 1 | 747 | 1 | 1,016 | 9 | 5,703 | 1 | 728 |
| NOBLES | 105,862 | 161,084 | 171,564 | 21 | 21,729 | 3 | 12,365 | 18 | 29,432 | 17 | 40,662 | 14 | 10,986 | 24 | 14,830 | 13 | 12,370 | 31 | 14,091 | 9 | 6,902 |
| Worthington | 90,746 | 140,448 | 149,843 | 13 | 13,015 | 3 | 10,403 | 8 | 29,483 | 15 | 34,209 | 9 | 11,005 | 22 | 12,476 | 12 | 10,406 | 21 | 12,357 | 8 | 5,807 |
| NORMAN | 21,076 | 36,281 | 40,199 | 13 | 8,129 | 1 | 2,897 | 10 | 8,940 | 8 | 13,130 | 3 | 875 | 6 | 1,132 | 1 | 575 | 11 | 2,274 | 4 | 1,809 |
| OLMSTED | 573,084 | 984,700 | 1,038,482 | 35 | 80,446 | 13 | 159,518 | 48 | 166,031 | 46 | 265,393 | 52 | 65,574 | 72 | 57,105 | 48 | 51,650 | 111 | 88,093 | 16 | 35,721 |
| Rochester | 491,559 | 841,150 | 887,384 | 25 | 72,903 | 12 | 144,562 | 36 | 162,217 | 38 | 156,535 | 37 | 61,940 | 67 | 55,774 | 43 | 40,145 | 97 | 78,950 | 14 | 32,372 |
| OTTER TAIL | 184,525 | 311,776 | 330,179 | 41 | 30,847 | 9 | 23,593 | 47 | 56,112 | 25 | 88,089 | 28 | 25,251 | 36 | 16,845 | 24 | 16,699 | 76 | 26,565 | 18 | 11,495 |
| Fergus Falls | 106,875 | 179,372 | 190,813 | 12 | 9,168 | 5 | 16,191 | 17 | 41,784 | 14 | 46,306 | 5 | 9,377 | 29 | 16,051 | 17 | 9,452 | 27 | 13,681 | 10 | 5,001 |
| PENNINGTON | 71,562 | 114,258 | 122,276 | 11 | 13,586 | 3 | 8,812 | 15 | 21,624 | 13 | 27,518 | 12 | 10,875 | 12 | 10,159 | 8 | 4,380 | 22 | 8,627 | 3 | 4,167 |
| PINE | 70,844 | 121,642 | 130,048 | 14 | 10,407 | 6 | 3,510 | 15 | 18,114 | 9 | 31,240 | 20 | 19,565 | 4 | 1,181 | 5 | 1,594 | 35 | 20,134 | 3 | 2,780 |
| PIPESTONE | 44,939 | 75,422 | 81,398 | 13 | 17,060 | 4 | 5,866 | 15 | 16,196 | 7 | 15,816 | 8 | 5,474 | 8 | 3,280 | 9 | 4,925 | 18 | 5,647 | 4 | 3,089 |
| POLK | 124,108 | 202,375 | 215,026 | 28 | 36,254 | 4 | 15,497 | 30 | 50,687 | 24 | 44,340 | 22 | 15,829 | 16 | 5,858 | 11 | 7,491 | 57 | 24,759 | 11 | 7,976 |
| Crookston | 51,559 | 87,753 | 94,378 | 8 | 8,171 | 2 | 7,664 | 8 | 22,685 | 9 | 21,982 | 8 | 10,988 | 9 | 4,005 | 4 | 2,088 | 10 | 8,214 | 4 | 2,978 |
| E. Grand Forks | 38,864 | 64,002 | 69,378 | 6 | 10,051 | 1 | 6,396 | 3 | 20,918 | 4 | 4,419 | 5 | 5,074 | 1 | 1,939 | 3 | 3,293 | 16 | 10,218 | 2 | 3,292 |
| POPE | 29,430 | 48,735 | 53,308 | 9 | 7,265 | 1 | 3,842 | 8 | 11,484 | 6 | 12,514 | 7 | 3,320 | 7 | 685 | 2 | 762 | 23 | 5,444 | 3 | 2,556 |
| RAMSEY | 2,619,655 | 4,141,830 | 4,361,598 | 102 | 199,435 | 43 | 719,350 | 300 | 680,188 | 108 | 1,052,526 | 218 | 276,667 | 260 | 198,211 | 200 | 204,834 | 683 | 435,581 | 85 | 110,867 |
| St. Paul | 1,314,314 | 2,079,168 | 2,190,491 | 47 | 76,614 | 26 | 375,337 | 186 | 391,958 | 57 | 278,235 | 120 | 156,009 | 112 | 72,797 | 94 | 65,280 | 456 | 246,418 | 54 | 61,640 |
| RED LAKE | 13,241 | 20,096 | 23,164 | 4 | 2,920 | 1 | 1,670 | 8 | 3,892 | 5 | 9,709 | 1 | 504 | 2 | 294 | 1 | 333 | 11 | 1,924 | 1 | 530 |
| REDWOOD | 66,790 | 98,421 | 105,606 | 19 | 12,513 | 3 | 7,610 | 18 | 19,508 | 6 | 26,593 | 13 | 8,185 | 10 | 5,378 | 9 | 6,969 | 27 | 8,629 | 4 | 3,096 |
| RENVILLE | 56,911 | 91,600 | 98,427 | 24 | 21,298 | 5 | 1,461 | 23 | 19,149 | 12 | 29,152 | 7 | 4,412 | 4 | 1,370 | 7 | 2,094 | 34 | 6,228 | 7 | 2,921 |
| RICE | 179,198 | 311,542 | 329,932 | 23 | 27,614 | 9 | 16,798 | 26 | 69,445 | 27 | 72,114 | 30 | 28,356 | 26 | 16,444 | 20 | 14,866 | 72 | 37,789 | 9 | 11,642 |
| Faribault | 87,345 | 143,854 | 153,428 | 11 | 7,196 | 6 | 9,881 | 13 | 36,942 | 15 | 25,773 | 14 | 17,200 | 15 | 7,867 | 12 | 6,497 | 35 | 14,242 | 6 | 6,847 |
| ROCK | 41,217 | 62,949 | 68,270 | 7 | 4,317 | 4 | 4,920 | 12 | 13,847 | 8 | 26,356 | 7 | 5,625 | 7 | 3,988 | 3 | 977 | 14 | 5,101 | 5 | 1,487 |
| ROSEAU | 40,067 | 83,158 | 89,541 | 11 | 7,308 | 4 | 3,132 | 14 | 20,747 | 10 | 30,614 | 5 | 5,600 | 8 | 4,296 | 6 | 5,188 | 14 | 4,389 | 4 | 3,560 |
| ST. LOUIS | 997,917 | 1,351,815 | 1,424,898 | 98 | 113,175 | 41 | 203,457 | 167 | 278,327 | 84 | 231,910 | 122 | 102,344 | 138 | 61,929 | 95 | 64,688 | 353 | 131,079 | 49 | 40,586 |
| Duluth | 510,959 | 647,282 | 683,324 | 37 | 32,509 | 14 | 127,178 | 75 | 129,517 | 27 | 71,760 | 55 | 50,431 | 65 | 33,766 | 51 | 31,512 | 160 | 67,006 | 22 | 20,620 |
| Hibbing | 113,964 | 178,051 | 189,423 | 10 | 16,581 | 6 | 27,987 | 17 | 47,743 | 13 | 24,116 | 11 | 12,158 | 28 | 10,339 | 12 | 4,927 | 31 | 12,702 | 7 | 7,599 |
| Virginia | 130,198 | 161,535 | 172,039 | 11 | 10,698 | 5 | 20,303 | 15 | 36,539 | 8 | 21,292 | 15 | 16,430 | 28 | 10,122 | 16 | 6,638 | 41 | 13,379 | 6 | 4,653 |
| SCOTT | 154,537 | 304,234 | 322,240 | 16 | 25,673 | 5 | 23,223 | 21 | 59,242 | 23 | 90,889 | 32 | 46,520 | 11 | 8,428 | 6 | 3,009 | 60 | 33,692 | 8 | 7,401 |
| SHERBURNE | 76,547 | 165,591 | 176,308 | 16 | 15,942 | 1 | 12,706 | 14 | 39,043 | 7 | 62,756 | 14 | 20,357 | 3 | 2,243 | 3 | 1,854 | 24 | 13,915 | 2 | 4,035 |
| SIBLEY | 36,867 | 65,631 | 71,093 | 12 | 7,005 | 2 | 5,123 | 18 | 17,145 | 4 | 17,968 | 13 | 5,520 | 4 | 1,260 | 5 | 2,230 | 23 | 5,571 | 6 | 1,874 |

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| STEARNS | 884,902 | 1,570,303 | 1,654,873 | 65 | 114,681 | 17 | 119,263 | 90 | 165,283 | 54 | 249,665 | 58 | 60,130 | 72 | 50,493 | 50 | 49,435 | 167 | 90,683 | 20 | 37,878 |
| St. Cloud | 689,908 | 1,214,089 | 1,279,931 | 13 | 37,581 | 8 | 110,086 | 38 | 108,365 | 25 | 132,357 | 21 | 46,923 | 53 | 46,608 | 32 | 45,631 | 70 | 53,457 | 10 | 34,964 |
| STEELE | 126,796 | 194,470 | 206,705 | 16 | 17,281 | 6 | 13,349 | 18 | 32,796 | 19 | 56,376 | 13 | 11,975 | 19 | 9,763 | 22 | 14,307 | 39 | 17,034 | 5 | 7,544 |
| Owatonna | 110,218 | 169,668 | 180,599 | 11 | 11,690 | 5 | 13,091 | 13 | 32,163 | 13 | 34,121 | 10 | 11,744 | 16 | 9,575 | 17 | 14,030 | 31 | 15,053 | 4 | 7,398 |
| STEVENS | 42,093 | 68,959 | 74,596 | 8 | 8,457 | 3 | 5,377 | 10 | 15,152 | 6 | 22,891 | 4 | 2,246 | 9 | 3,541 | 7 | 3,810 | 18 | 7,655 | 2 | 1,707 |
| SWIFT | 43,481 | 75,465 | 81,444 | 11 | 11,700 | 5 | 3,954 | 14 | 15,208 | 9 | 10,095 | 10 | 7,217 | 7 | 1,495 | 3 | 410 | 23 | 5,101 | 5 | 4,054 |
| TODD | 62,335 | 111,350 | 112,995 | 16 | 14,220 | 7 | 4,149 | 21 | 24,563 | 11 | 30,382 | 13 | 9,649 | 7 | 2,513 | 6 | 1,186 | 35 | 6,367 | 7 | 4,181 |
| TRAVERSE | 16,946 | 36,497 | 40,427 | 8 | 5,380 | 1 | 2,913 | 6 | 7,674 | 3 | 6,129 | 6 | 2,599 | 6 | 1,740 | 3 | 1,097 | 7 | 1,931 | 3 | 2,139 |
| WABASHA | 60,086 | 94,690 | 96,222 | 15 | 12,493 | 3 | 1,684 | 18 | 16,986 | 9 | 40,513 | 15 | 4,910 | 8 | 2,144 | 13 | 2,843 | 33 | 7,661 | 4 | 4,450 |
| WADENA | 63,431 | 100,068 | 102,340 | 16 | 20,492 | 3 | 7,376 | 15 | 23,757 | 6 | 15,283 | 11 | 7,354 | 13 | 5,305 | 8 | 3,705 | 20 | 5,642 | 6 | 4,072 |
| WASECA | 50,753 | 84,885 | 91,359 | 11 | 13,832 | 3 | 4,815 | 20 | 24,968 | 8 | 15,586 | 8 | 6,777 | 6 | 2,205 | 11 | 5,107 | 19 | 6,580 | 5 | 4,527 |
| WASHINGTON | 411,134 | 785,694 | 829,013 | 36 | 105,306 | 5 | 59,746 | 46 | 250,522 | 39 | 135,977 | 45 | 68,418 | 48 | 32,628 | 25 | 17,707 | 126 | 88,564 | 16 | 28,337 |
| Stillwater | 104,170 | 182,681 | 194,296 | 5 | 10,183 | 1 | 18,662 | 10 | 77,546 | 7 | 21,647 | 10 | 11,777 | 10 | 8,324 | 6 | 4,651 | 22 | 17,643 | 2 | 8,274 |
| WATONWAN | 41,925 | 59,512 | 64,652 | 15 | 7,244 | 6 | 3,663 | 11 | 12,961 | 9 | 25,653 | 9 | 2,294 | 9 | 3,159 | 8 | 2,326 | 19 | 5,043 | 3 | 1,645 |
| WILKIN | 28,748 | 54,391 | 59,262 | 8 | 3,347 | 2 | 4,270 | 6 | 11,907 | 7 | 13,544 | 5 | 2,933 | 3 | 753 | 3 | 1,947 | 18 | 8,387 | 2 | 1,356 |
| Breckinridge | 9,147 | 17,770 | 20,715 | 6 | 758 | 0 | 966 | 5 | 2,695 | 6 | 3,065 | 4 | 663 | 2 | 170 | 2 | 1,721 | 14 | 7,920 | 1 | 308 |
| WINONA | 196,482 | 339,151 | 358,993 | 23 | 30,883 | 8 | 32,725 | 30 | 77,820 | 16 | 73,597 | 25 | 20,774 | 34 | 15,984 | 18 | 14,410 | 79 | 37,544 | 8 | 9,648 |
| Winona | 134,930 | 224,371 | 238,178 | 13 | 16,209 | 5 | 19,055 | 18 | 56,875 | 13 | 43,145 | 16 | 19,497 | 29 | 14,054 | 16 | 8,391 | 58 | 27,545 | 6 | 5,618 |
| WRIGHT | 222,361 | 427,701 | 452,198 | 35 | 39,007 | 7 | 3,284 | 44 | 100,737 | 33 | 131,368 | 42 | 60,808 | 22 | 7,592 | 16 | 8,784 | 69 | 38,149 | 16 | 15,394 |
| YELLOW MEDICINE | 36,544 | 56,568 | 57,553 | 14 | 9,082 | 2 | 4,147 | 14 | 12,537 | 4 | 8,028 | 12 | 6,139 | 8 | 2,955 | 6 | 3,056 | 26 | 4,352 | 6 | 3,291 |

## MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS** | 9,044,004 | 14,192,133 | 14,934,684 | | 977,944 | | 1,951,559 | | 3,405,762 | | 3,740,727 | | 762,897 | | 695,730 | | 638,989 | | 1,008,257 | | 547,552 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Biloxi-Gulfport, MS | 810,869 | 1,356,743 | 1,426,562 | | 87,866 | | 217,526 | | 284,590 | | 384,033 | | 66,173 | | 58,236 | | 58,950 | | 168,089 | | 50,766 |
| Jackson, MS | 1,671,893 | 2,564,202 | 2,696,001 | | 145,886 | | 391,108 | | 520,708 | | 719,137 | | 176,946 | | 122,084 | | 134,095 | | 212,348 | | 93,935 |
| Pascagoula, Ms | 414,105 | 585,432 | 615,586 | | 29,408 | | 98,297 | | 166,857 | | 128,415 | | 29,201 | | 26,231 | | 20,908 | | 52,746 | | 21,134 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 218,039 | 288,894 | 303,875 | 16 | 19,164 | 14 | 47,685 | 47 | 55,756 | 26 | 103,599 | 18 | 10,195 | 35 | 20,433 | 26 | 12,942 | 50 | 18,930 | 16 | 10,895 |
| Natchez | 204,744 | 272,925 | 287,089 | 12 | 18,233 | 13 | 45,369 | 37 | 53,071 | 25 | 98,566 | 14 | 9,700 | 34 | 19,441 | 23 | 10,263 | 48 | 18,011 | 15 | 10,365 |
| ALCORN | 131,034 | 212,728 | 223,812 | 11 | 17,390 | 7 | 23,347 | 22 | 43,511 | 24 | 51,627 | 22 | 12,642 | 25 | 12,183 | 16 | 6,274 | 45 | 16,799 | 14 | 8,200 |
| Corinth | 120,105 | 197,392 | 207,692 | 10 | 13,922 | 6 | 23,261 | 16 | 43,439 | 20 | 37,539 | 19 | 12,595 | 24 | 12,163 | 15 | 6,251 | 42 | 15,962 | 13 | 8,170 |
| AMITE | 23,290 | 30,999 | 32,785 | 6 | 3,249 | 6 | 1,824 | 13 | 10,127 | 10 | 8,873 | 5 | 1,285 | 3 | 477 | 1 | 612 | 8 | 1,574 | 4 | 987 |
| ATTALA | 56,145 | 88,707 | 93,446 | 7 | 6,806 | 4 | 13,191 | 19 | 18,833 | 9 | 16,688 | 9 | 3,880 | 14 | 5,850 | 10 | 5,895 | 12 | 3,964 | 6 | 4,559 |
| BENTON | 6,902 | 11,337 | 12,117 | 0 | 946 | 1 | 1,233 | 6 | 4,750 | 2 | 1,988 | 4 | 773 | 0 | 345 | 1 | 227 | 4 | 584 | 2 | 438 |
| BOLIVAR | 117,150 | 175,332 | 184,503 | 7 | 8,935 | 14 | 19,660 | 52 | 44,126 | 20 | 44,238 | 21 | 6,282 | 25 | 10,189 | 14 | 8,605 | 29 | 9,263 | 12 | 7,314 |
| Cleveland | 89,058 | 138,193 | 145,464 | 4 | 6,313 | 8 | 16,906 | 17 | 34,149 | 13 | 33,306 | 12 | 5,691 | 20 | 9,111 | 11 | 6,080 | 19 | 8,239 | 8 | 5,167 |
| CALHOUN | 36,155 | 61,310 | 64,647 | 6 | 7,317 | 8 | 5,932 | 18 | 16,901 | 12 | 13,277 | 9 | 3,224 | 11 | 3,802 | 6 | 2,381 | 7 | 2,205 | 7 | 1,972 |
| CARROLL | 11,465 | 16,531 | 17,577 | 1 | 1,371 | 0 | 1,789 | 9 | 3,464 | 1 | 2,886 | 2 | 1,120 | 0 | 501 | 1 | 327 | 1 | 428 | 2 | 637 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHICKASAW | 54,635 | 95,069 | 100,133 | 4 | 3,525 | 13 | 8,726 | 21 | 24,249 | 8 | 26,306 | 9 | 4,217 | 10 | 2,385 | 13 | 14,011 | 9 | 2,421 | 8 | 3,878 |
| CHOCTAW | 15,412 | 25,039 | 26,520 | 3 | 2,067 | 4 | 1,826 | 5 | 8,579 | 2 | 4,351 | 7 | 2,233 | 4 | 949 | 3 | 1,143 | 3 | 647 | 4 | 1,426 |
| CLAIBORNE | 21,632 | 29,663 | 31,381 | 4 | 3,948 | 4 | 1,650 | 10 | 10,526 | 5 | 2,673 | 6 | 2,885 | 3 | 892 | 2 | 586 | 5 | 767 | 3 | 1,340 |
| CLARKE | 40,531 | 62,272 | 65,658 | 3 | 5,120 | 8 | 5,293 | 15 | 19,213 | 7 | 10,399 | 6 | 2,792 | 3 | 1,866 | 5 | 3,212 | 8 | 1,167 | 6 | 2,248 |
| CLAY | 56,541 | 90,512 | 95,343 | 5 | 2,673 | 4 | 12,905 | 20 | 29,212 | 12 | 21,191 | 10 | 4,852 | 12 | 3,517 | 7 | 3,902 | 13 | 4,803 | 5 | 3,696 |
| West Point | 50,376 | 80,045 | 84,341 | 3 | 2,533 | 4 | 12,570 | 15 | 25,513 | 11 | 16,107 | 9 | 4,597 | 11 | 3,502 | 7 | 3,116 | 12 | 4,552 | 5 | 3,655 |
| COAHOMA | 132,418 | 178,776 | 188,123 | 8 | 10,498 | 9 | 16,334 | 44 | 51,951 | 17 | 45,856 | 18 | 10,029 | 29 | 13,690 | 14 | 6,928 | 28 | 9,166 | 8 | 5,210 |
| Clarksdale | 126,570 | 171,415 | 180,386 | 7 | 9,188 | 7 | 14,295 | 34 | 51,950 | 16 | 40,134 | 14 | 10,029 | 28 | 11,981 | 13 | 6,064 | 26 | 8,023 | 8 | 5,205 |
| COPIAH | 67,942 | 110,414 | 116,263 | 9 | 4,393 | 11 | 9,664 | 29 | 28,488 | 12 | 34,227 | 16 | 9,389 | 13 | 2,315 | 10 | 4,786 | 14 | 4,057 | 8 | 6,087 |
| COVINGTON | 40,491 | 61,633 | 64,986 | 4 | 7,341 | 7 | 4,126 | 12 | 14,946 | 5 | 18,798 | 10 | 7,589 | 7 | 3,024 | 4 | 1,578 | 8 | 1,296 | 8 | 2,942 |
| DE SOTO | 137,581 | 273,751 | 287,958 | 11 | 33,501 | 8 | 24,815 | 49 | 100,912 | 23 | 64,508 | 14 | 9,328 | 16 | 9,202 | 7 | 4,663 | 28 | 15,298 | 8 | 7,761 |
| FORREST | 393,328 | 577,001 | 606,724 | 31 | 57,730 | 24 | 100,448 | 72 | 107,240 | 56 | 150,086 | 27 | 25,100 | 49 | 34,300 | 47 | 38,885 | 104 | 55,012 | 26 | 21,532 |
| Hattiesburg | 150,202 | 205,513 | 216,228 | 24 | 0 | 17 | 0 | 50 | 0 | 41 | 86,232 | 23 | 22,154 | 46 | 26,663 | 43 | 23,665 | 88 | 40,003 | 22 | 13,411 |
| FRANKLIN | 11,588 | 22,413 | 23,760 | 1 | 1,854 | 1 | 2,418 | 5 | 5,249 | 6 | 6,553 | 3 | 87 | 1 | 674 | 3 | 443 | 2 | 581 | 4 | 861 |
| GEORGE | 40,930 | 64,237 | 67,724 | 7 | 3,477 | 6 | 9,170 | 14 | 22,281 | 15 | 16,010 | 6 | 2,953 | 3 | 1,925 | 5 | 796 | 12 | 3,602 | 5 | 2,048 |
| GREENE | 10,142 | 15,167 | 16,143 | 4 | 1,258 | 2 | 1,643 | 6 | 4,062 | 6 | 3,694 | 2 | 1,027 | 1 | 459 | 1 | 302 | 3 | 257 | 4 | 1,544 |
| GRENADA | 107,454 | 170,642 | 179,573 | 6 | 4,195 | 8 | 20,148 | 22 | 30,187 | 14 | 85,549 | 12 | 9,137 | 25 | 8,155 | 10 | 3,866 | 23 | 8,908 | 10 | 4,388 |
| Grenada | 101,490 | 162,901 | 171,436 | 4 | 4,189 | 7 | 20,120 | 19 | 30,144 | 14 | 66,203 | 10 | 9,124 | 24 | 8,143 | 10 | 3,145 | 20 | 8,564 | 10 | 4,382 |
| HANCOCK | 84,366 | 160,373 | 168,779 | 8 | 10,432 | 7 | 17,592 | 23 | 53,214 | 12 | 40,826 | 10 | 8,488 | 11 | 4,797 | 6 | 3,156 | 32 | 11,921 | 8 | 5,086 |
| HARRISON | 726,503 | 1,196,370 | 1,257,783 | 60 | 77,435 | 34 | 199,934 | 147 | 231,376 | 97 | 343,207 | 68 | 57,686 | 88 | 53,439 | 67 | 55,794 | 245 | 156,168 | 46 | 45,679 |
| Biloxi | 256,611 | 410,267 | 431,459 | 13 | 15,493 | 11 | 71,008 | 43 | 66,384 | 28 | 121,892 | 20 | 15,827 | 40 | 18,979 | 27 | 16,247 | 101 | 68,393 | 14 | 16,223 |
| Gulfport | 334,802 | 523,468 | 550,452 | 27 | 17,153 | 15 | 48,585 | 60 | 105,229 | 46 | 160,375 | 28 | 33,460 | 37 | 23,766 | 32 | 25,117 | 103 | 60,998 | 21 | 20,050 |
| HINDS | 1,366,267 | 2,010,680 | 2,113,758 | 54 | 93,945 | 44 | 340,515 | 226 | 368,876 | 112 | 614,305 | 144 | 128,234 | 193 | 107,849 | 133 | 100,019 | 284 | 171,241 | 71 | 74,466 |
| Jackson | 1,253,668 | 1,860,437 | 1,955,828 | 48 | 87,084 | 35 | 315,648 | 185 | 331,127 | 95 | 569,441 | 122 | 118,870 | 182 | 99,973 | 125 | 92,715 | 260 | 157,548 | 58 | 65,857 |
| HOLMES | 55,048 | 82,395 | 86,811 | 8 | 5,179 | 8 | 3,542 | 37 | 35,898 | 13 | 14,528 | 12 | 6,462 | 9 | 1,964 | 6 | 1,080 | 10 | 1,621 | 8 | 3,566 |
| HUMPHREYS | 34,249 | 57,382 | 60,518 | 4 | 7,819 | 5 | 3,461 | 16 | 18,654 | 5 | 11,796 | 7 | 3,365 | 4 | 1,719 | 8 | 3,554 | 10 | 2,196 | 4 | 2,064 |
| ISSAQUENA | 714 | 929 | 1,177 | 0 | 91 | 0 | 120 | 4 | 362 | 0 | 194 | 0 | 76 | 0 | 34 | 0 | 22 | 0 | 29 | 0 | 43 |
| ITAWAMBA | 40,687 | 66,965 | 70,591 | 5 | 2,199 | 4 | 7,184 | 19 | 16,597 | 7 | 21,807 | 8 | 2,736 | 8 | 1,782 | 4 | 1,808 | 13 | 2,286 | 4 | 2,180 |
| JACKSON | 414,105 | 585,432 | 615,586 | 37 | 29,408 | 26 | 98,297 | 101 | 166,857 | 69 | 128,415 | 37 | 29,201 | 69 | 26,231 | 35 | 20,908 | 103 | 52,746 | 23 | 21,134 |
| Moss Point | 28,536 | 32,667 | 34,538 | 3 | 1,497 | 3 | 5,003 | 15 | 14,236 | 6 | 5,336 | 4 | 1,309 | 3 | 1,335 | 1 | 1,064 | 7 | 812 | 3 | 1,733 |
| Pascagoula | 212,446 | 284,753 | 299,523 | 16 | 14,971 | 7 | 32,739 | 36 | 74,290 | 34 | 75,589 | 18 | 16,975 | 29 | 12,534 | 22 | 10,683 | 46 | 25,094 | 9 | 9,358 |
| JASPER | 34,585 | 48,492 | 51,173 | 2 | 3,991 | 5 | 2,977 | 14 | 11,556 | 13 | 16,932 | 6 | 3,059 | 2 | 1,454 | 2 | 957 | 5 | 1,251 | 5 | 2,498 |
| JEFFERSON | 10,092 | 11,257 | 12,033 | 1 | 939 | 2 | 1,225 | 7 | 3,692 | 5 | 2,490 | 2 | 766 | 2 | 341 | 0 | 226 | 3 | 161 | 3 | 749 |
| JEFFERSON DAVIS | 27,886 | 43,547 | 45,975 | 3 | 3,586 | 5 | 4,845 | 14 | 13,697 | 8 | 9,618 | 2 | 2,929 | 5 | 1,168 | 1 | 858 | 7 | 1,399 | 3 | 1,665 |
| JONES | 268,880 | 392,818 | 413,117 | 16 | 22,199 | 16 | 57,234 | 73 | 83,946 | 24 | 106,383 | 33 | 16,756 | 46 | 27,826 | 28 | 27,542 | 58 | 27,311 | 23 | 17,415 |
| Laurel | 229,285 | 327,449 | 344,403 | 10 | 14,760 | 11 | 52,959 | 51 | 80,542 | 21 | 70,732 | 23 | 15,483 | 41 | 26,332 | 23 | 20,742 | 43 | 22,183 | 18 | 15,223 |
| KEMPER | 14,868 | 24,833 | 26,304 | 1 | 2,052 | 4 | 1,613 | 11 | 7,449 | 2 | 4,317 | 4 | 1,677 | 0 | 747 | 2 | 493 | 4 | 541 | 2 | 952 |
| LAFAYETTE | 90,795 | 160,203 | 168,600 | 12 | 13,464 | 6 | 16,423 | 22 | 39,730 | 12 | 34,730 | 12 | 9,352 | 21 | 12,797 | 13 | 6,097 | 32 | 13,715 | 10 | 5,792 |
| Oxford | 84,934 | 150,638 | 158,546 | 8 | 6,963 | 6 | 16,198 | 21 | 39,630 | 12 | 26,729 | 8 | 9,328 | 20 | 12,765 | 12 | 6,081 | 28 | 13,680 | 10 | 5,778 |
| LAMAR | 45,109 | 72,413 | 76,318 | 7 | 5,692 | 9 | 7,765 | 18 | 25,523 | 7 | 14,024 | 9 | 1,968 | 3 | 447 | 0 | 1,426 | 7 | 1,522 | 7 | 3,706 |
| LAUDERDALE | 381,278 | 619,530 | 651,429 | 22 | 51,457 | 19 | 103,036 | 80 | 119,198 | 39 | 174,993 | 48 | 32,764 | 49 | 27,671 | 42 | 30,551 | 88 | 50,763 | 19 | 27,930 |
| Meridian | 349,840 | 563,687 | 592,728 | 19 | 38,370 | 18 | 94,869 | 59 | 118,053 | 38 | 161,122 | 39 | 23,845 | 48 | 25,477 | 41 | 28,129 | 78 | 43,684 | 18 | 25,716 |
| LAWRENCE | 30,747 | 54,116 | 57,085 | 3 | 4,210 | 3 | 5,493 | 14 | 14,289 | 9 | 18,850 | 7 | 3,072 | 1 | 1,535 | 5 | 2,350 | 6 | 1,136 | 4 | 3,296 |
| LEAKE | 48,852 | 81,896 | 86,286 | 8 | 6,747 | 12 | 16,186 | 13 | 18,357 | 15 | 20,549 | 8 | 2,878 | 10 | 3,000 | 4 | 2,791 | 9 | 2,601 | 7 | 4,099 |
| LEE | 339,290 | 576,751 | 606,461 | 27 | 43,090 | 19 | 90,116 | 75 | 101,559 | 41 | 173,155 | 47 | 43,032 | 56 | 32,536 | 45 | 24,614 | 71 | 31,961 | 16 | 16,412 |
| Tupelo | 285,458 | 480,279 | 505,053 | 20• | 30,281 | 15 | 85,506 | 46 | 88,495 | 31 | 108,367 | 32 | 41,214 | 51 | 30,865 | 38 | 15,849 | 60 | 28,822 | 14 | 15,573 |
| LEFLORE | 155,793 | 227,084 | 238,903 | 13 | 14,818 | 8 | 28,883 | 45 | 53,927 | 22 | 54,156 | 24 | 12,473 | 28 | 12,000 | 18 | 14,477 | 62 | 20,599 | 9 | 7,675 |
| Greenwood | 142,831 | 205,421 | 216,132 | 12 | 12,899 | 8 | 25,142 | 34 | 50,834 | 21 | 47,143 | 20 | 11,883 | 26 | 10,446 | 17 | 11,491 | 59 | 17,932 | 8 | 6,680 |

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| LINCOLN | 123,592 | 180,474 | 189,908 | 13 | 18,357 | 11 | 22,946 | 23 | 40,967 | 15 | 51,096 | 13 | 6,128 | 29 | 11,513 | 12 | 6,535 | 21 | 8,185 | 9 | 10,550 |
| Brookhaven | 114,169 | 165,622 | 174,296 | 11 | 15,206 | 10 | 22,365 | 16 | 40,824 | 14 | 42,325 | 12 | 5,077 | 28 | 11,473 | 11 | 5,223 | 19 | 6,779 | 9 | 10,440 |
| LOWNDES | 260,967 | 410,101 | 431,284 | 18 | 21,509 | 9 | 51,790 | 58 | 95,684 | 38 | 85,762 | 24 | 22,318 | 48 | 31,682 | 33 | 23,971 | 67 | 28,903 | 14 | 12,432 |
| Columbus | 243,843 | 381,257 | 400,954 | 14 | 16,438 | 9 | 50,555 | 46 | 95,336 | 36 | 73,447 | 21 | 19,113 | 46 | 31,566 | 31 | 20,529 | 60 | 26,071 | 13 | 12,318 |
| MADISON | 106,723 | 191,648 | 201,654 | 9 | 11,038 | 12 | 12,881 | 46 | 52,534 | 14 | 56,106 | 18 | 19,076 | 11 | 5,546 | 11 | 6,666 | 30 | 11,962 | 9 | 4,916 |
| MARION | 97,456 | 143,991 | 151,558 | 10 | 13,643 | 10 | 16,179 | 27 | 47,274 | 14 | 26,089 | 12 | 3,277 | 19 | 9,499 | 14 | 5,616 | 18 | 6,463 | 9 | 6,051 |
| MARSHALL | 52,751 | 94,555 | 99,593 | 6 | 5,443 | 6 | 12,775 | 27 | 27,360 | 9 | 18,273 | 12 | 6,650 | 5 | 1,395 | 3 | 1,021 | 14 | 4,065 | 5 | 3,033 |
| MONROE | 102,497 | 166,863 | 175,601 | 12 | 16,622 | 9 | 22,482 | 44 | 44,207 | 23 | 50,756 | 12 | 3,448 | 27 | 8,279 | 13 | 6,759 | 30 | 7,057 | 14 | 8,274 |
| MONTGOMERY | 38,785 | 60,678 | 63,983 | 5 | 3,732 | 8 | 10,735 | 13 | 18,495 | 8 | 11,069 | 9 | 2,754 | 7 | 1,841 | 5 | 2,274 | 8 | 2,046 | 5 | 2,724 |
| NESHOBA | 73,288 | 121,829 | 128,262 | 7 | 10,002 | 9 | 18,550 | 26 | 35,058 | 17 | 25,915 | 9 | 6,863 | 14 | 3,645 | 7 | 2,397 | 19 | 4,393 | 7 | 4,104 |
| NEWTON | 47,017 | 73,584 | 77,549 | 3 | 8,497 | 6 | 5,164 | 26 | 23,847 | 13 | 23,788 | 9 | 3,163 | 6 | 2,288 | 4 | 1,686 | 10 | 2,575 | 6 | 1,898 |
| NOXUBEE | 23,231 | 33,759 | 35,686 | 4 | 2,528 | 6 | 3,190 | 19 | 13,339 | 7 | 5,252 | 8 | 2,413 | 5 | 598 | 5 | 2,138 | 1 | 871 | 5 | 2,832 |
| OKTIBBEHA | 115,075 | 197,770 | 208,089 | 9 | 13,815 | 7 | 22,015 | 22 | 46,798 | 20 | 44,851 | 20 | 15,634 | 30 | 14,015 | 19 | 10,074 | 30 | 17,130 | 10 | 5,339 |
| Starkville | 108,189 | 186,531 | 196,275 | 8 | 13,718 | 6 | 21,859 | 17 | 46,467 | 17 | 33,988 | 19 | 15,524 | 29 | 13,916 | 18 | 8,130 | 29 | 17,009 | 8 | 5,301 |
| PANOLA | 78,628 | 125,163 | 131,767 | 10 | 7,949 | 6 | 15,064 | 28 | 36,177 | 17 | 39,584 | 11 | 3,438 | 17 | 5,210 | 6 | 3,299 | 27 | 5,129 | 10 | 5,444 |
| PEARL RIVER | 115,848 | 188,328 | 198,164 | 12 | 18,134 | 8 | 21,302 | 26 | 45,539 | 24 | 57,557 | 10 | 4,609 | 15 | 6,108 | 12 | 10,658 | 31 | 12,949 | 10 | 12,604 |
| Picayune | 85,884 | 133,356 | 140,379 | 6 | 13,573 | 4 | 13,850 | 18 | 37,825 | 17 | 33,974 | 4 | 3,450 | 13 | 4,572 | 10 | 7,328 | 14 | 8,984 | 7 | 9,433 |
| PERRY | 17,811 | 26,439 | 27,992 | 0 | 2,182 | 4 | 3,649 | 13 | 13,182 | 3 | 1,813 | 2 | 1,783 | 2 | 794 | 2 | 523 | 3 | 192 | 4 | 991 |
| PIKE | 164,508 | 259,076 | 272,532 | 13 | 21,030 | 10 | 26,641 | 28 | 53,741 | 23 | 64,884 | 20 | 11,663 | 30 | 17,197 | 16 | 16,169 | 44 | 26,336 | 14 | 13,536 |
| McComb | 141,687 | 222,427 | 234,008 | 8 | 13,157 | 7 | 24,453 | 13 | 50,682 | 19 | 45,204 | 15 | 11,611 | 27 | 16,245 | 15 | 14,353 | 34 | 24,438 | 12 | 12,017 |
| PONTOTOC | 43,891 | 85,051 | 89,603 | 8 | 4,136 | 4 | 9,118 | 18 | 30,547 | 11 | 8,764 | 10 | 3,600 | 6 | 4,816 | 3 | 2,264 | 11 | 3,350 | 6 | 3,011 |
| PRENTISS | 65,717 | 111,871 | 117,795 | 6 | 6,127 | 5 | 11,988 | 18 | 32,482 | 13 | 35,966 | 9 | 2,609 | 15 | 2,862 | 12 | 2,861 | 15 | 5,787 | 9 | 4,667 |
| QUITMAN | 27,600 | 37,691 | 39,819 | 4 | 3,105 | 7 | 4,052 | 19 | 12,935 | 7 | 5,592 | 7 | 822 | 4 | 1,591 | 5 | 958 | 7 | 904 | 4 | 1,474 |
| RANKIN | 198,903 | 361,874 | 380,590 | 22 | 40,903 | 15 | 37,711 | 49 | 99,238 | 25 | 48,726 | 30 | 29,636 | 19 | 8,688 | 17 | 27,410 | 53 | 29,146 | 13 | 14,553 |
| SCOTT | 78,696 | 155,182 | 163,322 | 12 | 12,100 | 9 | 17,346 | 31 | 41,764 | 21 | 43,494 | 14 | 9,853 | 10 | 3,507 | 14 | 6,395 | 18 | 6,922 | 10 | 6,134 |
| SHARKEY | 17,353 | 22,355 | 23,699 | 2 | 1,848 | 4 | 1,982 | 13 | 8,449 | 3 | 3,888 | 3 | 1,386 | 5 | 464 | 1 | 443 | 5 | 821 | 2 | 858 |
| SIMPSON | 66,220 | 105,940 | 111,560 | 7 | 6,339 | 9 | 13,433 | 25 | 28,063 | 12 | 33,134 | 9 | 4,804 | 12 | 6,391 | 8 | 2,385 | 14 | 5,557 | 8 | 5,662 |
| SMITH | 27,719 | 54,180 | 57,152 | 3 | 5,429 | 3 | 5,815 | 12 | 16,229 | 9 | 18,580 | 5 | 2,008 | 5 | 1,438 | 2 | 1,070 | 5 | 418 | 5 | 1,352 |
| STONE | 31,464 | 44,595 | 47,077 | 7 | 6,600 | 4 | 1,751 | 9 | 10,200 | 10 | 14,000 | 7 | 4,184 | 3 | 1,339 | 2 | 880 | 7 | 2,598 | 4 | 1,969 |
| SUNFLOWER | 77,167 | 129,712 | 136,549 | 5 | 2,457 | 11 | 16,597 | 42 | 36,968 | 15 | 33,509 | 13 | 6,814 | 21 | 6,087 | 9 | 2,209 | 18 | 5,843 | 11 | 4,958 |
| TALLAHATCHIE | 23,630 | 36,646 | 38,721 | 4 | 2,333 | 2 | 3,940 | 17 | 11,729 | 8 | 8,082 | 6 | 1,122 | 3 | 608 | 1 | 723 | 8 | 754 | 5 | 2,537 |
| TATE | 74,115 | 125,554 | 132,178 | 5 | 3,042 | 3 | 13,450 | 25 | 41,033 | 11 | 34,368 | 8 | 12,520 | 12 | 4,497 | 5 | 1,155 | 14 | 9,999 | 4 | 2,111 |
| TIPPAH | 57,966 | 100,098 | 105,420 | 9 | 11,555 | 4 | 10,728 | 18 | 25,677 | 14 | 27,362 | 9 | 4,776 | 9 | 2,496 | 6 | 3,789 | 12 | 2,613 | 5 | 3,192 |
| TISHOMINGO | 50,340 | 76,548 | 80,665 | 10 | 7,370 | 6 | 8,209 | 23 | 27,644 | 15 | 10,700 | 10 | 2,689 | 10 | 2,245 | 8 | 5,256 | 13 | 2,051 | 5 | 3,174 |
| TUNICA | 22,281 | 30,274 | 32,023 | 2 | 2,497 | 2 | 3,259 | 12 | 5,860 | 4 | 5,256 | 5 | 1,973 | 2 | 911 | 2 | 598 | 8 | 1,668 | 2 | 1,160 |
| UNION | 55,719 | 95,103 | 100,169 | 6 | 6,321 | 4 | 14,806 | 10 | 20,049 | 14 | 15,960 | 12 | 7,803 | 14 | 5,588 | 8 | 3,878 | 21 | 6,494 | 5 | 3,596 |
| WALTHALL | 31,549 | 40,740 | 43,024 | 4 | 3,147 | 6 | 4,685 | 12 | 8,364 | 10 | 14,990 | 5 | 2,545 | 6 | 1,508 | 1 | 806 | 8 | 1,772 | 4 | 1,572 |
| WARREN | 220,650 | 331,279 | 348,429 | 15 | 16,267 | 11 | 50,351 | 60 | 88,266 | 24 | 80,411 | 24 | 15,276 | 37 | 15,222 | 19 | 12,867 | 51 | 30,829 | 11 | 13,604 |
| Vicksburg | 203,173 | 300,710 | 316,296 | 13 | 12,547 | 10 | 48,700 | 50 | 87,152 | 21 | 62,025 | 19 | 15,083 | 35 | 15,031 | 18 | 10,204 | 48 | 28,892 | 10 | 13,355 |
| WASHINGTON | 283,826 | 407,420 | 428,466 | 20 | 24,513 | 18 | 75,474 | 78 | 89,820 | 44 | 106,509 | 33 | 12,102 | 52 | 28,968 | 37 | 22,249 | 52 | 23,854 | 18 | 12,153 |
| Greenville | 244,845 | 349,663 | 367,754 | 14 | 13,843 | 14 | 68,290 | 53 | 70,075 | 32 | 73,712 | 27 | 11,138 | 46 | 26,231 | 30 | 15,010 | 47 | 21,552 | 12 | 10,009 |
| WAYNE | 57,692 | 98,298 | 103,527 | 7 | 8,403 | 6 | 7,962 | 12 | 27,097 | 12 | 18,049 | 9 | 8,306 | 16 | 5,271 | 7 | 7,183 | 15 | 4,409 | 7 | 4,319 |
| WEBSTER | 23,650 | 39,535 | 41,758 | 6 | 4,508 | 3 | 4,249 | 10 | 9,638 | 11 | 12,568 | 9 | 1,945 | 4 | 1,185 | 3 | 782 | 7 | 1,227 | 4 | 1,844 |
| WILKINSON | 21,418 | 33,064 | 34,956 | 2 | 2,727 | 4 | 4,314 | 13 | 12,276 | 4 | 5,736 | 6 | 2,610 | 9 | 1,708 | 2 | 653 | 6 | 1,076 | 5 | 1,544 |
| WINSTON | 47,292 | 77,698 | 81,873 | 7 | 5,347 | 4 | 8,332 | 22 | 19,564 | 11 | 23,381 | 8 | 2,883 | 12 | 3,780 | 9 | 4,742 | 13 | 2,455 | 11 | 4,763 |
| YALOBUSHA | 44,542 | 75,050 | 79,090 | 4 | 5,592 | 8 | 5,656 | 19 | 37,746 | 9 | 7,270 | 11 | 3,012 | 3 | 777 | 6 | 2,620 | 3 | 2,544 | 6 | 1,681 |
| YAZOO | 75,508 | 106,224 | 111,859 | 8 | 5,284 | 6 | 10,714 | 27 | 30,539 | 11 | 22,984 | 17 | 6,408 | 23 | 7,703 | 9 | 3,939 | 16 | 4,012 | 6 | 4,567 |

# MISSOURI RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**............ | 21,655,411 | 33,935,268 | 34,643,910 | | 2,216,729 | | 4,543,745 | | 6,837,103 | | 8,498,862 | | 2,383,959 | | 1,532,089 | | 1,545,078 | | 2,416,762 | | 955,481 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Columbia, MO | 449,299 | 809,341 | 814,369 | 34 | 57,449 | 15 | 106,302 | 53 | 165,564 | 35 | 188,382 | 55 | 44,614 | 71 | 52,178 | 46 | 38,734 | 124 | 84,422 | 19 | 29,224 |
| Joplin, MO | 621,749 | 1,057,045 | 1,066,244 | 48 | 62,098 | 25 | 128,649 | 101 | 213,195 | 89 | 282,391 | 73 | 70,400 | 78 | 53,501 | 60 | 44,039 | 188 | 13,352 | 26 | 25,464 |
| Springfield, MO | 1,085,862 | 1,953,094 | 1,973,675 | 76 | 130,805 | 31 | 238,136 | 132 | 371,956 | 98 | 505,496 | 101 | 88,369 | 172 | 66,481 | 127 | 115,793 | 323 | 169,214 | 37 | 45,977 |
| St. Joseph, MO | 436,287 | 664,541 | 673,515 | 31 | 32,014 | 20 | 81,264 | 66 | 144,870 | 43 | 175,963 | 50 | 37,524 | 47 | 31,377 | 33 | 19,352 | 136 | 58,702 | 18 | 15,690 |
| St. Louis, MO-IL | 10,911,091 | 17,806,364 | 18,375,502 | 556 | 1,055,578 | 275 | 2,487,783 | NA | 3,682,158 | 894 | 4,343,895 | NA | 1,318,327 | NA | 891,347 | 941 | 896,647 | NA | 374,820 | 463 | 520,636 |
| Kansas City, MO-KS | 7,199,672 | 11,756,786 | 12,061,568 | 396 | 628,696 | 193 | 1,681,834 | 870 | 2,125,892 | 539 | 3,095,918 | 707 | 766,370 | 826 | 597,625 | 596 | 550,525 | NA | 423,892 | 280 | 347,255 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAIR | 119,052 | 180,129 | 186,986 | 14 | 15,304 | 5 | 20,025 | 12 | 40,014 | 16 | 42,205 | 16 | 12,255 | 27 | 10,802 | 10 | 9,535 | 42 | 21,115 | 2 | 4,356 |
| Kirksville | 116,862 | 176,725 | 183,497 | 14 | 12,114 | 5 | 19,829 | 12 | 39,915 | 16 | 32,385 | 12 | 12,225 | 27 | 10,776 | 10 | 7,740 | 40 | 1,871 | 2 | 4,345 |
| ANDREW | 32,797 | 60,305 | 64,165 | 8 | 6,237 | 2 | 7,123 | 6 | 12,143 | 6 | 21,775 | 4 | 8,181 | 4 | 509 | 2 | 1,696 | 6 | 2,998 | 2 | 1,377 |
| ATCHISON | 28,784 | 39,502 | 42,841 | 9 | 3,910 | 2 | 5,169 | 7 | 10,781 | 5 | 5,477 | 8 | 10,103 | 5 | 474 | 3 | 1,232 | 11 | 9,188 | 3 | 608 |
| AUDRAIN | 95,976 | 138,570 | 144,387 | 17 | 14,647 | 6 | 16,235 | 18 | 36,371 | 18 | 26,838 | 14 | 7,697 | 18 | 9,467 | 10 | 8,415 | 31 | 7,279 | 7 | 4,652 |
| Mexico | 74,397 | 107,790 | 112,837 | 9 | 11,552 | 4 | 12,805 | 11 | 28,685 | 12 | 17,149 | 9 | 6,938 | 14 | 7,467 | 7 | 6,637 | 20 | 12,201 | 6 | 3,669 |
| BARRY | 89,188 | 168,766 | 169,150 | 11 | 16,787 | 3 | 20,408 | 23 | 40,765 | 20 | 35,297 | 12 | 14,648 | 17 | 4,699 | 5 | 3,391 | 39 | 6,536 | 7 | 4,096 |
| Monett | 43,064 | 75,571 | 76,222 | 4 | 5,853 | 2 | 11,431 | 8 | 22,831 | 6 | 4,333 | 5 | 8,204 | 11 | 3,101 | 3 | 1,899 | 15 | 3,670 | 3 | 2,295 |
| BARTON | 30,741 | 58,044 | 58,190 | 5 | 5,437 | 8 | 10,494 | 9 | 10,808 | 6 | 10,811 | 8 | 5,222 | 8 | 925 | 2 | 1,672 | 11 | 4,203 | 4 | 1,496 |
| BATES | 43,875 | 75,062 | 76,500 | 11 | 10,073 | 6 | 5,191 | 17 | 18,563 | 6 | 23,899 | 5 | 2,141 | 11 | 3,066 | 6 | 2,532 | 24 | 6,589 | 4 | 1,507 |
| BENTON | 34,866 | 63,283 | 64,866 | 5 | 4,002 | 4 | 7,827 | 9 | 13,602 | 6 | 16,656 | 10 | 2,636 | 2 | 2,185 | 4 | 1,482 | 21 | 1,103 | 1 | 1,512 |
| BOLLINGER | 17,716 | 35,076 | 35,953 | 3 | 2,812 | 3 | 207 | 8 | 7,697 | 3 | 6,825 | 4 | 3,539 | 1 | 1,212 | 1 | 1,032 | 7 | 93,771 | 1 | 837 |
| BOONE | 449,299 | 809,341 | 814,369 | 34 | 57,449 | 15 | 106,302 | 53 | 165,564 | 35 | 188,382 | 55 | 44,614 | 71 | 52,178 | 46 | 38,734 | 124 | 84,422 | 19 | 29,224 |
| Columbia | 412,315 | 734,298 | 738,120 | 29 | 41,021 | 13 | 94,173 | 39 | 158,573 | 27 | 166,888 | 42 | 42,932 | 67 | 46,224 | 41 | 30,006 | 112 | 61,191 | 18 | 25,890 |
| BUCHANAN | 436,287 | 664,541 | 673,515 | 31 | 32,014 | 20 | 81,264 | 66 | 144,870 | 43 | 175,963 | 50 | 37,524 | 47 | 31,377 | 33 | 19,352 | 136 | 58,702 | 18 | 15,690 |
| St. Joseph | 424,459 | 653,641 | 662,626 | 28 | 30,143 | 20 | 76,515 | 61 | 144,905 | 41 | 165,681 | 46 | 35,331 | 46 | 31,385 | 32 | 18,221 | 130 | 21,236 | 18 | 14,773 |
| BUTLER | 192,174 | 319,140 | 329,474 | 16 | 25,697 | 7 | 40,046 | 36 | 65,056 | 31 | 96,646 | 26 | 15,520 | 30 | 17,741 | 23 | 15,698 | 62 | 19,316 | 11 | 10,232 |
| Poplar Bluff | 173,951 | 288,231 | 297,441 | 10 | 24,678 | 7 | 38,458 | 26 | 64,765 | 27 | 70,033 | 19 | 15,450 | 28 | 17,038 | 20 | 11,889 | 50 | 2,400 | 10 | 10,161 |
| CALDWELL | 18,841 | 34,374 | 37,585 | 6 | 3,091 | 2 | 4,537 | 6 | 8,522 | 6 | 10,900 | 5 | 3,065 | 1 | 1,265 | 1 | 1,080 | 13 | 0 | 1 | 876 |
| CALLAWAY | 95,792 | 138,865 | 144,690 | 12 | 20,966 | 4 | 17,457 | 18 | 30,132 | 7 | 19,510 | 22 | 16,961 | 12 | 4,128 | 8 | 4,567 | 34 | 7,034 | 5 | 3,126 |
| Fulton | 57,423 | 71,060 | 75,189 | 6 | 4,343 | 3 | 10,553 | 9 | 21,895 | 6 | 11,796 | 8 | 5,526 | 10 | 2,496 | 6 | 2,761 | 21 | 30,143 | 3 | 1,890 |
| CAMDEN | 108,031 | 235,947 | 236,333 | 15 | 25,936 | 4 | 28,515 | 27 | 56,537 | 18 | 53,520 | 19 | 11,345 | 15 | 5,551 | 11 | 9,702 | 62 | 46,248 | 3 | 2,804 |
| CAPE GIRARDEAU | 324,974 | 545,098 | 551,121 | 23 | 31,898 | 14 | 86,406 | 45 | 109,241 | 35 | 123,427 | 47 | 34,307 | 62 | 30,752 | 44 | 35,997 | 91 | 40,337 | 17 | 12,448 |
| Cape Girardeau | 273,134 | 449,721 | 463,322 | 14 | 17,080 | 11 | 68,774 | 29 | 92,356 | 29 | 98,239 | 31 | 29,490 | 53 | 29,168 | 34 | 28,651 | 71 | 2,912 | 12 | 9,300 |
| CARROLL | 32,240 | 46,995 | 50,522 | 8 | 5,614 | 5 | 3,940 | 11 | 12,096 | 5 | 6,682 | 7 | 3,765 | 8 | 2,732 | 3 | 1,478 | 16 | 2,459 | 4 | 1,687 |
| Carrollton | 26,575 | 38,765 | 42,086 | 6 | 4,202 | 4 | 2,949 | 6 | 11,788 | 3 | 5,002 | 5 | 2,818 | 7 | 2,721 | 3 | 1,213 | 10 | 3,345 | 4 | 1,681 |
| CARTER | 10,064 | 21,402 | 24,288 | 2 | 1,270 | 2 | 2,762 | 5 | 4,222 | 0 | 4,345 | 4 | 5,017 | 1 | 771 | 0 | 658 | 10 | 29,437 | 1 | 532 |
| CASS | 166,814 | 344,390 | 355,356 | 14 | 19,358 | 9 | 47,673 | 31 | 89,637 | 22 | 90,397 | 30 | 29,901 | 12 | 2,176 | 17 | 8,190 | 56 | 3,420 | 10 | 10,861 |
| CEDAR | 46,650 | 87,463 | 92,002 | 6 | 4,642 | 7 | 11,102 | 8 | 22,952 | 6 | 28,978 | 8 | 8,193 | 8 | 921 | 6 | 1,685 | 13 | 3,287 | 5 | 2,420 |
| CHARITON | 27,850 | 40,977 | 44,353 | 9 | 3,314 | 2 | 5,351 | 10 | 11,277 | 7 | 8,015 | 7 | 3,356 | 6 | 985 | 1 | 1,275 | 14 | 6,937 | 1 | 1,034 |
| CHRISTIAN | 66,782 | 147,125 | 150,150 | 5 | 3,428 | 3 | 18,117 | 11 | 43,190 | 8 | 60,782 | 8 | 6,774 | 5 | 5,057 | 6 | 2,213 | 21 | 2,539 | 3 | 3,497 |
| CLARK | 22,349 | 36,420 | 39,682 | 4 | 5,817 | 3 | 4,789 | 7 | 7,318 | 4 | 6,274 | 6 | 4,621 | 1 | 1,337 | 1 | 1,140 | 11 | 125,557 | 1 | 924 |
| CLAY | 806,215 | 1,442,879 | 1,481,323 | 39 | 96,883 | 24 | 264,271 | 77 | 257,806 | 68 | 424,842 | 79 | 106,737 | 92 | 55,345 | 55 | 55,833 | 185 | 0 | 27 | 40,685 |
| **Excelsior Spring** | **57,186** | **105,767** | **110,764** | **4** | **2,853** | **5** | **15,117** | **10** | **42,143** | **7** | **24,291** | **7** | **9,046** | **5** | **2,190** | **5** | **3,165** | **20** | **5,540** | **3** | **3,132** |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| CLINTON | 44,370 | 71,765 | 75,911 | 7 | 5,143 | 3 | 9,158 | 16 | 20,017 | 11 | 12,911 | 8 | 5,735 | 8 | 1,740 | 3 | 1,062 | 16 | 40,898 | 5 | 1,829 |
| COLE | 341,235 | 539,156 | 554,994 | 20 | 26,657 | 14 | 74,540 | 29 | 85,201 | 24 | 155,440 | 27 | 19,389 | 53 | 30,564 | 37 | 29,646 | 82 | 37,682 | 9 | 12,928 |
| Jefferson City | 327,457 | 511,020 | 526,154 | 17 | 18,754 | 12 | 70,020 | 23 | 84,535 | 23 | 146,014 | 21 | 18,213 | 52 | 28,711 | 34 | 27,848 | 76 | 4,824 | 9 | 12,144 |
| COOPER | 49,415 | 76,332 | 80,592 | 6 | 2,908 | 7 | 5,478 | 8 | 16,997 | 9 | 22,566 | 7 | 7,323 | 8 | 2,443 | 7 | 3,390 | 20 | 4,356 | 5 | 3,184 |
| Boonville | 38,438 | 58,403 | 62,215 | 5 | 2,168 | 4 | 4,083 | 4 | 12,669 | 7 | 16,820 | 3 | 5,458 | 7 | 2,465 | 6 | 2,527 | 16 | 0 | 4 | 3,147 |
| CRAWFORD | 65,055 | 111,612 | 116,755 | 7 | 10,132 | 6 | 14,086 | 16 | 20,724 | 12 | 18,365 | 16 | 22,468 | 6 | 1,212 | 3 | 1,897 | 23 | 736 | 5 | 1,943 |
| DADE | 13,499 | 22,661 | 25,579 | 3 | 1,984 | 3 | 394 | 7 | 6,933 | 4 | 4,856 | 8 | 3,929 | 2 | 862 | 3 | 736 | 3 | 3,202 | 3 | 596 |
| DALLAS | 35,840 | 63,392 | 67,329 | 5 | 6,497 | 1 | 8,124 | 9 | 26,410 | 8 | 10,733 | 9 | 5,011 | 1 | 2,268 | 3 | 1,935 | 8 | 1,350 | 1 | 1,568 |
| DAVIESS | 14,365 | 24,259 | 27,217 | 6 | 1,868 | 2 | 3,285 | 4 | 4,741 | 3 | 6,532 | 8 | 3,886 | 2 | 918 | 1 | 781 | 9 | 5,367 | 3 | 634 |
| DE KALB | 14,678 | 28,864 | 31,937 | 3 | 1,769 | 1 | 3,854 | 7 | 5,749 | 3 | 6,060 | 6 | 3,785 | 0 | 1,077 | 1 | 916 | 13 | 5,240 | 0 | 742 |
| DENT | 46,669 | 87,292 | 91,827 | 8 | 11,252 | 6 | 11,079 | 10 | 23,979 | 7 | 13,293 | 6 | 3,784 | 5 | 3,093 | 8 | 4,958 | 13 | 2,893 | 2 | 2,139 |
| DOUGLAS | 23,815 | 43,676 | 47,120 | 5 | 7,336 | 4 | 12,686 | 5 | 8,101 | 7 | 5,395 | 6 | 3,142 | 5 | 507 | 2 | 1,355 | 11 | 9,270 | 2 | 1,097 |
| DUNKLIN | 135,196 | 197,560 | 204,853 | 12 | 16,346 | 10 | 29,357 | 31 | 42,733 | 29 | 50,100 | 26 | 12,546 | 22 | 6,392 | 19 | 10,361 | 44 | 4,349 | 11 | 6,071 |
| Kennet | 67,938 | 94,566 | 99,283 | 4 | 8,209 | 9 | 16,903 | 11 | 27,568 | 14 | 15,607 | 5 | 2,695 | 13 | 4,377 | 10 | 5,235 | 15 | 42,388 | 5 | 2,907 |
| FRANKLIN | 296,741 | 555,974 | 572,233 | 34 | 56,576 | 15 | 42,025 | 62 | 133,660 | 45 | 145,550 | 55 | 54,981 | 33 | 18,945 | 33 | 19,013 | 106 | 5,265 | 19 | 15,568 |
| GASCONADE | 45,649 | 97,594 | 102,386 | 6 | 7,541 | 8 | 12,214 | 10 | 21,114 | 11 | 24,084 | 13 | 4,470 | 7 | 1,114 | 9 | 4,808 | 23 | 1,423 | 2 | 2,386 |
| GENTRY | 23,646 | 41,348 | 44,733 | 7 | 8,102 | 3 | 5,024 | 8 | 10,479 | 6 | 12,887 | 7 | 1,118 | 8 | 1,532 | 3 | 921 | 10 | 197,372 | 3 | 969 |
| GREENE | 1,019,080 | 1,805,969 | 1,823,525 | 71 | 127,377 | 28 | 220,019 | 121 | 328,766 | 90 | 444,714 | 93 | 81,595 | 167 | 61,424 | 121 | 113,580 | 302 | 166,675 | 34 | 42,480 |
| Springfield | 945,207 | 1,644,519 | 1,628,147 | 59 | 85,441 | 27 | 194,147 | 103 | 306,380 | 78 | 392,422 | 81 | 72,000 | 163 | 54,201 | 114 | 100,225 | 278 | 5,890 | 29 | 39,946 |
| GRUNDY | 42,441 | 63,117 | 67,047 | 9 | 4,974 | 7 | 8,831 | 14 | 18,135 | 3 | 12,726 | 8 | 2,253 | 11 | 3,650 | 3 | 994 | 19 | 6,102 | 2 | 1,562 |
| Trenton | 40,103 | 60,429 | 64,292 | 9 | 3,996 | 6 | 8,565 | 12 | 17,588 | 3 | 12,341 | 6 | 2,185 | 11 | 3,656 | 3 | 819 | 16 | 2,711 | 2 | 1,514 |
| HARRISON | 48,528 | 87,527 | 92,067 | 6 | 4,265 | 4 | 11,108 | 8 | 16,978 | 5 | 17,476 | 12 | 13,386 | 10 | 2,354 | 3 | 2,644 | 7 | 10,074 | 2 | 2,146 |
| HENRY | 74,474 | 109,389 | 114,476 | 15 | 9,646 | 10 | 13,518 | 19 | 28,055 | 19 | 14,927 | 18 | 6,585 | 19 | 6,373 | 12 | 6,002 | 34 | 8,193 | 7 | 6,613 |
| Clinton | 57,512 | 84,773 | 89,245 | 10 | 5,384 | 6 | 11,102 | 10 | 24,741 | 9 | 8,278 | 6 | 4,893 | 15 | 5,234 | 10 | 4,929 | 23 | 0 | 5 | 5,431 |
| HICKORY | 7,988 | 14,914 | 17,638 | 2 | 979 | 0 | 2,129 | 4 | 3,957 | 1 | 3,348 | 5 | 1,733 | 1 | 595 | 1 | 505 | 11 | 1,437 | 2 | 410 |
| HOLT | 22,262 | 37,504 | 37,973 | 4 | 2,913 | 3 | 3,971 | 9 | 4,468 | 5 | 13,006 | 7 | 7,666 | 0 | 1,109 | 1 | 946 | 10 | 2,196 | 1 | 766 |
| HOWARD | 21,000 | 33,186 | 36,367 | 4 | 2,234 | 3 | 1,116 | 7 | 9,653 | 7 | 3,995 | 9 | 3,882 | 2 | 1,225 | 2 | 1,045 | 7 | 14,976 | 3 | 1,718 |
| HOWELL | 123,894 | 233,961 | 235,588 | 12 | 16,613 | 13 | 28,190 | 25 | 57,145 | 28 | 58,942 | 18 | 11,674 | 27 | 7,669 | 12 | 8,761 | 43 | 9,550 | 11 | 7,363 |
| West Plains | 85,803 | 158,789 | 161,156 | 6 | 7,470 | 6 | 25,739 | 15 | 40,264 | 16 | 29,871 | 10 | 8,344 | 21 | 6,192 | 11 | 7,397 | 30 | 2,491 | 7 | 4,748 |
| IRON | 31,212 | 43,635 | 47,078 | 6 | 3,810 | 5 | 2,290 | 13 | 14,019 | 8 | 12,696 | 9 | 2,472 | 2 | 1,585 | 3 | 1,910 | 11 | 639,543 | 2 | 1,097 |
| JACKSON | 3,424,679 | 5,266,131 | 5,421,372 | 173 | 246,081 | 71 | 688,263 | 410 | 900,747 | 234 | 1,376,569 | 304 | 318,685 | 386 | 287,520 | 256 | 233,945 | 979 | 53,250 | 123 | 165,359 |
| Blue Springs | 135,706 | 498,160 | 513,612 | 9 | 37,211 | 3 | 48,334 | 16 | 107,897 | 17 | 130,050 | 14 | 29,483 | 7 | 10,274 | 11 | 16,645 | 43 | 108,822 | 6 | 10,278 |
| Independence | 517,057 | 952,763 | 982,947 | 32 | 43,584 | 12 | 139,562 | 70 | 193,053 | 59 | 281,011 | 47 | 56,650 | 84 | 7,526 | 51 | 6,124 | 151 | 370,621 | 20 | 31,998 |
| Kansas City | 1,822,589 | 3,160,698 | 3,252,113 | 86 | 107,921 | 37 | 397,521 | 265 | 443,542 | 108 | 520,910 | 190 | 184,676 | 263 | 223,237 | 163 | 123,930 | 665 | 78,031 | 75 | 91,603 |
| JASPER | 487,940 | 790,592 | 798,895 | 38 | 43,168 | 19 | 96,391 | 74 | 146,143 | 64 | 211,243 | 51 | 44,363 | 68 | 47,673 | 48 | 34,901 | 146 | 7,958 | 21 | 22,128 |
| Carthage | 67,481 | 109,138 | 112,219 | 7 | 4,111 | 3 | 12,045 | 11 | 34,062 | 16 | 16,184 | 10 | 9,684 | 9 | 9,086 | 7 | 1,411 | 22 | 51,710 | 5 | 1,427 |
| Joplin | 355,501 | 564,311 | 570,585 | 21 | 28,469 | 14 | 80,241 | 41 | 96,380 | 38 | 139,313 | 27 | 29,153 | 50 | 31,441 | 32 | 23,016 | 91 | 48,533 | 10 | 18,422 |
| JEFFERSON | 429,029 | 803,159 | 810,096 | 36 | 48,567 | 11 | 89,293 | 75 | 225,032 | 64 | 159,080 | 73 | 83,829 | 33 | 17,589 | 35 | 23,641 | 103 | 9,762 | 20 | 17,154 |
| Crystal City | 57,894 | 94,109 | 95,814 | 2 | 4,728 | 2 | 8,694 | 5 | 21,515 | 14 | 24,581 | 6 | 6,178 | 10 | 4,397 | 5 | 1,161 | 17 | 1,950 | 2 | 1,670 |
| Festus | 50,151 | 84,766 | 86,237 | 2 | 4,574 | 1 | 8,410 | 7 | 25,488 | 3 | 14,982 | 6 | 8,296 | 7 | 2,572 | 7 | 4,411 | 7 | 23,026 | 3 | 1,616 |
| JOHNSON | 104,373 | 185,027 | 186,006 | 10 | 13,917 | 7 | 22,443 | 20 | 41,893 | 14 | 43,449 | 31 | 11,517 | 13 | 3,695 | 13 | 6,593 | 40 | 19,870 | 6 | 5,517 |
| Warrensburg | 75,065 | 133,689 | 137,751 | 4 | 4,060 | 3 | 18,525 | 9 | 31,176 | 9 | 28,726 | 15 | 10,108 | 12 | 3,050 | 12 | 5,441 | 24 | 701 | 4 | 4,554 |
| KNOX | 11,292 | 17,003 | 18,347 | 3 | 1,960 | 5 | 1,487 | 4 | 3,383 | 3 | 3,483 | 3 | 1,388 | 2 | 618 | 2 | 525 | 6 | 16,377 | 2 | 427 |
| LACLEDE | 112,281 | 225,977 | 233,981 | 12 | 22,175 | 7 | 28,232 | 19 | 42,658 | 15 | 41,867 | 25 | 28,030 | 17 | 6,810 | 10 | 5,738 | 36 | 13,460 | 6 | 3,293 |
| Lebanon | 101,980 | 203,627 | 208,777 | 11 | 17,084 | 5 | 21,751 | 13 | 42,241 | 14 | 32,257 | 20 | 27,756 | 16 | 6,743 | 8 | 4,421 | 31 | 13,393 | 6 | 3,220 |
| LAFAYETTE | 86,076 | 140,561 | 142,449 | 14 | 10,004 | 11 | 12,203 | 25 | 36,078 | 21 | 38,795 | 18 | 8,463 | 10 | 2,950 | 13 | 4,492 | 47 | 4,056 | 11 | 4,435 |
| Lexington | 24,102 | 36,098 | 39,352 | 3 | 2,417 | 4 | 2,949 | 4 | 11,745 | 5 | 8,756 | 2 | 2,045 | 5 | 1,746 | 3 | 1,085 | 17 | 11,246 | 2 | 1,072 |
| LAWRENCE | 80,331 | 151,794 | 153,240 | 13 | 14,167 | 6 | 18,489 | 26 | 41,719 | 13 | 49,692 | 15 | 5,866 | 10 | 2,678 | 10 | 4,857 | 33 | 2,486 | 7 | 3,551 |
| LEWIS | 33,513 | 55,781 | 56,825 | 6 | 5,926 | 3 | 6,857 | 10 | 11,354 | 8 | 19,990 | 9 | 3,739 | 3 | 1,914 | 2 | 1,633 | 13 | 7,143 | 1 | 1,323 |
| LINCOLN | 63,608 | 118,606 | 119,222 | 9 | 8,271 | 5 | 14,384 | 19 | 30,562 | 13 | 34,567 | 19 | 9,317 | 7 | 944 | 4 | 2,608 | 21 | 4,681 | 4 | 3,790 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LINN | 58,515 | 84,610 | 85,375 | 12 | 6,546 | 7 | 12,294 | 13 | 19,400 | 9 | 15,252 | 13 | 7,931 | 13 | 1,631 | 9 | 4,211 | 22 | 3,550 | 4 | 2,865 |
| Brookfield | 40,902 | 58,580 | 59,694 | 5 | 1,622 | 3 | 9,367 | 7 | 14,781 | 5 | 6,920 | 8 | 6,757 | 10 | 1,242 | 6 | 2,958 | 14 | 7,150 | 2 | 2,183 |
| LIVINGSTON | 75,419 | 110,970 | 115,097 | 9 | 11,993 | 7 | 14,009 | 12 | 24,939 | 12 | 24,925 | 17 | 11,060 | 18 | 5,191 | 12 | 6,210 | 26 | 6,902 | 3 | 2,704 |
| Chillicothe | 71,495 | 103,863 | 108,812 | 8 | 11,291 | 5 | 13,189 | 11 | 23,480 | 11 | 23,465 | 13 | 10,413 | 17 | 5,124 | 12 | 4,986 | 24 | 2,006 | 3 | 2,547 |
| MCDONALD | 40,197 | 80,016 | 84,369 | 8 | 9,251 | 4 | 10,179 | 12 | 21,112 | 8 | 11,384 | 8 | 4,882 | 0 | 2,843 | 2 | 2,424 | 16 | 6,279 | 3 | 1,964 |
| MACON | 45,213 | 82,150 | 86,556 | 12 | 10,453 | 4 | 6,992 | 12 | 21,657 | 8 | 19,455 | 12 | 4,915 | 9 | 3,228 | 6 | 2,864 | 22 | 5,377 | 4 | 2,548 |
| Macon | 36,334 | 66,119 | 70,124 | 6 | 4,667 | 3 | 6,570 | 4 | 20,566 | 5 | 13,462 | 7 | 3,350 | 8 | 3,227 | 5 | 2,692 | 17 | 4,944 | 3 | 2,395 |
| MADISON | 30,499 | 62,285 | 62,814 | 6 | 3,908 | 3 | 7,579 | 11 | 15,403 | 4 | 6,187 | 9 | 8,108 | 5 | 720 | 3 | 2,368 | 17 | 1,604 | 2 | 1,462 |
| MARIES | 11,908 | 23,322 | 23,955 | 2 | 1,329 | 3 | 2,890 | 6 | 5,511 | 6 | 4,547 | 5 | 1,812 | 0 | 806 | 0 | 689 | 6 | 18,700 | 0 | 557 |
| MARION | 136,916 | 223,443 | 224,383 | 16 | 20,787 | 8 | 23,587 | 26 | 55,826 | 19 | 56,706 | 23 | 17,602 | 25 | 7,866 | 11 | 6,604 | 51 | 10,418 | 6 | 5,984 |
| Hannibal | 54,218 | 88,104 | 89,005 | 10 | 8,533 | 5 | 0 | 19 | 34,816 | 12 | 20,675 | 14 | 10,065 | 21 | 4,436 | 6 | 0 | 37 | 722 | 3 | 0 |
| MERCER | 9,885 | 14,759 | 17,479 | 5 | 1,586 | 0 | 1,981 | 5 | 5,164 | 2 | 3,119 | 3 | 2,499 | 1 | 553 | 2 | 474 | 9 | 19,111 | 2 | 383 |
| MILLER | 77,588 | 141,315 | 147,201 | 10 | 12,870 | 5 | 17,760 | 17 | 27,328 | 10 | 33,816 | 14 | 7,141 | 15 | 3,294 | 11 | 5,052 | 44 | 1,660 | 2 | 3,430 |
| MISSISSIPPI | 49,699 | 76,084 | 80,338 | 9 | 6,507 | 6 | 11,241 | 19 | 14,830 | 12 | 21,031 | 15 | 10,198 | 6 | 2,140 | 3 | 1,167 | 17 | 2,790 | 6 | 2,479 |
| MONITEAU | 38,191 | 75,815 | 76,813 | 8 | 5,459 | 1 | 8,686 | 9 | 15,633 | 14 | 32,677 | 7 | 2,796 | 9 | 2,446 | 5 | 1,367 | 12 | 1,847 | 3 | 1,231 |
| MONROE | 21,931 | 37,067 | 37,500 | 7 | 5,053 | 3 | 4,524 | 11 | 11,403 | 3 | 7,117 | 10 | 3,464 | 7 | 908 | 4 | 1,211 | 13 | 4,818 | 2 | 874 |
| MONTGOMERY | 33,149 | 57,226 | 61,008 | 5 | 3,377 | 3 | 2,115 | 14 | 15,084 | 12 | 11,467 | 16 | 9,470 | 1 | 2,054 | 3 | 1,752 | 13 | 7,181 | 2 | 1,421 |
| MORGAN | 50,083 | 99,793 | 100,900 | 6 | 11,949 | 4 | 12,175 | 12 | 23,965 | 9 | 21,339 | 9 | 8,299 | 7 | 3,399 | 3 | 3,488 | 31 | 4,468 | 4 | 2,352 |
| NEW MADRID | 72,796 | 109,620 | 116,010 | 11 | 5,889 | 4 | 13,997 | 23 | 20,572 | 8 | 10,641 | 18 | 24,774 | 24 | 8,535 | 9 | 5,117 | 21 | 21,439 | 8 | 4,434 |
| NEWTON | 133,809 | 266,453 | 267,349 | 10 | 18,930 | 6 | 32,258 | 27 | 67,052 | 25 | 71,147 | 22 | 26,037 | 10 | 5,828 | 12 | 9,139 | 42 | 5,394 | 5 | 3,336 |
| Neosho | 78,580 | 157,736 | 158,222 | 8 | 13,375 | 3 | 22,793 | 8 | 37,777 | 16 | 45,630 | 7 | 12,091 | 9 | 4,118 | 7 | 5,293 | 24 | 12,538 | 3 | 2,357 |
| NODAWAY | 71,977 | 120,377 | 120,441 | 17 | 9,800 | 7 | 10,216 | 13 | 28,753 | 14 | 22,147 | 14 | 10,580 | 16 | 6,689 | 6 | 2,722 | 30 | 10,874 | 5 | 2,253 |
| Maryville | 54,702 | 91,115 | 91,180 | 12 | 4,494 | 5 | 7,314 | 6 | 28,585 | 11 | 15,854 | 4 | 3,338 | 15 | 4,788 | 5 | 2,203 | 22 | 0 | 4 | 2,235 |
| OREGON | 29,474 | 48,289 | 51,848 | 4 | 7,378 | 7 | 905 | 7 | 12,310 | 6 | 9,840 | 8 | 4,143 | 4 | 1,016 | 2 | 1,491 | 9 | 1,861 | 2 | 1,208 |
| OSAGE | 28,335 | 59,923 | 63,773 | 7 | 4,635 | 3 | 6,716 | 7 | 7,155 | 5 | 32,346 | 6 | 3,116 | 1 | 1,875 | 3 | 1,600 | 12 | 1,507 | 0 | 1,296 |
| OZARK | 17,624 | 36,909 | 37,128 | 4 | 4,568 | 3 | 315 | 7 | 8,420 | 6 | 10,909 | 4 | 2,810 | 3 | 1,249 | 1 | 1,066 | 6 | 4,058 | 1 | 865 |
| PEMISCOT | 56,722 | 82,742 | 84,887 | 7 | 4,225 | 5 | 9,614 | 23 | 24,792 | 13 | 9,298 | 13 | 9,889 | 11 | 1,700 | 9 | 2,776 | 20 | 9,700 | 4 | 2,200 |
| PERRY | 55,578 | 96,071 | 97,397 | 9 | 8,087 | 6 | 11,753 | 8 | 12,107 | 8 | 14,206 | 16 | 12,078 | 4 | 958 | 8 | 2,978 | 23 | 24,935 | 4 | 2,664 |
| PETTIS | 165,780 | 276,818 | 280,230 | 27 | 29,095 | 9 | 32,177 | 22 | 54,156 | 28 | 84,772 | 23 | 13,970 | 18 | 11,855 | 22 | 11,782 | 58 | 22,237 | 7 | 7,677 |
| Sedalia | 154,835 | 254,546 | 256,630 | 24 | 21,115 | 9 | 31,249 | 19 | 53,490 | 24 | 59,466 | 20 | 13,798 | 17 | 11,709 | 19 | 8,204 | 49 | 27,707 | 7 | 7,495 |
| PHELPS | 170,215 | 298,907 | 299,988 | 13 | 28,795 | 4 | 29,608 | 20 | 57,668 | 24 | 73,649 | 29 | 21,581 | 26 | 16,452 | 18 | 9,363 | 47 | 23,449 | 6 | 5,660 |
| Rolla | 142,224 | 245,866 | 246,387 | 7 | 16,698 | 3 | 25,965 | 11 | 46,433 | 17 | 51,646 | 18 | 17,807 | 22 | 14,477 | 15 | 8,210 | 39 | 4,703 | 4 | 4,964 |
| PIKE | 55,806 | 80,969 | 82,000 | 10 | 5,878 | 7 | 9,882 | 17 | 20,893 | 9 | 13,921 | 16 | 9,593 | 10 | 2,729 | 5 | 1,283 | 22 | 40,902 | 4 | 3,209 |
| PLATTE | 130,509 | 251,916 | 252,841 | 14 | 26,337 | 3 | 30,507 | 23 | 62,356 | 9 | 27,797 | 26 | 25,436 | 7 | 4,262 | 11 | 4,719 | 53 | 8,281 | 11 | 9,674 |
| POLK | 63,354 | 122,810 | 128,233 | 8 | 7,777 | 9 | 18,351 | 13 | 26,112 | 12 | 39,600 | 9 | 9,702 | 11 | 3,538 | 4 | 1,769 | 17 | 17,969 | 4 | 3,289 |
| PULASKI | 92,950 | 151,737 | 157,884 | 12 | 10,375 | 4 | 19,050 | 15 | 26,910 | 23 | 39,857 | 29 | 11,669 | 11 | 2,264 | 7 | 3,642 | 48 | 2,521 | 5 | 3,051 |
| Waynesville | 28,936 | 42,944 | 46,369 | 3 | 1,553 | 1 | 4,960 | 5 | 4,827 | 8 | 14,118 | 8 | 9,265 | 6 | 1,255 | 1 | 948 | 13 | 863 | 2 | 795 |
| PUTNAM | 15,513 | 23,578 | 24,240 | 3 | 1,363 | 3 | 2,925 | 5 | 7,080 | 4 | 4,990 | 3 | 1,834 | 6 | 662 | 0 | 696 | 8 | 624 | 1 | 565 |
| RALLS | 11,625 | 19,570 | 20,350 | 1 | 1,127 | 1 | 2,455 | 8 | 6,709 | 4 | 3,863 | 4 | 1,238 | 1 | 685 | 2 | 584 | 6 | 9,921 | 0 | 475 |
| RANDOLPH | 108,276 | 159,304 | 165,640 | 18 | 15,401 | 3 | 19,985 | 13 | 33,906 | 15 | 47,067 | 15 | 8,992 | 17 | 7,326 | 14 | 6,624 | 30 | 9,276 | 7 | 3,157 |
| Moberly | 99,518 | 145,474 | 151,464 | 14 | 12,844 | 3 | 16,668 | 9 | 33,745 | 14 | 39,254 | 9 | 8,949 | 16 | 7,291 | 13 | 5,524 | 26 | 5,888 | 7 | 3,128 |
| RAY | 53,140 | 98,034 | 102,837 | 7 | 9,992 | 2 | 12,408 | 6 | 19,902 | 8 | 12,174 | 12 | 15,400 | 11 | 3,080 | 6 | 2,539 | 20 | 4,373 | 6 | 3,621 |
| Richmond | 39,785 | 72,183 | 76,340 | 4 | 7,327 | 2 | 9,098 | 2 | 14,594 | 6 | 8,926 | 6 | 11,293 | 10 | 3,056 | 5 | 1,861 | 14 | 610 | 4 | 2,656 |
| REYNOLDS | 17,078 | 23,848 | 26,796 | 3 | 1,487 | 2 | 3,234 | 10 | 8,760 | 5 | 5,540 | 3 | 2,027 | 0 | 903 | 1 | 770 | 6 | 1,542 | 2 | 625 |
| RIPLEY | 31,452 | 55,186 | 58,917 | 3 | 3,268 | [illegible] | 7,110 | 12 | 17,210 | 6 | 14,778 | 4 | 3,994 | 5 | 429 | 1 | 1,693 | 8 | 0 | 3 | 1,695 |
| ST. CHARLES | 664,725 | 1,429,194 | 1,429,321 | 82 | 119,777 | 18 | 183,862 | 74 | 282,697 | 60 | 348,761 | 93 | 154,915 | 61 | 57,691 | 64 | 56,117 | 144 | 2,618 | 22 | 28,234 |
| ST. CLAIR | 24,952 | 36,274 | 39,532 | 5 | 2,743 | 2 | 4,770 | 7 | 6,120 | 7 | 10,637 | 7 | 6,015 | 1 | 1,331 | 2 | 1,138 | 10 | 9,593 | 1 | 921 |
| STE. GENEVIEVE | 41,869 | 73,859 | 75,707 | 4 | 2,234 | 4 | 2,623 | 14 | 15,472 | 8 | 19,287 | 12 | 10,021 | 1 | 2,549 | 8 | 2,545 | 23 | 19,563 | 3 | 1,972 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| ST. FRANCOIS | 172,754 | 299,023 | 300,851 | 17 | 20,634 | 9 | 36,301 | 33 | 64,311 | 28 | 68,157 | 37 | 28,796 | 15 | 7,120 | 15 | 12,830 | 48 | 5,012 | 12 | 8,373 |
| Flat River | 41,415 | 65,806 | 66,005 | 4 | 5,410 | 3 | 9,705 | 5 | 14,590 | 6 | 7,207 | 8 | 4,217 | 6 | 3,674 | 7 | 4,772 | 9 | 824,810 | 3 | 2,619 |
| ST. LOUIS | 5,451,674 | 8,997,233 | 9,224,647 | 213 | 442,203 | 106 | 1,422,823 | 570 | 1,720,589 | 333 | 2,338,168 | 533 | 568,706 | 624 | 527,818 | 487 | 546,112 | ,234 | 9,324 | 198 | 278,433 |
| SALINE | 91,828 | 139,998 | 145,851 | 13 | 10,477 | 10 | 21,889 | 22 | 28,653 | 14 | 30,963 | 20 | 8,409 | 16 | 5,036 | 9 | 4,884 | 34 | 8,163 | 6 | 11,001 |
| Marshall | 69,434 | 108,584 | 113,651 | 8 | 6,261 | 6 | 21,685 | 10 | 23,154 | 9 | 16,936 | 8 | 6,638 | 13 | 4,307 | 8 | 4,177 | 25 | 1,072 | 5 | 9,408 |
| SCHUYLER | 12,720 | 20,130 | 20,634 | 2 | 1,144 | 0 | 2,490 | 5 | 2,820 | 2 | 3,916 | 8 | 2,961 | 3 | 695 | 1 | 593 | 5 | 1,954 | 0 | 480 |
| SCOTLAND | 16,734 | 27,745 | 28,439 | 3 | 3,189 | 3 | 1,547 | 4 | 5,244 | 2 | 5,399 | 8 | 3,330 | 5 | 2,106 | 2 | 817 | 7 | 24,617 | 1 | 662 |
| SCOTT | 163,739 | 276,185 | 283,094 | 22 | 32,546 | 10 | 42,582 | 40 | 57,427 | 16 | 67,169 | 30 | 15,515 | 17 | 5,857 | 16 | 11,238 | 59 | 19,154 | 13 | 6,653 |
| Sikeston | 126,871 | 212,366 | 218,678 | 12 | 17,874 | 7 | 34,686 | 20 | 46,779 | 14 | 54,714 | 11 | 10,161 | 15 | 4,772 | 12 | 9,154 | 38 | 759 | 7 | 5,281 |
| SHANNON | 9,807 | 14,435 | 14,916 | 2 | 828 | 1 | 1,799 | 7 | 6,157 | 5 | 888 | 2 | 1,128 | 1 | 503 | 0 | 430 | 6 | 1,478 | 1 | 347 |
| SHELBY | 16,028 | 26,232 | 27,008 | 4 | 1,499 | 3 | 1,505 | 7 | 7,044 | 1 | 5,126 | 9 | 3,413 | 3 | 986 | 1 | 776 | 8 | 13,005 | 2 | 630 |
| STODDARD | 96,246 | 175,030 | 179,528 | 16 | 11,808 | 10 | 18,489 | 28 | 31,366 | 18 | 64,840 | 24 | 12,468 | 15 | 4,111 | 10 | 5,656 | 41 | 9,224 | 7 | 5,231 |
| Dexter | 70,802 | 125,531 | 128,791 | 6 | 4,638 | 5 | 15,081 | 15 | 23,795 | 12 | 43,032 | 11 | 11,364 | 13 | 3,353 | 7 | 3,754 | 24 | 5,587 | 3 | 4,267 |
| STONE | 31,175 | 66,272 | 68,050 | 7 | 11,022 | 6 | 1,797 | 12 | 19,400 | 9 | 11,594 | 6 | 2,774 | 7 | 878 | 4 | 1,110 | 24 | 406 | 2 | 1,584 |
| SULLIVAN | 11,338 | 16,800 | 17,340 | 4 | 1,613 | 4 | 909 | 4 | 4,016 | 3 | 3,292 | 6 | 1,010 | 3 | 147 | 3 | 486 | 8 | 38,685 | 1 | 405 |
| TANEY | 101,256 | 201,400 | 208,789 | 10 | 16,387 | 9 | 25,190 | 21 | 39,457 | 20 | 28,277 | 18 | 9,715 | 16 | 5,040 | 7 | 4,345 | 75 | 6,095 | 9 | 6,049 |
| TEXAS | 71,986 | 126,540 | 132,056 | 11 | 18,227 | 8 | 9,763 | 18 | 28,119 | 16 | 42,608 | 15 | 6,900 | 11 | 1,482 | 6 | 1,420 | 28 | 9,804 | 5 | 2,816 |
| VERNON | 55,087 | 97,327 | 102,113 | 5 | 6,635 | 4 | 12,320 | 11 | 15,845 | 8 | 25,279 | 13 | 5,505 | 15 | 3,614 | 11 | 7,057 | 34 | 8,397 | 2 | 2,380 |
| Nevada | 50,783 | 88,852 | 91,310 | 4 | 5,749 | 4 | 10,674 | 10 | 13,727 | 8 | 21,901 | 9 | 5,368 | 14 | 3,525 | 10 | 6,115 | 25 | 9,709 | 2 | 2,061 |
| WARREN | 36,832 | 79,680 | 81,908 | 6 | 8,533 | 3 | 9,884 | 10 | 21,365 | 7 | 14,573 | 7 | 6,381 | 2 | 2,757 | 3 | 2,133 | 18 | 3,840 | 2 | 1,907 |
| WASHINGTON | 42,857 | 80,698 | 82,952 | 4 | 6,980 | 6 | 11,748 | 9 | 20,153 | 12 | 16,247 | 14 | 6,228 | 1 | 2,793 | 2 | 2,384 | 12 | 2,336 | 3 | 1,684 |
| WAYNE | 23,759 | 51,570 | 53,095 | 5 | 6,080 | 4 | 2,375 | 9 | 16,426 | 4 | 12,706 | 6 | 1,255 | 6 | 715 | 2 | 1,525 | 13 | 6,809 | 2 | 1,237 |
| WEBSTER | 46,489 | 86,963 | 89,373 | 10 | 4,595 | 4 | 10,785 | 10 | 18,222 | 7 | 14,490 | 14 | 12,089 | 10 | 1,493 | 3 | 1,503 | 19 | 811 | 3 | 2,334 |
| WORTH | 7,021 | 13,123 | 13,451 | 5 | 1,289 | 1 | 1,623 | 5 | 3,774 | 3 | 2,554 | 4 | 1,103 | 1 | 452 | 2 | 387 | 4 | 2,638 | 1 | 313 |
| WRIGHT | 33,570 | 56,569 | 58,219 | 7 | 3,069 | 8 | 11,463 | 10 | 15,520 | 8 | 8,783 | 6 | 1,149 | 6 | 1,099 | 2 | 1,672 | 15 | 0 | 2 | 1,357 |
| St.Louis (INDEPENDENT CITY) | 1,698,226 | 2,460,896 | 2,634,806 | 69 | 146,047 | 38 | 273,167 | 302 | 552,832 | 123 | 460,821 | 234 | 204,252 | 153 | 108,988 | 127 | 96,555 | 884 | 0 | 95 | 89,720 |

# MONTANA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| **STATE TOTALS**.................... | 3,955,199 | 5,995,853 | 6,101,085 |  | 508,614 |  | 660,292 |  | 1,256,159 |  | 1,437,891 |  | 391,508 |  | 289,051 |  | 309,337 |  | 637,807 |  | 203,160 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Billings, MT | 782,708 | 1,145,640 | 1,163,322 |  | 115,354 |  | 157,121 |  | 205,028 |  | 299,494 |  | 56,073 |  | 57,191 |  | 73,257 |  | 115,218 |  | 38,884 |
| Great Falls, MT | 452,936 | 679,194 | 689,779 |  | 40,744 |  | 88,480 |  | 117,331 |  | 193,413 |  | 35,813 |  | 35,410 |  | 48,794 |  | 71,126 |  | 27,776 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BEAVERHEAD | 36,284 | 54,625 | 55,706 | 7 | 4,992 | 1 | 10,012 | 8 | 11,307 | 6 | 13,796 | 5 | 2,459 | 8 | 2,618 | 4 | 760 | 23 | 5,394 | 2 | 1,584 |
| BIG HORN | 39,248 | 66,397 | 67,657 | 5 | 1,719 | 3 | 11,923 | 11 | 14,570 | 8 | 17,748 | 12 | 9,680 | 6 | 2,386 | 1 | 904 | 17 | 4,745 | 3 | 509 |
| BLAINE | 19,668 | 28,900 | 29,590 | 7 | 2,592 | 0 | 4,881 | 6 | 6,826 | 6 | 8,367 | 4 | 1,098 | 8 | 1,176 | 1 | 369 | 16 | 2,030 | 2 | 771 |
| BROADWATER | 10,483 | 17,862 | 18,384 | 2 | 944 | 1 | 3,243 | 3 | 4,686 | 0 | 2,626 | 4 | 2,605 | 0 | 253 | 0 | 246 | 12 | 2,352 | 1 | 513 |
| CARBON | 24,763 | 35,614 | 36,406 | 5 | 1,780 | 0 | 6,364 | 10 | 12,156 | 2 | 5,151 | 5 | 1,673 | 6 | 742 | 0 | 482 | 26 | 5,230 | 3 | 1,006 |
| CARTER | 4,005 | 6,692 | 7,044 | 1 | 413 | 1 | 1,417 | 1 | 1,834 | 0 | 1,148 | 1 | 466 | 1 | 111 | 0 | 107 | 6 | 617 | 1 | 224 |

• Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# MONTANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CASCADE | 452,936 | 679,194 | 689,779 | 26 | 40,744 | 11 | 88,480 | 54 | 117,331 | 10 | 193,413 | 45 | 35,813 | 47 | 35,410 | 48 | 48,794 | 172 | 71,126 | 13 | 27,776 |
| Great Falls | 384,799 | 572,536 | 581,498 | 23 | 37,496 | 8 | 81,425 | 47 | 117,339 | 34 | 115,322 | 42 | 32,957 | 43 | 32,587 | 47 | 44,903 | 145 | 59,594 | 12 | 27,529 |
| CHOUTEAU | 13,739 | 19,850 | 20,402 | 5 | 2,725 | 2 | 3,890 | 8 | 4,972 | 3 | 3,150 | 5 | 1,715 | 1 | 304 | 1 | 296 | 17 | 1,769 | 3 | 562 |
| | | | | | | | | | | | | | | | | | | | | | |
| CUSTER | 75,326 | 113,175 | 115,147 | 11 | 16,514 | 2 | 20,791 | 8 | 22,281 | 6 | 13,937 | 8 | 10,636 | 18 | 6,036 | 9 | 3,461 | 26 | 12,348 | 3 | 3,385 |
| Miles City | 73,491 | 110,464 | 112,395 | 11 | 14,449 | 2 | 14,886 | 8 | 22,261 | 6 | 11,859 | 8 | 10,627 | 18 | 6,031 | 8 | 2,479 | 24 | 8,841 | 3 | 3,382 |
| DANIELS | 8,371 | 12,612 | 13,054 | 3 | 1,322 | 0 | 2,469 | 3 | 3,195 | 3 | 1,998 | 0 | 810 | 3 | 476 | 0 | 186 | 9 | 1,554 | 2 | 391 |
| DAWSON | 77,787 | 92,851 | 94,514 | 11 | 9,092 | 2 | 16,386 | 8 | 15,204 | 9 | 19,833 | 13 | 11,038 | 11 | 5,794 | 8 | 3,573 | 23 | 6,531 | 4 | 2,330 |
| DEER LODGE | 37,413 | 53,292 | 54,353 | 6 | 3,514 | 3 | 725 | 11 | 15,665 | 10 | 17,008 | 5 | 1,476 | 7 | 2,173 | 3 | 1,048 | 29 | 6,899 | 3 | 1,730 |
| Anaconda | 37,772 | 53,279 | 54,340 | 6 | 2,757 | 3 | 706 | 11 | 15,563 | 10 | 12,977 | 5 | 1,467 | 7 | 2,159 | 3 | 655 | 29 | 6,743 | 3 | 1,719 |
| FALLON | 19,848 | 27,497 | 28,165 | 6 | 2,444 | 3 | 2,260 | 6 | 9,780 | 4 | 6,853 | 1 | 1,862 | 4 | 443 | 2 | 429 | 9 | 2,306 | 3 | 1,303 |
| FERGUS | 49,874 | 66,384 | 67,644 | 7 | 4,707 | 1 | 11,425 | 11 | 15,339 | 11 | 14,996 | 7 | 2,728 | 13 | 4,712 | 6 | 3,000 | 28 | 5,399 | 3 | 1,961 |
| FLATHEAD | 271,075 | 476,371 | 483,869 | 31 | 43,218 | 6 | 16,092 | 50 | 133,588 | 41 | 107,096 | 22 | 16,527 | 35 | 22,892 | 32 | 24,709 | 134 | 54,305 | 11 | 16,305 |
| Kalispell | 169,955 | 284,043 | 288,615 | 21 | 19,934 | 4 | 10,037 | 27 | 92,296 | 28 | 56,743 | 12 | 9,864 | 21 | 15,885 | 19 | 13,506 | 51 | 24,595 | 6 | 12,920 |
| | | | | | | | | | | | | | | | | | | | | | |
| GALLATIN | 272,682 | 482,591 | 490,184 | 31 | 54,533 | 10 | 35,391 | 36 | 80,839 | 27 | 104,510 | 39 | 35,503 | 45 | 22,890 | 36 | 36,797 | 119 | 52,581 | 13 | 16,031 |
| Bozeman | 219,574 | 376,347 | 382,323 | 19 | 31,361 | 7 | 34,396 | 22 | 69,186 | 21 | 64,407 | 26 | 28,768 | 41 | 21,737 | 33 | 27,903 | 67 | 36,159 | 8 | 13,984 |
| GARFIELD | 2,747 | 4,323 | 4,639 | 1 | 271 | 1 | 934 | 1 | 1,207 | 0 | 755 | 0 | 306 | 0 | 72 | 0 | 70 | 4 | 718 | 1 | 147 |
| GLACIER | 49,454 | 67,643 | 68,922 | 8 | 9,666 | 7 | 3,915 | 14 | 14,532 | 8 | 15,498 | 14 | 6,354 | 13 | 4,951 | 5 | 1,714 | 30 | 5,818 | 2 | 2,192 |
| GOLDEN VALLEY | 969 | 1,850 | 2,128 | 0 | 114 | 0 | 388 | 2 | 500 | 0 | 313 | 0 | 128 | 0 | 32 | 0 | 30 | 4 | 457 | 0 | 62 |
| GRANITE | 7,333 | 11,613 | 12,040 | 1 | 705 | 0 | 2,423 | 4 | 2,123 | 1 | 1,959 | 5 | 2,339 | 1 | 189 | 0 | 182 | 10 | 1,349 | 1 | 383 |
| HILL | 93,629 | 130,611 | 132,848 | 12 | 14,190 | 5 | 10,860 | 16 | 26,839 | 12 | 28,938 | 7 | 6,932 | 23 | 9,401 | 6 | 4,402 | 39 | 12,330 | 5 | 8,010 |
| Havre | 85,151 | 118,851 | 120,909 | 9 | 7,841 | 4 | 10,845 | 15 | 26,800 | 7 | 19,420 | 6 | 6,922 | 22 | 9,388 | 6 | 3,589 | 33 | 10,841 | 5 | 7,998 |
| JEFFERSON | 8,439 | 16,812 | 17,318 | 2 | 939 | 2 | 3,222 | 8 | 5,154 | 1 | 2,608 | 5 | 1,252 | 2 | 251 | 1 | 245 | 10 | 2,274 | 2 | 509 |
| JUDITH BASIN | 4,495 | 6,896 | 7,251 | 2 | 401 | 0 | 1,371 | 2 | 1,777 | 2 | 1,111 | 5 | 697 | 0 | 107 | 0 | 105 | 6 | 1,105 | 0 | 218 |
| LAKE | 63,474 | 112,021 | 113,975 | 13 | 9,577 | 3 | 2,817 | 22 | 33,080 | 11 | 25,542 | 10 | 7,026 | 12 | 4,676 | 6 | 2,452 | 47 | 12,729 | 5 | 3,584 |
| | | | | | | | | | | | | | | | | | | | | | |
| LEWIS AND | 247,977 | 362,402 | 368,166 | 19 | 29,586 | 8 | 20,515 | 41 | 87,506 | 24 | 91,485 | 25 | 16,825 | 26 | 26,414 | 32 | 21,077 | 118 | 44,469 | 10 | 12,210 |
| Helena | 223,765 | 317,756 | 322,811 | 16 | 23,580 | 6 | 16,351 | 32 | 83,229 | 21 | 72,912 | 15 | 16,434 | 24 | 25,798 | 30 | 16,692 | 95 | 37,970 | 9 | 11,851 |
| LIBERTY | 7,286 | 11,733 | 12,162 | 0 | 712 | 0 | 2,447 | 3 | 3,485 | 2 | 1,981 | 1 | 804 | 1 | 191 | 0 | 186 | 4 | 818 | 2 | 387 |
| LINCOLN | 54,368 | 81,518 | 83,008 | 6 | 2,810 | 4 | 3,143 | 15 | 27,436 | 16 | 14,457 | 7 | 5,854 | 10 | 3,103 | 4 | 1,267 | 40 | 8,184 | 5 | 2,281 |
| MC CONE | 10,652 | 13,274 | 13,726 | 2 | 804 | 1 | 2,762 | 1 | 3,575 | 1 | 2,236 | 2 | 907 | 0 | 216 | 0 | 208 | 3 | 475 | 0 | 436 |
| MADISON | 14,986 | 24,423 | 25,045 | 5 | 3,136 | 0 | 4,407 | 4 | 5,704 | 2 | 3,568 | 6 | 1,981 | 2 | 345 | 0 | 333 | 31 | 3,622 | 4 | 696 |
| MEAGHER | 7,119 | 10,554 | 10,965 | 3 | 404 | 0 | 2,206 | 4 | 3,409 | 2 | 1,786 | 2 | 724 | 0 | 171 | 0 | 166 | 7 | 1,071 | 1 | 349 |
| MINERAL | 10,637 | 16,138 | 16,534 | 2 | 904 | 0 | 3,110 | 5 | 3,970 | 2 | 2,516 | 5 | 1,862 | 0 | 242 | 1 | 235 | 10 | 2,470 | 1 | 492 |
| MISSOULA | 430,909 | 703,111 | 714,059 | 29 | 36,690 | 10 | 72,727 | 62 | 131,596 | 36 | 190,657 | 48 | 53,059 | 58 | 36,011 | 44 | 41,360 | 168 | 72,356 | 11 | 20,345 |
| Missoula | 366,281 | 595,160 | 604,466 | 23 | 35,503 | 8 | 70,375 | 48 | 121,421 | 28 | 124,550 | 37 | 42,063 | 57 | 34,846 | 41 | 32,772 | 141 | 65,355 | 10 | 20,066 |
| | | | | | | | | | | | | | | | | | | | | | |
| MUSSELSHELL | 12,835 | 16,885 | 17,382 | 4 | 964 | 2 | 3,306 | 3 | 4,280 | 1 | 2,675 | 3 | 2,160 | 1 | 258 | 1 | 249 | 10 | 2,107 | 1 | 522 |
| PARK | 53,904 | 85,144 | 86,690 | 7 | 5,185 | 2 | 15,762 | 15 | 19,551 | 11 | 14,556 | 16 | 6,918 | 10 | 3,666 | 6 | 1,656 | 42 | 11,883 | 6 | 3,177 |
| PETROLEUM | 767 | 1,227 | 1,496 | 0 | 88 | 0 | 301 | 0 | 390 | 0 | 243 | 1 | 99 | 0 | 23 | 0 | 24 | 2 | 154 | 0 | 46 |
| PHILLIPS | 21,996 | 34,907 | 35,688 | 4 | 4,006 | 2 | 6,420 | 8 | 6,333 | 5 | 6,612 | 5 | 3,604 | 5 | 1,898 | 0 | 487 | 16 | 3,532 | 2 | 1,016 |
| PONDERA | 27,831 | 33,476 | 34,235 | 3 | 1,612 | 2 | 5,533 | 6 | 6,014 | 6 | 14,065 | 3 | 785 | 6 | 1,401 | 2 | 419 | 22 | 1,818 | 2 | 874 |
| POWDER RIVER | 5,520 | 7,554 | 7,919 | 1 | 464 | 0 | 1,593 | 0 | 2,062 | 2 | 1,289 | 1 | 524 | 2 | 125 | 0 | 122 | 6 | 979 | 1 | 252 |
| POWELL | 23,428 | 31,289 | 32,015 | 4 | 2,114 | 2 | 5,788 | 4 | 7,491 | 5 | 6,711 | 5 | 3,003 | 2 | 451 | 1 | 429 | 17 | 3,370 | 3 | 1,047 |
| PRAIRIE | 3,686 | 5,404 | 5,736 | 1 | 336 | 1 | 1,155 | 3 | 953 | 2 | 933 | 0 | 379 | 0 | 90 | 0 | 88 | 5 | 832 | 1 | 183 |
| RAVALLI | 53,781 | 89,700 | 91,315 | 13 | 9,045 | 4 | 2,329 | 14 | 22,735 | 9 | 16,593 | 8 | 6,249 | 10 | 5,341 | 7 | 1,997 | 50 | 11,183 | 4 | 2,863 |
| Hamilton | 27,783 | 43,116 | 44,022 | 6 | 2,925 | 3 | 1,135 | 5 | 11,080 | 6 | 8,086 | 4 | 5,450 | 9 | 2,603 | 4 | 1,247 | 18 | 3,774 | 1 | 1,395 |
| RICHLAND | 88,363 | 107,765 | 109,655 | 12 | 15,072 | 5 | 7,175 | 10 | 21,851 | 8 | 31,190 | 13 | 7,568 | 14 | 4,843 | 6 | 4,780 | 34 | 12,985 | 3 | 3,489 |
| ROOSEVELT | 57,212 | 83,637 | 85,160 | 9 | 6,416 | 2 | 14,769 | 12 | 12,090 | 6 | 23,969 | 9 | 10,221 | 8 | 3,293 | 1 | 1,119 | 31 | 7,714 | 4 | 1,315 |
| ROSEBUD | 40,656 | 49,285 | 50,285 | 5 | 3,234 | 2 | 8,270 | 8 | 14,077 | 6 | 12,619 | 4 | 2,060 | 3 | 645 | 1 | 626 | 19 | 4,931 | 1 | 1,308 |
| | | | | | | | | | | | | | | | | | | | | | |
| SANDERS | 17,204 | 24,933 | 25,562 | 4 | 2,249 | 2 | 5,143 | 11 | 9,850 | 5 | 903 | 3 | 1,689 | 1 | 401 | 0 | 391 | 19 | 3,076 | 3 | 1,471 |
| SHERIDAN | 24,683 | 32,890 | 33,640 | 8 | 4,621 | 0 | 5,110 | 9 | 6,511 | 2 | 4,135 | 4 | 1,678 | 9 | 2,120 | 4 | 2,500 | 21 | 4,475 | 2 | 808 |
| SILVER BOW | 182,373 | 256,113 | 260,260 | 16 | 16,856 | 7 | 20,982 | 34 | 61,948 | 17 | 52,087 | 27 | 18,084 | 24 | 8,183 | 21 | 18,186 | 101 | 31,462 | 9 | 12,151 |
| Butte | 179,515 | 255,836 | 259,979 | 16 | 13,215 | 7 | 20,408 | 34 | 61,948 | 17 | 39,712 | 27 | 18,084 | 24 | 8,183 | 21 | 14,804 | 100 | 30,721 | 9 | 12,122 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STILLWATER | 19,115 | 31,539 | 32,269 | 6 | 3,800 | 2 | 6,493 | 5 | 1,370 | 3 | 5,256 | 6 | 9,120 | 2 | 506 | 1 | 493 | 13 | 2,104 | 4 | 914 |
| SWEET GRASS | 11,390 | 17,312 | 17,825 | 4 | 2,529 | 1 | 3,057 | 3 | 3,958 | 1 | 2,474 | 4 | 2,820 | 2 | 239 | 1 | 233 | 7 | 1,142 | 2 | 483 |
| TETON | 16,547 | 25,215 | 25,849 | 4 | 2,[illegible]77 | 1 | 5,202 | 8 | 5,576 | 4 | 4,210 | 3 | 1,650 | 3 | 406 | 1 | 395 | 14 | 1,845 | 2 | 823 |
| TOOLE | 21,612 | 24,494 | 25,117 | 4 | 1,628 | 1 | 4,589 | 7 | 5,133 | 2 | 3,714 | 8 | 2,647 | 6 | 1,260 | 1 | 349 | 29 | 3,814 | 2 | 726 |
| TREASURE | 661 | 1,049 | 1,315 | 1 | 75 | 0 | 264 | 1 | 342 | 0 | 214 | 1 | 88 | 0 | 21 | 0 | 20 | 2 | 135 | 0 | 43 |
| VALLEY | 48,700 | 63,806 | 65,027 | 8 | 7,101 | 5 | 3,303 | 13 | 12,548 | 5 | 13,974 | 14 | 9,006 | 6 | 1,615 | 3 | 2,040 | 29 | 5,717 | 6 | 1,425 |
| WHEATLAND | 6,530 | 9,589 | 9,985 | 3 | 526 | 1 | 1,900 | 5 | 2,577 | 2 | 1,538 | 3 | 1,378 | 2 | 149 | 1 | 144 | 2 | 977 | 1 | 300 |
| WIBAUX | 5,721 | 8,171 | 8,545 | 1 | 500 | 1 | 1,719 | 1 | 2,225 | 0 | 1,392 | 2 | 566 | 0 | 135 | 1 | 130 | 5 | 924 | 1 | 272 |
| YELLOWSTONE | 782,708 | 1,145,640 | 1,163,322 | 47 | 115,354 | 19 | 157,121 | 91 | 205,028 | 61 | 299,494 | 61 | 56,073 | 83 | 57,191 | 80 | 73,257 | 232 | 115,218 | 20 | 38,884 |
| Billings | 701,163 | 1,005,215 | 1,020,760 | 31 | 72,763 | 18 | 140,215 | 72 | 184,101 | 53 | 267,268 | 52 | 54,118 | 69 | 49,636 | 76 | 56,217 | 187 | 94,765 | 15 | 34,700 |

# NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**.................. | 6,995,482 | 10,822,348 | 11,380,067 | | 911,132 | | 1,282,116 | | 2,083,437 | | 2,750,451 | | 825,472 | | 540,533 | | 646,540 | | 1,104,947 | | 324,579 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Lincoln, NE | 923,287 | 1 422,118 | 1,496,986 | | 110,640 | | 208,215 | | 262,676 | | 339,822 | | 87,660 | | 80,747 | | 73,364 | | 169,198 | | 45,958 |
| Omaha, NE-IO | 2,919,090 | 4,595,478 | 4,826,755 | | 318,785 | | 630,746 | | 891,822 | | 1,163,451 | | 341,976 | | 222,610 | | 346,593 | | 512,407 | | 155,313 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 151,288 | 215,940 | 225,497 | 14 | 19,819 | 8 | 44,125 | 16 | 27,502 | 27 | 63,003 | 19 | 11,494 | 27 | 15,046 | 13 | 8,496 | 49 | 22,358 | 9 | 5,237 |
| Hastings | 144,955 | 206,325 | 215,557 | 12 | 18,897 | 8 | 43,729 | 14 | 26,222 | 24 | 60,072 | 17 | 10,959 | 26 | 15,030 | 13 | 6,982 | 40 | 19,971 | 9 | 5,231 |
| ANTELOPE | 28,943 | 42,952 | 45,310 | 9 | 5,393 | 2 | 1,981 | 7 | 5,300 | 5 | 20,772 | 10 | 5,093 | 4 | 709 | 5 | 789 | 19 | 2,769 | 3 | 1,131 |
| ARTHUR | 830 | 1,096 | 1,154 | 0 | 146 | 0 | 51 | 1 | 202 | 0 | 180 | 1 | 122 | 0 | 18 | 0 | 47 | 1 | 86 | 0 | 36 |
| BANNER | 892 | 1,491 | 1,549 | 0 | 195 | 0 | 69 | 0 | 272 | 0 | 241 | 0 | 163 | 0 | 24 | 0 | 65 | 0 | 116 | 0 | 49 |
| BLAINE | 1,770 | 2,285 | 2,305 | 1 | 292 | 0 | 101 | 0 | 405 | 2 | 360 | 0 | 243 | 0 | 37 | 0 | 97 | 1 | 174 | 0 | 72 |
| BOONE | 28,256 | 43,040 | 45,353 | 8 | 6,142 | 2 | 1,983 | 13 | 8,825 | 5 | 16,283 | 6 | 2,512 | 7 | 710 | 4 | 648 | 20 | 2,952 | 3 | 1,393 |
| BOX BUTTE | 53,126 | 106,556 | 111,658 | 7 | 8,094 | 2 | 4,881 | 11 | 32,972 | 10 | 25,852 | 7 | 4,409 | 13 | 6,319 | 9 | 2,786 | 18 | 9,736 | 7 | 4,454 |
| Alliance | 50,466 | 100,575 | 105,413 | 5 | 7,937 | 2 | 4,787 | 8 | 32,335 | 10 | 19,599 | 5 | 4,324 | 13 | 6,196 | 9 | 2,282 | 17 | 9,543 | 6 | 4,367 |
| BOYD | 5,889 | 8,480 | 9,026 | 4 | 1,433 | 2 | 396 | 6 | 2,508 | 2 | 1,408 | 4 | 768 | 2 | 142 | 1 | 374 | 10 | 634 | 0 | 278 |
| BROWN | 16,549 | 22,583 | 23,670 | 5 | 2,727 | 2 | 941 | 5 | 5,626 | 4 | 7,184 | 2 | 2,273 | 5 | 464 | 3 | 624 | 15 | 1,986 | 2 | 660 |
| BUFFALO | 190,260 | 286,581 | 301,548 | 24 | 22,979 | 8 | 24,226 | 25 | 56,426 | 24 | 81,392 | 33 | 23,111 | 27 | 18,705 | 25 | 16,167 | 73 | 36,018 | 6 | 4,440 |
| Kearney | 171,159 | 257,414 | 270,848 | 17 | 16,008 | 6 | 21,061 | 14 | 55,587 | 22 | 70,756 | 22 | 22,985 | 25 | 16,262 | 23 | 14,055 | 52 | 31,807 | 4 | 3,860 |
| BURT | 26,497 | 38,925 | 40,671 | 8 | 3,997 | 4 | 1,285 | 9 | 8,394 | 2 | 6,350 | 12 | 4,978 | 6 | 1,551 | 3 | 1,689 | 17 | 3,014 | 4 | 1,765 |
| BUTLER | 17,996 | 28,903 | 30,323 | 8 | 4,031 | 1 | 1,325 | 8 | 5,701 | 5 | 4,733 | 5 | 4,503 | 1 | 474 | 5 | 614 | 13 | 2,046 | 2 | 932 |
| CASS | 45,647 | 74,273 | 78,278 | 10 | 6,563 | 4 | 3,309 | 15 | 16,683 | 13 | 24,317 | 13 | 10,025 | 4 | 493 | 3 | 3,250 | 37 | 8,324 | 6 | 1,198 |
| CEDAR | 23,981 | 39,371 | 41,541 | 11 | 10,322 | 3 | 1,816 | 16 | 7,186 | 7 | 7,328 | 8 | 5,079 | 4 | 574 | 4 | 804 | 25 | 3,061 | 5 | 981 |
| CHASE | 21,408 | 34,118 | 36,012 | 3 | 1,535 | 1 | 1,439 | 7 | 9,527 | 6 | 15,427 | 5 | 1,553 | 5 | 718 | 3 | 1,365 | 8 | 1,641 | 3 | 1,009 |
| CHERRY | 31,172 | 38,843 | 40,985 | 6 | 2,657 | 3 | 1,792 | 8 | 8,624 | 7 | 9,954 | 8 | 3,475 | 7 | 1,855 | 4 | 1,778 | 12 | 2,227 | 2 | 1,259 |
| CHEYENNE | 80,571 | 131,338 | 138,343 | 5 | 4,303 | 4 | 6,048 | 11 | 16,256 | 11 | 19,854 | 17 | 6,248 | 8 | 3,724 | 4 | 1,844 | 22 | 5,566 | 4 | 4,247 |
| CLAY | 17,455 | 29,735 | 31,398 | 9 | 3,268 | 1 | 1,286 | 11 | 6,025 | 5 | 11,835 | 6 | 2,446 | 1 | 461 | 3 | 1,222 | 18 | 2,379 | 1 | 904 |
| COLFAX | 29,028 | 41,994 | 44,302 | 9 | 4,830 | 4 | 1,937 | 13 | 10,464 | 4 | 11,188 | 5 | 3,387 | 7 | 813 | 1 | 1,840 | 22 | 5,549 | 1 | 1,361 |
| CUMING | 39,685 | 57,087 | 60,188 | 8 | 4,341 | 4 | 978 | 14 | 12,105 | 6 | 22,118 | 10 | 7,408 | 10 | 2,723 | 6 | 847 | 24 | 4,005 | 3 | 1,847 |
| CUSTER | 52,379 | 79,253 | 83,520 | 14 | 7,486 | 6 | 7,850 | 14 | 14,302 | 11 | 22,656 | 13 | 7,274 | 10 | 3,350 | 8 | 1,959 | 24 | 4,173 | 6 | 3,503 |
| DAKOTA | 53,422 | 99,699 | 105,041 | 8 | 7,042 | 1 | 4,593 | 9 | 18,186 | 8 | 20,384 | 15 | 13,200 | 4 | 869 | 8 | 6,584 | 29 | 13,819 | 3 | 3,224 |
| DAWES | 43,559 | 63,754 | 67,206 | 8 | 4,756 | 3 | 2,938 | 9 | 15,649 | 11 | 19,964 | 6 | 2,866 | 10 | 3,675 | 2 | 2,788 | 25 | 7,080 | 5 | 1,865 |
| DAWSON | 107,769 | 139,876 | 147,330 | 19 | 15,977 | 8 | 8,771 | 17 | 25,431 | 18 | 36,008 | 16 | 16,263 | 20 | 5,469 | 10 | 4,613 | 42 | 10,447 | 9 | 4,567 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DEUEL | 20,270 | 29,893 | 31,565 | 3 | 1,529 | 0 | 1,226 | 3 | 4,922 | 2 | 4,379 | 8 | 12,087 | 2 | 440 | 1 | 1,164 | 10 | 3,378 | 1 | 861 |
| DIXON | 8,933 | 14,957 | 15,843 | 5 | 2,239 | 1 | 693 | 10 | 3,131 | 3 | 2,474 | 3 | 1,068 | 2 | 249 | 1 | 657 | 16 | 2,099 | 2 | 487 |
| DODGE | 179,084 | 245,504 | 258,511 | 22 | 17,794 | 9 | 25,190 | 28 | 49,247 | 22 | 86,946 | 21 | 13,948 | 28 | 8,969 | 18 | 8,350 | 77 | 25,821 | 11 | 8,160 |
| Fremont | 159,931 | 219,929 | 231,592 | 16 | 12,397 | 8 | 25,103 | 17 | 48,094 | 18 | 58,735 | 16 | 13,900 | 27 | 8,938 | 14 | 6,088 | 57 | 22,419 | 7 | 8,131 |
| DOUGLAS | 2,200,852 | 3,441,498 | 3,622,535 | 99 | 255,163 | 35 | 475,818 | 253 | 675,807 | 144 | 834,170 | 220 | 188,048 | 231 | 187,577 | 155 | 326,024 | 725 | 402,676 | 85 | 114,495 |
| Omaha | 1,987,853 | 2,962,437 | 3,118,287 | 85 | 180,877 | 33 | 459,169 | 219 | 609,473 | 128 | 519,436 | 190 | 173,549 | 212 | 168,974 | 138 | 246,700 | 644 | 335,552 | 77 | 107,645 |
| DUNDY | 7,547 | 13,511 | 14,121 | 1 | 1,788 | 1 | 618 | 4 | 2,478 | 3 | 2,205 | 2 | 1,491 | 3 | 715 | 0 | 586 | 2 | .1,059 | 2 | 434 |
| FILLMORE | 23,938 | 45,055 | 47,524 | 7 | 8,281 | 3 | 2,078 | 9 | 7,068 | 4 | 7,201 | 6 | 3,157 | 8 | 2,307 | 3 | 1,974 | 22 | 5,894 | 4 | 1,460 |
| FRANKLIN | 11,712 | 15,320 | 16,225 | 2 | 2,056 | 1 | 710 | 5 | 3,693 | 3 | 3,410 | 2 | 1,714 | 2 | 255 | 1 | 673 | 11 | 1,408 | 2 | 498 |
| FRONTIER | 7,695 | 12,254 | 12,998 | 2 | 1,647 | 0 | 567 | 4 | 2,028 | 2 | 2,028 | 1 | 1,374 | 0 | 204 | 0 | 539 | 3 | 452 | 1 | 398 |
| FURNAS | 20,675 | 34,495 | 36,409 | 6 | 2,550 | 3 | 603 | 7 | 8,193 | 10 | 14,810 | 8 | 1,636 | 3 | 570 | 4 | 1,349 | 16 | 2,375 | 4 | 1,462 |
| GAGE | 101,343 | 151,192 | 159,241 | 16 | 11,749 | 5 | 12,604 | 22 | 29,740 | 16 | 45,530 | 27 | 12,680 | 22 | 10,188 | 9 | 5,089 | 44 | 12,345 | 10 | 4,288 |
| Beatrice | 82,453 | 125,057 | 131,732 | 10 | 6,750 | 3 | 10,518 | 14 | 29,744 | 10 | 30,550 | 15 | 12,682 | 20 | 10,189 | 8 | 4,247 | 29 | 10,125 | 8 | 3,578 |
| GARDEN | 6,004 | 9,310 | 9,899 | 3 | 1,242 | 1 | 434 | 3 | 1,932 | 0 | 1,545 | 4 | 1,045 | 0 | 155 | 0 | 410 | 5 | 1,161 | 1 | 303 |
| GARFIELD | 10,282 | 13,872 | 14,701 | 3 | 2,510 | 0 | 642 | 4 | 3,188 | 2 | 2,297 | 3 | 3,423 | 2 | 231 | 1 | 611 | 3 | 170 | 1 | 451 |
| GOSPER | 2,818 | 4,760 | 5,110 | 1 | 646 | 0 | 223 | 4 | 1,114 | 0 | 799 | 1 | 539 | 0 | 79 | 0 | 211 | 3 | 1,073 | 0 | 157 |
| GRANT | 2,606 | 2,913 | 3,166 | 2 | 401 | 1 | 138 | 2 | 556 | 0 | 493 | 0 | 335 | 0 | 50 | 1 | 130 | 3 | 280 | 0 | 97 |
| GREELEY | 9,676 | 14,959 | 15,845 | 5 | 2,917 | 2 | 693 | 7 | 1,649 | 2 | 2,472 | 4 | 1,674 | 1 | 249 | 0 | 658 | 6 | 755 | 1 | 487 |
| HALL | 296,700 | 450,206 | 473,976 | 29 | 40,557 | 7 | 96,537 | 26 | 53,145 | 36 | 117,605 | 40 | 28,881 | 50 | 31,846 | 28 | 24,721 | 102 | 46,107 | 10 | 7,705 |
| Grand Island | 265,240 | 396,063 | 416,986 | 23 | 27,239 | 7 | 94,367 | 23 | 52,355 | 32 | 77,656 | 27 | 25,182 | 48 | 31,372 | 27 | 24,353 | 87 | 38,973 | 9 | 7,591 |
| HAMILTON | 26,511 | 40,015 | 42,219 | 7 | 4,388 | 6 | 3,522 | 6 | 7,408 | 6 | 12,805 | 8 | 4,402 | 3 | 660 | 3 | 1,754 | 9 | 2,375 | 5 | 2,624 |
| HARLAN | 14,766 | 21,081 | 22,289 | 6 | 3,527 | 1 | 974 | 8 | 3,453 | 4 | 6,839 | 7 | 1,655 | 6 | 856 | 2 | 925 | 13 | 1,862 | 1 | 685 |
| HAYES | 2,810 | 10,178 | 10,813 | 0 | 1,374 | 0 | 473 | 2 | 1,896 | 0 | 1,690 | 2 | 1,141 | 0 | 169 | 0 | 449 | 3 | 814 | 0 | 335 |
| HITCHCOCK | 5,390 | 9,173 | 9,755 | 1 | 1,235 | 0 | 425 | 6 | 2,291 | 2 | 1,523 | 0 | 1,031 | 0 | 153 | 0 | 404 | 10 | 732 | 1 | 299 |
| HOLT | 50,729 | 97,994 | 103,246 | 12 | 10,817 | 4 | 4,514 | 17 | 21,495 | 9 | 27,320 | 12 | 10,108 | 10 | 4,226 | 6 | 2,898 | 23 | 4,972 | 5 | 2,151 |
| HOOKER | 2,751 | 3,478 | 3,761 | 1 | 477 | 1 | 164 | 2 | 660 | 3 | 587 | 1 | 397 | 0 | 58 | 0 | 156 | 2 | 281 | 1 | 116 |
| HOWARD | 16,181 | 22,901 | 24,205 | 5 | 2,816 | 2 | 1,059 | 8 | 4,361 | 3 | 5,308 | 6 | 2,922 | 2 | 379 | 2 | 1,004 | 16 | 1,782 | 2 | 743 |
| JEFFERSON | 39,533 | 64,954 | 68,469 | 9 | 4,735 | 5 | 8,450 | 11 | 12,600 | 8 | 18,767 | 8 | 5,595 | 9 | 3,002 | 4 | 4,411 | 21 | 3,989 | 3 | 2,204 |
| JOHNSON | 14,473 | 24,040 | 25,404 | 4 | 2,987 | 4 | 1,110 | 4 | 2,248 | 2 | 3,967 | 7 | 6,108 | 3 | 395 | 1 | 1,055 | 10 | 1,793 | 2 | 781 |
| KEARNEY | 18,969 | 26,333 | 27,817 | 8 | 8,121 | 1 | 1,217 | 6 | 4,880 | 3 | 4,343 | 2 | 2,938 | 3 | 193 | 3 | 1,155 | 13 | 3,211 | 2 | 855 |
| KEITH | 67,742 | 103,795 | 109,352 | 9 | 10,869 | 6 | 6,197 | 6 | 19,187 | 9 | 33,858 | 19 | 20,727 | 13 | 3,408 | 4 | 4,539 | 22 | 7,060 | 3 | 1,334 |
| KEYA PAHA | 2,136 | 3,818 | 4,119 | 0 | 522 | 0 | 180 | 2 | 723 | 0 | 643 | 2 | 435 | 0 | 64 | 0 | 170 | 4 | 310 | 0 | 127 |
| KIMBALL | 24,344 | 35,232 | 37,184 | 2 | 4,710 | 2 | 1,625 | 5 | 8,583 | 5 | 10,337 | 8 | 2,427 | 3 | 582 | 2 | 1,542 | 11 | 3,263 | 2 | 1,141 |
| KNOX | 26,930 | 45,348 | 47,832 | 13 | 7,462 | 3 | 909 | 15 | 9,003 | 8 | 12,382 | 10 | 4,310 | 5 | 896 | 2 | 1,986 | 28 | 5,007 | 6 | 675 |
| LANCASTER | 923,287 | 1,422,118 | 1,496,986 | 69 | 110,640 | 29 | 208,215 | 111 | 262,676 | 71 | 339,822 | 119 | 87,660 | 115 | 80,747 | 92 | 73,364 | 290 | 169,198 | 48 | 45,958 |
| Lincoln | 896,014 | 1,391,617 | 1,464,881 | 66 | 86,012 | 28 | 208,216 | 103 | 262,676 | 70 | 307,346 | 106 | 87,660 | 113 | 80,747 | 91 | 66,353 | 272 | 159,088 | 47 | 41,566 |
| LINCOLN | 189,656 | 269,047 | 283,292 | 17 | 18,631 | 11 | 40,609 | 26 | 42,181 | 18 | 70,383 | 30 | 26,750 | 31 | 14,639 | 21 | 13,023 | 57 | 23,217 | 10 | 9,504 |
| North Platte | 179,832 | 256,003 | 269,562 | 11 | 12,184 | 11 | 40,209 | 21 | 41,765 | 17 | 62,500 | 22 | 26,486 | 29 | 13,000 | 20 | 10,764 | 51 | 22,364 | 9 | 8,440 |
| LOGAN | 810 | 1,274 | 1,441 | 1 | 182 | 1 | 63 | 1 | 254 | 0 | 224 | 1 | 153 | 0 | 23 | 0 | 60 | 2 | 109 | 0 | 44 |
| LOUP | 618 | 1,045 | 1,200 | 1 | 152 | 0 | 53 | 1 | 211 | 0 | 189 | 0 | 127 | 0 | 18 | 0 | 48 | 1 | 90 | 0 | 36 |
| MCPHERSON | 546 | 717 | 855 | 0 | 107 | 0 | 38 | | 150 | 0 | 134 | 2 | 91 | 0 | 13 | 0 | 36 | 0 | 64 | 0 | 26 |
| MADISON | 173,104 | 263,800 | 277,769 | 20 | 20,724 | 6 | 31,994 | 28 | 56,168 | 21 | 56,619 | 23 | 17,703 | 41 | 19,500 | 23 | 23,965 | 60 | 21,199 | 8 | 8,725 |
| Norfolk | 143,164 | 219,041 | 230,657 | 12 | 12,191 | 5 | 27,302 | 18 | 55,303 | 15 | 35,174 | 16 | 17,431 | 40 | 16,840 | 21 | 20,450 | 43 | 18,365 | 5 | 7,445 |
| MERRICK | 26,422 | 39,526 | 41,354 | 8 | 5,213 | 1 | 1,808 | 9 | 9,178 | 5 | 4,296 | 10 | 10,796 | 3 | 683 | 4 | 475 | 19 | 2,700 | 2 | 1,269 |
| MORRILL | 14,162 | 23,760 | 24,759 | 3 | 2,743 | 4 | 2,155 | 7 | 3,877 | 5 | 9,276 | 2 | 2,287 | 2 | 339 | 1 | 898 | 10 | 1,280 | 1 | 665 |
| NANCE | 7,079 | 10,360 | 10,655 | 4 | 1,965 | 1 | 465 | 5 | 3,502 | 2 | 1,663 | 5 | 764 | 3 | 205 | 1 | 442 | 12 | 1,220 | 2 | 327 |
| NEMAHA | 26,638 | 48,103 | 50,382 | 7 | 5,139 | 4 | 2,204 | 7 | 8,973 | 6 | 13,501 | 8 | 4,822 | 8 | 1,366 | 4 | 549 | 19 | 5,263 | 2 | 1,547 |
| NUCKOLLS | 24,481 | 44,431 | 46,517 | 4 | 5,892 | 3 | 2,033 | 8 | 10,319 | 3 | 7,263 | 7 | 5,982 | 7 | 2,408 | 4 | 1,932 | 13 | 2,405 | 2 | 1,428 |
| OTOE | 67,612 | 102,613 | 106,008 | 12 | 6,139 | 6 | 8,893 | 18 | 24,630 | 12 | 34,708 | 16 | 9,360 | 12 | 4,654 | 4 | 1,816 | 33 | 6,949 | 5 | 2,714 |
| Nebraska City | 51,731 | 78,263 | 81,378 | 7 | 3,297 | 4 | 6,169 | 10 | 22,484 | 8 | 24,074 | 11 | 9,068 | 10 | 3,229 | 3 | 1,260 | 23 | 5,650 | 3 | 1,883 |
| PAWNEE | 10,353 | 14,506 | 15,169 | 4 | 1,921 | 0 | 663 | 6 | 2,852 | 2 | 2,368 | 6 | 1,833 | 2 | 237 | 2 | 630 | 6 | 662 | 1 | 465 |
| PERKINS | 8,408 | 20,145 | 21,104 | 6 | 2,672 | 1 | 922 | 2 | 3,703 | 2 | 3,293 | 1 | 2,229 | 1 | 332 | 0 | 877 | 6 | 768 | 1 | 646 |
| PHELPS | 51,714 | 77,047 | 80,098 | 8 | 11,941 | 4 | 3,502 | 7 | 14,519 | 7 | 23,225 | 6 | 5,509 | 10 | 4,027 | 8 | 4,180 | 15 | 3,939 | 4 | 2,779 |
| Holdrege | 49,596 | 73,738 | 77,015 | 7 | 11,990 | 4 | 3,517 | 6 | 14,579 | 7 | 17,761 | 5 | 5,531 | 10 | 4,044 | 8 | 3,452 | 12 | 3,449 | 4 | 2,791 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| PIERCE | 24,357 | 50,720 | 53,287 | 6 | 4,510 | 1 | 2,330 | 10 | 6,934 | 7 | 16,692 | 11 | 12,043 | 3 | 323 | 4 | 1,022 | 19 | 4,737 | 3 | 507 |
| PLATTE | 128,042 | 181,635 | 188,184 | 16 | 14,259 | 6 | 19,651 | 24 | 36,956 | 14 | 43,465 | 17 | 9,413 | 27 | 13,805 | 17 | 8,317 | 63 | 20,327 | 5 | 3,642 |
| Columbus | 118,106 | 167,590 | 175,401 | 11 | 9,260 | 5 | 17,800 | 17 | 37,091 | 13 | 39,371 | 15 | 8,526 | 26 | 13,856 | 15 | 7,535 | 47 | 18,541 | 5 | 3,655 |
| POLK | 15,076 | 21,169 | 21,982 | 5 | 1,686 | 2 | 962 | 6 | 3,008 | 3 | 1,686 | 7 | 3,740 | 2 | 344 | 0 | 913 | 11 | 1,298 | 1 | 675 |
| RED WILLOW | 78,331 | 113,056 | 118,750 | 8 | 7,084 | 6 | 12,158 | 11 | 21,321 | 15 | 40,713 | 11 | 5,306 | 19 | 9,975 | 9 | 5,958 | 25 | 10,570 | 4 | 2,604 |
| McCook | 74,361 | 107,158 | 112,542 | 6 | 7,071 | 5 | 12,137 | 8 | 21,284 | 14 | 31,005 | 9 | 5,297 | 18 | 9,958 | 7 | 5,948 | 20 | 9,745 | 4 | 2,599 |
| RICHARDSON | 40,707 | 61,257 | 64,228 | 7 | 4,261 | 5 | 2,809 | 11 | 14,179 | 7 | 18,228 | 6 | 3,772 | 13 | 3,357 | 8 | 2,853 | 22 | 4,393 | 5 | 2,122 |
| Falls City | 31,815 | 48,581 | 50,885 | 6 | 3,409 | 3 | 2,248 | 6 | 11,346 | 6 | 14,584 | 3 | 3,019 | 11 | 2,686 | 6 | 2,283 | 14 | 3,009 | 4 | 1,699 |
| ROCK | 7,462 | 9,281 | 9,519 | 3 | 1,917 | 1 | 415 | 2 | 1,671 | 2 | 1,486 | 3 | 1,396 | 1 | 149 | 0 | 395 | 8 | 761 | 1 | 292 |
| SALINE | 43,401 | 61,406 | 64,384 | 9 | 3,874 | 6 | 6,837 | 13 | 11,892 | 7 | 7,281 | 10 | 6,373 | 4 | 1,007 | 2 | 2,673 | 31 | 5,994 | 5 | 2,853 |
| SARPY | 254,411 | 445,918 | 469,112 | 16 | 22,134 | 10 | 96,143 | 35 | 89,359 | 22 | 109,342 | 42 | 47,879 | 19 | 15,152 | 12 | 7,468 | 86 | 42,970 | 11 | 10,071 |
| SAUNDERS | 50,019 | 75,930 | 79,672 | 10 | 4,839 | 4 | 3,188 | 16 | 19,230 | 10 | 12,938 | 13 | 7,838 | 5 | 1,248 | 3 | 3,306 | 37 | 5,730 | 4 | 1,346 |
| SCOTTS BLUFF | 205,899 | 289,218 | 304,174 | 25 | 28,035 | 10 | 27,373 | 30 | 69,574 | 20 | 77,765 | 27 | 19,733 | 36 | 17,912 | 23 | 13,529 | 73 | 24,018 | 10 | 4,820 |
| Scotts Bluff | 155,991 | 211,946 | 222,839 | 13 | 14,273 | 6 | 22,427 | 16 | 58,855 | 13 | 52,486 | 11 | 14,040 | 27 | 14,764 | 19 | 11,085 | 37 | 13,161 | 5 | 2,466 |
| SEWARD | 50,661 | 80,735 | 84,730 | 8 | 6,723 | 5 | 8,060 | 10 | 14,267 | 8 | 19,814 | 13 | 10,610 | 6 | 2,708 | 6 | 5,199 | 25 | 7,560 | 6 | 2,540 |
| SHERIDAN | 33,577 | 55,232 | 57,886 | 7 | 3,975 | 2 | 2,531 | 13 | 13,282 | 4 | 10,884 | 7 | 4,302 | 9 | 4,166 | 2 | 2,403 | 17 | 4,567 | 4 | 2,123 |
| SHERMAN | 7,514 | 11,942 | 12,320 | 3 | 1,471 | 0 | 537 | 8 | 1,951 | 1 | 1,924 | 6 | 1,797 | 3 | 136 | 1 | 512 | 7 | 898 | 1 | 379 |
| SIOUX | 2,447 | 3,954 | 3,912 | 2 | 497 | 2 | 170 | 1 | 686 | 1 | 609 | 1 | 414 | 1 | 60 | 0 | 162 | 1 | 293 | 0 | 119 |
| STANTON | 5,359 | 10,679 | 10,990 | 3 | 1,392 | 1 | 482 | 2 | 1,928 | 1 | 1,716 | 1 | 1,161 | 0 | 172 | 0 | 456 | 10 | 2,957 | 0 | 338 |
| THAYER | 30,264 | 49,573 | 51,929 | 8 | 1,373 | 2 | 2,269 | 14 | 9,629 | 8 | 9,128 | 7 | 14,389 | 2 | 814 | 0 | 2,156 | 17 | 3,177 | 2 | 1,594 |
| THOMAS | 3,284 | 4,807 | 4,810 | 1 | 608 | 0 | 211 | 3 | 844 | 1 | 750 | 1 | 508 | 0 | 76 | 0 | 199 | 2 | 361 | 0 | 147 |
| THURSTON | 19,629 | 28,086 | 29,313 | 2 | 3,714 | 1 | 1,281 | 6 | 4,422 | 2 | 4,578 | 1 | 3,097 | 2 | 458 | 1 | 1,216 | 10 | 1,147 | 2 | 901 |
| VALLEY | 19,170 | 34,399 | 35,958 | 7 | 5,953 | 4 | 1,571 | 7 | 7,704 | 4 | 7,306 | 6 | 1,789 | 5 | 870 | 1 | 1,494 | 11 | 1,869 | 3 | 1,528 |
| WASHINGTON | 46,414 | 75,354 | 79,066 | 12 | 8,182 | 2 | 3,457 | 14 | 13,641 | 7 | 25,938 | 14 | 6,463 | 12 | 2,505 | 5 | 2,771 | 33 | 8,376 | 4 | 2,427 |
| WAYNE | 34,236 | 60,673 | 63,613 | 4 | 8,057 | 3 | 2,782 | 11 | 11,723 | 6 | 20,587 | 9 | 2,774 | 7 | 1,783 | 5 | 1,548 | 20 | 6,906 | 2 | 1,952 |
| WEBSTER | 10,371 | 16,998 | 17,642 | 3 | 2,877 | 0 | 771 | 4 | 3,095 | 4 | 2,753 | 5 | 2,010 | 5 | 914 | 4 | 1,004 | 11 | 1,489 | 3 | 542 |
| WHEELER | 859 | 3,044 | 2,954 | 0 | 375 | 0 | 129 | 1 | 518 | 0 | 460 | 0 | 313 | 0 | 47 | 0 | 120 | 3 | 219 | 0 | 94 |
| YORK | 67,330 | 102,578 | 107,721 | 10 | 13,833 | 7 | 8,669 | 6 | 21,182 | 10 | 29,918 | 12 | 6,094 | 13 | 5,312 | 9 | 1,687 | 28 | 10,603 | 7 | 2,607 |
| York | 59,790 | 91,552 | 96,115 | 8 | 13,758 | 6 | 8,621 | 5 | 21,066 | 7 | 22,223 | 8 | 3,719 | 12 | 5,283 | 8 | 1,395 | 19 | 8,240 | 6 | 2,593 |

# NEVADA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 5,343,074 | 9,006,668 | 10,209,153 | | 632,675 | | 1,154,866 | | 2,042,495 | | 2,364,064 | | 721,117 | | 487,346 | | 483,266 | | 1,069,617 | | 342,249 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Las Vegas, NV | 3,064,241 | 5,661,045 | 5,958,142 | | 348,522 | | 721,842 | | 1,180,070 | | 1,425,073 | | 362,841 | | 320,630 | | 320,590 | | 665,821 | | 209,980 |
| Reno, NV | 1,506,102 | 2,583,141 | 2,718,418 | | 171,421 | | 378,306 | | 500,197 | | 642,015 | | 175,450 | | 120,283 | | 121,478 | | 261,271 | | 78,385 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| CHURCHILL | 67,210 | 127,046 | 133,193 | 7 | 7,422 | 1 | 4,614 | 15 | 38,267 | 16 | 42,825 | 11 | 12,063 | 9 | 5,239 | 2 | 1,718 | 27 | 10,682 | 1 | 1,269 |
| Fallon | 63,150 | 119,858 | 125,628 | 5 | 7,246 | 1 | 4,504 | 12 | 37,970 | 16 | 32,989 | 10 | 11,777 | 8 | 5,115 | 1 | 1,678 | 26 | 10,429 | 1 | 1,239 |
| CLARK | 3,064,241 | 5,661,045 | 5,958,142 | 94 | 348,522 | 57 | 721,842 | 344 | 1,180,070 | 179 | 1,425,073 | 229 | 362,841 | 383 | 320,830 | 205 | 320,590 | 782 | 665,821 | 73 | 209,980 |
| Las Vegas | 1,249,531 | 1,922,380 | 2,022,917 | 35 | 127,870 | 19 | 192,370 | 128 | 417,467 | 75 | 367,775 | 113 | 221,907 | 182 | 114,722 | 105 | 93,792 | 324 | 207,292 | 34 | 73,965 |
| DOUGLAS | 85,233 | 169,624 | 178,010 | 10 | 9,195 | 0 | 6,168 | 9 | 42,959 | 6 | 11,504 | 10 | 25,516 | 11 | 14,411 | 10 | 7,423 | 29 | 15,064 | 5 | 3,597 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEVADA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ELKO | 115,884 | 209,573 | 220,059 | 9 | 11,025 | 3 | 7,624 | 12 | 43,631 | 19 | 49,370 | 29 | 34,911 | 15 | 5,673 | 4 | 4,865 | 47 | 21,321 | 3 | 11,189 |
| Elko | 89,384 | 158,715 | 166,527 | 8 | 7,458 | 2 | 5,157 | 7 | 42,619 | 16 | 33,394 | 18 | 25,049 | 14 | 3,838 | 4 | 3,853 | 28 | 13,453 | 3 | 11,111 |
| ESMERALDA | 3,284 | 5,933 | 6,122 | 1 | 208 | 1 | 213 | 0 | 1,145 | 0 | 294 | 2 | 1,196 | 0 | 50 | 0 | 78 | 3 | 862 | 0 | 59 |
| EUREKA | 2,839 | 4,926 | 5,231 | 0 | 178 | 0 | 182 | 1 | 979 | 1 | 248 | 2 | 1,022 | 0 | 40 | 0 | 68 | 4 | 735 | 0 | 50 |
| HUMBOLDT | 75,438 | 129,100 | 135,355 | 8 | 14,187 | 1 | 4,690 | 10 | 32,004 | 8 | 15,025 | 16 | 29,376 | 10 | 4,702 | 3 | 1,818 | 27 | 14,485 | 0 | 1,289 |
| LANDER | 15,403 | 22,308 | 22,949 | 6 | 2,320 | 0 | 795 | 4 | 6,243 | 2 | 1,099 | 6 | 3,403 | 1 | 184 | 0 | 296 | 11 | 3,640 | 1 | 219 |
| LINCOLN | 8,516 | 13,860 | 14,057 | 0 | 477 | 3 | 2,650 | 4 | 2,732 | 1 | 673 | 6 | 2,602 | 0 | 113 | 0 | 182 | 10 | 1,813 | 1 | 134 |
| LYON | 45,458 | 91,312 | 95,581 | 7 | 8,419 | 3 | 2,017 | 14 | 30,012 | 11 | 16,054 | 7 | 7,343 | 4 | 765 | 3 | 1,232 | 21 | 7,390 | 3 | 1,769 |
| MINERAL | 21,832 | 35,191 | 36,509 | 2 | 1,242 | 3 | 2,630 | 2 | 6,836 | 4 | 5,089 | 6 | 3,966 | 3 | 489 | 0 | 471 | 9 | 2,073 | 1 | 348 |
| NYE | 40,398 | 56,966 | 59,429 | 9 | 7,793 | 3 | 2,059 | 10 | 16,611 | 6 | 9,666 | 11 | 7,458 | 1 | 477 | 0 | 768 | 31 | 5,594 | 2 | 566 |
| PERSHING | 27,823 | 37,106 | 38,525 | 1 | 1,309 | 3 | 721 | 3 | 7,213 | 4 | 2,635 | 10 | 14,797 | 1 | 309 | 0 | 497 | 11 | 3,189 | 1 | 368 |
| STOREY | 4,428 | 8,652 | 8,887 | 0 | 303 | 0 | 308 | 2 | 1,664 | 0 | 426 | 1 | 1,735 | 0 | 71 | 0 | 114 | 9 | 3,040 | 0 | 85 |
| WASHOE | 1,506,102 | 2,583,141 | 2,718,418 | 62 | 171,421 | 27 | 378,306 | 157 | 500,197 | 109 | 642,015 | 103 | 175,450 | 168 | 120,283 | 96 | 121,478 | 370 | 261,271 | 28 | 78,385 |
| Reno | 1,074,268 | 1,730,364 | 1,820,806 | 38 | 83,673 | 17 | 257,319 | 110 | 323,245 | 74 | 394,367 | 71 | 116,735 | 128 | 92,088 | 71 | 76,843 | 244 | 158,580 | 19 | 43,293 |
| WHITE PINE | 42,072 | 61,678 | 64,389 | 4 | 6,455 | 2 | 2,231 | 9 | 17,588 | 5 | 12,290 | 12 | 5,440 | 7 | 2,828 | 3 | 1,691 | 18 | 5,677 | 4 | 1,851 |
| Ely | 34,352 | 53,152 | 55,414 | 4 | 5,025 | 1 | 1,737 | 5 | 13,693 | 4 | 9,942 | 9 | 5,433 | 6 | 2,824 | 3 | 1,439 | 13 | 4,725 | 2 | 1,441 |
| CARSON CITY | 216,913 | 508,673 | 514,297 | 22 | 42,199 | 6 | 17,818 | 27 | 114,341 | 24 | 129,778 | 15 | 31,999 | 18 | 10,883 | 20 | 19,976 | 86 | 46,961 | 6 | 31,092 |

# NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS** | 5,353,641 | 11,182,912 | 11,799,754 | | 931,023 | | 1,179,835 | | 2,478,863 | | 2,729,515 | | 589,056 | | 527,017 | | 527,538 | | 946,829 | | 292,098 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Manchester-Nashua, NH | 3,442,513 | 7,437,647 | 7,837,352 | | 579,540 | | 916,680 | | 1,560,010 | | 1,855,649 | | 394,788 | | 362,372 | | 377,948 | | 636,557 | | 199,538 |
| Portsmouth-Dover-Rochester, NH-ME | 2,218,439 | 4,610,939 | 4,859,316 | | 351,774 | | 337,705 | | 1,027,856 | | 1,114,622 | | 255,903 | | 205,684 | | 210,320 | | 441,723 | | 136,290 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BELKNAP | 296,207 | 619,829 | 655,307 | 27 | 58,382 | 14 | 35,721 | 54 | 148,651 | 32 | 191,467 | 34 | 29,505 | 32 | 22,772 | 31 | 27,028 | 93 | 54,281 | 12 | 14,231 |
| Laconia | 168,254 | 317,666 | 337,257 | 12 | 20,961 | 6 | 10,101 | 25 | 76,991 | 19 | 98,998 | 18 | 25,519 | 24 | 17,637 | 18 | 13,618 | 50 | 28,114 | 7 | 7,371 |
| CARROLL | 203,014 | 476,676 | 504,627 | 19 | 57,482 | 20 | 26,961 | 47 | 106,029 | 21 | 63,149 | 32 | 25,283 | 30 | 30,544 | 25 | 21,949 | 102 | 56,021 | 10 | 9,133 |
| CHESHIRE | 281,553 | 519,000 | 549,176 | 28 | 46,594 | 13 | 47,389 | 59 | 108,837 | 21 | 130,700 | 27 | 17,377 | 32 | 19,412 | 20 | 14,729 | 71 | 41,224 | 10 | 9,757 |
| Keene | 194,294 | 347,141 | 368,282 | 14 | 23,162 | 6 | 37,060 | 28 | 74,947 | 14 | 82,639 | 15 | 17,357 | 29 | 19,247 | 17 | 9,446 | 29 | 23,403 | 6 | 8,394 |
| COOS | 161,844 | 281,664 | 299,362 | 21 | 21,051 | 9 | 22,035 | 37 | 68,558 | 19 | 68,162 | 31 | 16,877 | 26 | 9,020 | 9 | 8,128 | 50 | 18,906 | 12 | 8,310 |
| GRAFTON | 420,591 | 811,326 | 856,871 | 45 | 72,300 | 24 | 69,911 | 91 | 234,152 | 46 | 145,597 | 55 | 45,547 | 40 | 33,485 | 36 | 38,710 | 125 | 64,038 | 17 | 15,235 |
| Hanover | 83,292 | 166,943 | 178,610 | 7 | 13,791 | 3 | 14,733 | 7 | 49,346 | 5 | 33,207 | 9 | 14,430 | 5 | 4,115 | 9 | 8,197 | 12 | 8,114 | 2 | 3,210 |
| Lebanon | 102,783 | 194,120 | 207,216 | 8 | 16,036 | 4 | 17,132 | 8 | 57,379 | 6 | 38,613 | 11 | 16,779 | 6 | 4,784 | 10 | 9,531 | 14 | 9,435 | 2 | 3,733 |
| HILLSBOROUGH | 1,683,090 | 3,672,005 | 3,867,951 | 100 | 249,538 | 50 | 566,543 | 235 | 718,139 | 107 | 914,322 | 141 | 196,438 | 167 | 195,449 | 137 | 205,093 | 358 | 305,695 | 67 | 97,760 |
| Manchester | 678,617 | 1,374,950 | 1,450,128 | 29 | 44,983 | 17 | 243,930 | 85 | 224,968 | 41 | 318,201 | 61 | 106,771 | 86 | 92,763 | 43 | 66,496 | 140 | 125,258 | 23 | 37,752 |
| Nashua | 509,239 | 1,114,987 | 1,176,497 | 18 | 51,286 | 15 | 192,372 | 50 | 202,376 | 28 | 273,939 | 33 | 85,606 | 42 | 66,365 | 52 | 53,379 | 83 | 82,521 | 16 | 26,389 |
| MERRIMACK | 519,883 | 1,046,649 | 1,104,567 | 47 | 99,636 | 25 | 106,343 | 99 | 256,081 | 38 | 278,249 | 63 | 59,756 | 48 | 32,169 | 39 | 29,013 | 122 | 86,508 | 21 | 27,452 |
| Concord | 284,115 | 536,243 | 567,326 | 17 | 28,643 | 10 | 61,643 | 47 | 128,143 | 19 | 133,886 | 30 | 51,886 | 29 | 22,431 | 26 | 17,206 | 63 | 50,302 | 9 | 14,097 |

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ROCKINGHAM | 1,239,540 | 2,718,993 | 2,864,834 | 95 | 230,365 | 43 | 243,794 | 183 | 585,790 | 103 | 663,078 | 96 | 138,593 | 130 | 134,754 | 98 | 143,842 | 316 | 244,353 | 42 | 74,325 |
| Portsmouth | 332,045 | 638,927 | 675,409 | 21 | 50,600 | 5 | 28,575 | 31 | 88,213 | 23 | 156,385 | 22 | 67,328 | 35 | 39,581 | 21 | 22,473 | 86 | 70,109 | 8 | 10,520 |
| STRAFFORD | 390,286 | 749,273 | 791,556 | 30 | 53,940 | 12 | 40,510 | 77 | 183,700 | 30 | 201,893 | 47 | 44,494 | 36 | 34,933 | 31 | 27,798 | 106 | 61,459 | 22 | 22,909 |
| Dover | 147,687 | 271,783 | 288,962 | 10 | 18,976 | 3 | 14,251 | 23 | 64,625 | 11 | 53,196 | 17 | 24,086 | 9 | 11,692 | 17 | 16,448 | 38 | 29,536 | 9 | 8,429 |
| SULLIVAN | 157,633 | 287,497 | 305,502 | 14 | 41,735 | 9 | 20,628 | 42 | 68,926 | 29 | 72,899 | 22 | 15,185 | 22 | 14,479 | 18 | 11,249 | 35 | 14,344 | 13 | 12,985 |
| Claremont | 98,735 | 171,962 | 183,893 | 8 | 21,551 | 5 | 12,514 | 23 | 47,056 | 17 | 35,255 | 11 | 15,121 | 17 | 12,868 | 11 | 6,213 | 21 | 8,818 | 7 | 6,062 |

# NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| STATE TOTALS | 36,306,776 | 66,744,394 | 68,443,954 | | 3,174,269 | | 6,945,037 | | 14,315,309 | | 15,073,605 | | 4,010,340 | | 4,132,225 | | 3,929,338 | | 6,111,904 | | 1,881,535 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Atlantic City, NJ | 1,749,648 | 3,741,073 | 3,845,658 | | 198,020 | | 343,010 | | 791,901 | | 677,299 | | 193,155 | | 192,099 | | 156,197 | | 537,735 | | 106,125 |
| Bergen-Passaic, NJ | 7,264,844 | 12,765,999 | 13,074,638 | | 565,608 | | 1,505,113 | | 2,495,537 | | 2,710,003 | | 719,957 | | 949,386 | | 853,151 | | 1,129,120 | | 360,341 |
| Jersey City, NJ | 1,913,702 | 3,099,781 | 3,179,867 | | 116,826 | | 143,031 | | 800,684 | | 528,908 | | 181,684 | | 284,181 | | 163,252 | | 249,517 | | 103,529 |
| Middlesex-Somerset-Hunterdon, NJ | 4,700,901 | 9,218,100 | 9,456,521 | | 465,702 | | 1,035,688 | | 2,013,485 | | 1,845,260 | | 612,797 | | 597,161 | | 680,341 | | 771,471 | | 236,336 |
| Monmouth-Ocean, NJ | 4,494,485 | 9,060,639 | 9,285,500 | | 503,969 | | 913,389 | | 2,035,535 | | 2,493,709 | | 536,517 | | 442,774 | | 429,689 | | 869,313 | | 250,778 |
| Newark, NJ | 8,429,136 | 14,620,757 | 14,971,804 | | 692,818 | | 1,209,787 | | 3,305,114 | | 3,326,159 | | 835,739 | | 934,130 | | 963,469 | | 1,324,093 | | 424,427 |
| Trenton, NJ | 1,521,404 | 2,899,944 | 2,975,512 | | 118,159 | | 375,724 | | 609,244 | | 546,506 | | 176,489 | | 176,502 | | 162,243 | | 262,421 | | 87,557 |
| Vineland-Millville-Bridgeton, NJ | 602,035 | 976,698 | 1,008,781 | | 41,945 | | 104,099 | | 249,532 | | 228,599 | | 57,006 | | 49,967 | | 37,179 | | 64,630 | | 31,809 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ATLANTIC | 1,171,502 | 2,612,100 | 2,681,159 | 52 | 128,617 | 31 | 271,840 | 184 | 508,589 | 60 | 430,575 | 104 | 141,367 | 168 | 147,752 | 76 | 122,075 | 430 | 324,059 | 42 | 71,584 |
| Atlantic City | 314,761 | 544,659 | 566,974 | 5 | 2,233 | 9 | 22,440 | 51 | 54,855 | 5 | 142,230 | 11 | 19,446 | 58 | 35,713 | 14 | 6,076 | 154 | 87,299 | 9 | 14,333 |
| BERGEN | 5,161,032 | 9,094,047 | 9,309,663 | 208 | 405,955 | 88 | 993,245 | 703 | 1,880,912 | 293 | 2,062,444 | 622 | 548,762 | 644 | 691,079 | 432 | 622,878 | 1,156 | 792,402 | 213 | 279,678 |
| Hackensack | 385,862 | 758,739 | 785,894 | 9 | 30,934 | 6 | 107,468 | 37 | 109,042 | 20 | 142,056 | 32 | 25,832 | 95 | 102,426 | 35 | 31,594 | 74 | 58,295 | 11 | 6,784 |
| BURLINGTON | 1,710,255 | 3,383,059 | 3,469,550 | 79 | 129,237 | 40 | 485,854 | 259 | 604,349 | 121 | 1,060,493 | 196 | 222,462 | 176 | 149,514 | 101 | 140,510 | 377 | 330,272 | 57 | 69,047 |
| Burlington | 165,247 | 251,370 | 267,053 | 3 | 4,367 | 4 | 47,531 | 17 | 23,446 | 10 | 109,554 | 7 | 16,332 | 26 | 13,711 | 13 | 9,123 | 34 | 14,354 | 4 | 4,839 |
| CAMDEN | 2,301,518 | 4,080,462 | 4,182,721 | 102 | 190,094 | 41 | 466,081 | 348 | 795,971 | 133 | 939,617 | 232 | 231,149 | 300 | 240,826 | 191 | 250,730 | 551 | 370,903 | 110 | 128,759 |
| Camden | 152,979 | 306,586 | 323,518 | 5 | 32,450 | 7 | 11,077 | 34 | 78,687 | 5 | 6,361 | 16 | 22,305 | 14 | 8,234 | 8 | 5,368 | 95 | 37,438 | 19 | 24,536 |
| Cherry Hill | 713,471 | 1,240,713 | 1,278,765 | 32 | 58,083 | 13 | 143,136 | 108 | 241,197 | 41 | 288,243 | 72 | 70,993 | 93 | 74,776 | 59 | 77,641 | 171 | 113,472 | 34 | 39,838 |
| CAPE MAY | 578,146 | 1,128,973 | 1,164,499 | 44 | 69,403 | 42 | 71,170 | 174 | 283,312 | 38 | 246,724 | 71 | 51,788 | 99 | 44,347 | 38 | 34,122 | 393 | 213,676 | 32 | 34,541 |
| CUMBERLAND | 602,035 | 976,698 | 1,008,781 | 33 | 41,945 | 17 | 104,099 | 112 | 249,532 | 62 | 228,599 | 74 | 57,006 | 80 | 49,967 | 44 | 37,179 | 157 | 64,630 | 19 | 31,809 |
| Bridgeton | 115,451 | 171,634 | 185.515 | 6 | 10,989 | 1 | 19,035 | 20 | 36,245 | 16 | 41,798 | 12 | 9,650 | 16 | 8,736 | 7 | 2,781 | 33 | 15,960 | 7 | 9,165 |
| Millville | 105,383 | 176,659 | 190,653 | 8 | 5,013 | 1 | 12,812 | 20 | 47,604 | 12 | 67,535 | 13 | 10,702 | 9 | 5,803 | 9 | 4,382 | 34 | 10,153 | 3 | 4,248 |
| Vineland | 334,285 | 553,201 | 575,709 | 16 | 16,449 | 12 | 67,248 | 52 | 162,019 | 32 | 71,569 | 36 | 37,473 | 54 | 36,093 | 24 | 19,984 | 73 | 35,084 | 7 | 19,130 |
| ESSEX | 3,354,818 | 5,532,142 | 5,667,223 | 129 | 215,041 | 73 | 615,420 | 550 | 1,207,996 | 181 | 997,128 | 376 | 277,772 | 560 | 429,508 | 294 | 375,666 | 1,048 | 520,131 | 177 | 182,076 |
| Newark | 708,408 | 1,493,463 | 1,537,230 | 33 | 36,421 | 27 | 180,399 | 184 | 278,658 | 43 | 80.865 | 92 | 85,727 | 139 | 112,391 | 77 | 102,154 | 468 | 208,883 | 59 | 67,100 |
| GLOUCESTER | 1,008,764 | 1,793,163 | 1,843,706 | 57 | 81,535 | 21 | 308,040 | 179 | 371,772 | 83 | 456,571 | 103 | 102,218 | 109 | 78,744 | 57 | 53,432 | 214 | 118,709 | 40 | 46,268 |
| Woodbury | 150,008 | 232,894 | 248,160 | 5 | 11,833 | 3 | 34,786 | 15 | 52,451 | 13 | 83,820 | 11 | 10,988 | 9 | 4,258 | 12 | 9,712 | 20 | 10,920 | 5 | 3,823 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUDSON | 1,913,702 | 3,099,781 | 3,179,867 | 96 | 116,826 | 69 | 143,031 | 466 | 800,684 | 98 | 528,908 | 226 | 181,684 | 431 | 284,181 | 180 | 163,252 | 837 | 249,517 | 123 | 103,529 |
| Jersey City | 714,318 | 1,168,867 | 1,205,295 | 31 | 32,665 | 26 | 59,097 | 167 | 291,308 | 32 | 236,946 | 70 | 78,837 | 154 | 94,604 | 57 | 41,222 | 303 | 87,994 | 42 | 37,274 |
| Union City | 203,824 | 353,795 | 371,794 | 13 | 9,857 | 13 | 22,848 | 68 | 66,970 | 14 | 68,917 | 22 | 15,897 | 53 | 35,935 | 29 | 15,303 | 104 | 20,541 | 20 | 12,878 |
| HUNTERDON | 470,691 | 989,761 | 1,022,139 | 28 | 81,481 | 20 | 41,466 | 73 | 213,457 | 34 | 167,499 | 59 | 79,170 | 55 | 69,660 | 46 | 64,273 | 138 | 80,683 | 17 | 19,906 |
| MERCER | 1,521,404 | 2,899,944 | 2,975,512 | 66 | 118,159 | 31 | 375,724 | 236 | 609,244 | 85 | 546,506 | 158 | 176,489 | 220 | 176,502 | 124 | 162,243 | 439 | 262,421 | 60 | 87,557 |
| Trenton | 243,902 | 414,397 | 433,766 | 12 | 22,504 | 8 | 26,698 | 57 | 39,494 | 15 | 11,668 | 33 | 53,476 | 50 | 21,959 | 29 | 38,471 | 155 | 56,581 | 16 | 14,442 |
| MIDDLESEX | 3,036,217 | 5,779,402 | 5,920,074 | 126 | 269,127 | 52 | 776,757 | 446 | 1,245,688 | 160 | 966,488 | 357 | 385,750 | 351 | 420,417 | 221 | 469,368 | 810 | 480,121 | 106 | 157,309 |
| New Brunswick | 178,437 | 315,581 | 332,716 | 6 | 10,630 | 3 | 82,842 | 24 | 19,351 | 12 | 53,986 | 19 | 29,416 | 21 | 12,506 | 14 | 10,500 | 77 | 27,090 | 9 | 6,507 |
| Perth Amboy | 153,001 | 298,894 | 315,652 | 6 | 6,249 | 3 | 30,427 | 26 | 84,373 | 18 | 71,139 | 15 | 27,965 | 25 | 15,350 | 19 | 16,050 | 75 | 26,452 | 10 | 8,304 |
| MONMOUTH | 2,681,107 | 5,348,054 | 5,478,973 | 116 | 266,768 | 52 | 555,678 | 419 | 1,190,195 | 181 | 1,373,485 | 287 | 333,349 | 359 | 276,359 | 221 | 279,792 | 819 | 542,527 | 108 | 147,765 |
| Asbury Park | 78,898 | 173,371 | 187,291 | 1 | 9,542 | 2 | 19,876 | 17 | 22,632 | 5 | 50,950 | 9 | 19,561 | 16 | 8,090 | 10 | 7,607 | 48 | 25,394 | 2 | 5,286 |
| Middletown | 183,582 | 341,974 | 359,706 | 11 | 21,774 | 6 | 42,362 | 35 | 126,100 | 12 | 30,102 | 17 | 28,876 | 16 | 7,485 | 22 | 20,069 | 45 | 26,241 | 9 | 17,584 |
| Red Bank | 193,321 | 339,522 | 357,199 | 11 | 10,310 | 3 | 28,495 | 24 | 40,665 | 15 | 169,197 | 13 | 18,242 | 29 | 21,701 | 15 | 16,718 | 43 | 21,273 | 5 | 4,287 |
| Shrewsbury | 107,245 | 180,614 | 194,698 | 4 | 11,207 | 1 | 23,344 | 4 | 43,106 | 7 | 59,768 | 4 | 4,517 | 8 | 11,610 | 6 | 4,046 | 8 | 9,341 | 2 | 6,208 |
| MORRIS | 2,266,146 | 4,345,489 | 4,453,740 | 113 | 229,818 | 39 | 432,629 | 329 | 1,058,035 | 156 | 998,508 | 282 | 253,674 | 252 | 222,555 | 178 | 260,775 | 561 | 380,796 | 75 | 100,084 |
| Dover | 65,779 | 112,240 | 124,778 | 3 | 8,182 | 2 | 15,404 | 11 | 5,265 | 11 | 45,033 | 8 | 5,323 | 7 | 7,855 | 10 | 5,882 | 32 | 9,867 | 3 | 3,563 |
| Morristown | 221,754 | 366,039 | 384,315 | 11 | 14,876 | 3 | 42,027 | 25 | 90,719 | 17 | 90,422 | 16 | 17,724 | 23 | 16,083 | 17 | 13,606 | 56 | 43,522 | 5 | 5,125 |
| OCEAN | 1,813,378 | 3,712,585 | 3,806,526 | 103 | 237,201 | 39 | 357,711 | 328 | 845,340 | 160 | 1,120,224 | 174 | 203,168 | 157 | 166,415 | 127 | 149,897 | 520 | 326,787 | 71 | 103,013 |
| Brick Twp. | 272,007 | 503,523 | 524,908 | 15 | 32,624 | 6 | 48,527 | 49 | 116,420 | 24 | 154,631 | 26 | 27,580 | 24 | 21,924 | 19 | 20,108 | 78 | 45,144 | 11 | 13,821 |
| Point Pleasant | 70,551 | 129,206 | 142,127 | 7 | 4,640 | 1 | 14,540 | 14 | 34,048 | 11 | 28,554 | 8 | 13,027 | 3 | 6,764 | 6 | 5,333 | 27 | 18,971 | 3 | 4,187 |
| Toms River | 22,283 | 1 | 10,001 | 714 | 0 | 1,024 | 50,005 | 1,494 | 20,002 | 3.336 | 10,001 | 610 | 10,001 | 487 | 0 | 447 | 20,002 | 984 | 0 | 301 | 0 |
| PASSAIC | 2,103,812 | 3,671,952 | 3,764,975 | 91 | 159,653 | 42 | 511,868 | 310 | 614,625 | 109 | 647,558 | 234 | 171,196 | 277 | 258,307 | 154 | 230,272 | 656 | 336,717 | 90 | 80,663 |
| Clifton | 384,183 | 711,838 | 737,933 | 28 | 46,395 | 4 | 69,833 | 57 | 176,529 | 15 | 125,476 | 59 | 58,860 | 27 | 42,781 | 19 | 12,162 | 123 | 82,773 | 15 | 13,870 |
| Passaic | 145,397 | 276,244 | 292,490 | 6 | 5,636 | 2 | 49,810 | 27 | 24,111 | 8 | 63,014 | 10 | 7,120 | 43 | 27,722 | 19 | 11,608 | 62 | 19,486 | 9 | 9,825 |
| Paterson | 330,492 | 659,122 | 684,025 | 18 | 23,504 | 11 | 38,116 | 88 | 162,454 | 30 | 114,791 | 47 | 43,057 | 58 | 30,163 | 29 | 35,080 | 149 | 41,640 | 29 | 24,008 |
| SALEM | 199,588 | 360,157 | 378,300 | 13 | 19,288 | 9 | 19,524 | 42 | 76,927 | 36 | 96,531 | 44 | 42,647 | 21 | 13,893 | 21 | 19,126 | 61 | 32,693 | 14 | 12,539 |
| Salem | 32,583 | 50,169 | 55,303 | 1 | 2,369 | 2 | 2,399 | 10 | 21,799 | 7 | 8,206 | 5 | 1,526 | 7 | 3,077 | 5 | 2,349 | 16 | 5,319 | 4 | 2,715 |
| SOMERSET | 1,193,993 | 2,448,937 | 2,514,307 | 61 | 115,094 | 20 | 217,465 | 148 | 554,340 | 81 | 711,274 | 140 | 147,877 | 112 | 107,084 | 99 | 146,700 | 295 | 210,667 | 36 | 59,121 |
| Bridgewater | 113,429 | 207,588 | 212,282 | 6 | 9,771 | 2 | 18,422 | 14 | 47,907 | 8 | 61,352 | 13 | 12,488 | 11 | 9,209 | 9 | 12,458 | 28 | 17,759 | 3 | 5,056 |
| Somerville | 186,317 | 315,594 | 320,730 | 7 | 7,738 | 2 | 21,854 | 25 | 82,126 | 15 | 84,447 | 22 | 29,873 | 31 | 19,944 | 24 | 26,415 | 38 | 14,965 | 7 | 8,780 |
| SUSSEX | 425,870 | 858,124 | 867,999 | 40 | 48,535 | 11 | 39,709 | 73 | 239,341 | 36 | 200,571 | 76 | 66,108 | 48 | 28,547 | 35 | 24,192 | 150 | 65,397 | 18 | 24,287 |
| Newton | 133,330 | 256,374 | 265,852 | 7 | 5,369 | 3 | 19,174 | 13 | 72,202 | 11 | 88,070 | 14 | 16,308 | 15 | 6,585 | 9 | 5,606 | 22 | 15,086 | 4 | 7,160 |
| UNION | 2,382,302 | 3,885,002 | 3,982,842 | 101 | 199,424 | 47 | 122,029 | 391 | 799,742 | 157 | 1,129,952 | 284 | 238,185 | 301 | 253,521 | 210 | 302,835 | 732 | 357,770 | 120 | 117,980 |
| Elizabeth | 386,764 | 637,293 | 661,702 | 15 | 31,294 | 14 | 11,611 | 92 | 165,055 | 27 | 109,932 | 44 | 56,501 | 71 | 75,814 | 35 | 36,214 | 180 | 59,008 | 30 | 22,973 |
| WARREN | 410,496 | 744,562 | 771,397 | 29 | 51,067 | 10 | 35,699 | 51 | 165,259 | 33 | 163,950 | 60 | 98,519 | 33 | 23,049 | 23 | 20,019 | 138 | 51,027 | 16 | 24,020 |
| Phillipsburg | 149,226 | 257,140 | 272,954 | 9 | 15,200 | 3 | 9,190 | 21 | 73,760 | 11 | 33,177 | 19 | 66,601 | 9 | 5,445 | 9 | 4,440 | 42 | 20,474 | 5 | 8,919 |

# NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**.................. | 6,318,724 | 10,773,751 | 11,290,866 | 837,486 | 1,226,035 | 2,315,106 | 2,794,949 | 700,807 | 530,345 | 508,961 | 1,082,694 | 277,721 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Albuquerque, NM | 2,295,888 | 4,090,498 | 4,176,399 | 270,441 | 635,332 | 787,273 | 1,079,495 | 216,455 | 191,191 | 225,289 | 452,429 | 106,729 |
| Las Cruces, NM | 402,747 | 780,771 | 796,120 | 47,157 | 86,365 | 146,530 | 205,566 | 66,912 | 36,363 | 36,897 | 75,659 | 20,238 |
| Santa Fe, NM | 516,721 | 1,016,121 | 1,059,030 | 90,115 | 74,907 | 196,429 | 251,778 | 45,476 | 68,135 | 48,473 | 112,004 | 42,382 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BERNALILLO | 2,295,888 | 4,090,498 | 4,176,399 | 95 | 270,441 | 47 | 635,332 | 277 | 787,273 | 186 | 1,079,495 | 200 | 216,455 | 240 | 191,191 | 182 | 225,289 | 611 | 452,429 | 53 | 106,729 |
| Albuquerque | 2,149,926 | 3,842,771 | 3,923,469 | 83 | 198,211 | 44 | 456,789 | 245 | 758,927 | 171 | 854,371 | 181 | 214,658 | 232 | 189,437 | 172 | 206,165 | 570 | 417,018 | 47 | 99,213 |
| CATRON | 3,742 | 7,487 | 7,652 | 0 | 197 | 0 | 1,164 | 2 | 1,281 | 0 | 1,975 | 2 | 305 | 0 | 351 | 0 | 413 | 1 | 231 | 0 | 196 |
| CHAVES | 288,958 | 441,388 | 464,594 | 26 | 54,581 | 7 | 32,858 | 47 | 88,180 | 35 | 116,430 | 31 | 34,885 | 38 | 21,701 | 32 | 20,898 | 76 | 38,821 | 10 | 7,814 |
| Roswell | 276,284 | 421,916 | 444,098 | 22 | 40,226 | 7 | 32,794 | 41 | 88,007 | 34 | 88,890 | 27 | 34,817 | 37 | 21,658 | 31 | 16,939 | 71 | 36,732 | 10 | 7,799 |
| CIBOLA | 76,663 | 118,803 | 122,479 | 4 | 3,162 | 10 | 15,089 | 22 | 31,525 | 8 | 12,358 | 13 | 6,164 | 4 | 2,229 | 7 | 3,687 | 27 | 10,055 | 4 | 3,459 |
| Grants | 53,729 | 80,698 | 82,371 | 3 | 2,845 | 5 | 9,670 | 14 | 15,556 | 6 | 11,114 | 8 | 3,623 | 4 | 2,229 | 7 | 3,687 | 21 | 8,657 | 4 | 3,459 |
| Milan | 15,705 | 11,502 | 12,536 | 1 | 317 | 1 | 1,213 | 5 | 8,856 | 2 | 1,244 | 4 | 1,875 | 0 | 0 | 0 | 0 | 4 | 1,089 | 0 | 0 |
| COLFAX | 72,401 | 121,764 | 125,596 | 8 | 11,073 | 9 | 8,254 | 17 | 25,168 | 12 | 21,811 | 22 | 14,467 | 12 | 7,536 | 3 | 1,876 | 41 | 12,926 | 5 | 3,183 |
| Raton | 57,461 | 97,552 | 100,111 | 4 | 6,825 | 5 | 7,028 | 10 | 24,131 | 9 | 13,442 | 17 | 14,454 | 11 | 4,645 | 3 | 1,535 | 26 | 10,458 | 3 | 1,962 |
| CURRY | 199,193 | 299,522 | 312,699 | 14 | 29,143 | 5 | 28,717 | 38 | 53,114 | 33 | 106,229 | 16 | 8,978 | 39 | 18,224 | 37 | 18,632 | 46 | 24,047 | 8 | 7,615 |
| Clovis | 187,277 | 282,905 | 295,209 | 13 | 27,608 | 5 | 28,717 | 32 | 50,318 | 31 | 100,636 | 14 | 8,505 | 38 | 17,264 | 36 | 15,176 | 44 | 22,781 | 7 | 7,214 |
| DE BACA | 6,768 | 9,438 | 9,677 | 2 | 226 | 0 | 1,327 | 4 | 2,908 | 2 | 2,254 | 5 | 282 | 2 | 399 | 1 | 471 | 6 | 877 | 1 | 223 |
| DONA ANA | 402,747 | 780,771 | 796,120 | 20 | 47,157 | 15 | 86,365 | 67 | 146,530 | 40 | 205,566 | 49 | 66,912 | 57 | 36,363 | 37 | 36,897 | 123 | 75,659 | 14 | 20,238 |
| Las Cruces | 356,425 | 678,477 | 688,448 | 18 | 39,826 | 14 | 72,938 | 53 | 146,107 | 36 | 173,608 | 35 | 46,719 | 53 | 35,202 | 36 | 31,161 | 103 | 62,279 | 13 | 17,092 |
| EDDY | 254,769 | 330,446 | 345,119 | 19 | 26,522 | 11 | 29,357 | 50 | 74,084 | 30 | 95,395 | 18 | 21,032 | 33 | 20,588 | 27 | 14,833 | 67 | 21,420 | 14 | 7,739 |
| Artesia | 91,277 | 111,680 | 114,852 | 5 | 6,324 | 3 | 12,042 | 17 | 24,219 | 12 | 25,105 | 8 | 8,627 | 10 | 7,716 | 5 | 1,549 | 16 | 6,341 | 5 | 1,820 |
| Carlsbad | 158,350 | 211,619 | 220,045 | 14 | 14,423 | 8 | 17,315 | 30 | 49,628 | 18 | 47,640 | 10 | 12,405 | 23 | 12,872 | 22 | 10,699 | 44 | 13,427 | 9 | 5,837 |
| GRANT | 94,359 | 139,987 | 144,647 | 13 | 10,008 | 8 | 9,036 | 20 | 43,607 | 16 | 33,455 | 11 | 6,570 | 11 | 8,197 | 9 | 3,698 | 41 | 8,380 | 4 | 4,716 |
| Silver City | 80,409 | 119,413 | 122,991 | 8 | 6,841 | 6 | 7,662 | 11 | 38,172 | 14 | 28,367 | 7 | 6,221 | 10 | 6,950 | 8 | 3,001 | 26 | 6,072 | 3 | 3,999 |
| GUADALUPE | 31,727 | 49,668 | 52,022 | 0 | 1,062 | 2 | 6,245 | 5 | 4,102 | 2 | 10,612 | 20 | 15,730 | 2 | 1,880 | 1 | 2,215 | 15 | 4,289 | 2 | 1,049 |
| HARDING | 2,772 | 4,578 | 4,562 | 0 | 121 | 1 | 711 | 1 | 784 | 2 | 1,209 | 1 | 186 | 0 | 213 | 0 | 253 | 2 | 141 | 0 | 120 |
| HIDALGO | 28,560 | 51,212 | 53,647 | 4 | 1,421 | 1 | 7,132 | 7 | 8,883 | 4 | 5,872 | 13 | 16,876 | 1 | 2,145 | 0 | 2,529 | 12 | 2,596 | 1 | 1,198 |
| LEA | 346,692 | 401,186 | 422,021 | 29 | 47,076 | 9 | 21,682 | 61 | 92,916 | 38 | 118,156 | 48 | 20,892 | 59 | 27,427 | 30 | 17,999 | 93 | 32,373 | 16 | 8,818 |
| Hobbs | 260,978 | 303,828 | 319,545 | 17 | 27,824 | 6 | 17,117 | 35 | 70,166 | 28 | 77,175 | 27 | 15,747 | 38 | 20,959 | 24 | 16,473 | 57 | 23,534 | 10 | 6,042 |
| Lovington | 56,717 | 65,223 | 68,395 | 6 | 5,201 | 2 | 4,064 | 16 | 19,077 | 7 | 11,848 | 11 | 4,169 | 12 | 5,756 | 4 | 1,042 | 20 | 5,050 | 4 | 2,056 |
| LINCOLN | 80,087 | 146,679 | 154,134 | 8 | 23,061 | 4 | 22,783 | 25 | 33,782 | 7 | 30,519 | 11 | 4,421 | 14 | 5,227 | 6 | 3,682 | 36 | 18,286 | 3 | 566 |
| LOS ALAMOS | 53,728 | 82,928 | 87,031 | 3 | 2,191 | 3 | 8,142 | 13 | 25,255 | 5 | 2,886 | 9 | 7,879 | 7 | 4,931 | 4 | 1,875 | 18 | 7,308 | 5 | 2,330 |
| Los Alamos | 62,536 | 65,566 | 68,001 | 2 | 1,797 | 2 | 6,676 | 11 | 20,709 | 4 | 2,367 | 7 | 6,461 | 6 | 4,043 | 3 | 1,538 | 15 | 5,993 | 4 | |
| LUNA | 64,216 | 92,723 | 97,341 | 6 | 5,990 | 2 | 14,402 | 9 | 26,353 | 13 | 17,080 | 16 | 12,327 | 13 | 3,411 | 3 | 5,106 | 18 | 4,552 | 2 | 2,420 |
| Deming | 57,500 | 81,338 | 85,357 | 4 | 5,254 | 1 | 12,633 | 8 | 23,117 | 11 | 14,983 | 15 | 10,813 | 12 | 2,992 | 3 | 4,479 | 15 | 3,993 | 2 | 2,123 |
| MCKINLEY | 280,703 | 443,844 | 466,922 | 10 | 28,864 | 17 | 43,557 | 46 | 103,443 | 24 | 74,040 | 51 | 54,792 | 29 | 16,237 | 21 | 17,511 | 77 | 45,487 | 7 | 8,443 |
| Gallup | 239,438 | 377,818 | 397,425 | 9 | 22,937 | 11 | 34,613 | 31 | 82,201 | 21 | 54,632 | 34 | 53,901 | 25 | 12,674 | 20 | 13,915 | 69 | 41,645 | 6 | 8,306 |
| MORA | 4,822 | 8,843 | 9,051 | 0 | 232 | 1 | 1,374 | 2 | 1,514 | 0 | 2,334 | 1 | 360 | 0 | 413 | 1 | 486 | 2 | 274 | 0 | 231 |
| OTERO | 185,005 | 319,474 | 336,013 | 14 | 29,607 | 9 | 24,162 | 36 | 57,732 | 30 | 99,461 | 22 | 16,258 | 26 | 17,841 | 25 | 18,153 | 62 | 32,098 | 5 | 7,264 |
| Alamagordo | 172,986 | 299,630 | 315,126 | 12 | 28,982 | 8 | 23,652 | 29 | 57,061 | 27 | 74,579 | 18 | 16,004 | 24 | 17,464 | 24 | 17,771 | 50 | 26,515 | 5 | 7,110 |
| QUAY | 58,202 | 96,854 | 101,669 | 2 | 2,558 | 5 | 9,238 | 10 | 22,747 | 8 | 17,180 | 14 | 13,287 | 9 | 2,614 | 2 | 5,334 | 31 | 14,023 | 3 | 1,669 |
| RIO ARRIBA | 78,399 | 140,135 | 147,246 | 8 | 17,046 | 9 | 10,686 | 9 | 36,364 | 7 | 34,912 | 16 | 9,378 | 3 | 6,183 | 1 | 7,288 | 29 | 10,382 | 3 | 889 |
| ROOSEVELT | 56,579 | 94,861 | 99,591 | 7 | 4,674 | 5 | 4,999 | 14 | 23,022 | 6 | 35,277 | 2 | 3,857 | 12 | 5,096 | 6 | 1,748 | 23 | 11,300 | 6 | 4,033 |
| Portales | 50,557 | 84,622 | 88,814 | 6 | 4,115 | 4 | 4,401 | 11 | 20,269 | 5 | 31,058 | 1 | 3,396 | 11 | 5,096 | 6 | 1,414 | 22 | 9,949 | 6 | 4,033 |
| SANDOVAL | 50,767 | 140,085 | 147,193 | 5 | 4,288 | 6 | 17,593 | 28 | 37,510 | 2 | 29,892 | 15 | 16,209 | 1 | 5,295 | 1 | 6,239 | 38 | 13,098 | 3 | 2,957 |
| SAN JUAN | 436,909 | 565,040 | 594,490 | 31 | 55,525 | 29 | 46,457 | 49 | 127,284 | 42 | 169,240 | 47 | 37,513 | 50 | 29,045 | 30 | 18,422 | 95 | 47,980 | 12 | 9,536 |
| Farmington | 345,413 | 422,894 | 444,871 | 21 | 31,147 | 18 | 39,230 | 30 | 94,524 | 32 | 108,005 | 21 | 24,318 | 44 | 25,684 | 27 | 16,290 | 74 | 38,102 | 8 | 8,432 |
| SAN MIGUEL | 72,190 | 131,045 | 137,678 | 7 | 16,547 | 7 | 13,998 | 18 | 34,715 | 10 | 18,127 | 14 | 9,079 | 11 | 5,787 | 6 | 2,859 | 31 | 12,395 | 5 | 3,535 |
| Las Vegas | 68,337 | 126,837 | 133,248 | 7 | 13,206 | 7 | 13,998 | 15 | 34,459 | 9 | 17,993 | 12 | 9,012 | 11 | 5,787 | 6 | 2,370 | 28 | 11,895 | 5 | 3,535 |
| SANTA FE | 462,993 | 933,193 | 981,999 | 28 | 87,924 | 14 | 66,765 | 59 | 171,174 | 36 | 248,892 | 35 | 37,597 | 63 | 63,204 | 56 | 46,598 | 155 | 104,696 | 15 | 40,052 |
| Santa Fe | 435,670 | 862,325 | 907,405 | 26 | 86,497 | 13 | 65,682 | 51 | 168,829 | 30 | 178,705 | 28 | 37,082 | 61 | 62,178 | 51 | 45,842 | 135 | 92,675 | 13 | 39,403 |
| SIERRA | 27,596 | 39,455 | 41,272 | 5 | 3,374 | 6 | 3,255 | 9 | 11,118 | 7 | 5,017 | 6 | 2,850 | 1 | 1,845 | 3 | 2,173 | 22 | 7,031 | 3 | 1,029 |
| SOCORRO | 43,693 | 86,932 | 91,245 | 4 | 4,137 | 8 | 6,111 | 8 | 21,915 | 8 | 33,820 | 16 | 4,916 | 7 | 2,045 | 1 | 4,787 | 14 | 8,086 | 3 | 987 |
| TAOS | 90,649 | 140,068 | 147,173 | 12 | 10,893 | 9 | 10,069 | 19 | 35,194 | 9 | 18,342 | 15 | 7,168 | 14 | 7,441 | 6 | 1,678 | 59 | 19,472 | 3 | 2,063 |
| TORRANCE | 27,390 | 51,972 | 54,447 | 1 | 1,373 | 1 | 8,072 | 7 | 6,974 | 4 | 13,716 | 10 | 10,142 | 0 | 2,430 | 1 | 2,863 | 12 | 3,003 | 2 | 1,355 |
| UNION | 16,696 | 25,559 | 26,646 | 5 | 2,413 | 2 | 3,970 | 2 | 4,375 | 3 | 1,992 | 8 | 4,364 | 3 | 1,016 | 3 | 1,250 | 12 | 3,122 | 2 | 667 |
| VALENCIA | 199,524 | 506,118 | 532,470 | 12 | 34,596 | 13 | 27,133 | 42 | 174,280 | 24 | 131,405 | 26 | 18,676 | 9 | 11,840 | 16 | 11,219 | 61 | 35,857 | 10 | 14,598 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEW YORK RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**................ | 72,266,689 | 121,774,619 | 127,454,629 | | 5,680,246 | | 13,563,272 | | 27,203,846 | | 22,589,371 | | 5,285,173 | | 8,896,484 | | 7,581,978 | | 12,988,478 | | 4,444,596 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Albany-Schenectady-Troy, NY | 3,106,316 | 5,220,045 | 5,493,987 | | 260,769 | | 531,100 | | 1,214,306 | | 1,230,680 | | 323,722 | | 301,139 | | 255,564 | | 469,368 | | 185,788 |
| Binghamton, NY | 1,164,910 | 1,879,278 | 1,978,052 | | 93,147 | | 217,437 | | 459,984 | | 455,707 | | 125,608 | | 96,485 | | 97,845 | | 165,052 | | 84,974 |
| Buffalo, NY | 4,147,981 | 6,166,972 | 6,486,893 | | 261,245 | | 724,088 | | 1,611,300 | | 1,415,774 | | 341,481 | | 382,093 | | 324,393 | | 662,718 | | 299,222 |
| Elmira, NY | 436,952 | 619,146 | 651,946 | | 30,888 | | 116,261 | | 129,736 | | 149,901 | | 37,896 | | 34,597 | | 27,243 | | 52,292 | | 26,813 |
| Glens Falls, NY | 146,834 | 229,692 | 242,336 | | 8,593 | | 17,787 | | 75,076 | | 36,516 | | 13,271 | | 3,825 | | 2,736 | | 18,999 | | 11,723 |
| Nassau-Suffolk, NY | 14,136,906 | 24,363,057 | 25,625,452 | | 1,379,563 | | 2,660,364 | | 5,256,012 | | 5,108,041 | | 1,220,145 | | 1,511,199 | | 1,642,333 | | 1,975,429 | | 702,942 |
| New York, NY | 30,340,789 | 52,599,536 | 55,327,819 | | 1,735,436 | | 6,148,598 | | 10,984,279 | | 6,852,931 | | 1,504,750 | | 5,067,938 | | 3,907,277 | | 6,940,901 | | 1,820,568 |
| Niagra Falls, NY | 854,220 | 1,228,567 | 1,292,907 | | 53,341 | | 171,294 | | 325,180 | | 287,048 | | 51,069 | | 66,848 | | 45,177 | | 126,016 | | 58,046 |
| Orange, NY | 1,238,717 | 2,309,017 | 2,429,274 | | 163,351 | | 282,725 | | 590,609 | | 515,795 | | 154,899 | | 119,111 | | 116,217 | | 155,955 | | 66,764 |
| Poughkeepsie, NY | 1,114,542 | 1,976,917 | 2,079,987 | | 119,855 | | 220,022 | | 501,011 | | 450,706 | | 106,011 | | 110,971 | | 82,904 | | 150,045 | | 61,030 |
| Rochester, NY | 4,326,406 | 6,926,344 | 7,288,594 | | 381,225 | | 775,891 | | 1,582,898 | | 1,912,913 | | 413,995 | | 330,460 | | 365,260 | | 674,547 | | 296,055 |
| Syracuse, NY | 2,765,490 | 4,579,276 | 4,818,542 | | 248,705 | | 466,155 | | 1,160,683 | | 1,159,065 | | 244,106 | | 272,231 | | 241,182 | | 438,152 | | 230,027 |
| Utica-Rome, NY | 1,284,075 | 1,961,104 | 2,064,113 | | 102,711 | | 207,156 | | 479,432 | | 422,694 | | 119,657 | | 127,640 | | 86,059 | | 170,529 | | 107,085 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALBANY | 1,704,538 | 2,797,880 | 2,943,438 | 71 | 104,541 | 41 | 331,153 | 231 | 520,780 | 75 | 719,453 | 137 | 130,336 | 184 | 219,568 | 119 | 179,788 | 560 | 260,778 | 56 | 82,363 |
| Albany | 481,886 | 729,124 | 767,616 | 18 | 9,430 | 10 | 33,505 | 86 | 184,659 | 23 | 191,691 | 36 | 44,694 | 73 | 53,815 | 33 | 31,871 | 264 | 91,758 | 24 | 21,788 |
| ALLEGANY | 129,068 | 195,224 | 206,085 | 16 | 8,875 | 7 | 12,336 | 44 | 65,143 | 23 | 58,376 | 18 | 9,323 | 16 | 4,931 | 15 | 5,127 | 56 | 16,815 | 10 | 8,081 |
| Wellsville | 59,275 | 81,116 | 86,071 | 6 | 2,926 | 2 | 4,392 | 10 | 23,190 | 9 | 26,989 | 5 | 6,296 | 12 | 3,437 | 9 | 2,768 | 14 | 5,668 | 3 | 4,326 |
| BRONX | 2,132,854 | 3,333,226 | 3,506,490 | 123 | 103,804 | 97 | 212,567 | 855 | 1,064,574 | 124 | 500,498 | 184 | 121,688 | 452 | 248,055 | 250 | 233,543 | 800 | 246,838 | 214 | 134,772 |
| BROOME | 1,039,034 | 1,669,995 | 1,757,181 | 52 | 80,535 | 29 | 205,709 | 156 | 389,952 | 77 | 406,241 | 99 | 106,383 | 133 | 94,988 | 92 | 94,947 | 365 | 154,718 | 45 | 78,711 |
| Binghamton | 348,027 | 539,189 | 567,851 | 12 | 16,540 | 6 | 27,933 | 56 | 148,769 | 26 | 128,230 | 28 | 41,944 | 38 | 22,735 | 29 | 33,425 | 147 | 57,720 | 14 | 30,059 |
| CATTARAUGUS | 291,434 | 454,710 | 479,000 | 35 | 39,516 | 20 | 59,534 | 57 | 117,077 | 39 | 107,796 | 33 | 19,405 | 55 | 28,606 | 30 | 17,562 | 163 | 46,990 | 20 | 18,653 |
| Olean | 151,744 | 231,423 | 244,157 | 8 | 14,745 | 8 | 42,028 | 21 | 59,591 | 13 | 43,000 | 10 | 8,938 | 37 | 19,776 | 14 | 9,135 | 64 | 22,534 | 6 | 7,563 |
| Salamanca | 32,961 | 48,325 | 51,583 | 2 | 5,311 | 3 | 5,299 | 6 | 15,735 | 4 | 7,443 | 5 | 3,868 | 5 | 2,443 | 5 | 1,073 | 15 | 4,696 | 2 | 2,507 |
| CAYUGA | 279,967 | 426,309 | 449,129 | 19 | 25,061 | 11 | 44,625 | 51 | 107,029 | 32 | 121,448 | 33 | 33,956 | 41 | 23,677 | 16 | 9,327 | 109 | 31,346 | 11 | 17,760 |
| Auburn | 208,286 | 310,697 | 327,534 | 9 | 9,682 | 7 | 36,490 | 32 | 91,377 | 15 | 63,218 | 22 | 31,117 | 35 | 21,553 | 13 | 6,701 | 69 | 24,338 | 9 | 14,521 |
| CHAUTAUQUA | 557,824 | 838,347 | 882,492 | 61 | 61,458 | 33 | 96,504 | 113 | 218,866 | 67 | 208,418 | 68 | 49,203 | 74 | 31,580 | 45 | 36,239 | 269 | 86,981 | 35 | 31,707 |
| Dunkirk | 71,785 | 104,329 | 110,485 | 8 | 2,924 | 7 | 15,064 | 24 | 30,585 | 7 | 8,383 | 10 | 7,861 | 11 | 9,192 | 8 | 3,106 | 29 | 11,628 | 5 | 6,080 |
| Fredonia | 53,826 | 85,133 | 90,296 | 5 | 6,643 | 2 | 10,224 | 7 | 23,657 | 6 | 18,419 | 7 | 6,529 | 3 | 573 | 4 | 1,951 | 25 | 11,990 | 3 | 3,427 |
| Jamestown | 187,897 | 271,738 | 286,558 | 9 | 6,125 | 6 | 27,823 | 32 | 69,229 | 16 | 72,563 | 16 | 16,834 | 30 | 11,741 | 18 | 11,353 | 87 | 24,072 | 12 | 12,534 |
| | | | | | | | | | | | | | 0 | | | | | | | | |
| CHEMUNG | 436,952 | 619,146 | 651,946 | 22 | 30,888 | 20 | 116,261 | 84 | 129,736 | 34 | 149,901 | 39 | 37,896 | 57 | 34,597 | 44 | 27,243 | 149 | 52,292 | 14 | 26,813 |
| Elmira | 180,788 | 241,713 | 254,980 | 9 | 8,181 | 6 | 8,573 | 35 | 73,601 | 12 | 60,721 | 15 | 19,063 | 19 | 11,008 | 19 | 10,550 | 78 | 22,357 | 8 | 15,275 |
| CHENANGO | 159,761 | 277,689 | 292,817 | 13 | 12,582 | 9 | 21,493 | 37 | 78,169 | 30 | 80,468 | 15 | 11,724 | 19 | 8,810 | 14 | 7,073 | 78 | 18,743 | 9 | 13,777 |
| Norwich | 74,593 | 123,298 | 130,434 | 4 | 4,794 | 1 | 8,482 | 7 | 30,849 | 14 | 31,637 | 6 | 10,006 | 12 | 7,464 | 7 | 3,160 | 28 | 9,318 | 3 | 8,944 |
| CLINTON | 338,640 | 604,099 | 636,120 | 26 | 35,509 | 14 | 61,642 | 55 | 122,325 | 42 | 147,357 | 28 | 33,589 | 35 | 39,002 | 29 | 23,118 | 114 | 55,963 | 18 | 22,919 |
| Plattsburgh | 164,258 | 294,841 | 310,857 | 12 | 18,575 | 6 | 27,094 | 24 | 39,453 | 24 | 78,264 | 13 | 26,341 | 18 | 11,794 | 18 | 11,465 | 77 | 46,174 | 9 | 10,074 |
| COLUMBIA | 207,008 | 403,587 | 425,231 | 25 | 50,377 | 7 | 21,001 | 47 | 111,888 | 19 | 78,432 | 21 | 32,494 | 21 | 8,145 | 18 | 12,619 | 75 | 27,130 | 10 | 10,886 |
| Hudson | 106,993 | 192,567 | 203,290 | 11 | 9,967 | 4 | 9,721 | 17 | 73,375 | 11 | 36,232 | 8 | 10,384 | 17 | 5,618 | 13 | 6,996 | 24 | 9,132 | 5 | 8,423 |
| CORTLAND | 184,522 | 277,721 | 292,851 | 21 | 23,179 | 5 | 13,776 | 35 | 68,552 | 33 | 78,405 | 16 | 13,583 | 21 | 14,999 | 21 | 12,370 | 86 | 33,779 | 11 | 18,758 |
| Cortland | 149,281 | 226,032 | 238,487 | 13 | 15,028 | 4 | 13,017 | 20 | 64,473 | 21 | 40,500 | 14 | 12,890 | 16 | 12,186 | 18 | 11,740 | 59 | 29,212 | 8 | 17,687 |
| DELAWARE | 179,533 | 278,792 | 293,978 | 25 | 23,553 | 11 | 18,466 | 40 | 81,653 | 24 | 54,638 | 26 | 15,748 | 23 | 6,670 | 13 | 5,340 | 73 | 19,557 | 17 | 12,924 |
| DUTCHESS | 1,114,542 | 1,976,917 | 2,079,987 | 63 | 119,855 | 23 | 220,022 | 185 | 501,011 | 82 | 450,706 | 115 | 106,011 | 142 | 110,971 | 87 | 82,904 | 339 | 150,045 | 50 | 61,030 |
| Beacon | 33,336 | 56,618 | 60,305 | 1 | 3,335 | 0 | 6,121 | 11 | 14,267 | 5 | 14,327 | 6 | 5,580 | 4 | 1,582 | 2 | 2,306 | 12 | 1,274 | 4 | 3,796 |
| Poughkeepsie | 268,933 | 445,862 | 469,694 | 7 | 14,466 | 1 | 56,134 | 39 | 83,368 | 24 | 99,409 | 29 | 32,507 | 42 | 42,665 | 21 | 21,152 | 83 | 34,780 | 10 | 14,430 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| ERIE | 4,147,981 | 6,166,972 | 6,486,693 | 228 | 261,245 | 97 | 724,088 | 770 | 1,611,300 | 290 | 1,415,774 | 387 | 341,481 | 485 | 382,093 | 352 | 324,393 | 1,735 | 662,718 | 230 | 299,222 |
| Buffalo | 1,061,008 | 1,435,466 | 1,510,514 | 55 | 38,749 | 21 | 84,739 | 297 | 501,623 | 71 | 172,089 | 103 | 95,061 | 124 | 91,281 | 90 | 54,566 | 680 | 199,108 | 85 | 85,823 |
| Tonawanda | 118,603 | 167,676 | 177,111 | 5 | 3,902 | 2 | 19,519 | 18 | 69,689 | 9 | 23,414 | 9 | 14,855 | 7 | 2,735 | 5 | 2,682 | 42 | 20,902 | 4 | 6,890 |
| ESSEX | 128,788 | 216,076 | 228,016 | 14 | 18,618 | 9 | 13,084 | 34 | 63,876 | 14 | 32,771 | 30 | 13,928 | 26 | 7,596 | 5 | 1,616 | 91 | 24,730 | 13 | 6,208 |
| FRANKLIN | 162,442 | 283,994 | 299,449 | 17 | 31,305 | 10 | 18,484 | 35 | 75,106 | 18 | 42,357 | 19 | 7,173 | 22 | 9,312 | 12 | 6,638 | 78 | 18,293 | 12 | 17,546 |
| Malone | 62,080 | 107,178 | 113,482 | 6 | 9,123 | 1 | 8,204 | 8 | 18,847 | 7 | 17,860 | 3 | 2,649 | 10 | 5,924 | 5 | 2,946 | 24 | 7,101 | 5 | 7,788 |
| Saranac Lake | 34,174 | 57,877 | 61,629 | 4 | 4,571 | 1 | 3,772 | 8 | 15,327 | 3 | 8,644 | 6 | 3,882 | 7 | 1,900 | 4 | 1,672 | 14 | 3,733 | 3 | 2,397 |
| Tupper Lake | 22,748 | 38,650 | 41,407 | 5 | 3,546 | 2 | 2,093 | 6 | 14,738 | 3 | 4,799 | 5 | 676 | 3 | 1,055 | 1 | 751 | 18 | 3,328 | 2 | 1,987 |
| FULTON | 189,030 | 301,089 | 317,429 | 19 | 22,655 | 7 | 21,156 | 32 | 73,544 | 30 | 84,053 | 19 | 17,205 | 28 | 21,505 | 9 | 8,983 | 72 | 19,045 | 11 | 21,739 |
| Gloversville | 88,896 | 137,497 | 145,370 | 7 | 5,126 | 4 | 13,623 | 16 | 38,050 | 12 | 21,123 | 9 | 7,376 | 15 | 14,696 | 5 | 4,346 | 29 | 7,586 | 5 | 11,452 |
| Johnstown | 69,582 | 109,083 | 115,485 | 6 | 7,830 | 1 | 7,445 | 8 | 26,574 | 8 | 25,472 | 5 | 9,709 | 10 | 6,729 | 3 | 3,247 | 23 | 7,924 | 4 | 7,856 |
| GENESEE | 208,472 | 324,324 | 341,866 | 24 | 29,093 | 10 | 24,493 | 41 | 81,055 | 26 | 75,186 | 27 | 24,890 | 22 | 17,340 | 24 | 20,403 | 94 | 35,008 | 9 | 15,472 |
| Batavia | 117,120 | 180,256 | 190,342 | 9 | 9,382 | 5 | 19,480 | 20 | 48,359 | 11 | 25,730 | 12 | 18,949 | 17 | 15,660 | 16 | 10,009 | 42 | 19,104 | 3 | 4,730 |
| GREENE | 175,626 | 306,718 | 323,349 | 19 | 22,405 | 7 | 23,734 | 46 | 91,326 | 21 | 69,910 | 24 | 29,628 | 16 | 8,429 | 8 | 6,846 | 99 | 21,895 | 10 | 9,825 |
| Catskill | 76,584 | 118,949 | 125,862 | 5 | 5,365 | 4 | 9,348 | 14 | 39,093 | 7 | 22,264 | 7 | 17,974 | 10 | 5,429 | 2 | 2,697 | 23 | 4,209 | 4 | 3,982 |
| HAMILTON | 14,055 | 25,503 | 27,580 | 4 | 4,689 | 4 | 1,980 | 7 | 7,211 | 7 | 3,043 | 3 | 1,376 | 1 | 1,599 | 2 | 336 | 31 | 4,367 | 0 | 1,602 |
| | | | | | | | | | | | | | 0 | | | | | | | | |
| HERKIMER | 207,607 | 308,343 | 325,058 | 14 | 17,914 | 11 | 43,488 | 50 | 81,323 | 28 | 49,329 | 25 | 20,485 | 32 | 12,423 | 27 | 13,492 | 100 | 24,867 | 14 | 18,007 |
| Herkimer | 65,301 | 95,861 | 101,579 | 3 | 4,980 | 4 | 12,091 | 12 | 28,603 | 6 | 14,967 | 7 | 3,815 | 11 | 6,261 | 10 | 4,158 | 25 | 9,684 | 4 | 4,863 |
| Ilion | 31,967 | 47,597 | 50,817 | 1 | 2,435 | 1 | 5,914 | 9 | 18,630 | 7 | 7,006 | 4 | 3,350 | 6 | 2,440 | 7 | 1,512 | 7 | 1,132 | 2 | 2,448 |
| Little Falls | 28,666 | 39,322 | 42,114 | 2 | 2,568 | 2 | 6,234 | 8 | 11,658 | 4 | 4,296 | 5 | 2,937 | 8 | 2,722 | 5 | 1,412 | 12 | 1,437 | 3 | 2,581 |
| JEFFERSON | 377,197 | 620,659 | 653,537 | 34 | 42,633 | 22 | 70,612 | 79 | 137,556 | 48 | 151,062 | 42 | 40,193 | 43 | 31,861 | 32 | 24,693 | 194 | 53,064 | 16 | 36,477 |
| Watertown | 217,224 | 331,615 | 349,534 | 14 | 16,714 | 11 | 52,594 | 36 | 77,765 | 21 | 49,666 | 21 | 23,721 | 29 | 27,054 | 24 | 15,063 | 88 | 29,353 | 10 | 25,050 |
| KINGS | 4,988,562 | 7,823,813 | 8,229,482 | 282 | 324,855 | 224 | 762,366 | 1,861 | 2,117,959 | 232 | 1,061,682 | 433 | 261,955 | 1,249 | 636,097 | 648 | 571,486 | 1,752 | 556,887 | 445 | 307,510 |
| LEWIS | 54,413 | 93,024 | 98,595 | 7 | 2,537 | 5 | 7,238 | 15 | 27,708 | 12 | 22,437 | 11 | 7,012 | 4 | 1,749 | 5 | 2,191 | 43 | 9,026 | 4 | 5,723 |
| LIVINGSTON | 192,013 | 326,021 | 343,651 | 19 | 26,815 | 9 | 18,189 | 36 | 90,567 | 30 | 72,792 | 29 | 32,206 | 20 | 6,718 | 18 | 6,249 | 101 | 32,674 | 10 | 9,749 |
| MADISON | 203,404 | 340,089 | 358,447 | 19 | 22,062 | 7 | 17,335 | 41 | 92,857 | 35 | 90,832 | 23 | 15,080 | 20 | 8,785 | 19 | 9,151 | 111 | 41,470 | 14 | 22,565 |
| Oneida | 84,575 | 129,327 | 136,777 | 5 | 3,006 | 3 | 10,942 | 9 | 36,710 | 14 | 38,193 | 5 | 6,020 | 10 | 3,593 | 11 | 5,012 | 21 | 7,311 | 4 | 10,800 |
| MONROE | 3,332,460 | 5,276,817 | 5,550,669 | 151 | 256,207 | 54 | 581,962 | 454 | 1,201,827 | 196 | 1,524,715 | 296 | 303,372 | 310 | 249,076 | 248 | 316,646 | 968 | 530,313 | 115 | 227,360 |
| Rochester | 929,593 | 1,335,303 | 1,405,167 | 46 | 76,672 | 8 | 174,157 | 194 | 287,922 | 56 | 264,758 | 109 | 110,807 | 77 | 53,898 | 75 | 80,801 | 464 | 178,724 | 46 | 69,936 |
| MONTGOMERY | 191,869 | 300,104 | 316,393 | 17 | 11,948 | 7 | 28,348 | 41 | 74,077 | 22 | 49,606 | 33 | 38,565 | 25 | 13,372 | 18 | 8,283 | 82 | 19,077 | 15 | 18,065 |
| Amsterdam | 112,362 | 169,736 | 179,277 | 9 | 4,918 | 3 | 15,855 | 23 | 49,474 | 10 | 17,892 | 19 | 21,570 | 19 | 12,779 | 13 | 4,634 | 42 | 11,265 | 8 | 10,104 |
| NASSAU | 8,230,516 | 13,465,774 | 14,163,436 | 353 | 524,425 | 135 | 1,520,085 | 1,323 | 2,677,176 | 356 | 2,698,555 | 816 | 662,883 | 1,101 | 906,977 | 682 | 1,047,651 | 2,115 | 1,129,378 | 347 | 365,008 |
| Garden City | 187,143 | 297,759 | 313,926 | 5 | 2,245 | 4 | 37,094 | 23 | 26,787 | 2 | 65,852 | 8 | 8,174 | 37 | 71,255 | 11 | 13,152 | 46 | 22,329 | 6 | 2,828 |
| Hempstead | 342,346 | 638,754 | 672,569 | 4 | 11,515 | 5 | 72,732 | 29 | 89,262 | 22 | 241,545 | 19 | 17,696 | 28 | 32,369 | 19 | 47,990 | 50 | 25,524 | 12 | 8,034 |
| NEW YORK | 10,856,507 | 20,985,412 | 22,072,244 | 238 | 356,606 | 263 | 2,956,490 | 1,974 | 2,726,253 | 84 | 1,033,736 | 111 | 126,228 | 2,425 | 2,916,121 | 1,033 | 1,912,102 | 4,945 | 4,258,701 | 463 | 694,681 |
| NIAGARA | 854,220 | 1,228,567 | 1,292,907 | 56 | 53,341 | 34 | 171,294 | 152 | 325,180 | 84 | 287,048 | 85 | 51,069 | 126 | 66,848 | 79 | 45,177 | 403 | 126,016 | 55 | 58,046 |
| Lockport | 79,137 | 113,925 | 120,578 | 9 | 4,753 | 2 | 15,262 | 21 | 33,105 | 13 | 14,535 | 9 | 11,159 | 13 | 5,595 | 9 | 4,751 | 58 | 17,459 | 8 | 4,256 |
| Niagra Falls | 264,310 | 352,436 | 371,433 | 14 | 16,474 | 15 | 42,804 | 50 | 112,907 | 14 | 37,119 | 35 | 26,487 | 43 | 26,045 | 24 | 8,024 | 169 | 49,952 | 19 | 17,992 |
| N. Tonawanda | 127,762 | 185,316 | 195,664 | 9 | 6,969 | 4 | 18,885 | 32 | 73,525 | 12 | 34,779 | 14 | 9,327 | 8 | 2,541 | 13 | 7,293 | 47 | 12,439 | 8 | 12,245 |
| ONEIDA | 1,076,468 | 1,652,761 | 1,739,055 | 65 | 84,797 | 36 | 163,667 | 157 | 398,110 | 74 | 373,366 | 112 | 99,172 | 165 | 115,217 | 95 | 72,567 | 393 | 145,662 | 60 | 89,078 |
| Rome | 198,938 | 300,810 | 317,135 | 11 | 11,477 | 10 | 39,327 | 29 | 84,485 | 17 | 48,490 | 25 | 24,749 | 17 | 13,473 | 15 | 8,282 | 79 | 25,986 | 10 | 19,007 |
| Utica | 331,053 | 488,821 | 514,876 | 15 | 9,423 | 9 | 39,032 | 61 | 145,060 | 12 | 50,315 | 34 | 47,304 | 74 | 51,552 | 37 | 16,900 | 146 | 47,883 | 23 | 30,766 |
| ONONDAGA | 2,190,477 | 3,577,021 | 3,762,902 | 135 | 181,916 | 45 | 397,684 | 319 | 879,387 | 160 | 915,215 | 194 | 190,596 | 286 | 248,505 | 180 | 213,327 | 761 | 342,029 | 85 | 167,820 |
| Syracuse | 584,339 | 887,014 | 933,677 | 36 | 23,618 | 11 | 59,855 | 143 | 264,053 | 59 | 246,882 | 70 | 68,072 | 81 | 47,415 | 83 | 79,390 | 351 | 105,285 | 30 | 39,106 |
| ONTARIO | 442,424 | 764,662 | 804,993 | 29 | 43,019 | 11 | 132,487 | 62 | 145,853 | 47 | 162,623 | 45 | 39,731 | 72 | 58,341 | 29 | 26,809 | 152 | 72,590 | 15 | 29,320 |
| Canandaigua | 95,516 | 149,830 | 158,341 | 6 | 9,110 | 1 | 13,618 | 14 | 50,972 | 15 | 38,321 | 10 | 12,440 | 14 | 6,393 | 9 | 3,716 | 41 | 7,462 | 5 | 6,626 |
| Geneva | 64,266 | 92,394 | 97,933 | 7 | 2,901 | 2 | 16,784 | 12 | 18,478 | 7 | 6,907 | 8 | 8,517 | 16 | 10,350 | 10 | 4,812 | 36 | 9,197 | 4 | 8,050 |
| ORANGE | 1,238,717 | 2,309,017 | 2,429,274 | 66 | 163,351 | 37 | 282,725 | 175 | 590,609 | 101 | 515,795 | 128 | 154,899 | 147 | 119,111 | 96 | 116,217 | 399 | 155,955 | 49 | 66,764 |
| Middletown | 251,314 | 433,092 | 456,263 | 7 | 17,420 | 5 | 68,398 | 21 | 142,881 | 12 | 45,421 | 21 | 39,199 | 17 | 11,334 | 19 | 32,313 | 56 | 23,137 | 6 | 12,331 |
| Newburgh | 250,537 | 419,390 | 441,852 | 6 | 3,064 | 5 | 15,934 | 34 | 130,947 | 16 | 115,992 | 28 | 41,052 | 41 | 35,197 | 25 | 17,690 | 66 | 31,164 | 9 | 7,489 |
| Port Jervis | 58,301 | 102,230 | 108,278 | 5 | 3,993 | 2 | 15,529 | 8 | 24,697 | 11 | 19,457 | 4 | 6,689 | 10 | 6,021 | 7 | 5,493 | 18 | 5,576 | 5 | 6,330 |
| ORLEANS | 105,754 | 163,533 | 172,753 | 16 | 13,731 | 5 | 12,681 | 27 | 52,421 | 14 | 33,282 | 8 | 6,512 | 13 | 5,816 | 8 | 6,435 | 41 | 14,553 | 9 | 10,221 |
| Medina | 45,437 | 69,819 | 74,189 | 6 | 5,068 | 3 | 5,975 | 10 | 24,699 | 6 | 9,286 | 3 | 3,069 | 8 | 5,251 | 2 | 3,032 | 14 | 4,595 | 4 | 4,519 |
| OSWEGO | 371,609 | 662,166 | 697,193 | 27 | 44,727 | 17 | 51,136 | 72 | 188,439 | 40 | 153,018 | 50 | 38,430 | 26 | 14,942 | 25 | 18,705 | 147 | 54,654 | 14 | 39,643 |
| Fulton | 106,244 | 169,002 | 178,505 | 5 | 3,932 | 3 | 15,474 | 15 | 52,609 | 11 | 35,883 | 10 | 12,665 | 8 | 2,942 | 9 | 6,146 | 28 | 8,564 | 4 | 11,997 |
| Oswego | 118,050 | 187,032 | 197,469 | 3 | 8,150 | 6 | 13,900 | 20 | 59,721 | 9 | 27,969 | 14 | 14,170 | 12 | 8,236 | 9 | 5,864 | 54 | 23,267 | 3 | 10,776 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OTSEGO | 224,020 | 392,540 | 413,612 | 24 | 41,188 | 12 | 35,161 | 44 | 96,937 | 36 | 116,667 | 18 | 11,836 | 21 | 11,467 | 15 | 6,179 | 102 | 38,011 | 14 | 18,537 |
| Oneonta | 92,926 | 145,791 | 154,093 | 8 | 8,635 | 3 | 14,577 | 12 | 40,188 | 12 | 21,779 | 10 | 8,635 | 15 | 8,936 | 11 | 3,501 | 46 | 18,461 | 8 | 13,780 |
| PUTNAM | 272,769 | 505,806 | 532,740 | 23 | 47,344 | 5 | 28,307 | 62 | 122,807 | 28 | 138,643 | 40 | 34,099 | 18 | 10,158 | 26 | 16,729 | 99 | 29,723 | 17 | 21,013 |
| QUEENS | 5,111,766 | 8,100,354 | 8,520,335 | 259 | 291,293 | 163 | 706,693 | 1,577 | 2,181,971 | 227 | 1,541,358 | 528 | 368,955 | 945 | 493,661 | 511 | 457,739 | 1,931 | 907,881 | 361 | 316,458 |
| RENSSELAER | 454,996 | 752,909 | 792,632 | 27 | 38,452 | 8 | 40,768 | 113 | 253,588 | 47 | 161,434 | 64 | 52,903 | 32 | 19,782 | 28 | 23,954 | 206 | 62,502 | 37 | 41,094 |
| Troy | 186,170 | 294,842 | 310,858 | 11 | 8,369 | 3 | 7,772 | 56 | 106,388 | 11 | 42,928 | 20 | 24,831 | 21 | 11,559 | 18 | 14,448 | 108 | 35,667 | 16 | 26,203 |
| RICHMOND | 1,084,079 | 2,017,980 | 2,123,175 | 60 | 105,398 | 25 | 253,823 | 256 | 540,719 | 58 | 394,113 | 101 | 72,383 | 165 | 138,095 | 105 | 103,326 | 315 | 141,022 | 60 | 66,789 |
| ROCKLAND | 1,114,627 | 1,916,197 | 2,016,125 | 57 | 114,000 | 18 | 234,475 | 195 | 445,259 | 60 | 491,816 | 134 | 106,245 | 140 | 105,229 | 91 | 86,694 | 344 | 189,059 | 66 | 70,062 |
| Nyack | 48,235 | 76,642 | 81,366 | 4 | 1,929 | 1 | 5,962 | 10 | 2,817 | 11 | 38,805 | 7 | 6,526 | 2 | 2,676 | 5 | 1,825 | 28 | 12,285 | 5 | 4,131 |
| ST. LAWRENCE | 355,522 | 543,635 | 572,527 | 31 | 44,719 | 16 | 38,160 | 84 | 137,338 | 60 | 138,448 | 30 | 13,020 | 40 | 21,187 | 37 | 21,415 | 181 | 48,598 | 15 | 35,177 |
| Ogdensburg | 55,160 | 78,841 | 83,678 | 5 | 8,238 | 2 | 7,556 | 11 | 15,637 | 6 | 11,353 | 6 | 1,742 | 10 | 4,265 | 6 | 3,021 | 32 | 9,715 | 2 | 6,965 |
| SARATOGA | 579,287 | 1,062,434 | 1,118,176 | 41 | 83,423 | 23 | 107,097 | 99 | 274,535 | 44 | 230,278 | 60 | 72,289 | 73 | 39,987 | 41 | 36,692 | 229 | 105,115 | 23 | 34,440 |
| Saratoga Springs | 153,787 | 290,968 | 306,784 | 11 | 13,492 | 7 | 23,862 | 22 | 80,365 | 12 | 64,304 | 8 | 11,025 | 22 | 15,239 | 13 | 8,177 | 78 | 40,435 | 8 | 13,070 |
| SCHENECTADY | 705,031 | 1,086,706 | 1,143,704 | 42 | 73,056 | 20 | 132,130 | 121 | 289,016 | 52 | 226,911 | 70 | 61,286 | 85 | 52,662 | 56 | 59,060 | 224 | 77,097 | 39 | 43,815 |
| Schenectady | 368,720 | 565,886 | 595,930 | 19 | 29,806 | 9 | 53,907 | 64 | 169,899 | 31 | 105,219 | 39 | 57,443 | 37 | 28,578 | 28 | 27,725 | 142 | 47,284 | 23 | 26,422 |
| SCHOHARIE | 90,312 | 155,687 | 164,501 | 10 | 11,303 | 5 | 12,074 | 19 | 46,137 | 8 | 31,028 | 17 | 7,967 | 10 | 4,070 | 7 | 4,213 | 32 | 9,773 | 3 | 10,108 |
| SCHUYLER | 42,267 | 63,575 | 67,622 | 5 | 6,903 | 2 | 4,963 | 11 | 18,326 | 11 | 21,742 | 7 | 2,937 | 5 | 981 | 3 | 875 | 25 | 5,148 | 3 | 4,155 |
| SENECA | 102,041 | 160,452 | 169,513 | 8 | 13,525 | 2 | 12,443 | 16 | 47,476 | 12 | 46,204 | 12 | 11,117<br>0 | 11 | 2,663 | 9 | 5,774 | 52 | 13,464 | 8 | 10,282 |
| STEUBEN | 346,403 | 501,362 | 528,066 | 28 | 41,956 | 15 | 48,020 | 67 | 126,038 | 53 | 110,750 | 51 | 32,377 | 48 | 23,326 | 35 | 17,806 | 156 | 45,682 | 25 | 27,376 |
| Corning | 70,629 | 94,908 | 100,577 | 4 | 5,162 | 3 | 5,908 | 17 | 29,297 | 7 | 13,625 | 8 | 6,648 | 12 | 7,226 | 11 | 4,468 | 43 | 14,904 | 6 | 6,604 |
| Hornell | 68,669 | 93,426 | 99,018 | 1 | 5,554 | 4 | 10,169 | 11 | 26,570 | 11 | 16,685 | 7 | 6,225 | 19 | 9,839 | 8 | 2,358 | 29 | 8,575 | 6 | 5,800 |
| SUFFOLK | 5,906,390 | 10,897,283 | 11,462,016 | 401 | 855,138 | 119 | 1,140,278 | 1,101 | 2,578,836 | 418 | 2,409,485 | 624 | 557,261 | 683 | 604,222 | 479 | 594,682 | 1,793 | 846,051 | 267 | 337,934 |
| SULLIVAN | 285,933 | 501,720 | 528,443 | 23 | 48,323 | 14 | 38,789 | 51 | 130,977 | 31 | 104,302 | 43 | 26,116 | 20 | 7,326 | 16 | 6,606 | 158 | 43,222 | 20 | 14,393 |
| TIOGA | 125,876 | 209,283 | 220,871 | 10 | 12,612 | 6 | 11,728 | 30 | 70,032 | 14 | 49,465 | 21 | 19,225 | 5 | 1,497 | 9 | 2,898 | 42 | 10,334 | 8 | 6,263 |
| Waverly | 20,154 | 32,412 | 34,846 | 1 | 974 | 1 | 905 | 8 | 21,583 | 3 | 3,608 | 4 | 1,485 | 2 | 115 | 4 | 1,461 | 8 | 1,388 | 2 | 483 |
| TOMPKINS | 357,234 | 572,045 | 602,408 | 25 | 43,506 | 9 | 57,034 | 65 | 136,565 | 34 | 130,474 | 37 | 34,431 | 50 | 27,776 | 41 | 32,728 | 166 | 64,912 | 17 | 23,533 |
| Ithaca | 249,886 | 397,196 | 418,509 | 16 | 32,027 | 6 | 41,985 | 42 | 75,123 | 21 | 96,048 | 23 | 25,347 | 44 | 20,447 | 35 | 23,104 | 113 | 49,227 | 12 | 17,323 |
| ULSTER | 681,558 | 1,216,021 | 1,279,712 | 45 | 60,271 | 23 | 124,992 | 115 | 292,718 | 57 | 244,349 | 79 | 79,587 | 72 | 46,300 | 48 | 31,203 | 278 | 112,849 | 33 | 34,516 |
| Kingston | 267,515 | 458,180 | 482,650 | 13 | 16,034 | 5 | 43,366 | 41 | 140,175 | 20 | 87,070 | 21 | 24,869 | 38 | 28,800 | 26 | 13,111 | 68 | 35,331 | 8 | 13,353 |
| WASHINGTON | 146,834 | 229,692 | 242,336 | 12 | 8,593 | 3 | 17,787 | 49 | 75,076 | 18 | 36,516 | 23 | 13,271 | 13 | 3,825 | 8 | 2,736 | 90 | 18,999 | 14 | 11,723 |
| WAYNE | 253,755 | 395,311 | 416,527 | 34 | 41,452 | 12 | 30,572 | 41 | 92,229 | 42 | 119,501 | 35 | 32,174 | 24 | 10,509 | 20 | 9,121 | 99 | 24,418 | 16 | 19,405 |
| WESTCHESTER | 4,779,625 | 7,916,748 | 8,327,227 | 216 | 392,136 | 103 | 993,878 | 842 | 1,784,737 | 219 | 1,691,086 | 495 | 413,196 | 625 | 520,522 | 426 | 525,658 | 1,231 | 610,791 | 226 | 209,283 |
| Mamaroneck | 136,996 | 223,793 | 236,132 | 6 | 8,861 | 2 | 14,989 | 27 | 67,616 | 14 | 65,009 | 24 | 24,612 | 19 | 5,988 | 14 | 7,178 | 31 | 17,186 | 7 | 5,068 |
| Mount Vernon | 245,145 | 400,740 | 422,237 | 9 | 4,752 | 5 | 5,960 | 56 | 92,419 | 10 | 60,983 | 25 | 30,885 | 34 | 13,322 | 22 | 11,420 | 69 | 13,538 | 13 | 16,483 |
| New Rochelle | 370,498 | 607,529 | 639,728 | 12 | 18,708 | 9 | 78,885 | 93 | 102,959 | 20 | 172,766 | 34 | 27,082 | 59 | 39,774 | 37 | 39,473 | 119 | 48,042 | 19 | 15,061 |
| North Tarrytown | 38,882 | 61,868 | 65,827 | 1 | 431 | 0 | 1,086 | 8 | 4,034 | 4 | 48,513 | 6 | 4,536 | 3 | 572 | 1 | 578 | 17 | 4,254 | 1 | 231 |
| Ossining | 73,407 | 119,964 | 126,930 | 6 | 8,836 | 2 | 14,291 | 16 | 23,373 | 6 | 24,484 | 16 | 11,513 | 10 | 3,214 | 8 | 8,689 | 26 | 12,070 | 5 | 2,485 |
| Peekskill | 177,415 | 312,722 | 329,664 | 7 | 8,586 | 7 | 60,122 | 26 | 104,276 | 10 | 31,859 | 14 | 20,406 | 17 | 12,248 | 14 | 13,240 | 45 | 15,919 | 4 | 5,268 |
| Port Chester | 182,311 | 303,421 | 319,881 | 10 | 15,623 | 8 | 37,296 | 29 | 75,186 | 13 | 29,904 | 26 | 27,868 | 24 | 16,716 | 16 | 16,326 | 48 | 21,248 | 13 | 14,873 |
| Tarrytown | 59,606 | 94,741 | 100,401 | 3 | 1,558 | 1 | 9,508 | 11 | 33,648 | 2 | 16,288 | 4 | 3,547 | 5 | 5,097 | 3 | 274 | 27 | 14,348 | 5 | 4,429 |
| White Plains | 757,255 | 1,238,226 | 1,303,066 | 22 | 40,425 | 15 | 402,763 | 55 | 183,062 | 21 | 157,147 | 38 | 41,484 | 112 | 129,763 | 68 | 74,916 | 136 | 85,478 | 18 | 18,534 |
| Yonkers | 805,147 | 1,277,583 | 1,344,460 | 27 | 45,570 | 19 | 201,141 | 156 | 372,108 | 39 | 163,735 | 77 | 83,073 | 105 | 93,818 | 73 | 81,432 | 197 | 80,291 | 45 | 37,775 |
| WYOMING | 114,306 | 180,920 | 191,040 | 14 | 15,722 | 4 | 7,641 | 23 | 52,920 | 29 | 54,816 | 19 | 9,558 | 16 | 4,675 | 12 | 7,139 | 57 | 17,694 | 6 | 7,478 |
| YATES | 59,650 | 84,283 | 89,402 | 8 | 9,306 | 3 | 6,563 | 12 | 22,114 | 13 | 19,663 | 7 | 7,527 | 9 | 2,135 | 6 | 1,155 | 37 | 11,187 | 5 | 3,959 |
| New York City | 24,173,768 | 42,260,785 | 44,451,727 | 962 | 1,181,956 | 772 | 4,891,939 | 6,523 | 8,631,476 | 725 | 4,531,387 | 1,357 | 951,210 | 5,136 | 4,432,030 | 2,547 | 3,278,197 | 9,743 | 6,111,329 | 1,543 | 1,520,210 |

# NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STATE TOTALS | 25,005,089 | 45,586,340 | 47,785,701 | | 3,606,701 | | 4,824,287 | | 10,338,478 | | 11,634,899 | | 2,432,963 | | 2,520,704 | | 2,729,502 | | 4,105,514 | | 1,627,191 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Ashville, NC | 848,523 | 1,478,332 | 1,554,055 | | 120,599 | | 187,184 | | 302,007 | | 381,370 | | 94,414 | | 68,026 | | 58,168 | | 139,282 | | 59,534 |
| Burlington, NC | 517,969 | 947,126 | 994,921 | | 56,606 | | 88,608 | | 197,337 | | 268,584 | | 66,428 | | 87,306 | | 58,985 | | 80,638 | | 34,634 |
| Fayetteville, NC | 974,013 | 1,702,665 | 1,790,183 | | 113,914 | | 270,783 | | 343,590 | | 460,582 | | 99,815 | | 72,417 | | 160,366 | | 168,734 | | 37,969 |
| Greensboro-Winston-Salem-High Point, NC | 3,934,099 | 7,081,704 | 7,440,025 | | 435,108 | | 807,004 | | 1,434,664 | | 1,826,987 | | 406,784 | | 407,328 | | 483,524 | | 700,515 | | 247,619 |
| Hickory, NC | 840,858 | 1,535,844 | 1,610,591 | | 143,169 | | 143,346 | | 355,135 | | 365,987 | | 53,676 | | 90,606 | | 83,039 | | 139,654 | | 63,560 |
| Jacksonville, NC | 415,439 | 730,708 | 767,125 | | 59,026 | | 106,063 | | 150,758 | | 240,631 | | 24,120 | | 21,272 | | 64,490 | | 74,763 | | 18,367 |
| Raleigh-Durham, NC | 2,792,602 | 5,719,475 | 6,012,176 | | 349,764 | | 748,987 | | 1,214,775 | | 1,449,995 | | 302,121 | | 330,579 | | 364,266 | | 585,504 | | 209,314 |
| Wilmington, NC | 615,501 | 1,133,164 | 1,190,740 | | 93,176 | | 168,790 | | 225,160 | | 260,902 | | 41,450 | | 73,541 | | 66,690 | | 112,426 | | 35,270 |
| Charlotte-Gastonia-Rock Hill, NC-SC | 4,720,304 | 8,754,821 | 9,202,094 | | 591,495 | | 912,443 | | 2,062,604 | | 2,452,423 | | 468,405 | | 532,043 | | 508,082 | | 787,016 | | 288,514 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALAMANCE | 517,969 | 947,126 | 994,921 | 36 | 56,606 | 26 | 88,608 | 98 | 197,337 | 56 | 268,584 | 57 | 66,428 | 99 | 87,306 | 71 | 58,985 | 113 | 80,638 | 30 | 34,634 |
| Burlington | 362,016 | 670,782 | 704,048 | 24 | 33,781 | 13 | 81,860 | 41 | 123,152 | 37 | 173,814 | 32 | 46,111 | 80 | 75,498 | 55 | 36,011 | 78 | 57,588 | 19 | 23,767 |
| ALEXANDER | 53,772 | 102,595 | 105,989 | 15 | 16,500 | 4 | 3,951 | 14 | 28,758 | 11 | 20,809 | 8 | 2,590 | 5 | 2,779 | 7 | 4,570 | 19 | 9,047 | 6 | 4,715 |
| ALLEGHANY | 25,973 | 42,518 | 42,753 | 5 | 10,293 | 4 | 1,667 | 9 | 8,243 | 7 | 7,815 | 5 | 3,235 | 6 | 835 | 1 | 1,600 | 10 | 2,280 | 3 | 2,208 |
| ANSON | 63,554 | 107,138 | 110,771 | 8 | 8,968 | 8 | 4,426 | 24 | 31,482 | 14 | 26,083 | 9 | 7,867 | 12 | 3,959 | 6 | 6,783 | 19 | 6,840 | 7 | 4,968 |
| ASHE | 73,097 | 130,471 | 135,331 | 10 | 14,943 | 8 | 9,441 | 18 | 28,082 | 9 | 36,220 | 12 | 4,344 | 13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| AVERY | 49,490 | 93,276 | 96,180 | 9 | 23,723 | 6 | 6,420 | 20 | 26,129 | 5 | 13,010 | 8 | 1,721 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| BEAUFORT | 169,038 | 271,727 | 284,013 | 17 | 33,904 | 14 | 26,858 | 44 | 73,522 | 25 | 70,654 | 18 | 10,713 | 36 | 10,372 | 22 | 10,688 | 32 | 16,229 | 10 | 10,888 |
| Washington | 120,371 | 183,1[illegible] | 190,798 | 8 | 24,266 | 7 | 19,224 | 22 | 42,032 | 18 | 43,500 | 9 | 10,607 | 30 | 9,205 | 16 | 6,970 | 22 | 12,085 | 6 | 8,282 |
| BERTIE | 39,359 | 69,155 | 70,791 | 5 | 5,267 | 5 | 1,818 | 30 | 22,475 | 8 | 22,081 | 9 | 2,399 | 5 | 891 | 5 | 2,200 | 7 | 2,448 | 5 | 2,055 |
| BLADEN | 72,451 | 120,831 | 125,184 | 12 | 7,750 | 9 | 8,483 | 25 | 37,796 | 15 | 29,824 | 14 | 6,240 | 10 | 4,219 | 6 | 3,757 | 14 | 4,351 | 9 | 5,730 |
| BRUNSWICK | 117,246 | 253,926 | 265,276 | 11 | 29,059 | 11 | 17,157 | 40 | 93,132 | 15 | 58,125 | 24 | 10,890 | 9 | 3,724 | 9 | 4,063 | 60 | 32,929 | 9 | 8,675 |
| BUNCOMBE | 848,523 | 1,478,332 | 1,554,055 | 56 | 120,599 | 31 | 187,184 | 134 | 302,007 | 92 | 381,370 | 91 | 94,414 | 106 | 68,026 | 83 | 58,168 | 207 | 139,282 | 37 | 59,534 |
| Asheville | 599,405 | 975,865 | 1,025,171 | 32 | 73,936 | 19 | 125,232 | 77 | 189,994 | 60 | 255,148 | 52 | 63,167 | 91 | 45,512 | 62 | 37,567 | 151 | 98,800 | 24 | 39,831 |
| BURKE | 195,246 | 342,763 | 358,784 | 24 | 40,394 | 7 | 21,429 | 62 | 103,022 | 30 | 50,157 | 19 | 10,458 | 37 | 19,917 | 23 | 13,264 | 49 | 31,262 | 18 | 16,272 |
| Morganton | 133,814 | 227,134 | 237,076 | 13 | 20,807 | 4 | 14,533 | 32 | 75,957 | 18 | 30,656 | 10 | 7,093 | 24 | 15,060 | 11 | 5,833 | 31 | 20,422 | 11 | 11,036 |
| CABARRUS | 394,622 | 680,922 | 714,721 | 33 | 49,125 | 15 | 79,964 | 73 | 162,312 | 42 | 202,991 | 41 | 27,587 | 66 | 39,887 | 47 | 42,691 | 76 | 47,687 | 22 | 24,585 |
| Concord | 173,236 | 274,507 | 286,939 | 16 | 20,140 | 3 | 2,147 | 34 | 76,278 | 16 | 88,308 | 17 | 14,584 | 24 | 13,101 | 23 | 11,274 | 39 | 20,098 | 10 | 10,104 |
| Kannaplis | 132,198 | 212,167 | 221,322 | 11 | 15,215 | 5 | 26,090 | 24 | 52,029 | 14 | 62,695 | 14 | 8,611 | 22 | 12,649 | 16 | 13,433 | 25 | 14,609 | 7 | 7,824 |
| CALDWELL | 235,554 | 443,510 | 464,828 | 27 | 29,992 | 12 | 32,610 | 64 | 118,174 | 36 | 136,670 | 23 | 11,987 | 29 | 13,829 | 30 | 42,853 | 64 | 26,743 | 19 | 18,530 |
| Lenoir | 174,317 | 317,740 | 332,445 | 15 | 12,888 | 10 | 28,057 | 39 | 95,228 | 26 | 83,825 | 10 | 10,313 | 25 | 11,353 | 16 | 16,861 | 46 | 19,482 | 15 | 13,612 |
| CAMDEN | 10,701 | 19,139 | 18,145 | 1 | 1,409 | 1 | 381 | 4 | 3,526 | 2 | 3,975 | 3 | 1,373 | 0 | 795 | 2 | 679 | 4 | 948 | 1 | 533 |
| CARTERET | 197,370 | 428,621 | 449,156 | 24 | 69,689 | 12 | 41,143 | 57 | 85,240 | 26 | 85,688 | 35 | 27,775 | 23 | 11,231 | 25 | 27,662 | 69 | 51,556 | 8 | 14,187 |
| CASWELL | 19,886 | 30,211 | 29,799 | 2 | 2,314 | 7 | 2,631 | 17 | 10,568 | 7 | 6,992 | 3 | 500 | 0 | 1,305 | 1 | 1,116 | 4 | 284 | 2 | 874 |
| CATAWBA | 591,840 | 1,090,486 | 1,145,818 | 42 | 86,275 | 24 | 117,967 | 108 | 223,355 | 68 | 295,021 | 52 | 40,628 | 99 | 67,909 | 72 | 65,205 | 152 | 99,345 | 37 | 42,574 |
| Hickory | 329,027 | 588,233 | 617,159 | 17 | 33,483 | 13 | 72,278 | 47 | 120,010 | 36 | 112,047 | 27 | 30,104 | 60 | 46,883 | 40 | 41,618 | 87 | 63,408 | 18 | 22,262 |
| Newton | 44,525 | 72,066 | 73,855 | 5 | 5,517 | 2 | 7,543 | 14 | 26,906 | 5 | 4,009 | 7 | 4,166 | 11 | 5,036 | 11 | 2,683 | 14 | 4,647 | 6 | 5,585 |
| CHATHAM | 88,367 | 162,621 | 169,171 | 13 | 7,389 | 14 | 9,882 | 24 | 46,067 | 20 | 47,981 | 16 | 11,456 | 17 | 6,413 | 15 | 5,232 | 28 | 11,622 | 6 | 4,328 |
| CHEROKEE | 68,383 | 132,800 | 137,782 | 9 | 14,197 | 8 | 10,143 | 19 | 39,847 | 9 | 11,765 | 11 | 4,957 | 19 | 6,423 | 7 | 10,955 | 18 | 9,861 | 5 | 5,070 |
| CHOWAN | 46,863 | 83,731 | 86,133 | 3 | 5,076 | 6 | 11,234 | 11 | 25,390 | 8 | 17,197 | 8 | 5,291 | 6 | 2,776 | 4 | 2,777 | 10 | 4,623 | 3 | 3,435 |
| CLAY | 21,421 | 47,529 | 48,028 | 4 | 10,158 | 3 | 1,233 | 5 | 6,656 | 4 | 10,522 | 7 | 3,553 | 1 | 2,103 | 3 | 2,003 | 1 | 1,027 | 2 | 1,409 |

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# NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CLEVELAND | 284,386 | 480,916 | 504,200 | 19 | 25,506 | 24 | 46,831 | 75 | 135,944 | 48 | 113,728 | 48 | 27,269 | 37 | 20,489 | 40 | 24,003 | 82 | 44,523 | 26 | 22,595 |
| Shelby | 145,250 | 229,785 | 239,866 | 8 | 12,753 | 14 | 20,326 | 25 | 63,553 | 22 | 46,650 | 24 | 13,634 | 28 | 14,443 | 26 | 10,713 | 46 | 23,115 | 15 | 13,023 |
| COLUMBUS | 186,004 | 309,645 | 323,925 | 27 | 43,493 | 20 | 24,661 | 47 | 72,009 | 32 | 78,818 | 31 | 12,361 | 37 | 20,146 | 21 | 11,445 | 39 | 17,198 | 16 | 14,272 |
| CRAVEN | 319,197 | 583,804 | 612,497 | 16 | 52,022 | 17 | 71,444 | 84 | 147,227 | 35 | 182,864 | 37 | 23,418 | 48 | 19,512 | 42 | 35,084 | 68 | 45,977 | 16 | 15,344 |
| New Bern | 170,029 | 257,990 | 269,554 | 7 | 27,453 | 10 | 44,461 | 43 | 77,693 | 14 | 34,846 | 21 | 8,336 | 36 | 14,457 | 25 | 11,351 | 40 | 17,444 | 13 | 8,097 |
| CUMBERLAND | 974,013 | 1,702,665 | 1,790,183 | 58 | 113,914 | [illegible] | 270,783 | 162 | 343,590 | 106 | 460,582 | 108 | 99,815 | 114 | 72,417 | 104 | 160,366 | 278 | 168,734 | 31 | 37,969 |
| Fayetteville | 637,784 | 1,082,823 | 1,137,752 | 25 | 48,196 | 26 | 226,914 | 67 | 197,108 | 55 | 249,171 | 55 | 76,169 | 89 | 64,690 | 56 | 54,702 | 188 | 105,962 | 23 | 28,846 |
| CURRITUCK | 22,700 | 44,317 | 44,647 | 2 | 3,000 | 2 | 812 | 12 | 16,188 | 2 | 8,473 | 8 | 7,243 | 1 | 1,695 | 4 | 1,311 | 12 | 2,563 | 2 | 1,133 |
| DARE | 114,929 | 339,466 | 355,313 | 16 | 52,600 | 8 | 18,837 | 46 | 98,012 | 8 | 26,036 | 14 | 9,811 | 22 | 15,730 | 8 | 13,029 | 79 | 69,752 | 3 | 3,391 |
| DAVIDSON | 350,674 | 609,462 | 639,504 | 33 | 45,584 | 12 | 35,042 | 79 | 140,675 | 63 | 150,939 | 52 | 40,159 | 52 | 31,193 | 49 | 38,571 | 112 | 51,346 | 29 | 25,102 |
| Lexington | 180,606 | 301,868 | 315,739 | 12 | 23,022 | 5 | 18,617 | 31 | 77,410 | 25 | 52,468 | 19 | 23,660 | 34 | 25,421 | 20 | 11,539 | 43 | 19,720 | 15 | 13,834 |
| Thomasville | 108,647 | 183,077 | 190,702 | 11 | 7,122 | 5 | 10,556 | 25 | 48,296 | 21 | 44,697 | 16 | 16,107 | 11 | 4,092 | 16 | 10,374 | 30 | 16,723 | 12 | 7,561 |
| DAVIE | 59,720 | 127,819 | 132,539 | 7 | 12,509 | 7 | 3,747 | 17 | 30,998 | 9 | 20,335 | 14 | 13,166 | 7 | 2,790 | 6 | 18,440 | 16 | 7,572 | 3 | 5,429 |
| DUPLIN | 116,750 | 170,676 | 177,649 | 16 | 8,410 | 17 | 9 334 | 48 | 52,629 | 28 | 38,696 | 22 | 8,808 | 23 | 7,238 | 18 | 10,196 | 28 | 10,820 | 14 | 6,570 |
| DURHAM | 747,552 | 1,432,318 | 1,505,622 | 34 | 75,776 | 19 | 207,511 | 133 | 297,886 | 49 | 377,532 | 81 | 86,615 | 121 | 79,368 | 85 | 89,751 | 185 | 137,996 | 30 | 57,853 |
| Durham | 643,070 | 1,206,975 | 1,268,432 | 23 | 50,199 | 17 | 155,977 | 116 | 297,351 | 41 | 283,775 | 77 | 86,459 | 108 | 74,268 | 67 | 51,564 | 161 | 115,356 | 27 | 43,486 |
| EDGECOMBE | 162,170 | 244,900 | 255,776 | 11 | 12,973 | 12 | 23,564 | 66 | 73,239 | 20 | 51,387 | 24 | 13,539 | 20 | 8,562 | 22 | 15,244 | 36 | 14,140 | 13 | 10,329 |
| FORSYTH | 1,350,769 | 2,430,113 | 2,555,876 | 66 | 145,438 | 40 | 301,343 | 188 | 478,770 | 101 | 701,874 | 146 | 126,909 | 196 | 156,990 | 136 | 144,991 | 333 | 251,987 | 45 | 86,397 |
| Winston-Salem | 1,086,781 | 1,857,033 | 1,952,667 | 48 | 78,510 | 34 | 274,586 | 125 | 417,966 | 73 | 416,851 | 100 | 111,182 | 174 | 141,218 | 111 | 90,410 | 263 | 194,821 | 32 | 62,587 |
| FRANKLIN | 62,736 | 115,079 | 119,129 | 8 | 18,118 | 7 | 7,919 | 45 | 35,305 | 12 | 18,940 | 16 | 5,550 | 9 | 3,622 | 10 | 2,255 | 24 | 7,912 | 7 | 6,096 |
| GASTON | 633,365 | 1,087,571 | 1,142,750 | 45 | 76,768 | 35 | 160,538 | 142 | 292,797 | 75 | 262,096 | 72 | 43,709 | 84 | 43,891 | 69 | 45,728 | 144 | 89,409 | 36 | 47,057 |
| Gastonia | 404,889 | 692,747 | 727,168 | 20 | 24,261 | 19 | 131,765 | 65 | 165,346 | 43 | 142,390 | 47 | 37,177 | 66 | 37,535 | 38 | 26,350 | 73 | 53,780 | 18 | 27,340 |
| GATES | 13,975 | 22,320 | 21,493 | 2 | 1,668 | 3 | 661 | 10 | 6,406 | 3 | 4,711 | 6 | 1,355 | 0 | 941 | 0 | 805 | 4 | 460 | 2 | 630 |
| GRAHAM | 13,300 | 19,013 | 18,013 | 4 | 3,779 | 3 | 377 | 8 | 5,861 | 3 | 442 | 9 | 650 | 4 | 577 | 3 | 675 | 7 | 1,140 | 2 | 529 |
| GRANVILLE | 84,831 | 161,719 | 168,221 | 6 | 10,160 | 9 | 12,304 | 34 | 49,644 | 14 | 35,457 | 20 | 5,532 | 18 | 10,019 | 12 | 4,829 | 21 | 9,397 | 11 | 13,288 |
| GREENE | 18,486 | 22,631 | 21,821 | 5 | 1,169 | 4 | 1,401 | 7 | 4,638 | 4 | 4,781 | 6 | 1,778 | 3 | 956 | 5 | 1,249 | 8 | 1,242 | 1 | 639 |
| GUILFORD | 1,763,785 | 3,202,177 | 3,368,531 | 101 | 159,162 | 57 | 416,558 | 258 | 614,160 | 111 | 792,158 | 175 | 188,498 | 228 | 178,244 | 190 | 253,523 | 438 | 332,360 | 82 | 100,394 |
| Greensboro | 1,010,697 | 1,819,777 | 1,913,452 | 55 | 73,193 | 38 | 274,305 | 154 | 371,162 | 66 | 352,208 | 114 | 146,169 | 164 | 117,216 | 111 | 102,266 | 299 | 194,906 | 50 | 51,775 |
| High Point | 293,490 | 509,555 | 534,345 | 31 | 21,719 | 15 | 66,808 | 64 | 131,996 | 34 | 119,719 | 39 | 40,711 | 48 | 24,393 | 63 | 56,550 | 102 | 48,568 | 22 | 20,915 |
| HALIFAX | 218,653 | 377,736 | 395,595 | 19 | 22,939 | 21 | 48,177 | 71 | 87,237 | 33 | 64,485 | 48 | 39,047 | 37 | 17,602 | 25 | 34,245 | 57 | 27,905 | 20 | 14 113 |
| Roanoke Rapids | 132,059 | 233,781 | 244,072 | 9 | 12,708 | 10 | 42,747 | 22 | 56,797 | 20 | 35,276 | 16 | 21,246 | 26 | 13,818 | 15 | 12,029 | 32 | 18,458 | 12 | 10 658 |
| HARNETT | 174,155 | 299,057 | 312,780 | 19 | 42,460 | 20 | 27,046 | 45 | 77,606 | 28 | 42,652 | 31 | 24,239 | 27 | 8,459 | 25 | 14,057 | 47 | 25,361 | 15 | 16,442 |
| Dunn | 93,772 | 156,355 | 162,575 | 10 | 29,002 | 10 | 22,569 | 18 | 39,099 | 12 | 18,530 | 9 | 7,902 | 21 | 6,010 | 13 | 4,139 | 21 | 16,328 | 5 | 8,851 |
| HAYWOOD | 203,813 | 333,535 | 349,071 | 17 | 34,121 | 12 | 13,957 | 36 | 75,026 | 29 | 99,691 | 40 | 29,297 | 25 | 10,795 | 30 | 12,969 | 61 | 25,682 | 16 | 14,357 |
| HENDERSON | 304,431 | 585,525 | 614,309 | 21 | 77,790 | 12 | 31,132 | 44 | 121,871 | 40 | 198,826 | 26 | 25,409 | 31 | 55,494 | 41 | 21,785 | 61 | 45,275 | 18 | 21,070 |
| Hendersonville | 206,484 | 376,604 | 394,404 | 14 | 37,298 | 8 | 25,789 | 27 | 96,848 | 24 | 63,805 | 16 | 18,276 | 23 | 49,095 | 32 | 14,251 | 43 | 34,769 | 15 | 16,451 |
| HERTFORD | 88,195 | 135,619 | 140,749 | 12 | 14,154 | 10 | 17,038 | 32 | 36,527 | 12 | 25,014 | 10 | 7,077 | 16 | 3,473 | 12 | 9,151 | 18 | 12,420 | 7 | 5,907 |
| HOKE | 29,746 | 53,815 | 54,644 | 6 | 4,002 | 5 | 5,320 | 16 | 20,723 | 6 | 9,400 | 5 | 730 | 5 | 1,152 | 3 | 2,045 | 12 | 3,468 | 5 | 2,872 |
| HYDE | 9,982 | 17,954 | 16,898 | 1 | 1,124 | 3 | 1,327 | 10 | 5,266 | 1 | 3,172 | 7 | 1,324 | 1 | 633 | 4 | 541 | 10 | 2,240 | 1 | 424 |
| IREDELL | 314,923 | 636,823 | 668,304 | 38 | 66,411 | 20 | 57,997 | 70 | 165,690 | 51 | 150,341 | 47 | 27,613 | 47 | 36,072 | 36 | 33,074 | 97 | 59,810 | 24 | 29,447 |
| Statesville | 187,248 | 359,104 | 375,984 | 14 | 20,382 | 10 | 40,390 | 33 | 97,845 | 30 | 75,271 | 23 | 21,792 | 28 | 25,457 | 15 | 15,435 | 45 | 30,809 | 13 | 16,092 |
| JACKSON | 83,465 | 153,426 | 159,492 | 12 | 12,521 | 11 | 13,419 | 24 | 43,596 | 17 | 34,031 | 15 | 5,013 | 16 | 6,331 | 12 | 6,123 | 48 | 16,056 | 7 | 8,778 |
| JOHNSTON | 278,545 | 506,416 | 531,041 | 27 | 39,256 | 20 | 22,267 | 68 | 112,071 | 49 | 104,834 | 52 | 65,686 | 33 | 23,945 | 36 | 41,723 | 80 | 36,271 | 22 | 18,477 |
| JONES | 16,874 | 24,309 | 23,587 | 1 | 1,830 | 4 | 2,988 | 7 | 2,784 | 9 | 6,107 | 5 | 1,013 | 0 | 1,032 | 2 | 883 | 9 | 661 | 2 | 691 |
| LEE | 188,006 | 317,754 | 332,460 | 15 | 32,853 | 9 | 22,425 | 47 | 91,399 | 30 | 90,436 | 22 | 9,577 | 41 | 20,317 | 20 | 11,934 | 45 | 24,007 | 8 | 11,020 |
| Sanford | 162,041 | 275,375 | 287,853 | 12 | 27,654 | 8 | 18,876 | 39 | 90,557 | 23 | 65,200 | 14 | 9,488 | 39 | 17,101 | 17 | 9,079 | 38 | 21,981 | 7 | 9,276 |
| LENOIR | 255,014 | 400,010 | 419,041 | 20 | 34,689 | 15 | 48,534 | 73 | 90,897 | 31 | 100,990 | 28 | 14,664 | 41 | 27,632 | 34 | 23,845 | 56 | 29,566 | 19 | 15,259 |
| LINCOLN | 126,061 | 232,019 | 242,217 | 20 | 27,355 | 8 | 18,137 | 32 | 64,835 | 23 | 55,002 | 16 | 8,228 | 19 | 5,769 | 18 | 9,778 | 38 | 17,215 | 14 | 11,188 |
| MCDOWELL | 113,277 | 176,980 | 184,285 | 12 | 13,832 | 8 | 13,059 | 34 | 47,163 | 25 | 45,801 | 12 | 11,942 | 18 | 8,999 | 10 | 5,652 | 31 | 14,185 | 8 | 7,598 |
| Marion | 59,250 | 91,500 | 94,311 | 6 | 3,932 | 4 | 7,710 | 16 | 26,070 | 14 | 21,386 | 6 | 4,644 | 16 | 5,313 | 6 | 4,048 | 11 | 7,242 | 7 | 4,486 |
| MACON | 95,202 | 189,440 | 197,400 | 11 | 52,764 | 9 | 17,727 | 22 | 42,033 | 13 | 14,945 | 13 | 7,880 | 18 | 8,800 | 12 | 8,379 | 38 | 15,681 | 10 | 8,136 |
| MADISON | 27,169 | 42,015 | 42,224 | 3 | 3,277 | 3 | 1,457 | 7 | 8,206 | 5 | 9,381 | 7 | 3,058 | 3 | 1,848 | 2 | 1,580 | 6 | 2,243 | 5 | 2,153 |
| MARTIN | 80,292 | 124,923 | 129,491 | 6 | 2,666 | 9 | 15,936 | 23 | 33,578 | 14 | 22,563 | 14 | 5,298 | 15 | 5,665 | 9 | 5,836 | 29 | 13,404 | 5 | 4,214 |

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | | |
| MECKLENBURG | 2,501,701 | 4,773,659 | 5,022,634 | 124 | 303,020 | 59 | 498,307 | 337 | 926,989 | 165 | 1,448,317 | 239 | 285,389 | 301 | 330,317 | 214 | 327,492 | 636 | 482,109 | 93 | 135,541 | |
| Charlotte | 2,231,107 | 4,429,204 | 4,660,069 | 103 | 214,218 | 48 | 473,642 | 275 | 838,606 | 145 | 1,131,681 | 204 | 283,775 | 257 | 313,055 | 191 | 257,279 | 557 | 445,221 | 79 | 126,323 | |
| MITCHELL | 46,435 | 77,700 | 79,785 | 9 | 7,127 | 3 | 1,857 | 5 | 14,857 | 11 | 29,212 | 9 | 2,701 | 12 | 4,186 | 7 | 5,763 | 12 | 6,019 | 7 | 3,827 | |
| MONTGOMERY | 56,408 | 106,473 | 110,071 | 7 | 8,264 | 7 | 4,205 | 19 | 28,947 | 10 | 21,669 | 11 | 4,564 | 9 | 2,887 | 7 | 4,771 | 23 | 8,403 | 7 | 5,534 | |
| MOORE | 197,191 | 406,772 | 426,158 | 16 | 26,137 | 11 | 20,678 | 51 | 114,645 | 29 | 117,398 | 22 | 15,278 | 43 | 23,652 | 24 | 17,578 | 62 | 33,696 | 18 | 15,433 | |
| NASH | 359,205 | 618,335 | 648,844 | 22 | 50,394 | 25 | 75,190 | 109 | 133,405 | 49 | 136,049 | 46 | 31,489 | 56 | 45,610 | 41 | 29,620 | 99 | 70,846 | 17 | 20,788 | |
| Rocky Mount | 264,284 | 463,546 | 485,917 | 13 | 31,590 | 10 | 65,949 | 52 | 104,539 | 30 | 74,703 | 26 | 29,401 | 45 | 40,004 | 25 | 16,277 | 70 | 55,990 | 12 | 18,318 | |
| NEW HANOVER | 615,501 | 1,133,164 | 1,190,740 | 37 | 93,176 | 22 | 168,790 | 107 | 225,160 | 61 | 260,902 | 48 | 41,450 | 108 | 73,541 | 69 | 66,690 | 175 | 112,426 | 31 | 35,270 | |
| Wilmington | 471,264 | 794,002 | 833,747 | 29 | 42,349 | 13 | 121,188 | 70 | 160,494 | 40 | 187,323 | 35 | 39,432 | 95 | 52,801 | 55 | 47,882 | 118 | 70,401 | 28 | 25,323 | |
| NORTHAMPTON | 34,906 | 70,854 | 72,579 | 9 | 12,307 | 2 | 1,523 | 30 | 22,804 | 3 | 15,904 | 7 | 3,112 | 2 | 3,178 | 0 | 2,718 | 9 | 4,466 | 4 | 2,135 | |
| ONSLOW | 415,439 | 730,708 | 767,125 | 24 | 59,026 | 23 | 106,063 | 86 | 150,758 | 67 | 240,631 | 41 | 24,120 | 38 | 21,272 | 45 | 64,490 | 155 | 74,763 | 11 | 18,367 | |
| Jacksonville | 310,863 | 543,774 | 570,363 | 10 | 30,635 | 18 | 100,458 | 54 | 109,835 | 41 | 131,379 | 21 | 24,098 | 33 | 20,981 | 36 | 44,036 | 93 | 52,227 | 8 | 11,775 | |
| ORANGE | 295,381 | 604,133 | 633,895 | 20 | 52,509 | 11 | 37,774 | 70 | 173,457 | 22 | 80,186 | 26 | 29,599 | 40 | 29,720 | 36 | 31,899 | 110 | 85,027 | 15 | 21,680 | |
| Chapel Hill | 87,201 | 168,486 | 175,344 | 8 | 8,949 | 5 | 17,300 | 30 | 54,567 | 11 | 23,760 | 15 | 16,261 | 27 | 0 | 21 | 9,348 | 78 | 36,214 | 6 | 8,944 | |
| PAMLICO | 26,773 | 47,596 | 48,098 | 1 | 3,733 | 1 | 1,008 | 15 | 12,451 | 6 | 19,315 | 3 | 1,891 | 0 | 2,105 | 2 | 1,799 | 9 | 3,212 | 1 | 1,410 | |
| PASQUOTANK | 154,257 | 251,144 | 262,348 | 20 | 45,662 | 6 | 28,487 | 31 | 42,061 | 23 | 67,705 | 27 | 14,588 | 24 | 11,950 | 19 | 16,288 | 35 | 18,201 | 8 | 10,741 | |
| Elizabeth City | 50,832 | 76,590 | 78,617 | 16 | 14,660 | 4 | 15,360 | 28 | 24,571 | 18 | 0 | 22 | 11,023 | 15 | 6,724 | 16 | 6,278 | 32 | 0 | 7 | 0 | |
| PENDER | 49,239 | 95,301 | 98,311 | 9 | 11,399 | 6 | 3,163 | 27 | 39,081 | 7 | 10,667 | 8 | 5,472 | 2 | 4,303 | 2 | 3,680 | 19 | 4,122 | 3 | 3,381 | |
| PERQUIMANS | 20,038 | 32,960 | 33,652 | 6 | 1,763 | 3 | 707 | 6 | 5,972 | 6 | 12,973 | 8 | 1,376 | 5 | 1,218 | 2 | 1,261 | 9 | 3,038 | 1 | 986 | |
| PERSON | 97,577 | 165,371 | 172,065 | 10 | 8,002 | 9 | 9,809 | 30 | 43,439 | 14 | 48,634 | 12 | 6,191 | 17 | 9,834 | 14 | 8,380 | 21 | 9,554 | 9 | 8,294 | |
| PITT | 429,177 | 817,332 | 858,303 | 29 | 61,337 | 32 | 83,093 | 95 | 163,164 | 43 | 237,493 | 51 | 39,914 | 71 | 64,902 | 50 | 52,017 | 113 | 81,809 | 18 | 21,311 | |
| Greenville | 333,628 | 642,778 | 674,572 | 20 | 41,034 | 10 | 60,576 | 53 | 133,616 | 29 | 151,986 | 33 | 35,813 | 62 | 57,472 | 34 | 35,105 | 91 | 68,894 | 12 | 15,189 | |
| POLK | 34,096 | 63,096 | 64,413 | 5 | 1,343 | 5 | 1,754 | 12 | 15,515 | 3 | 44,113 | 9 | 5,771 | 5 | 1,573 | 3 | 1,944 | 16 | 4,917 | 5 | 3,671 | |
| RANDOLPH | 267,388 | 469,813 | 492,513 | 31 | 47,088 | 19 | 45,048 | 71 | 108,075 | 45 | 98,631 | 44 | 26,059 | 38 | 33,590 | 39 | 17,928 | 73 | 37,583 | 19 | 19,213 | |
| Asheboro | 172,940 | 314,895 | 329,451 | 12 | 17,241 | 12 | 42,603 | 29 | 74,548 | 29 | 56,760 | 20 | 15,972 | 27 | 31,753 | 23 | 8,978 | 43 | 28,282 | 12 | 15,379 | |
| RICHMOND | 161,088 | 262,952 | 274,777 | 13 | 26,173 | 14 | 26,271 | 57 | 68,337 | 25 | 64,227 | 24 | 10,480 | 30 | 12,070 | 29 | 17,128 | 41 | 20,497 | 11 | 12,579 | |
| Rockingham | 120,715 | 203,776 | 212,490 | 9 | 16,831 | 7 | 23,132 | 34 | 54,602 | 18 | 43,547 | 15 | 9,057 | 18 | 8,236 | 21 | 12,927 | 26 | 16,718 | 7 | 10,268 | |
| ROBESON | 344,182 | 586,442 | 615,274 | 28 | 66,232 | 24 | 32,108 | 86 | 129,594 | 57 | 113,989 | 48 | 47,734 | 56 | 43,147 | 39 | 39,023 | 77 | 39,867 | 23 | 20,490 | |
| Lumberton | 190,655 | 319,131 | 333,909 | 14 | 22,446 | 8 | 20,402 | 27 | 71,607 | 29 | 44,128 | 21 | 32,818 | 34 | 34,796 | 26 | 23,947 | 43 | 27,399 | 8 | 10,204 | |
| ROCKINGHAM | 292,761 | 499,121 | 523,362 | 35 | 38,421 | 23 | 43,698 | 70 | 150,039 | 43 | 71,996 | 32 | 21,667 | 62 | 33,479 | 46 | 44,846 | 73 | 41,724 | 27 | 24,496 | |
| Eden | 122,073 | 203,119 | 211,798 | 14 | 10,699 | 8 | 16,311 | 26 | 67,836 | 15 | 26,389 | 8 | 6,318 | 29 | 17,809 | 16 | 12,229 | 31 | 15,507 | 10 | 9,322 | |
| Reidsville | 104,657 | 167,626 | 174,439 | 11 | 11,779 | 6 | 16,982 | 20 | 56,562 | 20 | 15,822 | 10 | 11,207 | 20 | 10,614 | 20 | 9,144 | 24 | 13,107 | 10 | 9,625 | |
| ROWAN | 408,330 | 691,250 | 725,592 | 22 | 37,917 | 14 | 40,201 | 66 | 251,817 | 39 | 146,553 | 43 | 33,839 | 44 | 44,803 | 41 | 27,340 | 92 | 45,044 | 24 | 22,865 | |
| Spencer | 11,114 | 17,076 | 17,975 | 0 | 777 | 2 | 823 | 3 | 5,894 | 2 | 3,000 | 2 | 693 | 1 | 917 | 5 | 2,942 | 3 | 922 | 1 | 468 | |
| Salisbury | 243,675 | 403,340 | 422,546 | 9 | 12,114 | 8 | 36,411 | 26 | 109,405 | 25 | 99,297 | 22 | 29,923 | 36 | 42,383 | 25 | 11,465 | 59 | 33,063 | 16 | 15,804 | |
| RUTHERFORD | 205,959 | 363,971 | 381,107 | 20 | 34,586 | 14 | 28,322 | 41 | 87,593 | 54 | 107,578 | 23 | 13,487 | 29 | 13,590 | 27 | 20,736 | 58 | 25,395 | 18 | 16,721 | |
| Forest City | 93,300 | 163,073 | 169,647 | 8 | 16,952 | 7 | 21,169 | 11 | 32,296 | 25 | 26,689 | 7 | 8,500 | 22 | 10,048 | 11 | 11,088 | 26 | 16,028 | 9 | 8,195 | |
| SAMPSON | 141,373 | 206,788 | 215,660 | 19 | 18,138 | 16 | 20,501 | 41 | 51,166 | 28 | 47,360 | 22 | 11,973 | 24 | 9,695 | 20 | 13,963 | 44 | 11,030 | 12 | 9,491 | |
| Clinton | 96,202 | 138,600 | 143,887 | 10 | 10,088 | 9 | 17,491 | 18 | 36,052 | 17 | 27,632 | 12 | 11,522 | 18 | 7,911 | 10 | 8,172 | 18 | 6,918 | 8 | 7,513 | |
| SCOTLAND | 125,554 | 217,761 | 227,210 | 9 | 19,626 | [illegible] | 25,116 | 46 | 72,038 | 13 | 47,403 | 15 | 10,266 | 14 | 6,333 | 15 | 10,146 | 31 | 17,959 | 11 | 6,018 | |
| STANLY | 161,804 | 283,452 | 296,354 | 14 | 23,866 | 14 | 18,766 | 49 | 69,253 | 39 | 72,579 | 25 | 20,301 | 26 | 17,426 | 27 | 12,811 | 54 | 20,518 | 12 | 13,644 | |
| STOKES | 57,851 | 102,925 | 106,336 | 10 | 11,820 | 2 | 2,231 | 17 | 22,569 | 16 | 28,440 | 10 | 5,199 | 6 | 2,982 | 7 | 5,199 | 24 | 9,194 | 6 | 5,202 | |
| SURRY | 288,216 | 492,000 | 515,867 | 31 | 42,134 | 17 | 34,974 | 58 | 99,784 | 49 | 119,865 | 36 | 24,992 | 54 | 33,811 | 33 | 25,258 | 66 | 27,701 | 26 | 22,164 | |
| Mount Airy | 130,400 | 207,631 | 216,547 | 17 | 18,434 | 8 | 16,327 | 20 | 43,654 | 22 | 42,690 | 15 | 10,023 | 28 | 14,792 | 22 | 10,658 | 27 | 11,393 | 13 | 11,308 | |
| SWAIN | 44,286 | 73,639 | 75,511 | 4 | 4,335 | 4 | 1,583 | 13 | 20,679 | 8 | 8,056 | 9 | 3,945 | 5 | 2,042 | 6 | 1,809 | 36 | 11,698 | 5 | 2,113 | |
| TRANSYLVANIA | 80,186 | 135,674 | 140,807 | 10 | 10,648 | 7 | 10,331 | 18 | 40,346 | 14 | 26,083 | 11 | 10,138 | 7 | 4,667 | 8 | 4,229 | 20 | 10,316 | 4 | 6,476 | |
| TYRRELL | 6,876 | 6,670 | 6,721 | 4 | 1,698 | 1 | 141 | 4 | 1,306 | 4 | 679 | 2 | 509 | 2 | 294 | 0 | 252 | 2 | 143 | 0 | 197 | |
| UNION | 233,660 | 491,273 | 515,102 | 19 | 54,128 | 12 | 52,555 | 61 | 134,008 | 34 | 136,417 | 26 | 15,322 | 52 | 31,560 | 20 | 16,825 | 46 | 28,851 | 13 | 15,572 | |
| Monroe | 176,726 | 363,382 | 380,487 | 11 | 18,923 | 9 | 51,209 | 39 | 106,656 | 22 | 87,157 | 15 | 15,146 | 44 | 30,751 | 12 | 7,179 | 32 | 23,286 | 9 | 10,347 | |
| VANCE | 147,545 | 235,456 | 245,835 | 18 | 21,632 | 10 | 25,519 | 43 | 55,458 | 30 | 55,926 | 30 | 13,625 | 28 | 12,476 | 17 | 13,375 | 33 | 17,102 | 8 | 8,454 | |
| Henderson | 124,183 | 193,894 | 202,088 | 16 | 19,174 | 8 | 22,619 | 28 | 54,008 | 25 | 29,342 | 23 | 12,765 | 25 | 12,350 | 16 | 11,856 | 27 | 12,544 | 7 | 7,493 | |
| WAKE | 1,686,933 | 3,567,945 | 3,753,530 | 98 | 203,361 | 66 | 495,783 | 263 | 708,127 | 134 | 973,337 | 150 | 180,357 | 214 | 217,868 | 171 | 240,362 | 419 | 354,569 | 80 | 123,685 | |
| Raleigh | 1,152,685 | 2,344,380 | 2,465,636 | 40 | 65,180 | 28 | 357,367 | 131 | 408,092 | 75 | 612,822 | 92 | 138,544 | 146 | 168,716 | 108 | 101,316 | 298 | 255,610 | 43 | 69,299 | |
| WARREN | 30,429 | 48,305 | 48,845 | 6 | 2,409 | 9 | 2,351 | 23 | 16,286 | 9 | 6,272 | 13 | 3,105 | 3 | 2,138 | 5 | 4,393 | 6 | 1,677 | 5 | 2,034 | |
| WASHINGTON | 35,960 | 47,186 | 47,667 | 4 | 1,724 | 7 | 3,824 | 17 | 14,854 | 5 | 9,130 | 7 | 1,995 | 6 | 1,589 | 7 | 2,772 | 10 | 3,357 | 4 | 2,142 | |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| WATAUGA | 171,522 | 322,218 | 337,159 | 14 | 36,090 | 12 | 18,813 | 30 | 67,119 | 17 | 72,975 | 17 | 14,977 | 31 | 22,935 | 25 | 20,185 | 64 | 37,347 | 9 | 11,739 |
| WAYNE | 382,467 | 649,140 | 681,269 | 30 | 47,475 | 27 | 82,587 | 82 | 126,583 | 59 | 190,588 | 55 | 35,194 | 63 | 28,320 | 53 | 37,155 | 90 | 47,855 | 18 | 19,514 |
| Goldsboro | 254,858 | 439,699 | 460.816 | 13 | 17,269 | 15 | 69,769 | 44 | 73,233 | 36 | 108,822 | 32 | 30,122 | 51 | 26,017 | 37 | 25,515 | 61 | 33,720 | 11 | 16,185 |
| WILKES | 197,689 | 356,062 | 372,782 | 29 | 57,217 | 9 | 26,354 | 43 | 74,435 | 30 | 88,301 | 30 | 19,438 | 32 | 16,954 | 16 | 6,732 | 54 | 23,383 | 10 | 13,659 |
| WILSON | 290,641 | 478,125 | 501,262 | 27 | 41,606 | 16 | 61,372 | 81 | 99,665 | 38 | 128,084 | 33 | 24,787 | 56 | 23,284 | 34 | 22,721 | 68 | 40,425 | 14 | 17,832 |
| Wilson | 246,406 | 411,214 | 430,834 | 17 | 16,743 | 14 | 22,231 | 52 | 58,858 | 32 | 52,661 | 24 | 16,039 | 55 | 8,434 | 27 | 10,164 | 51 | 20,307 | 12 | 6,459 |
| YADKIN | 83,912 | 139,395 | 144,724 | 15 | 13,505 | 6 | 3,035 | 24 | 39,417 | 19 | 34,610 | 9 | 6,795 | 9 | 1,539 | 10 | 4,871 | 27 | 10,474 | 4 | 5,882 |
| YANCEY | 37,283 | 70,784 | 72,505 | 6 | 9,944 | 3 | 4,163 | 11 | 21,618 | 10 | 13,577 | 9 | 4,196 | 4 | 766 | 1 | 2,713 | 10 | 4,221 | 3 | 4,270 |

# NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 3,366,973 | 4,591,919 | 4,846,960 | | 430,608 | | 499,920 | | 712,795 | | 1,512,256 | | 343,039 | | 238,159 | | 232,604 | | 409,662 | | 134,067 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Bismarck, ND | 485,128 | 675,064 | 711,069 | | 48,280 | | 102,411 | | 107,739 | | 211,349 | | 49,605 | | 36,148 | | 36,435 | | 64,808 | | 22,900 |
| Grand Forks, ND | 386,000 | 586,522 | 617,615 | | 39,053 | | 66,913 | | 75,457 | | 195,071 | | 34,679 | | 37,420 | | 43,355 | | 49,762 | | 9,897 |
| Fargo-Moorhead, ND-MN | 844,103 | 1,254,068 | 1,322,269 | | 89,774 | | 131,260 | | 185,377 | | 381,823 | | 103,351 | | 59,378 | | 67,252 | | 132,857 | | 30,762 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 14,992 | 21,224 | 22,597 | 3 | 1,876 | 1 | 2,449 | 3 | 4,426 | 3 | 3,127 | 2 | 1,796 | 3 | 1,070 | 0 | 314 | 7 | 1,980 | 2 | 738 |
| BARNES | 62,803 | 76,355 | 80,626 | 15 | 7,329 | 3 | 5,117 | 8 | 13,240 | 6 | 26,763 | 10 | 8,350 | 12 | 4,759 | 4 | 2,497 | 30 | 5,687 | 3 | 2,950 |
| Valley City | 56,343 | 68,865 | 72,743 | 10 | 3,687 | 3 | 5,083 | 5 | 13,152 | 6 | 20,547 | 9 | 8,295 | 11 | 4,727 | 4 | 2,015 | 20 | 4,668 | 3 | 2,930 |
| BENSON | 6,805 | 9,203 | 9,944 | 4 | 737 | 1 | 915 | 8 | 2,186 | 1 | 2,411 | 5 | 1,495 | 2 | 135 | 1 | 118 | 12 | 1,299 | 3 | 150 |
| BILLINGS | 1,419 | 2,144 | 2,514 | 0 | 165 | 0 | 215 | 2 | 389 | 0 | 565 | 2 | 157 | 0 | 30 | 0 | 28 | 4 | 771 | 0 | 64 |
| BOTTINEAU | 34,211 | 42,763 | 45,268 | 12 | 6,798 | 2 | 4,555 | 8 | 5,974 | 4 | 12,281 | 9 | 4,279 | 6 | 2,134 | 3 | 1,996 | 24 | 3,748 | 4 | 1,241 |
| BOWMAN | 19,755 | 25,267 | 26,852 | 6 | 2,730 | 2 | 2,909 | 5 | 5,671 | 2 | 7,658 | 6 | 1,336 | 3 | 428 | 2 | 373 | 13 | 3,066 | 2 | 876 |
| BURKE | 11,987 | 13,550 | 14,519 | 4 | 1,205 | 2 | 1,573 | 4 | 1,916 | 4 | 3,685 | 5 | 1,153 | 1 | 233 | 1 | 200 | 17 | 1,644 | 1 | 473 |
| BURLEIGH | 379,360 | 534,549 | 562,910 | 28 | 27,418 | 10 | 101,415 | 36 | 83,275 | 25 | 154,760 | 28 | 34,298 | 68 | 33,061 | 43 | 32,228 | 83 | 51,345 | 14 | 21,123 |
| Bismarck | 373,355 | 524,124 | 551,937 | 26 | 27,259 | 10 | 100,824 | 33 | 82,790 | 25 | 117,711 | 26 | 34,098 | 67 | 32,868 | 42 | 32,040 | 76 | 49,096 | 14 | 20,911 |
| CASS | 656,220 | 941,831 | 991,605 | 33 | 56,594 | 11 | 107,430 | 59 | 108,197 | 38 | 322,410 | 47 | 78,030 | 67 | 45,330 | 48 | 42,857 | 145 | 94,801 | 16 | 19,359 |
| Fargo | 597,005 | 839,610 | 884,009 | 20 | 35,576 | 10 | 100,254 | 39 | 99,722 | 33 | 228,158 | 34 | 72,747 | 63 | 41,847 | 43 | 42,580 | 110 | 82,335 | 13 | 17,490 |
| CAVALIER | 23,678 | 29,886 | 31,714 | 6 | 3,938 | 1 | 3,436 | 8 | 6,491 | 2 | 9,044 | 4 | 1,391 | 6 | 1,730 | 4 | 1,892 | 19 | 2,332 | 4 | 1,345 |
| DICKEY | 23,057 | 35,219 | 37,328 | 7 | 4,951 | 3 | 1,038 | 5 | 7,701 | 5 | 10,322 | 5 | 1,178 | 8 | 1,812 | 3 | 516 | 18 | 4,141 | 5 | 2,242 |
| DIVIDE | 10,789 | 14,085 | 15,083 | 6 | 2,945 | 2 | 1,495 | 3 | 2,703 | 3 | 3,395 | 3 | 1,095 | 3 | 843 | 0 | 192 | 11 | 1,211 | 2 | 449 |
| DUNN | 10,423 | 9,848 | 10,623 | 2 | 682 | 0 | 1,151 | 4 | 2,606 | 4 | 3,029 | 4 | 844 | 0 | 169 | 0 | 147 | 11 | 938 | 1 | 346 |
| EDDY | 12,036 | 16,772 | 17,911 | 4 | 1,696 | 1 | 1,940 | 5 | 3,108 | 2 | 5,109 | 3 | 1,422 | 3 | 285 | 1 | 249 | 8 | 908 | 1 | 584 |
| EMMONS | 16,618 | 23,021 | 24,488 | 7 | 3,652 | 1 | 2,511 | 8 | 5,118 | 3 | 6,610 | 4 | 1,834 | 4 | 1,168 | 1 | 321 | 8 | 1,294 | 1 | 756 |
| FOSTER | 24,468 | 34,416 | 36,482 | 5 | 6,133 | 1 | 3,354 | 5 | 6,066 | 8 | 11,772 | 7 | 2,908 | 5 | 1,162 | 2 | 428 | 14 | 1,826 | 2 | 1,009 |
| GOLDEN VALLEY | 17,391 | 21,404 | 22,786 | 3 | 1,892 | 1 | 2,469 | 3 | 2,755 | 3 | 6,499 | 3 | 4,053 | 2 | 364 | 2 | 315 | 8 | 1,721 | 1 | 742 |
| GRAND FORKS | 386,000 | 586,522 | 617,615 | 30 | 39,053 | 12 | 66,913 | 33 | 75,457 | 34 | 195,071 | 27 | 34,679 | 68 | 37,420 | 33 | 43,355 | 100 | 49,762 | 11 | 9,897 |
| Grand Forks | 362,254 | 553,610 | 582,973 | 20 | 28,028 | 11 | 66,914 | 24 | 75,459 | 28 | 139,025 | 21 | 34,680 | 66 | 37,421 | 32 | 43,356 | 79 | 45,332 | 8 | 8,728 |
| GRANT | 9,781 | 14,410 | 15,425 | 4 | 2,687 | 0 | 1,671 | 7 | 2,806 | 2 | 4,399 | 3 | 446 | 1 | 246 | 0 | 215 | 7 | 1,067 | 2 | 503 |
| GRIGGS | 7,600 | 10,085 | 10,872 | 4 | 1,446 | 1 | 1,024 | 5 | 3,144 | 1 | 2,695 | 2 | 750 | 2 | 151 | 0 | 132 | 8 | 680 | 1 | 308 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| HETTINGER | 12,790 | 18,408 | 19,633 | 2 | 1,335 | 1 | 1,743 | 4 | 3,837 | 6 | 8,092 | 1 | 1,279 | 2 | 257 | 0 | 222 | 12 | 1,363 | 2 | 524 |
| KIDDER | 4,600 | 5,490 | 6,036 | 2 | 501 | 0 | 654 | 5 | 708 | 1 | 1,722 | 5 | 1,623 | 0 | 96 | 0 | 84 | 6 | 325 | 1 | 197 |
| LA MOURE | 12,216 | 15,652 | 16,732 | 6 | 4,616 | 3 | 217 | 5 | 3,734 | 3 | 4,247 | 5 | 715 | 2 | 266 | 0 | 232 | 14 | 1,724 | 2 | 546 |
| LOGAN | 10,682 | 12,932 | 13,869 | 3 | 918 | 0 | 1,258 | 5 | 1,922 | 3 | 6,542 | 3 | 1,290 | 2 | 186 | 1 | 161 | 8 | 522 | 1 | 379 |
| MCHENRY | 15,275 | 18,088 | 19,296 | 8 | 3,704 | 0 | 2,091 | 12 | 3,208 | 5 | 4,260 | 6 | 2,313 | 2 | 307 | 0 | 268 | 16 | 1,807 | 2 | 628 |
| MCINTOSH | 14,401 | 21,580 | 22,972 | 7 | 2,835 | 1 | 2,490 | 7 | 6,080 | 5 | 6,552 | 5 | 819 | 2 | 366 | 2 | 317 | 17 | 1,894 | 1 | 748 |
| MCKENZIE | 25,528 | 27,437 | 29,136 | 5 | 3,481 | 0 | 2,687 | 9 | 6,650 | 2 | 7,069 | 7 | 2,633 | 4 | 947 | 2 | 344 | 19 | 3,062 | 3 | 809 |
| MCLEAN | 35,510 | 47,060 | 49,791 | 11 | 7,268 | 4 | 389 | 10 | 12,073 | 6 | 7,197 | 7 | 5,956 | 2 | 795 | 4 | 1,127 | 24 | 4,249 | 4 | 1,374 |
| MERCER | 36,042 | 58,212 | 61,529 | 10 | 13,375 | 1 | 5,818 | 9 | 11,981 | 4 | 13,826 | 3 | 2,694 | 4 | 880 | 3 | 744 | 22 | 6,707 | 3 | 2,426 |
| MORTON | 105,768 | 140,515 | 148,160 | 21 | 20,861 | 5 | 996 | 20 | 24,464 | 13 | 56,589 | 15 | 15,307 | 11 | 3,087 | 10 | 4,207 | 37 | 13,463 | 4 | 1,777 |
| MOUNTRAIL | 26,968 | 40,663 | 43,058 | 12 | 6,530 | 3 | 867 | 10 | 10,178 | 7 | 13,734 | 6 | 1,960 | 6 | 1,210 | 2 | 597 | 21 | 4,160 | 6 | 2,489 |
| NELSON | 23,575 | 33,206 | 35,209 | 7 | 11,550 | 5 | 933 | 5 | 4,682 | 4 | 5,943 | 5 | 2,091 | 2 | 561 | 0 | 488 | 20 | 2,638 | 2 | 1,148 |
| OLIVER | 1,463 | 2,229 | 2,603 | 2 | 192 | 0 | 251 | 1 | 452 | 0 | 659 | 1 | 183 | 0 | 37 | 0 | 32 | 3 | 593 | 0 | 75 |
| PEMBINA | 35,115 | 47,805 | 50,575 | 10 | 5,183 | 3 | 550 | 11 | 10,657 | 12 | 19,558 | 9 | 2,982 | 4 | 1,197 | 3 | 702 | 20 | 4,587 | 4 | 1,759 |
| PIERCE | 31,002 | 42,421 | 44,908 | 6 | 5,206 | 3 | 2,173 | 6 | 7,214 | 7 | 18,959 | 5 | 2,865 | 5 | 2,618 | 2 | 624 | 15 | 3,363 | 3 | 1,222 |
| RAMSEY | 82,159 | 115,088 | 121,396 | 9 | 11,221 | 4 | 13,152 | 11 | 19,064 | 10 | 37,613 | 7 | 6,204 | 16 | 8,836 | 8 | 5,032 | 35 | 10,445 | 6 | 5,951 |
| Devil's Lake | 76,081 | 106,936 | 112,815 | 8 | 10,933 | 3 | 12,814 | 7 | 18,573 | 9 | 28,818 | 7 | 6,198 | 15 | 8,828 | 8 | 4,053 | 24 | 9,790 | 4 | 5,798 |
| RANSOM | 19,664 | 25,371 | 26,962 | 9 | 4,582 | 2 | 2,763 | 4 | 5,207 | 4 | 5,195 | 4 | 1,073 | 9 | 1,898 | 3 | 354 | 18 | 3,234 | 3 | 1,308 |
| RENVILLE | 9,313 | 11,636 | 12,505 | 4 | 1,446 | 0 | 1,354 | 4 | 2,432 | 2 | 3,567 | 2 | 994 | 3 | 199 | 0 | 174 | 9 | 502 | 1 | 408 |
| RICHLAND | 67,387 | 114,296 | 120,562 | 14 | 11,868 | 6 | 10,326 | 18 | 20,388 | 9 | 31,213 | 13 | 7,557 | 15 | 6,098 | 8 | 10,531 | 33 | 7,036 | 5 | 2,445 |
| Wahpeton | 50,608 | 91,593 | 96,665 | 6 | 5,713 | 4 | 10,244 | 6 | 17,604 | 6 | 20,602 | 8 | 6,943 | 13 | 6,048 | 7 | 10,447 | 7 | 3,642 | 3 | 2,426 |
| ROLETTE | 32,473 | 51,590 | 54,559 | 9 | 4,671 | 2 | 5,279 | 10 | 14,198 | 4 | 15,255 | 8 | 6,009 | 4 | 1,853 | 3 | 675 | 16 | 2,304 | 3 | 1,590 |
| SARGENT | 9,798 | 12,946 | 13,884 | 4 | 1,460 | 2 | 1,504 | 6 | 2,602 | 2 | 3,958 | 4 | 1,013 | 2 | 222 | 0 | 193 | 14 | 1,749 | 1 | 453 |
| SHERIDAN | 3,745 | 5,770 | 6,330 | 3 | 526 | 0 | 685 | 2 | 1,240 | 1 | 1,805 | 3 | 433 | 0 | 101 | 1 | 88 | 6 | 388 | 1 | 206 |
| SIOUX | 4,027 | 5,332 | 5,869 | 1 | 488 | 1 | 636 | 1 | 1,149 | 0 | 1,674 | 2 | 466 | 1 | 95 | 0 | 81 | 4 | 359 | 0 | 192 |
| SLOPE | 962 | 1,493 | 1,828 | 0 | 111 | 0 | 145 | 0 | 262 | 0 | 381 | 0 | 107 | 0 | 21 | 0 | 18 | 3 | 648 | 0 | 44 |
| STARK | 205,761 | 226,012 | 238,152 | 24 | 27,363 | 4 | 12,296 | 28 | 33,841 | 31 | 89,782 | 17 | 15,471 | 29 | 12,499 | 26 | 12,492 | 40 | 15,773 | 8 | 6,728 |
| Dickinson | 177,060 | 196,355 | 206,935 | 18 | 20,549 | 4 | 12,162 | 21 | 33,473 | 26 | 57,089 | 12 | 15,302 | 27 | 12,363 | 22 | 10,480 | 30 | 14,717 | 7 | 6,655 |
| STEELE | 6,471 | 6,578 | 7,181 | 2 | 596 | 3 | 778 | 3 | 1,406 | 1 | 2,048 | 2 | 570 | 0 | 116 | 0 | 99 | 7 | 470 | 0 | 234 |
| STUTSMAN | 126,793 | 178,500 | 188,142 | 15 | 14,065 | 3 | 20,384 | 17 | 30,035 | 18 | 57,861 | 14 | 15,051 | 25 | 14,120 | 18 | 8,766 | 44 | 18,087 | 6 | 6,131 |
| Jamestown | 120,581 | 170,690 | 179,921 | 13 | 13,102 | 3 | 18,939 | 14 | 30,037 | 17 | 53,903 | 13 | 14,022 | 24 | 13,154 | 16 | 8,166 | 33 | 17,040 | 5 | 5,712 |
| TOWNER | 13,327 | 17,699 | 18,887 | 4 | 3,851 | 1 | 1,872 | 7 | 3,150 | 2 | 4,926 | 2 | 1,372 | 2 | 276 | 0 | 239 | 13 | 1,692 | 2 | 564 |
| TRAILL | 29,633 | 37,725 | 39,965 | 14 | 4,732 | 2 | 3,697 | 8 | 4,145 | 5 | 15,747 | 9 | 2,796 | 4 | 545 | 4 | 696 | 22 | 3,761 | 4 | 1,849 |
| WALSH | 66,351 | 112,837 | 119,026 | 11 | 13,805 | 7 | 9,919 | 12 | 20,579 | 11 | 44,655 | 14 | 9,611 | 9 | 5,801 | 9 | 3,823 | 33 | 6,861 | 6 | 2,923 |
| WARD | 353,573 | 454,366 | 478,511 | 34 | 42,867 | 7 | 65,183 | 36 | 61,160 | 30 | 156,112 | 31 | 31,257 | 59 | 26,585 | 40 | 34,819 | 102 | 38,494 | 8 | 12,827 |
| Minot | 338,377 | 437,094 | 460,331 | 27 | 32,046 | 7 | 65,184 | 28 | 61,161 | 26 | 115,735 | 28 | 31,258 | 56 | 26,393 | 37 | 34,820 | 81 | 34,201 | 7 | 12,828 |
| WELLS | 26,527 | 37,020 | 39,223 | 6 | 3,327 | 2 | 4,250 | 8 | 7,781 | 5 | 14,271 | 5 | 462 | 6 | 2,365 | 3 | 544 | 13 | 3,503 | 3 | 1,279 |
| WILLIAMS | 188,681 | 183,408 | 193,308 | 21 | 21,946 | 8 | 9,001 | 20 | 33,090 | 15 | 59,640 | 22 | 16,389 | 21 | 11,189 | 23 | 15,458 | 48 | 13,674 | 8 | 7,678 |
| Williston | 162,251 | 157,889 | 166,447 | 10 | 10,594 | 5 | 8,989 | 14 | 32,601 | 12 | 41,326 | 14 | 16,368 | 20 | 11,173 | 22 | 15,437 | 31 | 11,508 | 7 | 7,668 |

# OHIO RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| STATE TOTALS................ | 46,315,071 | 72,685,779 | 74,768,941 | 3,698,337 | 10,020,252 | 15,943,785 | 16,601,215 | 5,776,453 | 3,020,944 | 3,502,615 | 7,627,801 | 2,621,073 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | |
| Akron, OH | 2,874,499 | 4,383,322 | 4,499,587 | 301,281 | 547,884 | 1,003,383 | 967,053 | 353,113 | 165,756 | 167,576 | 489,793 | 149,341 |
| Canton, OH | 1,794,045 | 2,638,511 | 2,711,052 | 159,954 | 250,173 | 607,285 | 602,751 | 202,677 | 132,929 | 119,797 | 267,366 | 82,625 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cleveland, OH | 8,688,076 | 13,092,523 | 13,433,457 | | 525,605 | | 1,865,486 | | 2,809,031 | | 2,815,071 | | 956,134 | | 671,922 | | 686,312 | | 1,358,859 | | 593,712 |
| Columbus, OH | 5,960,488 | 10,237,769 | 10,516,797 | | 480,775 | | 1,400,838 | | 2,065,979 | | 2,540,901 | | 797,062 | | 425,116 | | 582,276 | | 1,153,262 | | 306,965 |
| Dayton-Springfield, OH | 4,178,696 | 6,788,617 | 6,971,579 | | 297,371 | | 970,132 | | 1,440,384 | | 1,564,723 | | 524,723 | | 288,041 | | 366,289 | | 728,434 | | 199,316 |
| Hamilton-Middletown, OH | 924,712 | 1,501,771 | 1,542,615 | | 58,517 | | 177,040 | | 378,801 | | 377,747 | | 119,449 | | 34,777 | | 55,466 | | 164,411 | | 53,590 |
| Lima, OH | 718,055 | 1,151,806 | 1,187,091 | | 60,307 | | 198,668 | | 225,591 | | 244,569 | | 119,382 | | 43,097 | | 44,945 | | 113,501 | | 36,348 |
| Lorain-Elyria, OH | 1,038,532 | 1,441,922 | 1,481,267 | | 59,061 | | 201,016 | | 345,293 | | 335,478 | | 124,469 | | 48,447 | | 56,921 | | 130,612 | | 56,913 |
| Mansfield, OH | 601,620 | 988,199 | 1,016,174 | | 57,529 | | 181,434 | | 185,883 | | 238,513 | | 87,931 | | 40,961 | | 34,311 | | 89,882 | | 27,345 |
| Toledo, OH | 3,054,037 | 4,873,018 | 5,004,765 | | 177,593 | | 794,881 | | 1,002,798 | | 1,084,386 | | 415,015 | | 186,814 | | 243,314 | | 538,539 | | 192,672 |
| Youngstown-Warren, OH | 2,240,739 | 3,220,480 | 3,307,605 | | 148,893 | | 523,048 | | 688,005 | | 652,200 | | 269,486 | | 136,638 | | 157,239 | | 311,340 | | 111,156 |
| Cincinnati, OH-KY-IN | 6,506,565 | 10,573,466 | 10,904,649 | | 503,992 | | 1,664,470 | | 2,237,336 | | 2,275,601 | | 786,127 | | 447,568 | | 537,965 | | 1,224,372 | | 398,284 |
| Steubenville-Weirton, OH-WV | 558,505 | 690,120 | 718,144 | | 52,423 | | 107,773 | | 184,530 | | 144,450 | | 50,995 | | 27,579 | | 29,189 | | 60,904 | | 27,757 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 64,506 | 96,846 | 102,484 | 12 | 8,565 | 7 | 6,451 | 17 | 25,198 | 10 | 37,122 | 15 | 6,911 | 6 | 596 | 6 | 1,588 | 24 | 3,962 | 5 | 4,923 |
| ALLEN | 559,553 | 893,642 | 919,247 | 33 | 48,120 | 23 | 180,658 | 80 | 164,428 | 44 | 190,207 | 70 | 85,723 | 74 | 35,587 | 45 | 32,533 | 185 | 87,320 | 23 | 27,748 |
| Delphos | 23,879 | 36,354 | 36,985 | 3 | 1,564 | 2 | 5,869 | 6 | 5,342 | 2 | 6,180 | 6 | 8,560 | 8 | 1,796 | 5 | 1,656 | 13 | 2,941 | 2 | 901 |
| Lima | 200,715 | 292,884 | 303,434 | 12 | 14,172 | 4 | 17,801 | 37 | 84,962 | 14 | 56,760 | 29 | 47,301 | 19 | 10,620 | 15 | 9,210 | 96 | 26,057 | 14 | 16,583 |
| ASHLAND | 159,255 | 250,830 | 260,327 | 11 | 11,709 | 9 | 16,314 | 34 | 66,683 | 18 | 63,804 | 30 | 26,468 | 22 | 8,884 | 18 | 9,667 | 60 | 26,325 | 8 | 9,210 |
| Ashland | 116,868 | 183,583 | 191,394 | 3 | 8,288 | 6 | 11,548 | 19 | 49,904 | 12 | 35,885 | 19 | 24,998 | 14 | 7,487 | 13 | 5,871 | 36 | 18,784 | 5 | 6,519 |
| ASHTABULA | 389,949 | 567,160 | 584,584 | 27 | 24,914 | 21 | 68,407 | 79 | 148,368 | 50 | 134,353 | 67 | 61,637 | 34 | 17,877 | 27 | 16,424 | 151 | 47,489 | 20 | 15,503 |
| Ashtabula | 120,153 | 165,741 | 173,105 | 11 | 9,566 | 7 | 19,534 | 31 | 35,962 | 13 | 32,852 | 21 | 22,049 | 17 | 6,786 | 11 | 5,823 | 56 | 16,698 | 7 | 6,250 |
| Conneaut | 52,174 | 71,437 | 72,414 | 5 | 1,666 | 4 | 7,205 | 16 | 26,780 | 8 | 12,728 | 7 | 6,258 | 7 | 3,187 | 5 | 526 | 23 | 6,053 | 3 | 2,786 |
| ATHENS | 190,830 | 345,765 | 357,641 | 13 | 18,393 | 15 | 32,588 | 37 | 89,772 | 31 | 71,133 | 29 | 25,121 | 20 | 9,290 | 19 | 16,457 | 77 | 37,397 | 7 | 9,106 |
| Athens | 138,305 | 244,130 | 253,459 | 11 | 13,111 | 6 | 26,719 | 15 | 56,316 | 22 | 45,784 | 13 | 22,572 | 15 | 7,153 | 12 | 10,589 | 52 | 29,256 | 4 | 6,492 |
| AUGLAIZE | 158,502 | 258,164 | 267,844 | 16 | 12,186 | 6 | 18,010 | 29 | 61,163 | 30 | 54,362 | 32 | 33,660 | 22 | 7,509 | 20 | 12,412 | 62 | 26,181 | 8 | 8,600 |
| St. Marys | 45,797 | 73,910 | 75,222 | 2 | 2,777 | 2 | 4,106 | 6 | 22,379 | 11 | 13,552 | 10 | 7,358 | 10 | 3,446 | 8 | 3,595 | 19 | 6,358 | 2 | 1,960 |
| Wapakoneta | 63,216 | 104,643 | 110,476 | 6 | 4,163 | 2 | 6,113 | 8 | 23,357 | 5 | 12,214 | 10 | 24,582 | 8 | 3,688 | 6 | 3,273 | 24 | 12,216 | 3 | 2,919 |
| BELMONT | 375,616 | 491,107 | 506,625 | 25 | 17,757 | 19 | 118,073 | 63 | 119,538 | 32 | 71,433 | 59 | 37,186 | 70 | 26,084 | 28 | 14,629 | 114 | 39,134 | 20 | 14,774 |
| Bellaire | 35,635 | 38,445 | 39,611 | 4 | 473 | 1 | 2,910 | 8 | 15,161 | 8 | 8,315 | 4 | 4,181 | 5 | 746 | 5 | 1,405 | 16 | 3,209 | 3 | 1,303 |
| Martins Ferry | 47,653 | 51,835 | 52,666 | 4 | 2,994 | 2 | 7,818 | 8 | 19,622 | 5 | 7,842 | 8 | 4,410 | 4 | 1,867 | 2 | 1,047 | 12 | 1,526 | 4 | 1,057 |
| BROWN | 64,298 | 96,030 | 101,647 | 11 | 6,405 | 5 | 1,805 | 25 | 33,496 | 10 | 13,711 | 18 | 10,172 | 4 | 943 | 5 | 937 | 46 | 10,745 | 5 | 2,779 |
| BUTLER | 924,712 | 1,501,771 | 1,542,615 | 48 | 58,517 | 25 | 177,040 | 172 | 378,801 | 83 | 377,747 | 123 | 119,449 | 69 | 34,777 | 79 | 55,466 | 342 | 164,411 | 43 | 53,590 |
| Hamilton | 284,585 | 391,881 | 404,912 | 15 | 16,185 | 9 | 48,967 | 64 | 122,272 | 28 | 42,988 | 40 | 44,086 | 30 | 14,408 | 34 | 17,093 | 120 | 46,936 | 17 | 15,809 |
| Middletown | 209,243 | 282,907 | 293,207 | 8 | 9,727 | 8 | 59,962 | 32 | 78,146 | 20 | 36,261 | 22 | 26,035 | 19 | 8,339 | 16 | 9,951 | 75 | 30,943 | 9 | 8,393 |
| CARROLL | 68,175 | 107,617 | 113,525 | 7 | 5,985 | 4 | 10,476 | 15 | 22,861 | 13 | 42,787 | 9 | 7,360 | 7 | 3,056 | 7 | 2,929 | 34 | 7,146 | 2 | 3,459 |
| CHAMPAIGN | 95,822 | 153,905 | 160,973 | 14 | 12,982 | 5 | 9,195 | 22 | 53,610 | 9 | 24,997 | 20 | 16,544 | 13 | 4,530 | 10 | 4,222 | 38 | 10,702 | 6 | 5,998 |
| Urbana | 72,161 | 112,352 | 118,378 | 7 | 5,136 | 4 | 6,359 | 11 | 43,612 | 8 | 17,286 | 14 | 14,566 | 11 | 3,132 | 8 | 2,920 | 23 | 8,638 | 5 | 4,148 |
| CLARK | 573,587 | 914,493 | 940,621 | 35 | 41,349 | 16 | 159,111 | 73 | 205,675 | 41 | 197,453 | 69 | 77,448 | 58 | 34,350 | 43 | 32,051 | 182 | 88,017 | 29 | 29,121 |
| Springfield | 321,124 | 493,331 | 508,905 | 23 | 19,262 | 8 | 45,929 | 40 | 128,300 | 27 | 87,141 | 39 | 69,063 | 25 | 8,267 | 30 | 17,894 | 129 | 61,725 | 23 | 20,397 |
| CLERMONT | 496,926 | 974,865 | 1,002,505 | 37 | 50,970 | 13 | 163,564 | 98 | 232,131 | 44 | 273,974 | 61 | 63,730 | 45 | 22,356 | 36 | 43,063 | 111 | 72,020 | 20 | 25,526 |
| CLINTON | 138,985 | 232,180 | 241,209 | 17 | 11,936 | 5 | 11,452 | 23 | 61,181 | 21 | 73,503 | 28 | 21,941 | 10 | 6,556 | 13 | 9,477 | 43 | 17,662 | 6 | 7,118 |
| Wilmington | 84,751 | 139,526 | 146,233 | 9 | 6,271 | 3 | 7,492 | 11 | 38,854 | 12 | 33,305 | 15 | 17,633 | 8 | 4,290 | 10 | 6,198 | 25 | 13,037 | 4 | 4,657 |
| COLUMBIANA | 407,265 | 570,143 | 587,641 | 39 | 45,366 | 21 | 54,932 | 91 | 154,638 | 61 | 153,866 | 69 | 45,436 | 44 | 18,422 | 41 | 21,771 | 158 | 41,459 | 23 | 20,141 |
| East Liverpool | 90,003 | 115,058 | 121,152 | 9 | 5,742 | 6 | 21,151 | 23 | 23,991 | 11 | 19,785 | 17 | 13,260 | 14 | 7,058 | 9 | 4,700 | 32 | 8,376 | 7 | 4,809 |
| Lisbon | 23,271 | 30,827 | 31,211 | 3 | 1,409 | 1 | 1,871 | 7 | 15,959 | 5 | 2,772 | 6 | 4,219 | 3 | 414 | 1 | 742 | 15 | 1,649 | 2 | 685 |
| Salem | 90,714 | 120,832 | 127,071 | 5 | 4,244 | 9 | 18,391 | 17 | 28,723 | 10 | 26,031 | 13 | 11,333 | 17 | 6,868 | 14 | 3,288 | 33 | 10,085 | 4 | 5,268 |
| COSHOCTON | 105,309 | 151,722 | 158,735 | 12 | 13,761 | 7 | 14,867 | 28 | 44,495 | 12 | 23,245 | 18 | 11,150 | 12 | 7,248 | 13 | 5,327 | 42 | 15,066 | 6 | 6,307 |
| Coshocton | 92,617 | 131,987 | 138,506 | 9 | 10,094 | 4 | 14,236 | 18 | 44,322 | 8 | 11,593 | 14 | 11,107 | 11 | 7,220 | 11 | 3,930 | 36 | 13,407 | 6 | 6,226 |
| CRAWFORD | 158,414 | 218,032 | 226,707 | 16 | 13,388 | 5 | 15,543 | 33 | 59,596 | 28 | 44,646 | 27 | 18,305 | 27 | 8,229 | 16 | 6,791 | 73 | 21,696 | 13 | 10,464 |
| Bucyrus | 67,959 | 98,788 | 104,475 | 7 | 3,834 | 3 | 7,665 | 12 | 29,850 | 12 | 12,954 | 10 | 9,619 | 12 | 3,964 | 9 | 3,349 | 31 | 9,665 | 6 | 5,101 |
| Galion | 64,800 | 84,534 | 89,863 | 6 | 4,565 | 1 | 5,928 | 14 | 25,780 | 10 | 14,239 | 11 | 7,734 | 11 | 3,322 | 4 | 1,819 | 26 | 7,949 | 4 | 3,991 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CUYAHOGA | 6,905,708 | 10,220,239 | 10,479,562 | 255 | 355,744 | 147 | 1,499,872 | 1,235 | 2,146,706 | 369 | 2,054,853 | 748 | 714,178 | 845 | 582,399 | 577 | 592,747 | 2,288 | 1,111,650 | 262 | 492,626 |
| Cleveland | 1,904,866 | 2,698,764 | 2,769,604 | 69 | 57,173 | 44 | 331,017 | 532 | 637,782 | 136 | 294,148 | 244 | 213,754 | 150 | 92,411 | 155 | 119,583 | 1,010 | 367,660 | 90 | 168,708 |
| DARKE | 169,982 | 285,225 | 295,584 | 20 | 32,356 | 9 | 22,067 | 31 | 62,456 | 23 | 94,638 | 20 | 21,049 | 27 | 12,495 | 17 | 8,801 | 74 | 24,746 | 6 | 8,365 |
| Greenville | 108,478 | 176,939 | 184,584 | 9 | 8,162 | 6 | 20,408 | 14 | 48,157 | 10 | 34,407 | 12 | 20,032 | 23 | 11,724 | 9 | 5,379 | 40 | 15,515 | 4 | 7,961 |
| Union City | 155,517 | 237,637 | 246,803 | 18 | 13,371 | 8 | 26,757 | 28 | 54,439 | 23 | 57,235 | 20 | 23,499 | 23 | 8,273 | 17 | 9,881 | 56 | 18,804 | 8 | 7,389 |
| DEFIANCE | 155,517 | 237,637 | 246,803 | 18 | 13,371 | 8 | 26,757 | 28 | 54,439 | 23 | 57,235 | 20 | 23,499 | 23 | 8,273 | 17 | 9,881 | 56 | 18,804 | 8 | 7,389 |
| Defiance | 115,922 | 173,298 | 180,852 | 8 | 8,394 | 5 | 16,797 | 21 | 47,606 | 14 | 31,678 | 14 | 20,010 | 17 | 7,746 | 15 | 6,203 | 37 | 14,250 | 6 | 4,639 |
| DELAWARE | 171,780 | 313,723 | 324,796 | 17 | 17,243 | 5 | 29,973 | 19 | 71,644 | 19 | 93,534 | 33 | 38,703 | 14 | 8,073 | 9 | 5,176 | 57 | 30,416 | 7 | 11,063 |
| Delaware | 123,753 | 225,828 | 234,698 | 7 | 8,221 | 3 | 19,711 | 13 | 66,913 | 14 | 61,511 | 20 | 26,464 | 12 | 5,310 | 8 | 3,405 | 35 | 23,415 | 6 | 7,275 |
| ERIE | 386,651 | 596,344 | 614,499 | 22 | 31,860 | 13 | 104,781 | 49 | 111,015 | 40 | 137,353 | 46 | 44,859 | 52 | 29,740 | 31 | 24,578 | 156 | 70,793 | 12 | 18,922 |
| Sandusky | 250,944 | 374,605 | 387,203 | 11 | 23,088 | 8 | 73,559 | 25 | 66,372 | 17 | 56,322 | 28 | 30,068 | 41 | 25,732 | 26 | 18,441 | 96 | 40,317 | 9 | 13,712 |
| FAIRFIELD | 319,084 | 520,600 | 536,857 | 24 | 27,002 | 13 | 49,540 | 50 | 134,528 | 30 | 120,861 | 44 | 46,253 | 30 | 23,018 | 30 | 23,161 | 131 | 55,824 | 15 | 16,371 |
| Lancaster | 243,019 | 383,287 | 396,103 | 12 | 11,626 | 10 | 37,150 | 31 | 107,410 | 20 | 63,252 | 27 | 32,310 | 26 | 21,491 | 25 | 17,246 | 85 | 41,190 | 10 | 13,103 |
| FAYETTE | 112,471 | 187,369 | 195,275 | 8 | 9,082 | 3 | 12,352 | 22 | 45,768 | 17 | 24,135 | 16 | 37,167 | 13 | 9,992 | 9 | 4,138 | 41 | 17,567 | 7 | 7,246 |
| Washington | 80,942 | 133,680 | 140,241 | 7 | 7,265 | 3 | 9,880 | 19 | 36,609 | 15 | 19,305 | 6 | 13,655 | 11 | 9,967 | 8 | 3,330 | 30 | 11,980 | 6 | 5,796 |
| FRANKLIN | 4,693,056 | 8,115,301 | 8,321,876 | 175 | 342,431 | 84 | 1,190,663 | 569 | 1,557,805 | 233 | 2,036,699 | 468 | 566,089 | 380 | 347,507 | 298 | 500,149 | 1,405 | 941,346 | 184 | 235,159 |
| Columbus | 3,128,280 | 6,574,400 | 6,742,361 | 104 | 307,033 | 52 | 29,983 | 382 | 1,177,306 | 145 | 1,673,611 | 302 | 443,586 | 247 | 8,750 | 194 | 457,870 | 977 | 23,706 | 115 | 187,665 |
| FULTON | 149,486 | 251,463 | 260,975 | 18 | 20,532 | 11 | 14,804 | 23 | 56,707 | 24 | 87,030 | 23 | 20,748 | 15 | 3,822 | 28 | 17,691 | 51 | 16,335 | 8 | 10,238 |
| GALLIA | 128,868 | 191,192 | 199,194 | 11 | 11,032 | 5 | 18,381 | 23 | 44,466 | 17 | 40,216 | 23 | 18,394 | 22 | 10,280 | 18 | 9,986 | 35 | 17,713 | 6 | 7,907 |
| Gallipolis | 94,508 | 127,190 | 133,588 | 7 | 6,860 | 3 | 11,430 | 14 | 27,650 | 14 | 25,007 | 15 | 18,543 | 20 | 6,392 | 15 | 6,428 | 22 | 10,607 | 5 | 7,195 |
| GEAUGA | 225,003 | 391,329 | 404,346 | 20 | 33,608 | 12 | 24,614 | 54 | 109,329 | 28 | 84,469 | 33 | 28,628 | 13 | 5,383 | 18 | 9,021 | 79 | 31,132 | 16 | 19,666 |
| Chardon | 63,234 | 107,056 | 112,950 | 5 | 4,335 | 4 | 6,749 | 9 | 37,559 | 7 | 26,099 | 4 | 4,787 | 3 | 1,131 | 7 | 2,474 | 14 | 8,903 | 3 | 4,872 |
| GREENE | 462,941 | 772,235 | 794,798 | 32 | 25,220 | 16 | 57,677 | 66 | 182,552 | 43 | 289,664 | 65 | 75,304 | 39 | 20,985 | 29 | 16,650 | 142 | 65,957 | 20 | 17,522 |
| Beaver Creek | 70,364 | 207,679 | 216,094 | 5 | 5,467 | 1 | 8,913 | 10 | 65,836 | 5 | 44,762 | 13 | 28,047 | 5 | 2,070 | 6 | 4,038 | 24 | 14,440 | 4 | 2,707 |
| Fairborn | 172,540 | 245,461 | 254,823 | 6 | 5,502 | 6 | 22,284 | 16 | 36,777 | 15 | 97,171 | 22 | 18,838 | 11 | 5,172 | 7 | 3,241 | 50 | 23,660 | 6 | 5,001 |
| Xenia | 147,163 | 214,909 | 223,505 | 9 | 2,365 | 5 | 17,994 | 22 | 46,103 | 17 | 69,738 | 15 | 13,971 | 18 | 9,750 | 12 | 4,918 | 35 | 17,541 | 7 | 5,663 |
| GUERNSEY | 153,835 | 228,212 | 237,142 | 12 | 9,889 | 6 | 30,277 | 31 | 54,305 | 13 | 36,419 | 31 | 27,451 | 19 | 9,992 | 15 | 7,684 | 66 | 28,385 | 5 | 5,455 |
| Cambridge | 107,798 | 148,320 | 155,248 | 9 | 6,792 | 5 | 19,117 | 22 | 37,418 | 7 | 22,995 | 15 | 16,630 | 15 | 6,310 | 12 | 4,639 | 39 | 20,677 | 4 | 3,445 |
| HAMILTON | 4,411,909 | 6,909,965 | 7,086,335 | 197 | 323,895 | 90 | 1,135,380 | 777 | 1,371,626 | 227 | 1,568,197 | 459 | 440,446 | 459 | 333,588 | 319 | 390,252 | 1,409 | 846,155 | 202 | 249,199 |
| Cincinnati | 1,792,454 | 2,600,257 | 2,668,629 | 68 | 87,319 | 31 | 381,134 | 362 | 534,497 | 87 | 450,753 | 199 | 265,112 | 200 | 146,466 | 115 | 99,163 | 702 | 365,519 | 95 | 105,030 |
| HANCOCK | 308,205 | 518,412 | 534,614 | 28 | 31,878 | 9 | 72,956 | 49 | 105,691 | 36 | 145,939 | 37 | 38,072 | 31 | 14,103 | 31 | 22,781 | 96 | 58,593 | 15 | 16,810 |
| Findlay | 249,944 | 411,862 | 425,394 | 19 | 16,856 | 8 | 70,501 | 34 | 86,276 | 27 | 78,707 | 29 | 37,842 | 26 | 11,755 | 24 | 21,475 | 76 | 48,724 | 12 | 15,847 |
| HARDIN | 83,498 | 128,633 | 135,067 | 14 | 7,961 | 5 | 9,355 | 25 | 43,500 | 13 | 19,942 | 15 | 10,775 | 13 | 4,551 | 8 | 5,379 | 44 | 13,518 | 6 | 6,441 |
| Kenton | 52,810 | 80,407 | 81,233 | 5 | 2,913 | 4 | 5,834 | 10 | 26,179 | 8 | 9,532 | 10 | 9,119 | 9 | 3,629 | 4 | 3,355 | 20 | 5,996 | 4 | 4,017 |
| HARRISON | 37,175 | 44,660 | 46,990 | 10 | 4,061 | 4 | 4,085 | 18 | 13,618 | 6 | 14,774 | 14 | 2,836 | 3 | 307 | 5 | 1,135 | 26 | 2,303 | 3 | 1,520 |
| HENRY | 101,815 | 161,025 | 168,271 | 19 | 15,638 | 6 | 15,528 | 25 | 38,276 | 13 | 42,404 | 21 | 14,021 | 8 | 2,290 | 8 | 5,372 | 38 | 11,823 | 6 | 6,425 |
| Napoleon | 65,128 | 104,552 | 110,383 | 7 | 3,161 | 3 | 9,159 | 11 | 25,930 | 8 | 28,735 | 9 | 13,960 | 7 | 1,350 | 5 | 3,168 | 19 | 9,615 | 5 | 3,789 |
| HIGHLAND | 99,239 | 167,150 | 174,550 | 16 | 9,111 | 5 | 11,672 | 32 | 53,642 | 21 | 34,235 | 19 | 9,202 | 15 | 5,365 | 9 | 4,667 | 40 | 14,083 | 10 | 11,338 |
| Greenfield | 22,073 | 37,253 | 37,981 | 4 | 1,304 | 2 | 1,672 | 8 | 18,708 | 4 | 2,177 | 7 | 3,280 | 3 | 769 | 1 | 668 | 11 | 2,006 | 4 | 3,024 |
| HOCKING | 75,324 | 112,393 | 118,420 | 6 | 5,733 | 5 | 11,113 | 14 | 25,888 | 12 | 25,870 | 15 | 10,481 | 7 | 4,465 | 4 | 1,867 | 22 | 8,392 | 3 | 4,109 |
| Logan | 68,074 | 101,366 | 107,117 | 4 | 4,665 | 4 | 9,045 | 9 | 25,972 | 10 | 21,054 | 10 | 10,475 | 7 | 4,463 | 3 | 1,520 | 16 | 6,932 | 3 | 4,093 |
| HOLMES | 75,342 | 131,509 | 138,016 | 9 | 42,813 | 7 | 3,499 | 24 | 29,022 | 5 | 28,268 | 15 | 8,712 | 4 | 1,062 | 9 | 6,278 | 22 | 10,902 | 4 | 4,207 |
| HURON | 201,220 | 355,962 | 368,093 | 22 | 21,315 | 6 | 33,966 | 40 | 87,933 | 38 | 107,333 | 39 | 25,495 | 20 | 8,626 | 20 | 18,289 | 88 | 34,112 | 9 | 15,391 |
| Bellevue | 28,966 | 47,802 | 48,751 | 1 | 2,126 | 2 | 3,388 | 2 | 8,770 | 7 | 20,722 | 4 | 4,397 | 2 | 826 | 2 | 1,823 | 15 | 3,402 | 2 | 1,535 |
| Norwalk | 95,196 | 167,063 | 174,460 | 9 | 11,842 | 2 | 14,383 | 16 | 50,297 | 16 | 39,442 | 13 | 14,477 | 13 | 6,802 | 11 | 7,109 | 27 | 14,456 | 3 | 8,190 |
| JACKSON | 98,552 | 159,942 | 167,161 | 8 | 7,820 | 11 | 16,363 | 19 | 39,110 | 15 | 31,106 | 24 | 17,398 | 9 | 2,323 | 11 | 4,885 | 45 | 11,996 | 9 | 13,290 |
| JEFFERSON | 347,769 | 439,533 | 453,758 | 25 | 36,289 | 11 | 69,191 | 78 | 104,255 | 39 | 106,526 | 54 | 28,244 | 46 | 19,200 | 36 | 19,228 | 140 | 32,757 | 21 | 15,527 |
| Steubenville | 195,245 | 233,918 | 242,991 | 6 | 9,657 | 8 | 51,607 | 36 | 42,366 | 19 | 40,219 | 20 | 17,712 | 38 | 16,586 | 23 | 14,340 | 56 | 18,069 | 12 | 11,140 |
| KNOX | 153,685 | 248,969 | 258,419 | 11 | 10,452 | 11 | 27,870 | 36 | 66,525 | 23 | 57,833 | 27 | 18,252 | 21 | 11,877 | 17 | 7,673 | 58 | 24,660 | 8 | 10,889 |
| Mount Vernon | 120,966 | 194,855 | 202,949 | 8 | 8,064 | 7 | 27,156 | 21 | 53,684 | 17 | 36,624 | 14 | 18,118 | 20 | 9,163 | 13 | 5,363 | 39 | 16,819 | 5 | 8,874 |
| LAKE | 1,115,462 | 1,757,602 | 1,804,857 | 67 | 91,768 | 27 | 288,286 | 161 | 373,054 | 79 | 495,581 | 131 | 118,402 | 96 | 64,878 | 85 | 61,340 | 309 | 158,148 | 34 | 44,340 |
| Willoughby | 155,926 | 240,180 | 249,410 | 13 | 10,045 | 2 | 17,021 | 15 | 51,912 | 17 | 93,432 | 19 | 24,678 | 4 | 3,752 | 11 | 6,471 | 36 | 22,181 | 6 | 5,384 |
| LAWRENCE | 161,935 | 207,060 | 215,460 | 15 | 7,684 | 5 | 19,882 | 36 | 55,769 | 25 | 35,685 | 32 | 25,629 | 16 | 9,933 | 15 | 13,060 | 57 | 17,149 | 10 | 13,453 |
| Ironton | 80,673 | 96,540 | 102,170 | 10 | 5,287 | 2 | 4,608 | 13 | 32,341 | 12 | 14,719 | 14 | 14,509 | 9 | 5,441 | 6 | 3,027 | 33 | 8,708 | 6 | 9,418 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1987) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| LICKING | 448,538 | 732,418 | 753,983 | 35 | 50,019 | 17 | 79,211 | 74 | 166,582 | 47 | 155,760 | 60 | 74,514 | 47 | 33,139 | 32 | 40,626 | 178 | 77,789 | 20 | 23,356 |
| Newark | 266,857 | 422,673 | 436,476 | 11 | 15,341 | 11 | 66,019 | 47 | 129,220 | 22 | 57,316 | 27 | 44,684 | 32 | 27,964 | 21 | 10,042 | 97 | 37,686 | 11 | 15,492 |
| LOGAN | 121,328 | 182,498 | 190,282 | 17 | 12,216 | 8 | 17,560 | 29 | 41,165 | 23 | 48,247 | 27 | 12,425 | 23 | 9,264 | 10 | 4,942 | 58 | 15,466 | 11 | 8,625 |
| Bellefontaine | 78,673 | 119,193 | 125,391 | 6 | 3,586 | 3 | 14,174 | 11 | 26,610 | 14 | 27,571 | 10 | 12,379 | 18 | 7,478 | 6 | 2,739 | 23 | 9,126 | 5 | 5,282 |
| LORAIN | 1,038,532 | 1,441,922 | 1,481,267 | 58 | 59,061 | 29 | 201,016 | 161 | 345,293 | 90 | 365,478 | 145 | 124,469 | 84 | 48,447 | 79 | 56,921 | 361 | 130,612 | 35 | 56,913 |
| Elyria | 321,973 | 459,364 | 474,086 | 9 | 11,443 | 10 | 127,850 | 37 | 74,547 | 16 | 71,265 | 37 | 41,599 | 41 | 25,360 | 24 | 20,504 | 78 | 37,868 | 8 | 16,331 |
| Lorain | 244,221 | 297,549 | 308,216 | 8 | 6,285 | 5 | 31,893 | 43 | 89,289 | 26 | 52,949 | 40 | 29,544 | 13 | 12,507 | 18 | 9,958 | 100 | 28,487 | 12 | 15,013 |
| LUCAS | 2,411,988 | 3,762,153 | 3,859,641 | 97 | 131,914 | 49 | 666,952 | 310 | 765,463 | 146 | 840,987 | 218 | 278,443 | 252 | 157,856 | 171 | 177,228 | 800 | 434,485 | 112 | 146,840 |
| Toledo | 1,655,127 | 2,597,818 | 2,666,129 | 69 | 72,572 | 37 | 536,185 | 241 | 592,084 | 98 | 229,359 | 160 | 225,440 | 213 | 137,232 | 130 | 82,999 | 626 | 322,848 | 89 | 113,822 |
| MADISON | 106,682 | 186,832 | 194,725 | 10 | 7,384 | 3 | 17,969 | 22 | 45,226 | 15 | 51,498 | 18 | 28,389 | 10 | 1,753 | 7 | 3,531 | 41 | 16,069 | 9 | 7,581 |
| London | 56,496 | 96,237 | 101,860 | 5 | 2,259 | 2 | 9,643 | 7 | 23,815 | 10 | 27,637 | 8 | 17,452 | 7 | 941 | 4 | 1,176 | 17 | 6,575 | 5 | 4,137 |
| MAHONING | 1,246,041 | 1,838,300 | 1,887,578 | 59 | 68,572 | 37 | 287,364 | 225 | 401,171 | 114 | 365,122 | 155 | 168,023 | 130 | 75,292 | 101 | 101,420 | 440 | 167,303 | 66 | 64,458 |
| Youngstown | 355,554 | 474,205 | 489,299 | 18 | 12,332 | 9 | 40,564 | 94 | 190,692 | 58 | 119,739 | 51 | 18,440 | 37 | 19,318 | 33 | 11,130 | 198 | 49,285 | 28 | 7,074 |
| MARION | 274,642 | 356,263 | 368,402 | 17 | 23,088 | 14 | 63,257 | 45 | 76,509 | 24 | 85,372 | 29 | 23,795 | 36 | 15,252 | 25 | 13,580 | 96 | 33,040 | 10 | 11,083 |
| Marion | 170,478 | 211,416 | 219,925 | 9 | 11,132 | 8 | 23,366 | 30 | 40,466 | 15 | 44,540 | 22 | 22,909 | 26 | 11,720 | 21 | 10,703 | 71 | 23,357 | 8 | 8,735 |
| MEDINA | 441,903 | 723,353 | 744,691 | 28 | 44,486 | 12 | 52,713 | 70 | 179,942 | 45 | 180,167 | 72 | 94,927 | 34 | 19,262 | 30 | 23,204 | 129 | 57,929 | 16 | 37,079 |
| Medina | 127,935 | 201,108 | 209,359 | 8 | 8,897 | 5 | 15,132 | 13 | 56,444 | 13 | 29,726 | 22 | 34,027 | 11 | 5,770 | 12 | 5,948 | 37 | 20,243 | 4 | 8,442 |
| MEIGS | 63,073 | 96,893 | 102,532 | 12 | 9,564 | 5 | 4,559 | 19 | 30,972 | 11 | 18,863 | 10 | 5,874 | 13 | 1,843 | 6 | 9,316 | 26 | 6,384 | 6 | 5,684 |
| Middleport | 13,768 | 21,036 | 21,550 | 4 | 3,317 | 1 | 681 | 3 | 4,627 | 4 | 2,818 | 3 | 3,671 | 5 | 806 | 3 | 1,392 | 7 | 1,489 | 2 | 849 |
| Pomeroy | 36,809 | 55,026 | 57,616 | 3 | 3,716 | 3 | 1,772 | 8 | 25,591 | 5 | 10,245 | 2 | 2,016 | 6 | 716 | 1 | 3,620 | 13 | 3,788 | 3 | 2,208 |
| MERCER | 119,374 | 206,928 | 215,324 | 19 | 20,948 | 11 | 25,289 | 26 | 49,222 | 21 | 44,012 | 20 | 15,753 | 16 | 7,683 | 20 | 8,624 | 63 | 21,430 | 10 | 6,691 |
| Celina | 69,900 | 120,856 | 127,096 | 5 | 11,739 | 5 | 14,172 | 11 | 31,647 | 11 | 21,267 | 9 | 13,213 | 12 | 6,405 | 8 | 1,949 | 28 | 13,039 | 6 | 4,347 |
| MIAMI | 364,952 | 587,618 | 605,554 | 23 | 23,984 | 15 | 61,273 | 53 | 129,935 | 43 | 141,373 | 48 | 44,402 | 44 | 27,350 | 26 | 19,486 | 112 | 44,204 | 18 | 17,208 |
| Piqua | 141,886 | 214,765 | 223,358 | 8 | 8,735 | 6 | 21,293 | 17 | 44,803 | 19 | 48,708 | 17 | 11,702 | 19 | 13,108 | 10 | 6,844 | 44 | 17,024 | 5 | 5,155 |
| Troy | 106,965 | 172,519 | 180,053 | 8 | 6,583 | 5 | 15,693 | 16 | 45,703 | 14 | 30,523 | 18 | 19,359 | 18 | 8,497 | 8 | 2,863 | 35 | 14,370 | 8 | 7,061 |
| MONROE | 38,898 | 57,775 | 60,434 | 6 | 2,603 | 4 | 3,500 | 12 | 20,820 | 6 | 16,385 | 10 | 3,738 | 6 | 2,996 | 3 | 1,639 | 16 | 1,988 | 2 | 1,843 |
| MONTGOMERY | 2,777,216 | 4,514,271 | 4,630,606 | 120 | 206,818 | 62 | 692,071 | 351 | 922,222 | 161 | 936,233 | 284 | 327,569 | 308 | 205,356 | 186 | 298,102 | 916 | 530,256 | 107 | 135,465 |
| Dayton | 798,876 | 1,221,991 | 1,255,824 | 32 | 52,837 | 14 | 157,838 | 131 | 229,325 | 45 | 242,473 | 94 | 129,362 | 75 | 39,460 | 51 | 70,610 | 344 | 138,066 | 42 | 41,570 |
| MORGAN | 28,686 | 40,543 | 41,200 | 3 | 2,735 | 2 | 3,802 | 7 | 12,057 | 6 | 9,398 | 7 | 3,610 | 2 | 548 | 1 | 1,118 | 15 | 2,754 | 2 | 1,255 |
| MORROW | 51,486 | 84,828 | 86,874 | 3 | 1,284 | 5 | 3,391 | 10 | 21,181 | 9 | 16,795 | 15 | 17,338 | 3 | 1,156 | 3 | 1,324 | 22 | 7,501 | 3 | 2,521 |
| MUSKINGUM | 343,258 | 524,247 | 540,595 | 28 | 41,503 | 16 | 74,605 | 61 | 118,626 | 36 | 112,685 | 48 | 37,803 | 48 | 20,393 | 34 | 19,942 | 140 | 53,895 | 20 | 17,963 |
| Zanesville | 240,482 | 347,533 | 359,453 | 14 | 9,487 | 12 | 52,807 | 37 | 72,038 | 29 | 79,762 | 29 | 35,384 | 46 | 14,435 | 26 | 13,146 | 94 | 37,329 | 17 | 14,501 |
| NOBLE | 33,269 | 51,400 | 52,899 | 4 | 4,231 | 1 | 4,882 | 7 | 13,081 | 6 | 20,123 | 7 | 4,244 | 3 | 704 | 2 | 1,436 | 17 | 2,399 | 2 | 1,612 |
| OTTAWA | 172,970 | 297,355 | 308,018 | 22 | 15,574 | 8 | 9,956 | 33 | 67,730 | 23 | 74,000 | 35 | 38,248 | 10 | 3,363 | 10 | 7,609 | 92 | 47,152 | 7 | 7,151 |
| Oak Harbor | 17,498 | 28,756 | 30,688 | 4 | 2,829 | 1 | 1,207 | 4 | 8,216 | 3 | 7,027 | 7 | 3,053 | 1 | 408 | 2 | 923 | 9 | 1,640 | 2 | 868 |
| Port Clinton | 78,232 | 131,747 | 138,259 | 8 | 5,576 | 2 | 5,414 | 12 | 38,769 | 8 | 19,286 | 13 | 14,448 | 7 | 1,829 | 6 | 5,608 | 31 | 22,390 | 3 | 4,691 |
| PAULDING | 41,327 | 66,317 | 67,190 | 10 | 5,155 | 1 | 5,689 | 15 | 16,364 | 8 | 16,457 | 13 | 6,522 | 5 | 723 | 6 | 5,176 | 24 | 4,975 | 7 | 2,771 |
| PERRY | 60,965 | 95,626 | 101,233 | 8 | 5,612 | 5 | 5,519 | 18 | 32,292 | 11 | 25,261 | 16 | 8,103 | 4 | 1,167 | 5 | 1,680 | 38 | 7,378 | 4 | 3,361 |
| PICKAWAY | 139,699 | 221,166 | 229,919 | 14 | 29,104 | 6 | 13,382 | 32 | 52,162 | 18 | 47,090 | 24 | 29,183 | 12 | 6,171 | 15 | 6,577 | 54 | 19,543 | 7 | 8,537 |
| Circleville | 89,913 | 139,850 | 146,566 | 6 | 6,120 | 3 | 9,210 | 21 | 45,982 | 13 | 16,324 | 15 | 28,940 | 11 | 4,248 | 11 | 4,526 | 31 | 12,837 | 6 | 5,875 |
| PIKE | 71,305 | 132,161 | 138,684 | 9 | 16,568 | 3 | 12,797 | 15 | 35,421 | 12 | 25,782 | 15 | 15,001 | 7 | 4,234 | 6 | 2,933 | 27 | 10,243 | 6 | 7,562 |
| PORTAGE | 443,106 | 720,151 | 741,408 | 38 | 58,973 | 12 | 53,596 | 88 | 172,175 | 51 | 206,016 | 85 | 71,781 | 23 | 9,751 | 27 | 16,820 | 149 | 80,252 | 17 | 19,868 |
| Kent | 151,132 | 231,879 | 240,901 | 5 | 20,384 | 4 | 18,526 | 25 | 46,764 | 12 | 71,052 | 22 | 21,084 | 9 | 4,983 | 7 | 3,838 | 53 | 32,252 | 3 | 3,983 |
| Ravenna | 88,053 | 141,246 | 147,997 | 8 | 10,762 | 3 | 6,392 | 12 | 48,017 | 9 | 19,236 | 16 | 21,083 | 6 | 2,061 | 6 | 2,064 | 26 | 11,083 | 7 | 7,680 |
| PREBLE | 84,984 | 143,465 | 150,271 | 15 | 20,928 | 4 | 1,953 | 22 | 41,979 | 13 | 22,477 | 25 | 20,528 | 7 | 1,515 | 8 | 2,302 | 54 | 16,934 | 7 | 5,100 |
| PUTNAM | 85,203 | 144,967 | 151,811 | 16 | 17,115 | 4 | 13,097 | 21 | 37,438 | 16 | 37,357 | 15 | 9,812 | 8 | 2,199 | 11 | 4,974 | 48 | 14,263 | 8 | 7,964 |
| RICHLAND | 601,620 | 988,199 | 1,016,174 | 37 | 57,529 | 21 | 181,434 | 83 | 185,883 | 53 | 238,513 | 72 | 87,931 | 76 | 40,961 | 52 | 34,311 | 210 | 89,882 | 18 | 27,345 |
| Mansfield | 354,491 | 574,371 | 591,975 | 14 | 10,528 | 12 | 74,552 | 51 | 118,516 | 30 | 138,004 | 38 | 64,397 | 41 | 25,249 | 34 | 20,451 | 134 | 54,513 | 11 | 16,016 |
| Shelby | 46,236 | 74,913 | 76,001 | 5 | 4,065 | 1 | 9,861 | 6 | 22,692 | 8 | 21,324 | 6 | 4,229 | 8 | 1,710 | 7 | 2,033 | 16 | 4,113 | 2 | 1,486 |
| ROSS | 236,590 | 386,827 | 399,732 | 22 | 23,593 | 7 | 67,836 | 54 | 92,234 | 28 | 64,191 | 36 | 31,322 | 25 | 13,187 | 19 | 16,108 | 99 | 39,982 | 12 | 14,409 |
| Chillicothe | 213,114 | 344,877 | 356,730 | 18 | 19,206 | 7 | 66,191 | 37 | 83,658 | 25 | 46,197 | 23 | 31,353 | 24 | 10,735 | 18 | 13,113 | 74 | 35,009 | 10 | 11,730 |
| SANDUSKY | 233,859 | 400,843 | 414,099 | 20 | 20,488 | 11 | 28,138 | 43 | 105,018 | 33 | 98,732 | 39 | 41,613 | 25 | 11,272 | 18 | 15,565 | 98 | 36,277 | 14 | 16,320 |
| Fremont | 122,293 | 205,020 | 213,369 | 9 | 13,313 | 7 | 18,283 | 19 | 62,901 | 14 | 18,194 | 17 | 25,376 | 19 | 7,324 | 11 | 7,956 | 57 | 19,640 | 7 | 10,052 |
| SCIOTO | 332,006 | 529,313 | 545,788 | 25 | 26,452 | 11 | 80,774 | 61 | 120,842 | 40 | 124,955 | 61 | 38,818 | 37 | 21,390 | 32 | 29,427 | 106 | 47,842 | 14 | 15,482 |
| Portsmouth | 206,987 | 315,391 | 326,505 | 13 | 17,057 | 8 | 52,085 | 23 | 78,594 | 20 | 43,873 | 33 | 34,375 | 30 | 15,639 | 26 | 18,852 | 64 | 30,035 | 9 | 10,324 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| SENECA | 204,613 | 289,601 | 300,069 | 25 | 25,676 | 8 | 24,658 | 43 | 72,896 | 21 | 41,645 | 38 | 29,211 | 33 | 14,158 | 34 | 13,995 | 92 | 25,814 | 8 | 11,655 |
| Fostoria | 43,997 | 63,144 | 67,937 | 6 | 2,132 | 1 | 4,074 | 10 | 19,026 | 4 | 6,735 | 10 | 11,585 | 8 | 3,730 | 11 | 2,888 | 19 | 4,680 | 2 | 2,126 |
| Tiffin | 133,662 | 184,362 | 192,193 | 13 | 10,456 | 5 | 20,841 | 23 | 52,454 | 14 | 21,294 | 16 | 17,866 | 24 | 8,502 | 18 | 6,682 | 51 | 15,803 | 5 | 6,999 |
| SHELBY | 123,878 | 212,308 | 220,839 | 15 | 14,381 | 3 | 20,378 | 21 | 60,708 | 19 | 48,061 | 26 | 19,908 | 16 | 6,091 | 12 | 6,090 | 62 | 25,583 | 7 | 7,621 |
| Sidney | 82,034 | 142,671 | 149,457 | 7 | 10,205 | 3 | 14,463 | 9 | 44,337 | 13 | 11,945 | 17 | 19,846 | 13 | 6,073 | 10 | 4,322 | 35 | 18,264 | 6 | 7,598 |
| STARK | 1,725,870 | 2,530,894 | 2,597,527 | 107 | 153,969 | 40 | 239,697 | 285 | 584,424 | 156 | 559,965 | 224 | 195,317 | 187 | 129,873 | 144 | 116,868 | 570 | 260,220 | 66 | 79,166 |
| Alliance | 104,055 | 144,355 | 151,183 | 11 | 0 | 7 | 14,693 | 27 | 49,494 | 21 | 27,226 | 19 | 19,341 | 16 | 9,393 | 14 | 7,582 | 56 | 17,064 | 6 | 6,392 |
| Canton | 481,335 | 648,123 | 667,576 | 24 | 26,764 | 11 | 83,771 | 83 | 134,585 | 40 | 136,197 | 64 | 75,764 | 60 | 35,991 | 39 | 20,752 | 181 | 58,484 | 21 | 21,795 |
| Massillon | 180,823 | 253,950 | 263,525 | 14 | 7,623 | 6 | 18,219 | 35 | 87,854 | 17 | 58,902 | 23 | 27,972 | 14 | 11,861 | 11 | 5,716 | 60 | 15,863 | 7 | 8,379 |
| SUMMIT | 2,431,393 | 3,663,171 | 3,758,179 | 118 | 242,309 | 59 | 494,289 | 377 | 831,208 | 186 | 761,037 | 307 | 281,332 | 262 | 156,006 | 184 | 150,756 | 798 | 409,541 | 103 | 129,473 |
| Akron | 1,118,942 | 1,601,672 | 1,645,020 | 47 | 85,824 | 26 | 302,565 | 167 | 354,621 | 84 | 240,180 | 120 | 131,208 | 133 | 70,112 | 90 | 56,104 | 415 | 182,624 | 49 | 54,897 |
| TRUMBULL | 994,698 | 1,382,180 | 1,420,027 | 63 | 80,321 | 28 | 235,684 | 186 | 286,834 | 94 | 287,078 | 118 | 101,462 | 116 | 61,346 | 81 | 55,820 | 349 | 144,037 | 49 | 46,699 |
| Niles | 219,997 | 322,752 | 334,051 | 3 | 12,742 | 10 | 134,973 | 28 | 47,448 | 13 | 24,073 | 10 | 17,833 | 51 | 28,111 | 16 | 11,564 | 57 | 30,280 | 5 | 7,874 |
| Warren | 320,935 | 400,785 | 414,039 | 19 | 11,909 | 5 | 14,147 | 65 | 106,740 | 33 | 106,844 | 40 | 45,612 | 32 | 14,460 | 32 | 16,765 | 123 | 48,508 | 20 | 17,893 |
| TUSCARAWAS | 350,914 | 550,790 | 567,803 | 28 | 33,515 | 20 | 62,108 | 65 | 121,206 | 52 | 142,312 | 62 | 44,831 | 44 | 22,087 | 32 | 28,225 | 130 | 49,465 | 19 | 17,205 |
| Dover | 83,804 | 131,629 | 138,139 | 5 | 8,826 | 4 | 14,237 | 16 | 33,614 | 12 | 26,542 | 11 | 10,999 | 12 | 5,097 | 7 | 6,866 | 19 | 13,584 | 5 | 4,197 |
| New Philadelphia | 138,158 | 218,210 | 226,889 | 4 | 3,188 | 7 | 40,564 | 16 | 57,845 | 11 | 39,523 | 19 | 18,590 | 19 | 15,446 | 15 | 5,306 | 38 | 19,696 | 6 | 5,924 |
| UNION | 81,649 | 147,729 | 154,642 | 10 | 7,592 | 5 | 20,100 | 14 | 38,032 | 11 | 35,459 | 12 | 13,931 | 13 | 5,455 | 5 | 3,055 | 30 | 12,275 | 4 | 4,897 |
| Marysville | 59,269 | 108,159 | 114,080 | 7 | 5,376 | 3 | 18,880 | 9 | 32,211 | 4 | 10,708 | 10 | 13,085 | 12 | 5,124 | 3 | 2,870 | 17 | 8,219 | 3 | 4,600 |
| VAN WERT | 100,355 | 146,888 | 153,780 | 12 | 8,340 | 6 | 14,191 | 24 | 35,694 | 16 | 50,799 | 15 | 14,472 | 13 | 3,954 | 8 | 3,012 | 46 | 13,424 | 5 | 6,425 |
| Van Wert | 79,122 | 114,417 | 120,495 | 7 | 8,004 | 3 | 8,572 | 15 | 28,283 | 13 | 34,938 | 14 | 13,889 | 11 | 3,795 | 7 | 2,891 | 32 | 10,438 | 4 | 6,353 |
| VINTON | 15,983 | 26,674 | 27,553 | 4 | 6,557 | 1 | 2,544 | 6 | 6,268 | 5 | 5,698 | 2 | 1,858 | 0 | 367 | 2 | 748 | 13 | 1,707 | 1 | 840 |
| WARREN | 318,430 | 568,284 | 585,736 | 31 | 33,981 | 10 | 76,469 | 61 | 147,368 | 28 | 80,218 | 52 | 61,950 | 31 | 12,781 | 28 | 20,898 | 108 | 69,039 | 17 | 23,446 |
| WASHINGTON | 269,143 | 386,155 | 399,043 | 20 | 22,788 | 12 | 38,879 | 43 | 88,659 | 34 | 78,649 | 53 | 46,801 | 16 | 11,512 | 20 | 16,106 | 93 | 37,197 | 8 | 24,121 |
| Marietta | 159,769 | 219,766 | 228,484 | 7 | 7,397 | 7 | 31,814 | 19 | 52,209 | 16 | 24,739 | 22 | 25,705 | 14 | 7,504 | 11 | 8,051 | 51 | 26,566 | 5 | 15,726 |
| WAYNE | 354,929 | 596,541 | 614,701 | 34 | 59,677 | 13 | 56,593 | 66 | 153,570 | 35 | 171,861 | 59 | 46,467 | 30 | 12,636 | 27 | 26,079 | 110 | 49,087 | 12 | 15,534 |
| Wooster | 189,866 | 314,137 | 325,220 | 11 | 13,915 | 6 | 32,606 | 21 | 91,527 | 15 | 70,637 | 28 | 36,281 | 18 | 10,205 | 18 | 10,641 | 48 | 27,872 | 7 | 10,602 |
| WILLIAMS | 128,629 | 219,765 | 228,483 | 23 | 15,842 | 9 | 17,597 | 23 | 51,440 | 20 | 43,684 | 29 | 28,164 | 18 | 9,677 | 9 | 2,469 | 59 | 20,922 | 8 | 7,425 |
| Bryan | 72,182 | 124,787 | 131,125 | 6 | 4,525 | 4 | 11,146 | 11 | 30,974 | 11 | 24,151 | 11 | 17,386 | 16 | 6,129 | 1 | 1,564 | 21 | 10,745 | 4 | 4,703 |
| WOOD | 492,563 | 859,402 | 884,149 | 30 | 25,147 | 23 | 113,125 | 62 | 180,628 | 39 | 156,369 | 65 | 115,824 | 59 | 27,136 | 48 | 48,395 | 139 | 87,718 | 25 | 35,594 |
| Bowling Green | 141,762 | 242,838 | 252,134 | 10 | 6,750 | 7 | 27,408 | 18 | 57,166 | 13 | 46,722 | 17 | 33,464 | 15 | 7,461 | 16 | 7,886 | 39 | 29,041 | 10 | 9,234 |
| WYANDOT | 71,308 | 112,809 | 118,847 | 11 | 12,651 | 4 | 10,967 | 20 | 24,583 | 11 | 29,913 | 20 | 12,219 | 12 | 2,818 | 7 | 6,559 | 42 | 11,553 | 6 | 3,688 |
| Upper Sandusky | 39,639 | 63,052 | 63,843 | 6 | 6,325 | 2 | 5,484 | 11 | 15,798 | 5 | 8,865 | 9 | 8,120 | 8 | 2,212 | 4 | 3,281 | 24 | 7,245 | 3 | 1,844 |

# OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 16,070,649 | 21,158,651 | 21,903,467 | | 1,581,999 | | 2,597,003 | | 4,525,392 | | 6,437,501 | | 1,011,525 | | 1,229,014 | | 1,151,511 | | 1,921,629 | | 456,414 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Enid, OK | 382,493 | 437,462 | 453,691 | | 33,581 | | 20,881 | | 88,941 | | 135,030 | | 19,989 | | 34,155 | | 30,693 | | 43,106 | | 16,974 |
| Lawton, OK | 498,181 | 780,040 | 808,404 | | 45,028 | | 2,210 | | 172,281 | | 236,303 | | 18,657 | | 40,594 | | 50,608 | | 77,607 | | 12,405 |
| Oklahoma City, OK | 5,795,863 | 7,577,256 | 7,844,884 | | 581,935 | | 497,323 | | 1,395,320 | | 2,496,526 | | 309,758 | | 477,691 | | 462,645 | | 780,523 | | 142,285 |
| Tulsa, OK | 3,801,929 | 4,981,668 | 5,151,902 | | 340,080 | | 22,458 | | 1,051,460 | | 1,533,990 | | 245,824 | | 316,989 | | 316,813 | | 486,992 | | 93,838 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAIR | 34,530 | 57,166 | 59,191 | 6 | 2,747 | 1 | 2,350 | 14 | 16,943 | 4 | 15,300 | 5 | 1,635 | 4 | 1,354 | 2 | 830 | 15 | 3,434 | 3 | 1,477 |
| ALFALFA | 26,669 | 31,049 | 32,194 | 3 | 1,171 | 1 | 118,876 | 14 | 14,976 | 3 | 2,590 | 9 | 3,500 | 2 | 594 | 2 | 452 | 8 | 1,277 | 3 | 1,364 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| ATOKA | 44,435 | 67,906 | 70,292 | 3 | 4,538 | 4 | 97,575 | 16 | 17,731 | 7 | 16,787 | 10 | 5,230 | 6 | 1,601 | 3 | 986 | 14 | 2,978 | 3 | 2,268 |
| BEAVER | 12,482 | 16,844 | 17,511 | 2 | 1,131 | 0 | 1,202 | 7 | 5,670 | 3 | 2,286 | 3 | 1,004 | 4 | 788 | 0 | 244 | 10 | 1,714 | 2 | 541 |
| BECKHAM | 188,014 | 200,016 | 206,851 | 12 | 19,646 | 10 | 130,238 | 32 | 46,080 | 17 | 46,030 | 21 | 15,715 | 22 | 11,533 | 15 | 8,665 | 33 | 14,913 | 10 | 4,470 |
| Elk City | 132,216 | 143,078 | 147,995 | 6 | 10,008 | 5 | 129,569 | 17 | 36,936 | 11 | 26,389 | 12 | 10,693 | 18 | 8,990 | 11 | 5,896 | 19 | 10,834 | 6 | 3,041 |
| BLAINE | 61,606 | 81,432 | 84,274 | 8 | 8,056 | 5 | 1,657 | 20 | 19,243 | 11 | 20,776 | 12 | 6,659 | 10 | 2,907 | 6 | 1,567 | 22 | 4,931 | 7 | 2,491 |
| BRYAN | 113,528 | 171,128 | 176,990 | 10 | 9,063 | 7 | 9,984 | 20 | 36,561 | 15 | 52,955 | 11 | 4,647 | 17 | 9,917 | 14 | 8,919 | 42 | 14,511 | 9 | 6,256 |
| Durant | 98,187 | 145,998 | 151,014 | 5 | 3,874 | 5 | 7,785 | 11 | 36,277 | 13 | 43,978 | 10 | 3,859 | 16 | 9,841 | 13 | 7,105 | 31 | 11,241 | 8 | 6,138 |
| CADDO | 134,372 | 165,677 | 171,355 | 15 | 8,687 | 11 | 34,632 | 41 | 42,651 | 17 | 62,861 | 16 | 6,708 | 18 | 5,166 | 9 | 6,982 | 37 | 7,772 | 10 | 3,533 |
| Anadarko | 59,229 | 68,011 | 70,401 | 3 | 4,815 | 4 | 24,168 | 11 | 25,178 | 5 | 11,901 | 5 | 2,832 | 11 | 3,208 | 5 | 3,500 | 11 | 2,717 | 4 | 1,285 |
| CANADIAN | 313,828 | 465,977 | 481,767 | 15 | 28,515 | 7 | 0 | 32 | 84,430 | 27 | 220,050 | 26 | 18,529 | 18 | 12,587 | 16 | 13,493 | 58 | 29,665 | 10 | 4,851 |
| El Reno | 105,812 | 117,675 | 121,737 | 6 | 7,796 | 3 | 26,853 | 12 | 27,988 | 12 | 32,956 | 14 | 7,034 | 11 | 3,624 | 8 | 5,824 | 25 | 10,588 | 4 | 2,273 |
| CARTER | 234,936 | 291,468 | 301,382 | 20 | 18,831 | 9 | 11,126 | 54 | 62,448 | 34 | 76,491 | 37 | 13,883 | 42 | 23,923 | 28 | 13,211 | 66 | 24,146 | 15 | 6,420 |
| Ardmore | 207,818 | 253,911 | 262,560 | 16 | 11,796 | 6 | 12,372 | 41 | 52,497 | 31 | 66,330 | 25 | 12,320 | 37 | 20,745 | 24 | 9,742 | 53 | 20,366 | 12 | 4,737 |
| CHEROKEE | 98,058 | 151,754 | 156,964 | 8 | 11,364 | 4 | 2,126 | 30 | 45,944 | 13 | 29,924 | 15 | 9,488 | 10 | 6,519 | 11 | 4,109 | 32 | 9,722 | 8 | 3,867 |
| Tahlequah | 81,279 | 122,221 | 126,436 | 5 | 7,656 | 2 | 3,010 | 24 | 44,860 | 9 | 20,160 | 12 | 9,345 | 9 | 6,421 | 10 | 3,225 | 19 | 7,026 | 7 | 2,606 |
| CHOCTAW | 47,539 | 68,228 | 70,625 | 4 | 1,359 | 4 | 40,583 | 13 | 16,676 | 8 | 18,529 | 9 | 3,253 | 7 | 2,251 | 6 | 1,934 | 14 | 3,228 | 2 | 2,179 |
| Hugo | 35,158 | 50,029 | 51,813 | 3 | 1,059 | 3 | 37,425 | 6 | 6,592 | 7 | 14,104 | 7 | 2,856 | 6 | 2,157 | 5 | 1,548 | 12 | 2,834 | 2 | 1,913 |
| CIMARRON | 13,690 | 21,795 | 22,629 | 3 | 1,059 | 2 | 8,655 | 4 | 5,394 | 6 | 6,448 | 4 | 1,640 | 2 | 418 | 1 | 318 | 9 | 1,961 | 1 | 698 |
| CLEVELAND | 803,272 | 1,171,108 | 1,212,639 | 32 | 61,699 | 17 | 6,320 | 75 | 180,218 | 49 | 506,742 | 51 | 42,685 | 103 | 78,039 | 56 | 42,274 | 176 | 102,459 | 27 | 19,179 |
| Norman | 613,056 | 826,187 | 856,105 | 15 | 26,079 | 14 | 23,113 | 40 | 105,933 | 37 | 346,927 | 36 | 34,140 | 76 | 58,980 | 44 | 23,258 | 128 | 73,605 | 15 | 12,994 |
| COAL | 9,405 | 13,156 | 13,599 | 4 | 3,266 | 4 | 17,010 | 4 | 3,481 | 1 | 2,966 | 2 | 832 | 0 | 212 | 0 | 160 | 5 | 453 | 1 | 355 |
| COMANCHE | 498,181 | 780,040 | 808,404 | 24 | 45,028 | 13 | 2,210 | 97 | 172,281 | 48 | 236,303 | 38 | 18,657 | 63 | 40,594 | 44 | 50,608 | 143 | 77,607 | 15 | 12,405 |
| Lawton | 472,060 | 745,384 | 770,681 | 21 | 40,357 | 13 | 1,993 | 75 | 171,878 | 46 | 211,791 | 35 | 18,613 | 57 | 38,952 | 43 | 45,358 | 129 | 73,581 | 13 | 11,118 |
| COTTON | 23,118 | 35,166 | 36,550 | 1 | 2,361 | 4 | 1,514 | 5 | 6,923 | 3 | 9,450 | 4 | 1,324 | 2 | 676 | 2 | 513 | 4 | 817 | 3 | 1,128 |
| CRAIG | 69,637 | 92,690 | 97,911 | 9 | 7,203 | 4 | 0 | 14 | 15,955 | 9 | 33,869 | 15 | 10,844 | 6 | 2,968 | 7 | 2,343 | 19 | 7,490 | 2 | 3,020 |
| Vinita | 50,354 | 69,107 | 71,934 | 5 | 2,822 | 3 | 1,635 | 8 | 15,639 | 7 | 26,021 | 10 | 4,037 | 5 | 2,909 | 6 | 1,800 | 8 | 4,334 | 2 | 2,320 |
| CREEK | 223,091 | 321,532 | 334,458 | 16 | 14,275 | 10 | 7,042 | 54 | 105,367 | 39 | 100,191 | 31 | 15,857 | 25 | 9,151 | 17 | 11,090 | 60 | 22,163 | 16 | 6,608 |
| Sapulpa | 134,515 | 186,646 | 194,430 | 7 | 4,324 | 5 | 7,938 | 26 | 67,564 | 17 | 50,787 | 10 | 8,883 | 10 | 6,501 | 10 | 6,267 | 28 | 11,797 | 8 | 3,651 |
| CUSTER | 218,516 | 265,335 | 275,769 | 19 | 24,935 | 8 | 19,909 | 36 | 56,575 | 25 | 78,819 | 33 | 13,707 | 40 | 15,370 | 21 | 15,484 | 46 | 26,756 | 9 | 4,915 |
| Clinton | 101,528 | 118,172 | 123,651 | 9 | 10,406 | 3 | 19,023 | 14 | 29,660 | 14 | 33,687 | 16 | 6,106 | 18 | 7,767 | 10 | 6,461 | 18 | 9,046 | 4 | 2,542 |
| Weatherford | 102,208 | 128,304 | 134,124 | 8 | 11,409 | 2 | 2,853 | 13 | 27,271 | 9 | 36,541 | 11 | 7,654 | 20 | 7,699 | 9 | 6,789 | 22 | 14,399 | 4 | 2,279 |
| DELAWARE | 64,050 | 125,353 | 129,674 | 11 | 16,800 | 4 | 2,008 | 18 | 33,965 | 12 | 18,703 | 12 | 6,027 | 7 | 5,042 | 9 | 6,319 | 24 | 6,751 | 4 | 2,304 |
| DEWEY | 16,431 | 21,788 | 22,622 | 1 | 1,323 | 1 | 30,788 | 14 | 8,658 | 1 | 5,296 | 5 | 1,332 | 1 | 378 | 0 | 287 | 13 | 1,450 | 0 | 631 |
| ELLIS | 22,364 | 27,953 | 28,994 | 6 | 3,582 | 1 | 4,430 | 7 | 5,288 | 4 | 7,495 | 6 | 1,611 | 2 | 534 | 1 | 407 | 7 | 1,459 | 2 | 894 |
| GARFIELD | 382,498 | 437,462 | 453,691 | 21 | 33,581 | 9 | 20,881 | 62 | 88,941 | 35 | 135,030 | 38 | 19,989 | 60 | 34,155 | 38 | 30,693 | 105 | 43,106 | 16 | 16,974 |
| Enid | 365,292 | 419,087 | 435,298 | 19 | 31,000 | 8 | 9,957 | 50 | 88,908 | 32 | 124,650 | 33 | 18,452 | 58 | 34,142 | 37 | 28,334 | 102 | 41,644 | 15 | 15,670 |
| GARVIN | 123,904 | 151,924 | 159,139 | 10 | 10,403 | 9 | 7,776 | 37 | 44,029 | 21 | 46,487 | 19 | 11,153 | 19 | 8,089 | 11 | 6,472 | 35 | 9,018 | 8 | 4,368 |
| Pauls Valley | 54,811 | 64,188 | 67,349 | 3 | 4,125 | 4 | 5,187 | 10 | 21,226 | 7 | 11,766 | 5 | 8,110 | 8 | 4,259 | 6 | 2,617 | 9 | 2,590 | 3 | 1,674 |
| GRADY | 168,423 | 219,714 | 229,212 | 12 | 14,002 | 4 | 2,068 | 32 | 50,901 | 20 | 69,214 | 28 | 13,021 | 25 | 11,648 | 13 | 8,225 | 40 | 16,134 | 11 | 7,681 |
| Chickasha | 129,234 | 164,406 | 172,042 | 6 | 7,000 | 3 | 19,277 | 16 | 39,255 | 15 | 51,222 | 16 | 11,270 | 23 | 8,620 | 12 | 6,086 | 32 | 14,234 | 7 | 5,946 |
| GRANT | 20,484 | 23,415 | 24,303 | 6 | 975 | 1 | 7,322 | 9 | 4,970 | 5 | 10,656 | 4 | 1,441 | 2 | 391 | 3 | 499 | 9 | 1,225 | 3 | 719 |
| GREER | 16,107 | 20,819 | 21,620 | 1 | 1,242 | 2 | 0 | 6 | 6,235 | 2 | 4,973 | 7 | 1,396 | 8 | 1,114 | 3 | 895 | 11 | 1,063 | 4 | 1,617 |
| HARMON | 10,146 | 13,990 | 14,561 | 1 | 940 | 2 | 11,928 | 6 | 4,412 | 2 | 3,765 | 3 | 1,055 | 1 | 270 | 1 | 204 | 2 | 326 | 2 | 450 |
| HARPER | 13,255 | 15,095 | 15,703 | 2 | 1,014 | 2 | 2,144 | 5 | 4,521 | 8 | 4,698 | 3 | 1,474 | 3 | 342 | 1 | 221 | 7 | 1,086 | 3 | 485 |
| HASKELL | 39,353 | 65,011 | 67,300 | 6 | 6,499 | 6 | 13,501 | 12 | 16,564 | 7 | 21,406 | 4 | 3,970 | 4 | 2,034 | 2 | 942 | 7 | 1,300 | 5 | 1,330 |
| HUGHES | 43,643 | 49,748 | 51,523 | 9 | 2,419 | 5 | 19,331 | 18 | 13,088 | 13 | 15,842 | 8 | 815 | 8 | 1,520 | 3 | 956 | 15 | 2,173 | 7 | 1,757 |
| Holdenville | 34,187 | 38,701 | 40,104 | 4 | 1,390 | 3 | 9,106 | 9 | 9,778 | 9 | 11,466 | 5 | 737 | 7 | 1,486 | 3 | 768 | 8 | 1,124 | 4 | 1,588 |
| JACKSON | 146,176 | 222,251 | 229,834 | 14 | 27,924 | 9 | 9,490 | 24 | 37,807 | 19 | 82,479 | 13 | 5,538 | 31 | 16,082 | 18 | 11,334 | 42 | 17,593 | 7 | 5,672 |
| Altus | 136,041 | 206,997 | 214,067 | 11 | 16,777 | 9 | 5,326 | 19 | 37,809 | 18 | 78,279 | 12 | 5,538 | 29 | 15,262 | 17 | 10,757 | 38 | 16,467 | 7 | 5,646 |
| JEFFERSON | 20,822 | 26,203 | 27,185 | 5 | 1,645 | 2 | 3,457 | 10 | 6,665 | 3 | 7,027 | 7 | 1,244 | 6 | 972 | 2 | 382 | 11 | 2,467 | 4 | 1,184 |
| JOHNSTON | 13,546 | 20,495 | 21,285 | 2 | 1,251 | 0 | 16,772 | 12 | 8,675 | 2 | 5,006 | 2 | 1,405 | 2 | 358 | 1 | 271 | 6 | 643 | 2 | 598 |
| KAY | 268,981 | 326,205 | 337,288 | 16 | 19,636 | 8 | 5,694 | 39 | 69,337 | 37 | 94,459 | 37 | 26,000 | 48 | 20,347 | 26 | 15,721 | 72 | 26,743 | 16 | 10,684 |
| Blackwell | 43,672 | 48,985 | 50,734 | 2 | 2,834 | 1 | 8,413 | 7 | 14,702 | 7 | 12,808 | 2 | 3,032 | 4 | 1,890 | 3 | 848 | 14 | 3,592 | 3 | 2,449 |
| Ponca City | 184,312 | 226,701 | 234,434 | 9 | 10,025 | 5 | 51,605 | 23 | 47,085 | 20 | 64,143 | 23 | 19,089 | 39 | 17,527 | 19 | 10,675 | 41 | 17,065 | 9 | 7,231 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| KINGFISHER | 78,268 | 92,057 | 95,257 | 8 | 7,963 | 2 | 50,605 | 17 | 17,990 | 12 | 36,230 | 11 | 9,272 | 8 | 2,796 | 4 | 1,336 | 17 | 4,152 | 6 | 2,190 |
| KIOWA | 47,637 | 71,285 | 73,785 | 5 | 4,782 | 5 | 0 | 17 | 20,637 | 10 | 25,325 | 8 | 2,573 | 10 | 3,359 | 8 | 2,414 | 11 | 2,213 | 6 | 2,720 |
| Hobart | 33,050 | 49,570 | 51,339 | 3 | 3,187 | 2 | 6,664 | 5 | 14,820 | 7 | 16,880 | 6 | 1,715 | 6 | 3,104 | 6 | 1,609 | 8 | 1,707 | 4 | 1,813 |
| LATIMER | 21,441 | 31,258 | 32,410 | 4 | 3,986 | 4 | 4,962 | 9 | 13,231 | 4 | 2,731 | 4 | 1,134 | 3 | 598 | 0 | 455 | 4 | 1,171 | 4 | 922 |
| LE FLORE | 109,136 | 176,889 | 182,945 | 11 | 20,811 | 11 | 3,455 | 41 | 53,764 | 26 | 48,904 | 10 | 3,334 | 9 | 3,380 | 10 | 5,898 | 33 | 7,888 | 10 | 4,082 |
| LINCOLN | 85,097 | 102,638 | 106,194 | 9 | 15,324 | 8 | 1,775 | 27 | 27,008 | 13 | 20,113 | 19 | 8,216 | 9 | 2,515 | 6 | 4,531 | 39 | 8,804 | 5 | 2,132 |
| LOGAN | 82,178 | 110,050 | 113,855 | 8 | 5,276 | 4 | 52,861 | 17 | 32,265 | 18 | 39,274 | 20 | 5,482 | 10 | 3,643 | 3 | 1,031 | 28 | 8,375 | 6 | 3,510 |
| Guthrie | 61,172 | 76,833 | 79,520 | 5 | 2,278 | 3 | 95,040 | 9 | 26,877 | 14 | 25,921 | 8 | 4,498 | 8 | 2,404 | 3 | 780 | 15 | 4,542 | 5 | 2,316 |
| LOVE | 14,845 | 22,261 | 23,111 | 1 | 1,327 | 2 | 482,599 | 11 | 6,707 | 3 | 5,308 | 7 | 2,833 | 3 | 379 | 1 | 288 | 10 | 2,342 | 2 | 632 |
| MCCLAIN | 84,805 | 125,233 | 129,550 | 4 | 8,309 | 5 | 19,620 | 19 | 36,302 | 13 | 44,649 | 14 | 6,330 | 6 | 3,859 | 5 | 2,463 | 25 | 9,258 | 6 | 2,599 |
| MCCURTAIN | 114,048 | 179,235 | 185,370 | 12 | 13,946 | 7 | 6,311 | 36 | 45,970 | 22 | 41,364 | 12 | 7,115 | 11 | 6,454 | 11 | 6,878 | 32 | 9,350 | 10 | 5,849 |
| Idabell | 56,031 | 87,929 | 90,990 | 3 | 4,989 | 3 | 8,187 | 13 | 25,209 | 8 | 15,592 | 6 | 4,996 | 7 | 4,591 | 8 | 3,240 | 14 | 5,121 | 5 | 2,227 |
| MCINTOSH | 65,561 | 88,120 | 91,187 | 9 | 9,583 | 4 | 9,328 | 16 | 19,943 | 9 | 28,990 | 11 | 5,216 | 6 | 2,363 | 4 | 2,550 | 18 | 6,182 | 5 | 1,992 |
| MAJOR | 48,014 | 53,812 | 55,724 | 6 | 3,471 | 4 | 4,310 | 10 | 7,890 | 6 | 23,414 | 9 | 6,251 | 6 | 1,405 | 1 | 718 | 15 | 2,879 | 2 | 1,579 |
| MARSHALL | 40,653 | 58,614 | 60,688 | 7 | 4,490 | 4 | 20,361 | 14 | 16,653 | 8 | 21,979 | 4 | 1,823 | 3 | 1,120 | 2 | 850 | 15 | 3,900 | 2 | 1,872 |
| MAYES | 113,265 | 155,081 | 160,403 | 13 | 12,315 | 8 | 14,425 | 29 | 45,257 | 20 | 30,759 | 10 | 9,119 | 22 | 5,816 | 13 | 7,119 | 41 | 9,912 | 8 | 2,643 |
| Pryor | 75,282 | 105,262 | 108,906 | 4 | 4,201 | 6 | 7,722 | 14 | 25,648 | 11 | 13,419 | 5 | 1,835 | 18 | 4,176 | 9 | 3,972 | 22 | 4,962 | 4 | 1,349 |
| MURRAY | 57,287 | 78,003 | 80,729 | 5 | 5,212 | 3 | 51,839 | 12 | 18,804 | 7 | 34,581 | 6 | 1,774 | 10 | 1,076 | 4 | 1,145 | 15 | 3,385 | 5 | 1,666 |
| MUSKOGEE | 315,636 | 437,664 | 452,500 | 24 | 26,931 | 8 | 14,950 | 64 | 97,671 | 40 | 132,351 | 27 | 21,208 | 45 | 32,785 | 29 | 20,022 | 87 | 37,780 | 17 | 8,740 |
| Muskogee | 285,337 | 393,116 | 406,452 | 18 | 18,658 | 7 | 33,892 | 47 | 87,687 | 35 | 99,805 | 22 | 21,063 | 43 | 32,561 | 27 | 19,885 | 70 | 34,808 | 14 | 7,770 |
| NOBLE | 47,077 | 61,785 | 63,965 | 7 | 5,394 | 2 | 39,383 | 11 | 15,344 | 4 | 12,016 | 15 | 7,180 | 4 | 1,410 | 2 | 897 | 17 | 4,666 | 4 | 1,885 |
| Perry | 41,624 | 54,769 | 56,713 | 6 | 4,013 | 2 | 27,100 | 8 | 15,270 | 4 | 9,246 | 12 | 7,145 | 4 | 1,403 | 2 | 667 | 14 | 4,117 | 3 | 1,402 |
| NOWATA | 28,995 | 32,089 | 33,269 | 6 | 4,223 | 3 | 23,871 | 8 | 6,658 | 7 | 8,800 | 5 | 1,012 | 3 | 688 | 2 | 467 | 11 | 2,458 | 4 | 864 |
| OKFUSKEE | 23,871 | 33,325 | 34,547 | 6 | 4,427 | 3 | 45,659 | 10 | 11,076 | 3 | 4,251 | 7 | 2,268 | 3 | 865 | 1 | 484 | 11 | 1,248 | 2 | 1,065 |
| OKLAHOMA | 4,235,447 | 5,337,822 | 5,527,548 | 182 | 435,151 | 76 | 42,159 | 432 | 967,780 | 286 | 1,607,877 | 292 | 222,962 | 477 | 363,568 | 310 | 387,365 | 998 | 583,396 | 138 | 102,923 |
| Edmond | 235,132 | 423,692 | 444,058 | 14 | 43,370 | 6 | 0 | 21 | 88,489 | 15 | 132,036 | 16 | 17,169 | 24 | 22,379 | 11 | 7,843 | 53 | 36,034 | 10 | 8,097 |
| Midwest City | 353,827 | 427,662 | 442,161 | 7 | 14,538 | 11 | 2,875 | 28 | 108,098 | 25 | 65,977 | 17 | 22,479 | 42 | 30,291 | 15 | 7,647 | 85 | 39,898 | 14 | 7,579 |
| Oklahoma City | 3,184,559 | 3,969,603 | 4,111,360 | 137 | 323,699 | 48 | 2,562 | 315 | 610,753 | 193 | 1,196,062 | 218 | 151,877 | 367 | 270,450 | 232 | 288,151 | 730 | 433,974 | 84 | 72,606 |
| OKMULGEE | 144,071 | 182,132 | 188,364 | 13 | 10,165 | 7 | 24,571 | 32 | 49,921 | 23 | 42,930 | 21 | 8,862 | 24 | 10,376 | 11 | 6,539 | 35 | 11,478 | 6 | 3,857 |
| Henryetta | 52,264 | 64,118 | 66,377 | 5 | 3,273 | 3 | 22,071 | 6 | 16,076 | 6 | 13,824 | 13 | 5,972 | 13 | 3,852 | 5 | 2,106 | 13 | 4,051 | 3 | 1,242 |
| Okmulgee | 71,973 | 91,382 | 94,559 | 5 | 4,127 | 2 | 11,506 | 17 | 32,398 | 15 | 18,221 | 6 | 2,897 | 9 | 6,453 | 5 | 2,898 | 19 | 6,549 | 3 | 1,609 |
| OSAGE | 71,690 | 86,556 | 89,570 | 11 | 8,558 | 4 | 7,825 | 21 | 26,755 | 21 | 22,517 | 18 | 6,026 | 13 | 5,559 | 3 | 1,053 | 31 | 5,745 | 8 | 3,665 |
| Pawhuska | 26,634 | 32,731 | 33,933 | 4 | 3,822 | 2 | 1,619 | 6 | 12,203 | 4 | 1,982 | 9 | 4,580 | 7 | 2,822 | 1 | 487 | 10 | 1,696 | 3 | 1,696 |
| OTTAWA | 132,414 | 170,586 | 176,430 | 14 | 11,477 | 4 | 16,146 | 42 | 45,515 | 18 | 33,752 | 21 | 16,471 | 23 | 11,222 | 9 | 5,482 | 44 | 11,266 | 10 | 5,466 |
| Miami | 110,341 | 141,249 | 146,105 | 8 | 6,944 | 3 | 24,990 | 24 | 41,334 | 13 | 23,575 | 17 | 16,017 | 19 | 10,289 | 7 | 3,888 | 32 | 10,023 | 7 | 4,673 |
| PAWNEE | 50,256 | 71,677 | 74,190 | 6 | 3,454 | 3 | 21,041 | 14 | 19,175 | 12 | 18,502 | 7 | 5,754 | 4 | 1,860 | 5 | 2,129 | 16 | 4,765 | 6 | 2,973 |
| PAYNE | 280,804 | 397,527 | 411,012 | 21 | 37,679 | 12 | 9,430 | 48 | 96,143 | 37 | 86,656 | 34 | 18,950 | 50 | 24,440 | 36 | 16,849 | 93 | 43,253 | 15 | 9,795 |
| Cushing | 61,627 | 85,057 | 88,021 | 7 | 6,601 | 5 | 8,474 | 8 | 24,672 | 12 | 13,853 | 11 | 3,991 | 11 | 3,913 | 6 | 1,632 | 16 | 6,182 | 6 | 2,978 |
| Stillwater | 197,498 | 280,007 | 289,535 | 12 | 24,661 | 5 | 4,698 | 29 | 70,583 | 20 | 56,717 | 19 | 14,657 | 38 | 15,996 | 28 | 11,027 | 66 | 32,442 | 9 | 6,411 |
| PITTSBURG | 153,809 | 240,526 | 248,725 | 12 | 16,750 | 9 | 3,672 | 42 | 56,546 | 24 | 65,678 | 22 | 9,122 | 29 | 6,512 | 18 | 9,278 | 50 | 18,452 | 8 | 5,035 |
| McAlester | 123,525 | 183,404 | 189,679 | 6 | 7,472 | 7 | 0 | 27 | 45,983 | 19 | 40,218 | 16 | 8,012 | 28 | 5,965 | 15 | 8,499 | 29 | 12,716 | 6 | 4,613 |
| PONTOTOC | 165,640 | 216,085 | 223,461 | 13 | 14,772 | 6 | 495,984 | 30 | 49,558 | 17 | 59,699 | 16 | 7,433 | 35 | 15,799 | 20 | 10,663 | 40 | 16,346 | 9 | 4,740 |
| Ada | 149,811 | 193,527 | 200,143 | 11 | 12,997 | 5 | 49,875 | 17 | 44,389 | 13 | 52,524 | 15 | 6,540 | 33 | 15,636 | 18 | 9,382 | 33 | 15,030 | 8 | 4,171 |
| POTTAWATOMIE | 276,333 | 367,066 | 379,525 | 26 | 42,985 | 13 | 376,363 | 38 | 94,325 | 26 | 77,934 | 34 | 13,770 | 36 | 15,996 | 24 | 16,019 | 111 | 47,369 | 19 | 9,224 |
| Shawnee | 233,946 | 303,785 | 314,114 | 21 | 30,321 | 10 | 10,821 | 24 | 78,338 | 21 | 54,708 | 21 | 11,150 | 30 | 14,810 | 21 | 11,033 | 88 | 35,642 | 16 | 8,526 |
| PUSHMATAHA | 27,441 | 47,758 | 49,466 | 3 | 1,530 | 4 | 39,854 | 14 | 15,579 | 8 | 13,989 | 5 | 2,636 | 1 | 913 | 3 | 1,235 | 11 | 2,548 | 2 | 1,526 |
| ROGER MILLS | 17,929 | 23,757 | 24,657 | 0 | 1,592 | 2 | 9,112 | 9 | 7,387 | 5 | 6,373 | 3 | 1,788 | 2 | 457 | 0 | 346 | 8 | 1,318 | 1 | 761 |
| ROGERS | 156,349 | 228,149 | 235,931 | 17 | 24,165 | 4 | 7,590 | 42 | 62,720 | 18 | 63,957 | 14 | 16,359 | 19 | 7,744 | 13 | 4,227 | 44 | 18,266 | 5 | 2,368 |
| Claremore | 118,817 | 164,883 | 170,535 | 8 | 11,930 | 3 | 6,690 | 19 | 52,967 | 13 | 45,138 | 5 | 4,075 | 15 | 7,096 | 8 | 2,328 | 27 | 12,452 | 1 | 2,125 |
| SEMINOLE | 103,085 | 124,122 | 128,401 | 8 | 5,203 | 7 | 26,345 | 37 | 40,318 | 18 | 34,974 | 16 | 7,913 | 16 | 6,195 | 11 | 4,710 | 29 | 7,741 | 11 | 2,920 |
| Seminole | 69,972 | 84,501 | 87,446 | 3 | 2,310 | 4 | 24,765 | 16 | 27,670 | 8 | 23,794 | 7 | 5,233 | 11 | 5,177 | 7 | 3,205 | 16 | 5,390 | 5 | 1,937 |
| Wewoka | 18,678 | 21,988 | 22,828 | 1 | 733 | 2 | 0 | 8 | 9,729 | 8 | 4,390 | 5 | 1,115 | 4 | 987 | 3 | 663 | 9 | 1,586 | 4 | 983 |
| SEQUOYAH | 84,792 | 149,921 | 155,069 | 8 | 10,458 | 5 | 0 | 33 | 44,774 | 12 | 36,125 | 11 | 15,208 | 5 | 2,865 | 4 | 5,142 | 31 | 7,504 | 7 | 1,920 |
| STEPHENS | 227,575 | 256,140 | 264,864 | 17 | 22,681 | 11 | 0 | 34 | 58,812 | 27 | 88,945 | 17 | 9,448 | 34 | 14,207 | 23 | 11,604 | 52 | 18,783 | 14 | 7,945 |
| Duncan | 179,375 | 204,156 | 211,130 | 13 | 15,751 | 8 | 0 | 16 | 45,016 | 20 | 74,845 | 13 | 6,432 | 28 | 11,955 | 20 | 7,597 | 39 | 14,399 | 9 | 6,321 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| TEXAS | 79,421 | 87,589 | 90,638 | 8 | 8,434 | 3 | 0 | 18 | 21,638 | 11 | 12,930 | 15 | 7,666 | 12 | 5,659 | 11 | 4,270 | 33 | 8,083 | 5 | 3,001 |
| Guymon | 64,792 | 70,946 | 73,435 | 4 | 3,678 | 3 | 0 | 8 | 18,708 | 6 | 8,705 | 10 | 6,862 | 11 | 5,082 | 10 | 3,834 | 25 | 6,843 | 4 | 2,695 |
| TILLMAN | 32,296 | 45,897 | 47,542 | 5 | 1,340 | 7 | 0 | 11 | 11,605 | 5 | 12,098 | 9 | 4,112 | 7 | 2,307 | 5 | 2,017 | 19 | 3,011 | 5 | 1,675 |
| Frederick | 25,944 | 38,018 | 39,398 | 4 | 1,087 | 5 | 0 | 6 | 10,628 | 4 | 9,576 | 5 | 3,217 | 6 | 2,308 | 4 | 1,680 | 11 | 2,131 | 4 | 1,311 |
| TULSA | 3,286,504 | 4,244,939 | 4,387,967 | 140 | 285,103 | 69 | 0 | 407 | 819,891 | 244 | 1,338,224 | 220 | 203,714 | 361 | 291,760 | 282 | 293,314 | 787 | 433,182 | 104 | 79,468 |
| Broken Arrow | 186,728 | 455,674 | 471,117 | 12 | 32,653 | 6 | 0 | 30 | 78,417 | 17 | 142,149 | 13 | 23,925 | 17 | 13,520 | 19 | 33,593 | 46 | 44,284 | 12 | 8,178 |
| Tulsa | 2,685,506 | 3,318,685 | 3,430,526 | 95 | 167,111 | 48 | 0 | 310 | 644,892 | 194 | 821,618 | 171 | 160,304 | 311 | 260,045 | 239 | 204,802 | 663 | 364,177 | 74 | 64,279 |
| WAGONER | 64,295 | 100,492 | 103,976 | 9 | 7,979 | 3 | 0 | 28 | 36,726 | 15 | 9,102 | 7 | 3,869 | 7 | 2,775 | 7 | 7,129 | 30 | 7,636 | 6 | 1,728 |
| WASHINGTON | 267,825 | 299,399 | 309,580 | 18 | 26,384 | 5 | 0 | 37 | 67,043 | 27 | 73,695 | 23 | 15,221 | 34 | 18,113 | 31 | 17,786 | 66 | 29,203 | 10 | 6,612 |
| Bartlesville | 248,203 | 280,212 | 289,747 | 16 | 25,569 | 5 | 0 | 25 | 62,658 | 24 | 56,714 | 18 | 14,798 | 32 | 17,554 | 27 | 13,218 | 61 | 27,850 | 9 | 6,409 |
| WASHITA | 56,561 | 84,295 | 87,233 | 8 | 9,520 | 2 | 0 | 16 | 24,984 | 9 | 24,689 | 9 | 7,033 | 6 | 2,570 | 5 | 2,355 | 19 | 5,640 | 3 | 1,105 |
| WOODS | 59,117 | 70,490 | 72,963 | 6 | 4,552 | 5 | 0 | 14 | 17,071 | 7 | 23,136 | 10 | 1,992 | 6 | 2,922 | 12 | 4,830 | 21 | 6,041 | 4 | 2,203 |
| Alva | 53,414 | 62,745 | 64,958 | 3 | 4,013 | 3 | 0 | 10 | 15,969 | 6 | 20,391 | 9 | 1,755 | 6 | 2,576 | 11 | 4,256 | 15 | 5,054 | 2 | 1,941 |
| WOODWARD | 180,091 | 179,434 | 185,576 | 12 | 16,125 | 5 | 0 | 14 | 38,355 | 16 | 50,777 | 18 | 9,809 | 25 | 10,839 | 19 | 9,617 | 40 | 14,103 | 6 | 3,192 |
| Woodward | 172,822 | 172,566 | 178,476 | 11 | 15,153 | 4 | 0 | 11 | 36,044 | 14 | 47,717 | 14 | 9,729 | 24 | 10,185 | 18 | 9,037 | 33 | 13,250 | 6 | 3,166 |

# OREGON RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STATE TOTALS | 12,634,032 | 20,491,061 | 21,430,197 | | 1,193,102 | | 3,042,311 | | 4,094,181 | | 4,897,561 | | 1,263,407 | | 968,514 | | 1,030,818 | | 2,295,517 | | 636,642 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Eugene-Springfield, OR | 1,237,952 | 2,009,729 | 2,112,621 | | 121,318 | | 298,914 | | 418,872 | | 505,388 | | 115,064 | | 89,634 | | 122,273 | | 221,492 | | 61,723 |
| Medford | 661,061 | 1,147,320 | 1,204,870 | | 64,771 | | 170,998 | | 206,211 | | 290,693 | | 64,847 | | 47,913 | | 56,329 | | 105,849 | | 28,309 |
| Portland, OR | 6,060,275 | 9,693,530 | 10,167,158 | | 438,915 | | 1,811,044 | | 1,734,774 | | 2,265,516 | | 552,340 | | 489,539 | | 541,562 | | 1,127,548 | | 186,738 |
| Salem, OR | 1,034,814 | 1,665,891 | 1,723,005 | | 110,093 | | 289,920 | | 318,505 | | 393,483 | | 104,035 | | 80,459 | | 87,672 | | 182,100 | | 54,851 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BAKER | 59,963 | 86,923 | 87,723 | 5 | 2,742 | 5 | 4,550 | 18 | 23,637 | 13 | 21,329 | 6 | 5,520 | 10 | 3,794 | 7 | 1,960 | 34 | 10,159 | 3 | 4,338 |
| Baker | 50,904 | 73,858 | 74,971 | 5 | 2,178 | 4 | 4,000 | 13 | 23,279 | 12 | 16,556 | 5 | 4,853 | 9 | 3,335 | 6 | 1,588 | 20 | 6,848 | 3 | 3,813 |
| BENTON | 250,508 | 458,273 | 479,597 | 22 | 19,172 | 6 | 59,143 | 50 | 110,931 | 29 | 90,141 | 29 | 22,685 | 42 | 22,780 | 30 | 22,792 | 99 | 62,213 | 8 | 19,401 |
| Corvallis | 231,053 | 423,823 | 443,336 | 18 | 12,175 | 4 | 53,536 | 41 | 107,638 | 27 | 81,596 | 20 | 21,451 | 40 | 20,621 | 27 | 20,632 | 79 | 53,754 | 7 | 17,562 |
| CLACKAMAS | 970,994 | 1,705,970 | 1,792,891 | 71 | 102,779 | 24 | 299,311 | 214 | 473,703 | 86 | 343,181 | 95 | 102,551 | 105 | 51,786 | 85 | 68,706 | 278 | 162,057 | 32 | 35,735 |
| Oregon City | 136,038 | 246,798 | 257,003 | 4 | 3,665 | 4 | 65,475 | 21 | 69,707 | 10 | 35,802 | 9 | 16,676 | 14 | 5,493 | 15 | 8,386 | 30 | 19,181 | 4 | 6,010 |
| CLATSOP | 151,192 | 257,642 | 268,418 | 17 | 17,581 | 9 | 6,530 | 40 | 67,392 | 16 | 45,094 | 17 | 11,345 | 27 | 15,478 | 14 | 10,090 | 100 | 41,671 | 9 | 18,156 |
| Astoria | 77,011 | 123,377 | 127,094 | 5 | 4,435 | 2 | 2,652 | 16 | 32,184 | 11 | 27,472 | 8 | 6,227 | 14 | 8,997 | 7 | 5,050 | 36 | 16,170 | 3 | 7,371 |
| COLUMBIA | 89,641 | 132,136 | 136,313 | 11 | 6,769 | 6 | 2,051 | 33 | 44,[illegible] | 16 | 19,437 | 14 | 8,185 | 12 | 4,462 | 12 | 9,444 | 57 | 15,245 | 8 | 11,219 |
| COOS | 267,951 | 406,423 | 425,021 | 29 | 38,465 | 9 | 29,593 | 65 | 97,622 | 33 | 92,030 | 40 | 25,266 | 33 | 20,544 | 31 | 19,532 | 125 | 38,360 | 15 | 20,278 |
| Coos Bay | 126,231 | 186,670 | 193,714 | 15 | 19,631 | 2 | 12,741 | 16 | 42,697 | 21 | 53,372 | 11 | 8,468 | 10 | 7,913 | 14 | 7,038 | 46 | 13,687 | 4 | 5,995 |
| North Bend | 83,566 | 131,127 | 135,251 | 5 | 5,488 | 3 | 9,222 | 15 | 28,577 | 4 | 28,681 | 18 | 12,517 | 18 | 10,136 | 11 | 4,771 | 33 | 10,870 | 4 | 6,320 |
| CROOK | 34,084 | 61,534 | 61,999 | 5 | 3,600 | 2 | 3,857 | 14 | 23,377 | 5 | 9,053 | 7 | 2,125 | 7 | 4,525 | 2 | 1,074 | 17 | 4,506 | 3 | 3,066 |
| CURRY | 67,253 | 106,573 | 109,406 | 13 | 14,384 | 6 | 3,591 | 20 | 28,891 | 12 | 20,403 | 16 | 8,030 | 9 | 2,071 | 10 | 4,164 | 45 | 13,278 | 5 | 5,706 |
| DESCHUTES | 315,139 | 612,309 | 641,731 | 44 | 61,921 | 9 | 56,347 | 54 | 141,332 | 38 | 131,503 | 48 | 40,638 | 55 | 36,120 | 34 | 18,323 | 127 | 62,751 | 16 | 34,839 |
| Bend | 204,637 | 359,520 | 375,[illegible] | 23 | 26,358 | 3 | 29,985 | 31 | 81,968 | 20 | 70,230 | 26 | 29,500 | 33 | 20,350 | 23 | 10,140 | 73 | 37,297 | 10 | 20,526 |
| DOUGLAS | 351,045 | 595,986 | 624,550 | 24 | 27,061 | 20 | 55,074 | 105 | 144,926 | 42 | 161,223 | 68 | 51,554 | 40 | 21,413 | 35 | 21,101 | 172 | 60,776 | 22 | 26,563 |
| Roseburg | 222,756 | 382,454 | 399,792 | 11 | 11,065 | 8 | 45,907 | 39 | 80,522 | 24 | 97,514 | 23 | 33,822 | 31 | 17,087 | 27 | 14,882 | 73 | 33,921 | 10 | 20,572 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| GILLIAM | 4,784 | 8,115 | 8,772 | 2 | 904 | 0 | 545 | 3 | 823 | 2 | 1,659 | 5 | 1,723 | 0 | 0 | 0 | 152 | 5 | 1,594 | 2 | 433 |
| GRANT | 21,022 | 36,150 | 36,281 | 4 | 1,504 | 1 | 2,256 | 8 | 11,688 | 4 | 8,217 | 6 | 1,351 | 4 | 1,692 | 3 | 628 | 13 | 1,964 | 3 | 2,182 |
| HARNEY | 26,163 | 40,469 | 40,827 | 7 | 4,206 | 4 | 1,443 | 5 | 10,280 | 6 | 8,747 | 12 | 4,369 | 5 | 594 | 1 | 707 | 17 | 3,849 | 1 | 2,020 |
| HOOD RIVER | 70,969 | 111,955 | 115,071 | 12 | 11,920 | 3 | 6,889 | 14 | 32,526 | 13 | 27,076 | 10 | 5,076 | 6 | 2,492 | 6 | 3,325 | 27 | 12,810 | 3 | 2,553 |
| JACKSON | 661,061 | 1,147,320 | 1,204,870 | 58 | 64,771 | 24 | 170,998 | 113 | 206,211 | 59 | 290,693 | 76 | 64,847 | 65 | 47,913 | 67 | 56,329 | 222 | 105,849 | 22 | 28,309 |
| Ashland | 63,165 | 120,076 | 123,619 | 6 | 3,735 | 4 | 9,732 | 15 | 44,728 | 1 | 16,761 | 11 | 10,100 | 12 | 2,565 | 10 | 3,254 | 44 | 15,369 | 4 | 5,640 |
| Medford | 462,468 | 784,664 | 823,148 | 21 | 25,839 | 12 | 146,733 | 53 | 88,689 | 45 | 180,993 | 41 | 50,867 | 49 | 41,374 | 51 | 34,215 | 106 | 62,861 | 10 | 17,622 |
| JEFFERSON | 47,818 | 79,653 | 81,071 | 6 | 5,499 | 2 | 5,044 | 10 | 24,042 | 9 | 25,582 | 11 | 5,742 | 4 | 2,065 | 2 | 1,406 | 20 | 8,484 | 3 | 2,995 |
| JOSEPHINE | 285,788 | 519,224 | 543,752 | 33 | 44,860 | 5 | 41,401 | 63 | 106,676 | 38 | 153,170 | 45 | 48,039 | 28 | 24,268 | 28 | 21,511 | 99 | 45,714 | 8 | 20,917 |
| Grants Pass | 240,020 | 430,415 | 450,274 | 17 | 16,454 | 5 | 40,336 | 41 | 91,922 | 31 | 109,147 | 31 | 47,162 | 27 | 23,825 | 25 | 21,118 | 70 | 33,246 | 7 | 20,535 |
| KLAMATH | 262,355 | 402,234 | 420,611 | 21 | 29,236 | 9 | 47,227 | 60 | 93,164 | 32 | 97,697 | 45 | 22,820 | 33 | 21,254 | 35 | 18,325 | 113 | 40,562 | 8 | 20,800 |
| Klamath Falls | 192,759 | 284,552 | 296,742 | 9 | 16,193 | 7 | 44,310 | 35 | 57,778 | 24 | 58,533 | 22 | 16,270 | 27 | 13,079 | 30 | 13,077 | 67 | 25,108 | 7 | 19,515 |
| LAKE | 29,636 | 45,867 | 45,508 | 5 | 6,177 | 1 | 2,832 | 11 | 12,282 | 5 | 12,233 | 8 | 2,827 | 4 | 613 | 3 | 1,723 | 16 | 3,992 | 3 | 2,138 |
| LANE | 1,237,952 | 2,009,729 | 2,112,621 | 79 | 121,318 | 30 | 298,914 | 312 | 418,872 | 129 | 505,388 | 139 | 115,064 | 130 | 89,634 | 138 | 122,273 | 427 | 221,492 | 42 | 61,723 |
| Eugene | 748,775 | 1,287,798 | 1,352,734 | 29 | 82,019 | 16 | 216,255 | 162 | 283,184 | 62 | 233,254 | 57 | 63,333 | 98 | 73,139 | 101 | 81,179 | 241 | 143,045 | 17 | 41,688 |
| LINCOLN | 164,264 | 275,835 | 287,567 | 21 | 34,247 | 6 | 9,668 | 53 | 57,737 | 21 | 42,264 | 33 | 23,583 | 17 | 6,382 | 16 | 5,745 | 116 | 53,311 | 13 | 18,228 |
| LINN | 361,782 | 537,472 | 562,960 | 35 | 35,763 | 14 | 69,191 | 69 | 103,122 | 49 | 145,551 | 57 | 53,506 | 30 | 17,160 | 33 | 21,385 | 135 | 52,633 | 18 | 24,799 |
| Albany | 82,749 | 125,571 | 129,403 | 18 | 6,806 | 5 | 35,474 | 28 | 28,715 | 27 | 38,874 | 25 | 0 | 11 | 7,108 | 24 | 7,439 | 73 | 0 | 5 | 4,987 |
| MALHEUR | 137,741 | 210,519 | 218,817 | 14 | 17,210 | 12 | 22,904 | 25 | 45,435 | 22 | 54,560 | 17 | 11,921 | 22 | 10,255 | 11 | 6,336 | 45 | 21,724 | 7 | 8,852 |
| Ontario | 114,537 | 178,549 | 185,166 | 9 | 11,148 | 7 | 21,496 | 13 | 37,854 | 18 | 38,894 | 11 | 11,337 | 19 | 9,714 | 10 | 5,188 | 34 | 18,478 | 5 | 8,387 |
| MARION | 945,907 | 1,520,489 | 1,572,729 | 83 | 93,665 | 28 | 285,176 | 156 | 261,329 | 92 | 380,560 | 109 | 92,568 | 98 | 78,520 | 95 | 83,819 | 330 | 163,326 | 32 | 50,405 |
| Salem | 608,783 | 1,039,192 | 1,091,058 | 37 | 36,654 | 15 | 224,255 | 75 | 198,783 | 51 | 227,418 | 57 | 58,965 | 82 | 61,746 | 66 | 62,382 | 186 | 108,944 | 17 | 39,637 |
| MORROW | 17,921 | 32,603 | 32,947 | 5 | 3,009 | 1 | 2,050 | 11 | 6,534 | 4 | 6,066 | 7 | 5,042 | 4 | 946 | 3 | 572 | 11 | 4,111 | 2 | 1,630 |
| MULTNOMAH | 3,334,473 | 4,862,610 | 5,115,492 | 125 | 162,186 | 70 | 966,418 | 440 | 730,630 | 217 | 999,202 | 312 | 287,821 | 289 | 267,705 | 299 | 307,568 | 1,178 | 637,916 | 80 | 73,833 |
| Portland | 2,303,997 | 3,130,469 | 3,292,283 | 78 | 86,404 | 46 | 624,415 | 301 | 484,710 | 145 | 445,119 | 209 | 194,879 | 186 | 195,386 | 222 | 175,013 | 869 | 399,060 | 63 | 61,446 |
| POLK | 88,907 | 145,402 | 150,277 | 21 | 16,428 | 6 | 4,744 | 21 | 57,176 | 14 | 12,923 | 23 | 11,467 | 10 | 1,939 | 13 | 3,853 | 50 | 18,774 | 9 | 4,446 |
| SHERMAN | 8,307 | 13,869 | 14,828 | 1 | 1,232 | 1 | 744 | 3 | 1,122 | 0 | 2,266 | 6 | 4,311 | 0 | 0 | 0 | 208 | 8 | 3,615 | 1 | 591 |
| TILLAMOOK | 80,427 | 124,638 | 128,421 | 16 | 13,520 | 4 | 3,161 | 33 | 37,646 | 7 | 25,062 | 15 | 6,943 | 11 | 4,653 | 10 | 3,791 | 59 | 14,481 | 7 | 3,518 |
| UMATILLA | 290,892 | 464,211 | 485,847 | 27 | 30,629 | 7 | 19,262 | 51 | 117,641 | 48 | 140,984 | 40 | 34,238 | 37 | 20,732 | 31 | 14,418 | 116 | 44,509 | 13 | 25,966 |
| Pendleton | 110,066 | 157,974 | 163,509 | 8 | 5,167 | 3 | 10,994 | 15 | 35,126 | 21 | 39,865 | 13 | 15,191 | 19 | 10,437 | 12 | 3,830 | 47 | 16,484 | 3 | 9,027 |
| UNION | 91,688 | 149,069 | 154,136 | 13 | 10,809 | 3 | 3,132 | 21 | 35,260 | 13 | 38,809 | 15 | 11,488 | 15 | 6,609 | 15 | 7,475 | 39 | 15,367 | 9 | 13,869 |
| La Grande | 81,028 | 133,498 | 137,747 | 9 | 7,469 | 3 | 3,114 | 14 | 34,851 | 8 | 28,115 | 9 | 11,421 | 13 | 6,538 | 14 | 6,083 | 29 | 12,750 | 7 | 13,719 |
| WALLOWA | 26,806 | 42,673 | 42,147 | 8 | 3,470 | 1 | 2,485 | 8 | 11,432 | 9 | 14,803 | 7 | 1,433 | 7 | 1,252 | 3 | 884 | 16 | 2,633 | 5 | 1,646 |
| WASCO | 121,283 | 157,132 | 162,623 | 10 | 11,538 | 3 | 10,118 | 21 | 24,660 | 14 | 46,464 | 14 | 7,361 | 16 | 8,814 | 16 | 5,813 | 40 | 17,570 | 6 | 8,042 |
| The Dalles | 117,532 | 151,954 | 157,173 | 8 | 11,483 | 2 | 10,069 | 17 | 24,543 | 14 | 35,729 | 12 | 7,325 | 16 | 8,772 | 16 | 4,664 | 32 | 16,073 | 5 | 8,004 |
| WASHINGTON | 1,545,155 | 2,775,839 | 2,894,079 | 74 | 149,158 | 30 | 531,505 | 190 | 440,023 | 93 | 799,866 | 112 | 142,859 | 149 | 158,664 | 144 | 152,899 | 333 | 297,543 | 31 | 55,813 |
| WHEELER | 3,508 | 5,104 | 5,600 | 0 | 577 | 2 | 349 | 3 | 524 | 1 | 1,060 | 0 | 0 | 0 | 0 | 0 | 97 | 5 | 646 | 0 | 276 |
| YAMHILL | 209,653 | 349,111 | 364,696 | 20 | 24,792 | 6 | 13,809 | 53 | 90,418 | 30 | 123,267 | 28 | 19,110 | 30 | 11,384 | 21 | 12,388 | 87 | 30,032 | 16 | 21,357 |

# PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| STATE TOTALS | 50,775,600 | 80,327,878 | 111,783,110 | 5,389,077 | 13,246,657 | 23,623,476 | 22,854,637 | 6,620,907 | 6,222,016 | 5,026,980 | 9,947,971 | 3,839,929 |
| METRO AREAS (MSAs/PMSAs/CMSAs) | | | | | | | | | | | | |
| Altoona, PA | 610,467 | 993,728 | 1,045,653 | 64,865 | 152,002 | 232,081 | 256,496 | 49,257 | 59,023 | 57,334 | 73,649 | 36,830 |
| Beaver, PA | 751,924 | 931,964 | 965,261 | 39,936 | 178,428 | 252,068 | 151,462 | 60,512 | 38,645 | 40,681 | 69,003 | 35,447 |
| Erie, PA | 1,184,298 | 1,762,572 | 1,827,184 | 85,699 | 219,173 | 390,174 | 407,889 | 150,954 | 87,440 | 94,273 | 165,412 | 64,723 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Harrisburg-Lebanon-Carlisle, PA | 2,892,765 | 4,567,209 | 4,776,177 | | 240,145 | | 495,494 | | 996,650 | | 1,043,648 | | 333,364 | | 175,173 | | 207,149 | | 387,499 | | 145,742 |
| Johnstown, PA | 937,393 | 1,299,914 | 1,330,010 | | 101,199 | | 163,972 | | 300,951 | | 311,100 | | 79,439 | | 46,592 | | 61,554 | | 90,124 | | 42,661 |
| Lancaster, PA | 1,677,169 | 3,053,773 | 3,171,995 | | 222,167 | | 337,126 | | 674,849 | | 701,225 | | 141,981 | | 138,815 | | 189,205 | | 280,132 | | 91,114 |
| Pittsburgh, PA | 9,901,282 | 14,469,716 | 14,999,492 | | 709,597 | | 2,196,910 | | 3,126,732 | | 3,455,356 | | 881,978 | | 743,717 | | 723,348 | | 1,433,046 | | 500,190 |
| Reading, PA | 1,509,148 | 2,595,121 | 2,677,515 | | 92,466 | | 316,918 | | 498,456 | | 626,279 | | 130,013 | | 292,284 | | 130,207 | | 229,878 | | 59,504 |
| Scranton-Wilkes Barre, PA | 2,985,140 | 4,906,532 | 5,085,708 | | 264,585 | | 665,938 | | 1,104,149 | | 986,983 | | 274,454 | | 255,912 | | 185,603 | | 435,598 | | 192,106 |
| Sharon, PA | 506,626 | 714,619 | 738,628 | | 44,175 | | 100,230 | | 162,241 | | 200,369 | | 45,022 | | 34,369 | | 35,675 | | 66,894 | | 20,372 |
| State College, PA | 492,096 | 912,331 | 968,295 | | 95,739 | | 102,963 | | 195,727 | | 200,610 | | 51,125 | | 43,568 | | 47,897 | | 98,485 | | 31,404 |
| Williamsport, PA | 516,292 | 799,840 | 831,575 | | 45,679 | | 105,397 | | 195,108 | | 200,941 | | 32,163 | | 53,717 | | 39,788 | | 59,380 | | 27,222 |
| York, PA | 1,579,679 | 2,880,791 | 2,915,734 | | 200,836 | | 343,074 | | 630,121 | | 663,027 | | 160,337 | | 111,573 | | 141,781 | | 250,968 | | 73,461 |
| Allentown-Bethlehem, PA-NJ | 3,008,001 | 4,886,306 | 5,062,617 | | 229,196 | | 572,431 | | 1,042,051 | | 1,130,605 | | 319,979 | | 220,055 | | 206,498 | | 419,257 | | 145,664 |
| Philadelphia, PA-NJ | 20,903,587 | 35,099,100 | 36,416,406 | | 1,672,016 | | 4,434,707 | | 7,092,817 | | 8,290,293 | | 1,900,808 | | 2,108,268 | | 1,771,430 | | 3,270,828 | | 1,128,603 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 188,911 | 354,301 | 371,595 | 17 | 28,478 | 4 | 10,697 | 43 | 90,246 | 31 | 69,722 | 33 | 28,718 | 16 | 5,828 | 24 | 13,856 | 103 | 54,012 | 6 | 8,938 |
| Gettysburg | 95,668 | 170,751 | 173,350 | 7 | 11,560 | 2 | 4,342 | 18 | 47,142 | 16 | 26,394 | 17 | 17,872 | 11 | 4,046 | 13 | 6,559 | 48 | 26,551 | 3 | 3,628 |
| ALLEGHENY | 6,841,666 | 10,035,404 | 10,294,640 | 302 | 378,305 | 150 | 1,552,756 | 1023 | 2,110,400 | 392 | 2,322,724 | 675 | 561,743 | 784 | 554,837 | 505 | 506,970 | 2170 | 1,080,969 | 368 | 354,651 |
| Brackenridge | 4,859 | 7,121 | 7,517 | 1 | 293 | 0 | 1,202 | 3 | 1,635 | 1 | 1,799 | 2 | 436 | 0 | 430 | 1 | 393 | 3 | 381 | 1 | 276 |
| Clairton | 47,769 | 66,919 | 68,829 | 3 | 3,406 | 4 | 9,525 | 17 | 22,260 | 6 | 6,336 | 5 | 10,726 | 3 | 977 | 2 | 3,109 | 19 | 4,970 | 2 | 2,175 |
| Duquesne | 34,804 | 50,716 | 52,008 | 2 | 2,450 | 2 | 10,056 | 4 | 11,243 | 3 | 1,498 | 3 | 3,637 | 4 | 2,659 | 5 | 2,589 | 22 | 7,855 | 3 | 4,376 |
| McKeesport | 143,008 | 201,073 | 209,897 | 8 | 8,538 | 4 | 14,067 | 35 | 55,230 | 12 | 57,871 | 13 | 20,468 | 12 | 9,833 | 12 | 9,778 | 59 | 19,055 | 8 | 7,161 |
| Pittsburgh | 2,120,985 | 2,979,820 | 3,117,564 | 61 | 49,344 | 26 | 371,021 | 333 | 687,665 | 82 | 488,099 | 181 | 217,120 | 282 | 228,917 | 147 | 118,316 | 855 | 425,244 | 130 | 129,071 |
| Tarentum | 36,352 | 52,569 | 53,922 | 4 | 6,660 | 1 | 4,459 | 12 | 9,809 | 8 | 17,221 | 3 | 1,612 | 2 | 1,593 | 7 | 2,819 | 12 | 3,104 | 4 | 4,145 |
| ARMSTRONG | 247,594 | 387,870 | 395,607 | 28 | 28,021 | 9 | 24,175 | 63 | 112,199 | 40 | 88,672 | 55 | 31,557 | 35 | 10,207 | 28 | 15,100 | 101 | 28,436 | 21 | 16,809 |
| Kittanning | 68,170 | 98,193 | 102,013 | 6 | 2,752 | 2 | 8,051 | 12 | 29,259 | 14 | 22,203 | 9 | 6,108 | 15 | 3,399 | 7 | 3,456 | 18 | 6,754 | 7 | 6,565 |
| BEAVER | 751,924 | 931,964 | 965,261 | 44 | 39,936 | 29 | 178,428 | 158 | 252,068 | 59 | 151,462 | 96 | 60,512 | 104 | 38,645 | 66 | 40,681 | 237 | 69,003 | 44 | 35,447 |
| Aliquippa | 70,106 | 73,366 | 74,070 | 3 | 1,807 | 2 | 8,075 | 17 | 28,793 | 6 | 8,188 | 10 | 8,902 | 9 | 2,445 | 5 | 1,060 | 35 | 4,450 | 8 | 4,812 |
| Ambridge | 40,927 | 44,901 | 45,039 | 7 | 5,390 | 1 | 6,747 | 13 | 12,707 | 4 | 2,793 | 7 | 4,359 | 9 | 1,530 | 11 | 2,704 | 22 | 3,207 | 3 | 1,341 |
| Beaver | 45,462 | 51,249 | 51,802 | 3 | 1,198 | 2 | 8,315 | 10 | 17,432 | 4 | 7,058 | 6 | 4,613 | 5 | 530 | 5 | 1,896 | 12 | 3,174 | 4 | 2,425 |
| Rochester | 38,079 | 45,283 | 45,904 | 2 | 1,708 | 1 | 7,633 | 6 | 8,158 | 1 | 6,479 | 6 | 7,495 | 3 | 1,653 | 4 | 2,314 | 18 | 3,823 | 1 | 1,517 |
| BEDFORD | 170,079 | 286,142 | 289,588 | 15 | 14,922 | 9 | 5,196 | 33 | 50,735 | 20 | 64,908 | 37 | 47,189 | 18 | 4,231 | 18 | 8,601 | 71 | 39,711 | 11 | 9,467 |
| Bedford | 43,505 | 68,225 | 70,682 | 2 | 3,421 | 2 | 1,190 | 6 | 24,112 | 6 | 8,535 | 6 | 4,331 | 10 | 2,804 | 8 | 3,839 | 12 | 6,554 | 7 | 5,667 |
| BERKS | 1,509,148 | 2,595,121 | 2,677,515 | 68 | 92,466 | 38 | 316,918 | 263 | 498,456 | 112 | 626,279 | 158 | 130,013 | 198 | 292,284 | 127 | 130,207 | 496 | 229,878 | 41 | 59,504 |
| Reading | 362,737 | 585,057 | 604,425 | 13 | 5,941 | 9 | 18,386 | 70 | 86,475 | 25 | 125,994 | 38 | 46,761 | 89 | 97,266 | 43 | 38,857 | 180 | 62,909 | 11 | 12,369 |
| BLAIR | 610,467 | 993,728 | 1,045,653 | 43 | 64,865 | 21 | 152,002 | 102 | 232,081 | 72 | 256,496 | 64 | 49,257 | 73 | 59,023 | 56 | 57,334 | 188 | 73,649 | 30 | 36,830 |
| Altoona | 312,099 | 484,375 | 499,838 | 20 | 20,334 | 7 | 50,661 | 51 | 118,349 | 35 | 111,903 | 35 | 40,828 | 28 | 24,540 | 31 | 28,336 | 119 | 40,557 | 16 | 17,498 |
| Tyrone | 30,223 | 46,734 | 48,157 | 4 | 2,322 | 3 | 4,509 | 10 | 17,367 | 1 | 8,224 | 5 | 1,552 | 6 | 3,190 | 2 | 1,838 | 8 | 4,868 | 3 | 2,205 |
| BRADFORD | 207,220 | 334,598 | 341,089 | 23 | 28,317 | 8 | 21,554 | 43 | 78,733 | 32 | 102,295 | 28 | 18,084 | 29 | 12,364 | 18 | 10,598 | 75 | 18,839 | 20 | 19,172 |
| Athens | 29,553 | 44,382 | 45,425 | 3 | 1,324 | 1 | 1,007 | 2 | 3,681 | 5 | 25,589 | 3 | 9,789 | 1 | 578 | 1 | 495 | 6 | 612 | 2 | 897 |
| Sayre | 68,335 | 106,006 | 110,915 | 2 | 6,876 | 3 | 5,234 | 8 | 34,276 | 8 | 24,840 | 4 | 4,369 | 12 | 5,643 | 6 | 1,885 | 20 | 7,270 | 7 | 12,962 |
| Towanda | 19,712 | 29,085 | 29,200 | 3 | 974 | 0 | 1,917 | 6 | 6,999 | 1 | 9,094 | 5 | 1,643 | 9 | 1,098 | 4 | 942 | 10 | 2,059 | 6 | 1,705 |
| BUCKS | 2,660,873 | 4,829,286 | 5,075,237 | 134 | 336,284 | 58 | 596,580 | 349 | 978,916 | 189 | 1,515,858 | 256 | 262,598 | 264 | 203,646 | 174 | 200,569 | 565 | 382,998 | 92 | 113,012 |
| Bristol | 72,800 | 104,154 | 106,289 | 7 | 8,179 | 1 | 13,193 | 4 | 21,649 | 5 | 33,523 | 10 | 6,417 | 5 | 2,956 | 3 | 3,093 | 16 | 4,903 | 4 | 1,654 |
| Doylestown | 90,205 | 158,064 | 166,128 | 7 | 3,978 | 2 | 15,022 | 13 | 51,503 | 2 | 38,169 | 9 | 14,422 | 13 | 8,639 | 11 | 6,560 | 22 | 12,784 | 3 | 2,846 |
| BUTLER | 576,311 | 904,224 | 962,578 | 45 | 58,398 | 21 | 116,706 | 91 | 197,555 | 72 | 237,039 | 74 | 77,692 | 63 | 35,899 | 48 | 49,918 | 188 | 88,492 | 30 | 30,337 |
| Butler | 130,069 | 183,257 | 190,332 | 14 | 18,580 | 5 | 12,191 | 32 | 31,533 | 22 | 25,761 | 16 | 20,881 | 27 | 17,020 | 18 | 11,948 | 48 | 18,094 | 9 | 10,323 |
| CAMBRIA | 681,438 | 918,689 | 937,888 | 52 | 71,325 | 30 | 136,935 | 124 | 212,769 | 73 | 182,848 | 101 | 56,364 | 78 | 39,856 | 62 | 39,553 | 223 | 59,723 | 31 | 31,450 |
| Johnstown | 211,595 | 245,016 | 248,418 | 14 | 18,770 | 6 | 16,413 | 40 | 76,701 | 13 | 47,842 | 20 | 15,258 | 19 | 8,561 | 18 | 8,968 | 86 | 16,228 | 10 | 10,148 |
| CAMERON | 19,871 | 24,955 | 24,360 | 1 | 808 | 3 | 1,938 | 5 | 2,657 | 3 | 2,313 | 7 | 2,130 | 3 | 629 | 2 | 367 | 13 | 1,267 | 3 | 732 |
| CARBON | 153,894 | 229,449 | 241,830 | 15 | 16,131 | 7 | 7,631 | 48 | 75,693 | 23 | 51,901 | 28 | 14,202 | 11 | 5,299 | 19 | 9,624 | 50 | 13,860 | 16 | 9,093 |
| Jim Thorpe | 14,662 | 21,656 | 22,446 | 3 | 908 | 2 | 418 | 6 | 7,699 | 1 | 2,844 | 5 | 3,472 | 1 | 278 | 2 | 528 | 9 | 1,984 | 1 | 499 |
| Lansford | 13,888 | 19,461 | 20,015 | 1 | 815 | 1 | 385 | 5 | 7,956 | 3 | 4,052 | 2 | 508 | 2 | 257 | 3 | 2,251 | 2 | 698 | 3 | 647 |
| Lehighton | 71,463 | 105,075 | 109,786 | 7 | 4,166 | 3 | 2,408 | 18 | 42,093 | 9 | 21,740 | 8 | 6,085 | 5 | 3,200 | 10 | 3,237 | 17 | 6,022 | 5 | 4,563 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CENTRE | 492,096 | 912,331 | 968,295 | 34 | 95,739 | 20 | 102,963 | 75 | 195,727 | 45 | 200,610 | 64 | 51,125 | 75 | 43,568 | 51 | 47,897 | 136 | 98,485 | 24 | 31,404 |
| Bellefonte | 54,883 | 94,486 | 99,753 | 6 | 5,664 | 2 | 9,930 | 10 | 28,594 | 9 | 16,102 | 8 | 7,679 | 6 | 1,546 | 7 | 7,079 | 18 | 4,639 | 5 | 6,503 |
| State College | 292,893 | 549,717 | 578,013 | 9 | 20,879 | 11 | 79,316 | 34 | 111,655 | 24 | 126,257 | 22 | 29,389 | 51 | 33,734 | 30 | 20,352 | 69 | 70,638 | 10 | 16,011 |
| CHESTER | 1,287,982 | 2,291,931 | 2,339,601 | 89 | 161,847 | 30 | 159,845 | 192 | 479,894 | 119 | 635,860 | 161 | 135,860 | 132 | 75,342 | 119 | 122,150 | 349 | 194,478 | 54 | 73,451 |
| Coatesville | 32,567 | 51,497 | 53,031 | 1 | 2,124 | 3 | 4,297 | 11 | 7,640 | 2 | 8,346 | 9 | 10,001 | 9 | 6,038 | 4 | 3,731 | 19 | 3,726 | 3 | 3,177 |
| Phoenixville | 74,446 | 116,885 | 122,194 | 10 | 10,326 | 3 | 504 | 13 | 26,270 | 7 | 30,874 | 15 | 13,832 | 10 | 2,340 | 11 | 6,211 | 25 | 11,212 | 6 | 11,608 |
| West Chester | 121,472 | 195,624 | 204,986 | 4 | 16,173 | 1 | 15,972 | 19 | 42,454 | 7 | 34,604 | 14 | 23,047 | 14 | 8,058 | 14 | 8,727 | 42 | 19,954 | 4 | 5,931 |
| CLARION | 163,762 | 239,043 | 249,434 | 18 | 19,689 | 5 | 16,977 | 38 | 50,986 | 24 | 52,909 | 39 | 25,410 | 27 | 14,745 | 13 | 8,071 | 63 | 23,643 | 12 | 9,644 |
| CLEARFIELD | 400,302 | 573,669 | 604,826 | 31 | 50,094 | 16 | 63,738 | 53 | 126,221 | 46 | 168,357 | 61 | 51,921 | 40 | 21,775 | 26 | 25,395 | 97 | 31,276 | 20 | 16,372 |
| Clearfield | 128,937 | 177,697 | 184,892 | 6 | 3,308 | 10 | 33,838 | 12 | 44,705 | 14 | 31,482 | 17 | 24,142 | 14 | 6,249 | 9 | 5,708 | 27 | 8,610 | 10 | 6,475 |
| Curwensville | 19,195 | 27,196 | 27,259 | 3 | 2,463 | 1 | 3,134 | 3 | 4,078 | 4 | 8,277 | 2 | 2,553 | 1 | 1,070 | 1 | 1,248 | 4 | 1,187 | 2 | 805 |
| Du Bois | 146,925 | 201,533 | 208,926 | 8 | 15,204 | 4 | 21,692 | 12 | 39,653 | 15 | 57,120 | 19 | 21,283 | 17 | 11,190 | 9 | 7,370 | 28 | 12,936 | 6 | 5,572 |
| CLINTON | 168,229 | 235,309 | 242,313 | 7 | 8,042 | 11 | 13,489 | 30 | 45,918 | 21 | 51,551 | 25 | 32,551 | 24 | 16,439 | 19 | 7,958 | 52 | 12,829 | 9 | 7,013 |
| Lock Haven | 88,822 | 115,661 | 116,406 | 4 | 3,295 | 6 | 7,074 | 16 | 34,048 | 11 | 26,108 | 8 | 6,130 | 18 | 6,735 | 9 | 4,116 | 31 | 6,094 | 5 | 3,744 |
| COLUMBIA | 220,961 | 352,944 | 373,280 | 21 | 27,801 | 11 | 41,765 | 51 | 91,172 | 30 | 73,403 | 31 | 20,390 | 36 | 15,477 | 22 | 13,567 | 80 | 32,660 | 13 | 13,456 |
| Berwick | 79,350 | 119,511 | 125,411 | 5 | 5,140 | 5 | 13,209 | 17 | 37,383 | 12 | 27,795 | 6 | 4,967 | 16 | 6,289 | 6 | 2,148 | 23 | 5,602 | 5 | 5,507 |
| Bloomsburg | 89,276 | 143,557 | 151,841 | 5 | 5,505 | 5 | 27,945 | 17 | 30,055 | 10 | 17,500 | 13 | 15,174 | 19 | 6,585 | 11 | 7,271 | 26 | 12,862 | 6 | 5,724 |
| CRAWFORD | 336,682 | 524,313 | 539,287 | 40 | 46,367 | 16 | 55,486 | 60 | 119,945 | 46 | 122,436 | 49 | 34,870 | 43 | 22,437 | 26 | 18,066 | 146 | 52,027 | 16 | 15,839 |
| Meadville | 171,045 | 257,919 | 266,353 | 17 | 13,104 | 7 | 22,365 | 22 | 64,683 | 18 | 47,715 | 19 | 24,274 | 27 | 17,608 | 14 | 6,135 | 75 | 29,271 | 6 | 8,848 |
| Titusville | 73,418 | 110,772 | 115,263 | 5 | 7,579 | 4 | 13,042 | 10 | 28,191 | 10 | 24,257 | 10 | 10,216 | 11 | 2,349 | 5 | 4,259 | 23 | 8,722 | 2 | 3,722 |
| CUMBERLAND | 1,105,560 | 1,802,510 | 1,884,824 | 54 | 94,239 | 23 | 146,445 | 133 | 388,570 | 67 | 344,332 | 128 | 136,820 | 108 | 62,965 | 87 | 92,281 | 226 | 151,174 | 43 | 59,769 |
| Carlisle | 254,721 | 413,697 | 442,764 | 12 | 10,165 | 7 | 40,224 | 29 | 140,064 | 22 | 47,004 | 37 | 69,817 | 33 | 12,444 | 16 | 9,402 | 63 | 30,291 | 9 | 13,716 |
| DAUPHIN | 1,175,790 | 1,818,404 | 1,888,486 | 44 | 97,658 | 30 | 233,137 | 210 | 397,654 | 72 | 417,578 | 135 | 136,237 | 144 | 87,254 | 87 | 73,874 | 375 | 176,593 | 47 | 62,635 |
| Harrisburg | 312,084 | 418,307 | 421,271 | 6 | 24,045 | 7 | 35,959 | 55 | 92,100 | 11 | 81,654 | 36 | 40,330 | 51 | 26,830 | 18 | 11,673 | 161 | 44,697 | 12 | 13,297 |
| DELAWARE | 2,582,339 | 4,201,816 | 4,315,222 | 112 | 188,489 | 51 | 627,932 | 404 | 898,175 | 159 | 955,546 | 252 | 224,136 | 302 | 251,202 | 186 | 187,887 | 695 | 342,910 | 119 | 132,721 |
| Chester | 114,028 | 212,390 | 223,154 | 6 | 11,611 | 4 | 3,545 | 23 | 30,595 | 11 | 40,438 | 14 | 22,065 | 14 | 5,974 | 5 | 5,370 | 56 | 17,385 | 9 | 7,179 |
| ELK | 114,635 | 172,930 | 179,437 | 11 | 11,633 | 6 | 13,723 | 27 | 49,917 | 17 | 44,014 | 19 | 8,694 | 22 | 5,335 | 14 | 7,611 | 41 | 8,455 | 11 | 9,367 |
| Ridgeway | 17,585 | 26,996 | 27,260 | 2 | 722 | 1 | 851 | 7 | 9,813 | 1 | 2,729 | 5 | 3,838 | 8 | 1,440 | 2 | 473 | 11 | 1,883 | 3 | 2,217 |
| St. Marys | 73,968 | 109,178 | 114,391 | 5 | 7,746 | 4 | 9,137 | 13 | 31,525 | 12 | 26,467 | 9 | 4,078 | 11 | 88,375 | 9 | 5,068 | 15 | 4,500 | 5 | 5,335 |
| ERIE | 1,184,298 | 1,762,572 | 1,827,184 | 72 | 85,699 | 41 | 219,173 | 187 | 390,174 | 118 | 407,889 | 159 | 150,954 | 150 | 87,440 | 96 | 94,273 | 383 | 165,412 | 53 | 64,723 |
| Corry | 35,522 | 49,832 | 50,845 | 3 | 2,067 | 4 | 9,203 | 6 | 15,254 | 5 | 5,206 | 6 | 5,378 | 8 | 1,181 | 3 | 668 | 13 | 4,236 | 4 | 3,757 |
| Erie | 503,784 | 692,030 | 723,865 | 21 | 23,625 | 16 | 40,181 | 92 | 237,091 | 42 | 107,578 | 63 | 75,278 | 54 | 25,730 | 44 | 36,117 | 178 | 67,309 | 28 | 34,142 |
| FAYETTE | 612,476 | 870,752 | 922,921 | 46 | 60,078 | 29 | 141,782 | 112 | 218,410 | 69 | 184,718 | 77 | 50,704 | 68 | 40,918 | 52 | 32,820 | 184 | 60,723 | 37 | 35,654 |
| Brownsville | 20,168 | 25,571 | 25,326 | 5 | 702 | 1 | 4,412 | 3 | 3,365 | 5 | 6,625 | 2 | 1,578 | 4 | 719 | 2 | 1,021 | 16 | 2,771 | 2 | 1,109 |
| Connellsville | 83,735 | 109,531 | 113,796 | 7 | 5,202 | 7 | 17,884 | 14 | 20,017 | 13 | 23,959 | 12 | 9,220 | 15 | 4,205 | 12 | 5,339 | 27 | 7,876 | 6 | 7,248 |
| Uniontown | 255,729 | 335,433 | 351,692 | 12 | 22,464 | 10 | 84,566 | 38 | 51,361 | 20 | 51,381 | 23 | 24,873 | 36 | 27,096 | 19 | 12,155 | 58 | 23,404 | 11 | 9,796 |
| FOREST | 13,552 | 19,097 | 18,745 | 5 | 5,311 | 3 | 1,457 | 4 | 4,688 | 4 | 2,851 | 5 | 644 | 1 | 484 | 0 | 282 | 10 | 2,076 | 0 | 564 |
| FRANKLIN | 444,892 | 700,224 | 725,460 | 35 | 50,736 | 15 | 79,777 | 80 | 160,125 | 56 | 169,318 | 52 | 36,160 | 62 | 40,876 | 46 | 22,465 | 140 | 58,962 | 23 | 29,062 |
| Chambersburg | 253,930 | 387,542 | 397,270 | 15 | 20,472 | 7 | 59,309 | 34 | 96,311 | 26 | 73,334 | 22 | 24,391 | 32 | 22,897 | 22 | 8,397 | 69 | 27,758 | 10 | 13,947 |
| Waynesboro | 89,763 | 139,663 | 147,333 | 7 | 5,893 | 5 | 13,690 | 15 | 37,065 | 15 | 24,233 | 8 | 3,934 | 23 | 14,784 | 12 | 3,954 | 28 | 12,928 | 7 | 8,472 |
| FULTON | 27,998 | 49,118 | 50,909 | 3 | 1,828 | 3 | 2,015 | 10 | 15,083 | 7 | 15,665 | 8 | 3,950 | 1 | 1,315 | 3 | 735 | 15 | 4,734 | 2 | 1,532 |
| GREENE | 122,181 | 185,109 | 193,009 | 12 | 9,383 | 6 | 19,123 | 23 | 51,150 | 25 | 55,694 | 20 | 13,629 | 13 | 3,710 | 8 | 4,995 | 44 | 10,470 | 7 | 5,934 |
| HUNTINGDON | 120,480 | 185,896 | 195,478 | 18 | 15,271 | 8 | 15,187 | 26 | 49,537 | 18 | 31,306 | 17 | 8,208 | 13 | 6,787 | 8 | 4,325 | 45 | 14,654 | 5 | 5,485 |
| Huntingdon | 78,394 | 122,756 | 128,747 | 9 | 9,931 | 5 | 9,965 | 10 | 34,247 | 8 | 13,447 | 7 | 6,987 | 10 | 5,922 | 5 | 2,838 | 27 | 11,487 | 3 | 3,599 |
| Mt. Union | 22,549 | 31,460 | 31,514 | 3 | 697 | 1 | 1,894 | 4 | 12,872 | 5 | 6,273 | 4 | 1,100 | 2 | 762 | 1 | 540 | 7 | 983 | 2 | 684 |
| INDIANA | 334,527 | 482,577 | 494,094 | 23 | 30,104 | 17 | 84,695 | 49 | 73,384 | 39 | 139,800 | 52 | 33,568 | 45 | 20,734 | 35 | 21,225 | 91 | 39,180 | 17 | 13,855 |
| Indiana | 178,344 | 226,608 | 234,401 | 9 | 6,479 | 5 | 16,716 | 19 | 39,357 | 25 | 69,071 | 20 | 19,455 | 39 | 16,852 | 25 | 10,642 | 48 | 25,385 | 8 | 6,870 |
| JEFFERSON | 172,179 | 262,439 | 276,488 | 25 | 15,661 | 13 | 16,891 | 34 | 59,394 | 28 | 60,353 | 30 | 40,248 | 27 | 8,943 | 18 | 9,767 | 53 | 14,845 | 11 | 9,289 |
| Punxsutawney | 56,375 | 79,476 | 82,055 | 4 | 1,471 | 2 | 5,253 | 14 | 31,169 | 7 | 10,908 | 6 | 3,329 | 16 | 5,496 | 9 | 3,761 | 12 | 3,225 | 4 | 4,075 |
| JUNIATA | 50,601 | 87,498 | 93,071 | 6 | 5,921 | 6 | 4,715 | 15 | 21,421 | 7 | 34,401 | 7 | 8,257 | 3 | 505 | 7 | 1,401 | 18 | 5,272 | 4 | 2,800 |
| LACKAWANNA | 945,589 | 1,539,271 | 1,585,371 | 58 | 77,414 | 31 | 230,448 | 168 | 339,100 | 89 | 307,522 | 92 | 82,238 | 123 | 98,670 | 70 | 52,151 | 321 | 128,021 | 56 | 71,510 |
| Carbondale | 50,162 | 80,088 | 83,522 | 5 | 3,970 | 2 | 11,817 | 9 | 24,510 | 7 | 14,527 | 2 | 3,749 | 14 | 3,196 | 2 | 2,675 | 17 | 3,817 | 3 | 4,529 |
| Scranton | 419,808 | 654,959 | 692,384 | 22 | 26,747 | 12 | 119,453 | 74 | 144,509 | 39 | 128,871 | 33 | 34,985 | 65 | 44,101 | 33 | 14,874 | 136 | 52,006 | 21 | 27,750 |
| LANCASTER | 1,677,169 | 3,053,773 | 3,171,995 | 79 | 222,167 | 54 | 337,126 | 357 | 674,849 | 163 | 701,225 | 170 | 141,981 | 185 | 138,815 | 161 | 189,205 | 468 | 280,132 | 61 | 91,114 |
| Columbia | 39,632 | 62,057 | 64,193 | 3 | 4,522 | 2 | 6,862 | 11 | 26,196 | 5 | 2,974 | 8 | 6,521 | 6 | 1,500 | 3 | 1,121 | 18 | 4,595 | 3 | 1,855 |
| Lancaster | 387,663 | 617,061 | 639,178 | 5 | 17,124 | 14 | 177,536 | 57 | 71,779 | 24 | 111,994 | 27 | 35,551 | 87 | 59,012 | 42 | 37,593 | 104 | 44,565 | 10 | 10,239 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| LAWRENCE | 395,477 | 567,402 | 585,052 | 35 | 28,512 | 20 | 60,526 | 85 | 147,722 | 49 | 126,757 | 56 | 49,988 | 62 | 21,688 | 39 | 21,543 | 141 | 40,325 | 26 | 21,421 |
| Ellwood City | 76,186 | 104,723 | 108,776 | 10 | 5,691 | 2 | 9,023 | 15 | 35,450 | 10 | 25,861 | 12 | 7,452 | 14 | 4,646 | 6 | 1,525 | 25 | 6,011 | 5 | 3,193 |
| New Castle | 205,659 | 275,042 | 287,302 | 15 | 16,665 | 10 | 24,954 | 40 | 64,440 | 26 | 55,438 | 26 | 35,611 | 35 | 10,990 | 22 | 9,310 | 69 | 18,624 | 17 | 12,362 |
| LEBANON | 512,984 | 779,447 | 825,939 | 26 | 43,690 | 14 | 102,167 | 90 | 171,759 | 56 | 223,840 | 62 | 48,414 | 54 | 24,495 | 39 | 36,596 | 142 | 50,040 | 14 | 18,802 |
| Lebanon | 177,389 | 248,104 | 259,788 | 9 | 7,014 | 3 | 40,733 | 44 | 52,158 | 15 | 43,227 | 28 | 23,992 | 31 | 10,882 | 19 | 11,718 | 61 | 17,290 | 9 | 10,459 |
| LEHIGH | 1,635,127 | 2,674,324 | 2,746,180 | 60 | 102,945 | 36 | 427,754 | 210 | 490,456 | 102 | 602,444 | 153 | 132,265 | 180 | 121,520 | 116 | 138,764 | 409 | 246,230 | 43 | 68,041 |
| Allentown | 640,414 | 976,085 | 1,007,360 | 21 | 35,234 | 11 | 85,088 | 94 | 191,154 | 43 | 226,015 | 57 | 70,586 | 70 | 39,601 | 46 | 36,102 | 200 | 110,674 | 22 | 27,777 |
| LUZERNE | 1,349,645 | 2,098,485 | 2,198,791 | 93 | 98,983 | 52 | 292,017 | 237 | 473,446 | 111 | 420,852 | 163 | 102,773 | 191 | 114,957 | 111 | 97,517 | 458 | 190,906 | 82 | 79,687 |
| Hazleton | 182,977 | 274,845 | 284,897 | 12 | 8,081 | 8 | 50,540 | 31 | 72,436 | 19 | 49,180 | 14 | 11,533 | 19 | 5,640 | 20 | 11,862 | 48 | 19,081 | 10 | 11,195 |
| Pittston | 57,405 | 86,032 | 89,381 | 6 | 8,727 | 2 | 9,793 | 8 | 34,083 | 3 | 2,901 | 6 | 7,264 | 15 | 6,323 | 6 | 2,039 | 19 | 4,589 | 2 | 2,673 |
| West Hazleton | 18,713 | 26,690 | 27,560 | 1 | 1,477 | 2 | 4,357 | 4 | 3,748 | 3 | 6,039 | 5 | 1,533 | 4 | 1,405 | 3 | 634 | 6 | 2,042 | 3 | 1,436 |
| Wilkes-Barre | 335,029 | 497,317 | 509,870 | 15 | 19,568 | 13 | 126,463 | 51 | 106,091 | 13 | 22,165 | 18 | 20,842 | 76 | 52,763 | 28 | 30,573 | 106 | 44,030 | 15 | 15,427 |
| LYCOMING | 516,292 | 799,840 | 831,575 | 29 | 45,679 | 19 | 105,397 | 98 | 195,108 | 61 | 200,941 | 55 | 32,163 | 92 | 53,717 | 43 | 39,788 | 189 | 59,380 | 29 | 27,222 |
| Jersey Shore | 35,904 | 51,159 | 52,218 | 4 | 1,725 | 2 | 3,952 | 7 | 16,190 | 10 | 16,097 | 4 | 4,438 | 3 | 1,764 | 1 | 1,502 | 14 | 1,821 | 3 | 1,972 |
| Williamsport | 190,533 | 273,095 | 275,426 | 12 | 19,199 | 6 | 32,581 | 33 | 44,715 | 20 | 56,155 | 21 | 16,181 | 32 | 18,218 | 16 | 17,389 | 79 | 16,740 | 12 | 9,407 |
| MCKEAN | 175,073 | 242,739 | 243,580 | 18 | 14,448 | 16 | 24,687 | 24 | 60,427 | 31 | 60,92[illegible] | 41 | 13,235 | 28 | 7,907 | 20 | 7,957 | 77 | 18,579 | 19 | 11,054 |
| Bradford | 98,248 | 130,500 | 133,021 | 7 | 6,226 | 7 | 20,263 | 8 | 31,779 | 14 | 27,836 | 17 | 8,458 | 16 | 5,734 | 11 | 3,304 | 32 | 9,872 | 8 | 6,113 |
| Kane | 28,199 | 39,570 | 40,132 | 3 | 1,787 | 3 | 2,702 | 5 | 15,713 | 2 | 6,703 | 7 | 2,613 | 5 | 1,531 | 4 | 1,528 | 11 | 2,045 | 4 | 2,296 |
| MERCER | 506,626 | 714,619 | 738,628 | 29 | 44,175 | 20 | 100,230 | 105 | 162,241 | 65 | 200,369 | 83 | 45.022 | 72 | 34,369 | 50 | 35,675 | 187 | 66,894 | 28 | 20,372 |
| Farrell | 13,262 | 16,649 | 16,845 | 1 | 490 | 1 | 1,111 | 7 | 6,493 | 1 | 2,221 | 4 | 3,466 | 1 | 380 | 1 | 396 | 14 | 1,736 | 2 | 226 |
| Greenvile | 70,246 | 93,502 | 96,519 | 4 | 5,620 | 4 | 12,752 | 11 | 24,442 | 9 | 15,941 | 12 | 13,119 | 17 | 5,011 | 12 | 4,539 | 26 | 8,143 | 6 | 2,428 |
| Sharon | 92,748 | 120,232 | 124,181 | 5 | 6,776 | 4 | 9,399 | 32 | 28,529 | 8 | 30,651 | 13 | 7,537 | 16 | 13,215 | 12 | 8,167 | 29 | 9,762 | 6 | 3,637 |
| Sharpsville | 9,818 | 12,989 | 13,108 | 3 | 758 | 0 | 1,721 | 2 | 2,784 | 3 | 3,439 | 3 | 773 | 1 | 590 | 1 | 612 | 13 | 1,580 | 1 | 349 |
| MIFFLIN | 163,584 | 256,590 | 264,835 | 14 | 25,230 | 10 | 26,305 | 35 | 58,831 | 23 | 42,729 | 21 | 16,724 | 16 | 8,629 | 15 | 8,700 | 67 | 19,749 | 10 | 18,120 |
| Lewistown | 97,247 | 145,938 | 152,767 | 6 | 6,435 | 6 | 14,625 | 20 | 36,858 | 16 | 23,271 | 15 | 16,961 | 11 | 5,798 | 7 | 3,428 | 34 | 10,249 | 7 | 10,073 |
| MONROE | 379,523 | 749,775 | 751,801 | 28 | 45,058 | 16 | 87,997 | 62 | 155,103 | 38 | 149,102 | 59 | 56,368 | 47 | 24,150 | 33 | 18,556 | 149 | 72,621 | 18 | 22,146 |
| East Stroudsburg | 78,414 | 142,896 | 142,601 | 6 | 8,800 | 3 | 18,118 | 13 | 31,935 | 12 | 22,501 | 11 | 12,083 | 6 | 3,615 | 3 | 1,672 | 32 | 14,467 | 6 | 4,560 |
| Stroudsburg | 171,360 | 284,760 | 286,351 | 10 | 6,445 | 7 | 50,242 | 22 | 51,346 | 16 | 61,343 | 12 | 11,803 | 37 | 16,591 | 19 | 9,118 | 43 | 21,824 | 5 | 8,937 |
| MONTGOMERY | 3,960,817 | 6,798,637 | 7,246,611 | 185 | 313,466 | 86 | 1,098,112 | 488 | 1,282,120 | 233 | 1,656,737 | 369 | 356,625 | 592 | 493,564 | 307 | 353,406 | 915 | 574,599 | 165 | 217,228 |
| Jenkintown | 109,970 | 163,771 | 170,923 | 3 | 194 | 2 | 30,861 | 10 | 16,053 | 5 | 49,555 | 7 | 4,939 | 28 | 13,890 | 15 | 12,915 | 17 | 6,109 | 2 | 6,498 |
| Lansdale | 115,564 | 168,953 | 176,062 | 9 | 12,037 | 2 | 20,966 | 18 | 43,162 | 12 | 23,511 | 17 | 16,603 | 11 | 8,498 | 9 | 6,268 | 31 | 13,691 | 5 | 8,364 |
| Norristown | 206,888 | 342,088 | 362,070 | 10 | 7,581 | 6 | 44,703 | 31 | 124,164 | 17 | 66,526 | 18 | 28,213 | 16 | 6,195 | 14 | 5,290 | 61 | 17,813 | 13 | 14,061 |
| Pottstown | 210,861 | 308,506 | 322,750 | 11 | 14,825 | 7 | 38,729 | 26 | 65,469 | 18 | 53,158 | 26 | 18,643 | 36 | 18,973 | 16 | 9,248 | 58 | 26,863 | 9 | 14,222 |
| MONTOUR | 62,847 | 122,347 | 131,265 | 4 | 4,357 | 4 | 3,641 | 9 | 14,315 | 11 | 63,602 | 9 | 5,161 | 9 | 3,386 | 8 | 1,978 | 24 | 12,537 | 4 | 3,946 |
| Danville | 54,457 | 100,814 | 107,503 | 1 | 3,670 | 3 | 3,068 | 6 | 12,058 | 8 | 53,578 | 3 | 4,348 | 8 | 2,852 | 6 | 1,667 | 16 | 7,488 | 4 | 3,324 |
| NORTHAMPTON | 808,484 | 1,237,971 | 1,303,210 | 49 | 59,053 | 23 | 101,347 | 147 | 310,643 | 76 | 312,309 | 106 | 74,993 | 101 | 70,188 | 70 | 38,091 | 305 | 108,141 | 41 | 44,510 |
| Bangor | 32,380 | 46,784 | 47,533 | 6 | 3,237 | 2 | 5,056 | 6 | 13,264 | 6 | 7,749 | 4 | 3,816 | 4 | 518 | 4 | 901 | 11 | 1,373 | 3 | 2,220 |
| Bethlehem | 174,427 | 249,594 | 259,839 | 6 | 10,931 | 7 | 18,761 | 33 | 73,150 | 12 | 46,802 | 28 | 26,731 | 17 | 7,563 | 18 | 7,702 | 73 | 24,353 | 11 | 8,239 |
| Easton | 132,688 | 187,890 | 195,025 | 6 | 4,060 | 3 | 10,457 | 19 | 67,026 | 8 | 5,749 | 13 | 19,625 | 29 | 28,217 | 16 | 9,648 | 66 | 16,472 | 7 | 6,154 |
| Wilson | 54,321 | 77,564 | 79,697 | 4 | 3,354 | 1 | 6,881 | 6 | 21,089 | 3 | 21,202 | 4 | 2,796 | 4 | 1,502 | 3 | 658 | 18 | 5,626 | 6 | 3,939 |
| NORTHUMBERLAND | 331,220 | 482,509 | 495,027 | 36 | 41,145 | 19 | 37,239 | 78 | 116,849 | 47 | 118,830 | 51 | 26,230 | 44 | 15,417 | 31 | 20,999 | 122 | 26,539 | 26 | 24,794 |
| Milton | 37,416 | 52,454 | 53,736 | 7 | 5,859 | 1 | 2,987 | 8 | 19,325 | 4 | 10,305 | 5 | 2,255 | 6 | 1,308 | 2 | 1,82[illegible] | 11 | 1,676 | 4 | 2,150 |
| Mount Carmel | 31,156 | 43,860 | 44,706 | 5 | 2,627 | 2 | 1,059 | 12 | 20,485 | 3 | 3,652 | 5 | 4,627 | 6 | 2,966 | 3 | 645 | 11 | 1,914 | 5 | 4,587 |
| Shamokin | 75,258 | 106,216 | 110,425 | 4 | 5,384 | 7 | 13,166 | 9 | 32,297 | 13 | 15,864 | 9 | 8,537 | 17 | 5,419 | 11 | 6,338 | 24 | 5,504 | 8 | 5,400 |
| Sunbury | 103,177 | 150,332 | 157,408 | 6 | 7,633 | 5 | 17,619 | 19 | 34,656 | 12 | 35,600 | 10 | 8,232 | 11 | 3,242 | 10 | 4,250 | 29 | 6,501 | 3 | 10,335 |
| PERRY | 98,431 | 166,848 | 176,928 | 6 | 4,558 | 3 | 13,746 | 21 | 38,667 | 12 | 57,898 | 14 | 11,893 | 4 | 459 | 7 | 4,398 | 41 | 9,692 | 6 | 4,535 |
| PHILADELPHIA | 5,391,039 | 7,720,746 | 7,943,758 | 256 | 271,065 | 148 | 692,265 | 1074 | 1,681,621 | 210 | 1,069,611 | 448 | 365,759 | 976 | 615,431 | 467 | 462,747 | 2564 | 955,950 | 432 | 348,118 |
| Philadelphia | 5,402,166 | 7,720,690 | 7,941,997 | 256 | 214,088 | 148 | 682,020 | 1076 | 1,677,576 | 210 | 824,808 | 449 | 364,880 | 977 | 613,951 | 468 | 372,786 | 2568 | 930,038 | 433 | 345,533 |
| PIKE | 47,513 | 95,287 | 99,856 | 5 | 15,553 | 2 | 7,758 | 13 | 18,952 | 5 | 14,103 | 16 | 11,234 | 2 | 2,576 | 4 | 1,885 | 37 | 14,874 | 2 | 3,004 |
| POTTER | 44,679 | 73,595 | 77,584 | 8 | 8,794 | 3 | 669 | 20 | 22,876 | 10 | 20,249 | 13 | 4,721 | 4 | 2,069 | 6 | 3,220 | 24 | 3,659 | 6 | 3,610 |
| SCHUYLKILL | 547,326 | 824,187 | 870,935 | 42 | 35,483 | 25 | 122,298 | 125 | 228,002 | 58 | 132,745 | 76 | 36,095 | 76 | 32,518 | 54 | 39,704 | 188 | 54,183 | 42 | 37,413 |
| Ashland | 16,734 | 23,513 | 23,223 | 2 | 915 | 1 | 3,036 | 5 | 5,877 | 3 | 3,421 | 2 | 930 | 4 | 1,547 | 3 | 459 | 9 | 1,932 | 3 | 965 |
| Mahanoy City | 15,630 | 21,410 | 20,953 | 3 | 1,792 | 2 | 2,454 | 8 | 4,750 | 2 | 2,766 | 5 | 1,825 | 1 | 638 | 1 | 827 | 7 | 353 | 4 | 2,238 |
| Pottsville | 139,683 | 199,472 | 208,576 | 5 | 6,674 | 5 | 46,580 | 20 | 58,504 | 10 | 21,654 | 10 | 7,004 | 19 | 7,919 | 11 | 7,229 | 41 | 15,218 | 7 | 12,796 |
| Shenandoah | 23,504 | 33,432 | 33,695 | 6 | 1,651 | 1 | 2,348 | 10 | 13,746 | 2 | 2,646 | 2 | 720 | 5 | 2,396 | 7 | 3,401 | 14 | 1,079 | 5 | 2,435 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| SNYDER | 175,048 | 379,311 | 395,141 | 13 | 17,233 | 8 | 80,069 | 28 | 64,508 | 19 | 103,501 | 16 | 11,509 | 24 | 19,422 | 14 | 15,859 | 52 | 35,409 | 5 | 11,882 |
| SOMERSET | 255,955 | 381,225 | 392,122 | 31 | 29,874 | 12 | 27,037 | 55 | 88,182 | 51 | 128,252 | 31 | 23,075 | 16 | 6,736 | 25 | 22,001 | 106 | 30,402 | 14 | 11,212 |
| Somerset | 97,950 | 147,126 | 155,743 | 7 | 4,147 | 3 | 9,556 | 13 | 46,610 | 11 | 32,700 | 10 | 19,928 | 12 | 5,501 | 5 | 1,542 | 23 | 14,106 | 6 | 8,048 |
| SULLIVAN | 16,644 | 26,539 | 28,286 | 3 | 938 | 1 | 2,197 | 4 | 5,164 | 2 | 6,340 | 4 | 2,673 | 1 | 730 | 0 | 426 | 10 | 1,672 | 3 | 1,274 |
| SUSQUEHANNA | 94,791 | 165,199 | 175,853 | 12 | 7,820 | 5 | 1,979 | 24 | 39,592 | 17 | 47,376 | 29 | 18,635 | 3 | 1,267 | 5 | 4,165 | 41 | 11,668 | 9 | 5,638 |
| TIOGA | 114,500 | 184,298 | 194,839 | 26 | 28,423 | 10 | 14,115 | 29 | 42,922 | 29 | 47,760 | 30 | 15,451 | 11 | 2,262 | 9 | 4,742 | 58 | 15,534 | 14 | 7,672 |
| UNION | 105,782 | 184,935 | 197,789 | 11 | 12,940 | 5 | 11,123 | 28 | 50,250 | 12 | 33,294 | 16 | 7,149 | 15 | 6,282 | 10 | 5,508 | 41 | 27,457 | 7 | 9,951 |
| Lewisburg | 75,236 | 123,817 | 131,274 | 5 | 5,861 | 2 | 6,799 | 16 | 32,438 | 9 | 20,413 | 8 | 5,769 | 11 | 4,986 | 8 | 3,366 | 30 | 21,211 | 6 | 6,083 |
| VENANGO | 225,605 | 318,132 | 332,210 | 21 | 17,954 | 12 | 45,637 | 39 | 74,162 | 31 | 69,520 | 40 | 23,137 | 33 | 16,913 | 29 | 14,211 | 74 | 26,637 | 11 | 10,705 |
| Franklin | 74,647 | 102,194 | 105,374 | 9 | 5,505 | 2 | 11,809 | 10 | 22,327 | 10 | 26,757 | 12 | 5,988 | 10 | 6,234 | 8 | 4,287 | 26 | 11,071 | 3 | 2,771 |
| Oil City | 60,839 | 82,370 | 84,542 | 4 | 1,694 | 4 | 3,913 | 11 | 26,060 | 6 | 12,410 | 12 | 7,512 | 14 | 6,547 | 10 | 3,836 | 30 | 8,473 | 6 | 6,690 |
| WARREN | 398,616 | 585,729 | 613,264 | 14 | 20,355 | 7 | 47,647 | 26 | 66,875 | 21 | 75,841 | 28 | 16,377 | 25 | 15,821 | 11 | 9,238 | 68 | 18,177 | 10 | 9,674 |
| Warren | 251,788 | 360,654 | 376,082 | 9 | 13,918 | 5 | 32,581 | 13 | 25,830 | 12 | 30,762 | 10 | 8,693 | 19 | 10,819 | 9 | 6,316 | 36 | 11,692 | 7 | 7,597 |
| WASHINGTON | 812,766 | 1,150,148 | 1,220,140 | 62 | 73,466 | 21 | 139,877 | 154 | 265,580 | 95 | 342,151 | 120 | 88,864 | 96 | 46,661 | 66 | 44,005 | 254 | 95,265 | 43 | 35,346 |
| Charleroi | 70,450 | 89,937 | 92,934 | 3 | 1,082 | 3 | 12,872 | 16 | 23,827 | 10 | 21,278 | 8 | 5,371 | 20 | 9,176 | 9 | 3,184 | 16 | 6,792 | 4 | 1,168 |
| Donora | 14,213 | 18,165 | 17,576 | 1 | 770 | 1 | 1,467 | 10 | 5,918 | 2 | 3,589 | 2 | 932 | 2 | 490 | 1 | 462 | 13 | 1,372 | 3 | 1,645 |
| Washington | 268,149 | 357,090 | 375,148 | 16 | 15,746 | 7 | 57,101 | 38 | 70,389 | 28 | 76,195 | 34 | 43,188 | 28 | 12,670 | 20 | 11,742 | 78 | 36,246 | 13 | 12,669 |
| WAYNE | 160,966 | 291,798 | 312,078 | 16 | 28,238 | 12 | 16,743 | 29 | 65,408 | 22 | 52,179 | 33 | 26,967 | 11 | 9,438 | 15 | 14,290 | 61 | 16,706 | 11 | 11,097 |
| Honesdale | 90,804 | 151,320 | 160,024 | 9 | 13,278 | 7 | 13,130 | 14 | 36,346 | 16 | 32,440 | 11 | 6,790 | 10 | 4,222 | 10 | 8,771 | 20 | 6,360 | 6 | 6,930 |
| WESTMORELAND | 1,634,374 | 2,413,412 | 2,561,791 | 120 | 197,748 | 57 | 362,495 | 286 | 532,342 | 156 | 605,763 | 212 | 180,667 | 204 | 101,301 | 140 | 139,552 | 477 | 196,090 | 93 | 74,539 |
| Arnold | 11,277 | 14,876 | 14,206 | 2 | 918 | 0 | 1,683 | 7 | 3,619 | 1 | 2,811 | 3 | 1,867 | 1 | 471 | 1 | 647 | 10 | 1,033 | 2 | 346 |
| Greensburg | 242,594 | 370,671 | 382,003 | 18 | 17,304 | 10 | 86,772 | 35 | 81,851 | 11 | 17,295 | 24 | 22,776 | 49 | 27,332 | 35 | 30,010 | 71 | 28,887 | 15 | 12,406 |
| Irwin | 53,273 | 85,835 | 90,859 | 1 | 5,010 | 1 | 9,183 | 8 | 24,945 | 4 | 15,347 | 11 | 19,253 | 4 | 1,201 | 2 | 3,535 | 12 | 5,998 | 2 | 1,888 |
| Latrobe | 112,078 | 154,588 | 158,467 | 13 | 10,989 | 6 | 15,164 | 21 | 36,946 | 15 | 27,907 | 15 | 17,842 | 20 | 5,917 | 12 | 8,788 | 37 | 13,691 | 7 | 7,280 |
| Monessen | 30,532 | 39,036 | 39,577 | 4 | 2,921 | 1 | 3,280 | 9 | 12,071 | 5 | 6,658 | 7 | 5,238 | 3 | 2,435 | 4 | 1,490 | 15 | 2,149 | 4 | 1,743 |
| New Kensington | 137,782 | 184,929 | 194,104 | 6 | 4,634 | 3 | 23,433 | 21 | 47,591 | 12 | 43,661 | 12 | 22,157 | 17 | 14,691 | 8 | 10,295 | 38 | 9,578 | 8 | 6,808 |
| WYOMING | 89,422 | 166,057 | 176,465 | 9 | 15,328 | 4 | 13,710 | 22 | 45,327 | 14 | 36,104 | 13 | 12,684 | 5 | 2,658 | 8 | 3,812 | 30 | 11,391 | 3 | 5,307 |
| YORK | 1,390,768 | 2,526,490 | 2,544,139 | 94 | 172,358 | 49 | 332,377 | 266 | 539,875 | 155 | 593,305 | 149 | 131,619 | 160 | 105,745 | 138 | 127,925 | 403 | 196,956 | 55 | 64,523 |
| Hanover | 255,328 | 425,336 | 435,377 | 11 | 17,259 | 9 | 50,932 | 31 | 86,763 | 20 | 79,759 | 13 | 19,038 | 40 | 24,959 | 23 | 18,283 | 51 | 24,556 | 7 | 9,783 |
| York | 185,593 | 298,502 | 300,115 | 18 | 23,399 | 7 | 12,721 | 52 | 61,456 | 16 | 66,947 | 21 | 26,277 | 33 | 24,708 | 32 | 18,749 | 102 | 22,421 | 10 | 11,626 |

# RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| **STATE TOTALS....................** | 4,162,811 | 6,952,238 | 7,344,187 |  | 385,925 |  | 783,270 |  | 1,426,109 |  | 1,423,205 |  | 434,896 |  | 398,341 |  | 300,726 |  | 715,135 |  | 300,593 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Providence-Pawtucket-Woonsocket, RI | 4,162,811 | 6,952,238 | 7,344,187 |  | 385,925 |  | 783,270 |  | 1,426,109 |  | 1,423,205 |  | 434,896 |  | 398,341 |  | 300,726 |  | 715,135 |  | 300,593 |
| COUNTIES, Cities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BRISTOL | 141,752 | 240,366 | 256,290 | 15 | 14,682 | 3 | 45,291 | 33 | 52,038 | 18 | 55,925 | 20 | 18,797 | 16 | 9,710 | 15 | 5,644 | 57 | 31,457 | 10 | 9,931 |
| KENT | 916,117 | 1,527,022 | 1,610,592 | 36 | 48,847 | 19 | 326,664 | 125 | 266,445 | 64 | 314,622 | 88 | 81,601 | 100 | 90,394 | 63 | 56,704 | 240 | 130,149 | 32 | 56,515 |
| West Warwick | 110,951 | 171,343 | 182,638 | 4 | 4,882 | 1 | 14,979 | 19 | 47,026 | 9 | 57,740 | 16 | 16,142 | 4 | 2,036 | 7 | 4,366 | 37 | 15,698 | 6 | 3,004 |
| NEWPORT | 370,888 | 711,261 | 751,943 | 21 | 45,499 | 11 | 46,374 | 62 | 117,776 | 42 | 198,686 | 40 | 35,062 | 55 | 30,859 | 28 | 19,002 | 175 | 105,928 | 20 | 27,907 |
| Newport | 133,921 | 252,887 | 269,470 | 7 | 5,819 | 6 | 14,014 | 27 | 41,871 | 10 | 24,191 | 9 | 13,847 | 37 | 22,919 | 16 | 5,821 | 98 | 69,308 | 11 | 12,216 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PROVIDENCE | 2,271,040 | 3,597,371 | 3,799,790 | 133 | 176,413 | 50 | 318,122 | 475 | 796,606 | 194 | 681,462 | 309 | 238,633 | 266 | 227,199 | 224 | 181,662 | 903 | 351,258 | 140 | 179,505 |
| Central Falls | 35,717 | 54,881 | 61,053 | 5 | 4,394 | 0 | 3,522 | 14 | 16,218 | 7 | 4,738 | 8 | 4,527 | 3 | 2,516 | 5 | 2,780 | 33 | 10,872 | 4 | 3,846 |
| Pawtucket | 299,146 | 463,612 | 491,273 | 18 | 14,905 | 3 | 56,434 | 52 | 108,396 | 26 | 61,534 | 30 | 34,934 | 22 | 33,932 | 27 | 14,237 | 97 | 26,474 | 17 | 21,806 |
| Providence | 599,787 | 906,260 | 957,194 | 30 | 48,398 | 13 | 79,506 | 161 | 200,080 | 40 | 131,908 | 66 | 64,594 | 90 | 63,664 | 77 | 52,396 | 304 | 104,575 | 36 | 32,696 |
| Woonsocket | 211,190 | 325,530 | 345,932 | 13 | 14,693 | 7 | 38,822 | 36 | 79,967 | 17 | 55,469 | 22 | 20,307 | 20 | 16,238 | 24 | 13,768 | 68 | 22,720 | 11 | 15,318 |
| WASHINGTON | 463,014 | 876,218 | 925,572 | 33 | 100,485 | 11 | 46,820 | 85 | 193,243 | 43 | 172,510 | 62 | 60,803 | 55 | 40,178 | 46 | 37,714 | 196 | 96,343 | 20 | 26,735 |
| Westerly | 172,241 | 302,834 | 322,042 | 12 | 34,858 | 4 | 16,293 | 32 | 67,203 | 16 | 59,175 | 23 | 20,742 | 20 | 13,835 | 17 | 12,917 | 73 | 34,387 | 7 | 9,441 |

# SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 12,498,005 | 21,724,123 | 22,819,717 | | 1,646,669 | | 2,269,617 | | 5,115,856 | | 5,148,264 | | 1,472,636 | | 1,199,519 | | 1,258,754 | | 2,019,287 | | 755,284 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Anderson, SC | 539,700 | 913,444 | 960,456 | | 81,690 | | 107,738 | | 217,823 | | 215,315 | | 60,152 | | 43,824 | | 55,786 | | 70,282 | | 35,546 |
| Charleston, SC | 1,917,608 | 3,247,408 | 3,415,105 | | 216,669 | | 367,675 | | 768,834 | | 886,754 | | 195,297 | | 177,692 | | 197,176 | | 347,980 | | 90,551 |
| Columbia, SC | 1,780,735 | 3,100,717 | 3,261,713 | | 211,150 | | 406,714 | | 622,321 | | 777,458 | | 239,217 | | 165,334 | | 163,818 | | 315,552 | | 91,930 |
| Florence, SC | 511,175 | 860,654 | 904,891 | | 81,589 | | 113,295 | | 177,679 | | 220,055 | | 64,701 | | 49,436 | | 45,989 | | 59,899 | | 27,935 |
| Greenville-Spartanburg, SC | 2,558,383 | 4,449,158 | 4,680,037 | | 328,874 | | 536,937 | | 1,017,202 | | 1,024,296 | | 315,914 | | 245,122 | | 258,509 | | 398,588 | | 154,469 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ABBEVILLE | 38,117 | 62,630 | 64,911 | 5 | 3,334 | 5 | 4,977 | 17 | 26,949 | 10 | 7,229 | 6 | 1,100 | 9 | 1,786 | 6 | 873 | 11 | 4,089 | 6 | 4,405 |
| AIKEN | 356,210 | 591,629 | 621,722 | 30 | 42,492 | 19 | 64,099 | 81 | 161,374 | 43 | 135,692 | 49 | 43,398 | 45 | 35,542 | 36 | 15,296 | 91 | 40,356 | 26 | 28,132 |
| Aiken | 145,896 | 240,769 | 252,415 | 12 | 16,334 | 8 | 31,256 | 22 | 61,734 | 20 | 38,370 | 17 | 21,107 | 27 | 15,587 | 18 | 6,005 | 45 | 21,127 | 11 | 14,407 |
| ALLENDALE | 26,407 | 44,435 | 45,759 | 6 | 3,354 | 1 | 542 | 10 | 17,866 | 5 | 9,823 | 8 | 2,560 | 4 | 1,201 | 5 | 1,776 | 5 | 1,728 | 3 | 1,180 |
| ANDERSON | 539,700 | 913,444 | 960,456 | 43 | 81,690 | 29 | 107,738 | 120 | 217,823 | 63 | 215,315 | 76 | 60,152 | 86 | 43,824 | 71 | 55,786 | 138 | 70,282 | 42 | 35,546 |
| Anderson | 328,128 | 514,650 | 540,696 | 20 | 37,038 | 11 | 66,894 | 51 | 112,468 | 33 | 92,557 | 42 | 49,058 | 68 | 33,442 | 41 | 21,662 | 85 | 44,285 | 24 | 20,236 |
| BAMBERG | 42,110 | 63,270 | 65,584 | 5 | 4,994 | 7 | 4,118 | 18 | 22,433 | 8 | 9,304 | 8 | 1,991 | 10 | 4,483 | 7 | 3,647 | 13 | 4,441 | 6 | 4,144 |
| BARNWELL | 44,695 | 78,611 | 81,732 | 9 | 5,655 | 3 | 2,855 | 18 | 33,174 | 9 | 12,230 | 7 | 1,638 | 7 | 4,871 | 12 | 4,043 | 14 | 4,401 | 7 | 4,431 |
| BEAUFORT | 348,986 | 673,923 | 708,343 | 25 | 57,842 | 12 | 33,345 | 63 | 157,501 | 35 | 154,303 | 24 | 30,080 | 65 | 43,935 | 54 | 67,742 | 111 | 88,272 | 9 | 14,812 |
| Beaufort | 107,534 | 153,525 | 160,585 | 6 | 13,304 | 4 | 7,670 | 17 | 36,229 | 12 | 40,805 | 8 | 6,919 | 22 | 10,106 | 14 | 15,582 | 25 | 12,644 | 5 | 3,408 |
| BERKELEY | 175,115 | 357,634 | 375,425 | 17 | 17,364 | 7 | 26,485 | 48 | 117,097 | 29 | 79,607 | 36 | 29,981 | 12 | 7,070 | 19 | 14,646 | 37 | 27,872 | 11 | 14,133 |
| CALHOUN | 17,036 | 27,452 | 27,883 | 2 | 2,123 | 1 | 331 | 2 | 9,351 | 4 | 5,147 | 4 | 847 | 3 | 2,091 | 4 | 1,116 | 4 | 644 | 3 | 669 |
| CHARLESTON | 1,543,221 | 2,482,706 | 2,612,222 | 82 | 175,634 | 44 | 314,259 | 230 | 522,843 | 132 | 696,648 | 123 | 133,774 | 242 | 158,608 | 153 | 165,012 | 385 | 291,201 | 61 | 57,989 |
| Charleston | 594,474 | 917,561 | 964,790 | 17 | 36,065 | 22 | 103,122 | 93 | 208,625 | 41 | 237,438 | 44 | 64,375 | 143 | 72,906 | 71 | 65,843 | 195 | 120,179 | 24 | 17,827 |
| CHEROKEE | 136,073 | 252,481 | 264,743 | 18 | 19,052 | 6 | 27,194 | 43 | 76,579 | 18 | 36,680 | 26 | 18,037 | 19 | 19,785 | 18 | 9,961 | 48 | 21,677 | 7 | 11,046 |
| CHESTER | 80,031 | 115,795 | 120,871 | 7 | 5,955 | 8 | 8,049 | 31 | 36,468 | 11 | 23,929 | 16 | 8,910 | 14 | 5,948 | 11 | 3,714 | 26 | 8,291 | 8 | 7,355 |
| CHESTERFIELD | 99,651 | 174,004 | 182,140 | 13 | 16,535 | 15 | 12,698 | 33 | 49,582 | 22 | 28,687 | 14 | 9,732 | 21 | 9,166 | 12 | 6,747 | 34 | 7,551 | 13 | 9,764 |
| CLARENDON | 73,906 | 119,038 | 124,284 | 8 | 7,613 | 8 | 5,876 | 31 | 23,159 | 14 | 29,232 | 21 | 20,347 | 15 | 6,253 | 8 | 4,740 | 21 | 7,328 | 9 | 4,984 |
| COLLETON | 100,850 | 174,712 | 182,885 | 7 | 10,020 | 4 | 9,481 | 27 | 44,512 | 16 | 18,668 | 22 | 26,176 | 19 | 10,787 | 10 | 12,955 | 24 | 12,977 | 11 | 8,415 |
| DARLINGTON | 177,541 | 281,760 | 295,562 | 18 | 21,468 | 17 | 22,771 | 50 | 65,601 | 41 | 73,183 | 39 | 20,489 | 23 | 11,640 | 18 | 10,687 | 49 | 18,914 | 16 | 14,969 |
| DILLON | 100,562 | 175,024 | 183,214 | 8 | 9,026 | 7 | 11,251 | 24 | 38,338 | 19 | 28,120 | 14 | 19,227 | 20 | 10,001 | 12 | 8,443 | 22 | 14,715 | 10 | 7,165 |
| DORCHESTER | 199,272 | 407,068 | 427,458 | 21 | 23,671 | 11 | 26,931 | 45 | 128,894 | 24 | 110,498 | 33 | 31,543 | 21 | 12,014 | 22 | 17,518 | 32 | 28,907 | 14 | 18,429 |
| EDGEFIELD | 42,970 | 70,177 | 72,855 | 5 | 3,974 | 2 | 813 | 17 | 15,932 | 9 | 36,397 | 14 | 2,903 | 10 | 2,758 | 4 | 2,782 | 9 | 1,658 | 4 | 1,996 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| FAIRFIELD | 42,068 | 82,780 | 86,120 | 4 | 6,556 | 7 | 6,395 | 20 | 24,634 | 6 | 13,486 | 9 | 6,942 | 6 | 3,230 | 5 | 1,743 | 16 | 4,041 | 7 | 4,914 |
| FLORENCE | 511,175 | 860,654 | 904,891 | 46 | 81,589 | 27 | 113,295 | 118 | 177,679 | 66 | 220,055 | 75 | 64,701 | 103 | 49,436 | 59 | 45,989 | 122 | 59,899 | 29 | 27,935 |
| Florence | 340,722 | 568,396 | [illegible] | 22 | 21,658 | 13 | 83,749 | 56 | 122,962 | 39 | 122,418 | 47 | 59,711 | 75 | 36,635 | 39 | 26,364 | 90 | 48,716 | 18 | 19,279 |
| GEORGETOWN | 180,751 | 325,131 | 341,213 | 20 | 27,018 | 11 | 19,618 | 39 | 88,871 | 25 | 88,101 | 18 | 14,194 | 35 | 18,934 | 28 | 20,207 | 61 | 41,067 | 13 | 9,839 |
| GREENVILLE | 1,462,243 | 2,539,026 | 2,671,503 | 98 | 187,851 | 48 | 363,419 | 219 | 526,064 | 135 | 594,907 | 176 | 171,525 | 203 | 140,271 | 186 | 164,635 | 384 | 221,081 | 81 | 75,597 |
| Greenville | 720,181 | 1,100,620 | 1,157,473 | 34 | 33,172 | 26 | 229,161 | 80 | 168,515 | 41 | 256,546 | 73 | 82,665 | 127 | 68,370 | 96 | 77,154 | 166 | 93,611 | 32 | 27,603 |
| GREENWOOD | 249,218 | 413,711 | 434,450 | 21 | 34,403 | 13 | 44,898 | 58 | 92,381 | 37 | 74,451 | 27 | 15,879 | 47 | 23,355 | 30 | 23,921 | 55 | 29,568 | 17 | 15,877 |
| Greenwood | 215,203 | 354,119 | 371,725 | 18 | 24,701 | 11 | 44,563 | 39 | 84,580 | 25 | 44,092 | 21 | 15,760 | 41 | 21,605 | 26 | 14,708 | 46 | 25,754 | 13 | 12,969 |
| HAMPTON | 60,484 | 91,212 | 94,995 | 8 | 9,287 | 3 | 4,444 | 20 | 25,855 | 14 | 20,098 | 17 | 8,903 | 16 | 6,614 | 8 | 4,016 | 9 | 2,563 | 4 | 3,065 |
| HORRY | 769,330 | 1,558,110 | 1,639,016 | 56 | 152,002 | 37 | 155,343 | 131 | 331,326 | 65 | 330,317 | 55 | 41,098 | 146 | 110,162 | 77 | 128,474 | 319 | 252,892 | 27 | 47,017 |
| Myrtle Beach | 380,319 | 848,096 | 891,673 | 18 | 57,769 | 13 | 121,622 | 54 | 184,708 | 19 | 78,034 | 16 | 22,978 | 97 | 87,574 | 39 | 31,562 | 196 | 182,243 | 11 | 22,817 |
| JASPER | 54,514 | 91,593 | 95,397 | 4 | 7,264 | 2 | 1,129 | 13 | 15,441 | 8 | 8,926 | 13 | 24,789 | 5 | 2,590 | 6 | 4,831 | 15 | 7,465 | 4 | 1,476 |
| KERSHAW | 142,276 | 237,805 | 249,296 | 19 | 16,560 | 9 | 22,867 | 32 | 60,040 | 22 | 67,808 | 31 | 23,198 | 16 | 6,292 | 18 | 9,911 | 45 | 16,062 | 13 | 8,571 |
| LANCASTER | 178,096 | 293,464 | 307,881 | 13 | 17,302 | 11 | 26,818 | 54 | 78,239 | 25 | 40,893 | 28 | 19,261 | 25 | 12,573 | 25 | 29,471 | 43 | 18,048 | 10 | 11,549 |
| LAURENS | 136,189 | 220,709 | 231,301 | 11 | 10,519 | 15 | 25,102 | 32 | 65,473 | 29 | 53,148 | 29 | 15,499 | 20 | 6,639 | 15 | 7,333 | 32 | 10,631 | 15 | 11,037 |
| LEE | 36,911 | 48,724 | 50,274 | 5 | 3,241 | 6 | 2,176 | 16 | 10,552 | 11 | 12,641 | 8 | 6,955 | 8 | 2,056 | 5 | 2,811 | 10 | 2,971 | 1 | 1,204 |
| LEXINGTON | 491,103 | 953,322 | 1,002,431 | 43 | 76,539 | 17 | 54,823 | 114 | 277,441 | 51 | 201,133 | 61 | 80,225 | 43 | 36,143 | 48 | 34,276 | 150 | 96,212 | 31 | 34,944 |
| MCCORMICK | 10,830 | 18,083 | 18,022 | 0 | 1,370 | 1 | 213 | 13 | 6,042 | 2 | 3,326 | 5 | 1,825 | 1 | 473 | 4 | 845 | 4 | 415 | 2 | 431 |
| MARION | 98,951 | 157,768 | 165,051 | 7 | 4,953 | 10 | 10,070 | 27 | 47,946 | 18 | 30,334 | 16 | 9,014 | 29 | 10,790 | 15 | 9,102 | 20 | 7,823 | 11 | 10,473 |
| MARLBORO | 67,304 | 103,451 | 107,878 | 7 | 4,474 | 8 | 5,817 | 30 | 34,479 | 14 | 24,036 | 13 | 3,069 | 13 | 5,904 | 10 | 3,494 | 17 | 6,171 | 9 | 4,405 |
| NEWBERRY | 106,022 | 165,897 | 173,607 | 14 | 10,831 | 10 | 14,890 | 32 | 44,630 | 16 | 34,850 | 24 | 12,794 | 24 | 9,657 | 16 | 10,632 | 24 | 10,848 | 10 | 6,885 |
| OCONEE | 148,571 | 281,982 | 295,795 | 18 | 16,306 | 11 | 19,348 | 33 | 72,331 | 23 | 72,950 | 20 | 23,219 | 25 | 10,742 | 22 | 13,770 | 45 | 16,512 | 12 | 13,774 |
| ORANGEBURG | 275,566 | 478,050 | 502,171 | 29 | 48,532 | 26 | 41,195 | 53 | 94,816 | 38 | 122,799 | 56 | 41,048 | 51 | 26,246 | 38 | 25,925 | 78 | 36,264 | 19 | 18,567 |
| Orangeburg | 183,774 | 315,702 | 331,288 | 15 | 19,742 | 12 | 36,651 | 18 | 67,561 | 25 | 73,751 | 23 | 23,353 | 37 | 24,076 | 24 | 11,414 | 47 | 25,442 | 9 | 13,028 |
| PICKENS | 270,229 | 488,578 | 513,253 | 29 | 56,485 | 15 | 36,799 | 56 | 124,833 | 32 | 114,093 | 43 | 32,710 | 31 | 21,884 | 30 | 19,252 | 92 | 56,231 | 20 | 23,545 |
| RICHLAND | 1,289,632 | 2,147,395 | 2,259,282 | 70 | 134,611 | 42 | 351,891 | 183 | 344,881 | 81 | 576,325 | 133 | 158,992 | 197 | 129,191 | 131 | 129,541 | 324 | 219,339 | 52 | 56,986 |
| Columbia | 617,168 | 907,082 | 953,760 | 32 | 56,949 | 21 | 92,026 | 97 | 198,245 | 39 | 190,347 | 63 | 75,078 | 98 | 53,772 | 78 | 73,020 | 174 | 94,153 | 31 | 31,379 |
| SALUDA | 32,713 | 55,526 | 57,433 | 9 | 7,136 | 4 | 1,818 | 16 | 18,699 | 5 | 11,174 | 8 | 3,968 | 7 | 2,124 | 6 | 2,944 | 11 | 1,365 | 3 | 2,891 |
| SPARTANBURG | 825,911 | 1,421,554 | 1,495,280 | 54 | 84,538 | 35 | 136,719 | 166 | 366,305 | 86 | 315,296 | 114 | 111,679 | 110 | 82,967 | 86 | 74,622 | 219 | 121,276 | 60 | 55,327 |
| Spartanburg | 430,660 | 697,558 | 733,220 | 15 | 19,223 | 13 | 76,465 | 46 | 141,794 | 40 | 152,594 | 48 | 63,602 | 77 | 67,381 | 43 | 33,993 | 108 | 64,329 | 32 | 32,362 |
| SUMTER | 316,877 | 547,451 | 575,221 | 27 | 74,608 | 15 | 47,513 | 71 | 108,759 | 30 | 154,154 | 49 | 37,319 | 56 | 37,864 | 32 | 29,650 | 65 | 36,220 | 15 | 13,588 |
| Sumter | 245,685 | 418,300 | 439,280 | 17 | 62,048 | 10 | 45,545 | 52 | 100,166 | 19 | 59,426 | 37 | 37,298 | 50 | 37,843 | 31 | 24,659 | 51 | 29,629 | 14 | 11,300 |
| UNION | 87,325 | 137,930 | 144,170 | 11 | 10,719 | 5 | 9,340 | 22 | 42,337 | 14 | 17,727 | 19 | 15,873 | 20 | 6,921 | 11 | 5,371 | 24 | 7,686 | 11 | 8,783 |
| Union | 67,447 | 105,152 | 109,668 | 9 | 7,170 | 4 | 9,067 | 12 | 31,649 | 9 | 11,320 | 12 | 15,679 | 17 | 4,630 | 9 | 3,594 | 16 | 5,971 | 9 | 5,876 |
| WILLIAMSBURG | 88,698 | 140,297 | 146,661 | 9 | 6,996 | 10 | 7,123 | 45 | 40,481 | 12 | 33,494 | 27 | 10,742 | 18 | 8,881 | 15 | 10,274 | 17 | 4,631 | 8 | 5,336 |
| YORK | 422,565 | 798,127 | 839,077 | 32 | 43,182 | 17 | 62,742 | 95 | 229,846 | 57 | 201,048 | 53 | 54,333 | 63 | 35,816 | 46 | 38,228 | 97 | 76,701 | 25 | 31,705 |
| Rock Hill | 259,394 | 476,001 | 500,015 | 24 | 29,901 | 9 | 53,671 | 42 | 133,214 | 31 | 62,419 | 33 | 42,247 | 48 | 30,574 | 34 | 22,338 | 56 | 49,237 | 14 | 19,639 |

# SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS** | 2,989,152 | 4,648,115 | 4,904,314 | | 413,961 | | 420,920 | | 873,859 | | 1,162,088 | | 392,920 | | 226,694 | | 214,834 | | 446,448 | | 175,861 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Rapid City, SD | 472,704 | 720,230 | 758,351 | | 61,105 | | 99,961 | | 125,081 | | 197,666 | | 47,214 | | 35,061 | | 46,611 | | 74,512 | | 19,329 |
| Sioux Falls, SD | 697,262 | 1,178,674 | 1,240,898 | | 84,764 | | 157,605 | | 186,095 | | 322,959 | | 85,524 | | 67,010 | | 68,650 | | 112,593 | | 60,629 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| AURORA | 4,963 | 7,312 | 7,451 | 4 | 1,011 | 2 | 246 | 5 | 1,067 | 1 | 1,409 | 1 | 606 | 0 | 64 | 2 | 100 | 8 | 978 | 0 | 271 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BEADLE | 89,818 | 126,598 | 133,509 | 15 | 8,820 | 4 | 10,626 | 10 | 22,642 | 17 | 31,444 | 17 | 11,849 | 22 | 10,566 | 14 | 7,647 | 38 | 12,444 | 2 | 4,845 |
| Huron | 81,191 | 114,228 | 120,489 | 10 | 4,634 | 3 | 10,010 | 8 | 21,328 | 16 | 29,614 | 12 | 11,163 | 21 | 10,568 | 13 | 6,221 | 28 | 10,134 | 2 | 4,564 |
| BENNETT | 12,676 | 23,937 | 25,450 | 3 | 1,745 | 1 | 841 | 4 | 5,545 | 3 | 4,612 | 3 | 2,071 | 3 | 639 | 1 | 340 | 4 | 1,074 | 1 | 923 |
| BON HOMME | 22,343 | 35,376 | 37,491 | 8 | 3,121 | 1 | 1,240 | 13 | 8,709 | 5 | 6,352 | 8 | 4,761 | 6 | 673 | 2 | 499 | 19 | 2,507 | 3 | 1,361 |
| BROOKINGS | 105,921 | 182,953 | 192,827 | 15 | 16,854 | 6 | 9,276 | 19 | 47,673 | 14 | 33,191 | 18 | 16,031 | 29 | 12,621 | 12 | 6,628 | 45 | 20,569 | 7 | 6,183 |
| Brookings | 98,672 | 170,274 | 179,481 | 10 | 10,141 | 5 | 8,414 | 14 | 43,240 | 12 | 30,102 | 15 | 16,032 | 28 | 12,623 | 12 | 5,397 | 40 | 19,419 | 7 | 6,183 |
| BROWN | 203,409 | 309,062 | 325,566 | 19 | 25,613 | 6 | 36,579 | 22 | 54,828 | 22 | 84,540 | 21 | 21,515 | 29 | 18,539 | 28 | 19,455 | 75 | 32,571 | 12 | 11,803 |
| Aberdeen | 181,414 | 274,811 | 289,514 | 11 | 10,193 | 6 | 36,534 | 15 | 54,819 | 17 | 54,419 | 18 | 21,510 | 27 | 18,535 | 27 | 19,452 | 60 | 29,306 | 11 | 11,801 |
| BRULE | 28,769 | 42,762 | 45,265 | 6 | 2,725 | 1 | 1,496 | 6 | 3,080 | 3 | 16,057 | 11 | 8,967 | 4 | 999 | 2 | 603 | 16 | 2,803 | 4 | 1,643 |
| BUFFALO | 1,331 | 1,620 | 1,710 | 0 | 158 | 0 | 56 | 2 | 345 | 0 | 312 | 1 | 139 | 0 | 15 | 0 | 22 | 0 | 79 | 0 | 62 |
| BUTTE | 39,170 | 52,172 | 55,170 | 5 | 5,278 | 4 | 2,981 | 9 | 12,045 | 8 | 17,553 | 10 | 4,399 | 10 | 2,105 | 2 | 735 | 19 | 4,383 | 3 | 1,526 |
| Belle Fourche | 35,895 | 48,045 | 50,826 | 4 | 5,255 | 3 | 2,968 | 7 | 11,992 | 8 | 13,542 | 7 | 4,380 | 9 | 2,097 | 2 | 732 | 15 | 3,820 | 3 | 1,519 |
| CAMPBELL | 5,471 | 9,496 | 10,250 | 2 | 950 | 0 | 338 | 3 | 2,067 | 1 | 1,829 | 1 | 833 | 1 | 87 | 0 | 136 | 3 | 531 | 0 | 372 |
| CHARLES MIX | 23,631 | 34,946 | 37,038 | 8 | 4,575 | 2 | 1,224 | 10 | 10,045 | 6 | 7,022 | 10 | 2,675 | 3 | 317 | 3 | 954 | 18 | 3,217 | 4 | 822 |
| CLARK | 10,152 | 18,467 | 19,693 | 5 | 2,913 | 0 | 652 | 6 | 1,971 | 1 | 3,559 | 4 | 1,272 | 2 | 170 | 2 | 262 | 10 | 1,745 | 2 | 714 |
| CLAY | 35,571 | 53,842 | 56,928 | 5 | 3,412 | 3 | 1,882 | 7 | 11,900 | 3 | 10,374 | 9 | 3,983 | 6 | 2,113 | 7 | 1,904 | 28 | 8,709 | 4 | 2,682 |
| CODINGTON | 129,132 | 199,799 | 210,558 | 8 | 17,943 | 5 | 14,891 | 17 | 40,261 | 11 | 44,315 | 18 | 18,296 | 30 | 15,986 | 16 | 10,642 | 40 | 13,729 | 5 | 6,938 |
| Watertown | 127,333 | 197,625 | 208,270 | 8 | 17,943 | 5 | 14,891 | 16 | 40,262 | 11 | 34,129 | 16 | 18,296 | 30 | 15,986 | 16 | 8,699 | 35 | 13,011 | 5 | 6,938 |
| CORSON | 5,268 | 7,503 | 8,152 | 3 | 755 | 1 | 269 | 3 | 1,923 | 0 | 1,444 | 2 | 663 | 1 | 71 | 1 | 109 | 9 | 804 | 1 | 296 |
| CUSTER | 17,787 | 28,764 | 30,531 | 3 | 1,376 | 1 | 1,009 | 5 | 7,464 | 1 | 5,542 | 5 | 4,071 | 1 | 261 | 1 | 407 | 18 | 4,524 | 2 | 1,107 |
| DAVISON | 114,351 | 161,282 | 170,016 | 14 | 20,902 | 4 | 5,620 | 11 | 28,132 | 18 | 34,084 | 20 | 14,032 | 22 | 12,437 | 14 | 8,123 | 45 | 21,394 | 4 | 2,001 |
| Mitchell | 111,297 | 157,341 | 165,868 | 11 | 14,160 | 4 | 5,620 | 11 | 28,133 | 18 | 26,230 | 19 | 14,032 | 22 | 12,437 | 14 | 6,635 | 43 | 21,395 | 4 | 2,001 |
| DAY | 22,252 | 34,586 | 36,659 | 7 | 1,415 | 3 | 1,212 | 8 | 6,240 | 6 | 9,151 | 4 | 6,057 | 3 | 994 | 3 | 633 | 18 | 2,564 | 3 | 1,330 |
| DEUEL | 8,579 | 11,214 | 12,059 | 2 | 1,117 | 2 | 398 | 5 | 2,433 | 2 | 2,161 | 5 | 442 | 2 | 103 | 2 | 160 | 10 | 1,360 | 2 | 438 |
| DEWEY | 13,126 | 16,567 | 17,693 | 2 | 1,639 | 2 | 585 | 6 | 5,504 | 1 | 3,193 | 6 | 1,823 | 1 | 151 | 1 | 235 | 6 | 1,635 | 1 | 642 |
| DOUGLAS | 7,390 | 10,594 | 11,406 | 4 | 1,057 | 1 | 378 | 7 | 2,218 | 2 | 2,041 | 1 | 928 | 2 | 97 | 1 | 152 | 6 | 1,079 | 1 | 415 |
| EDMUNDS | 15,041 | 23,561 | 25,055 | 6 | 1,797 | 0 | 827 | 6 | 4,272 | 3 | 8,512 | 2 | 2,040 | 2 | 214 | 1 | 334 | 7 | 1,200 | 3 | 603 |
| FALL RIVER | 29,816 | 37,063 | 39,267 | 5 | 4,294 | 4 | 1,298 | 9 | 9,286 | 4 | 1,770 | 7 | 2,968 | 6 | 973 | 4 | 1,444 | 20 | 3,873 | 3 | 1,425 |
| FAULK | 5,551 | 8,870 | 9,591 | 3 | 889 | 1 | 317 | 4 | 994 | 1 | 1,709 | 0 | 780 | 1 | 81 | 0 | 128 | 4 | 601 | 2 | 348 |
| GRANT | 31,925 | 49,108 | 51,945 | 7 | 4,268 | 1 | 1,717 | 6 | 7,024 | 5 | 18,753 | 8 | 6,389 | 5 | 1,910 | 6 | 3,502 | 14 | 3,349 | 2 | 1,885 |
| GREGORY | 18,542 | 26,788 | 28,451 | 10 | 3,658 | 1 | 941 | 8 | 6,339 | 4 | 5,162 | 4 | 1,545 | 2 | 242 | 3 | 1,036 | 11 | 1,987 | 3 | 1,032 |
| HAAKON | 12,342 | 20,853 | 22,204 | 3 | 2,443 | 1 | 735 | 3 | 4,480 | 2 | 4,019 | 3 | 1,807 | 3 | 559 | 3 | 296 | 10 | 1,807 | 1 | 805 |
| HAMLIN | 11,265 | 16,696 | 17,829 | 6 | 2,165 | 0 | 589 | 7 | 2,181 | 0 | 3,216 | 5 | 1,451 | 0 | 154 | 0 | 237 | 9 | 1,274 | 1 | 646 |
| HAND | 14,696 | 23,100 | 24,569 | 3 | 2,514 | 1 | 813 | 5 | 7,371 | 4 | 3,466 | 2 | 2,000 | 3 | 809 | 1 | 327 | 8 | 1,809 | 2 | 892 |
| HANSON | 3,490 | 4,686 | 4,932 | 2 | 457 | 0 | 164 | 3 | 995 | 1 | 902 | 3 | 401 | 0 | 42 | 2 | 66 | 4 | 504 | 0 | 178 |
| HARDING | 3,136 | 4,513 | 5,005 | 2 | 464 | 0 | 165 | 2 | 1,009 | 0 | 869 | 1 | 408 | 0 | 43 | 0 | 67 | 2 | 233 | 1 | 181 |
| HUGHES | 79,767 | 112,334 | 118,495 | 6 | 6,619 | 6 | 8,399 | 7 | 23,908 | 10 | 35,323 | 11 | 7,265 | 18 | 7,751 | 10 | 5,662 | 20 | 8,999 | 3 | 4,302 |
| Pierre | 77,855 | 109,729 | 115,753 | 5 | 6,602 | 5 | 8,377 | 7 | 23,846 | 10 | 27,141 | 9 | 7,246 | 17 | 7,731 | 10 | 4,617 | 20 | 8,771 | 3 | 4,290 |
| HUTCHINSON | 26,361 | 38,378 | 40,651 | 11 | 7,252 | 2 | 1,344 | 12 | 8,066 | 4 | 4,733 | 7 | 2,642 | 4 | 909 | 1 | 541 | 17 | 2,468 | 5 | 1,475 |
| HYDE | 5,005 | 6,134 | 6,711 | 2 | 621 | 0 | 222 | 3 | 1,795 | 1 | 1,181 | 1 | 546 | 2 | 57 | 1 | 89 | 1 | 312 | 1 | 244 |
| JACKSON | 12,133 | 18,064 | 19,269 | 3 | 1,785 | 0 | 638 | 3 | 1,372 | 0 | 3,481 | 5 | 8,349 | 1 | 164 | 0 | 257 | 3 | 924 | 0 | 699 |
| JERAULD | 10,070 | 15,094 | 16,143 | 3 | 1,145 | 1 | 534 | 3 | 3,258 | 2 | 2,909 | 3 | 1,314 | 0 | 138 | 0 | 215 | 5 | 866 | 2 | 585 |
| JONES | 13,658 | 20,606 | 21,944 | 1 | 2,034 | 0 | 725 | 4 | 3,496 | 3 | 3,969 | 5 | 6,115 | 0 | 187 | 1 | 292 | 3 | 1,017 | 0 | 796 |
| KINGSBURY | 15,665 | 22,825 | 24,280 | 5 | 2,149 | 2 | 803 | 13 | 6,340 | 3 | 1,833 | 3 | 1,976 | 2 | 206 | 5 | 1,712 | 13 | 2,124 | 3 | 1,065 |
| LAKE | 38,984 | 58,775 | 62,120 | 7 | 5,805 | 2 | 1,774 | 6 | 10,820 | 5 | 24,368 | 9 | 2,881 | 9 | 2,499 | 5 | 2,501 | 23 | 5,280 | 3 | 1,701 |
| Madison | 35,435 | 53,655 | 56,731 | 6 | 5,168 | 2 | 1,579 | 3 | 9,632 | 4 | 21,686 | 8 | 2,565 | 8 | 2,500 | 5 | 2,373 | 20 | 4,701 | 3 | 1,701 |
| LAWRENCE | 72,818 | 106,485 | 112,338 | 9 | 6,223 | 6 | 4,195 | 17 | 28,228 | 9 | 28,050 | 18 | 9,193 | 13 | 5,524 | 10 | 3,372 | 51 | 15,378 | 6 | 2,741 |
| Deadwood | | | | | | | | | | | | | | | | | | | | | |
| Lead | 9,660 | 12,118 | 13,010 | 1 | 633 | 2 | 427 | 5 | 2,874 | 1 | 2,807 | 4 | 2,654 | 1 | 563 | 1 | 344 | 9 | 1,418 | 2 | 279 |
| LINCOLN | 28,295 | 45,422 | 48,065 | 14 | 6,099 | 4 | 854 | 14 | 11,838 | 5 | 3,245 | 11 | 4,562 | 5 | 813 | 2 | 640 | 16 | 4,531 | 6 | 1,979 |
| LYMAN | 12,123 | 17,675 | 18,859 | 3 | 2,373 | 0 | 623 | 3 | 3,805 | 0 | 3,405 | 4 | 1,216 | 0 | 161 | 0 | 253 | 11 | 1,646 | 2 | 684 |
| MCCOOK | 17,386 | 25,954 | 27,574 | 6 | 4,298 | 1 | 913 | 12 | 3,138 | 4 | 7,654 | 8 | 5,434 | 0 | 236 | 1 | 369 | 13 | 2,036 | 1 | 1,001 |
| MCPHERSON | 7,132 | 9,182 | 9,920 | 3 | 1,213 | 1 | 328 | 6 | 2,093 | 1 | 1,769 | 5 | 832 | 3 | 390 | 2 | 131 | 8 | 1,047 | 3 | 577 |
| MARSHALL | 13,995 | 26,004 | 27,626 | 6 | 2,773 | 2 | 913 | 5 | 4,460 | 4 | 5,310 | 9 | 2,724 | 2 | 236 | 1 | 368 | 12 | 2,663 | 3 | 1,003 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| MEADE | 45,560 | 65,457 | 69,153 | 9 | 8,460 | 3 | 2,285 | 11 | 14,801 | 7 | 19,360 | 8 | 7,337 | 6 | 1,990 | 2 | 920 | 30 | 6,985 | 4 | 2,642 |
| MELLETTE | 797 | 1,168 | 1,484 | 0 | 139 | 2 | 48 | 1 | 300 | 0 | 225 | 1 | 119 | 1 | 11 | 0 | 20 | 1 | 70 | 1 | 53 |
| MINER | 8,617 | 12,904 | 13,837 | 3 | 3,486 | 1 | 457 | 7 | 1,704 | 1 | 2,487 | 2 | 1,126 | 0 | 118 | 0 | 183 | 14 | 1,763 | 1 | 502 |
| MINNEHAHA | 697,262 | 1,178,674 | 1,240,898 | 53 | 84,764 | 12 | 157,605 | 75 | 186,095 | 47 | 322,959 | 80 | 85,524 | 98 | 67,010 | 65 | 68,650 | 183 | 112,593 | 26 | 60,629 |
| Sioux Falls | 628,804 | 1,057,062 | 1,112,892 | 42 | 61,749 | 11 | 156,237 | 57 | 184,499 | 39 | 233,364 | 53 | 84,829 | 92 | 66,242 | 56 | 46,410 | 157 | 103,760 | 21 | 59,225 |
| MOODY | 10,898 | 18,075 | 19,280 | 4 | 2,363 | 2 | 638 | 6 | 3,918 | 2 | 3,482 | 4 | 1,569 | 4 | 570 | 1 | 256 | 14 | 1,940 | 1 | 700 |
| PENNINGTON | 472,704 | 720,230 | 758,351 | 27 | 61,105 | 15 | 99,961 | 50 | 125,081 | 43 | 197,666 | 51 | 47,214 | 71 | 35,061 | 38 | 46,611 | 139 | 74,512 | 14 | 19,329 |
| Rapid City | 412,806 | 596,163 | 627,761 | 22 | 36,417 | 11 | 80,741 | 39 | 114,827 | 38 | 136,192 | 41 | 43,787 | 68 | 31,940 | 34 | 42,460 | 113 | 58,433 | 12 | 17,607 |
| PERKINS | 16,636 | 27,257 | 28,945 | 7 | 4,185 | 1 | 957 | 5 | 6,934 | 3 | 5,252 | 3 | 2,824 | 5 | 1,509 | 1 | 384 | 6 | 1,331 | 3 | 1,050 |
| POTTER | 11,172 | 18,078 | 19,283 | 4 | 1,963 | 1 | 638 | 6 | 4,370 | 3 | 3,484 | 6 | 3,300 | 1 | 165 | 1 | 256 | 10 | 1,102 | 2 | 701 |
| ROBERTS | 26,558 | 40,480 | 42,863 | 11 | 7,744 | 3 | 5,521 | 11 | 6,086 | 3 | 7,800 | 7 | 4,579 | 1 | 366 | 3 | 1,127 | 24 | 4,895 | 3 | 1,290 |
| SANBORN | 4,910 | 7,033 | 7,658 | 2 | 709 | 0 | 254 | 1 | 1,545 | 2 | 1,355 | 2 | 624 | 1 | 65 | 0 | 102 | 5 | 718 | 0 | 279 |
| SHANNON | 6,887 | 10,268 | 11,063 | 0 | 1,027 | 0 | 366 | 5 | 4,459 | 0 | 1,979 | 2 | 901 | 0 | 95 | 0 | 149 | 2 | 513 | 0 | 401 |
| SPINK | 25,233 | 41,603 | 44,045 | 5 | 2,766 | 2 | 1,456 | 7 | 8,723 | 8 | 12,509 | 5 | 5,829 | 4 | 1,522 | 4 | 366 | 20 | 4,750 | 2 | 1,598 |
| STANLEY | 8,480 | 14,678 | 15,705 | 1 | 1,455 | 0 | 520 | 3 | 3,168 | 0 | 2,827 | 1 | 1,279 | 0 | 134 | 0 | 210 | 6 | 2,428 | 0 | 570 |
| SULLY | 10,243 | 20,287 | 21,609 | 1 | 1,492 | 0 | 533 | 2 | 3,251 | 3 | 11,947 | 3 | 475 | 0 | 137 | 0 | 214 | 5 | 1,114 | 1 | 586 |
| TODD | 11,260 | 16,417 | 17,535 | 3 | 1,186 | 1 | 580 | 3 | 3,539 | 1 | 3,164 | 6 | 4,272 | 0 | 151 | 0 | 233 | 3 | 450 | 0 | 637 |
| TRIPP | 29,474 | 40,737 | 43,134 | 6 | 4,066 | 5 | 4,093 | 9 | 7,945 | 8 | 12,489 | 6 | 5,091 | 4 | 1,781 | 4 | 2,408 | 9 | 1,990 | 3 | 634 |
| TURNER | 17,198 | 25,118 | 26,694 | 6 | 3,314 | 3 | 882 | 8 | 4,579 | 5 | 7,676 | 4 | 1,332 | 2 | 227 | 1 | 356 | 15 | 2,124 | 5 | 1,272 |
| UNION | 19,642 | 31,416 | 33,323 | 4 | 2,376 | 1 | 1,101 | 9 | 6,872 | 3 | 2,571 | 10 | 6,634 | 1 | 285 | 4 | 443 | 17 | 3,847 | 2 | 1,210 |
| WALWORTH | 39,504 | 54,410 | 57,526 | 7 | 5,997 | 1 | 1,901 | 12 | 8,717 | 7 | 15,869 | 9 | 5,439 | 10 | 3,540 | 6 | 1,608 | 17 | 4,956 | 3 | 2,241 |
| YANKTON | 123,996 | 193,931 | 200,382 | 12 | 18,346 | 8 | 19,389 | 12 | 38,451 | 14 | 30,642 | 14 | 6,937 | 21 | 8,622 | 14 | 6,709 | 44 | 13,586 | 5 | 6,199 |
| Yankton | 117,495 | 183,898 | 189,014 | 10 | 17,325 | 8 | 18,311 | 10 | 36,311 | 12 | 29,091 | 13 | 6,551 | 20 | 8,576 | 14 | 5,442 | 36 | 12,360 | 5 | 6,166 |
| ZIEBACH | 1,815 | 2,872 | 3,278 | 1 | 302 | 0 | 107 | 1 | 661 | 0 | 552 | 0 | 266 | 0 | 27 | 0 | 45 | 2 | 152 | 1 | 120 |

# TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STATE TOTALS | 19,604,644 | 33,355,659 | 34,133,463 | | 1,909,074 | | 4,131,613 | | 7,123,744 | | 8,482,408 | | 2,293,342 | | 1,624,149 | | 1,663,643 | | 2,923,136 | | 1,110,380 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Jackson, TN | 400,985 | 678,764 | 694,355 | | 55,636 | | 132,486 | | 119,193 | | 149,074 | | 40,652 | | 39,035 | | 31,714 | | 54,866 | | 19,195 |
| Knoxville, TN | 2,880,814 | 4,805,131 | 4,915,481 | | 307,608 | | 553,851 | | 982,308 | | 1,083,029 | | 327,817 | | 243,432 | | 254,786 | | 546,846 | | 145,573 |
| Nashville, TN | 4,212,811 | 7,682,329 | 7,857,944 | | 369,803 | | 1,011,770 | | 1,531,931 | | 2,050,452 | | 585,192 | | 344,359 | | 381,658 | | 756,110 | | 227,778 |
| Memphis, TN-AR-MS | 4,308,708 | 7,282,889 | 7,463,579 | | 309,958 | | 960,697 | | 1,483,799 | | 1,934,964 | | 573,088 | | 420,924 | | 417,104 | | 601,773 | | 248,915 |
| Chattanooga, TN-GA | 1,869,737 | 3,043,124 | 3,119,446 | | 152,584 | | 373,298 | | 698,767 | | 746,050 | | 240,632 | | 154,214 | | 157,857 | | 251,292 | | 83,381 |
| Clarksville-Hopkinsville, TN-KY | 591,134 | 941,445 | 973,973 | | 72,061 | | 133,390 | | 181,933 | | 306,019 | | 44,580 | | 32,730 | | 40,674 | | 88,589 | | 29,793 |
| Johnson City-Kingsport-Bristol, TN-VA | 1,787,685 | 2,772,579 | 2,837,267 | | 175,720 | | 367,857 | | 617,071 | | 788,417 | | 134,176 | | 126,637 | | 128,251 | | 221,190 | | 90,911 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ANDERSON | 300,662 | 449,613 | 460,026 | 28 | 29,151 | 22 | 43,424 | 61 | 110,342 | 29 | 121,724 | 31 | 23,192 | 28 | 11,727 | 21 | 18,035 | 61 | 23,948 | 19 | 15,572 |
| Oak Ridge | 87,430 | 118,857 | 121,797 | 12 | 5,318 | 9 | 26,679 | 29 | 37,473 | 15 | 29,724 | 13 | 7,160 | 21 | 5,352 | 13 | 6,210 | 32 | 0 | 8 | 3,879 |
| BEDFORD | 88,257 | 153,375 | 157,095 | 5 | 8,062 | 5 | 14,829 | 20 | 35,523 | 20 | 38,980 | 17 | 12,683 | 15 | 5,170 | 15 | 8,154 | 18 | 9,164 | 7 | 6,590 |
| Shelbyville | 84,560 | 146,871 | 150,444 | 5 | 7,875 | 5 | 14,485 | 17 | 34,700 | 20 | 29,777 | 17 | 12,650 | 15 | 5,051 | 15 | 6,557 | 16 | 8,951 | 7 | 6,573 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber Hdwr | | Gen Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat Drink | | Drugs | |
| BENTON | 48,718 | 76,029 | 78,001 | 6 | 4,155 | 4 | 7,363 | 17 | 26,805 | 10 | 13,447 | 11 | 7,120 | 10 | 1,943 | 7 | 1,919 | 15 | 4,092 | 3 | 2,639 |
| BLEDSOE | 15,088 | 25,724 | 26,559 | 5 | 5,385 | 2 | 2,507 | 8 | 6,114 | 4 | 8,103 | 1 | 1,338 | 1 | 477 | 2 | 1,019 | 3 | 600 | 2 | 899 |
| BLOUNT | 378,532 | 634,828 | 649,426 | 25 | 38,526 | 11 | 74,647 | 72 | 126,749 | 37 | 254,620 | 29 | 25,481 | 26 | 10,574 | 33 | 28,102 | 69 | 39,197 | 17 | 19,058 |
| Alcoa | 214,854 | 331,057 | 338,791 | 8 | 10,759 | 6 | 40,642 | 13 | 58,355 | 17 | 154,454 | 6 | 2,803 | 14 | 4,953 | 9 | 6,926 | 27 | 25,186 | 3 | 8,212 |
| Maryville | 128,223 | 237,809 | 243,436 | 11 | 20,601 | 3 | 27,662 | 29 | 65,454 | 14 | 34,124 | 16 | 20,696 | 9 | 5,389 | 21 | 15,310 | 21 | 10,017 | 12 | 10,316 |
| BRADLEY | 292,841 | 543,361 | 555,892 | 28 | 48,382 | 13 | 62,334 | 64 | 125,622 | 35 | 154,800 | 35 | 29,166 | 36 | 28,910 | 35 | 20,669 | 65 | 43,888 | 16 | 18,755 |
| Cleveland | 266,133 | 490,403 | 501,738 | 23 | 22,951 | 12 | 60,765 | 56 | 123,764 | 32 | 115,829 | 27 | 28,735 | 34 | 28,482 | 33 | 20,363 | 61 | 43,239 | 15 | 18,477 |
| CAMPBELL | 121,573 | 210,703 | 215,718 | 11 | 8,525 | 11 | 14,360 | 26 | 52,530 | 18 | 54,823 | 30 | 20,681 | 14 | 7,494 | 14 | 7,171 | 38 | 19,527 | 9 | 7,788 |
| CANNON | 21,516 | 35,546 | 36,603 | 5 | 2,647 | 3 | 1,701 | 9 | 11,237 | 2 | 9,685 | 3 | 1,845 | 5 | 579 | 3 | 1,404 | 5 | 907 | 3 | 1,239 |
| CARROLL | 79,785 | 127,957 | 131,102 | 18 | 11,055 | 6 | 12,782 | 32 | 32,550 | 10 | 34,461 | 19 | 4,115 | 24 | 3,940 | 8 | 7,319 | 31 | 5,438 | 12 | 5,956 |
| CARTER | 114,585 | 183,318 | 187,714 | 11 | 17,300 | 10 | 24,037 | 36 | 51,006 | 22 | 34,227 | 13 | 6,444 | 14 | 5,840 | 15 | 7,993 | 32 | 14,685 | 13 | 9,390 |
| Elizabethton | 95,491 | 150,608 | 154,265 | 7 | 12,229 | 6 | 22,459 | 19 | 45,993 | 18 | 24,191 | 9 | 6,415 | 13 | 4,128 | 14 | 5,649 | 25 | 12,561 | 12 | 6,637 |
| CHEATHAM | 44,836 | 80,219 | 82,286 | 4 | 3,838 | 4 | 7,767 | 12 | 21,030 | 5 | 16,367 | 7 | 17,071 | 2 | 1,480 | 2 | 3,157 | 11 | 2,770 | 5 | 2,786 |
| CHESTER | 30,026 | 54,916 | 56,411 | 3 | 2,894 | 5 | 2,496 | 8 | 12,604 | 4 | 14,926 | 5 | 2,266 | 8 | 2,607 | 7 | 3,811 | 8 | 3,289 | 4 | 1,871 |
| CLAIBORNE | 51,287 | 101,624 | 104,174 | 5 | 11,548 | 5 | 8,489 | 26 | 26,895 | 12 | 8,921 | 14 | 4,056 | 6 | 1,580 | 13 | 8,800 | 23 | 8,144 | 4 | 3,842 |
| CLAY | 10,015 | 18,570 | 19,244 | 2 | 988 | 2 | 1,818 | 3 | 5,558 | 1 | 5,091 | 3 | 970 | 1 | 345 | 0 | 738 | 8 | 1,280 | 2 | 652 |
| COCKE | 91,080 | 144,000 | 147,508 | 9 | 10,935 | 6 | 15,018 | 23 | 33,586 | 16 | 25,315 | 14 | 11,559 | 17 | 8,410 | 10 | 7,354 | 23 | 10,635 | 8 | 4,870 |
| COFFEE | 180,493 | 301,690 | 308,761 | 18 | 19,413 | 15 | 46,606 | 34 | 60,852 | 20 | 73,279 | 27 | 19,197 | 34 | 8,966 | 23 | 13,812 | 52 | 25,404 | 17 | 11,611 |
| CROCKETT | 31,342 | 47,300 | 48,623 | 4 | 2,016 | 6 | 1,564 | 12 | 12,147 | 5 | 12,865 | 7 | 2,347 | 6 | 1,418 | 4 | 1,579 | 9 | 1,232 | 6 | 1,784 |
| CUMBERLAND | 123,066 | 251,252 | 257,183 | 7 | 18,044 | 8 | 23,537 | 31 | 51,486 | 21 | 65,020 | 22 | 26,963 | 16 | 9,312 | 10 | 4,840 | 37 | 20,102 | 9 | 9,575 |
| DAVIDSON | 2,912,982 | 5,092,622 | 5,207,944 | 118 | 205,096 | 75 | 797,051 | 382 | 897,221 | 180 | 1,357,077 | 277 | 343,652 | 355 | 236,143 | 236 | 283,366 | 726 | 569,888 | 127 | 141,580 |
| Nashville | 2,761,132 | 4,830,706 | 4,940,110 | 112 | 155,125 | 70 | 701,616 | 368 | 871,808 | 171 | 1,029,677 | 264 | 323,920 | 322 | 215,430 | 224 | 274,957 | 692 | 535,913 | 118 | 130,421 |
| DECATUR | 32,245 | 55,038 | 56,536 | 2 | 2,902 | 3 | 4,962 | 8 | 12,033 | 6 | 18,043 | 12 | 6,885 | 4 | 763 | 6 | 1,428 | 11 | 2,067 | 3 | 1,914 |
| DEKALB | 35,749 | 61,987 | 63,642 | 3 | 1,920 | 6 | 5,267 | 17 | 17,410 | 7 | 14,744 | 8 | 4,699 | 7 | 1,480 | 4 | 2,583 | 12 | 2,969 | 4 | 2,563 |
| DICKSON | 113,733 | 205,900 | 210,806 | 8 | 11,332 | 5 | 19,900 | 30 | 49,283 | 15 | 52,921 | 20 | 15,559 | 23 | 9,701 | 12 | 11,560 | 31 | 12,339 | 7 | 6,016 |
| DYER | 136,686 | 213,980 | 219,069 | 13 | 17,151 | 6 | 20,387 | 28 | 40,233 | 23 | 62,727 | 21 | 12,543 | 31 | 14,863 | 22 | 12,579 | 35 | 13,843 | 11 | 7,165 |
| Dyersburg | 121,604 | 190,940 | 195,508 | 11 | 15,515 | 6 | 19,859 | 18 | 33,296 | 20 | 56,740 | 18 | 11,346 | 29 | 13,444 | 18 | 6,866 | 28 | 12,550 | 9 | 6,481 |
| FAYETTE | 35,369 | 73,830 | 75,752 | 4 | 1,701 | 5 | 7,151 | 22 | 26,162 | 11 | 14,499 | 9 | 3,943 | 5 | 1,261 | 4 | 1,238 | 7 | 3,446 | 3 | 2,524 |
| FENTRESS | 41,635 | 78,248 | 80,270 | 3 | 11,497 | 3 | 4,300 | 11 | 17,877 | 8 | 5,754 | 10 | 6,582 | 9 | 12,109 | 6 | 1,924 | 9 | 2,819 | 2 | 2,718 |
| FRANKLIN | 98,920 | 168,669 | 172,734 | 13 | 22,015 | 6 | 17,851 | 28 | 39,475 | 16 | 41,997 | 13 | 8,656 | 5 | 3,215 | 13 | 5,549 | 25 | 11,055 | 12 | 6,163 |
| GIBSON | 161,344 | 271,006 | 277,383 | 20 | 16,354 | 18 | 30,838 | 51 | 67,399 | 30 | 80,344 | 35 | 17,063 | 46 | 10,996 | 21 | 8,627 | 49 | 12,539 | 19 | 13,781 |
| Milan | 43,135 | 72,962 | 74,865 | 2 | 4,161 | 6 | 7,846 | 11 | 24,593 | 9 | 13,971 | 7 | 4,878 | 13 | 1,984 | 5 | 1,235 | 15 | 4,809 | 6 | 5,420 |
| GILES | 89,734 | 141,185 | 144,629 | 8 | 6,105 | 6 | 12,530 | 26 | 27,845 | 15 | 22,808 | 18 | 18,111 | 16 | 5,669 | 8 | 7,714 | 28 | 7,365 | 10 | 6,822 |
| GRAINGER | 18,379 | 28,178 | 29,069 | 0 | 1,492 | 3 | 2,744 | 10 | 4,440 | 3 | 7,693 | 6 | 3,046 | 1 | 522 | 1 | 1,115 | 8 | 1,676 | 2 | 984 |
| GREENE | 205,265 | 347,213 | 355,312 | 21 | 23,741 | 15 | 35,174 | 45 | 78,327 | 30 | 78,990 | 23 | 32,079 | 28 | 13,942 | 18 | 13,546 | 46 | 22,869 | 11 | 12,553 |
| Greeneville | 180,203 | 301,935 | 309,062 | 17 | 18,626 | 12 | 33,427 | 27 | 77,584 | 26 | 57,980 | 16 | 30,629 | 26 | 13,943 | 17 | 10,796 | 39 | 21,368 | 10 | 9,848 |
| GRUNDY | 34,606 | 62,917 | 64,593 | 4 | 9,133 | 4 | 1,431 | 11 | 12,300 | 4 | 5,028 | 9 | 13,159 | 0 | 1,162 | 4 | 935 | 9 | 4,032 | 6 | 2,762 |
| HAMBLEN | 246,837 | 412,976 | 422,561 | 17 | 44,916 | 11 | 49,474 | 58 | 97,106 | 34 | 113,357 | 26 | 18,840 | 35 | 21,664 | 27 | 12,865 | 50 | 28,242 | 17 | 12,061 |
| Morristown | 231,253 | 379,211 | 388,033 | 14 | 44,420 | 11 | 47,598 | 37 | 89,062 | 29 | 83,551 | 25 | 18,633 | 33 | 21,425 | 24 | 9,695 | 43 | 26,184 | 16 | 11,927 |
| HAMILTON | 1,456,406 | 2,338,387 | 2,391,477 | 89 | 110,389 | 57 | 320,680 | 173 | 459,118 | 129 | 641,271 | 199 | 167,692 | 167 | 123,199 | 144 | 129,577 | 392 | 213,705 | 72 | 62,529 |
| Chattanooga | 1,185,600 | 1,968,021 | 2,012,743 | 55 | 65,554 | 46 | 290,202 | 125 | 375,734 | 108 | 485,510 | 136 | 137,198 | 135 | 113,025 | 107 | 78,504 | 286 | 158,040 | 51 | 55,244 |
| HANCOCK | 10,702 | 17,264 | 17,908 | 3 | 919 | 0 | 1,691 | 3 | 3,736 | 2 | 4,737 | 3 | 1,307 | 3 | 323 | 2 | 686 | 4 | 1,824 | 4 | 605 |
| HARDEMAN | 63,866 | 102,837 | 105,415 | 11 | 14,244 | 7 | 7,326 | 35 | 27,754 | 13 | 25,117 | 12 | 6,304 | 11 | 1,410 | 5 | 2,153 | 14 | 2,889 | 9 | 3,057 |
| HARDIN | 72,934 | 119,941 | 122,905 | 10 | 10,523 | 8 | 20,525 | 16 | 20,465 | 19 | 32,249 | 8 | 4,773 | 17 | 3,819 | 9 | 4,830 | 27 | 7,340 | 8 | 3,738 |
| HAWKINS | 95,685 | 155,155 | 158,915 | 11 | 11,448 | 10 | 10,235 | 33 | 52,133 | 12 | 34,495 | 14 | 6,409 | 11 | 3,549 | 7 | 1,989 | 22 | 8,161 | 11 | 7,921 |
| HAYWOOD | 53,005 | 94,584 | 96,975 | 7 | 5,742 | 4 | 9,154 | 17 | 24,498 | 7 | 12,044 | 12 | 15,118 | 14 | 3,524 | 9 | 3,971 | 16 | 4,931 | 7 | 4,055 |
| HENDERSON | 64,868 | 114,987 | 117,839 | 11 | 11,515 | 5 | 11,199 | 21 | 20,474 | 12 | 29,878 | 12 | 8,138 | 12 | 4,062 | 8 | 5,747 | 20 | 6,750 | 7 | 3,776 |
| HENRY | 105,346 | 163,905 | 167,862 | 8 | 9,831 | 9 | 19,586 | 28 | 37,487 | 15 | 33,968 | 16 | 10,133 | 27 | 10,153 | 10 | 6,527 | 36 | 11,944 | 8 | 6,992 |
| Paris | 94,367 | 146,517 | 150,082 | 6 | 8,216 | 5 | 16,369 | 21 | 37,309 | 14 | 28,388 | 14 | 8,468 | 25 | 10,105 | 9 | 5,240 | 20 | 8,597 | 7 | 6,958 |
| HICKMAN | 26,893 | 45,974 | 47,267 | 4 | 2,424 | 3 | 1,057 | 12 | 15,190 | 5 | 3,689 | 10 | 5,193 | 3 | 401 | 3 | 806 | 13 | 1,142 | 2 | 1,601 |
| HOUSTON | 12,665 | 19,708 | 20,407 | 1 | 1,047 | 1 | 1,926 | 7 | 7,849 | 3 | 1,072 | 3 | 1,197 | 1 | 368 | 2 | 784 | 6 | 800 | 5 | 5,048 |
| HUMPHREYS | 53,668 | 78,423 | 80,449 | 6 | 3,542 | 5 | 7,594 | 21 | 22,907 | 8 | 21,539 | 12 | 6,917 | 6 | 996 | 5 | 1,299 | 20 | 5,248 | 4 | 2,061 |
| JACKSON | 14,105 | 24,311 | 25,114 | 2 | 1,287 | 1 | 2,371 | 6 | 5,317 | 3 | 863 | 5 | 1,347 | 0 | 452 | 3 | 1,075 | 8 | 1,000 | 2 | 851 |

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| JEFFERSON | 72,882 | 119,013 | 121,956 | 10 | 7,789 | 8 | 8,490 | 17 | 39,498 | 5 | 9,364 | 21 | 12,475 | 13 | 2,654 | 10 | 3,919 | 16 | 8,028 | 10 | 7,132 |
| JOHNSON | 26,212 | 38,454 | 39,577 | 4 | 2,031 | 4 | 2,665 | 12 | 14,105 | 7 | 3,153 | 6 | 3,191 | 4 | 963 | 3 | 766 | 7 | 2,765 | 3 | 1,339 |
| KNOX | 1,866,396 | 3,139,773 | 3,210,970 | 113 | 196,304 | 55 | 406,162 | 273 | 604,785 | 137 | 649,026 | 193 | 227,442 | 244 | 201,008 | 178 | 188,601 | 438 | 390,861 | 78 | 91,786 |
| Knoxville | 1,471,098 | 2,385,871 | 2,440,034 | 80 | 125,211 | 44 | 353,238 | 206 | 429,494 | 96 | 401,914 | 134 | 197,617 | 191 | 161,880 | 156 | 127,558 | 356 | 321,209 | 61 | 71,669 |
| LAKE | 13,939 | 19,389 | 20,081 | 4 | 932 | 2 | 1,712 | 10 | 5,849 | 3 | 4,803 | 6 | 1,358 | 3 | 326 | 2 | 696 | 9 | 2,009 | 4 | 1,391 |
| LAUDERDALE | 49,225 | 90,674 | 92,977 | 6 | 5,853 | 5 | 8,776 | 17 | 17,604 | 13 | 20,347 | 13 | 7,698 | 14 | 4,665 | 7 | 3,661 | 19 | 3,202 | 5 | 3,837 |
| LAWRENCE | 115,744 | 186,635 | 191,106 | 9 | 13,280 | 10 | 17,727 | 22 | 33,883 | 33 | 52,693 | 19 | 12,452 | 19 | 8,283 | 19 | 14,076 | 31 | 8,055 | 11 | 8,126 |
| LEWIS | 23,682 | 39,357 | 40,500 | 5 | 2,676 | 7 | 2,775 | 10 | 10,144 | 7 | 10,479 | 6 | 2,719 | 4 | 545 | 5 | 658 | 5 | 866 | 3 | 1,955 |
| LINCOLN | 78,924 | 146,364 | 149,925 | 12 | 6,443 | 5 | 14,152 | 26 | 42,780 | 15 | 18,428 | 12 | 11,904 | 16 | 6,332 | 10 | 4,666 | 23 | 8,000 | 6 | 6,854 |
| LOUDON | 96,018 | 135,448 | 138,762 | 8 | 10,965 | 6 | 9,030 | 29 | 33,944 | 21 | 43,236 | 17 | 11,875 | 15 | 4,131 | 10 | 7,006 | 26 | 8,567 | 9 | 5,310 |
| MCMINN | 164,195 | 273,268 | 279,697 | 9 | 14,781 | 6 | 20,387 | 35 | 100,642 | 24 | 39,330 | 32 | 12,855 | 30 | 16,345 | 21 | 9,707 | 46 | 19,745 | 11 | 10,934 |
| Athens | 133,323 | 221,410 | 226,667 | 7 | 9,935 | 4 | 13,703 | 18 | 91,603 | 18 | 27,042 | 16 | 7,923 | 24 | 14,093 | 13 | 6,060 | 26 | 14,148 | 6 | 8,129 |
| MCNAIRY | 57,609 | 103,519 | 106,112 | 10 | 4,200 | 4 | 10,017 | 14 | 23,325 | 16 | 25,583 | 10 | 5,009 | 11 | 2,387 | 7 | 3,423 | 17 | 4,254 | 7 | 3,781 |
| MACON | 38,242 | 57,428 | 58,980 | 7 | 6,441 | 6 | 3,969 | 15 | 18,874 | 5 | 6,288 | 8 | 3,372 | 4 | 1,061 | 3 | 1,411 | 8 | 1,158 | 4 | 2,343 |
| MADISON | 400,985 | 678,764 | 694,355 | 27 | 55,636 | 18 | 132,486 | 73 | 119,193 | 39 | 149,074 | 51 | 40,652 | 59 | 39,035 | 42 | 31,714 | 96 | 54,866 | 22 | 19,195 |
| Jackson | 377,651 | 644,537 | 659,354 | 26 | 50,893 | 17 | 121,188 | 66 | 119,196 | 38 | 136,361 | 43 | 40,653 | 57 | 39,036 | 38 | 21,559 | 91 | 51,847 | 21 | 17,559 |
| MARION | 73,074 | 113,745 | 116,569 | 8 | 5,982 | 8 | 9,254 | 14 | 28,194 | 15 | 24,913 | 17 | 11,395 | 11 | 2,098 | 4 | 4,472 | 14 | 5,467 | 8 | 4,682 |
| MARSHALL | 69,607 | 129,032 | 132,201 | 5 | 4,570 | 7 | 11,716 | 22 | 33,382 | 13 | 45,309 | 11 | 6,503 | 14 | 3,369 | 6 | 6,646 | 17 | 5,769 | 8 | 5,838 |
| MAURY | 194,004 | 311,900 | 319,201 | 23 | 19,460 | 12 | 36,677 | 55 | 74,881 | 24 | 59,610 | 35 | 18,290 | 39 | 18,585 | 32 | 17,397 | 55 | 25,000 | 19 | 13,026 |
| Columbia | 171,279 | 278,033 | 284,569 | 17 | 12,755 | 9 | 31,077 | 37 | 68,883 | 22 | 50,509 | 26 | 17,703 | 36 | 17,866 | 24 | 12,516 | 45 | 19,486 | 15 | 11,606 |
| MEIGS | 13,726 | 24,111 | 24,910 | 0 | 1,278 | 2 | 2,352 | 10 | 8,563 | 5 | 2,964 | 2 | 1,256 | 1 | 447 | 2 | 957 | 6 | 1,025 | 1 | 844 |
| MONROE | 92,258 | 185,217 | 189,656 | 12 | 19,738 | 9 | 15,058 | 29 | 35,952 | 19 | 43,676 | 17 | 16,123 | 15 | 9,906 | 10 | 5,607 | 33 | 15,786 | 7 | 5,321 |
| MONTGOMERY | 355,104 | 582,800 | 596,222 | 22 | 47,093 | 15 | 92,057 | 61 | 113,040 | 42 | 193,643 | 36 | 25,213 | 36 | 15,400 | 42 | 26,538 | 111 | 61,473 | 15 | 16,091 |
| Clarksville | 334,264 | 558,885 | 571,767 | 19 | 45,421 | 14 | 88,789 | 42 | 107,623 | 41 | 186,769 | 34 | 24,317 | 35 | 15,345 | 39 | 25,597 | 103 | 56,113 | 13 | 15,520 |
| MOORE | 4,961 | 8,509 | 8,955 | 1 | 385 | 1 | 710 | 7 | 3,824 | 1 | 1,988 | 3 | 544 | 0 | 135 | 0 | 288 | 4 | 378 | 1 | 255 |
| MORGAN | 15,193 | 25,511 | 26,341 | 2 | 1,351 | 2 | 2,486 | 12 | 9,306 | 5 | 6,969 | 3 | 1,328 | 3 | 144 | 0 | 1,011 | 2 | 1,371 | 2 | 891 |
| OBION | 128,875 | 207,751 | 212,699 | 17 | 19,398 | 8 | 21,497 | 26 | 42,885 | 26 | 55,924 | 18 | 12,230 | 33 | 11,751 | 17 | 5,749 | 34 | 18,209 | 9 | 6,815 |
| South Fulton | 7,742 | 12,169 | 12,698 | 1 | 1,064 | 0 | 1,180 | 1 | 2,353 | 3 | 1,170 | 4 | 671 | 3 | 645 | 2 | 316 | 6 | 3,923 | 1 | 374 |
| Union City | 105,055 | 165,033 | 169,016 | 11 | 16,580 | 7 | 18,374 | 14 | 36,654 | 16 | 38,025 | 8 | 10,452 | 27 | 10,045 | 12 | 4,913 | 20 | 12,557 | 5 | 5,824 |
| OVERTON | 40,155 | 64,076 | 65,778 | 5 | 10,188 | 5 | 5,476 | 14 | 18,239 | 6 | 5,957 | 8 | 3,192 | 10 | 1,613 | 4 | 3,905 | 10 | 2,555 | 5 | 3,476 |
| PERRY | 9,415 | 18,429 | 19,099 | 2 | 980 | 0 | 1,802 | 6 | 7,834 | 4 | 807 | 3 | 713 | 1 | 343 | 2 | 735 | 7 | 928 | 2 | 647 |
| PICKETT | 10,373 | 17,594 | 18,246 | 1 | 935 | 2 | 1,723 | 2 | 3,863 | 3 | 4,828 | 6 | 2,206 | 1 | 328 | 1 | 700 | 2 | 950 | 2 | 617 |
| POLK | 21,863 | 38,030 | 39,143 | 3 | 1,645 | 5 | 3,129 | 9 | 14,436 | 6 | 3,552 | 3 | 1,973 | 3 | 382 | 3 | 1,503 | 8 | 1,660 | 5 | 1,441 |
| PUTNAM | 207,514 | 399,011 | 408,281 | 20 | 26,426 | 9 | 40,862 | 44 | 96,003 | 25 | 55,110 | 35 | 33,854 | 44 | 32,231 | 20 | 15,166 | 61 | 35,458 | 12 | 15,681 |
| Cookeville | 185,624 | 359,833 | 368,217 | 15 | 17,700 | 8 | 32,142 | 31 | 90,590 | 22 | 43,349 | 28 | 32,786 | 42 | 31,034 | 19 | 11,931 | 52 | 32,894 | 9 | 14,641 |
| RHEA | 62,640 | 115,613 | 118,479 | 9 | 8,504 | 7 | 6,068 | 15 | 39,810 | 15 | 22,916 | 8 | 7,410 | 19 | 5,948 | 6 | 2,775 | 21 | 8,137 | 7 | 4,983 |
| ROANE | 162,610 | 257,557 | 263,631 | 14 | 14,311 | 13 | 20,147 | 38 | 72,630 | 24 | 91,079 | 19 | 10,479 | 22 | 9,959 | 16 | 11,077 | 38 | 17,255 | 15 | 11,189 |
| Harriman | 71,207 | 102,933 | 105,513 | 6 | 7,591 | 5 | 10,686 | 11 | 17,933 | 8 | 36,808 | 8 | 4,228 | 13 | 3,949 | 6 | 5,876 | 17 | 10,138 | 5 | 4,381 |
| ROBERTSON | 107,633 | 166,334 | 170,346 | 5 | 3,860 | 4 | 16,081 | 29 | 39,306 | 15 | 41,771 | 23 | 25,683 | 16 | 3,066 | 8 | 6,535 | 23 | 8,495 | 10 | 6.225 |
| RUTHERFORD | 351,096 | 739,734 | 756,702 | 24 | 52,621 | 16 | 71,681 | 66 | 172,427 | 36 | 164,105 | 59 | 64,762 | 64 | 44,725 | 40 | 34,238 | 74 | 64,935 | 22 | 22,930 |
| Murfreesboro | 271,938 | 566,119 | 579,165 | 17 | 33,109 | 10 | 55,503 | 43 | 109,556 | 29 | 110,239 | 45 | 54,892 | 56 | 41,281 | 33 | 26,510 | 56 | 53,681 | 14 | 17,323 |
| SCOTT | 51,624 | 98,214 | 98,642 | 3 | 3,344 | 4 | 9,310 | 19 | 31,379 | 11 | 13,890 | 11 | 4,157 | 9 | 1,882 | 1 | 3,783 | 10 | 3,781 | 4 | 5,118 |
| SEQUATCHIE | 22,118 | 38,001 | 39,114 | 1 | 2,006 | 4 | 1,682 | 7 | 16,684 | 4 | 6,953 | 6 | 3,080 | 2 | 705 | 2 | 1,502 | 8 | 1,505 | 3 | 1,161 |
| SEVIER | 229,382 | 408,364 | 417,845 | 13 | 32,112 | 9 | 15,912 | 70 | 89,886 | 15 | 33,671 | 31 | 34,861 | 54 | 16,476 | 27 | 14,010 | 121 | 81,773 | 10 | 10,152 |
| Sevierville | 77,108 | 148,301 | 151,906 | 7 | 10,602 | 6 | 5,254 | 17 | 36,907 | 9 | 23,634 | 13 | 21,050 | 22 | 8,308 | 7 | 3,584 | 13 | 9,369 | 4 | 3,352 |
| SHELBY | 3,816,663 | 6,472,270 | 6,618,766 | 151 | 240,100 | 125 | 892,026 | 604 | 1,285,053 | 273 | 1,732,082 | 369 | 458,773 | 530 | 398,264 | 324 | 399,097 | 850 | 560,474 | 138 | 226,271 |
| Memphis | 3,363,383 | 5,625,960 | 5,753,333 | 118 | 156,136 | 105 | 737,448 | 521 | 873,298 | 241 | 1,222,384 | 327 | 391,717 | 421 | 316,566 | 286 | 293,488 | 751 | 491,420 | 119 | 194,619 |
| SMITH | 37,446 | 65,692 | 67,430 | 5 | 4,435 | 8 | 3,208 | 13 | 16,192 | 6 | 10,586 | 9 | 5,291 | 6 | 2,249 | 5 | 2,588 | 10 | 2,262 | 7 | 2,689 |
| STEWART | 16,497 | 24,629 | 25,439 | 2 | 1,306 | 3 | 2,402 | 7 | 7,240 | 4 | 6,730 | 1 | 1,282 | 1 | 458 | 3 | 1,579 | 8 | 1,859 | 3 | 935 |
| SULLIVAN | 751,148 | 1,089,989 | 1,114,871 | 39 | 57,024 | 22 | 160,595 | 116 | 207,136 | 80 | 379,225 | 75 | 50,788 | 92 | 58,073 | 56 | 50,361 | 140 | 89,158 | 37 | 37,224 |
| Bristol | 214,673 | 323,541 | 331,105 | 7 | 5,348 | 4 | 35,584 | 25 | 71,689 | 27 | 111,543 | 16 | 20,432 | 26 | 13,090 | 14 | 15,023 | 49 | 26,298 | 12 | 11,619 |
| Kingsport | 467,618 | 664,123 | 679,383 | 20 | 41,268 | 16 | 116,222 | 67 | 133,911 | 42 | 162,446 | 38 | 29,627 | 62 | 42,027 | 35 | 21,001 | 78 | 62,760 | 21 | 25,483 |
| SUMMER | 275,722 | 526,952 | 539,113 | 26 | 51,607 | 13 | 42,903 | 64 | 137,127 | 38 | 148,246 | 32 | 30,662 | 37 | 17,404 | 26 | 16,826 | 54 | 34,232 | 22 | 21,631 |
| TIPTON | 86,674 | 146,368 | 149,929 | 10 | 14,909 | 10 | 17,274 | 34 | 35,394 | 21 | 37,109 | 13 | 8,915 | 13 | 4,348 | 7 | 3,097 | 16 | 6,891 | 7 | 3,983 |
| TROUSDALE | 16,671 | 19,368 | 20,058 | 2 | 1,029 | 2 | 1,894 | 10 | 7,754 | 2 | 5,306 | 6 | 799 | 2 | 361 | 2 | 771 | 2 | 1,044 | 3 | 965 |
| UNICOI | 32,237 | 46,735 | 48,045 | 5 | 2,813 | 5 | 6,251 | 7 | 12,983 | 11 | 9,885 | 6 | 1,799 | 5 | 879 | 6 | 2,131 | 17 | 5,888 | 4 | 1,637 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNION | 14,581 | 25,362 | 26,189 | 3 | 2,236 | 1 | 2,472 | 12 | 6,607 | 2 | 6,931 | 2 | 1,320 | 0 | 471 | 0 | 1,005 | 2 | 1,363 | 1 | 887 |
| VAN BUREN | 2,770 | 5,281 | 5,654 | 0 | 290 | 0 | 534 | 4 | 1,198 | 0 | 1,496 | 0 | 286 | 0 | 102 | 0 | 216 | 1 | 294 | 0 | 192 |
| WARREN | 112,529 | 162,056 | 165,972 | 15 | 13,289 | 7 | 15,170 | 30 | 40,619 | 19 | 32,165 | 11 | 6,445 | 28 | 10,837 | 12 | 7,292 | 32 | 10,231 | 9 | 6,074 |
| WASHINGTON | 419,713 | 684,767 | 700,493 | 30 | 48,093 | 14 | 95,815 | 74 | 163,630 | 43 | 178,284 | 46 | 31,344 | 57 | 26,546 | 40 | 35,067 | 105 | 59,311 | 21 | 20,662 |
| Johnson City | 375,269 | 608,355 | 622,355 | 20 | 32,102 | 13 | 93,138 | 49 | 159,233 | 33 | 123,977 | 32 | 30,550 | 52 | 24,047 | 38 | 34,101 | 90 | 53,902 | 16 | 18,089 |
| WAYNE | 28,477 | 52,848 | 54,296 | 5 | 7,466 | 3 | 827 | 20 | 20,179 | 4 | 14,367 | 6 | 1,033 | 4 | 1,002 | 2 | 2,084 | 8 | 1,206 | 4 | 2,459 |
| WEAKLEY | 88,554 | 159,752 | 163,616 | 14 | 12,856 | 7 | 15,445 | 35 | 42,683 | 15 | 31,692 | 15 | 7,652 | 19 | 5,722 | 9 | 8,524 | 34 | 12,142 | 13 | 6,940 |
| WHITE | 53,526 | 98,155 | 100,627 | 7 | 5,529 | 5 | 6,699 | 19 | 20,590 | 13 | 43,141 | 9 | 4,998 | 9 | 1,847 | 5 | 1,785 | 12 | 3,857 | 5 | 3,140 |
| WILLIAMSON | 234,074 | 550,318 | 563,006 | 13 | 17,996 | 10 | 33,216 | 53 | 138,982 | 15 | 201,984 | 31 | 40,418 | 34 | 20,331 | 22 | 16,962 | 45 | 40,779 | 13 | 17,949 |
| WILSON | 172,735 | 320,250 | 327,740 | 16 | 23,454 | 11 | 23,172 | 54 | 76,556 | 17 | 67,981 | 30 | 47,386 | 33 | 11,509 | 16 | 9,014 | 45 | 22,671 | 11 | 8,662 |
| Lebanon | 134,128 | 231,869 | 237,362 | 12 | 15,095 | 8 | 15,536 | 31 | 55,704 | 14 | 35,801 | 24 | 43,036 | 28 | 9,116 | 14 | 6,043 | 35 | 15,201 | 8 | 6,686 |

# TEXAS RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**............... | 82,272,212 | 131,404,803 | 134,821,031 | 8,899,930 | 15,136,469 | 27,522,387 | 37,603,256 | 7,247,384 | 7,633,570 | 7,248,197 | 12,196,332 | 3,281,572 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Abilene, TX | 804,342 | 1,128,918 | 1,162,297 | 84,102 | 92,139 | 193,914 | 360,468 | 61,970 | 51,730 | 61,653 | 92,942 | 26,710 |
| Amarillo, TX | 1,220,497 | 1,879,742 | 1,935,255 | 162,294 | 199,231 | 358,141 | 613,474 | 72,937 | 128,176 | 114,657 | 176,796 | 30,456 |
| Austin, TX | 3,399,672 | 6,722,750 | 6,922,117 | 608,399 | 759,983 | 1,343,767 | 1,875,311 | 336,878 | 394,035 | 434,592 | 768,415 | 136,785 |
| Beaumont-Port Arthur, TX | 2,093,311 | 2,644,209 | 2,722,260 | 169,634 | 306,136 | 551,471 | 756,419 | 163,845 | 170,904 | 137,612 | 218,833 | 78,517 |
| Brazoria, TX | 795,628 | 1,138,509 | 1,139,717 | 106,369 | 113,281 | 319,135 | 295,622 | 49,063 | 52,324 | 46,885 | 78,512 | 30,502 |
| Brownsville-Harlingen, TX | 1,025,512 | 1,667,427 | 1,726,033 | 123,259 | 218,167 | 405,301 | 368,427 | 52,037 | 138,594 | 116,342 | 143,644 | 33,928 |
| Bryan-College Station, TX | 591,693 | 1,059,990 | 1,061,253 | 97,508 | 149,677 | 230,625 | 230,773 | 53,105 | 64,433 | 44,336 | 117,491 | 16,040 |
| Corpus Christi, TX | 1,844,288 | 2,715,647 | 2,796,023 | 164,271 | 290,129 | 635,357 | 768,059 | 186,509 | 134,826 | 160,141 | 259,734 | 52,522 |
| Dallas, TX | 13,066,550 | 24,218,766 | 24,937,948 | 1,222,340 | 2,749,667 | 4,533,362 | 7,184,721 | 1,463,654 | 1,413,085 | 1,450,402 | 2,477,252 | 624,351 |
| El Paso, TX | 2,120,722 | 3,552,241 | 3,657,702 | 202,907 | 562,883 | 698,905 | 905,556 | 178,625 | 245,901 | 242,975 | 348,578 | 78,480 |
| Fort Worth-Arlington, TX | 6,122,691 | 11,142,240 | 11,473,064 | 665,471 | 1,397,930 | 2,276,737 | 3,387,006 | 591,504 | 577,967 | 549,389 | 1,080,375 | 266,302 |
| Galveston-Texas City, TX | 1,042,954 | 1,434,100 | 1,476,557 | 110,699 | 132,911 | 376,865 | 390,659 | 78,847 | 88,251 | 48,354 | 142,158 | 42,086 |
| Houston, TX | 18,823,229 | 25,940,945 | 26,711,553 | 1,636,621 | 3,096,656 | 5,270,128 | 7,517,450 | 1,458,522 | 1,566,823 | 1,512,465 | 2,587,276 | 714,509 |
| Kileen-Temple, TX | 892,169 | 1,534,227 | 1,539,562 | 83,539 | 210,920 | 325,497 | 452,845 | 69,434 | 65,385 | 83,902 | 146,884 | 29,414 |
| Laredo, TX | 701,337 | 1,072,998 | 1,104,714 | 63,042 | 174,501 | 234,123 | 145,524 | 30,550 | 145,995 | 116,792 | 64,312 | 20,414 |
| Longview-Marshall, TX | 1,064,402 | 1,484,670 | 1,528,431 | 101,797 | 172,656 | 315,001 | 473,351 | 65,488 | 88,467 | 95,656 | 120,921 | 39,507 |
| Lubbock, TX | 1,344,799 | 2,018,198 | 2,078,029 | 153,998 | 259,738 | 368,342 | 692,297 | 62,228 | 113,991 | 142,550 | 185,038 | 32,930 |
| McAllen-Edinburg-Mission, TX | 1,352,119 | 2,350,165 | 2,419,870 | 208,701 | 347,434 | 508,546 | 532,475 | 66,428 | 248,098 | 155,578 | 166,666 | 56,880 |
| Midland, TX | 713,358 | 921,750 | 948,967 | 100,581 | 120,066 | 181,397 | 219,111 | 59,422 | 49,860 | 63,871 | 75,491 | 17,806 |
| Odessa, TX | 993,340 | 1,119,495 | 1,152,594 | 104,981 | 158,728 | 213,508 | 354,292 | 33,610 | 59,410 | 76,414 | 109,814 | 17,240 |
| San Angelo, TX | 571,448 | 832,576 | 857,141 | 70,963 | 110,667 | 167,969 | 259,626 | 23,950 | 47,795 | 49,516 | 75,488 | 15,933 |
| San Antonio, Tx | 5,533,729 | 9,925,175 | 9,939,993 | 603,741 | 1,187,582 | 2,119,001 | 2,512,979 | 614,313 | 533,127 | 582,413 | 1,044,020 | 183,300 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Sherman-Denison, TX | 488,622 | 790,882 | 814,207 | | 71,259 | | 104,213 | | 157,699 | | 245,985 | | 33,975 | | 41,454 | | 38,145 | | 58,869 | | 28,200 |
| Tyler, TX | 801,304 | 1,315,720 | 1,354,656 | | 110,448 | | 196,302 | | 240,642 | | 373,328 | | 78,171 | | 87,512 | | 72,861 | | 94,278 | | 38,489 |
| Victoria, TX | 492,936 | 651,346 | 670,520 | | 57,495 | | 86,335 | | 130,842 | | 176,761 | | 41,706 | | 37,973 | | 33,685 | | 50,034 | | 11,579 |
| Waco, TX | 943,336 | 1,521,582 | 1,566,641 | | 112,897 | | 205,796 | | 322,210 | | 421,150 | | 74,603 | | 73,435 | | 76,507 | | 142,355 | | 32,996 |
| Wichita Falls, TX | 750,305 | 997,117 | 1,026,576 | | 79,188 | | 81,379 | | 170,636 | | 366,484 | | 44,732 | | 46,805 | | 31,752 | | 82,103 | | 25,681 |
| Texarkana, TX-AR | 585,884 | 983,815 | 996,711 | | 68,086 | | 146,625 | | 205,876 | | 240,490 | | 62,879 | | 56,222 | | 46,509 | | 75,537 | | 27,785 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ANDERSON | 178,100 | 279,380 | 281,186 | 18 | 27,134 | 9 | 16,813 | 42 | 68,635 | 31 | 78,645 | 18 | 9,778 | 26 | 14,946 | 15 | 11,605 | 46 | 16,066 | 12 | 8,816 |
| Palestine | 138,763 | 206,520 | 208,376 | 12 | 12,308 | 5 | 13,651 | 28 | 63,416 | 27 | 54,291 | 15 | 6,749 | 25 | 10,317 | 13 | 8,940 | 36 | 12,773 | 10 | 6,085 |
| ANDREWS | 61,362 | 79,184 | 81,129 | 3 | 5,870 | 3 | 3,379 | 13 | 20,531 | 9 | 32,434 | 9 | 4,324 | 11 | 3,808 | 4 | 993 | 16 | 6,283 | 4 | 2,431 |
| ANGELINA | 342,133 | 543,138 | 544,760 | 26 | 45,176 | 14 | 64,774 | 55 | 128,091 | 42 | 143,434 | 46 | 28,490 | 52 | 28,663 | 37 | 28,710 | 61 | 37,355 | 18 | 18,333 |
| Lufkin | 308,045 | 485,634 | 487,296 | 22 | 27,016 | 12 | 61,868 | 36 | 115,631 | 35 | 107,436 | 38 | 27,328 | 48 | 27,207 | 28 | 18,425 | 54 | 34,568 | 16 | 17,510 |
| ARANSAS | 68,176 | 108,147 | 110,072 | 5 | 19,667 | 3 | 8,726 | 20 | 36,840 | 9 | 9,023 | 13 | 9,704 | 7 | 1,663 | 11 | 5,467 | 20 | 11,223 | 4 | 1,884 |
| ARCHER | 21,545 | 29,927 | 31,906 | 0 | 2,308 | 1 | 2,530 | 11 | 7,865 | 4 | 11,390 | 4 | 1,273 | 3 | 1,419 | 0 | 987 | 6 | 1,164 | 1 | 799 |
| ARMSTRONG | 6,515 | 11,783 | 11,775 | 0 | 851 | 0 | 933 | 2 | 2,339 | 2 | 4,204 | 3 | 540 | 1 | 524 | 0 | 363 | 2 | 314 | 1 | 294 |
| Poteet | 85,879 | 134,832 | 136,738 | 12 | 19,011 | 6 | 6,838 | 38 | 45,269 | 17 | 27,016 | 19 | 9,265 | 6 | 6,417 | 4 | 2,047 | 23 | 7,204 | 6 | 2,734 |
| ATASCOSA | 85,879 | 134,832 | 136,738 | 12 | 19,011 | 6 | 6,838 | 38 | 45,269 | 17 | 27,016 | 19 | 9,265 | 6 | 6,417 | 4 | 2,047 | 23 | 7,204 | 6 | 2,734 |
| AUSTIN | 82,913 | 147,836 | 149,733 | 7 | 15,900 | 11 | 12,287 | 25 | 34,836 | 13 | 46,235 | 15 | 12,630 | 11 | 4,565 | 9 | 3,327 | 35 | 9,316 | 7 | 5,441 |
| BAILEY | 28,305 | 61,015 | 60,973 | 3 | 3,038 | 1 | 4,567 | 8 | 9,692 | 8 | 26,235 | 3 | 2,641 | 9 | 4,144 | 3 | 2,226 | 12 | 3,940 | 2 | 1,439 |
| BANDERA | 18,169 | 34,692 | 36,668 | 4 | 4,448 | 2 | 2,659 | 13 | 12,768 | 3 | 8,637 | 1 | 1,539 | 2 | 1,492 | 2 | 1,037 | 7 | 1,413 | 2 | 839 |
| BASTROP | 80,548 | 155,135 | 157,027 | 12 | 8,976 | 7 | 6,695 | 31 | 55,142 | 10 | 33,501 | 21 | 14,768 | 8 | 3,304 | 7 | 3,244 | 36 | 13,226 | 8 | 4,259 |
| BAYLOR | 29,092 | 38,398 | 38,371 | 2 | 2,588 | 3 | 2,835 | 6 | 6,302 | 8 | 12,069 | 5 | 7,747 | 7 | 1,256 | 2 | 1,107 | 7 | 1,654 | 2 | 894 |
| BEE | 105,311 | 152,968 | 153,862 | 11 | 12,705 | 4 | 10,027 | 30 | 39,501 | 13 | 37,126 | 17 | 10,061 | 18 | 12,231 | 12 | 7,470 | 40 | 11,246 | 7 | 4,487 |
| BELL | 786,685 | 1,350,179 | 1,350,240 | 44 | 78,752 | 35 | 184,766 | 149 | 270,667 | 119 | 407,583 | 100 | 61,620 | 111 | 63,071 | 71 | 68,580 | 206 | 131,932 | 26 | 24,959 |
| Belton | 45,551 | 75,884 | 76,831 | 4 | 4,404 | 2 | 9,767 | 16 | 26,784 | 7 | 13,825 | 9 | 5,633 | 4 | 1,268 | 3 | 504 | 17 | 5,998 | 2 | 1,195 |
| Killeen | 346,321 | 596,694 | 597,279 | 14 | 23,488 | 16 | 88,064 | 59 | 108,190 | 67 | 169,444 | 35 | 30,004 | 47 | 28,120 | 32 | 30,390 | 80 | 54,193 | 10 | 10,769 |
| Temple | 327,528 | 556,398 | 557,011 | 15 | 19,066 | 12 | 82,380 | 46 | 116,998 | 34 | 119,896 | 36 | 24,684 | 57 | 32,21[illegible] | 33 | 23,002 | 81 | 52,888 | 13 | 12,441 |
| BEXAR | 5,197,814 | 9,231,326 | 9,225,906 | 186 | 525,172 | 132 | 1,150,310 | 718 | 1,933,521 | 391 | 2,326,632 | 586 | 576,820 | 549 | 500,23[illegible] | 421 | 550,408 | 1,501 | 985,423 | 181 | 166,387 |
| San Antonio | 4,533,613 | 8,125,790 | 8,121,139 | 154 | 352,698 | 109 | 994,033 | 640 | 1,707,463 | 346 | 1,686,980 | 517 | 543,409 | 457 | 437,278 | 351 | 381,107 | 1,333 | 865,336 | 169 | 151,028 |
| BLANCO | 14,940 | 24,710 | 24,693 | 4 | 3,028 | 0 | 1,499 | 6 | 5,624 | 2 | 6,750 | 9 | 1,703 | 2 | 840 | 3 | 585 | 15 | 2,956 | 2 | 473 |
| BORDEN | 136 | 181 | 181 | 0 | 13 | 0 | 15 | 1 | 36 | 0 | 65 | 1 | 8 | 0 | 8 | 0 | 5 | 0 | 6 | 0 | 4 |
| BOSQUE | 41,322 | 66,611 | 66,565 | 6 | 7,402 | 6 | 2,643 | 15 | 13,354 | 6 | 19,913 | 11 | 5,552 | 6 | 1,006 | 1 | 2,059 | 12 | 2,612 | 5 | 2,806 |
| BOWIE | 430,569 | 720,626 | 722,125 | 28 | 51,716 | 16 | 110,376 | 79 | 119,542 | 56 | 227,164 | 41 | 37,554 | 71 | 42,086 | 46 | 36,226 | 93 | 51,844 | 21 | 17,124 |
| Texarkana | 331,687 | 549,358 | 550,976 | 18 | 31,772 | 12 | 101,031 | 42 | 87,622 | 42 | 145,523 | 24 | 21,719 | 54 | 37,443 | 39 | 27,040 | 58 | 37,928 | 14 | 12,847 |
| BRAZORIA | 795,628 | 1,138,509 | 1,139,717 | 50 | 106,369 | 28 | 113,281 | 164 | 319,135 | 84 | 295,622 | 72 | 49,063 | 104 | 52,324 | 56 | 46,885 | 206 | 78,512 | 36 | 30,502 |
| Angleton | 94,222 | 122,529 | 124,444 | 7 | 8,587 | 5 | 10,165 | 16 | 40,604 | 11 | 27,334 | 14 | 9,190 | 16 | 6,103 | 3 | 1,626 | 22 | 5,509 | 7 | 5,423 |
| Clute | 94,835 | 134,537 | 136,443 | 5 | 5,922 | 3 | 14,293 | 14 | 43,342 | 15 | 27,532 | 9 | 6,545 | 9 | 3,518 | 11 | 6,633 | 27 | 12,301 | 3 | 5,663 |
| Freeport | 85,911 | 122,432 | 124,347 | 3 | 10,435 | 2 | 11,113 | 21 | 40,647 | 17 | 33,913 | 5 | 4,285 | 6 | 4,362 | 6 | 2,489 | 31 | 8,032 | 4 | 3,191 |
| Lake Jackson | 109,388 | 143,795 | 145,695 | 4 | 1,899 | 5 | 45,571 | 18 | 32,563 | 3 | 16,941 | 9 | 4,971 | 40 | 18,515 | 13 | 4,792 | 30 | 13,486 | 5 | 2,852 |
| BRAZOS | 591,693 | 1,059,990 | 1,061,253 | 30 | 97,508 | 16 | 149,677 | 87 | 230,625 | 43 | 230,773 | 42 | 53,105 | 81 | 64,433 | 45 | 44,336 | 161 | 117,491 | 15 | 16,040 |
| Bryan | 354,019 | 564,821 | 566,428 | 23 | 58,894 | 9 | 46,364 | 52 | 112,832 | 34 | 139,386 | 28 | 28,889 | 30 | 23,904 | 33 | 26,779 | 83 | 50,916 | 11 | 7,162 |
| College Station | 229,142 | 479,382 | 481,049 | 5 | 19,230 | 7 | 96,991 | 25 | 115,576 | 9 | 21,220 | 14 | 24,234 | 51 | 38,523 | 11 | 9,099 | 75 | 64,251 | 4 | 8,599 |
| BREWSTER | 35,228 | 42,804 | 45,054 | 3 | 2,954 | 6 | 3,327 | 11 | 13,164 | 5 | 12,261 | 9 | 1,507 | 7 | 3,977 | 2 | 1,393 | 18 | 3,224 | 5 | 2,271 |
| BRISCOE | 5,277 | 8,026 | 8,020 | 4 | 831 | 0 | 553 | 5 | 2,532 | 3 | 2,494 | 1 | 321 | 1 | 311 | 0 | 215 | 2 | 186 | 1 | 175 |
| BROOKS | 34,622 | 50,068 | 50,033 | 4 | 4,102 | 2 | 3,966 | 13 | 15,118 | 6 | 14,595 | 2 | 2,295 | 4 | 2,610 | 5 | 2,117 | 13 | 3,776 | 3 | 1,251 |
| BROWN | 164,096 | 234,622 | 237,039 | 10 | 19,675 | 8 | 26,644 | 41 | 53,040 | 20 | 51,994 | 22 | 8,274 | 29 | 13,040 | 24 | 9,107 | 48 | 18,515 | 12 | 8,837 |
| Brownwood | 138,872 | 195,083 | 197,527 | 7 | 15,913 | 5 | 21,550 | 29 | 51,938 | 14 | 37,229 | 18 | 6,693 | 21 | 10,203 | 20 | 7,365 | 39 | 15,982 | 9 | 7,147 |
| BURLESON | 48,358 | 66,641 | 66,853 | 3 | 4,836 | 5 | 2,578 | 24 | 17,382 | 6 | 22,124 | 10 | 6,242 | 8 | 1,846 | 3 | 1,827 | 16 | 4,275 | 3 | 1,147 |
| BURNET | 99,661 | 189,395 | 191,771 | 13 | 30,064 | 9 | 31,015 | 24 | 36,166 | 12 | 34,946 | 11 | 8,751 | 13 | 3,154 | 11 | 10,822 | 30 | 13,623 | 8 | 4,991 |
| CALDWELL | 81,602 | 132,224 | 133,390 | 9 | 6,339 | 7 | 11,161 | 18 | 36,077 | 15 | 41,571 | 11 | 10,620 | 15 | 4,264 | 4 | 4,125 | 29 | 9,432 | 5 | 3,009 |
| CALHOUN | 93,846 | 114,828 | 116,006 | 10 | 12,305 | 6 | 9,195 | 21 | 33,344 | 17 | 23,455 | 14 | 7,473 | 8 | 5,457 | 5 | 3,707 | 34 | 7,404 | 5 | 3,295 |
| Port Lavaca | 81,473 | 98,733 | 99,922 | 8 | 10,817 | 5 | 8,083 | 16 | 31,482 | 13 | 16,526 | 10 | 6,568 | 7 | 5,455 | 5 | 2,978 | 23 | 5,550 | 5 | 3,258 |
| CALLAHAN | 27,339 | 37,271 | 37,500 | 0 | 2,547 | 6 | 2,790 | 15 | 11,133 | 6 | 11,259 | 9 | 1,949 | 2 | 1,567 | 0 | 1,090 | 8 | 2,246 | 5 | 1,045 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CAMERON | 1,025,512 | 1,667,427 | 1,726,033 | 55 | 123,259 | 40 | 218,167 | 207 | 405,301 | 108 | 368,427 | 81 | 52,037 | 206 | 138,594 | 108 | 116,342 | 309 | 143,644 | 42 | 33,928 |
| Brownsville | 524,297 | 902,191 | 919,255 | 18 | 28,909 | 25 | 140,330 | 81 | 232,018 | 50 | 132,057 | 26 | 24,093 | 132 | 99,171 | 62 | 61,534 | 138 | 60,532 | 21 | 19,641 |
| Harlingen | 341,308 | 514,947 | 520,010 | 23 | 37,964 | 10 | 54,371 | 52 | 112,394 | 33 | 106,474 | 35 | 21,354 | 47 | 28,829 | 27 | 24,177 | 91 | 50,658 | 9 | 7,554 |
| CAMP | 37,601 | 60,779 | 62,387 | 4 | 6,821 | 4 | 1,586 | 9 | 8,872 | 10 | 21,857 | 9 | 3,316 | 4 | 2,776 | 5 | 4,960 | 15 | 4,177 | 3 | 2,442 |
| CARSON | 15,244 | 20,243 | 20,645 | 1 | 1,234 | 0 | 1,352 | 10 | 5,069 | 2 | 6,091 | 7 | 3,217 | 1 | 759 | 0 | 528 | 8 | 934 | 1 | 427 |
| CASS | 89,597 | 147,467 | 151,653 | 12 | 9,703 | 8 | 17,202 | 32 | 48,347 | 12 | 31,560 | 14 | 3,526 | 16 | 7,498 | 11 | 5,688 | 21 | 6,941 | 9 | 4,985 |
| CASTRO | 29,195 | 48,670 | 49,918 | 4 | 2,357 | 1 | 3,958 | 10 | 14,441 | 8 | 15,040 | 2 | 2,289 | 5 | 2,384 | 2 | 1,544 | 7 | 1,624 | 2 | 1,249 |
| CHAMBERS | 64,803 | 102,695 | 105,550 | 9 | 6,612 | 4 | 2,412 | 28 | 31,674 | 8 | 32,650 | 13 | 14,747 | 7 | 1,689 | 3 | 1,314 | 12 | 3,714 | 6 | 3,657 |
| CHEROKEE | 152,878 | 234,715 | 241,497 | 12 | 18,488 | 10 | 23,531 | 27 | 47,680 | 25 | 83,811 | 26 | 12,362 | 20 | 22,462 | 6 | 4,133 | 28 | 11,006 | 9 | 5,766 |
| Jacksonville | 102,425 | 160,515 | 165,089 | 7 | 3,896 | 6 | 21,156 | 15 | 38,548 | 12 | 30,707 | 16 | 9,280 | 14 | 20,196 | 5 | 3,416 | 20 | 9,624 | 5 | 4,129 |
| CHILDRESS | 27,220 | 39,833 | 40,818 | 5 | 2,953 | 1 | 3,235 | 10 | 14,005 | 6 | 9,949 | 7 | 920 | 10 | 2,304 | 1 | 1,263 | 12 | 3,286 | 6 | 1,469 |
| CLAY | 32,398 | 41,849 | 42,894 | 3 | 1,584 | 1 | 3,120 | 6 | 7,204 | 5 | 14,051 | 9 | 9,895 | 3 | 567 | 1 | 1,218 | 10 | 2,125 | 2 | 984 |
| COCHRAN | 12,192 | 15,295 | 15,550 | 1 | 1,054 | 1 | 1,153 | 4 | 2,756 | 3 | 7,435 | 0 | 668 | 1 | 648 | 2 | 450 | 3 | 245 | 2 | 364 |
| COKE | 13,867 | 20,384 | 20,790 | 1 | 1,176 | 1 | 1,286 | 4 | 3,552 | 5 | 10,926 | 1 | 745 | 3 | 723 | 0 | 501 | 2 | 433 | 0 | 407 |
| COLEMAN | 33,724 | 44,627 | 45,754 | 5 | 3,895 | 4 | 1,713 | 12 | 14,056 | 8 | 10,695 | 6 | 2,935 | 6 | 2,391 | 1 | 1,415 | 11 | 1,826 | 6 | 1,664 |
| | | | | | | | | | | | | | | | | | | | | | |
| COLLIN | 767,651 | 1,880,159 | 1,935,884 | 37 | 123,650 | 18 | 264,010 | 99 | 444,110 | 54 | 444,088 | 79 | 109,845 | 139 | 111,242 | 77 | 133,822 | 152 | 142,101 | 29 | 58,154 |
| McKinney | 118,898 | 219,769 | 226,106 | 7 | 8,458 | 1 | 18,060 | 19 | 29,852 | 14 | 113,340 | 6 | 4,920 | 24 | 10,870 | 11 | 9,297 | 25 | 8,184 | 13 | 9,141 |
| Plano | 249,010 | 770,967 | 793,699 | 19 | 41,971 | 12 | 0 | 46 | 307,965 | 25 | 94,713 | 37 | 76,709 | 99 | 0 | 51 | 51,825 | 91 | 100,474 | 9 | 34,312 |
| COLLINGSWORTH | 16,813 | 25,638 | 26,201 | 3 | 1,896 | 2 | 2,076 | 6 | 5,624 | 3 | 9,354 | 2 | 1,203 | 2 | 1,167 | 2 | 809 | 4 | 689 | 2 | 655 |
| COLORADO | 100,979 | 155,914 | 160,352 | 13 | 15,796 | 9 | 4,098 | 30 | 40,512 | 15 | 52,659 | 22 | 12,233 | 12 | 4,462 | 11 | 4,630 | 37 | 11,950 | 10 | 5,217 |
| COMAL | 170,568 | 361,885 | 372,449 | 17 | 44,275 | 8 | 20,994 | 49 | 106,828 | 17 | 95,022 | 23 | 15,930 | 23 | 16,784 | 15 | 11,595 | 50 | 31,856 | 8 | 7,584 |
| New Brounfels | 64,554 | 113,664 | 116,845 | 15 | 2,344 | 7 | 1,111 | 39 | 5,655 | 12 | 60,312 | 16 | 15,205 | 22 | 889 | 14 | 614 | 41 | 24,696 | 6 | 402 |
| COMANCHE | 43,429 | 61,960 | 63,603 | 5 | 1,966 | 6 | 5,617 | 16 | 18,916 | 12 | 17,225 | 14 | 2,289 | 9 | 1,965 | 7 | 1,261 | 9 | 2,640 | 4 | 1,825 |
| CONCHO | 12,190 | 22,595 | 23,067 | 4 | 1,670 | 2 | 1,828 | 5 | 3,244 | 2 | 8,234 | 3 | 1,058 | 0 | 1,027 | 0 | 713 | 2 | 616 | 1 | 577 |
| COOKE | 148,774 | 190,325 | 195,786 | 15 | 20,851 | 6 | 15,521 | 21 | 43,045 | 23 | 48,334 | 23 | 12,827 | 26 | 8,312 | 16 | 6,575 | 39 | 13,646 | 8 | 4,748 |
| Gainesville | 111,918 | 137,156 | 141,036 | 8 | 15,699 | 5 | 11,686 | 12 | 35,848 | 14 | 20,134 | 17 | 12,454 | 23 | 7,794 | 12 | 3,571 | 31 | 10,131 | 7 | 3,575 |
| CORYELL | 105,484 | 184,048 | 189,322 | 6 | 4,787 | 11 | 26,154 | 31 | 54,830 | 20 | 45,262 | 17 | 7,815 | 8 | 2,314 | 13 | 15,322 | 27 | 14,952 | 6 | 4,455 |
| COTTLE | 10,603 | 15,292 | 15,547 | 3 | 1,138 | 1 | 1,137 | 3 | 3,944 | 3 | 5,122 | 3 | 1,262 | 1 | 638 | 1 | 445 | 3 | 726 | 2 | 358 |
| CRANE | 23,252 | 25,838 | 26,407 | 1 | 1,691 | 2 | 1,852 | 6 | 9,130 | 4 | 8,346 | 5 | 476 | 4 | 1,275 | 2 | 723 | 5 | 1,008 | 1 | 585 |
| CROCKETT | 32,746 | 36,100 | 36,974 | 3 | 2,342 | 1 | 2,568 | 7 | 6,497 | 3 | 11,562 | 9 | 9,044 | 3 | 585 | 2 | 1,002 | 7 | 716 | 2 | 810 |
| CROSBY | 16,938 | 28,109 | 28,745 | 3 | 2,080 | 2 | 2,278 | 10 | 9,968 | 9 | 10,005 | 7 | 1,893 | 3 | 400 | 1 | 889 | 6 | 300 | 5 | 523 |
| CULBERSON | 26,405 | 40,304 | 41,303 | 2 | 2,988 | 1 | 3,274 | 5 | 5,098 | 3 | 6,500 | 13 | 15,025 | 4 | 466 | 1 | 1,277 | 11 | 2,413 | 1 | 1,033 |
| DALLAM | 32,599 | 45,526 | 46,680 | 4 | 2,574 | 2 | 3,702 | 8 | 9,278 | 11 | 16,665 | 9 | 5,007 | 6 | 2,077 | 0 | 1,445 | 14 | 4,696 | 3 | 1,167 |
| Dalhart | 31,302 | 45,675 | 46,834 | 3 | 2,574 | 2 | 3,702 | 8 | 9,279 | 10 | 16,665 | 8 | 5,007 | 6 | 2,077 | 0 | 1,445 | 13 | 4,696 | 3 | 1,167 |
| DALLAS | 11,097,280 | 19,574,854 | 20,156,904 | 360 | 917,580 | 207 | 2,179,154 | 1,155 | 3,358,330 | 748 | 6,004,212 | 912 | 1,173,172 | 1,273 | 1,208,555 | 765 | 1,234,666 | 2,353 | 2,133,605 | 281 | 475,920 |
| Carrollton | 208,187 | 603,657 | 621,413 | 10 | 59,947 | 5 | 70,430 | 20 | 75,598 | 17 | 194,055 | 15 | 33,342 | 19 | 33,420 | 19 | 19,201 | 33 | 39,420 | 4 | 15,381 |
| Dallas | 6,182,444 | 10,814,089 | 11,135,552 | 198 | 324,137 | 108 | 1,224,257 | 698 | 1,776,629 | 401 | 2,291,033 | 553 | 679,333 | 842 | 863,210 | 477 | 623,380 | 1,599 | 1,113,550 | 162 | 242,612 |
| Garland | 905,055 | 1,999,310 | 2,058,579 | 38 | 156,902 | 15 | 101,475 | 74 | 375,929 | 83 | 284,484 | 67 | 125,816 | 56 | 47,729 | 46 | 64,527 | 130 | 398,975 | 20 | 37,114 |
| Grand Prairie | 239,620 | 477,009 | 490,998 | 9 | 25,062 | 7 | 17,927 | 44 | 104,481 | 33 | 163,996 | 29 | 22,227 | 18 | 12,064 | 11 | 6,254 | 68 | 56,174 | 10 | 12,998 |
| Irving | 749,625 | 1,343,674 | 1,383,441 | 21 | 31,129 | 15 | 138,428 | 80 | 239,157 | 63 | 562,265 | 59 | 60,635 | 60 | 37,815 | 41 | 38,078 | 129 | 83,848 | 20 | 31,271 |
| Richardson | 608,197 | 1,252,102 | 1,289,146 | 26 | 42,821 | 11 | 160,583 | 48 | 210,111 | 39 | 412,602 | 40 | 55,921 | 86 | 59,815 | 62 | 84,845 | 96 | 74,023 | 14 | 21,967 |
| DAWSON | 72,727 | 85,234 | 87,569 | 6 | 4,865 | 3 | 6,943 | 18 | 24,299 | 9 | 26,347 | 13 | 2,523 | 17 | 5,911 | 8 | 3,654 | 20 | 5,917 | 8 | 3,984 |
| DEAF SMITH | 68,736 | 121,418 | 124,830 | 4 | 6,374 | 4 | 9,895 | 21 | 36,030 | 18 | 33,703 | 9 | 4,064 | 20 | 8,648 | 12 | 5,563 | 16 | 10,217 | 4 | 2,735 |
| Hereford | 65,615 | 117,254 | 120,542 | 2 | 5,672 | 4 | 8,804 | 20 | 36,028 | 17 | 29,987 | 8 | 3,616 | 19 | 8,648 | 12 | 4,557 | 15 | 9,091 | 4 | 2,735 |
| DELTA | 9,648 | 12,922 | 13,106 | 1 | 948 | 2 | 1,040 | 6 | 4,282 | 1 | 4,679 | 1 | 601 | 0 | 583 | 1 | 406 | 3 | 137 | 1 | 328 |
| DENTON | 720,614 | 1,784,130 | 1,836,999 | 46 | 96,383 | 27 | 217,699 | 116 | 483,957 | 62 | 465,610 | 65 | 95,162 | 89 | 63,263 | 55 | 50,512 | 152 | 133,436 | 28 | 61,119 |
| Denton | 370,172 | 756,881 | 779,194 | 18 | 28,320 | 15 | 118,209 | 45 | 179,672 | 26 | 162,535 | 33 | 58,762 | 57 | 37,489 | 29 | 17,458 | 80 | 64,065 | 16 | 35,028 |
| Lewisville | 190,367 | 575,090 | 591,996 | 14 | 28,164 | 5 | 74,397 | 26 | 166,937 | 23 | 132,984 | 16 | 31,003 | 20 | 15,209 | 13 | 18,120 | 41 | 44,512 | 6 | 15,757 |
| DE WITT | 79,459 | 123,100 | 126,562 | 11 | 12,048 | 8 | 9,665 | 20 | 28,166 | 13 | 37,277 | 10 | 11,719 | 18 | 5,715 | 8 | 2,792 | 39 | 7,287 | 9 | 5,893 |
| DICKENS | 14,915 | 25,357 | 25,911 | 1 | 1,874 | 1 | 2,053 | 8 | 7,706 | 3 | 9,249 | 4 | 1,189 | 1 | 1,153 | 0 | 802 | 6 | 1,178 | 1 | 649 |
| DIMMIT | 28,473 | 36,006 | 36,877 | 2 | 2,669 | 3 | 2,923 | 13 | 13,528 | 3 | 3,076 | 6 | 1,796 | 6 | 994 | 2 | 1,141 | 9 | 2,077 | 2 | 924 |
| DONLEY | 28,087 | 41,440 | 42,473 | 2 | 3,074 | 1 | 3,367 | 5 | 7,353 | 4 | 15,164 | 6 | 1,861 | 1 | 1,890 | 2 | 1,314 | 7 | 1,251 | 2 | 1,062 |
| DUVAL | 26,677 | 37,853 | 38,779 | 3 | 2,807 | 1 | 3,073 | 21 | 13,741 | 7 | 6,874 | 8 | 3,713 | 5 | 1,151 | 3 | 608 | 10 | 2,095 | 3 | 666 |
| EASTLAND | 76,136 | 95,931 | 98,584 | 5 | 5,026 | 6 | 2,482 | 23 | 24,810 | 16 | 26,754 | 16 | 8,801 | 19 | 4,691 | 5 | 2,002 | 27 | 7,856 | 11 | 4,226 |
| ECTOR | 993,340 | 1,119,495 | 1,152,594 | 47 | 104,981 | 23 | 158,728 | 137 | 213,508 | 80 | 354,292 | 35 | 33,610 | 125 | 59,410 | 76 | 76,414 | 188 | 109,814 | 22 | 17,240 |
| Odessa | 922,762 | 1,016,014 | 1,046,035 | 37 | 59,695 | 21 | 148,784 | 116 | 207,793 | 77 | 332,097 | 50 | 32,711 | 99 | 48,456 | 71 | 58,254 | 167 | 92,779 | 21 | 16,161 |

| METRO AREAS<br>COUNTIES<br>Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| EDWARDS | 4,378 | 6,299 | 6,286 | 2 | 455 | 1 | 498 | 2 | 1,249 | 0 | 2,243 | 1 | 288 | 1 | 280 | 0 | 196 | 5 | 302 | 1 | 157 |
| ELLIS | 230,468 | 462,721 | 476,285 | 23 | 38,737 | 9 | 43,919 | 69 | 123,542 | 33 | 115,709 | 43 | 38,408 | 32 | 17,360 | 17 | 12,909 | 51 | 33,344 | 14 | 15,267 |
| Ennis | 67,827 | 130,349 | 134,026 | 5 | 4,322 | 4 | 15,527 | 23 | 45,302 | 11 | 14,690 | 12 | 13,940 | 12 | 5,956 | 5 | 4,092 | 18 | 11,506 | 5 | 5,397 |
| Waxahachie | 93,616 | 179,271 | 184,403 | 7 | 6,382 | 3 | 19,965 | 19 | 58,296 | 15 | 36,937 | 11 | 10,422 | 15 | 9,658 | 6 | 4,680 | 20 | 14,297 | 6 | 6,612 |
| EL PASO | 2,120,722 | 3,552,241 | 3,657,702 | 83 | 202,907 | 82 | 562,883 | 334 | 698,905 | 184 | 905,556 | 179 | 178,625 | 320 | 245,901 | 194 | 242,975 | 664 | 348,578 | 73 | 78,480 |
| El Paso | 2,058,895 | 3,461,541 | 3,564,304 | 76 | 152,069 | 79 | 525,302 | 311 | 689,883 | 177 | 845,095 | 166 | 178,035 | 317 | 229,483 | 190 | 226,753 | 644 | 334,956 | 70 | 73,240 |
| ERATH | 107,394 | 171,222 | 176,115 | 10 | 18,229 | 7 | 15,196 | 24 | 39,879 | 16 | 55,823 | 17 | 5,644 | 26 | 8,778 | 11 | 3,683 | 29 | 15,001 | 10 | 7,043 |
| Stephenville | 94,962 | 153,819 | 158,194 | 8 | 16,624 | 5 | 13,858 | 19 | 36,368 | 12 | 40,869 | 13 | 4,522 | 24 | 8,004 | 10 | 3,359 | 24 | 13,640 | 7 | 6,423 |
| FALLS | 56,771 | 78,712 | 80,853 | 8 | 5,178 | 10 | 9,629 | 22 | 21,337 | 11 | 10,966 | 10 | 5,941 | 10 | 9,533 | 6 | 1,651 | 15 | 2,965 | 7 | 4,966 |
| Martin | 40,007 | 57,715 | 59,232 | 2 | 1,910 | 6 | 6,790 | 13 | 15,165 | 10 | 4,046 | 7 | 5,548 | 7 | 3,517 | 4 | 609 | 11 | 2,073 | 5 | 1,832 |
| FANNIN | 87,661 | 133,402 | 137,170 | 8 | 7,367 | 4 | 10,203 | 28 | 28,688 | 13 | 66,092 | 19 | 2,942 | 14 | 2,048 | 8 | 2,867 | 18 | 4,718 | 7 | 5,388 |
| Bonham | 67,811 | 100,927 | 103,729 | 5 | 3,804 | 3 | 7,811 | 11 | 20,691 | 8 | 50,594 | 10 | 2,902 | 13 | 1,568 | 5 | 2,194 | 9 | 3,539 | 6 | 4,124 |
| FAYETTE | 106,000 | 177,136 | 182,205 | 9 | 13,048 | 14 | 9,376 | 38 | 40,631 | 18 | 39,007 | 24 | 17,133 | 17 | 5,265 | 8 | 4,221 | 47 | 23,271 | 8 | 4,789 |
| FISHER | 13,385 | 14,424 | 14,653 | 3 | 991 | 1 | 1,087 | 6 | 3,593 | 4 | 4,612 | 2 | 629 | 2 | 610 | 1 | 425 | 6 | 993 | 5 | 981 |
| FLOYD | 25,336 | 31,722 | 32,466 | 4 | 1,743 | 3 | 2,573 | 7 | 5,844 | 7 | 13,480 | 5 | 3,933 | 5 | 1,125 | 1 | 1,005 | 13 | 1,395 | 4 | 966 |
| FOARD | 5,845 | 9,570 | 9,655 | 1 | 698 | 0 | 766 | 2 | 1,920 | 2 | 3,447 | 2 | 443 | 1 | 430 | 0 | 298 | 3 | 257 | 1 | 242 |
| FORT BEND | 495,179 | 859,904 | 885,282 | 37 | 129,087 | 9 | 26,452 | 80 | 237,620 | 53 | 296,560 | 54 | 53,240 | 40 | 37,297 | 32 | 27,558 | 94 | 47,937 | 20 | 23,589 |
| Richmond- | 26,442 | 41,305 | 42,334 | 1 | 8,014 | 1 | 1,482 | 11 | 10,473 | 4 | 2,146 | 2 | 2,357 | 2 | 2,315 | 10 | 4,087 | 14 | 8,380 | 3 | 1,322 |
| Rosenberg | 229,553 | 325,143 | 334,614 | 14 | 26,614 | 5 | 13,863 | 27 | 87,157 | 25 | 126,772 | 21 | 14,151 | 21 | 18,044 | 11 | 10,842 | 29 | 12,485 | 5 | 12,364 |
| FRANKLIN | 21,584 | 33,113 | 33,898 | 2 | 2,292 | 1 | 2,511 | 8 | 8,367 | 2 | 11,312 | 5 | 2,625 | 2 | 1,411 | 2 | 981 | 8 | 866 | 3 | 1,839 |
| FREESTONE | 53,732 | 87,064 | 89,454 | 5 | 2,841 | 7 | 4,209 | 16 | 26,190 | 11 | 18,679 | 11 | 12,422 | 7 | 1,050 | 5 | 1,986 | 14 | 8,136 | 5 | 2,301 |
| FRIO | 33,911 | 46,005 | 47,173 | 8 | 3,910 | 2 | 3,740 | 15 | 15,106 | 6 | 11,547 | 7 | 1,857 | 7 | 1,507 | 2 | 1,458 | 11 | 3,265 | 3 | 1,637 |
| GAINES | 45,838 | 71,189 | 73,107 | 1 | 4,432 | 2 | 4,855 | 19 | 18,251 | 11 | 26,685 | 8 | 2,811 | 8 | 2,008 | 8 | 3,287 | 16 | 4,878 | 4 | 2,244 |
| GALVESTON | 1,042,954 | 1,434,100 | 1,476,557 | 60 | 110,699 | 26 | 132,911 | 211 | 376,865 | 88 | 390,659 | 89 | 78,847 | 130 | 88,251 | 69 | 48,354 | 295 | 142,158 | 38 | 42,086 |
| Galveston | 370,984 | 475,002 | 488,931 | 16 | 17,187 | 8 | 54,333 | 74 | 121,516 | 22 | 74,593 | 35 | 26,763 | 49 | 31,583 | 26 | 14,955 | 143 | 67,181 | 11 | 11,061 |
| League City | 69,293 | 111,589 | 114,708 | 3 | 9,120 | 1 | 10,624 | 14 | 35,156 | 8 | 19,467 | 9 | 10,526 | 4 | 3,230 | 6 | 2,134 | 9 | 7,067 | 5 | 5,330 |
| Texas City | 237,588 | 313,449 | 322,572 | 13 | 15,604 | 5 | 23,397 | 36 | 79,144 | 23 | 97,420 | 16 | 18,516 | 31 | 22,532 | 18 | 10,044 | 48 | 20,679 | 10 | 10,389 |
| GARZA | 19,688 | 23,693 | 24,198 | 4 | 1,569 | 1 | 1,918 | 9 | 8,538 | 4 | 1,208 | 10 | 4,023 | 3 | 1,077 | 2 | 748 | 8 | 1,341 | 2 | 606 |
| GILLESPIE | 78,647 | 132,238 | 135,971 | 5 | 25,008 | 7 | 6,621 | 22 | 33,176 | 10 | 31,390 | 11 | 7,479 | 11 | 3,702 | 14 | 6,477 | 34 | 10,472 | 4 | 2,821 |
| GLASSCOCK | 815 | 801 | 925 | 0 | 67 | 0 | 74 | 1 | 182 | 0 | 330 | 0 | 43 | 0 | 40 | 0 | 28 | 1 | 24 | 0 | 23 |
| GOLIAD | 15,749 | 24,507 | 25,036 | 2 | 1,532 | 1 | 1,676 | 9 | 8,589 | 4 | 7,555 | 1 | 971 | 1 | 943 | 1 | 656 | 6 | 1,333 | 1 | 530 |
| GONZALES | 70,748 | 94,647 | 97,262 | 7 | 7,591 | 8 | 12,339 | 26 | 25,476 | 10 | 21,502 | 14 | 6,140 | 12 | 4,025 | 5 | 4,348 | 25 | 5,738 | 9 | 3,418 |
| Gonzales | 54,227 | 76,563 | 78,640 | 5 | 5,297 | 5 | 12,333 | 20 | 25,464 | 7 | 15,003 | 7 | 3,999 | 8 | 2,982 | 3 | 3,033 | 13 | 2,910 | 6 | 2,385 |
| GRAY | 160,057 | 192,700 | 198,232 | 18 | 10,234 | 6 | 20,088 | 38 | 51,323 | 18 | 46,898 | 15 | 6,378 | 34 | 16,991 | 18 | 10,596 | 40 | 14,067 | 7 | 4,014 |
| Pampa | 153,159 | 184,420 | 189,706 | 16 | 9,595 | 6 | 19,798 | 34 | 48,125 | 17 | 43,975 | 12 | 6,378 | 33 | 15,932 | 17 | 9,935 | 37 | 13,206 | 6 | 3,764 |
| GRAYSON | 488,622 | 790,882 | 814,207 | 45 | 71,259 | 19 | 104,213 | 68 | 157,699 | 61 | 245,985 | 49 | 33,975 | 68 | 41,454 | 47 | 38,145 | 111 | 58,869 | 21 | 28,200 |
| Denison | 156,591 | 234,050 | 240,812 | 16 | 9,467 | 4 | 32,316 | 20 | 56,131 | 22 | 59,906 | 15 | 13,671 | 22 | 13,071 | 11 | 4,513 | 39 | 17,690 | 7 | 13,897 |
| Sherman | 267,343 | 440,755 | 453,665 | 21 | 36,474 | 11 | 66,684 | 25 | 86,205 | 25 | 94,429 | 20 | 18,918 | 38 | 26,066 | 29 | 24,709 | 50 | 34,826 | 7 | 9,175 |
| GREGG | 838,132 | 1,131,699 | 1,165,161 | 51 | 81,824 | 26 | 145,101 | 123 | 246,854 | 84 | 368,543 | 74 | 36,079 | 119 | 70,130 | 84 | 56,799 | 202 | 95,524 | 40 | 29,499 |
| Kilgore | 130,503 | 163,174 | 167,828 | 6 | 10,596 | 3 | 18,789 | 23 | 30,453 | 12 | 66,928 | 10 | 3,987 | 19 | 8,780 | 9 | 3,320 | 30 | 12,370 | 6 | 4,644 |
| Longview | 640,392 | 884,804 | 910,922 | 38 | 57,060 | 21 | 108,051 | 79 | 197,519 | 61 | 274,439 | 51 | 29,269 | 92 | 59,382 | 68 | 42,297 | 142 | 71,134 | 28 | 21,967 |
| GRIMES | 59,449 | 93,028 | 95,595 | 7 | 16,527 | 5 | 13,301 | 16 | 16,591 | 9 | 32,780 | 10 | 3,931 | 5 | 1,929 | 3 | 1,112 | 25 | 4,688 | 5 | 1,858 |
| GUADALUPE | 165,347 | 331,964 | 341,638 | 25 | 34,294 | 7 | 16,277 | 49 | 78,652 | 20 | 91,325 | 34 | 21,563 | 13 | 16,111 | 14 | 20,411 | 61 | 26,741 | 8 | 9,328 |
| Sequin | 121,245 | 229,342 | 235,964 | 16 | 18,123 | 6 | 13,083 | 32 | 53,260 | 17 | 55,845 | 25 | 18,727 | 11 | 13,461 | 12 | 15,969 | 41 | 15,187 | 7 | 7,299 |
| HALE | 150,732 | 217,890 | 224,171 | 16 | 11,565 | 13 | 29,652 | 37 | 49,757 | 26 | 73,269 | 15 | 3,870 | 24 | 13,445 | 19 | 10,351 | 44 | 16,277 | 12 | 7,623 |
| Plainview | 137,774 | 200,719 | 206,489 | 11 | 7,950 | 10 | 28,665 | 28 | 47,922 | 22 | 53,716 | 11 | 3,750 | 21 | 12,962 | 17 | 10,007 | 39 | 16,011 | 9 | 6,407 |
| HALL | 16,651 | 21,883 | 22,334 | 2 | 1,616 | 2 | 1,771 | 7 | 10,203 | 3 | 2,703 | 4 | 395 | 5 | 708 | 1 | 690 | 6 | 1,283 | 4 | 949 |
| HAMILTON | 26,306 | 44,595 | 45,721 | 6 | 2,875 | 2 | 3,624 | 17 | 12,120 | 8 | 7,000 | 7 | 2,726 | 4 | 1,305 | 5 | 2,006 | 11 | 2,333 | 5 | 2,376 |
| HANSFORD | 30,133 | 61,021 | 62,636 | 4 | 4,057 | 2 | 4,298 | 6 | 12,383 | 4 | 25,672 | 1 | 2,487 | 8 | 3,846 | 4 | 2,297 | 5 | 3,108 | 2 | 1,357 |
| HARDEMAN | 17,333 | 23,757 | 24,264 | 4 | 1,140 | 3 | 1,923 | 5 | 9,366 | 4 | 1,291 | 6 | 1,362 | 7 | 1,682 | 1 | 750 | 5 | 2,685 | 1 | 607 |
| HARDIN | 166,045 | 237,929 | 244,806 | 9 | 21,279 | 10 | 19,407 | 53 | 62,018 | 25 | 103,982 | 19 | 9,043 | 15 | 5,765 | 6 | 3,834 | 32 | 8,413 | 14 | 9,422 |
| HARRIS | 17,342,296 | 23,715,209 | 24,420,413 | 575 | 1,332,305 | 221 | 2,975,155 | 2,108 | 4,713,227 | 998 | 6,796,840 | 1,260 | 1,323,606 | 1,605 | 1,494,144 | 1,157 | 1,448,708 | 3,409 | 2,457,702 | 447 | 652,378 |
| Baytown | 400,849 | 526,543 | 542,005 | 19 | 37,633 | 7 | 43,952 | 67 | 138,228 | 39 | 141,838 | 35 | 33,447 | 31 | 23,715 | 27 | 15,568 | 92 | 39,090 | 15 | 13,973 |
| Houston | 12,989,253 | 17,053,425 | 17,560,476 | 373 | 619,867 | 155 | 2,156,297 | 1,550 | 3,758,630 | 690 | 3,658,942 | 949 | 1,047,112 | 1,241 | 1,272,836 | 868 | 904,659 | 2,580 | 2,071,350 | 326 | 537,988 |
| Pasadena | 715,784 | 922,024 | 949,249 | 33 | 39,840 | 11 | 164,909 | 88 | 205,923 | 46 | 184,892 | 57 | 63,641 | 70 | 38,951 | 51 | 36,830 | 141 | 79,112 | 18 | 24,118 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | S&P 1988 estimate | S&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| HARRISON | 226,270 | 352,971 | 363,270 | 13 | 19,973 | 11 | 27,555 | 41 | 68,147 | 27 | 104,807 | 37 | 29,409 | 31 | 18,337 | 20 | 38,857 | 44 | 25,397 | 13 | 10,008 |
| Marshall | 184,608 | 283,669 | 291,907 | 8 | 12,126 | 8 | 27,313 | 27 | 64,324 | 22 | 74,213 | 26 | 29,150 | 30 | 18,175 | 15 | 15,320 | 33 | 18,235 | 11 | 9,920 |
| HARTLEY | 12,370 | 29,578 | 30,258 | 1 | 2,191 | 0 | 2,398 | 3 | 6,014 | 2 | 10,801 | 1 | 1,338 | 1 | 1,346 | 2 | 937 | 2 | 806 | 0 | 756 |
| HASKELL | 31,059 | 45,236 | 46,382 | 5 | 2,631 | 6 | 2,616 | 10 | 9,784 | 7 | 19,249 | 8 | 1,123 | 12 | 4,604 | 3 | 984 | 10 | 2,252 | 4 | 1,850 |
| HAYS | 167,730 | 366,119 | 376,809 | 14 | 43,288 | 7 | 22,495 | 40 | 81,818 | 18 | 81,132 | 38 | 32,347 | 20 | 17,028 | 13 | 11,088 | 75 | 57,017 | 10 | 4,891 |
| San Marcos | 144,658 | 305,359 | 314,242 | 8 | 27,970 | 4 | 14,535 | 34 | 76,092 | 15 | 58,773 | 28 | 32,273 | 19 | 16,866 | 12 | 7,165 | 64 | 51,095 | 9 | 3,159 |
| HEMPHILL | 26,469 | 30,630 | 31,341 | 4 | 6,188 | 0 | 2,305 | 5 | 5,780 | 5 | 6,877 | 5 | 3,963 | 4 | 1,271 | 3 | 899 | 8 | 1,760 | 2 | 728 |
| HENDERSON | 165,223 | 339,763 | 349,669 | 14 | 24,956 | 11 | 29,346 | 29 | 85,097 | 18 | 96,246 | 22 | 30,650 | 25 | 14,867 | 15 | 6,257 | 39 | 16,831 | 14 | 14,971 |
| Athens | 96,886 | 170,599 | 175,473 | 8 | 7,073 | 4 | 13,534 | 11 | 39,244 | 12 | 43,147 | 15 | 26,586 | 18 | 11,957 | 9 | 2,945 | 17 | 9,367 | 8 | 7,577 |
| HIDALGO | 1,352,119 | 2,350,165 | 2,419,870 | 71 | 208,701 | 53 | 347,434 | 261 | 508,546 | 162 | 532,475 | 104 | 66,428 | 238 | 248,098 | 121 | 155,578 | 318 | 166,666 | 50 | 56,880 |
| Edinburg | 129,659 | 207,983 | 213,969 | 3 | 7,593 | 5 | 17,757 | 32 | 69,435 | 13 | 48,683 | 14 | 11,436 | 16 | 12,257 | 9 | 9,918 | 40 | 15,714 | 8 | 6,401 |
| McAllen | 712,371 | 1,303,392 | 1,341,961 | 27 | 84,156 | 22 | 212,020 | 76 | 202,261 | 57 | 229,460 | 31 | 33,515 | 145 | 189,885 | 74 | 96,106 | 130 | 97,398 | 18 | 30,313 |
| HILL | 109,706 | 174,563 | 179,555 | 17 | 12,352 | 7 | 13,725 | 29 | 41,261 | 18 | 46,523 | 24 | 19,638 | 12 | 3,113 | 9 | 3,066 | 25 | 11,629 | 11 | 5,450 |
| Hillsboro | 63,524 | 98,499 | 101,229 | 10 | 5,559 | 3 | 8,295 | 11 | 24,939 | 9 | 24,718 | 13 | 12,222 | 8 | 2,385 | 4 | 650 | 12 | 5,489 | 5 | 3,195 |
| HOCKLEY | 90,500 | 120,378 | 123,759 | 8 | 7,525 | 5 | 9,289 | 20 | 33,466 | 19 | 46,467 | 9 | 2,334 | 11 | 4,628 | 8 | 1,607 | 28 | 8,651 | 4 | 3,604 |
| HOOD | 97,599 | 200,552 | 206,317 | 6 | 20,223 | 5 | 16,356 | 23 | 42,915 | 10 | 79,356 | 10 | 6,842 | 11 | 6,862 | 6 | 6,382 | 22 | 16,746 | 6 | 4,475 |
| HOPKINS | 120,208 | 181,613 | 186,815 | 12 | 11,846 | 7 | 14,867 | 18 | 38,606 | 14 | 67,127 | 11 | 10,377 | 25 | 10,107 | 10 | 4,115 | 37 | 18,689 | 6 | 5,649 |
| Sulphur Springs | 112,421 | 169,688 | 174,535 | 10 | 11,826 | 6 | 14,843 | 11 | 38,544 | 13 | 51,348 | 11 | 10,361 | 24 | 10,091 | 10 | 3,328 | 29 | 15,107 | 6 | 5,623 |
| HOUSTON | 74,092 | 116,026 | 119,277 | 5 | 3,299 | 4 | 9,455 | 15 | 27,798 | 16 | 49,368 | 14 | 3,222 | 9 | 5,576 | 5 | 4,171 | 16 | 6,053 | 6 | 3,866 |
| HOWARD | 227,242 | 287,074 | 295,413 | 11 | 12,430 | 8 | 35,175 | 40 | 64,384 | 28 | 91,284 | 24 | 16,543 | 36 | 16,230 | 20 | 9,006 | 58 | 23,780 | 11 | 6,587 |
| Big Spring | 218,675 | 275,997 | 284,006 | 9 | 12,430 | 8 | 34,632 | 38 | 64,383 | 27 | 69,830 | 22 | 16,543 | 35 | 16,230 | 19 | 7,288 | 52 | 21,991 | 11 | 6,556 |
| HUDSPETH | 4,819 | 5,840 | 5,814 | 1 | 351 | 1 | 385 | 4 | 1,511 | 1 | 1,733 | 3 | 926 | 1 | 216 | 0 | 151 | 3 | 128 | 0 | 121 |
| HUNT | 252,562 | 428,589 | 441,137 | 25 | 35,567 | 11 | 40,597 | 50 | 109,437 | 39 | 100,300 | 32 | 19,926 | 41 | 21,294 | 25 | 20,509 | 81 | 35,298 | 14 | 13,108 |
| Greenville | 164,916 | 279,701 | 287,821 | 10 | 23,148 | 7 | 26,421 | 29 | 72,828 | 22 | 56,052 | 20 | 18,213 | 33 | 13,858 | 19 | 13,349 | 40 | 18,824 | 8 | 8,744 |
| HUTCHINSON | 129,576 | 148,810 | 153,036 | 11 | 11,799 | 4 | 12,132 | 30 | 43,324 | 14 | 39,685 | 12 | 3,441 | 26 | 12,516 | 16 | 5,375 | 38 | 12,058 | 10 | 5,511 |
| Borger | 115,639 | 133,425 | 137,194 | 9 | 10,276 | 4 | 10,565 | 22 | 41,687 | 12 | 34,561 | 11 | 2,996 | 25 | 10,899 | 15 | 4,682 | 32 | 10,461 | 8 | 4,800 |
| IRION | 2,273 | 3,444 | 3,346 | 1 | 241 | 0 | 265 | 2 | 666 | 0 | 1,194 | 0 | 153 | 0 | 150 | 0 | 103 | 0 | 89 | 0 | 85 |
| JACK | 24,843 | 29,121 | 29,787 | 6 | 2,630 | 2 | 2,362 | 7 | 7,456 | 6 | 7,663 | 6 | 1,563 | 8 | 832 | 3 | 922 | 9 | 3,624 | 2 | 745 |
| JACKSON | 52,454 | 62,377 | 64,032 | 4 | 4,538 | 5 | 2,571 | 25 | 20,207 | 15 | 25,878 | 11 | 2,870 | 11 | 1,849 | 5 | 1,600 | 20 | 2,808 | 6 | 1,561 |
| JASPER | 147,485 | 233,672 | 240,423 | 16 | 38,851 | 10 | 23,357 | 38 | 57,179 | 28 | 71,032 | 20 | 13,767 | 16 | 6,305 | 10 | 8,669 | 31 | 10,296 | 12 | 6,609 |
| JEFF DAVIS | 3,161 | 3,754 | 3,666 | 1 | 205 | 0 | 225 | 4 | 1,550 | 0 | 1,013 | 1 | 131 | 0 | 126 | 0 | 88 | 2 | 76 | 0 | 71 |
| JEFFERSON | 1,538,129 | 1,870,904 | 1,926,354 | 70 | 112,538 | 34 | 243,042 | 246 | 350,363 | 132 | 495,808 | 146 | 110,113 | 178 | 136,410 | 133 | 112,996 | 339 | 179,062 | 64 | 51,509 |
| Beaumont | 952,310 | 1,169,105 | 1,203,680 | 45 | 68,105 | 21 | 175,385 | 129 | 177,380 | 75 | 236,495 | 81 | 70,530 | 112 | 86,027 | 80 | 69,847 | 202 | 119,643 | 30 | 26,903 |
| Port Arthur | 333,255 | 416,843 | 429,042 | 11 | 12,717 | 8 | 46,542 | 59 | 98,393 | 30 | 102,246 | 31 | 22,384 | 44 | 28,152 | 29 | 15,970 | 75 | 30,483 | 12 | 11,386 |
| JIM HOGG | 27,089 | 28,188 | 28,826 | 3 | 2,086 | 1 | 2,286 | 10 | 5,763 | 7 | 986 | 7 | 3,266 | 3 | 389 | 2 | 893 | 8 | 1,248 | 2 | 721 |
| JIM WELLS | 190,663 | 235 973 | 242,792 | 17 | 20,783 | 9 | 15,761 | 46 | 63,700 | 28 | 78,730 | 25 | 12,110 | 21 | 11,707 | 14 | 9,207 | 48 | 16,197 | 8 | 4,883 |
| Alice | 168.217 | 207,693 | 213,671 | 9 | 12,157 | 8 | 15,453 | 28 | 58,362 | 22 | 54,708 | 19 | 11,472 | 19 | 11,478 | 12 | 9,027 | 38 | 13,910 | 6 | 4,788 |
| JOHNSON | 293,534 | 545,946 | 561,985 | 21 | 53,358 | 9 | 53,641 | 59 | 142,292 | 42 | 174,638 | 33 | 19,973 | 44 | 27,813 | 18 | 11,148 | 71 | 35,605 | 15 | 21,513 |
| Cleburne | 143,421 | 244,848 | 251,931 | 12 | 16,986 | 6 | 31,651 | 26 | 60,872 | 27 | 74,595 | 13 | 7,430 | 32 | 16,411 | 12 | 6,578 | 34 | 15,671 | 9 | 7,507 |
| JONES | 63,275 | 86,552 | 88,926 | 2 | 5,750 | 6 | 6,299 | 21 | 16,470 | 13 | 35,871 | 15 | 6,913 | 7 | 4,697 | 3 | 2,458 | 15 | 3,304 | 7 | 2,722 |
| KARNES | 62,232 | 76,965 | 79,054 | 8 | 7,131 | 5 | 3,054 | 29 | 21,008 | 9 | 29,533 | 16 | 5,005 | 7 | 1,524 | 7 | 2,237 | 26 | 5,179 | 5 | 1,490 |
| KAUFMAN | 184,628 | 364,943 | 375,598 | 19 | 25,799 | 11 | 32,497 | 49 | 93,490 | 28 | 99,309 | 31 | 30,702 | 25 | 11,378 | 16 | 13,659 | 55 | 23,429 | 15 | 10,108 |
| Terrell | 93,624 | 145,142 | 149,259 | 6 | 4,743 | 4 | 14,735 | 20 | 39,163 | 13 | 38,295 | 12 | 12,615 | 10 | 6,208 | 8 | 3,940 | 22 | 8,497 | 7 | 5,087 |
| KENDALL | 47,981 | 104,809 | 107,727 | 8 | 6,166 | 5 | 2,475 | 12 | 25,283 | 8 | 49,241 | 8 | 8,877 | 5 | 2,196 | 2 | 3,332 | 27 | 6,969 | 4 | 2,696 |
| KENEDY | 1,942 | 1,959 | 1,817 | 0 | 132 | 1 | 144 | 1 | 361 | 0 | 649 | 0 | 83 | 0 | 82 | 0 | 57 | 0 | 49 | 0 | 45 |
| KENT | 3,537 | 5,822 | 5,795 | 0 | 419 | 1 | 458 | 1 | 1,152 | 1 | 2,068 | 2 | 267 | 0 | 258 | 0 | 180 | 0 | 155 | 0 | 144 |
| KERR | 158,510 | 292,936 | 301,449 | 12 | 39,898 | 10 | 28,512 | 32 | 74,322 | 14 | 56,414 | 21 | 15,997 | 25 | 14,567 | 13 | 12,779 | 53 | 24,899 | 7 | 7,176 |
| Kerrville | 139,322 | 247,220 | 254,374 | 7 | 32,943 | 7 | 23,542 | 27 | 71,763 | 10 | 36,622 | 17 | 13,208 | 23 | 14,229 | 12 | 10,551 | 48 | 22,357 | 7 | 6,863 |
| KIMBLE | 26,513 | 43,169 | 44,253 | 1 | 3,202 | 2 | 3,508 | 7 | 8,673 | 4 | 10,317 | 8 | 9,437 | 1 | 1,970 | 1 | 1,369 | 11 | 3,189 | 1 | 1,107 |
| KING | 1,200 | 1,145 | 979 | 0 | 71 | 0 | 78 | 0 | 194 | 0 | 349 | 1 | 45 | 0 | 44 | 0 | 31 | 0 | 26 | 0 | 25 |
| KINNEY | 3,350 | 6,220 | 6,205 | 1 | 448 | 1 | 493 | 3 | 1,234 | 2 | 2,217 | 3 | 184 | 0 | 277 | 0 | 193 | 4 | 537 | 0 | 155 |
| KLEBERG | 154,450 | 226,292 | 232,823 | 7 | 16,995 | 8 | 15,535 | 35 | 71,806 | 15 | 56,519 | 20 | 9,608 | 20 | 11,947 | 11 | 9,699 | 50 | 24.607 | 9 | 3,932 |
| KNOX | 14,240 | 21,052 | 21,478 | 5 | 864 | 2 | 1,702 | 9 | 8,796 | 4 | 1,380 | 9 | 2,021 | 5 | 1,164 | 0 | 665 | 4 | [illegible] | 3 | 1,964 |
| LAMAR | 204,226 | 342,221 | 352,200 | 15 | 41,148 | 9 | 47,855 | 35 | 69,114 | 28 | 86,268 | 14 | 10,825 | 34 | 19,247 | 22 | 17,445 | 49 | 26,833 | 12 | 11,049 |
| Paris | 189,466 | 314,799 | 323,963 | 14 | 36,416 | 8 | 42,352 | 27 | 68,460 | 27 | 76,348 | 12 | 9,580 | 33 | 19,065 | 21 | 15,439 | 45 | 23,748 | 11 | 9,779 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| LAMB | 55,671 | 85,822 | 88,175 | 15 | 5,756 | 4 | 6,990 | 18 | 25,684 | 9 | 23,748 | 8 | 5,546 | 15 | 5,982 | 6 | 2,529 | 18 | 4,471 | 5 | 3,602 |
| LAMPASAS | 42,613 | 79,018 | 81,168 | 4 | 4,630 | 5 | 8,204 | 9 | 17,607 | 10 | 29,269 | 10 | 6,538 | 7 | 3,243 | 5 | 2,039 | 16 | 4,763 | 4 | 2,491 |
| LA SALLE | 13,439 | 18,789 | 19,148 | 1 | 1,276 | 5 | 2,918 | 7 | 4,065 | 3 | 6,291 | 5 | 1,198 | 2 | 785 | 0 | 545 | 4 | 674 | 1 | 440 |
| LAVACA | 80,827 | 124,331 | 127,829 | 15 | 17,346 | 7 | 3,736 | 31 | 39,475 | 15 | 35,126 | 14 | 6,761 | 12 | 3,383 | 13 | 6,437 | 24 | 3,825 | 9 | 4,718 |
| LEE | 67,117 | 110,850 | 113,947 | 8 | 9,687 | 5 | 2,357 | 20 | 29,039 | 6 | 23,467 | 13 | 12,789 | 10 | 3,158 | 7 | 9,567 | 19 | 9,188 | 4 | 2,144 |
| LEON | 33,857 | 64,769 | 66,496 | 5 | 6,246 | 3 | 4,721 | 18 | 13,063 | 3 | 21,262 | 17 | 7,229 | 6 | 1,987 | 1 | 1,842 | 15 | 5,410 | 3 | 1,411 |
| LIBERTY | 254,463 | 329,341 | 338,937 | 22 | 24,525 | 13 | 26,869 | 64 | 92,934 | 34 | 121,000 | 30 | 16,563 | 27 | 8,790 | 11 | 5,540 | 47 | 18,529 | 17 | 11,585 |
| LIMESTONE | 72,009 | 122,100 | 125,532 | 5 | 10,558 | 5 | 9,950 | 31 | 38,957 | 10 | 25,127 | 13 | 6,873 | 13 | 5,752 | 10 | 5,117 | 19 | 4,975 | 5 | 3,364 |
| Mexia | 53,700 | 91,257 | 93,771 | 3 | 7,777 | 3 | 7,330 | 15 | 31,503 | 6 | 14,336 | 8 | 5,816 | 9 | 5,409 | 6 | 3,769 | 12 | 3,398 | 2 | 2,477 |
| LIPSCOMB | 11,104 | 14,978 | 15,224 | 2 | 903 | 2 | 987 | 6 | 3,230 | 2 | 4,447 | 4 | 2,402 | 2 | 555 | 1 | 385 | 7 | 1,244 | 1 | 312 |
| LIVE OAK | 41,434 | 59,376 | 60,942 | 4 | 4,410 | 2 | 4,831 | 18 | 14,797 | 7 | 19,917 | 14 | 9,165 | 6 | 1,231 | 3 | 263 | 14 | 3,703 | 3 | 1,051 |
| LLANO | 40,591 | 70,241 | 72,130 | 7 | 7,152 | 5 | 5,719 | 17 | 18,877 | 7 | 16,816 | 7 | 3,371 | 5 | 1,522 | 3 | 2,231 | 16 | 4,487 | 4 | 1,933 |
| LOVING | 441 | 428 | 241 | 0 | 17 | 0 | 19 | 0 | 48 | 0 | 87 | 0 | 11 | 0 | 11 | 0 | 7 | 0 | 7 | 0 | 6 |
| LUBBOCK | 1,344,799 | 2,018,198 | 2,078,029 | 54 | 153,998 | 26 | 259,738 | 161 | 368,342 | 105 | 692,297 | 103 | 62,228 | 162 | 113,991 | 132 | 142,550 | 289 | 185,038 | 43 | 32,930 |
| Lubbock | 1,237,481 | 1,867,088 | 1,922,424 | 46 | 110,933 | 24 | 255,265 | 134 | 355,997 | 93 | 461,652 | 92 | 58,945 | 155 | 111,507 | 129 | 115,875 | 269 | 177,895 | 38 | 31,716 |
| LYNN | 14,141 | 20,661 | 21,076 | 2 | 1,258 | 2 | 1,379 | 10 | 5,807 | 7 | 8,224 | 2 | 799 | 2 | 774 | 2 | 538 | 7 | 808 | 2 | 435 |
| MCCULLOCH | 37,979 | 55,110 | 56,549 | 4 | 2,318 | 3 | 3,677 | 12 | 17,322 | 8 | 16,780 | 8 | 1,806 | 13 | 2,749 | 5 | 4,334 | 10 | 3,542 | 5 | 872 |
| MCLENNAN | 943,336 | 1,521,582 | 1,566,641 | 48 | 112,897 | 36 | 205,796 | 165 | 322 210 | 93 | 421,150 | 116 | 74,603 | 123 | 73,435 | 84 | 76,507 | 245 | 142,355 | 36 | 32,996 |
| Waco | 753,075 | 1,190,046 | 1,225,244 | 25 | 74,891 | 22 | 189,753 | 96 | 238,887 | 67 | 248,794 | 72 | 57,980 | 103 | 65,875 | 67 | 51,043 | 194 | 121,422 | 24 | 25,892 |
| MCMULLEN | 1,392 | 1,949 | 1,807 | 0 | 131 | 0 | 144 | 2 | 359 | 0 | 646 | 1 | 83 | 1 | 80 | 0 | 57 | 1 | 49 | 0 | 45 |
| MADISON | 46,563 | 75,472 | 77,517 | 4 | 4,076 | 5 | 2,167 | 9 | 15,975 | 4 | 27,672 | 11 | 9,997 | 6 | 2,612 | 3 | 2,397 | 9 | 7,320 | 4 | 2,554 |
| MARION | 24,648 | 37,939 | 38,867 | 3 | 1,681 | 2 | 3,082 | 8 | 7,726 | 4 | 11,977 | 8 | 5,508 | 2 | 1,730 | 2 | 1,202 | 10 | 2,778 | 3 | 972 |
| MARTIN | 19,132 | 20,416 | 20,823 | 1 | 1,127 | 0 | 1,236 | 3 | 3,097 | 4 | 9,673 | 4 | 2,603 | 1 | 694 | 0 | 481 | 3 | 481 | 1 | 391 |
| MASON | 11,405 | 20,629 | 21,043 | 3 | 2,427 | 2 | 1,449 | 7 | 4,724 | 4 | 6,531 | 5 | 1,515 | 2 | 813 | 1 | 566 | 7 | 1,504 | 1 | 457 |
| MATAGORDA | 170,412 | 344,800 | 354,856 | 16 | 26,004 | 9 | 14,526 | 45 | 99,779 | 23 | 97,608 | 28 | 16,127 | 25 | 24,336 | 12 | 12,303 | 53 | 29,999 | 9 | 8,464 |
| Bay City | 140,391 | 282,441 | 290,642 | 10 | 14,715 | 6 | 13,037 | 24 | 92,560 | 16 | 62,444 | 21 | 14,722 | 20 | 22,752 | 10 | 11,042 | 36 | 23,021 | 8 | 7,596 |
| MAVERICK | 142,835 | 286,814 | 295,145 | 10 | 21,906 | 11 | 28,588 | 29 | 72,409 | 16 | 38,013 | 16 | 13,044 | 50 | 53,620 | 12 | 14,341 | 27 | 10,365 | 6 | 8,018 |
| MEDINA | 90,923 | 151,879 | 156,197 | 7 | 6,773 | 6 | 6,516 | 24 | 34,231 | 18 | 82,647 | 10 | 2,323 | 12 | 2,536 | 4 | 4,372 | 21 | 6,662 | 7 | 2,326 |
| MENARD | 7,133 | 11,131 | 11,262 | 3 | 731 | 0 | 800 | 7 | 3,814 | 2 | 3,606 | 1 | 462 | 2 | 449 | 0 | 314 | 1 | 269 | 1 | 254 |
| MIDLAND | 713,358 | 921,750 | 948,967 | 32 | 100,581 | 17 | 120,066 | 80 | 181,397 | 42 | 219,111 | 57 | 59,422 | 92 | 49,860 | 66 | 63,871 | 140 | 75,491 | 13 | 17,806 |
| Midland | 675,433 | 866,281 | 891,848 | 27 | 88,803 | 16 | 117,444 | 72 | 181,394 | 41 | 193,453 | 54 | 52,464 | 91 | 44,021 | 63 | 56,392 | 136 | 72,751 | 12 | 17,610 |
| MILAM | 63,616 | 92,221 | 94,764 | 9 | 7,976 | 10 | 10,718 | 21 | 20,456 | 14 | 26,778 | 16 | 7,245 | 15 | 3,204 | 8 | 2,543 | 19 | 4,109 | 6 | 2,774 |
| MILLS | 14,084 | 19,801 | 20,190 | 5 | 4,717 | 3 | 1,396 | 4 | 3,497 | 2 | 6,283 | 4 | 808 | 1 | 783 | 2 | 544 | 4 | 713 | 1 | 439 |
| MITCHELL | 40,257 | 52,689 | 54,056 | 2 | 3,912 | 2 | 4,285 | 9 | 14,403 | 6 | 11,712 | 11 | 5,830 | 6 | 4,409 | 5 | 1,671 | 13 | 3,329 | 4 | 3,103 |
| MONTAGUE | 71,318 | 97,530 | 100,231 | 9 | 8,389 | 5 | 14,244 | 19 | 21,795 | 14 | 34,129 | 12 | 2,462 | 13 | 1,718 | 10 | 3,341 | 20 | 5,154 | 7 | 4,093 |
| MONTGOMERY | 548,860 | 765,925 | 788,507 | 42 | 130,558 | 12 | 46,109 | 96 | 201,365 | 47 | 203,658 | 48 | 50,761 | 44 | 24,934 | 37 | 26,828 | 107 | 53,408 | 26 | 23,642 |
| Conroe | 373,072 | 505,405 | 520,238 | 18 | 75,211 | 8 | 39,539 | 37 | 125,524 | 29 | 141,883 | 23 | 32,654 | 35 | 23,119 | 23 | 16,251 | 50 | 29,363 | 15 | 13,330 |
| MOORE | 84,379 | 148,419 | 152,634 | 8 | 6,652 | 3 | 12,100 | 20 | 38,575 | 15 | 42,086 | 12 | 14,283 | 13 | 7,948 | 9 | 7,748 | 21 | 10,129 | 4 | 4,613 |
| MORRIS | 52,391 | 66,622 | 68,404 | 4 | 2,068 | 3 | 5,423 | 23 | 19,378 | 13 | 19,252 | 9 | 7,804 | 9 | 2,811 | 5 | 3,032 | 13 | 3,188 | 7 | 2,653 |
| MOTLEY | 4,196 | 7,882 | 7,916 | 2 | 571 | 1 | 628 | 3 | 1,573 | 3 | 2,825 | 1 | 363 | 0 | 352 | 0 | 245 | 2 | 211 | 1 | 199 |
| NACOGDOCHES | 219,676 | 364,293 | 374,929 | 23 | 39,960 | 8 | 25,942 | 41 | 83,349 | 34 | 96,452 | 26 | 13,348 | 34 | 28,170 | 19 | 18,705 | 49 | 25,007 | 15 | 14,074 |
| Nacogdoches | 204,365 | 336,734 | 346,550 | 19 | 27,561 | 7 | 25,679 | 34 | 82,507 | 29 | 71,116 | 21 | 13,213 | 33 | 27,886 | 18 | 15,051 | 46 | 23,235 | 14 | 13,932 |
| NAVARRO | 193,956 | 306,867 | 315,795 | 10 | 16,328 | 6 | 21,303 | 33 | 57,490 | 29 | 87,281 | 31 | 22,475 | 31 | 14,008 | 15 | 11,799 | 42 | 20,655 | 11 | 8,100 |
| Corsicana | 180,784 | 284,677 | 292,945 | 8 | 14,377 | 6 | 20,894 | 24 | 57,341 | 26 | 74,129 | 24 | 22,417 | 28 | 11,897 | 14 | 9,509 | 35 | 18,962 | 10 | 6,879 |
| NEWTON | 25,932 | 36,775 | 37,669 | 2 | 2,726 | 3 | 1,277 | 16 | 12,364 | 4 | 9,303 | 7 | 2,847 | 3 | 631 | 1 | 1,166 | 7 | 1,043 | 3 | 1,421 |
| NOLAN | 97,899 | 115,362 | 118,593 | 8 | 4,520 | 6 | 8,785 | 17 | 25,725 | 14 | 28,754 | 14 | 13,372 | 13 | 4,698 | 13 | 2,861 | 25 | 7,708 | 9 | 6,173 |
| Sweetwater | 83,042 | 96,359 | 99,025 | 7 | 3,837 | 5 | 8,522 | 16 | 21,840 | 12 | 21,674 | 10 | 11,353 | 12 | 3,988 | 12 | 2,281 | 21 | 6,711 | 8 | 5,240 |
| NUECES | 1,608,875 | 2,394,478 | 2,465,501 | 58 | 153,283 | 37 | 272,799 | 258 | 528,510 | 138 | 669,375 | 156 | 157,313 | 180 | 120,696 | 128 | 153,599 | 435 | 241,650 | 47 | 43,632 |
| Corpus Christi | 1,497,256 | 2,251,413 | 2,318,181 | 55 | 149,532 | 32 | 263,987 | 215 | 490,538 | 129 | 486,466 | 132 | 146,409 | 166 | 116,644 | 125 | 149,840 | 403 | 226,731 | 41 | 39,518 |
| OCHILTREE | 59,830 | 70,943 | 72,853 | 4 | 5,902 | 3 | 5,775 | 11 | 17,336 | 5 | 23,555 | 6 | 2,396 | 11 | 5,603 | 7 | 1,656 | 10 | 4,783 | 4 | 2,585 |
| OLDHAM | 6,959 | 15,635 | 15,900 | 0 | 1,017 | 0 | 1,116 | 2 | 2,795 | 0 | 5,018 | 4 | 2,461 | 1 | 625 | 0 | 434 | 4 | 1,296 | 1 | 351 |
| ORANGE | 389,137 | 535,376 | 551,101 | 28 | 35,817 | 12 | 43,687 | 86 | 139,090 | 46 | 156,629 | 44 | 44,689 | 35 | 28,730 | 25 | 20,783 | 76 | 31,358 | 19 | 17,587 |
| Orange | 220,995 | 288,307 | 296,683 | 13 | 13,192 | 6 | 24,535 | 40 | 75,100 | 27 | 78,134 | 22 | 20,837 | 17 | 14,439 | 12 | 9,858 | 40 | 17,920 | 8 | 6,339 |
| PALO PINTO | 131,377 | 174,008 | 178,984 | 8 | 17,416 | 4 | 14,188 | 42 | 42,894 | 19 | 53,374 | 23 | 14,852 | 16 | 5,650 | 10 | 6,076 | 46 | 11,440 | 7 | 4,477 |
| Mineral Wells | 49,188 | 58,697 | 60,243 | 6 | 4,197 | 2 | 3,419 | 27 | 10,336 | 17 | 12,861 | 13 | 8,054 | 9 | 5,204 | 6 | 4,425 | 34 | 8,594 | 6 | 1,080 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1988 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| PANOLA | 74,234 | 134,658 | 138,463 | 5 | 9,534 | 5 | 8,031 | 15 | 33,901 | 16 | 48,323 | 13 | 10,093 | 15 | 4,878 | 5 | 2,885 | 18 | 7,443 | 6 | 5,336 |
| PARKER | 198,011 | 414,694 | 426,829 | 19 | 31,558 | 6 | 21,471 | 33 | 103,748 | 20 | 137,602 | 32 | 43,797 | 20 | 14,309 | 9 | 6,416 | 40 | 27,633 | 9 | 11,175 |
| Weatherford | 126,297 | 248,384 | 255,572 | 11 | 16,058 | 5 | 10,655 | 19 | 61,430 | 19 | 68,279 | 20 | 43,783 | 16 | 10,952 | 8 | 3,184 | 29 | 19,110 | 8 | 5,545 |
| PARMER | 19,690 | 48,119 | 49,350 | 6 | 3,691 | 2 | 3,251 | 10 | 14,746 | 6 | 17,328 | 1 | 1,882 | 3 | 1,827 | 1 | 1,268 | 9 | 2,128 | 3 | 760 |
| PECOS | 86,106 | 96,987 | 99,672 | 9 | 8,995 | 5 | 5,261 | 21 | 26,602 | 13 | 21,278 | 22 | 11,386 | 13 | 4,839 | 9 | 3,442 | 28 | 6,825 | 6 | 1,909 |
| POLK | 107,793 | 194,011 | 199,582 | 10 | 35,938 | 7 | 24,905 | 23 | 47,540 | 15 | 53,687 | 16 | 7,998 | 7 | 2,765 | 10 | 6,294 | 25 | 10,203 | 5 | 4,252 |
| POTTER | 859,003 | 1,242,606 | 1,279,367 | 40 | 105,915 | 15 | 147,937 | 104 | 214,102 | 72 | 394,260 | 69 | 60,356 | 95 | 90,433 | 75 | 67,632 | 219 | 130,030 | 29 | 22,401 |
| Amarillo | 850,970 | 1,227,323 | 1,263,629 | 39 | 105,504 | 14 | 147,363 | 103 | 213,272 | 72 | 300,988 | 65 | 60,122 | 94 | 90,083 | 74 | 67,370 | 214 | 129,527 | 29 | 22,314 |
| PRESIDIO | 20,868 | 26,518 | 27,107 | 8 | 3,310 | 5 | 2,148 | 8 | 4,168 | 4 | 3,242 | 9 | 1,676 | 4 | 1,547 | 3 | 1,139 | 14 | 1,130 | 2 | 678 |
| RAINS | 12,284 | 23,546 | 24,046 | 2 | 1,564 | 0 | 1,713 | 5 | 8,698 | 1 | 7,707 | 3 | 419 | 1 | 961 | 2 | 669 | 2 | 575 | 1 | 540 |
| RANDALL | 361,494 | 637,136 | 655,887 | 19 | 56,379 | 10 | 51,294 | 50 | 144,039 | 33 | 219,214 | 33 | 12,581 | 58 | 37,742 | 43 | 47,024 | 90 | 46,766 | 8 | 8,055 |
| REAGAN | 17,340 | 20,742 | 21,159 | 2 | 1,423 | 3 | 1,560 | 5 | 5,067 | 1 | 7,021 | 6 | 1,978 | 0 | 876 | 0 | 608 | 4 | 1,074 | 1 | 493 |
| REAL | 4,975 | 10,980 | 11,107 | 2 | 804 | 0 | 881 | 5 | 3,220 | 4 | 1,075 | 2 | 510 | 1 | 495 | 0 | 345 | 3 | 972 | 3 | 277 |
| RED RIVER | 66,108 | 101,239 | 104,050 | 6 | 4,919 | 3 | 8,248 | 16 | 17,069 | 5 | 8,401 | 5 | 1,421 | 7 | 4,631 | 3 | 1,508 | 8 | 2,775 | 5 | 2,329 |
| REEVES | 72,160 | 92,979 | 95,545 | 4 | 3,859 | 5 | 6,337 | 17 | 26,441 | 11 | 34,446 | 15 | 4,369 | 12 | 6,901 | 5 | 2,665 | 21 | 5,710 | 4 | 3,240 |
| Pecos | 68,871 | 89,814 | 92,285 | 4 | 3,066 | 4 | 6,337 | 14 | 26,439 | 11 | 26,693 | 13 | 4,369 | 12 | 6,901 | 5 | 2,183 | 18 | 5,710 | 4 | 3,240 |
| REFUGIO | 44,747 | 62,016 | 63,661 | 2 | 4,228 | 2 | 4,633 | 14 | 12,653 | 7 | 17,397 | 14 | 10,916 | 8 | 2,824 | 2 | 1,808 | 20 | 4,552 | 4 | 1,468 |
| ROBERTS | 2,592 | 3,138 | 3,031 | 1 | 218 | 0 | 240 | 1 | 602 | 0 | 1,083 | 1 | 139 | 0 | 134 | 2 | 94 | 1 | 80 | 0 | 76 |
| ROBERTSON | 49,404 | 77,682 | 79,793 | 8 | 5,289 | 7 | 9,517 | 23 | 21,522 | 13 | 27,338 | 14 | 3,039 | 7 | 2,072 | 3 | 2,469 | 16 | 3,601 | 7 | 2,578 |
| ROCKWALL | 65,909 | 151,959 | 156,279 | 7 | 20,191 | 2 | 12,388 | 19 | 29,932 | 11 | 55,792 | 7 | 16,365 | 6 | 1,287 | 2 | 4,834 | 19 | 11,337 | 4 | 3,784 |
| RUNNELS | 50,712 | 68,316 | 70,148 | 9 | 3,974 | 5 | 3,903 | 18 | 20,455 | 8 | 21,259 | 7 | 3,218 | 8 | 3,344 | 3 | 1,166 | 16 | 3,285 | 5 | 1,681 |
| RUSK | 139,047 | 215,879 | 222,100 | 15 | 14,530 | 11 | 25,306 | 36 | 45,281 | 28 | 71,334 | 30 | 13,355 | 25 | 10,026 | 14 | 12,750 | 32 | 12,742 | 17 | 7,904 |
| Henderson | 108,615 | 166,359 | 171,107 | 11 | 12,382 | 7 | 21,563 | 17 | 31,102 | 19 | 48,094 | 22 | 13,037 | 20 | 8,937 | 12 | 10,864 | 24 | 10,033 | 11 | 6,436 |
| SABINE | 30,385 | 53,780 | 55,180 | 2 | 3,992 | 1 | 4,374 | 13 | 13,131 | 7 | 15,427 | 8 | 2,736 | 4 | 501 | 2 | 1,706 | 7 | 1,713 | 4 | 1,918 |
| SAN AUGUSTINE | 25,491 | 42,308 | 43,366 | 5 | 3,161 | 4 | 1,524 | 6 | 8,920 | 5 | 16,790 | 4 | 1,296 | 7 | 4,540 | 3 | 2,420 | 8 | 1,886 | 3 | 1,084 |
| SAN JACINTO | 16,696 | 26,899 | 27,499 | 3 | 1,709 | 1 | 1,871 | 14 | 8,318 | 5 | 8,429 | 5 | 2,071 | 0 | 1,050 | 0 | 730 | 8 | 1,357 | 2 | 590 |
| SAN PATRICIO | 235,413 | 321,169 | 330,522 | 15 | 10,988 | 16 | 17,329 | 53 | 106,848 | 32 | 98,685 | 50 | 29,196 | 31 | 14,130 | 19 | 6,542 | 77 | 18,084 | 21 | 8,891 |
| SAN SABA | 17,837 | 29,893 | 30,582 | 2 | 2,212 | 3 | 773 | 9 | 9,277 | 4 | 10,918 | 3 | 696 | 4 | 1,361 | 3 | 946 | 4 | 460 | 1 | 766 |
| SCHLEICHER | 5,963 | 6,824 | 6,827 | 1 | 391 | 3 | 536 | 5 | 2,696 | 1 | 1,929 | 0 | 247 | 1 | 240 | 0 | 166 | 2 | 144 | 0 | 136 |
| SCURRY | 89,080 | 119,438 | 122,791 | 3 | 4,421 | 4 | 9,734 | 22 | 29,477 | 21 | 36,601 | 16 | 6,293 | 18 | 7,609 | 16 | 6,257 | 26 | 11,308 | 7 | 4,724 |
| Snyder | 85,798 | 114,999 | 118,220 | 3 | 3,470 | 4 | 9,706 | 18 | 29,393 | 20 | 28,015 | 15 | 6,275 | 18 | 7,587 | 15 | 6,239 | 24 | 11,275 | 7 | 4,705 |
| SHACKELFORD | 14,065 | 17,254 | 17,567 | 2 | 1,187 | 2 | 1,300 | 5 | 4,883 | 4 | 4,821 | 4 | 1,817 | 2 | 729 | 1 | 507 | 5 | 1,034 | 1 | 410 |
| SHELBY | 92,089 | 150,137 | 154,403 | 13 | 12,748 | 9 | 17,462 | 27 | 40,198 | 9 | 31,860 | 18 | 9,251 | 11 | 5,300 | 5 | 6,446 | 13 | 4,147 | 9 | 6,795 |
| SHERMAN | 7,836 | 13,627 | 13,832 | 2 | 1,001 | 1 | 1,096 | 3 | 2,750 | 4 | 4,938 | 3 | 634 | 2 | 615 | 1 | 427 | 2 | 370 | 1 | 345 |
| SMITH | 801,304 | 1,315,720 | 1,354,656 | 53 | 110,448 | 24 | 196,302 | 84 | 240,642 | 80 | 373,328 | 100 | 78,171 | 114 | 87,512 | 72 | 72,861 | 148 | 94,278 | 37 | 38,489 |
| Tyler | 717,762 | 1,165,290 | 1,199,751 | 34 | 66,125 | 19 | 190,110 | 58 | 234,868 | 64 | 269,907 | 71 | 76,465 | 106 | 86,773 | 64 | 56,558 | 128 | 84,349 | 31 | 33,119 |
| SOMERVELL | 10,372 | 16,278 | 16,562 | 1 | 911 | 1 | 998 | 5 | 6,275 | 2 | 4,497 | 3 | 578 | 0 | 561 | 1 | 390 | 7 | 1,208 | 2 | 315 |
| STARR | 73,602 | 122,643 | 126,091 | 9 | 9,686 | 8 | 6,716 | 31 | 49,141 | 15 | 21,634 | 16 | 7,099 | 10 | 6,117 | 5 | 7,450 | 22 | 4,959 | 4 | 1,140 |
| STEPHENS | 51,591 | 60,015 | 61,600 | 3 | 1,513 | 3 | 1,521 | 11 | 15,840 | 14 | 22,221 | 6 | 938 | 10 | 3,381 | 4 | 1,404 | 20 | 4,273 | 6 | 5,313 |
| STERLING | 3,647 | 4,678 | 4,617 | 0 | 334 | 0 | 366 | 4 | 918 | 0 | 1,648 | 2 | 211 | 0 | 205 | 0 | 142 | 0 | 123 | 0 | 115 |
| STONEWALL | 6,839 | 8,878 | 8,942 | 1 | 537 | 0 | 587 | 4 | 2,296 | 1 | 2,647 | 2 | 340 | 1 | 329 | 0 | 229 | 3 | 1,342 | 1 | 184 |
| SUTTON | 26,728 | 27,645 | 28,267 | 1 | 1,856 | 2 | 2,034 | 4 | 6,154 | 3 | 9,161 | 6 | 2,333 | 6 | 885 | 2 | 794 | 10 | 2,993 | 1 | 641 |
| SWISHER | 32,452 | 58,556 | 60,098 | 6 | 3,434 | 6 | 2,451 | 10 | 16,844 | 5 | 15,172 | 5 | 3,123 | 3 | 2,674 | 2 | 1,859 | 12 | 3,572 | 6 | 6,643 |
| TARRANT | 5,631,146 | 10,181,600 | 10,484,250 | 227 | 580,555 | 126 | 1,322,818 | 735 | 2,030,697 | 449 | 3,074,765 | 462 | 527,734 | 625 | 535,845 | 411 | 531,824 | 1,380 | 1,017,137 | 167 | 233,615 |
| Arlington | 1,190,333 | 2,865,069 | 2,950,090 | 38 | 100,830 | 23 | 378,983 | 122 | 570,720 | 74 | 790,310 | 71 | 126,892 | 132 | 179,365 | 76 | 87,582 | 259 | 311,806 | 25 | 49,467 |
| Euless | 89,610 | 180,200 | 185,360 | 5 | 22,882 | 2 | 19,008 | 18 | 60,062 | 8 | 4,419 | 11 | 15,232 | 8 | 4,123 | 7 | 3,571 | 38 | 28,717 | 3 | 3,896 |
| Fort Worth | 2,719,074 | 3,972,030 | 4,089,977 | 94 | 145,374 | 57 | 453,238 | 354 | 671,019 | 210 | 1,003,624 | 246 | 231,098 | 309 | 197,247 | 213 | 197,839 | 730 | 400,478 | 86 | 91,850 |
| Haltom City | 166,332 | 308,341 | 317,313 | 19 | 51,076 | 7 | 16,577 | 24 | 78,863 | 33 | 35,191 | 7 | 7,218 | 14 | 11,258 | 13 | 19,767 | 31 | 15,542 | 8 | 17,491 |
| Hurst | 400,868 | 779,826 | 802,822 | 13 | 31,955 | 15 | 252,149 | 30 | 121,234 | 20 | 112,785 | 15 | 18,507 | 70 | 73,090 | 40 | 43,854 | 54 | 40,122 | 5 | 5,717 |
| TAYLOR | 804,342 | 1,128,918 | 1,162,297 | 36 | 84,102 | 23 | 92,139 | 106 | 193,914 | 71 | 360,468 | 79 | 61,970 | 115 | 51,730 | 74 | 61,653 | 169 | 92,942 | 27 | 26,710 |
| Abilene | 377,107 | 622,475 | 640,790 | 33 | 84,091 | 21 | 92,126 | 93 | 193,887 | 67 | 0 | 71 | 0 | 110 | 51,722 | 73 | 0 | 154 | 92,929 | 26 | 0 |
| TERRELL | 6,670 | 10,493 | 10,605 | 0 | 664 | 1 | 726 | 1 | 1,820 | 2 | 3,272 | 4 | 2,205 | 0 | 407 | 0 | 284 | 4 | 468 | 0 | 229 |
| TERRY | 67,250 | 89,012 | 91,460 | 7 | 5,491 | 5 | 5,977 | 18 | 23,196 | 10 | 34,667 | 8 | 3,721 | 12 | 5,499 | 6 | 1,967 | 13 | 5,193 | 6 | 4,401 |
| THROCKMORTON | 5,542 | 7,798 | 7,830 | 0 | 567 | 0 | 621 | 4 | 1,858 | 2 | 2,795 | 2 | 359 | 1 | 348 | 0 | 242 | 2 | 208 | 1 | 196 |

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TITUS | 143,396 | 216,470 | 222,709 | 9 | 19,357 | 5 | 17,655 | 20 | 36,534 | 15 | 59,150 | 21 | 19,122 | 23 | 11,312 | 14 | 9,689 | 38 | 13,990 | 12 | 9,779 |
| Mount Pleasant | 130,872 | 195,411 | 201,023 | 8 | 16,885 | 5 | 15,400 | 15 | 36,095 | 14 | 51,597 | 18 | 16,680 | 22 | 9,867 | 13 | 7,762 | 33 | 11,914 | 11 | 9,636 |
| TOM GREEN | 571,448 | 832,576 | 857,141 | 31 | 70,963 | 16 | 110,687 | 93 | 167,969 | 54 | 259,626 | 41 | 23,950 | 88 | 47,795 | 62 | 49,516 | 140 | 75,488 | 22 | 15,933 |
| San Angelo | 559,591 | 817,235 | 841,343 | 29 | 67,332 | 16 | 109,337 | 86 | 167,968 | 52 | 246,343 | 40 | 22,725 | 87 | 47,795 | 61 | 40,199 | 137 | 73,464 | 22 | 15,911 |
| TRAVIS | 2,933,316 | 5,705,734 | 5,875,250 | 114 | 526,519 | 55 | 687,105 | 386 | 1,071,517 | 183 | 1,603,714 | 216 | 258,919 | 343 | 347,887 | 269 | 401,807 | 827 | 663,706 | 98 | 115,327 |
| Austin | 2,720,633 | 5,253,227 | 5,409,283 | 88 | 340,431 | 51 | 654,081 | 336 | 1,020,017 | 169 | 1,526,635 | 198 | 246,476 | 312 | 331,167 | 248 | 382,495 | 761 | 609,003 | 88 | 109,784 |
| TRINITY | 36,139 | 64,480 | 66,198 | 6 | 3,220 | 3 | 5,248 | 13 | 17,349 | 5 | 24,274 | 6 | 4,926 | 4 | 2,946 | 2 | 2,047 | 11 | 2,284 | 3 | 2,016 |
| TYLER | 48,722 | 83,967 | 86,265 | 6 | 3,196 | 4 | 12,271 | 18 | 25,907 | 7 | 29,246 | 11 | 2,886 | 3 | 3,839 | 4 | 1,495 | 11 | 2,593 | 5 | 3,260 |
| UPSHUR | 85,713 | 147,246 | 151,426 | 7 | 11,738 | 4 | 12,003 | 17 | 26,274 | 11 | 50,824 | 15 | 7,691 | 13 | 3,874 | 6 | 1,292 | 23 | 7,182 | 6 | 5,587 |
| UPTON | 13,524 | 16,605 | 16,899 | 3 | 2,058 | 3 | 977 | 9 | 5,102 | 1 | 4,396 | 8 | 1,534 | 0 | 549 | 1 | 381 | 9 | 752 | 1 | 308 |
| UVALDE | 95,428 | 157,665 | 162,155 | 8 | 17,821 | 4 | 12,404 | 25 | 47,877 | 20 | 30,855 | 23 | 7,275 | 18 | 11,870 | 10 | 5,451 | 30 | 11,845 | 7 | 4,649 |
| VAL VERDE | 170,732 | 274,780 | 282,753 | 12 | 24,094 | 8 | 20,148 | 33 | 69,770 | 27 | 85,403 | 18 | 10,754 | 41 | 22,205 | 17 | 9,668 | 54 | 22,540 | 5 | 3,436 |
| Del Rio | 168,423 | 272,191 | 280,087 | 12 | 18,996 | 8 | 19,937 | 30 | 69,770 | 25 | 85,403 | 16 | 10,754 | 41 | 22,205 | 17 | 7,863 | 52 | 22,539 | 5 | 3,436 |
| VAN ZANDT | 99,490 | 169,448 | 174,288 | 16 | 21,482 | 11 | 3,559 | 22 | 37,882 | 18 | 61,875 | 27 | 12,026 | 17 | 5,353 | 5 | 1,901 | 27 | 6,669 | 13 | 12,396 |
| VICTORIA | 492,936 | 651,346 | 670,520 | 22 | 57,495 | 14 | 86,335 | 80 | 130,842 | 40 | 176,761 | 43 | 41,706 | 66 | 37,973 | 46 | 33,685 | 112 | 50,034 | 15 | 11,579 |
| Victoria | 480,830 | 633,287 | 651,924 | 21 | 52,123 | 13 | 78,270 | 70 | 130,037 | 39 | 160,246 | 36 | 41,449 | 65 | 37,740 | 45 | 27,192 | 101 | 44,524 | 15 | 11,499 |
| WALKER | 201,309 | 394,411 | 405,943 | 16 | 43,114 | 6 | 32,925 | 35 | 35,028 | 20 | 107,238 | 21 | 28,450 | 25 | 15,496 | 12 | 11,879 | 60 | 53,193 | 8 | 10,653 |
| Huntsville | 189,983 | 369,160 | 379,941 | 15 | 42,905 | 6 | 32,180 | 26 | 84,617 | 17 | 79,438 | 19 | 28,312 | 24 | 15,422 | 12 | 9,541 | 55 | 50,900 | 8 | 10,526 |
| WALLER | 182,431 | 270,566 | 278,414 | 9 | 20,145 | 4 | 22,071 | 23 | 24,982 | 6 | 99,393 | 16 | 14,353 | 7 | 1,658 | 4 | 3,831 | 21 | 9,701 | 5 | 3,314 |
| WARD | 63,774 | 74,098 | 76,102 | 2 | 5,507 | 4 | 6,811 | 18 | 21,056 | 3 | 20,684 | 14 | 5,848 | 11 | 3,292 | 5 | 3,748 | 19 | 5,300 | 5 | 1,867 |
| WASHINGTON | 144,213 | 270,677 | 278,528 | 14 | 29,953 | 4 | 22,079 | 38 | 75,117 | 11 | 79,504 | 17 | 11,352 | 23 | 17,214 | 20 | 11,222 | 30 | 12,807 | 11 | 9,847 |
| Brenham | 134,314 | 252,766 | 260,084 | 10 | 21,885 | 4 | 19,720 | 27 | 75,114 | 10 | 71,007 | 14 | 11,351 | 22 | 15,375 | 19 | 10,023 | 22 | 10,617 | 11 | 9,836 |
| WEBB | 701,337 | 1,072,998 | 1,104,714 | 34 | 63,042 | 33 | 174,501 | 116 | 234,123 | 59 | 145,524 | 48 | 30,550 | 159 | 145,995 | 55 | 116,792 | 116 | 64,312 | 22 | 20,414 |
| Laredo | 690,756 | 1,064,074 | 1,095,525 | 32 | 63,042 | 32 | 174,501 | 112 | 234,122 | 58 | 112,194 | 46 | 30,550 | 155 | 145,995 | 54 | 95,241 | 113 | 64,312 | 22 | 20,414 |
| WHARTON | 207,045 | 288,637 | 297,022 | 16 | 17,378 | 10 | 21,189 | 49 | 71,672 | 35 | 109,108 | 26 | 12,662 | 33 | 16,111 | 24 | 14,160 | 55 | 20,620 | 13 | 8,336 |
| WHEELER | 35,365 | 44,034 | 45,144 | 6 | 4,341 | 3 | 3,579 | 9 | 12,800 | 7 | 11,128 | 6 | 3,348 | 4 | 1,614 | 3 | 1,326 | 11 | 3,666 | 3 | 1,383 |
| WICHITA | 750,305 | 997,117 | 1,026,576 | 38 | 79,188 | 25 | 81,379 | 108 | 170,636 | 82 | 366,484 | 63 | 44,732 | 108 | 46,805 | 80 | 31,752 | 182 | 82,103 | 28 | 25,681 |
| Wichita Falls | 328,592 | 646,409 | 665,436 | 20 | 52,937 | 10 | 76,270 | 88 | 141,491 | 67 | 170,619 | 52 | 40,141 | 60 | 0 | 46 | 29,816 | 162 | 66,103 | 13 | 18,402 |
| WILBARGER | 72,988 | 101,437 | 104,254 | 7 | 4,626 | 5 | 8,264 | 15 | 25,177 | 13 | 25,248 | 17 | 7,687 | 16 | 6,177 | 7 | 3,954 | 19 | 9,026 | 4 | 4,390 |
| Vernon | 70,971 | 99,398 | 102,155 | 7 | 3,660 | 5 | 8,264 | 14 | 25,176 | 13 | 19,482 | 13 | 7,686 | 16 | 6,177 | 7 | 3,227 | 18 | 9,026 | 4 | 4,389 |
| WILLACY | 44,972 | 69,929 | 71,809 | 7 | 4,242 | 3 | 2,857 | 21 | 21,353 | 9 | 25,310 | 12 | 3,907 | 5 | 2,022 | 4 | 4,709 | 12 | 2,458 | 3 | 1,797 |
| WILLIAMSON | 298,626 | 650,897 | 670,058 | 24 | 38,592 | 10 | 50,383 | 71 | 190,432 | 44 | 190,466 | 59 | 45,612 | 29 | 29,120 | 29 | 21,697 | 103 | 47,693 | 22 | 16,567 |
| Taylor | 65,319 | 102,423 | 105,270 | 5 | 7,524 | 2 | 9,824 | 12 | 31,470 | 11 | 22,236 | 15 | 12,418 | 7 | 1,899 | 9 | 1,854 | 23 | 6,071 | 6 | 3,136 |
| WILSON | 53,957 | 107,197 | 110,186 | 5 | 7,033 | 6 | 5,477 | 23 | 35,193 | 9 | 39,176 | 9 | 4,961 | 7 | 5,146 | 1 | 3,408 | 16 | 3,155 | 3 | 1,763 |
| WINKLER | 49,414 | 44,770 | 45,902 | 2 | 3,321 | 3 | 2,696 | 13 | 6,876 | 7 | 16,516 | 6 | 2,106 | 9 | 2,081 | 8 | 2,863 | 16 | 2,503 | 2 | 1,149 |
| WISE | 112,448 | 176,475 | 181,524 | 6 | 6,371 | 12 | 14,390 | 28 | 37,162 | 16 | 64,804 | 16 | 16,731 | 16 | 3,664 | 3 | 1,012 | 18 | 3,532 | 8 | 3,113 |
| WOOD | 94,076 | 152,288 | 156,618 | 9 | 13,005 | 8 | 14,138 | 23 | 40,722 | 21 | 44,267 | 16 | 5,670 | 16 | 5,895 | 13 | 3,885 | 23 | 7,332 | 7 | 5,675 |
| YOAKUM | 30,478 | 39,523 | 40,499 | 6 | 5,065 | 3 | 2,079 | 10 | 13,518 | 10 | 12,708 | 4 | 998 | 4 | 2,778 | 3 | 764 | 6 | 1,214 | 2 | 1,013 |
| YOUNG | 91,641 | 114,839 | 118,055 | 6 | 4,950 | 8 | 16,682 | 16 | 29,640 | 14 | 29,450 | 13 | 4,220 | 17 | 4,531 | 10 | 4,805 | 25 | 7,385 | 6 | 2,549 |
| ZAPATA | 14,808 | 23,049 | 23,535 | 3 | 566 | 1 | 1,867 | 15 | 8,126 | 4 | 2,331 | 6 | 2,498 | 1 | 1,047 | 1 | 728 | 10 | 1,694 | 2 | 588 |
| ZAVALA | 22,215 | 29,076 | 29,741 | 2 | 1,817 | 1 | 1,989 | 10 | 9,231 | 2 | 6,961 | 9 | 1,401 | 6 | 1,507 | 3 | 776 | 12 | 1,943 | 3 | 628 |

# UTAH RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS** | 6,327,012 | 10,849,570 | 11,106,375 | 802,164 | 1,260,001 | 2,343,881 | 2,699,949 | 773,880 | 496,446 | 663,062 | 893,145 | 281,839 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Provo-Orem, UT | 771,604 | 1,382,733 | 1,395,200 | 108,347 | 177,381 | 298,084 | 335,278 | 96,408 | 66,896 | 81,031 | 94,274 | 44,051 |

# UTAH RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Salt Lake City-Ogden, UT | 4,220,819 | 7,183,453 | 7,367,598 | | 491,779 | | 877,017 | | 1,504,587 | | 1,871,720 | | 431,416 | | 370,323 | | 498,520 | | 606,134 | | 171,346 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BEAVER | 14,543 | 28,385 | 29,185 | 2 | 1,238 | 2 | 3,323 | 6 | 5,547 | 2 | 1,772 | 12 | 7,330 | 4 | 869 | 2 | 423 | 10 | 4,148 | 1 | 891 |
| BOX ELDER | 108,517 | 209,064 | 215,770 | 11 | 10,399 | 4 | 23,163 | 25 | 48,185 | 19 | 64,336 | 24 | 18,278 | 15 | 5,496 | 10 | 8,566 | 40 | 20,343 | 6 | 6,217 |
| CACHE | 213,991 | 414,184 | 424,438 | 18 | 38,003 | 9 | 57,398 | 32 | 91,118 | 23 | 83,345 | 28 | 25,544 | 33 | 14,849 | 29 | 25,096 | 56 | 27,941 | 12 | 11,692 |
| Logan | 179,865 | 340,487 | 349,467 | 10 | 18,779 | 7 | 48,865 | 18 | 80,922 | 20 | 61,294 | 20 | 24,447 | 30 | 12,641 | 24 | 18,380 | 42 | 24,093 | 8 | 9,987 |
| CARBON | 115,958 | 143,484 | 149,056 | 8 | 8,900 | 8 | 11,595 | 14 | 46,092 | 16 | 32,352 | 14 | 12,042 | 20 | 3,958 | 11 | 6,660 | 30 | 10,476 | 4 | 4,554 |
| DAGGETT | 3,170 | 5,027 | 5,114 | 0 | 217 | 1 | 582 | 2 | 770 | 0 | 310 | 3 | 522 | 0 | 27 | 0 | 74 | 1 | 293 | 0 | 156 |
| DAVIS | 506,448 | 912,166 | 931,055 | 26 | 58,235 | 13 | 91,251 | 69 | 215,077 | 39 | 321,680 | 56 | 61,285 | 55 | 29,834 | 40 | 69,408 | 85 | 49,165 | 15 | 10,266 |
| DUCHESNE | 61,339 | 97,548 | 102,325 | 3 | 4,342 | 4 | 7,368 | 12 | 26,047 | 12 | 29,681 | 11 | 11,485 | 5 | 763 | 3 | 1,481 | 19 | 3,671 | 3 | 4,619 |
| EMERY | 27,415 | 32,082 | 35,727 | 5 | 4,594 | 3 | 308 | 9 | 7,155 | 2 | 2,170 | 11 | 9,035 | 4 | 667 | 1 | 517 | 14 | 3,380 | 2 | 1,091 |
| GARFIELD | 7,549 | 13,007 | 13,232 | 2 | 563 | 2 | 1,506 | 6 | 2,972 | 3 | 1,300 | 7 | 1,208 | 0 | 71 | 0 | 191 | 5 | 1,784 | 1 | 405 |
| GRAND | 52,533 | 58,247 | 59,822 | 2 | 2,538 | 3 | 2,093 | 9 | 14,509 | 8 | 5,501 | 14 | 7,996 | 6 | 889 | 1 | 866 | 18 | 4,531 | 2 | 1,828 |
| IRON | 112,630 | 185,414 | 189,188 | 9 | 18,043 | 8 | 11,869 | 14 | 36,177 | 19 | 52,236 | 19 | 23,691 | 17 | 5,492 | 9 | 8,145 | 32 | 15,045 | 5 | 2,503 |
| JUAB | 20,211 | 34,859 | 36,029 | 2 | 1,529 | 0 | 4,100 | 3 | 5,426 | 7 | 9,429 | 8 | 7,166 | 1 | 192 | 2 | 521 | 12 | 4,112 | 2 | 1,101 |
| KANE | 16,451 | 27,361 | 28,401 | 3 | 1,892 | 3 | 3,232 | 4 | 4,277 | 1 | 1,724 | 13 | 8,054 | 1 | 152 | 1 | 410 | 11 | 4,380 | 2 | 869 |
| MILLARD | 29,028 | 77,079 | 78,979 | 6 | 8,324 | 3 | 1,505 | 5 | 23,593 | 5 | 10,458 | 18 | 10,351 | 2 | 423 | 2 | 1,142 | 16 | 4,617 | 3 | 2,018 |
| MORGAN | 7,295 | 11,013 | 11,770 | 0 | 364 | 0 | 980 | 2 | 1,300 | 4 | 6,369 | 2 | 877 | 0 | 46 | 1 | 125 | 5 | 857 | 1 | 263 |
| PIUTE | 1,118 | 1,593 | 1 688 | 0 | 71 | 1 | 193 | 2 | 253 | 0 | 103 | 1 | 171 | 0 | 8 | 0 | 24 | 1 | 96 | 0 | 52 |
| RICH | 4,005 | 6,743 | 7,427 | 0 | 283 | 1 | 761 | 1 | 1,009 | 0 | 405 | 4 | 3,248 | 0 | 35 | 0 | 97 | 5 | 1,010 | 0 | 206 |
| SALT LAKE | 3,037,190 | 5,107,644 | 5,252,693 | 135 | 345 102 | 57 | 651,017 | 367 | 1,048,970 | 219 | 1,230,885 | 295 | 310,982 | 314 | 289,384 | 262 | 371,403 | 740 | 466,691 | 83 | 130,683 |
| Salt Lake City | 1,257,670 | 1,781,590 | 1,859,107 | 46 | 95,418 | 19 | 171,955 | 156 | 283,727 | 90 | 334,268 | 123 | 108,321 | 160 | 131,846 | 114 | 132,310 | 374 | 214,338 | 35 | 49,075 |
| SAN JUAN | 26,099 | 38,640 | 39,408 | 2 | 1,672 | 3 | 5,573 | 11 | 7,446 | 5 | 2,392 | 10 | 7,955 | 0 | 211 | 1 | 570 | 10 | 2,258 | 2 | 1,203 |
| SANPETE | 25,681 | 48,829 | 49,774 | 3 | 2,611 | 5 | 2,298 | 14 | 14,208 | 7 | 7,746 | 11 | 3,736 | 5 | 1,595 | 4 | 2,577 | 16 | 2,532 | 6 | 2,145 |
| SEVIER | 67,563 | 103,241 | 105,127 | 8 | 8,263 | 6 | 5,963 | 9 | 21,497 | 10 | 25,640 | 25 | 14,844 | 18 | 5,431 | 5 | 2,563 | 24 | 6,732 | 6 | 2,212 |
| SUMMIT | 54,204 | 123,293 | 125 526 | 5 | 13,134 | 0 | 14,288 | 13 | 36,499 | 6 | 13,030 | 12 | 6,935 | 5 | 1,046 | 4 | 591 | 44 | 25,995 | 2 | 3,834 |
| TOOELE | 73,697 | 116,492 | 118,607 | 7 | 8,744 | 4 | 13,500 | 14 | 39,398 | 11 | 18,360 | 10 | 15,690 | 4 | 1,789 | 3 | 3,409 | 26 | 10,057 | 3 | 2,789 |
| UINTAH | 135,511 | 168,643 | 171,660 | 13 | 32,940 | 10 | 13,813 | 14 | 36,201 | 15 | 44,149 | 19 | 13,077 | 10 | 4,132 | 7 | 6,121 | 28 | 9,576 | 2 | 5,244 |
| UTAH | 771,604 | 1,382,733 | 1,395,200 | 53 | 108,347 | 28 | 177,381 | 109 | 298,084 | 93 | 335,278 | 104 | 96,408 | 109 | 66,896 | 60 | 81,031 | 199 | 94,274 | 34 | 44,051 |
| Provo | 271,081 | 431,049 | 435,888 | 13 | 27,695 | 5 | 37,558 | 28 | 86,906 | 40 | 112,587 | 45 | 42,706 | 21 | 11,348 | 20 | 29,442 | 59 | 30,515 | 13 | 16,768 |
| WASATCH | 29,853 | 51,565 | 52,557 | 3 | 3,024 | 3 | 1,838 | 5 | 13,123 | 5 | 9,165 | 11 | 9,102 | 2 | 280 | 0 | 760 | 20 | 7,207 | 1 | 1,606 |
| WASHINGTON | 123,591 | 282,407 | 287,392 | 14 | 30,125 | 5 | 17,743 | 26 | 57,600 | 16 | 70,651 | 29 | 27,171 | 17 | 10,777 | 11 | 12,504 | 36 | 20,917 | 5 | 8,780 |
| St. George | 103,817 | 231,207 | 235,306 | 11 | 23,215 | 4 | 13,673 | 16 | 49,451 | 14 | 54,448 | 19 | 26,165 | 15 | 8,305 | 10 | 9,636 | 24 | 16,537 | 5 | 6,767 |
| WAYNE | 2,637 | 5,184 | 5,374 | 1 | 227 | 1 | 612 | 2 | 811 | 0 | 328 | 1 | 547 | 0 | 29 | 0 | 78 | 4 | 776 | 0 | 164 |
| WEBER | 677,181 | 1,163,623 | 1,183,851 | 42 | 88,442 | 18 | 134,748 | 68 | 240,541 | 68 | 319,155 | 70 | 59,150 | 95 | 51 105 | 68 | 57,709 | 186 | 90,278 | 22 | 30,397 |
| Ogden | 505,933 | 788,165 | 801,898 | 32 | 56,245 | 13 | 104,955 | 44 | 147,698 | 45 | 179,577 | 47 | 39,726 | 82 | 37,765 | 46 | 28,767 | 129 | 55,467 | 11 | 13,540 |

# VERMONT RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
| **STATE TOTALS** | 2,600,585 | 4,784,605 | 4,983,236 | 422,412 | 329,688 | 1,029,958 | 1,156,164 | 282,856 | 199,269 | 177,001 | 423,826 | 130,144 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Burlington, VT | 835,237 | 1,534,052 | 1,644,753 | 130,263 | 146,994 | 330,352 | 420,914 | 75,376 | 84,741 | 77,994 | 144,440 | 41,576 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADDISON | 113,957 | 217,620 | 229,517 | 12 | 19,485 | 10 | 11,906 | 40 | 58,471 | 17 | 48,347 | 22 | 15,578 | 12 | 9,811 | 9 | 3,176 | 39 | 16,858 | 8 | 7,521 |
| BENNINGTON | 256,230 | 485,935 | 506,335 | 17 | 32,860 | 13 | 26,822 | 49 | 81,744 | 21 | 74,420 | 22 | 18,467 | 31 | 18,966 | 21 | 16,827 | 73 | 34,271 | 9 | 10,949 |
| CALEDONIA | 123,848 | 210,208 | 221,870 | 17 | 20,392 | 9 | 18,367 | 30 | 50,932 | 16 | 54,923 | 19 | 12,079 | 14 | 8,449 | 14 | 6,749 | 32 | 13,374 | 10 | 5,691 |
| CHITTENDEN | 672,730 | 1,300,715 | 1,346,937 | 50 | 109,470 | 19 | 129,192 | 125 | 257,653 | 46 | 335,889 | 59 | 53,639 | 95 | 74,058 | 79 | 69,958 | 174 | 130,179 | 28 | 33,210 |
| Burlington | 220,546 | 396,959 | 414,539 | 11 | 25,895 | 5 | 58,840 | 46 | 67,162 | 11 | 29,378 | 20 | 18,701 | 53 | 48,238 | 32 | 18,529 | 76 | 54,745 | 9 | 10,323 |
| ESSEX | 6,324 | 10,129 | 10,450 | 0 | 848 | 1 | 1,003 | 3 | 1,845 | 1 | 2,933 | 4 | 417 | 0 | 575 | 0 | 0 | 10 | 2,077 | 0 | 0 |
| FRANKLIN | 152,858 | 263,388 | 276,735 | 15 | 19,079 | 8 | 15,990 | 51 | 68,983 | 22 | 79,110 | 22 | 20,898 | 20 | 9,524 | 12 | 8,037 | 50 | 13,416 | 7 | 8,367 |
| St. Albans | 100,199 | 163,198 | 173,370 | 5 | 2,880 | 3 | 3,671 | 17 | 20,626 | 13 | 22,613 | 13 | 10,060 | 16 | 7,719 | 9 | 3,005 | 20 | 3,782 | 4 | 1,921 |
| GRAND ISLE | 9,649 | 19,949 | 21,081 | 1 | 1,714 | 5 | 1,811 | 6 | 3,717 | 2 | 5,915 | 1 | 839 | 0 | 1,158 | 0 | 0 | 6 | 844 | 0 | 0 |
| LAMOILLE | 89,739 | 166,585 | 172,364 | 12 | 24,131 | 6 | 8,229 | 33 | 39,364 | 13 | 19,041 | 14 | 9,735 | 12 | 4,636 | 6 | 3,979 | 48 | 19,597 | 9 | 5,806 |
| ORANGE | 72,824 | 147,276 | 152,443 | 15 | 32,310 | 11 | 6,048 | 28 | 35,884 | 6 | 16,729 | 14 | 10,452 | 6 | 8,383 | 6 | 1,102 | 30 | 9,432 | 6 | 4,437 |
| ORLEANS | 82,821 | 145,275 | 150,379 | 8 | 12,222 | 10 | 14,424 | 28 | 39,998 | 13 | 42,198 | 16 | 8,924 | 6 | 1,711 | 8 | 3,284 | 31 | 9,202 | 7 | 4,859 |
| Newport | 35,344 | 60,137 | 62,543 | 2 | 4,683 | 1 | 5,527 | 11 | 18,801 | 4 | 11,397 | 5 | 6,514 | 5 | 655 | 7 | 1,258 | 18 | 5,286 | 4 | 3,226 |
| RUTLAND | 315,013 | 562,422 | 585,246 | 33 | 44,856 | 24 | 38,858 | 89 | 113,779 | 48 | 158,917 | 44 | 25,386 | 40 | 25,596 | 30 | 20,536 | 121 | 50,571 | 19 | 15,873 |
| Rutland | 191,662 | 319,759 | 334,893 | 15 | 21,847 | 7 | 31,098 | 38 | 66,355 | 17 | 60,483 | 21 | 20,891 | 36 | 21,119 | 21 | 12,541 | 59 | 27,998 | 11 | 11,129 |
| WASHINGTON | 261,564 | 422,427 | 440,814 | 31 | 32,069 | 16 | 30,580 | 67 | 92,973 | 38 | 117,726 | 36 | 23,062 | 31 | 10,351 | 38 | 24,211 | 101 | 40,212 | 14 | 12,893 |
| Barre | 97,146 | 150,727 | 158,004 | 9 | 9,182 | 5 | 25,041 | 14 | 40,448 | 8 | 14,983 | 8 | 9,367 | 13 | 4,320 | 16 | 9,722 | 25 | 12,684 | 7 | 7,234 |
| Montpelier | 69,003 | 106,796 | 112,681 | 8 | 7,131 | 2 | 5,543 | 17 | 18,303 | 12 | 42,870 | 8 | 9,982 | 10 | 3,536 | 9 | 3,130 | 21 | 8,002 | 1 | 2,538 |
| WINDHAM | 214,718 | 431,309 | 449,978 | 24 | 36,190 | 11 | 15,139 | 52 | 102,016 | 14 | 62,855 | 45 | 48,234 | 30 | 18,181 | 20 | 12,856 | 100 | 48,782 | 12 | 12,665 |
| Bellows Falls | 32,143 | 57,435 | 59,755 | 3 | 1,632 | 2 | 2,172 | 7 | 18,152 | 3 | 9,020 | 8 | 7,386 | 7 | 2,609 | 1 | 1,845 | 13 | 1,767 | 3 | 1,818 |
| WINDSOR | 228,310 | 401,367 | 419,087 | 30 | 36,785 | 12 | 11,319 | 61 | 82,599 | 29 | 137,161 | 41 | 35,145 | 19 | 7,869 | 12 | 6,286 | 93 | 35,010 | 13 | 7,874 |

# VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| STATE TOTALS | 24,706,372 | 45,235,021 | 46,342,973 | | 2,499,484 | | 5,315,626 | | 9,092,263 | | 10,821,207 | | 2,977,465 | | 2,191,872 | | 2,578,731 | | 3,981,401 | | 1,607,543 |
| MSAs | | | | | | | | | | | | | | | | | | | | | |
| Charlottesville, VA | 597,451 | 1,070,870 | 1,096,099 | | 62,270 | | 133,685 | | 217,659 | | 222,487 | | 58,301 | | 43,516 | | 67,789 | | 96,240 | | 39,946 |
| Danville, VA | 394,769 | 643,666 | 658,727 | | 43,781 | | 57,063 | | 145,051 | | 159,180 | | 31,182 | | 8,369 | | 25,538 | | 55,743 | | 29,353 |
| Lynchburg, VA | 666,943 | 1,068,934 | 1,093,866 | | 64,609 | | 166,322 | | 214,276 | | 219,142 | | 68,585 | | 46,384 | | 59,565 | | 88,866 | | 39,074 |
| Norfolk-Virginia Beach-Newport News, VA | 5,370,031 | 9,601,091 | 9,830,968 | | 518,081 | | 1,180,249 | | 1,818,227 | | 2,419,074 | | 567,416 | | 511,794 | | 560,930 | | 959,152 | | 257,633 |
| Richmond-Petersburg, VA | 3,824,238 | 6,826,021 | 6,983,663 | | 322,389 | | 904,685 | | 1,397,144 | | 1,507,898 | | 488,085 | | 337,260 | | 341,583 | | 578,820 | | 263,941 |
| Roanoke, VA | 1,104,421 | 1,891,821 | 1,935,612 | | 89,230 | | 224,385 | | 384,395 | | 442,840 | | 112,208 | | 92,618 | | 109,503 | | 170,709 | | 72,085 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ACCOMACK | 102,321 | 172,591 | 176,747 | 9 | 5,418 | 11 | 12,325 | 40 | 51,635 | 11 | 19,263 | 17 | 7,115 | 12 | 5,162 | 11 | 5,501 | 36 | 14,536 | 6 | 6,364 |
| ALBEMARLE | 154,192 | 290,009 | 296,820 | 9 | 62 | 8 | 64,409 | 40 | 51,002 | 5 | 70,529 | 17 | 18,012 | 37 | 7,899 | 15 | 10,363 | 31 | 24,243 | 5 | 10,401 |
| ALLEGHANY | 743 | 1,517 | 1,606 | 0 | 81 | 1 | 96 | 3 | 276 | 0 | 382 | 0 | 110 | 0 | 41 | 0 | 109 | 2 | 201 | 0 | 57 |
| AMELIA | 16,454 | 32,569 | 33,559 | C | 1,644 | 3 | 1,925 | 7 | 7,332 | 3 | 7,386 | 5 | 7,255 | 1 | 861 | 1 | 2,203 | 4 | 669 | 2 | 1,136 |
| AMHERST | 90,081 | 143,524 | 147,023 | 8 | 7,203 | 5 | 8,435 | 32 | 44,927 | 12 | 32,245 | 16 | 14,480 | 5 | 3,777 | 4 | 9,658 | 25 | 10,333 | 5 | 4,973 |
| APPOMATTOX | 37,339 | 69,158 | 70,976 | 2 | 3,510 | 3 | 4,112 | 8 | 15,688 | 6 | 24,315 | 6 | 6,039 | 1 | 1,840 | 2 | 4,708 | 11 | 4,386 | 2 | 2,424 |
| ARLINGTON | 832,535 | 1,448,123 | 1,481,120 | 19 | 70,241 | 10 | 107,280 | 99 | 266,648 | 36 | 328,905 | 66 | 94,565 | 45 | 31,335 | 73 | 94,188 | 211 | 173,969 | 31 | 75,496 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| AUGUSTA | 143,151 | 276,868 | 283,382 | 17 | 40,655 | 6 | 6,399 | 34 | 45,868 | 17 | 117,930 | 25 | 23,353 | 10 | 4,433 | 5 | 1,994 | 34 | 17,448 | 4 | 2,685 |
| BATH | 9,245 | 17,821 | 18,478 | 0 | 905 | 4 | 859 | 5 | 4,654 | 1 | 4,244 | 4 | 1,219 | 4 | 1,854 | 4 | 1,517 | 6 | 364 | 1 | 626 |
| BEDFORD | 18,293 | 31,755 | 32,727 | 6 | 8,744 | 0 | 1,945 | 16 | 9,089 | 5 | 2,666 | 4 | 2,236 | 0 | 871 | 4 | 1,651 | 10 | 2,050 | 4 | 1,520 |
| BLAND | 6,259 | 13,311 | 13,866 | 1 | 699 | 0 | 818 | 5 | 2,897 | 3 | 3,273 | 5 | 1,207 | 1 | 367 | 0 | 938 | 3 | 388 | 1 | 484 |
| BOTETOURT | 50,158 | 99,460 | 101,963 | 5 | 4,901 | 2 | 5,901 | 21 | 13,009 | 5 | 23,594 | 17 | 6,784 | 4 | 1,111 | 3 | 1,966 | 16 | 4,754 | 5 | 3,479 |
| BRUNSWICK | 28,679 | 54,459 | 55,945 | 3 | 2,983 | 7 | 2,195 | 24 | 18,575 | 8 | 15,145 | 5 | 1,853 | 5 | 2,506 | 1 | 3,688 | 5 | 1,243 | 2 | 1,900 |
| BUCHANAN | 103,931 | 146,620 | 150,189 | 6 | 7,463 | 13 | 16,768 | 15 | 20,450 | 15 | 25,939 | 17 | 7,623 | 18 | 5,006 | 10 | 10,066 | 18 | 8,022 | 9 | 7,652 |
| BUCKINGHAM | 17,364 | 36,792 | 37,878 | 0 | 1,882 | 6 | 3,627 | 8 | 10,745 | 5 | 5,870 | 7 | 4,989 | 1 | 987 | 0 | 2,526 | 9 | 1,759 | 1 | 1,299 |
| CAMPBELL | 95,679 | 166,999 | 171,029 | 13 | 16,296 | 7 | 7,142 | 30 | 48,310 | 17 | 40,670 | 24 | 9,920 | 6 | 2,532 | 12 | 7,527 | 26 | 11,273 | 7 | 10,788 |
| CAROLINE | 35,983 | 66,756 | 68,519 | 4 | 959 | 1 | 3,907 | 18 | 18,558 | 9 | 14,315 | 15 | 10,869 | 1 | 1,749 | 3 | 4,472 | 10 | 6,054 | 4 | 1,643 |
| CARROLL | 44,966 | 75,385 | 77,343 | 4 | 3,924 | 7 | 7,522 | 13 | 16,054 | 10 | 10,384 | 12 | 6,079 | 7 | 5,363 | 5 | 1,938 | 18 | 4,236 | 4 | 3,945 |
| CHARLES CITY | 2,163 | 3,861 | 4,202 | 0 | 205 | 0 | 238 | 2 | 774 | 0 | 955 | 2 | 273 | 0 | 107 | 0 | 272 | 1 | 503 | 0 | 140 |
| CHARLOTTE | 17,311 | 30,214 | 31,151 | 2 | 1,525 | 5 | 1,476 | 17 | 9,546 | 4 | 7,144 | 6 | 2,169 | 4 | 704 | 2 | 2,048 | 7 | 1,026 | 3 | 1,307 |
| CHESTERFIELD | 689,965 | 1,398,987 | 1,430,873 | 44 | 111,909 | 17 | 247,129 | 96 | 330,246 | 48 | 231,857 | 61 | 82,204 | 87 | 77,274 | 58 | 65,080 | 114 | 91,396 | 26 | 58,168 |
| CLARKE | 22,987 | 55,666 | 57,179 | 3 | 2,852 | 3 | 3,338 | 8 | 13,991 | 1 | 13,346 | 9 | 6,153 | 4 | 557 | 5 | 1,194 | 14 | 5,162 | 2 | 1,969 |
| CRAIG | 4,513 | 7,788 | 8,218 | 0 | 406 | 0 | 475 | 4 | 2,813 | 0 | 1,899 | 1 | 547 | 0 | 213 | 0 | 544 | 3 | 611 | 1 | 281 |
| CULPEPER | 78,514 | 153,944 | 157,679 | 10 | 7,474 | 7 | 19,466 | 23 | 43,815 | 11 | 25,657 | 12 | 10,018 | 11 | 4,715 | 9 | 8,843 | 15 | 8,746 | 4 | 8,002 |
| Culpeper | 68,711 | 133,109 | 136,373 | 7 | 6,812 | 5 | 17,743 | 14 | 43,202 | 6 | 10,465 | 11 | 9,131 | 10 | 4,648 | 8 | 8,060 | 13 | 7,972 | 4 | 7,871 |
| CUMBERLAND | 14,436 | 30,790 | 31,740 | 3 | 1,560 | 1 | 1,828 | 8 | 11,086 | 1 | 7,306 | 4 | 2,776 | 2 | 819 | 4 | 2,418 | 3 | 600 | 1 | 1,077 |
| DICKENSON | 55,766 | 102,397 | 104,966 | 3 | 5,047 | 9 | 5,235 | 15 | 28,355 | 10 | 29,207 | 9 | 4,011 | 5 | 734 | 7 | 2,658 | 15 | 4,196 | 4 | 2,795 |
| DINWIDDIE | 23,651 | 32,325 | 33,310 | 3 | 1,371 | 0 | 1,605 | 16 | 9,977 | 0 | 6,416 | 7 | 4,201 | 1 | 719 | 0 | 1,837 | 6 | 3,393 | 2 | 946 |
| ESSEX | 55,319 | 111,274 | 114,044 | 5 | 5,563 | 3 | 6,515 | 12 | 28,011 | 10 | 16,699 | 6 | 3,504 | 10 | 4,814 | 4 | 5,969 | 11 | 11,684 | 3 | 3,843 |
| FAIRFAX | 3,329,480 | 6,746,319 | 6,899,111 | 97 | 275,318 | 43 | 962,052 | 305 | 1,186,674 | 129 | 1,598,278 | 272 | 448,986 | 348 | 500,417 | 293 | 515,362 | 555 | 604,271 | 79 | 253,815 |
| FAUQUIER | 124,736 | 299,639 | 306,668 | 15 | 21,473 | 4 | 3,341 | 36 | 82,533 | 11 | 48,937 | 19 | 26,732 | 14 | 8,976 | 9 | 4,754 | 34 | 29,807 | 7 | 13,636 |
| FLOYD | 23,922 | 55,772 | 57,287 | 3 | 3,643 | 6 | 1,920 | 10 | 11,600 | 7 | 23,129 | 3 | 3,485 | 1 | 1,357 | 5 | 5,067 | 5 | 1,224 | 2 | 1,786 |
| FLUVANNA | 17,770 | 35,265 | 36,316 | 3 | 1,794 | 0 | 2,100 | 10 | 10,889 | 5 | 7,347 | 4 | 2,414 | 1 | 939 | 0 | 2,406 | 1 | 4,443 | 1 | 1,239 |
| FRANKLIN | 71,930 | 157,136 | 160,943 | 6 | 11,347 | 1 | 5,237 | 32 | 49,489 | 13 | 26,795 | 10 | 6,049 | 8 | 8,364 | 11 | 6,155 | 19 | 10,153 | 8 | 8,865 |
| FREDERICK | 71,319 | 133,327 | 136,596 | 5 | 23,341 | 3 | 7,326 | 26 | 26,538 | 10 | 39,418 | 13 | 12,587 | 3 | 3,279 | 8 | 4,263 | 19 | 5,557 | 1 | 4,321 |
| GILES | 69,622 | 114,908 | 117,760 | 4 | 9,861 | 8 | 7,071 | 25 | 40,104 | 9 | 32,914 | 8 | 3,273 | 5 | 1,683 | 8 | 4,390 | 12 | 2,902 | 6 | 5,092 |
| GLOUCESTER | 82,227 | 173,503 | 177,680 | 11 | 12,029 | 4 | 13,956 | 18 | 61,090 | 11 | 35,385 | 7 | 4,571 | 6 | 2,285 | 7 | 5,156 | 20 | 8,696 | 4 | 7,596 |
| GOOCHLAND | 23,024 | 47,973 | 49,312 | 1 | 2,366 | 2 | 2,770 | 9 | 8,983 | 7 | 11,081 | 7 | 8,319 | 1 | 1,242 | 4 | 3,173 | 7 | 5,861 | 1 | 1,633 |
| GRAYSON | 21,577 | 41,247 | 42,434 | 1 | 2,142 | 3 | 2,507 | 11 | 13,094 | 6 | 8,981 | 5 | 630 | 1 | 1,123 | 4 | 2,872 | 9 | 1,427 | 3 | 1,478 |
| GREENE | 15,787 | 29,654 | 30,578 | 0 | 1,525 | 4 | 1,786 | 10 | 8,362 | 3 | 7,144 | 2 | 2,053 | 1 | 799 | 0 | 2,046 | 5 | 3,777 | 1 | 1,053 |
| GREENSVILLE | 2,128 | 3,604 | 3,939 | 0 | 199 | 0 | 234 | 2 | 679 | 0 | 935 | 1 | 270 | 0 | 104 | 0 | 267 | 0 | 495 | 1 | 137 |
| HALIFAX | 20,589 | 31,101 | 32,058 | 5 | 4,119 | 3 | 1,410 | 10 | 6,798 | 4 | 2,645 | 8 | 3,819 | 0 | 852 | 1 | 2,182 | 11 | 986 | 2 | 1,124 |
| HANOVER | 207,866 | 443,398 | 453,677 | 13 | 22,540 | 5 | 10,246 | 41 | 98,536 | 20 | 51,050 | 43 | 107,083 | 9 | 12,078 | 13 | 9,601 | 48 | 36,513 | 12 | 15,903 |
| HENRICO | 1,063,072 | 2,043,684 | 2,090,147 | 28 | 67,567 | 27 | 368,275 | 117 | 409,502 | 70 | 487,614 | 85 | 114,787 | 111 | 117,539 | 85 | 112,157 | 220 | 170,523 | 38 | 84,138 |
| HENRY | 125,501 | 214,903 | 220,016 | 14 | 21,384 | 7 | 5,421 | 41 | 55,406 | 15 | 40,864 | 36 | 19,407 | 12 | 6,823 | 13 | 5,763 | 31 | 15,769 | 7 | 9,801 |
| HIGHLAND | 4,414 | 6,847 | 7,255 | 0 | 356 | 1 | 416 | 1 | 1,349 | 1 | 1,663 | 3 | 478 | 0 | 185 | 2 | 477 | 2 | 881 | 0 | 246 |
| ISLE OF WIGHT | 50,710 | 97,076 | 99,525 | 10 | 6,666 | 6 | 4,156 | 18 | 36,577 | 5 | 20,450 | 10 | 4,325 | 4 | 1,444 | 5 | 1,354 | 22 | 7,638 | 3 | 4,688 |
| JAMES CITY | 85,944 | 172,399 | 176,551 | 1 | 8,960 | 0 | 10,492 | 18 | 30,416 | 2 | 41,952 | 5 | 12,063 | 6 | 4,700 | 5 | 12,014 | 11 | 13,326 | 1 | 6,185 |
| KING AND QUEEN | 4,913 | 8,885 | 9,340 | 1 | 460 | 1 | 539 | 5 | 2,944 | 2 | 2,157 | 1 | 620 | 0 | 243 | 0 | 617 | 3 | 255 | 0 | 319 |
| KING GEORGE | 15,705 | 31,149 | 32,107 | 2 | 1,549 | 1 | 1,814 | 8 | 7,526 | 4 | 8,304 | 6 | 3,144 | 0 | 813 | 1 | 2,079 | 5 | 2,252 | 2 | 1,069 |
| KING WILLIAM | 38,767 | 72,758 | 74,657 | 2 | 3,680 | 3 | 1,244 | 11 | 20,612 | 6 | 22,430 | 8 | 9,097 | 3 | 1,928 | 6 | 4,051 | 6 | 1,295 | 4 | 2,607 |
| LANCASTER | 48,035 | 88,216 | 90,465 | 4 | 8,989 | 6 | 3,305 | 14 | 25,888 | 12 | 24,195 | 14 | 3,388 | 10 | 3,308 | 7 | 5,412 | 14 | 3,104 | 4 | 2,738 |
| LEE | 46,963 | 78,611 | 80,642 | 8 | 7,554 | 9 | 6,131 | 28 | 26,107 | 11 | 12,616 | 8 | 3,861 | 7 | 1,645 | 6 | 1,491 | 18 | 3,585 | 4 | 3,160 |
| LOUDOUN | 260,928 | 601,459 | 615,312 | 22 | 62,707 | 9 | 35,475 | 43 | 194,064 | 27 | 106,682 | 33 | 35,213 | 33 | 22,082 | 25 | 29,402 | 49 | 38,718 | 11 | 20,916 |
| LOUISA | 35,531 | 66,064 | 67,812 | 5 | 5,624 | 5 | 3,444 | 18 | 28,050 | 6 | 7,943 | 11 | 8,243 | 1 | 1,768 | 4 | 1,332 | 11 | 2,573 | 3 | 2,353 |
| LUNENBERG | 26,465 | 42,214 | 43,423 | 3 | 2,139 | 9 | 3,041 | 13 | 13,890 | 9 | 6,014 | 7 | 3,630 | 5 | 856 | 5 | 1,315 | 7 | 1,107 | 2 | 1,476 |
| MADISON | 23,210 | 49,790 | 51,170 | 3 | 2,521 | 3 | 2,951 | 13 | 18,458 | 3 | 11,800 | 8 | 4,857 | 1 | 1,322 | 0 | 3,378 | 7 | 1,700 | 1 | 1,740 |
| MATHEWS | 18,677 | 40,059 | 41,218 | 3 | 4,046 | 2 | 2,348 | 10 | 15,465 | 6 | 4,911 | 4 | 3,096 | 3 | 1,051 | 3 | 1,417 | 6 | 1,181 | 2 | 1,384 |

| METRO AREAS<br>COUNTIES<br>Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MECKLENBURG | 113,490 | 207,195 | 212,134 | 13 | 10, 39 | 16 | 12,736 | 33 | 52,963 | 23 | 44,354 | 22 | 17,501 | 20 | 9,991 | 14 | 7,279 | 25 | 11,009 | 10 | 8,428 |
| MIDDLESEX | 21,762 | 52,753 | 54,200 | 6 | 6,343 | 5 | 1,656 | 14 | 18,028 | 6 | 4,172 | 3 | 2,784 | 3 | 582 | 3 | 2,510 | 9 | 3,087 | 3 | 1,845 |
| MONTGOMERY | 260,493 | 485,814 | 497,053 | 17 | 29,343 | 17 | 59,230 | 47 | 95,645 | 35 | 124,277 | 31 | 37,241 | 29 | 16,234 | 31 | 20,115 | 72 | 47,293 | 13 | 13,254 |
| Christiansburg | 112,012 | 208,900 | 213,878 | 7 | 12,626 | 7 | 25,486 | 20 | 41,155 | 15 | 53,475 | 13 | 16,024 | 12 | 6,986 | 13 | 8,654 | 31 | 20,351 | 6 | 5,704 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NELSON | 30,216 | 64,855 | 66,576 | 2 | 3,312 | 5 | 643 | 18 | 8,727 | 4 | 15,508 | 7 | 4,531 | 2 | 1,737 | 2 | 4,441 | 7 | 2,352 | 2 | 2,287 |
| NEW KENT | 17,892 | 34,725 | 35,764 | 2 | 1,751 | 1 | 2,049 | 9 | 9,807 | 4 | 8,191 | 8 | 5,437 | 0 | 918 | 0 | 2,346 | 7 | 2,425 | 1 | 1,208 |
| NORTHAMPTON | 44,471 | 67,309 | 69,085 | 6 | 5,239 | 7 | 3,965 | 14 | 24,269 | 9 | 4,485 | 14 | 4,197 | 5 | 1,041 | 3 | 940 | 15 | 3,856 | 4 | 4,155 |
| NORTHUMBERLAND | 28,325 | 53,590 | 55,055 | 5 | 5,011 | 4 | 3,132 | 16 | 18,714 | 5 | 4,106 | 5 | 2,253 | 1 | 1,402 | 0 | 3,588 | 7 | 1,782 | 2 | 1,847 |
| NOTTOWAY | 47,855 | 94,340 | 96,727 | 4 | 4,697 | 6 | 3,429 | 19 | 24,406 | 10 | 22,746 | 11 | 5,225 | 8 | 3,730 | 7 | 7,972 | 19 | 6,374 | 6 | 5,049 |
| ORANGE | 60,355 | 120,514 | 123,493 | 4 | 7,079 | 10 | 6,295 | 11 | 26,114 | 15 | 34,611 | 12 | 14,176 | 4 | 2,982 | 3 | 8,165 | 9 | 5,549 | 5 | 7,222 |
| PAGE | 57,636 | 111,901 | 114,685 | 3 | 5,543 | 6 | 6,651 | 22 | 29,147 | 9 | 16,887 | 10 | 5,386 | 2 | 2,908 | 8 | 3,657 | 25 | 17,583 | 5 | 6,757 |
| PATRICK | 28,352 | 63,427 | 65,115 | 1 | 3,251 | 9 | 10,413 | 16 | 17,829 | 4 | 7,891 | 5 | 3,029 | 2 | 1,706 | 5 | 4,361 | 7 | 1,962 | 5 | 3,203 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PITTSYLVANIA | 90,161 | 162,592 | 166,523 | 7 | 22,936 | 17 | 7,221 | 49 | 40,866 | 12 | 29,182 | 20 | 8,107 | 10 | 3,250 | 8 | 2,778 | 39 | 13,663 | 3 | 6,616 |
| POWHATAN | 18,249 | 39,140 | 40,279 | 1 | 1,553 | 1 | 1,817 | 10 | 8,854 | 5 | 16,086 | 3 | 2,090 | 0 | 815 | 1 | 2,081 | 2 | 3,845 | 1 | 1,071 |
| PRINCE EDWARD | 75,420 | 123,860 | 126,914 | 10 | 9,843 | 8 | 14,657 | 18 | 27,964 | 8 | 27,662 | 10 | 5,170 | 9 | 3,238 | 11 | 9,681 | 25 | 11,656 | 5 | 4,264 |
| PRINCE GEORGE | 36,557 | 63,490 | 65,179 | 1 | 3,307 | 2 | 3,873 | 7 | 11,561 | 4 | 15,486 | 8 | 6,428 | 1 | 1,735 | 1 | 4,436 | 4 | 8,192 | 0 | 2,284 |
| PRINCE WILLIAM | 858,012 | 1,764,797 | 1,804,955 | 30 | 130,455 | 18 | 122,809 | 115 | 321,426 | 67 | 547,137 | 80 | 148,126 | 55 | 59,247 | 70 | 90,535 | 157 | 147,386 | 21 | 47,441 |
| Woodbridge | 377,525 | 776,511 | 794,323 | 13 | 57,410 | 8 | 54,046 | 51 | 141,447 | 29 | 240,691 | 35 | 6[illegible],188 | 24 | 26,074 | 31 | 39,842 | 69 | 64,861 | 9 | 20,878 |
| PULASKI | 96,925 | 176,274 | 180,514 | 7 | 14,291 | 4 | 14,320 | 25 | 50,852 | 9 | 35,772 | 14 | 15,1[illegible]2 | 13 | 4,380 | 7 | 5,052 | 28 | 9,115 | 9 | 8,054 |
| Pulaski | 63,346 | 109,421 | 112,149 | 3 | 8,568 | 3 | 8,586 | 15 | 28,658 | 6 | 24,081 | 7 | 10,767 | 12 | 2,626 | 6 | 3,875 | 19 | 5,391 | 7 | 4,829 |
| RAPPAHANNOCK | 6,566 | 12,228 | 12,759 | 1 | 623 | 2 | 729 | 9 | 2,605 | 0 | 2,915 | 4 | 1,040 | 0 | 326 | 2 | 834 | 4 | 1,327 | 0 | 429 |
| RICHMOND | 25,814 | 50,875 | 52,279 | 0 | 2,575 | 5 | 2,560 | 12 | 20,992 | 8 | 7,232 | 3 | 3,467 | 5 | 1,543 | 6 | 4,136 | 5 | 6,378 | 1 | 1,778 |
| ROANOKE | 238,306 | 417,343 | 427,034 | 19 | 18,265 | 6 | 23,972 | 52 | 105,695 | 14 | 95,853 | 27 | 37,678 | 43 | 30,290 | 28 | 30,287 | 53 | 35,248 | 12 | 15,834 |
| ROCKBRIDGE | 65,331 | 104,475 | 107,092 | 7 | 9,468 | 2 | 6,364 | 18 | 12,359 | 9 | 15,206 | 23 | 36,277 | 0 | 2,850 | 4 | 7,288 | 14 | 5,1[illegible]1 | 2 | 3,752 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ROCKINGHAM | 99,364 | 190,542 | 195,104 | 16 | 38,877 | 8 | 9,313 | 40 | 40,766 | 17 | 41,251 | 23 | 8,315 | 13 | 4,867 | 16 | 5,376 | 43 | 13,851 | 7 | 4,950 |
| RUSSELL | 63,097 | 101,884 | 104,442 | 6 | 9,352 | 6 | 5,182 | 24 | 31,331 | 11 | 20,357 | 10 | 5,185 | 5 | 1,669 | 11 | 7,533 | 15 | 5,942 | 5 | 3,840 |
| SCOTT | 82,229 | 132,608 | 135,861 | 9 | 6,799 | 5 | 2,045 | 30 | 38,614 | 9 | 47,071 | 10 | 9,839 | 5 | 1,540 | 5 | 4,126 | 16 | 4,028 | 6 | 3,625 |
| Gate City | 0 | 0 | 254 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| SHENANDOAH | 96,948 | 211,392 | 216,425 | 9 | 14,229 | 7 | 3,560 | 41 | 56,640 | 14 | 33,733 | 30 | 32,812 | 10 | 6,364 | 10 | 5,254 | 27 | 14,198 | 7 | 5,136 |
| Strasburg | 0 | 0 | 254 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| SMYTH | 104,479 | 194,691 | 199,347 | 9 | 22,556 | 10 | 15,119 | 21 | 43,572 | 21 | 37,635 | 18 | 10,025 | 13 | 7,534 | 12 | 6,031 | 29 | 12,149 | 10 | 8,123 |
| SOUTHAMPTON | 32,456 | 52,775 | 54,223 | 5 | 1,806 | 6 | 1,253 | 21 | 10,720 | 6 | 17,948 | 10 | 6,459 | 1 | 1,443 | 4 | 2,118 | 12 | 27,312 | 2 | 1,899 |
| SPOTSYLVANIA | 164,558 | 314,256 | 321,615 | 3 | 15,502 | 8 | 79,584 | 27 | 56,088 | 13 | 84,055 | 16 | 19,532 | 26 | 11,705 | 5 | 8,563 | 29 | 20,224 | 3 | 3,621 |
| STAFFORD | 98,836 | 215,368 | 220,491 | 13 | 26,077 | 3 | 11,890 | 28 | 63,440 | 7 | 30,810 | 13 | 24,405 | 1 | 5,325 | 4 | 13,615 | 22 | 21,841 | 1 | 7,012 |
| SURRY | 6,810 | 12,767 | 13,310 | 0 | 516 | 1 | 605 | 4 | 4,895 | 2 | 2,412 | 1 | 693 | 0 | 271 | 1 | 691 | 3 | 1,276 | 1 | 355 |
| SUSSEX | 38,562 | 61,314 | 62,954 | 2 | 3,045 | 5 | 1,710 | 17 | 18,394 | 5 | 10,162 | 8 | 2,587 | 2 | 1,598 | 5 | 4,084 | 9 | 5,740 | 4 | 2,219 |
| TAZEWELL | 246,762 | 376,174 | 384,934 | 20 | 33,695 | 20 | 31,707 | 62 | 112,867 | 28 | 103,839 | 23 | 13,801 | 31 | 9,120 | 21 | 13,514 | 41 | 16,601 | 21 | 15,683 |
| Bluebell | 28,885 | 44,095 | 45,346 | 2 | 2,042 | 1 | 1,922 | 10 | 25,098 | 2 | 6,294 | 3 | 2,109 | 3 | 552 | 4 | 1,083 | 6 | 2,111 | 3 | 950 |
| WARREN | 81,095 | 152,402 | 156,102 | 9 | 9,957 | 4 | 8,891 | 31 | 48,386 | 8 | 23,363 | 16 | 12,672 | 12 | 6,555 | 9 | 5,269 | 31 | 11,490 | 3 | 5,241 |
| WASHINGTON | 105,343 | 183,547 | 187,951 | 13 | 16,847 | 7 | 12,474 | 22 | 49,966 | 7 | 29,492 | 15 | 11,701 | 18 | 6,068 | 9 | 11,540 | 27 | 17,556 | 8 | 3,984 |
| WESTMORELAND | 34,846 | 69,047 | 70,862 | 2 | 3,216 | 4 | 2,848 | 17 | 22,157 | 7 | 18,878 | 5 | 3,002 | 2 | 1,687 | 2 | 4,311 | 16 | 5,654 | 3 | 2,327 |
| WISE | 159,118 | 260,055 | 266,190 | 13 | 23,100 | 12 | 17,000 | 42 | 83,416 | 27 | 47,687 | 19 | 16,822 | 16 | 6,422 | 15 | 5,405 | 30 | 13,441 | 9 | 8,528 |
| WYTHE | 115,208 | 218,552 | 223,748 | 4 | 6,761 | 9 | 12,689 | 19 | 41,003 | 14 | 42,466 | 19 | 42,491 | 12 | 8,429 | 7 | 5,849 | 30 | 16,934 | 8 | 8,039 |
| YORK | 96,419 | 186,393 | 190,861 | 6 | 9,687 | 3 | 11,343 | 26 | 27,037 | 14 | 13,703 | 15 | 17,464 | 8 | 5,079 | 12 | 9,198 | 35 | 32,984 | 5 | 6,688 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Alexandria | 790,334 | 1,550,555 | 1,585,868 | 21 | 40,927 | 10 | 241,572 | 72 | 208,472 | 39 | 502,505 | 52 | 65,926 | 63 | 55,161 | 60 | 85,073 | 173 | 166,960 | 21 | 43,607 |
| Bedford City | 61,051 | 99,968 | 102,482 | 6 | 6,331 | 8 | 10,759 | 26 | 31,393 | 12 | 17,755 | 13 | 5,474 | 5 | 1,675 | 4 | 2,370 | 20 | 4,905 | 5 | 3,038 |
| Bristol | 186,745 | 296,460 | 303,417 | 9 | 15,397 | 9 | 56,404 | 37 | 41,603 | 19 | 75,740 | 16 | 15,793 | 32 | 24,143 | 24 | 15,043 | 45 | 22,403 | 5 | 6,468 |
| Buena Vista | 21,480 | 31,743 | 32,714 | 2 | 1,572 | 5 | 1,700 | 8 | 8,159 | 1 | 7,364 | 7 | 3,585 | 2 | 824 | 2 | 2,109 | 10 | 2,791 | 4 | 2,010 |
| Charlottesville | 409,702 | 715,942 | 732,384 | 15 | 43,890 | 11 | 65,391 | 74 | 147,405 | 32 | 137,467 | 36 | 35,822 | 42 | 33,879 | 49 | 52,975 | 101 | 63,777 | 13 | 27,253 |
| Chesapeake | 424,507 | 784,909 | 802,910 | 24 | 80,427 | 9 | 96,648 | 79 | 191,608 | 40 | 228,108 | 38 | 83,016 | 47 | 21,925 | 28 | 23,472 | 91 | 57,735 | 14 | 22,486 |
| Clifton Forge | 22,124 | 33,857 | 34,877 | 4 | 1,025 | 4 | 2,528 | 3 | 6,009 | 3 | 8,288 | 4 | 2,382 | 3 | 3,616 | 4 | 647 | 9 | 1,431 | 3 | 3,022 |
| Colonial Heights | 70,372 | 131,919 | 135,155 | 2 | 6,858 | 3 | 8,031 | 10 | 20,709 | 9 | 32,117 | 14 | 14,275 | 7 | 8,936 | 6 | 9,198 | 25 | 13,841 | 3 | 4,737 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Covington | 85,084 | 127,465 | 130,601 | 10 | 12,049 | 8 | 12,902 | 13 | 24,215 | 9 | 35,630 | 9 | 7,834 | 14 | 45,416 | 9 | 5,736 | 22 | 9,206 | 5 | 5,104 |
| Danville | 304,608 | 481,073 | 492,205 | 15 | 20,844 | 13 | 49,841 | 60 | 104,185 | 45 | 129,998 | 38 | 23,074 | 38 | 5,120 | 30 | 22,761 | 79 | 42,079 | 18 | 22,737 |
| Emporia | 62,594 | 99,930 | 102,443 | 6 | 2,635 | 3 | 4,825 | 14 | 20,811 | 11 | 18,706 | 14 | 15,147 | 11 | 5,130 | 10 | 6,305 | 20 | 9,059 | 6 | 3,402 |
| Fairfax City | 467,619 | 808,588 | 827,125 | 17 | 44,664 | 7 | 150,511 | 29 | 94,467 | 23 | 287,984 | 30 | 39,912 | 40 | 30,473 | 41 | 68,005 | 69 | 68,753 | 11 | 29,076 |
| Falls Church | 190,410 | 378,857 | 387,677 | 6 | 5,800 | 3 | 69,626 | 13 | 34,651 | 6 | 154,925 | 14 | 13,145 | 13 | 33,445 | 21 | 17,913 | 23 | 23,212 | 6 | 11,481 |
| Franklin | 44,567 | 74,944 | 76,893 | 6 | 3,988 | 7 | 9,228 | 12 | 15,090 | 7 | 10,939 | 4 | 2,417 | 13 | 6,616 | 10 | 5,812 | 9 | 6,165 | 6 | 7,066 |
| Fredericksburg | 227,952 | 478,555 | 489,630 | 13 | 31,212 | 7 | 49,244 | 30 | 70,424 | 17 | 83,219 | 24 | 41,784 | 39 | 21,125 | 24 | 33,295 | 64 | 52,447 | 10 | 26,209 |
| Galax | 66,161 | 109,955 | 112,696 | 6 | 5,730 | 5 | 13,010 | 10 | 25,336 | 17 | 21,230 | 6 | 7,025 | 12 | 5,164 | 9 | 7,706 | 20 | 10,054 | 4 | 4,161 |
| Hampton | 723,726 | 1,346,250 | 1,376,944 | 15 | 20,419 | 18 | 171,119 | 99 | 202,420 | 49 | 232,984 | 47 | 45,777 | 96 | 70,161 | 57 | 63,110 | 144 | 90,775 | 18 | 20,574 |
| Harrisonburg | 210,220 | 386,002 | 394,984 | 14 | 14,058 | 10 | 73,069 | 28 | 77,254 | 25 | 68,758 | 17 | 21,028 | 27 | 15,894 | 32 | 28,846 | 57 | 38,385 | 7 | 13,460 |
| Hopewell | 100,120 | 140,903 | 144,343 | 5 | 13,010 | 5 | 17,712 | 20 | 33,267 | 7 | 16,362 | 9 | 9,238 | 15 | 9,846 | 13 | 7,276 | 25 | 12,243 | 7 | 9,663 |
| Lexington | 56,342 | 102,763 | 105,341 | 6 | 5,849 | 6 | 7,834 | 11 | 24,968 | 6 | 16,172 | 9 | 9,258 | 8 | 2,507 | 9 | 4,743 | 27 | 14,739 | 4 | 4,320 |
| Lynchburg | 481,183 | 758,411 | 775,813 | 25 | 41,109 | 14 | 150,745 | 86 | 121,038 | 37 | 146,226 | 37 | 44,186 | 75 | 40,075 | 46 | 42,380 | 106 | 67,261 | 23 | 23,312 |
| Manassas | | | 21,458 | | | | | | | | | | | | | | | | | | |
| Martinsville | 146,273 | 247,211 | 253,055 | 7 | 4,985 | 10 | 41,558 | 21 | 48,513 | 20 | 50,866 | 12 | 9,171 | 28 | 11,809 | 21 | 14,474 | 27 | 17,918 | 7 | 10,432 |
| Newport News | 692,040 | 1,194,048 | 1,221,300 | 32 | 98,069 | 17 | 156,694 | 122 | 209,943 | 65 | 388,134 | 54 | 72,774 | 86 | 61,180 | 63 | 38,789 | 199 | 103,084 | 23 | 27,874 |
| Norfolk | 1,210,315 | 1,907,424 | 1,950,806 | 38 | 74,664 | 35 | 257,800 | 187 | 323,848 | 101 | 498,099 | 90 | 101,569 | 156 | 138,340 | 121 | 135,983 | 412 | 227,578 | 42 | 49,789 |
| Norton | 72,796 | 114,368 | 117,208 | 9 | 14,269 | 4 | 12,605 | 9 | 18,144 | 5 | 36,304 | 4 | 3,743 | 11 | 5,535 | 2 | 7,168 | 11 | 6,180 | 5 | 5,256 |
| Petersburg | 265,741 | 433,742 | 443,803 | 14 | 20,896 | 10 | 92,198 | 39 | 52,520 | 35 | 127,009 | 31 | 30,962 | 41 | 22,958 | 24 | 25,241 | 72 | 30,795 | 17 | 17,431 |
| Portsmouth | 416,078 | 727,706 | 744,414 | 14 | 33,662 | 17 | 73,387 | 75 | 139,484 | 49 | 181,003 | 35 | 32,368 | 67 | 45,665 | 32 | 28,623 | 112 | 48,448 | 18 | 22,140 |
| Poquoson | | | 9,997 | | | | | | | | | | | | | | | | | | |
| Radford | 63,163 | 101,074 | 103,613 | 6 | 5,259 | 2 | 6,157 | 17 | 18,933 | 7 | 33,333 | 4 | 7,078 | 14 | 6,138 | 11 | 7,326 | 17 | 6,265 | 5 | 5,180 |
| Richmond | 1,305,566 | 2,011,873 | 2,057,617 | 39 | 69,058 | 19 | 148,741 | 222 | 402,409 | 102 | 503,675 | 116 | 103,688 | 159 | 83,094 | 117 | 98,884 | 423 | 199,289 | 54 | 66,617 |
| Roanoke | 641,354 | 1,084,638 | 1,109,416 | 33 | 49,191 | 25 | 172,964 | 131 | 199,845 | 59 | 228,731 | 62 | 54,850 | 83 | 54,845 | 59 | 64,377 | 159 | 111,428 | 35 | 37,656 |
| Salem | 174,603 | 290,379 | 297,199 | 11 | 16,872 | 5 | 21,549 | 25 | 65,845 | 22 | 94,662 | 15 | 12,897 | 16 | 6,371 | 15 | 12,873 | 46 | 19,280 | 12 | 15,116 |
| South Boston | 85,925 | 145,907 | 149,460 | 8 | 12,523 | 10 | 22,640 | 18 | 33,491 | 13 | 24,492 | 12 | 7,958 | 15 | 4,633 | 21 | 10,898 | 21 | 9,578 | 11 | 6,916 |
| Springfield | | | 20,125 | | | | | | | | | | | | | | | | | | |
| Stauton | 137,831 | 211,171 | 216,200 | 15 | 12,204 | 12 | 38,233 | 18 | 51,597 | 13 | 28,507 | 14 | 12,901 | 20 | 7,970 | 17 | 12,580 | 38 | 17,253 | 9 | 11,042 |
| Suffolk | 202,959 | 301,185 | 308,249 | 16 | 18,656 | 8 | 21,848 | 39 | 84,539 | 21 | 87,362 | 20 | 20,324 | 20 | 9,785 | 16 | 14,912 | 35 | 16,789 | 12 | 12,882 |
| Virginia Beach | 1,263,086 | 2,545,005 | 2,602,803 | 51 | 155,731 | 30 | 351,009 | 191 | 489,812 | 93 | 665,499 | 110 | 161,923 | 193 | 132,960 | 121 | 211,407 | 390 | 304,823 | 43 | 73,161 |
| Waynesboro | 106,843 | 157,833 | 161,656 | 8 | 9,432 | 6 | 17,778 | 15 | 32,570 | 19 | 39,871 | 12 | 11,587 | 14 | 6,188 | 14 | 9,329 | 27 | 13,634 | 7 | 7,588 |
| Williamsburg | 172,730 | 262,269 | 268,454 | 5 | 5,778 | 3 | 15,954 | 35 | 58,031 | 10 | 46,845 | 13 | 15,567 | 21 | 19,715 | 18 | 18,267 | 53 | 54,911 | 8 | 8,259 |
| Winchester | 211,040 | 356,945 | 365,270 | 10 | 16,312 | 11 | 52,099 | 39 | 67,181 | 23 | 88,543 | 19 | 12,860 | 40 | 19,427 | 26 | 22,037 | 74 | 36,195 | 13 | 23,070 |

# WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | Gen. Mdse. | Food | Auto | Gasoline | Apparel | Furniture | Eat/Drink | Drugs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS**................ | 20,007,660 | 33,489,944 | 34,326,500 | 2,369,929 | 3,774,095 | 7,433,511 | 7,171,712 | 1,953,084 | 1,619,091 | 1,736,904 | 3,918,645 | 1,359,817 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Bellingham, WA | 539,403 | 940,658 | 964,360 | 93,989 | 112,095 | 208,749 | 186,657 | 51,610 | 36,982 | 53,773 | 116,804 | 34,340 |
| Bremerton, WA | 566,598 | 965,163 | 989,422 | 91,380 | 89,391 | 231,156 | 202,568 | 53,268 | 28,907 | 53,235 | 107,837 | 65,671 |
| Olympia, WA | 588,942 | 1,021,611 | 1,047,152 | 78,489 | 137,667 | 250,660 | 190,963 | 59,579 | 37,561 | 56,518 | 111,978 | 39,614 |
| Richland-Kennewick-Pasco, WA | 718,353 | 966,401 | 993,023 | 61,741 | 126,463 | 229,369 | 187,368 | 59,430 | 37,613 | 34,709 | 91,072 | 56,412 |
| **Seattle, WA** | **9,140,333** | **15,746,214** | **16,108,564** | **965,029** | **1,778,358** | **3,203,389** | **3,328,437** | **876,700** | **917,168** | **909,113** | **1,965,229** | **609,444** |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| Spokane, WA | 1,653,724 | 2,711,935 | 2,775,872 | | 160,427 | | 355,952 | | 589,688 | | 645,916 | | 144,890 | | 125,812 | | 151,862 | | 295,057 | | 100,953 |
| Tacoma, WA | 2,121,085 | 3,572,870 | 3,656,364 | | 299,635 | | 455,991 | | 714,613 | | 868,191 | | 236,104 | | 140,191 | | 181,506 | | 385,545 | | 122,310 |
| Vancouver, WA | 685,927 | 1,168,606 | 1,197,486 | | 68,181 | | 197,098 | | 282,969 | | 218,066 | | 62,616 | | 46,000 | | 50,117 | | 144,661 | | 49,320 |
| Yakima, WA | 758,566 | 1,241,377 | 1,271,910 | | 83,505 | | 149,763 | | 297,081 | | 292,949 | | 75,001 | | 64,864 | | 45,755 | | 123,526 | | 45,405 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 46,489 | 70,119 | 74,047 | 8 | 6,087 | 1 | 3,820 | 13 | 19,455 | 10 | 10,229 | 12 | 6,192 | 4 | 1,957 | 6 | 2,091 | 29 | 8,705 | 6 | 3,915 |
| ASOTIN | 47,610 | 73,571 | 77,577 | 4 | 9,476 | 0 | 4,003 | 15 | 27,293 | 9 | 5,050 | 6 | 5,163 | 2 | 670 | 6 | 5,343 | 23 | 10,575 | 4 | 5,595 |
| Clarkston | 41,628 | 64,270 | 68,065 | 3 | 8,482 | 0 | 3,583 | 13 | 24,430 | 8 | 3,885 | 5 | 4,621 | 2 | 599 | 6 | 4,351 | 19 | 3,558 | 4 | 5,579 |
| BENTON | 514,913 | 690,829 | 708,856 | 28 | 47,042 | 15 | 94,565 | 88 | 176,628 | 51 | 133,750 | 51 | 40,871 | 67 | 32,390 | 58 | 24,776 | 152 | 65,388 | 26 | 42,553 |
| Kennewick | 304,741 | 423,602 | 435,559 | 14 | 25,728 | 9 | 66,309 | 33 | 100,748 | 32 | 50,624 | 22 | 22,380 | 41 | 24,434 | 24 | 15,248 | 73 | 33,428 | 11 | 27,469 |
| Richland | 155,165 | 199,604 | 206,473 | 6 | 7,093 | 3 | 21,171 | 33 | 60,259 | 11 | 18,679 | 21 | 16,502 | 14 | 4,042 | 23 | 9,402 | 50 | 22,387 | 11 | 13,150 |
| CHELAN | 257,776 | 446,533 | 459,011 | 25 | 44,111 | 12 | 43,595 | 48 | 93,724 | 39 | 109,909 | 41 | 24,856 | 40 | 16,981 | 29 | 20,495 | 105 | 45,545 | 15 | 22,432 |
| Wenatchee | 178,388 | 308,086 | 317,419 | 12 | 14,516 | 8 | 37,721 | 21 | 51,953 | 29 | 73,744 | 26 | 21,227 | 30 | 15,416 | 22 | 17,734 | 61 | 30,842 | 8 | 18,472 |
| CLALLAM | 228,661 | 383,510 | 394,557 | 31 | 29,305 | 16 | 35,663 | 49 | 94,199 | 36 | 86,572 | 26 | 21,555 | 23 | 12,017 | 18 | 13,298 | 78 | 41,954 | 12 | 22,466 |
| Port Angelos | 136,407 | 212,672 | 219,838 | 17 | 9,945 | 5 | 17,556 | 27 | 44,830 | 21 | 35,733 | 15 | 13,897 | 14 | 8,994 | 14 | 8,729 | 43 | 24,485 | 6 | 16,658 |
| CLARK | 685,927 | 1,168,606 | 1,197,486 | 46 | 68,181 | 13 | 197,098 | 163 | 282,969 | 63 | 218,066 | 74 | 62,616 | 66 | 46,000 | 53 | 50,117 | 252 | 144,661 | 23 | 49,320 |
| Vancouver | 234,119 | 348,398 | 358,647 | 12 | 19,764 | 3 | 44,933 | 44 | 73,647 | 29 | 94,365 | 23 | 26,169 | 12 | 3,458 | 19 | 15,588 | 85 | 50,340 | 7 | 12,499 |
| COLUMBIA | 11,755 | 17,273 | 20,000 | 4 | 1,562 | 2 | 1,031 | 6 | 6,064 | 2 | 3,775 | 3 | 3,284 | 0 | 173 | 2 | 698 | 9 | 2,498 | 2 | 615 |
| COWLITZ | 382,755 | 548,945 | 563,749 | 27 | 32,290 | 15 | 79,524 | 81 | 144,244 | 44 | 129,589 | 40 | 34,797 | 22 | 10,879 | 32 | 18,141 | 137 | 62,055 | 13 | 20,617 |
| Kelso | 50,786 | 72,798 | 76,787 | 5 | 5,098 | 1 | 5,167 | 21 | 32,865 | 4 | 2,376 | 8 | 9,246 | 2 | 707 | 5 | 3,771 | 37 | 12,084 | 3 | 1,426 |
| Longview | 270,188 | 391,690 | 402,922 | 16 | 17,169 | 12 | 73,980 | 40 | 85,585 | 35 | 89,414 | 20 | 25,567 | 19 | 10,120 | 23 | 11,187 | 72 | 37,887 | 7 | 14,306 |
| DOUGLAS | 76,795 | 143,401 | 148,993 | 8 | 11,630 | 1 | 7,688 | 16 | 52,680 | 5 | 14,325 | 7 | 3,332 | 9 | 9,320 | 10 | 3,392 | 37 | 16,263 | 5 | 8,428 |
| FERRY | 9,073 | 14,201 | 14,859 | 1 | 725 | 0 | 722 | 8 | 6,725 | 3 | 2,640 | 2 | 676 | 3 | 419 | 1 | 489 | 9 | 1,291 | 1 | 430 |
| FRANKLIN | 203,440 | 275,572 | 284,167 | 9 | 14,699 | 6 | 31,898 | 21 | 52,741 | 25 | 53,618 | 20 | 18,558 | 9 | 5,223 | 12 | 9,932 | 67 | 25,684 | 10 | 13,859 |
| Pasco | 175,083 | 234,725 | 242,392 | 6 | 12,386 | 5 | 26,880 | 12 | 40,851 | 23 | 45,184 | 16 | 17,964 | 6 | 4,193 | 11 | 8,370 | 54 | 20,647 | 8 | 11,679 |
| GARFIELD | 3,107 | 4,353 | 5,219 | 3 | 755 | 0 | 236 | 2 | 2,207 | 1 | 866 | 2 | 223 | 0 | 40 | 2 | 161 | 3 | 330 | 1 | 140 |
| GRANT | 192,561 | 339,210 | 349,250 | 34 | 46,645 | 8 | 8,633 | 42 | 94,398 | 33 | 70,217 | 26 | 19,878 | 31 | 15,815 | 15 | 9,649 | 88 | 38,083 | 11 | 19,598 |
| Moses Lake | 105,559 | 182,064 | 188,535 | 11 | 17,784 | 2 | 5,862 | 18 | 49,634 | 16 | 35,080 | 11 | 13,526 | 18 | 11,523 | 9 | 3,331 | 38 | 19,475 | 4 | 13,307 |
| GRAYS HARBOR | 289,227 | 359,740 | 370,247 | 31 | 32,577 | 8 | 18,783 | 65 | 114,711 | 25 | 58,426 | 48 | 19,981 | 45 | 12,772 | 30 | 19,372 | 140 | 41,713 | 18 | 18,065 |
| Aberdeen | 162,796 | 203,684 | 210,646 | 19 | 18,074 | 2 | 12,744 | 19 | 64,954 | 14 | 25,449 | 22 | 11,053 | 32 | 10,167 | 22 | 11,917 | 48 | 18,836 | 8 | 12,256 |
| ISLAND | 122,705 | 222,619 | 230,011 | 18 | 24,409 | 5 | 11,869 | 30 | 63,449 | 21 | 49,114 | 17 | 12,019 | 14 | 4,769 | 20 | 15,085 | 59 | 28,630 | 7 | 8,397 |
| JEFFERSON | 61,855 | 107,948 | 112,735 | 14 | 13,092 | 4 | 5,816 | 16 | 30,686 | 7 | 7,037 | 12 | 9,757 | 9 | 3,107 | 8 | 2,700 | 44 | 13,374 | 2 | 3,463 |
| KING | 7,553,166 | 12,845,015 | 13,139,128 | 315 | 766,324 | 121 | 1,415,680 | 993 | 2,559,955 | 519 | 2,683,434 | 641 | 691,617 | 628 | 786,391 | 718 | 740,424 | 2,164 | 1,657,778 | 269 | 511,754 |
| Auburn | 248,718 | 455,680 | 468,366 | 11 | 22,198 | 3 | 2,614 | 22 | 93,387 | 29 | 202,663 | 23 | 35,708 | 8 | 4,533 | 13 | 18,689 | 43 | 29,300 | 7 | 19,137 |
| Bellevue | 803,820 | 1,464,894 | 1,500,505 | 28 | 109,472 | 8 | 144,040 | 81 | 216,912 | 45 | 305,513 | 53 | 98,726 | 104 | 186,023 | 91 | 82,806 | 159 | 138,411 | 18 | 50,399 |
| Kent | 256,358 | 487,176 | 500,577 | 19 | 53,519 | 6 | 20,069 | 29 | 82,873 | 26 | 113,291 | 30 | 50,367 | 15 | 12,913 | 24 | 10,774 | 85 | 58,827 | 9 | 23,817 |
| Renton | 422,357 | 761,543 | 781,177 | 15 | 45,529 | 5 | 72,582 | 42 | 134,528 | 31 | 235,942 | 31 | 55,168 | 22 | 21,476 | 35 | 29,502 | 81 | 80,258 | 9 | 33,917 |
| Seattle | 3,076,876 | 4,515,388 | 4,620,291 | 102 | 149,876 | 46 | 479,911 | 429 | 902,965 | 197 | 642,538 | 237 | 290,230 | 247 | 359,435 | 285 | 208,305 | 1,102 | 686,444 | 123 | 158,575 |
| KITSAP | 566,598 | 965,163 | 989,422 | 45 | 91,380 | 12 | 89,391 | 105 | 231,156 | 63 | 202,568 | 64 | 53,268 | 65 | 28,907 | 72 | 53,235 | 181 | 107,837 | 36 | 65,671 |
| Bremerton | 306,656 | 473,063 | 486,144 | 11 | 17,777 | 5 | 67,206 | 43 | 91,420 | 37 | 97,798 | 25 | 28,472 | 23 | 16,773 | 40 | 27,422 | 96 | 53,316 | 15 | 36,328 |
| KITTITAS | 118,754 | 197,197 | 204,011 | 11 | 10,276 | 9 | 14,675 | 22 | 46,716 | 13 | 31,897 | 29 | 31,216 | 16 | 7,551 | 8 | 4,392 | 65 | 29,514 | 5 | 2,342 |
| Ellensburg | 96,722 | 156,754 | 162,650 | 5 | 3,682 | 7 | 9,735 | 15 | 39,545 | 11 | 21,159 | 20 | 31,308 | 11 | 7,109 | 7 | 3,488 | 40 | 18,955 | 4 | 1,554 |
| KLICKITAT | 36,871 | 60,916 | 62,635 | 8 | 6,492 | 3 | 676 | 15 | 16,145 | 9 | 13,890 | 12 | 6,705 | 5 | 1,236 | 1 | 2,190 | 24 | 5,900 | 5 | 2,628 |
| LEWIS | 259,079 | 373,521 | 384,341 | 26 | 30,373 | 10 | 44,174 | 62 | 95,486 | 30 | 65,616 | 40 | 32,198 | 26 | 10,502 | 24 | 13,066 | 104 | 38,187 | 14 | 16,347 |
| Centralia | 93,842 | 132,448 | 137,792 | 12 | 10,064 | 1 | 8,491 | 18 | 47,203 | 12 | 19,083 | 10 | 12,533 | 7 | 2,406 | 8 | 3,094 | 44 | 18,335 | 5 | 6,154 |
| Chehalis | 108,359 | 156,211 | 162,094 | 7 | 7,851 | 5 | 36,077 | 14 | 30,502 | 12 | 24,557 | 9 | 11,689 | 17 | 7,930 | 13 | 6,840 | 21 | 9,562 | 4 | 6,019 |
| LINCOLN | 23,448 | 35,194 | 36,050 | 4 | 4,522 | 2 | 1,860 | 15 | 12,603 | 7 | 6,854 | 9 | 2,044 | 4 | 311 | 1 | 1,260 | 18 | 3,158 | 5 | 1,992 |
| MASON | 102,054 | 178,780 | 185,176 | 14 | 17,442 | 6 | 8,271 | 23 | 65,107 | 10 | 22,781 | 22 | 16,071 | 8 | 3,478 | 13 | 6,819 | 51 | 18,716 | 5 | 4,234 |
| OKANOGAN | 117,811 | 187,550 | 194,145 | 20 | 14,964 | 6 | 10,019 | 29 | 51,910 | 18 | 23,826 | 22 | 12,272 | 19 | 7,603 | 8 | 5,774 | 68 | 19,577 | 12 | 7,977 |
| PACIFIC | 54,997 | 80,315 | 82,474 | 10 | 11,061 | 4 | 6,036 | 23 | 23,932 | 6 | 4,873 | 15 | 5,394 | 5 | 2,272 | 5 | 1,158 | 46 | 12,783 | 7 | 3,544 |
| PEND OREILLE | 23,426 | 48,620 | 50,059 | 2 | 2,595 | 2 | 2,582 | 8 | 24,939 | 2 | 9,446 | 8 | 3,326 | 1 | 432 | 0 | 1,749 | 14 | 3,136 | 2 | 1,537 |
| PIERCE | 2,121,085 | 3,572,870 | 3,656,364 | 126 | 299,635 | 34 | 455,991 | 326 | 714,613 | 206 | 868,191 | 242 | 236,104 | 158 | 140,191 | 200 | 181,506 | 616 | 385,545 | 78 | 122,310 |
| Tacoma | 1,045,780 | 1,664,970 | 1,705,125 | 30 | 54,261 | 15 | 332,658 | 110 | 268,462 | 96 | 349,135 | 99 | 153,622 | 84 | 89,728 | 89 | 77,208 | 293 | 173,997 | 38 | 51,570 |
| SAN JUAN | 31,193 | 64,808 | 68,615 | 8 | 13,812 | 2 | 3,149 | 13 | 20,523 | 1 | 11,514 | 4 | 3,050 | 5 | 1,597 | 1 | 2,134 | 26 | 7,531 | 2 | 1,875 |

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## WASHINGTON RETAIL SALES—CENSUS & ESTIMATES—Continued

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| SKAGIT | 357,017 | 577,540 | 592,994 | 41 | 50,284 | 8 | 18,112 | 76 | 151,213 | 51 | 162,421 | 45 | 30,693 | 54 | 32,784 | 35 | 21,868 | 132 | 64,613 | 17 | 29,099 |
| Mount Vernon | 177,979 | 303,726 | 312,960 | 14 | 16,601 | 3 | 12,338 | 27 | 70,016 | 20 | 79,839 | 11 | 12,572 | 33 | 23,129 | 19 | 12,190 | 45 | 29,979 | 8 | 18,876 |
| SKAMANIA | 8,334 | 13,218 | 14,295 | 3 | 741 | 2 | 738 | 8 | 6,014 | 1 | 2,698 | 3 | 691 | 0 | 123 | 0 | 499 | 8 | 1,637 | 1 | 439 |
| SNOHOMISH | 1,587,167 | 2,901,199 | 2,969,436 | 117 | 198,705 | 34 | 362,677 | 253 | 643,434 | 146 | 645,003 | 172 | 185,083 | 166 | 130,777 | 161 | 168,689 | 453 | 307,451 | 55 | 97,690 |
| Everett | 484,613 | 815,853 | 836,720 | 25 | 34,266 | 11 | 137,932 | 87 | 156,833 | 59 | 150,238 | 42 | 60,140 | 54 | 28,014 | 48 | 34,789 | 157 | 95,994 | 14 | 36,507 |
| SPOKANE | 1,653,724 | 2,711,935 | 2,775,872 | 93 | 160,427 | 36 | 355,952 | 251 | 589,688 | 167 | 645,916 | 172 | 144,890 | 147 | 125,812 | 169 | 151,862 | 516 | 295,057 | 65 | 100,953 |
| Spokane | 1,071,683 | 1,652,576 | 1,692,450 | 37 | 52,533 | 23 | 255,462 | 148 | 383,199 | 89 | 278,694 | 105 | 115,190 | 102 | 94,375 | 108 | 83,904 | 325 | 177,261 | 45 | 66,810 |
| STEVENS | 84,921 | 147,658 | 153,347 | 20 | 21,809 | 9 | 4,601 | 23 | 43,836 | 12 | 29,638 | 17 | 11,780 | 14 | 6,902 | 11 | 5,988 | 49 | 15,763 | 5 | 4,422 |
| THURSTON | 588,942 | 1,021,611 | 1,047,152 | 43 | 78,489 | 16 | 137,667 | 110 | 250,660 | 60 | 190,963 | 54 | 59,579 | 67 | 37,561 | 55 | 56,518 | 193 | 111,978 | 19 | 39,614 |
| Olympia | 326,254 | 525,468 | 539,739 | 18 | 23,140 | 9 | 82,069 | 51 | 102,732 | 37 | 113,415 | 29 | 37,173 | 42 | 22,559 | 39 | 34,669 | 104 | 51,121 | 10 | 14,039 |
| WAHKIAKUM | 5,347 | 6,904 | 7,558 | 1 | 393 | 3 | 247 | 4 | 3,633 | 0 | 1,426 | 1 | 366 | 0 | 66 | 0 | 265 | 5 | 880 | 0 | 232 |
| WALLA WALLA | 191,487 | 309,769 | 319,140 | 17 | 20,626 | 7 | 33,190 | 25 | 67,183 | 23 | 79,965 | 19 | 11,360 | 24 | 17,100 | 23 | 16,483 | 68 | 31,034 | 12 | 19,862 |
| Walla Walla | 176,584 | 285,863 | 294,691 | 13 | 14,404 | 7 | 31,809 | 16 | 62,992 | 21 | 72,151 | 14 | 10,990 | 23 | 16,424 | 20 | 14,873 | 56 | 27,205 | 9 | 18,159 |
| WHATCOM | 539,403 | 940,658 | 964,360 | 50 | 93,989 | 19 | 112,095 | 97 | 208,749 | 62 | 186,657 | 62 | 51,610 | 55 | 36,982 | 67 | 53,773 | 207 | 116,804 | 20 | 34,340 |
| Bellingham | 380,299 | 634,267 | 651,010 | 23 | 45,291 | 10 | 90,204 | 46 | 150,330 | 44 | 92,999 | 38 | 39,759 | 42 | 25,565 | 53 | 40,514 | 136 | 74,616 | 14 | 27,367 |
| WHITMAN | 89,620 | 141,696 | 147,250 | 12 | 9,495 | 4 | 1,607 | 29 | 46,761 | 14 | 35,905 | 15 | 5,006 | 10 | 3,117 | 16 | 5,758 | 44 | 13,492 | 14 | 5,653 |
| Pullman | 58,120 | 94,411 | 98,891 | 3 | 2,817 | 2 | 1,213 | 13 | 36,936 | 7 | 17,795 | 8 | 4,249 | 5 | 1,832 | 13 | 3,857 | 25 | 9,780 | 4 | 3,906 |
| YAKIMA | 758,566 | 1,241,377 | 1,271,910 | 58 | 83,505 | 25 | 149,763 | 126 | 297,081 | 86 | 292,949 | 89 | 75,001 | 88 | 64,864 | 68 | 45,755 | 259 | 123,526 | 38 | 45,405 |
| Sunnyside | 78,331 | 138,421 | 143,900 | 8 | 7,286 | 4 | 8,418 | 11 | 44,133 | 9 | 28,916 | 9 | 13,110 | 11 | 5,828 | 8 | 5,348 | 25 | 13,058 | 4 | 2,775 |
| Yakima | 440,758 | 688,400 | 706,372 | 20 | 34,856 | 11 | 98,364 | 43 | 144,031 | 36 | 142,243 | 43 | 45,811 | 43 | 36,278 | 45 | 25,315 | 127 | 71,067 | 19 | 23,921 |

## WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

| | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS...............** | 7,521,088 | 10,370,723 | 10,928,324 | | 807,488 | | 1,477,827 | | 2,563,018 | | 2,490,075 | | 694,427 | | 466,558 | | 489,644 | | 779,628 | | 391,013 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Charleston, WV | 1,326,599 | 1,762,957 | 1,856,269 | | 129,827 | | 255,159 | | 405,168 | | 516,857 | | 125,061 | | 86,297 | | 76,917 | | 141,427 | | 64,512 |
| Huntington-Ashland, WV-KY-OH | 1,228,989 | 1,712,325 | 1,803,975 | | 115,934 | | 227,077 | | 381,871 | | 333,930 | | 113,461 | | 95,188 | | 80,300 | | 146,269 | | 58,540 |
| Parkersburg-Marietta, WV | 749,921 | 1,075,434 | 1,124,873 | | 68,112 | | 147,250 | | 235,374 | | 228,827 | | 82,730 | | 35,797 | | 52,381 | | 96,921 | | 44,508 |
| Wheeling, WV-OH | 800,346 | 1,066,037 | 1,112,406 | | 53,223 | | 180,964 | | 251,407 | | 208,085 | | 82,288 | | 47,431 | | 61,740 | | 96,389 | | 34,791 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| BARBOUR | 35,555 | 42,519 | 45,066 | 6 | 6,822 | 5 | 1,597 | 12 | 12,648 | 5 | 10,498 | 9 | 2,359 | 4 | 1,085 | 3 | 616 | 14 | 3,138 | 3 | 1,609 |
| BERKELEY | 181,272 | 289,599 | 305,137 | 16 | 17,162 | 7 | 27,267 | 40 | 84,708 | 21 | 54,873 | 25 | 28,292 | 26 | 20,500 | 14 | 5,381 | 58 | 18,980 | 8 | 11,723 |
| Martinsburg | 111,732 | 156,385 | 164,919 | 9 | 9,738 | 6 | 15,820 | 22 | 53,535 | 12 | 18,853 | 11 | 12,277 | 21 | 11,893 | 11 | 2,844 | 34 | 12,128 | 6 | 6,801 |
| BOONE | 99,133 | 147,192 | 155,243 | 9 | 18,509 | 14 | 19,238 | 23 | 46,760 | 9 | 23,522 | 22 | 10,026 | 7 | 3,645 | 9 | 6,258 | 15 | 8,143 | 7 | 7,763 |
| BRAXTON | 57,276 | 86,298 | 91,147 | 6 | 14,423 | 10 | 9,116 | 14 | 22,237 | 11 | 19,155 | 11 | 9,674 | 4 | 743 | 2 | 1,244 | 19 | 4,135 | 4 | 3,169 |
| BROOKE | 75,491 | 89,999 | 95,043 | 3 | 5,560 | 5 | 13,297 | 22 | 24,701 | 10 | 12,699 | 19 | 10,949 | 10 | 2,705 | 7 | 5,091 | 37 | 10,852 | 6 | 4,437 |
| CABELL | 646,738 | 910,346 | 958,519 | 31 | 62,472 | 25 | 143,112 | 89 | 175,477 | 45 | 191,698 | 65 | 53,098 | 95 | 60,867 | 53 | 48,896 | 168 | 86,809 | 35 | 28,536 |
| Huntington | 413,020 | 535,684 | 564,160 | 21 | 36,398 | 15 | 50,827 | 56 | 102,238 | 30 | 111,689 | 47 | 30,937 | 47 | 32,172 | 38 | 28,489 | 135 | 58,300 | 26 | 16,626 |
| CALHOUN | 16,638 | 22,478 | 23,972 | 3 | 2,254 | 5 | 1,853 | 7 | 4,846 | 5 | 3,923 | 5 | 544 | 1 | 802 | 1 | 326 | 1 | 142 | 3 | 1,658 |
| CLAY | 19,061 | 22,129 | 23,604 | 2 | 1,474 | 4 | 1,685 | 8 | 8,400 | 1 | 4,884 | 5 | 1,863 | 1 | 790 | 2 | 322 | 3 | 141 | 2 | 820 |
| DODDRIDGE | 7,860 | 11,288 | 12,193 | 2 | 762 | 2 | 1,820 | 2 | 2,465 | 1 | 2,524 | 3 | 1,527 | 2 | 407 | 1 | 165 | 3 | 422 | 1 | 425 |

|  | TOTAL RETAIL SALES (THOUSANDS) |  |  | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr |  | Gen. Mdse. |  | Food |  | Auto |  | Gasoline |  | Apparel |  | Furniture |  | Eat/Drink |  | Drugs |  |
| FAYETTE | 189,828 | 225,573 | 237,745 | 19 | 16,380 | 15 | 23,220 | 46 | 50,957 | 17 | 75,690 | 31 | 14,173 | 31 | 8,059 | 23 | 14,888 | 48 | 12,975 | 15 | 12,968 |
| GILMER | 15,515 | 22,207 | 23,687 | 3 | 1,460 | 3 | 1,079 | 7 | 7,879 | 4 | 5,928 | 2 | 713 | 1 | 793 | 1 | 323 | 9 | 1,655 | 2 | 823 |
| GRANT | 26,628 | 45,552 | 48,259 | 5 | 7,183 | 4 | 1,880 | 11 | 16,118 | 5 | 14,084 | 7 | 2,430 | 0 | 1,616 | 4 | 659 | 7 | 2,123 | 1 | 1,678 |
| GREENBRIER | 160,044 | 232,125 | 244,641 | 15 | 11,564 | 14 | 23,907 | 39 | 76,587 | 23 | 62,312 | 26 | 16,367 | 23 | 7,526 | 9 | 2,495 | 40 | 13,629 | 14 | 10,776 |
| Lewisburg | 23,318 | 35,238 | 37,403 | 2 | 1,510 | 4 | 3,123 | 1 | 10,001 | 3 | 8,138 | 3 | 3,098 | 7 | 3,491 | 1 | 326 | 5 | 2,444 | 4 | 2,728 |
| White Sulphur | 18,886 | 27,249 | 28,994 | 5 | 1,849 | 1 | 2,350 | 4 | 7,531 | 3 | 6,128 | 4 | 3,880 | 7 | 3,085 | 1 | 246 | 6 | 949 | 2 | 1,060 |
| HAMPSHIRE | 36,163 | 69,074 | 73,018 | 4 | 9,096 | 4 | 2,304 | 13 | 19,794 | 8 | 15,131 | 7 | 5,730 | 3 | 2,541 | 2 | 995 | 10 | 2,814 | 3 | 2,537 |
| HANCOCK | 135,245 | 160,588 | 169,343 | 11 | 10,575 | 4 | 25,285 | 35 | 55,574 | 15 | 25,225 | 22 | 11,801 | 12 | 5,674 | 9 | 4,870 | 62 | 17,295 | 12 | 7,793 |
| Weirton | 107,163 | 122,948 | 129,724 | 8 | 7,750 | 3 | 18,531 | 23 | 46,305 | 12 | 18,487 | 12 | 10,346 | 10 | 4,159 | 6 | 3,568 | 41 | 11,020 | 7 | 5,711 |
| HARDY | 29,913 | 65,481 | 69,236 | 5 | 4,323 | 4 | 10,339 | 11 | 21,811 | 2 | 14,325 | 10 | 6,441 | 2 | 2,316 | 2 | 944 | 11 | 3,607 | 3 | 2,969 |
| HARRISON | 310,493 | 427,376 | 450,157 | 19 | 35,195 | 13 | 65,664 | 63 | 108,014 | 38 | 105,246 | 36 | 27,045 | 29 | 13,742 | 25 | 15,398 | 84 | 34,858 | 20 | 19,225 |
| Clarksburg | 129,320 | 160,752 | 169,516 | 7 | 8,223 | 5 | 25,842 | 20 | 34,087 | 12 | 22,246 | 17 | 14,685 | 24 | 10,428 | 9 | 4,523 | 43 | 15,624 | 9 | 9.500 |
| JACKSON | 78,772 | 97,253 | 102,678 | 10 | 6,844 | 7 | 7,463 | 23 | 35,333 | 8 | 7,147 | 19 | 12,366 | 11 | 3,058 | 10 | 2,698 | 22 | 8.063 | 6 | 3,569 |
| JEFFERSON | 73,570 | 121,672 | 128,381 | 10 | 9,787 | 3 | 19,168 | 24 | 37,949 | 6 | 12,169 | 15 | 7,299 | 7 | 3,861 | 8 | 5,388 | 39 | 22,664 | 4 | 4,030 |
| KANAWHA | 1,198,033 | 1,557,893 | 1,640,111 | 57 | 110,633 | 38 | 244,878 | 174 | 355,398 | 78 | 448,034 | 123 | 96,066 | 118 | 83,990 | 84 | 73,520 | 278 | 127,279 | 47 | 56,999 |
| Charleston | 626,090 | 788,934 | 830,724 | 23 | 36,970 | 17 | 160,450 | 65 | 146,562 | 38 | 172,526 | 49 | 58,352 | 65 | 55,565 | 39 | 25,973 | 150 | 73,608 | 22 | 23,346 |
| LEWIS | 66,109 | 90,040 | 95,086 | 7 | 4,747 | 4 | 13,438 | 13 | 23,005 | 13 | 22,216 | 16 | 5,004 | 9 | 5,075 | 11 | 6,508 | 23 | 7,225 | 5 | 3,112 |
| LINCOLN | 31,436 | 41,417 | 43,906 | 5 | 2,589 | 9 | 3,390 | 14 | 13,021 | 6 | 5,839 | 13 | 4,448 | 1 | 1,468 | 5 | 1,676 | 12 | 1,901 | 3 | 1,525 |
| LOGAN | 199,461 | 257,138 | 270,969 | 12 | 18,074 | 24 | 40,106 | 37 | 62,227 | 24 | 60,767 | 33 | 17,394 | 26 | 11,803 | 13 | 13,453 | 51 | 15,097 | 14 | 13,055 |
| Logan | 94,997 | 109,963 | 116,056 | 5 | 5,282 | 9 | 14,615 | 7 | 28,322 | 13 | 27,657 | 7 | 4,348 | 19 | 8,220 | 7 | 6,633 | 14 | 5,166 | 8 | 7,169 |
| MCDOWELL | 115,635 | 130,747 | 137,933 | 7 | 5,901 | 17 | 9,556 | 37 | 44,918 | 10 | 29,747 | 19 | 8,124 | 17 | 5,605 | 19 | 8,072 | 27 | 6,215 | 9 | 5,106 |
| Welch | 56,108 | 63,348 | 66,991 | 3 | 1,439 | 6 | 5,898 | 10 | 28,041 | 3 | 12,516 | 2 | 1,981 | 13 | 4,851 | 8 | 2,862 | 12 | 3,178 | 3 | 2,644 |
| MARION | 310,234 | 373,956 | 393,929 | 17 | 26,753 | 19 | 82,409 | 69 | 93,197 | 36 | 81,831 | 35 | 22,907 | 39 | 19,779 | 30 | 22,752 | 72 | 20,733 | 16 | 13,041 |
| Fairmont | 225,872 | 260,553 | 274,564 | 9 | 9,819 | 12 | 45,718 | 48 | 80,772 | 24 | 42,681 | 25 | 21,425 | 36 | 18,406 | 25 | 11,261 | 52 | 17,018 | 11 | 10,568 |
| MARSHALL | 134,102 | 173,446 | 182,877 | 12 | 10,821 | 8 | 30,809 | 28 | [illegible]5,816 | 17 | 32,859 | 13 | 7,442 | 15 | 7,026 | 11 | 6,887 | 40 | 11,639 | 9 | 6,882 |
| Moundsville | 77,996 | 85,411 | 90,213 | 5 | 1,261 | 4 | 15,064 | 18 | 29,973 | 12 | 16,066 | 6 | 4,476 | 11 | 4,929 | 6 | 2,673 | 25 | 6,687 | 6 | 3,365 |
| MASON | 66,900 | 88,938 | 93,926 | 10 | 10,523 | 2 | 14,024 | 24 | 29,238 | 3 | 19,434 | 13 | 3,707 | 8 | 1,321 | 6 | 1,467 | 21 | 5,367 | 5 | 5,723 |
| Point Pleasant | 34,717 | 43,138 | 45,718 | 5 | 4,019 | 1 | 5,117 | 13 | 17,176 | 2 | 7,091 | 7 | 3,550 | 6 | 482 | 3 | 535 | 15 | 4,242 | 4 | 2,088 |
| MERCER | 363,737 | 536,568 | 565,090 | 21 | 39,995 | 26 | 107,071 | 66 | 111,589 | 37 | 147,166 | 36 | 28,298 | 57 | 26,389 | 37 | 35,226 | 74 | 38,936 | 22 | 19,289 |
| Bluefield | 141,118 | 205,110 | 216,206 | 7 | 13,893 | 12 | 40,967 | 19 | 27,382 | 15 | 47,974 | 5 | 9,450 | 35 | 16,084 | 19 | 18,931 | 29 | 15,241 | 9 | 8,649 |
| MINERAL | 49,721 | 85,683 | 90,500 | 4 | 4,191 | 8 | 8,965 | 21 | 19,987 | 9 | 19,122 | 12 | 6,286 | 10 | 3,102 | 10 | 3,913 | 26 | 8,259 | 7 | 3,953 |
| Keyser | 30,762 | 50,445 | 53,409 | 3 | 2,274 | 2 | 4,864 | 9 | 14,953 | 5 | 9,524 | 6 | 4,318 | 8 | 1,683 | 9 | 2,123 | 11 | 4,625 | 5 | 2,145 |
| MINGO | 150,699 | 219,148 | 230,982 | 12 | 25,858 | 15 | 21,569 | 28 | 40,214 | 11 | 62,660 | 25 | 14,365 | 26 | 17,294 | 12 | 20,976 | 28 | 7,412 | 7 | 10,103 |
| Williamson | 65,236 | 86,857 | 91,736 | 4 | 6,245 | 5 | 8,776 | 4 | 4,007 | 4 | 26,061 | 9 | 9,237 | 17 | 12,775 | 8 | 12,787 | 11 | 3,267 | 6 | 4,201 |
| MONONGALIA | 299,723 | 428,571 | 451,415 | 18 | 39,702 | 10 | 63,151 | 51 | 102,975 | 26 | 80,158 | 42 | 30,043 | 45 | 22,648 | 35 | 30,475 | 68 | 32,634 | 15 | 16,281 |
| Morgantown | 211,902 | 286,138 | 301,494 | 8 | 26,080 | 6 | 37,772 | 40 | 67,643 | 15 | 52,656 | 24 | 24,988 | 39 | 20,203 | 22 | 14,100 | 54 | 21,599 | 12 | 10,695 |
| MONROE | 12,440 | 20,000 | 21,364 | 3 | 1,335 | 5 | 1,485 | 8 | 4,309 | 5 | 3,601 | 4 | 1,138 | 3 | 716 | 3 | 378 | 4 | 279 | 4 | 2,472 |
| MORGAN | 19,668 | 31,600 | 33,573 | 4 | 3,925 | 4 | 5,013 | 8 | 8,721 | 6 | 5,183 | 5 | 3,255 | 1 | 1,122 | 2 | 459 | 13 | 1,824 | 1 | 1,166 |
| NICHOLAS | 103,319 | 138,851 | 146,463 | 7 | 14,504 | 13 | 22,786 | 18 | 39,692 | 11 | 28,481 | 22 | 7,098 | 10 | 3,224 | 9 | 3,354 | 19 | 6,384 | 6 | 5,084 |
| OHIO | 290,628 | 401,484 | 422,904 | 10 | 24,645 | 11 | 32,083 | 54 | 75,052 | 21 | 103,793 | 32 | 37,660 | 24 | 14,320 | 35 | 40,223 | 92 | 45,616 | 13 | 13,135 |
| Wheeling | 117,095 | 146,168 | 154,165 | 9 | 889 | 6 | 1,157 | 49 | 67,621 | 16 | 3,743 | 24 | 25,557 | 14 | 12,885 | 33 | 1,450 | 79 | 33,965 | 12 | 474 |
| PENDLETON | 15,183 | 35,815 | 38,010 | 1 | 2,372 | 3 | 1,587 | 4 | 7,634 | 7 | 9,885 | 2 | 1,144 | 4 | 1,767 | 1 | 517 | 5 | 1,305 | 1 | 1,322 |
| PLEASANTS | 17,444 | 23,996 | 25,570 | 3 | 1,478 | 3 | 3,535 | 6 | 6,960 | 6 | 7,746 | 4 | 1,112 | 2 | 791 | 1 | 323 | 6 | 1,522 | 2 | 823 |
| POCAHONTAS | 31,691 | 55,371 | 58,594 | 4 | 3,066 | 7 | 2,588 | 13 | 13,483 | 6 | 18,784 | 10 | 4,186 | 1 | 1,961 | 2 | 798 | 18 | 7,958 | 2 | 2,035 |
| PRESTON | 78,290 | 101,965 | 107,638 | 11 | 7,294 | 8 | 14,897 | 19 | 26,112 | 18 | 40,204 | 15 | 4,605 | 6 | 1,893 | 5 | 1,540 | 19 | 3,706 | 3 | 2,004 |
| PUTNAM | 128,566 | 205,064 | 216,157 | 14 | 19,194 | 5 | 10,282 | 22 | 49,770 | 14 | 68,823 | 23 | 28,995 | 7 | 2,306 | 7 | 3,397 | 29 | 14,147 | 7 | 7,513 |
| RALEIGH | 418,734 | 549,010 | 578,186 | 25 | 47,394 | 22 | 107,063 | 77 | 126,094 | 28 | 130,982 | 49 | 30,379 | 47 | 29,532 | 40 | 32,117 | 68 | 38,547 | 19 | 18,706 |
| Beckley | 299,592 | 393,700 | 414,711 | 16 | 23,677 | 13 | 80,343 | 37 | 77,606 | 21 | 85,301 | 21 | 23,762 | 42 | 29,193 | 33 | 22,547 | 51 | 33,997 | 14 | 13,657 |
| RANDOLPH | 121,183 | 180,505 | 185,507 | 10 | 18,901 | 9 | 19,780 | 21 | 42,478 | 14 | 47,107 | 25 | 9,924 | 17 | 8,284 | 8 | 6,043 | 40 | 13,782 | 5 | 6,795 |
| Elkins | 83,661 | 123,909 | 126,882 | 8 | 12,957 | 3 | 13,559 | 12 | 30,659 | 10 | 24,842 | 12 | 7,786 | 14 | 8,162 | 6 | 4,142 | 22 | 9,332 | 4 | 6,695 |
| RITCHIE | 26,128 | 39,771 | 42,174 | 4 | 1,012 | 5 | 1,679 | 15 | 14,789 | 7 | 14,055 | 5 | 2,550 | 2 | 1,410 | 2 | 575 | 9 | 2,241 | 2 | 1,466 |
| ROANE | 54,052 | 69,539 | 73,507 | 4 | 9,821 | 5 | 6,231 | 14 | 21,144 | 12 | 21,394 | 7 | 3,250 | 8 | 2,056 | 2 | 947 | 10 | 2,136 | 4 | 2,850 |
| SUMMERS | 34,610 | 41,992 | 44,512 | 4 | 3,231 | 5 | 5,603 | 14 | 14,637 | 3 | 9,210 | 8 | 3,166 | 7 | 1,942 | 4 | 1,333 | 8 | 1,536 | 3 | 1,548 |
| TAYLOR | 37,256 | 45,431 | 48,132 | 6 | 5,268 | 3 | 7,186 | 13 | 12,065 | 8 | 9,255 | 8 | 3,533 | 4 | 593 | 6 | 1,865 | 14 | 3,812 | 3 | 1,673 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TUCKER | 27,496 | 47,355 | 50,157 | 4 | 2,360 | 5 | 2,698 | 5 | 12,744 | 2 | 10,377 | 8 | 3,740 | 1 | 1,679 | 1 | 683 | 10 | 4,254 | 2 | 1,743 |
| TYLER | 19,516 | 29,148 | 30,992 | 3 | 3,479 | 2 | 4,627 | 8 | 7,772 | 5 | 7,548 | 6 | 2,594 | 3 | 1,037 | 2 | 423 | 10 | 1,598 | 3 | 1,077 |
| UPSHUR | 88,492 | 117,856 | 124,364 | 9 | 14,032 | 4 | 17,592 | 19 | 29,662 | 13 | 31,166 | 14 | 5,722 | 13 | 4,333 | 4 | 1,608 | 22 | 9,804 | 4 | 4,227 |
| WAYNE | 107,190 | 164,448 | 173,406 | 7 | 10,490 | 8 | 25,889 | 23 | 41,831 | 19 | 28,432 | 18 | 14,028 | 19 | 6,896 | 6 | 3,619 | 24 | 10,501 | 4 | 2,242 |
| WEBSTER | 29,790 | 45,331 | 48,026 | 5 | 3,250 | 6 | 2,533 | 9 | 12,689 | 3 | 7,294 | 7 | 7,553 | 2 | 1,607 | 0 | 656 | 5 | 703 | 4 | 1,333 |
| WETZEL | 92,274 | 128,848 | 135,934 | 10 | 11,653 | 6 | 20,296 | 19 | 40,042 | 9 | 27,524 | 13 | 6,707 | 12 | 6,169 | 13 | 5,589 | 22 | 9,905 | 8 | 5,602 |
| WIRT | 5,306 | 7,927 | 8,656 | 1 | 541 | 1 | 1,293 | 2 | 1,749 | 1 | 1,791 | 5 | 1,309 | 1 | 289 | 0 | 118 | 5 | 673 | 0 | 300 |
| WOOD | 480,778 | 689,279 | 725,830 | 24 | 45,324 | 17 | 108,371 | 76 | 146,714 | 47 | 150,178 | 35 | 35,929 | 58 | 24,285 | 41 | 36,275 | 117 | 59,724 | 20 | 20,387 |
| Parkersburg | 331,202 | 455,254 | 479,501 | 14 | 19,503 | 11 | 48,791 | 47 | 119,124 | 34 | 109,446 | 23 | 28,263 | 27 | 8,685 | 21 | 15,011 | 83 | 40,262 | 15 | 16,557 |
| WYOMING | 100,069 | 127,843 | 134,876 | 9 | 11,289 | 15 | 14,069 | 35 | 41,980 | 14 | 36,396 | 18 | 8,066 | 11 | 2,115 | 9 | 4,923 | 16 | 2,526 | 5 | 3,934 |

# WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS)

| METRO AREAS COUNTIES Cities | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **STATE TOTALS................** | 20,553,996 | 33,104,117 | 33,731,392 | | 2,153,888 | | 3,978,900 | | 6,620,645 | | 7,332,991 | | 2,333,443 | | 1,323,608 | | 1,699,345 | | 3,645,503 | | 892,414 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Appleton-Oshkosh-Neenah, WI | 1,287,214 | 2,120,549 | 2,160,427 | | 133,469 | | 297,052 | | 393,310 | | 477,280 | | 140,730 | | 89,141 | | 118,428 | | 224,047 | | 45,350 |
| Eau Claire, WI | 646,064 | 1,074,311 | 1,094,813 | | 92,854 | | 138,878 | | 176,451 | | 290,687 | | 72,795 | | 44,126 | | 51,391 | | 109,729 | | 23,280 |
| Green Bay, WI | 875,583 | 1,526,844 | 1,554,836 | | 91,616 | | 306,892 | | 224,548 | | 360,229 | | 98,045 | | 75,806 | | 96,281 | | 172,483 | | 26,302 |
| Janesville-Beloit, WI | 623,390 | 1,004,987 | 1,023,624 | | 52,271 | | 101,894 | | 206,836 | | 183,207 | | 88,024 | | 41,148 | | 39,794 | | 103,610 | | 29,873 |
| Kenosha, WI | 454,807 | 673,899 | 676,301 | | 26,708 | | 77,515 | | 166,910 | | 100,277 | | 61,310 | | 20,524 | | 27,583 | | 82,804 | | 19,160 |
| La Crosse, WI | 511,606 | 841,039 | 856,737 | | 56,294 | | 133,777 | | 150,767 | | 190,666 | | 49,510 | | 42,927 | | 56,537 | | 98,339 | | 23,181 |
| Madison, WI | 1,783,865 | 3,021,818 | 3,076,608 | | 141,400 | | 364,301 | | 494,670 | | 696,389 | | 197,340 | | 142,617 | | 334,697 | | 365,482 | | 74,166 |
| Milwaukee, WI | 6,483,257 | 9,867,043 | 10,046,404 | | 442,408 | | 1,327,691 | | 2,022,123 | | 2,220,164 | | 646,071 | | 421,410 | | 531,858 | | 1,082,613 | | 306,355 |
| Racine, WI | 736,356 | 1,099,516 | 1,119,848 | | 65,606 | | 141,111 | | 241,770 | | 245,763 | | 75,773 | | 47,044 | | 56,289 | | 112,561 | | 33,468 |
| Sheboygan, WI | 385,038 | 619,457 | 631,183 | | 50,911 | | 102,034 | | 136,327 | | 134,151 | | 38,929 | | 16,855 | | 23,550 | | 62,832 | | 19,567 |
| Wausau, WI | 453,278 | 723,900 | 737,498 | | 66,832 | | 107,178 | | 142,251 | | 170,185 | | 50,901 | | 33,253 | | 35,700 | | 58,951 | | 10,873 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ADAMS | 23,618 | 46,884 | 48,346 | 3 | 2,386 | 3 | 3,297 | 8 | 14,009 | 4 | 10,574 | 6 | 4,231 | 3 | 400 | 2 | 792 | 16 | 5,086 | 2 | 1,221 |
| ASHLAND | 74,941 | 121,792 | 124,597 | 13 | 11,145 | 4 | 9,839 | 13 | 20,388 | 8 | 24,731 | 20 | 8,990 | 11 | 6,615 | 6 | 3,160 | 39 | 11,073 | 6 | 3,194 |
| Ashland | 59,702 | 94,441 | 96,756 | 6 | 2,389 | 3 | 8,210 | 6 | 18,264 | 5 | 16,391 | 13 | 8,935 | 10 | 5,520 | 5 | 2,491 | 25 | 8,901 | 4 | 2,666 |
| BARRON | 174,189 | 310,922 | 317,117 | 25 | 30,531 | 12 | 31,410 | 46 | 53,477 | 39 | 89,124 | 29 | 24,217 | 22 | 11,620 | 20 | 9,848 | 102 | 30,846 | 12 | 10,009 |
| BAYFIELD | 29,369 | 54,079 | 55,670 | 7 | 6,941 | 4 | 1,982 | 11 | 14,644 | 3 | 6,843 | 8 | 3,908 | 4 | 470 | 1 | 912 | 52 | 11,470 | 3 | 1,769 |
| BROWN | 875,583 | 1,526,844 | 1,554,836 | 60 | 91,616 | 31 | 306,892 | 104 | 224,548 | 62 | 360,229 | 85 | 98,045 | 131 | 75,806 | 93 | 96,281 | 360 | 172,483 | 28 | 26,302 |
| Green Bay | 528,522 | 838,550 | 854,204 | 33 | 49,863 | 18 | 167,574 | 59 | 124,964 | 31 | 130,886 | 53 | 72,489 | 94 | 53,829 | 55 | 53,904 | 227 | 106,064 | 20 | 19,017 |
| BUFFALO | 31,656 | 51,417 | 52,961 | 7 | 4,361 | 1 | 5,271 | 18 | 12,764 | 5 | 10,011 | 8 | 4,105 | 1 | 473 | 5 | 869 | 36 | 7,566 | 3 | 1,782 |
| BURNETT | 38,141 | 78,577 | 80,608 | 8 | 14,173 | 6 | 3,274 | 11 | 17,204 | 8 | 18,487 | 8 | 5,899 | 2 | 720 | 2 | 1,322 | 41 | 9,591 | 3 | 2,038 |
| CALUMET | 87,175 | 154,948 | 158,348 | 13 | 11,938 | 6 | 15,761 | 26 | 35,555 | 11 | 38,945 | 13 | 8,242 | 11 | 2,871 | 8 | 4,568 | 56 | 18,229 | 5 | 4,003 |
| CHIPPEWA | 202,325 | 357,355 | 364,383 | 29 | 33,755 | 8 | 16,876 | 34 | 56,408 | 32 | 124,894 | 27 | 23,680 | 16 | 7,851 | 13 | 8,558 | 108 | 28,928 | 9 | 7,876 |
| Chippewa Falls | 108,208 | 183,302 | 187,210 | 8 | 8,207 | 4 | 13,413 | 12 | 34,249 | 9 | 38,393 | 11 | 16,531 | 12 | 7,157 | 7 | 4,170 | 40 | 14,820 | 5 | 4,512 |
| CLARK | 74,721 | 117,506 | 120,234 | 20 | 15,404 | 11 | 5,747 | 23 | 31,491 | 15 | 31,897 | 16 | 5,598 | 8 | 942 | 10 | 3,704 | 62 | 10,913 | 7 | 4,199 |
| COLUMBIA | 187,806 | 310,850 | 317,044 | 25 | 32,319 | 10 | 8,577 | 40 | 60,010 | 21 | 69,504 | 46 | 33,451 | 30 | 11,531 | 17 | 8,018 | 147 | 41,484 | 13 | 8,670 |
| Portage | 74,416 | 121,040 | 123,832 | 6 | 11,824 | 4 | 6,421 | 8 | 21,953 | 7 | 24,096 | 22 | 12,237 | 17 | 7,399 | 6 | 4,524 | 37 | 14,969 | 5 | 4,506 |

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| CRAWFORD | 58,127 | 90,498 | 92,742 | 8 | 7,651 | 6 | 6,935 | 17 | 22,036 | 8 | 30,016 | 8 | 4,110 | 7 | 3,999 | 5 | 3,066 | 45 | 9,977 | 3 | 2,024 |
| DANE | 1,783,865 | 3,021,818 | 3,076,608 | 101 | 141,400 | 44 | 364,301 | 241 | 494,670 | 102 | 696,389 | 180 | 197,340 | 221 | 142,617 | 133 | 334,697 | 628 | 365,482 | 74 | 74,166 |
| Madison | 1,065,123 | 1,668,221 | 1,698,747 | 42 | 53,697 | 28 | 277,699 | 138 | 287,183 | 51 | 252,165 | 89 | 107,607 | 183 | 123,053 | 81 | 76,168 | 395 | 229,604 | 43 | 48,336 |
| DODGE | 230,844 | 361,068 | 368,162 | 33 | 41,684 | 13 | 52,320 | 39 | 74,054 | 34 | 69,824 | 35 | 22,913 | 43 | 17,789 | 20 | 10,303 | 134 | 32,194 | 13 | 7,670 |
| Beaver Dam | 113,125 | 171,244 | 174,936 | 11 | 8,154 | 6 | 28,394 | 7 | 32,181 | 16 | 33,210 | 12 | 14,111 | 29 | 13,264 | 11 | 5,541 | 40 | 14,531 | 5 | 4,163 |
| DOOR | 119,594 | 211,281 | 215,690 | 18 | 23,402 | 6 | 15,302 | 32 | 48,078 | 12 | 35,893 | 19 | 16,093 | 22 | 5,803 | 11 | 6,344 | 79 | 36,017 | 5 | 3,574 |
| DOUGLAS | 187,905 | 276,358 | 281,934 | 22 | 31,384 | 7 | 23,206 | 37 | 49,674 | 16 | 46,558 | 27 | 20,278 | 27 | 11,621 | 12 | 6,428 | 134 | 43,888 | 9 | 7,569 |
| Superior | 165,022 | 232,191 | 236,975 | 15 | 18,108 | 6 | 21,884 | 28 | 47,389 | 15 | 34,376 | 20 | 19,123 | 25 | 11,086 | 11 | 6,062 | 92 | 31,989 | 8 | 7,209 |
| DUNN | 106,969 | 179,860 | 183,706 | 14 | 11,498 | 6 | 17,907 | 20 | 39,166 | 11 | 39,054 | 25 | 19,558 | 14 | 6,653 | 11 | 4,333 | 70 | 21,437 | 6 | 5,929 |
| EAU CLAIRE | 443,739 | 716,956 | 730,430 | 18 | 59,099 | 13 | 122,002 | 58 | 120,043 | 32 | 165,793 | 55 | 49,115 | 50 | 36,274 | 52 | 42,833 | 156 | 80,802 | 16 | 15,404 |
| Eau Claire | 397,071 | 640,903 | 653,014 | 15 | 46,546 | 10 | 119,684 | 45 | 117,863 | 21 | 130,579 | 46 | 48,324 | 46 | 35,608 | 46 | 30,998 | 118 | 63,639 | 14 | 12,132 |
| FLORENCE | 6,688 | 11,770 | 12,603 | 1 | 547 | 0 | 1,106 | 2 | 4,792 | 2 | 1,365 | 1 | 364 | 0 | 99 | 0 | 182 | 17 | 3,236 | 1 | 281 |
| FOND DU LAC | 379,939 | 625,161 | 636,989 | 27 | 30,595 | 14 | 84,968 | 63 | 141,744 | 46 | 146,397 | 45 | 33,508 | 50 | 26,205 | 44 | 32,582 | 161 | 64,234 | 16 | 21,251 |
| Fond du Lac | 267,548 | 436,501 | 444,948 | 13 | 13,398 | 9 | 69,316 | 32 | 105,026 | 22 | 75,904 | 31 | 26,747 | 38 | 21,593 | 28 | 14,894 | 83 | 42,627 | 11 | 16,703 |
| FOREST | 15,316 | 28,272 | 29,401 | 4 | 3,781 | 3 | 1,181 | 9 | 8,970 | 3 | 1,180 | 10 | 3,365 | 1 | 263 | 1 | 481 | 23 | 2,676 | 2 | 744 |
| GRANT | 176,843 | 295,834 | 301,759 | 38 | 33,743 | 11 | 15,950 | 33 | 68,330 | 28 | 76,634 | 44 | 24,429 | 24 | 8,743 | 22 | 11,578 | 111 | 30,458 | 15 | 7,198 |
| GREEN | 200,956 | 311,937 | 318,151 | 18 | 13,868 | 8 | 10,449 | 33 | 53,011 | 22 | 68,279 | 19 | 10,380 | 24 | 8,033 | 11 | 8,048 | 67 | 21,195 | 8 | 6,711 |
| Monroe | 161,456 | 248,223 | 253,295 | 6 | 6,812 | 6 | 9,665 | 17 | 45,210 | 12 | 32,349 | 11 | 8,624 | 19 | 7,338 | 7 | 3,495 | 34 | 13,057 | 5 | 4,727 |
| GREEN LAKE | 91,927 | 146,488 | 149,736 | 16 | 10,862 | 7 | 14,905 | 19 | 29,853 | 12 | 29,482 | 15 | 11,006 | 8 | 5,100 | 6 | 3,870 | 48 | 13,826 | 5 | 2,375 |
| IOWA | 137,098 | 209,158 | 213,529 | 12 | 10,423 | 3 | 21,255 | 16 | 20,858 | 11 | 28,583 | 13 | 4,342 | 13 | 2,212 | 5 | 4,224 | 33 | 9,531 | 5 | 5,400 |
| IRON | 31,304 | 48,148 | 49,633 | 8 | 7,272 | 2 | 4,941 | 5 | 12,767 | 4 | 6,100 | 12 | 6,838 | 0 | 442 | 1 | 814 | 22 | 4,975 | 2 | 1,256 |
| JACKSON | 72,256 | 110,395 | 112,996 | 13 | 13,151 | 4 | 1,319 | 18 | 26,531 | 14 | 25,155 | 14 | 17,021 | 10 | 1,089 | 4 | 1,226 | 45 | 10,713 | 2 | 2,857 |
| JEFFERSON | 221,624 | 355,258 | 362,248 | 27 | 23,078 | 12 | 45,868 | 32 | 83,815 | 27 | 48,613 | 36 | 34,892 | 33 | 13,972 | 23 | 15,247 | 145 | 46,428 | 12 | 9,363 |
| Fort Atkinson | 54,509 | 85,909 | 88,071 | 6 | 5,899 | 2 | 7,966 | 6 | 27,071 | 8 | 7,756 | 8 | 8,197 | 9 | 4,814 | 5 | 2,265 | 22 | 11,677 | 3 | 1,626 |
| Waterton | 92,216 | 151,490 | 154,828 | 5 | 4,732 | 6 | 23,348 | 8 | 34,931 | 6 | 24,746 | 10 | 12,510 | 12 | 7,638 | 9 | 3,139 | 43 | 12,528 | 4 | 4,767 |
| JUNEAU | 82,872 | 134,320 | 137,350 | 18 | 16,046 | 9 | 4,634 | 22 | 21,617 | 8 | 29,802 | 25 | 25,940 | 6 | 1,522 | 5 | 2,307 | 57 | 14,851 | 6 | 3,359 |
| KENOSHA | 454,807 | 673,899 | 676,301 | 34 | 26,708 | 13 | 77,515 | 75 | 166,910 | 33 | 100,277 | 75 | 61,310 | 41 | 20,524 | 46 | 27,583 | 250 | 82,804 | 22 | 19,160 |
| Kenosha | 342,674 | 494,152 | 494,955 | 19 | 12,243 | 9 | 65,617 | 59 | 136,660 | 22 | 59,949 | 48 | 58,482 | 36 | 19,008 | 41 | 19,946 | 178 | 59,046 | 19 | 16,474 |
| KEWAUNEE | 53,085 | 88,152 | 90,354 | 7 | 8,785 | 4 | 1,493 | 16 | 22,039 | 9 | 22,311 | 8 | 6,920 | 6 | 1,439 | 12 | 5,849 | 36 | 9,574 | 4 | 1,663 |
| LA CROSSE | 511,606 | 841,039 | 856,737 | 31 | 56,294 | 17 | 133,777 | 66 | 150,767 | 47 | 190,666 | 55 | 49,510 | 86 | 42,927 | 59 | 56,537 | 226 | 98,339 | 18 | 23,181 |
| La Crosse | 418,865 | 647,830 | 660,065 | 18 | 36,019 | 12 | 116,939 | 46 | 104,051 | 32 | 109,431 | 43 | 39,512 | 80 | 37,428 | 55 | 41,708 | 183 | 74,780 | 13 | 16,332 |
| LAFAYETTE | 34,307 | 46,273 | 47,724 | 10 | 6,524 | 3 | 4,749 | 10 | 9,986 | 9 | 10,812 | 8 | 1,557 | 6 | 1,162 | 5 | 783 | 35 | 4,929 | 3 | 1,207 |
| LANGLADE | 105,989 | 173,129 | 176,854 | 9 | 12,881 | 4 | 12,061 | 16 | 37,061 | 11 | 43,834 | 19 | 25,333 | 12 | 6,165 | 5 | 1,709 | 46 | 13,442 | 4 | 3,969 |
| Antigo | 90,288 | 145,776 | 149,011 | 6 | 6,981 | 4 | 11,752 | 13 | 36,810 | 7 | 23,344 | 15 | 25,161 | 11 | 6,123 | 4 | 926 | 25 | 9,293 | 4 | 3,906 |
| LINCOLN | 87,341 | 152,879 | 156,241 | 12 | 10,300 | 8 | 7,350 | 17 | 49,001 | 10 | 13,876 | 19 | 14,636 | 14 | 4,210 | 11 | 4,529 | 62 | 17,383 | 8 | 5,508 |
| Merrill | 47,881 | 82,719 | 84,824 | 6 | 5,443 | 6 | 3,884 | 11 | 25,892 | 5 | 7,332 | 11 | 6,429 | 8 | 3,108 | 7 | 3,116 | 19 | 8,707 | 5 | 3,995 |
| MANITOWOC | 287,121 | 433,268 | 441,657 | 28 | 28,637 | 16 | 78,271 | 52 | 85,537 | 35 | 92,531 | 52 | 35,079 | 39 | 10,495 | 30 | 18,650 | 168 | 43,852 | 11 | 11,756 |
| Manitowoc | 190,307 | 284,918 | 290,647 | 14 | 14,079 | 11 | 67,187 | 27 | 52,953 | 17 | 45,089 | 26 | 21,662 | 32 | 7,416 | 19 | 9,688 | 95 | 24,819 | 6 | 8,119 |
| Two Rivers | 50,449 | 75,486 | 77,461 | 3 | 2,946 | 2 | 7,322 | 8 | 20,012 | 12 | 13,075 | 12 | 10,942 | 5 | 2,548 | 6 | 3,086 | 33 | 8,717 | 3 | 1,209 |
| MARATHON | 453,278 | 723,900 | 737,498 | 45 | 66,832 | 15 | 107,178 | 59 | 142,251 | 50 | 170,185 | 60 | 50,901 | 57 | 33,253 | 39 | 35,700 | 181 | 58,951 | 17 | 10,873 |
| Wausau | 276,940 | 420,556 | 428,717 | 16 | 31,446 | 10 | 78,209 | 24 | 83,993 | 22 | 74,891 | 30 | 32,950 | 42 | 28,036 | 19 | 14,467 | 89 | 32,007 | 13 | 7,935 |
| MARINETTE | 156,768 | 260,449 | 265,740 | 22 | 21,925 | 8 | 26,804 | 32 | 57,494 | 15 | 51,071 | 28 | 17,633 | 21 | 12,815 | 14 | 8,384 | 96 | 26,351 | 7 | 8,038 |
| Marinette | 90,226 | 142,708 | 145,888 | 9 | 10,212 | 3 | 23,752 | 11 | 26,778 | 7 | 23,787 | 10 | 12,287 | 17 | 11,926 | 6 | 4,467 | 37 | 9,771 | 4 | 5,413 |
| MARQUETTE | 22,732 | 42,218 | 43,597 | 7 | 4,584 | 3 | 664 | 11 | 11,527 | 4 | 7,963 | 5 | 3,756 | 2 | 390 | 2 | 715 | 44 | 9,227 | 3 | 1,102 |
| MILWAUKEE | 4,540,875 | 6,599,916 | 6,718,846 | 200 | 238,703 | 80 | 930,535 | 522 | 1,300,630 | 228 | 1,279,658 | 431 | 414,654 | 470 | 315,331 | 393 | 404,531 | 1,750 | 795,522 | 209 | 216,845 |
| Milwaukee | 2,481,860 | 3,518,435 | 3,582,127 | 104 | 113,262 | 42 | 394,431 | 348 | 799,379 | 126 | 424,484 | 254 | 231,039 | 273 | 160,125 | 229 | 187,910 | 1,193 | 494,550 | 123 | 131,073 |
| MONROE | 133,5[illegible] | 206,547 | 210,871 | 25 | 22,854 | 7 | 14,539 | 20 | 42,406 | 13 | 35,935 | 34 | 29,820 | 17 | 5,667 | 12 | 4,916 | 85 | 27,747 | 7 | 5,847 |
| OCONTO | 68,370 | 124,284 | 127,134 | 14 | 17,965 | 7 | 3,049 | 27 | 27,392 | 12 | 27,739 | 15 | 15,460 | 3 | 1,135 | 5 | 1,767 | 63 | 13,831 | 4 | 2,719 |
| ONEIDA | 180,038 | 297,629 | 303,586 | 22 | 30,822 | 11 | 26,669 | 24 | 64,632 | 27 | 71,205 | 28 | 17,459 | 24 | 14,461 | 19 | 9,411 | 99 | 34,111 | 10 | 5,622 |
| Rhinelander | 87,757 | 127,240 | 130,143 | 7 | 5,828 | 7 | 19,210 | 4 | 14,843 | 12 | 32,200 | 16 | 11,746 | 15 | 10,067 | 10 | 3,773 | 37 | 13,221 | 6 | 3,013 |
| OUTAGAMIE | 634,770 | 1,038,594 | 1,057,833 | 51 | 77,824 | 22 | 187,297 | 67 | 183,165 | 64 | 273,796 | 62 | 56,395 | 77 | 37,181 | 62 | 69,728 | 228 | 97,422 | 18 | 17,473 |
| Appleton | 288,883 | 465,391 | 474,355 | 13 | 32,188 | 11 | 77,466 | 33 | 75,757 | 21 | 113,241 | 29 | 36,014 | 55 | 26,694 | 44 | 28,839 | 108 | 43,141 | 10 | 10,496 |
| OZAUKEE | 269,938 | 452,437 | 461,169 | 20 | 30,895 | 5 | 42,434 | 38 | 93,636 | 28 | 158,034 | 41 | 32,913 | 22 | 9,319 | 29 | 15,872 | 109 | 40,332 | 14 | 14,674 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| PEPIN | 23,186 | 36,904 | 38,188 | 6 | 6,592 | 1 | 3,802 | 5 | 6,548 | 4 | 9,996 | 3 | 1,057 | 3 | 1,024 | 6 | 1,714 | 18 | 5,453 | 4 | 964 |
| PIERCE | 93,158 | 161,297 | 164,810 | 21 | 12,572 | 2 | 16,406 | 30 | 33,790 | 17 | 37,032 | 24 | 17,422 | 7 | 2,824 | 12 | 6,675 | 83 | 25,807 | 10 | 7,932 |
| POLK | 111,928 | 199,724 | 203,926 | 24 | 21,121 | 6 | 4,660 | 27 | 44,413 | 19 | 39,054 | 28 | 17,748 | 13 | 4,219 | 10 | 5,686 | 83 | 25,373 | 9 | 7,645 |
| PORTAGE | 243,124 | 427,000 | 435,276 | 28 | 31,462 | 8 | 42,336 | 29 | 76,077 | 19 | 77,805 | 26 | 18,973 | 29 | 23,410 | 22 | 18,533 | 110 | 51,688 | 9 | 9,437 |
| Stevens Point | 201,390 | 342,025 | 348,778 | 14 | 9,515 | 5 | 37,706 | 20 | 68,235 | 14 | 51,064 | 17 | 14,040 | 27 | 22,103 | 13 | 7,500 | 83 | 40,176 | 7 | 8,911 |
| PRICE | 52,952 | 100,873 | 103,303 | 15 | 10,412 | 4 | 2,982 | 15 | 29,676 | 10 | 19,422 | 13 | 7,954 | 12 | 2,752 | 5 | 2,758 | 31 | 7,811 | 4 | 3,261 |
| RACINE | 736,356 | 1,099,516 | 1,119,848 | 44 | 65,606 | 23 | 141,111 | 121 | 241,770 | 74 | 245,763 | 83 | 75,773 | 90 | 47,044 | 77 | 56,289 | 309 | 112,561 | 32 | 33,468 |
| Racine | 422,165 | 594,189 | 605,462 | 22 | 20,469 | 14 | 103,475 | 80 | 165,788 | 30 | 53,324 | 43 | 45,196 | 69 | 36,982 | 49 | 27,369 | 174 | 53,414 | 18 | 24,542 |
| RICHLAND | 61,965 | 90,123 | 92,361 | 12 | 9,166 | 3 | 3,703 | 17 | 21,617 | 11 | 26,147 | 9 | 5,176 | 9 | 5,004 | 7 | 2,730 | 29 | 6,441 | 4 | 2,675 |
| ROCK | 623,390 | 1,004,987 | 1,023,524 | 39 | 52,271 | 22 | 101,894 | 85 | 206,836 | 46 | 183,207 | 82 | 88,024 | 93 | 41,148 | 53 | 39,794 | 257 | 103,610 | 32 | 29,873 |
| Beloit | 220,919 | 344,056 | 350,845 | 10 | 11,334 | 7 | 31,221 | 27 | 76,606 | 14 | 49,947 | 29 | 43,319 | 27 | 12,974 | 18 | 6,747 | 86 | 32,245 | 11 | 11,384 |
| Janesville | 328,786 | 542,083 | 552,422 | 17 | 16,130 | 12 | 67,192 | 36 | 108,791 | 22 | 79,560 | 35 | 36,605 | 52 | 26,167 | 29 | 20,882 | 103 | 54,116 | 14 | 14,011 |
| RUSK | 44,247 | 75,625 | 77,603 | 11 | 16,813 | 3 | 3,644 | 8 | 16,489 | 4 | 9,539 | 14 | 7,778 | 8 | 2,832 | 6 | 1,335 | 22 | 3,902 | 2 | 1,961 |
| ST. CROIX | 150,143 | 283,529 | 289,233 | 18 | 20,214 | 11 | 21,313 | 22 | 50,645 | 18 | 82,307 | 33 | 35,434 | 15 | 5,397 | 16 | 5,566 | 82 | 30,309 | 8 | 9,423 |
| SAUK | 196,977 | 332,188 | 338,765 | 32 | 37,409 | 9 | 16,928 | 45 | 103,400 | 22 | 48,223 | 36 | 19,314 | 22 | 12,918 | 16 | 10,626 | 122 | 44,210 | 15 | 11,081 |
| Baraboo | 64,369 | 104,829 | 107,330 | 12 | 11,730 | 3 | 5,974 | 10 | 33,852 | 10 | 11,806 | 10 | 8,540 | 12 | 6,680 | 7 | 4,876 | 28 | 8,806 | 4 | 2,835 |
| SAWYER | 55,389 | 101,773 | 104,219 | 12 | 14,863 | 4 | 1,722 | 16 | 25,642 | 4 | 14,125 | 10 | 11,034 | 6 | 1,863 | 4 | 1,850 | 47 | 10,479 | 4 | 2,636 |
| SHEBOYGAN | 385,038 | 619,457 | 631,183 | 33 | 50,911 | 14 | 102,034 | 58 | 136,327 | 37 | 134,151 | 49 | 38,929 | 38 | 16,855 | 34 | 23,550 | 185 | 62,832 | 16 | 19,567 |
| Sheboygan | 262,418 | 416,184 | 424,266 | 12 | 15,352 | 8 | 82,153 | 30 | 103,312 | 20 | 65,285 | 29 | 29,141 | 33 | 14,245 | 16 | 13,524 | 117 | 40,773 | 12 | 15,786 |
| TAYLOR | 45,890 | 85,524 | 87,679 | 9 | 7,403 | 2 | 8,726 | 16 | 14,625 | 9 | 26,900 | 8 | 8,286 | 8 | 2,363 | 4 | 4,498 | 29 | 6,548 | 4 | 2,550 |
| TREMPEALEAU | 87,500 | 157,070 | 160,508 | 20 | 17,992 | 10 | 3,659 | 31 | 32,487 | 17 | 49,735 | 18 | 11,399 | 8 | 1,223 | 4 | 3,959 | 68 | 16,157 | 6 | 2,243 |
| VERNON | 63,337 | 94,131 | 96,440 | 15 | 8,117 | 4 | 1,276 | 26 | 28,014 | 10 | 12,312 | 16 | 8,906 | 15 | 5,896 | 12 | 5,282 | 40 | 9,807 | 4 | 3,407 |
| VILAS | 81,167 | 148,255 | 151,535 | 17 | 12,543 | 6 | 3,675 | 27 | 46,184 | 14 | 21,069 | 21 | 10,969 | 10 | 3,381 | 7 | 1,591 | 80 | 18,487 | 7 | 3,495 |
| WALWORTH | 313,589 | 544,786 | 555,174 | 30 | 39,251 | 15 | 21,265 | 46 | 121,685 | 34 | 127,167 | 58 | 40,594 | 3 | 17,670 | 23 | 10,524 | 193 | 90,075 | 14 | 14,090 |
| WASHBURN | 54,792 | 93,104 | 95,395 | 6 | 9,266 | 3 | 2,260 | 17 | 28,013 | 8 | 17,919 | 10 | 6,451 | 4 | 851 | 5 | 2,151 | 59 | 11,502 | 2 | 2,412 |
| WASHINGTON | 291,099 | 496,325 | 505,844 | 27 | 41,616 | 11 | 50,354 | 41 | 124,284 | 22 | 75,821 | 39 | 36,998 | 29 | 19,951 | 42 | 25,380 | 144 | 54,722 | 16 | 15,170 |
| West Bend | 149,424 | 268,641 | 274,079 | 9 | 3,567 | 6 | 26,530 | 16 | 43,334 | 11 | 21,324 | 16 | 13,596 | 19 | 8,105 | 25 | 7,478 | 52 | 12,574 | 8 | 5,937 |
| WAUKESHA | 1,381,345 | 2,318,365 | 2,360,545 | 104 | 131,193 | 31 | 304,368 | 134 | 503,573 | 82 | 706,651 | 153 | 161,506 | 110 | 76,808 | 103 | 86,076 | 391 | 192,037 | 50 | 59,665 |
| Waukesha | 335,282 | 584,772 | 595,876 | 18 | 23,353 | 8 | 66,347 | 24 | 119,066 | 23 | 182,558 | 32 | 45,609 | 22 | 12,259 | 26 | 13,185 | 99 | 43,124 | 13 | 14,545 |
| WAUPACA | 166,229 | 280,033 | 285,675 | 25 | 16,749 | 14 | 27,371 | 37 | 61,248 | 35 | 74,772 | 26 | 18,701 | 23 | 8,196 | 17 | 10,893 | 105 | 32,334 | 8 | 6,583 |
| WAUSHARA | 58,949 | 116,685 | 119,399 | 13 | 11,105 | 7 | 5,236 | 14 | 21,563 | 13 | 29,852 | 17 | 11,955 | 4 | 1,200 | 1 | 1,957 | 35 | 7,415 | 2 | 3,018 |
| WINNEBAGO | 565,269 | 927,007 | 944,246 | 35 | 43,706 | 15 | 93,993 | 75 | 174,589 | 51 | 164,539 | 74 | 76,093 | 67 | 49,089 | 62 | 44,132 | 269 | 108,396 | 29 | 23,874 |
| Menasha | 59,255 | 98,249 | 100,632 | 5 | 4,917 | 3 | 9,385 | 9 | 23,387 | 5 | 18,803 | 3 | 6,944 | 2 | 4,636 | 5 | 4,540 | 34 | 8,612 | 3 | 1,802 |
| Neenah | 102,988 | 168,717 | 172,363 | 7 | 8,351 | 2 | 8,289 | 13 | 42,832 | 7 | 25,625 | 18 | 27,003 | 18 | 13,039 | 9 | 5,105 | 48 | 14,512 | 8 | 9,184 |
| Oshkosh | 319,804 | 502,438 | 512,067 | 13 | 15,225 | 7 | 67,846 | 34 | 92,739 | 26 | 60,788 | 35 | 38,779 | 40 | 30,409 | 31 | 17,270 | 137 | 59,449 | 14 | 11,383 |
| WOOD | 409,429 | 703,948 | 717,189 | 41 | 43,868 | 16 | 106,252 | 48 | 124,340 | 46 | 178,891 | 42 | 29,883 | 57 | 36,642 | 36 | 27,027 | 144 | 55,058 | 12 | 11,995 |
| Marshfield | 81,683 | 144,802 | 148,020 | 14 | 11,027 | 6 | 42,828 | 12 | 37,996 | 15 | 0 | 15 | 10,178 | 27 | 14,699 | 12 | 8,896 | 47 | 17,107 | 4 | 5,025 |
| Wisconsin Rapids | 151,102 | 243,038 | 248,017 | 16 | 9,638 | 6 | 36,118 | 21 | 55,669 | 21 | 54,499 | 19 | 18,803 | 27 | 13,828 | 21 | 7,463 | 65 | 18,893 | 6 | 3,395 |
| SHAWANO | 115,580 | 185,521 | 189,469 | 25 | 25,077 | 8 | 16,069 | 35 | 41,871 | 23 | 40,343 | 20 | 11,896 | 12 | 4,836 | 9 | 5,309 | 86 | 19,084 | 8 | 6,165 |

# WYOMING RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS COUNTIES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | NUMBER OF STORES (1982) and 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1982 U.S. Census | E&P 1989 estimate | E&P 1990 estimate | Lumber/Hdwr | | Gen. Mdse. | | Food | | Auto | | Gasoline | | Apparel | | Furniture | | Eat/Drink | | Drugs | |
| **STATE TOTALS**............... | 2,818,525 | 3,604,877 | 3,782,333 | | 339,623 | | 253,035 | | 754,027 | | 839,731 | | 364,155 | | 175,963 | | 151,954 | | 386,476 | | 121,796 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | | | | | | | | | | |
| Casper, WY | 502,022 | 469,088 | 497,500 | | 41,067 | | 44,155 | | 97,705 | | 156,552 | | 25,255 | | 29,196 | | 28,905 | | 43,873 | | 16,891 |
| Cheyenne, WY | 392,658 | 495,982 | 525,308 | | 32,939 | | 56,826 | | 75,482 | | 126,008 | | 45,815 | | 28,903 | | 31,921 | | 50,153 | | 15,395 |
| COUNTIES, Cities | | | | | | | | | | | | | | | | | | | | | |
| ALBANY | 153,847 | 205,424 | 213,154 | 17 | 13,082 | 4 | 6,046 | 16 | 40,709 | 17 | 44,299 | 31 | 25,524 | 21 | 10,272 | 19 | 10,866 | 54 | 28,895 | 6 | 8,658 |
| Laramie | 137,105 | 183,299 | 189,366 | 16 | 5,250 | 4 | 2,427 | 15 | 16,336 | 16 | 17,777 | 27 | 15,128 | 19 | 7,857 | 18 | 6,435 | 49 | 19,945 | 6 | 6,464 |
| BIG HORN | 29,753 | 37,250 | 39,208 | 9 | 2,308 | 6 | 1,494 | 7 | 9,474 | 5 | 5,648 | 11 | 3,235 | 6 | 1,143 | 5 | 2,082 | 23 | 4,459 | 5 | 1,277 |
| CAMPBELL | 187,943 | 260,099 | 271,774 | 17 | 38,520 | 3 | 16,147 | 14 | 60,812 | 15 | 57,412 | 13 | 16,228 | 23 | 12,425 | 17 | 13,483 | 41 | 26,024 | 4 | 12,391 |
| Gillette | 179,158 | 249,468 | 260,584 | 16 | 17,025 | 3 | 11,721 | 13 | 26,879 | 15 | 33,317 | 11 | 7,173 | 22 | 9,508 | 16 | 5,959 | 39 | 11,503 | 4 | 9,275 |
| CARBON | 120,705 | 141,216 | 146,640 | 13 | 8,823 | 6 | 6,543 | 16 | 30,117 | 12 | 23,215 | 34 | 28,957 | 14 | 5,662 | 6 | 2,440 | 41 | 10,889 | 6 | 6,261 |
| Rawlins | 75,084 | 102,468 | 105,855 | 6 | 3,801 | 4 | 2,999 | 8 | 22,276 | 8 | 15,406 | 19 | 17,749 | 10 | 4,807 | 4 | 1,119 | 21 | 6,564 | 3 | 2,870 |
| CONVERSE | 69,702 | 92,162 | 95,007 | 8 | 9,216 | 3 | 2,695 | 11 | 22,183 | 6 | 23,572 | 11 | 11,131 | 7 | 2,392 | 7 | 2,743 | 26 | 10,702 | 3 | 2,296 |
| CROOK | 14,571 | 20,663 | 21,749 | 4 | 1,817 | 3 | 617 | 7 | 3,999 | 1 | 3,518 | 7 | 4,789 | 2 | 527 | 0 | 222 | 13 | 3,348 | 2 | 454 |
| FREMONT | 196,973 | 233,300 | 242,566 | 24 | 26,093 | 10 | 16,619 | 24 | 49,762 | 25 | 60,336 | 28 | 18,143 | 26 | 12,094 | 21 | 8,774 | 69 | 21,340 | 7 | 9,547 |
| Riverton | 111,377 | 135,947 | 140,094 | 12 | 12,944 | 4 | 9,022 | 9 | 31,372 | 16 | 30,258 | 9 | 12,776 | 15 | 8,240 | 14 | 4,852 | 26 | 10,551 | 2 | 5,464 |
| GOSHEN | 47,049 | 71,008 | 73,741 | 9 | 9,175 | 2 | 2,092 | 7 | 18,001 | 6 | 9,718 | 11 | 8,442 | 11 | 3,769 | 3 | 573 | 22 | 6,588 | 3 | 3,096 |
| HOT SPRINGS | 33,091 | 41,646 | 42,836 | 6 | 5,121 | 3 | 896 | 5 | 14,432 | 3 | 6,674 | 6 | 3,408 | 5 | 1,901 | 1 | 440 | 13 | 3,902 | 2 | 891 |
| JOHNSON | 38,987 | 45,978 | 47,395 | 7 | 5,156 | 2 | 1,344 | 5 | 7,640 | 3 | 7,669 | 15 | 8,955 | 4 | 1,604 | 3 | 882 | 20 | 5,353 | 3 | 984 |
| LARAMIE | 392,658 | 495,982 | 525,308 | 30 | 32,939 | 11 | 56,826 | 39 | 75,482 | 35 | 126,008 | 40 | 45,815 | 53 | 28,903 | 40 | 31,921 | 109 | 50,153 | 11 | 15,395 |
| Cheyenne | 345,307 | 430,323 | 456,197 | 26 | 24,080 | 9 | 54,558 | 34 | 72,470 | 29 | 88,475 | 33 | 35,969 | 48 | 28,436 | 39 | 30,647 | 98 | 46,217 | 10 | 15,147 |
| LINCOLN | 66,496 | 151,735 | 157,712 | 7 | 8,352 | 4 | 2,320 | 7 | 32,048 | 9 | 45,905 | 15 | 21,984 | 13 | 5,225 | 2 | 1,620 | 39 | 19,455 | 5 | 4,858 |
| NATRONA | 502,022 | 469,088 | 497,500 | 32 | 41,067 | 11 | 44,155 | 50 | 97,705 | 38 | 156,552 | 48 | 25,255 | 68 | 29,196 | 46 | 28,905 | 105 | 43,873 | 12 | 16,891 |
| Casper | 465,485 | 433,997 | 460,564 | 27 | 26,743 | 9 | 41,570 | 41 | 95,445 | 35 | 147,389 | 40 | 24,721 | 63 | 28,530 | 43 | 22,814 | 86 | 36,259 | 11 | 16,490 |
| NIOBRARA | 17,228 | 23,613 | 24,654 | 1 | 1,451 | 3 | 701 | 2 | 5,958 | 1 | 3,988 | 8 | 5,300 | 3 | 598 | 1 | 253 | 8 | 2,966 | 1 | 513 |
| PARK | 136,292 | 197,738 | 207,934 | 13 | 17,074 | 18 | 26,201 | 13 | 45,657 | 13 | 48,825 | 24 | 14,812 | 25 | 11,311 | 16 | 6,280 | 48 | 16,974 | 6 | 5,013 |
| PLATTE | 40,453 | 52,693 | 55,263 | 6 | 4,339 | 4 | 3,165 | 9 | 14,637 | 8 | 12,191 | 12 | 6,443 | 8 | 1,704 | 2 | 566 | 19 | 4,902 | 2 | 1,149 |
| SHERIDAN | 140,755 | 174,887 | 183,882 | 15 | 15,991 | 5 | 12,784 | 13 | 32,170 | 17 | 46,535 | 16 | 10,592 | 21 | 9,564 | 17 | 10,394 | 48 | 17,924 | 9 | 9,107 |
| Sheridan | 125,295 | 155,349 | 163,316 | 12 | 13,322 | 5 | 12,311 | 8 | 26,800 | 14 | 38,769 | 11 | 10,272 | 19 | 9,276 | 15 | 8,659 | 35 | 15,149 | 8 | 8,833 |
| SUBLETTE | 24,063 | 49,817 | 52,236 | 3 | 3,076 | 1 | 1,483 | 7 | 19,319 | 3 | 8,451 | 10 | 7,779 | 4 | 1,270 | 4 | 1,513 | 17 | 4,982 | 2 | 1,087 |
| SWEETWATER | 249,082 | 313,480 | 329,761 | 21 | 35,294 | 10 | 30,327 | 25 | 74,630 | 22 | 56,397 | 45 | 31,632 | 26 | 13,517 | 18 | 12,913 | 68 | 30,419 | 6 | 9,079 |
| Rock Springs | 184,891 | 230,397 | 242,310 | 13 | 19,319 | 7 | 23,682 | 17 | 53,636 | 16 | 46,888 | 30 | 26,242 | 22 | 10,867 | 15 | 9,119 | 40 | 21,456 | 4 | 6,411 |
| TETON | 114,374 | 218,132 | 229,400 | 6 | 21,527 | 5 | 7,818 | 12 | 36,213 | 6 | 17,360 | 18 | 18,966 | 20 | 12,661 | 11 | 9,179 | 55 | 35,353 | 5 | 7,277 |
| UINTA | 149,226 | 200,293 | 210,623 | 10 | 29,862 | 3 | 5,975 | 16 | 40,335 | 8 | 29,626 | 19 | 41,503 | 10 | 5,138 | 3 | 2,633 | 26 | 31,059 | 3 | 2,852 |
| WASHAKIE | 53,918 | 67,727 | 71,088 | 7 | 6,818 | 3 | 5,572 | 4 | 12,536 | 7 | 28,892 | 4 | 2,080 | 10 | 3,535 | 7 | 2,907 | 16 | 3,862 | 3 | 1,330 |
| Worland | 51,807 | 65,100 | 68,323 | 7 | 5,624 | 3 | 5,541 | 3 | 12,465 | 7 | 23,009 | 3 | 2,069 | 10 | 3,515 | 7 | 2,422 | 9 | 2,952 | 3 | 1,322 |
| WESTON | 39,337 | 40,946 | 42,899 | 5 | 2,521 | 3 | 1,216 | 6 | 10,210 | 5 | 6,940 | 4 | 3,183 | 6 | 1,553 | 3 | 363 | 17 | 3,055 | 4 | 1,390 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# CANADA RETAIL SALES—CENSUS & ESTIMATES

| METRO AREAS PROVINCES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | E&P 1971 estimate | E&P 1989 estimate | E&P 1990 estimate | Gen. Mdse. | Apparel | Furniture | Groceries | Bldg. Matls. | Restaurants | Autos | Gasoline Fuel Oil | Drugs |
| **TOTALS** | 32,681,075 | 188,002,432 | 195,810,942 | 23,490,071 | 10,471,796 | 5,683,041 | 43,542,719 | 1,647,342 | 25,852,301 | 46,357,707 | 13,637,169 | 7,509,381 |
| **METRO AREAS (MSAs/PMSAs/CMSAs)** | | | | | | | | | | | | |
| Calgary | 767,104 | 6,366,331 | 6,760,418 | 1,148,652 | 509,106 | 398,762 | 1,299,660 | 8,147 | 372,210 | 1,648,208 | 288,709 | 227,674 |
| Chicoutimi Jonquiere | 189,542 | 1,010,850 | 1,053,909 | 105,234 | 89,887 | 58,514 | 286,185 | 6,544 | 82,420 | 238,555 | 84,451 | 35,920 |
| Edmonton | 921,464 | 7,322,233 | 7,646,074 | 1,465,391 | 508,342 | 368,358 | 1,381,954 | 19,404 | 359,484 | 1,881,899 | 285,964 | 309,128 |
| Halifax | 400,042 | 2,341,409 | 2,449,551 | 284,844 | 153,799 | 53,708 | 510,083 | 13,856 | 321,449 | 573,021 | 144,628 | 140,728 |
| Hamilton | 797,791 | 3,920,785 | 4,096,774 | 544,211 | 181,668 | 89,539 | 922,045 | 26,892 | 529,672 | 1,035,315 | 261,967 | 161,035 |
| Kitchener | 408,284 | 966,104 | 1,022,619 | 276,147 | 64,601 | 23,064 | 74,671 | 4,280 | 136,426 | 319,535 | 63,650 | 2,616 |
| London | 499,891 | 2,780,060 | 2,936,449 | 375,318 | 141,866 | 57,159 | 594,424 | 13,811 | 476,219 | 716,664 | 187,451 | 113,658 |
| Montreal | 4,127,742 | 24,099,998 | 24,774,068 | 2,275,196 | 1,669,514 | 970,941 | 6,553,403 | 305,906 | 3,208,784 | 5,099,634 | 1,845,026 | 2,093,411 |
| Oshawa | 174,738 | 75,773 | 64,497 | 2,700 | 3,208 | 544 | 14,229 | 923 | 8,279 | 13,778 | 11,359 | 3,561 |
| Ottawa-Hull | 1,008,308 | 4,963,841 | 5,214,226 | 652,129 | 246,495 | 101,049 | 1,142,902 | 40,154 | 949,111 | 1,135,606 | 294,862 | 188,744 |
| Quebec | 822,551 | 6,242,534 | 6,524,471 | 588,270 | 494,731 | 265,876 | 1,589,472 | 71,563 | 775,852 | 1,527,523 | 444,333 | 225,215 |
| Regina | 311,601 | 1,502,691 | 1,580,312 | 209,891 | 69,383 | 32,584 | 292,396 | 11,431 | 154,183 | 266,450 | 42,728 | 56,869 |
| St. Catharenes-Niagra | 499,715 | 617,013 | 641,611 | 172,559 | 66,974 | 9,053 | 128,793 | 6,327 | 18,198 | 164,409 | 31,604 | 1,981 |
| St. John | 160,867 | 754,926 | 777,023 | 111,726 | 41,516 | 14,937 | 184,447 | 2,522 | 91,989 | 184,862 | 51,850 | 24,772 |
| St. John's | 226,104 | 1,372,022 | 1,447,995 | 154,766 | 107,335 | 44,598 | 356,915 | 14,921 | 65,055 | 410,269 | 100,934 | 77,321 |
| Saskatoon | 227,243 | 1,271,184 | 1,362,047 | 229,333 | 105,083 | 29,655 | 263,420 | 6,973 | 211,011 | 244,246 | 43,563 | 67,720 |
| Sudbury | 287,814 | 1,203,109 | 1,224,549 | 124,585 | 65,510 | 25,347 | 287,335 | 6,472 | 180,803 | 319,634 | 73,580 | 39,829 |
| Thunder Bay | 199,335 | 1,022,057 | 1,066,606 | 146,566 | 37,575 | 13,592 | 235,039 | 3,759 | 207,559 | 224,671 | 58,571 | 44,233 |
| Toronto | 4,557,563 | 28,416,632 | 29,092,948 | 3,127,492 | 1,406,180 | 539,932 | 5,485,726 | 158,153 | 5,257,428 | 6,825,808 | 1,574,799 | 1,143,486 |
| Trois-Riveres | 141,796 | 572,810 | 596,498 | 51,765 | 54,604 | 19,137 | 156,374 | 19,774 | 61,267 | 155,220 | 7,827 | 28,431 |
| Vancouver | 1,937,706 | 493,278 | 373,753 | 125,708 | 6,768 | 2,253 | 20,471 | 283 | 13,500 | 125,756 | 52,894 | 14,377 |
| Victoria | 341,157 | 626,858 | 642,808 | 124,988 | 32,431 | 24,534 | 121,475 | 2,238 | 97,418 | 91,390 | 31,995 | 19,839 |
| Windsor | 425,065 | 2,143,273 | 2,217,118 | 277,603 | 117,514 | 57,988 | 447,240 | 11,582 | 353,893 | 561,737 | 130,553 | 89,259 |
| Winnepeg | 851,980 | 4,762,723 | 5,017,142 | 848,775 | 240,499 | 183,244 | 1,315,437 | 17,057 | 516,795 | 896,864 | 387,253 | 164,518 |
| PROVINCES, Cities | | | | | | | | | | | | |
| ALBERTA | 2,675,088 | 19,229,527 | 19,981,611 | 3,332,446 | 1,372,139 | 899,883 | 3,676,654 | 80,015 | 1,270,383 | 5,210,660 | 894,121 | 836,848 |
| Calgary | 767,104 | 6,270,066 | 6,554,320 | 1,113,634 | 493,585 | 386,606 | 1,260,039 | 7,899 | 360,862 | 1,597,961 | 279,907 | 220,733 |
| Edmonton | 921,464 | 7,628,473 | 8,309,769 | 1,592,590 | 552,467 | 400,333 | 1,501,911 | 21,089 | 390,687 | 2,045,252 | 310,785 | 335,962 |
| Fort McMurray | 50,083 | 584,412 | 652,472 | 29,578 | 8,517 | 2,448 | 32,105 | 729 | 52,839 | 24,114 | 3,915 | 7,407 |
| Grande Prairie | 35,678 | 291,633 | 309,886 | 63,356 | 17,321 | 9,977 | 42,958 | 2,268 | 20,590 | 81,992 | 17,171 | 18,774 |
| Lethbridge | 106,513 | 591,309 | 606,090 | 85,775 | 59,257 | 41,436 | 113,566 | 2,316 | 31,135 | 157,272 | 17,845 | 24,621 |
| Medicine Hat | 53,519 | 341,292 | 355,226 | 42,852 | 34,357 | 24,473 | 70,884 | 2,246 | 13,106 | 94,731 | 14,389 | 16,812 |
| Red Deer | 79,426 | 577,781 | 617,680 | 85,012 | 35,935 | 23,943 | 71,862 | 2,961 | 26,099 | 247,270 | 12,042 | 21,967 |
| BRITISH COLUMBIA | 3,743,512 | 21,256,179 | 21,917,455 | 3,076,135 | 898,267 | 595,272 | 4,689,555 | 131,695 | 3,722,223 | 3,846,494 | 1,449,908 | 737,316 |
| Cranbrook | 32,703 | 335,794 | 348,466 | 27,940 | 21,905 | 11,247 | 73,156 | 3,468 | 37,946 | 67,864 | 28,592 | 24,719 |
| Dawson Creek | 29,265 | 282,893 | 289,417 | 31,295 | 10,503 | 3,161 | 62,283 | 6,718 | 44,636 | 88,024 | 19,247 | 10,823 |
| Fort St. John | 24,934 | 257,071 | 281,046 | 42,697 | 9,512 | 4,099 | 42,855 | 6,693 | 57,824 | 71,311 | 15,559 | 14,012 |
| Kamloops | 83,445 | 120,599 | 123,921 | 9,923 | 7,493 | 3,513 | 18,123 | 393 | 41,304 | 21,958 | 5,081 | 2,792 |
| Kelowna | 54,812 | 89,771 | 81,061 | 6,768 | 5,960 | 3,439 | 16,141 | 470 | 11,796 | 14,277 | 4,949 | 5,593 |
| Kimberley | 12,806 | 95,861 | 97,072 | 11,204 | 5,172 | 4,704 | 30,522 | 1,440 | 7,394 | 13,445 | 5,670 | 5,679 |
| Nanaimo | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nelson | 27,970 | 228,033 | 227,959 | 24,901 | 14,873 | 8,597 | 54,107 | 2,357 | 21,605 | 34,871 | 15,440 | 16,587 |
| Penticton | 0 | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Port Alberni | 41,235 | 356,238 | 356,435 | 88,265 | 16,568 | 16,401 | 62,288 | 6,146 | 32,843 | 63,361 | 14,861 | 12,883 |
| Prince George | 108,877 | 861,603 | 890,360 | 152,696 | 32,031 | 33,235 | 136,923 | 2,713 | 118,468 | 233,507 | 42,675 | 14,610 |
| Prince Rupert | 30,273 | 34,551 | 35,497 | 3,717 | 2,675 | 1,019 | 7,950 | 81 | 7,253 | 4,116 | 1,190 | 2,433 |
| Terrace | 15,287 | 147,304 | 150,206 | 33,309 | 6,201 | 1,913 | 32,148 | 2,517 | 27,019 | 27,073 | 5,922 | 6,137 |
| Trail | 28,136 | 203,529 | 201,914 | 33,647 | 11,744 | 5,932 | 39,228 | 1,062 | 16,671 | 49,754 | 11,538 | 10,469 |
| Vancouver | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Vernon | 45,192 | 69,688 | 72,075 | 9,619 | 3,292 | 2,245 | 12,385 | 510 | 8,971 | 18,498 | 3,513 | 4,222 |
| Victoria | 230,645 | 423,459 | 428,078 | 102,573 | 27,002 | 19,828 | 50,897 | 1,028 | 69,283 | 66,714 | 13,080 | 13,248 |

| METRO AREAS PROVINCES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | E&P 1971 estimate | E&P 1989 estimate | E&P 1990 estimate | Gen. Mdse. | Apparel | Furniture | Groceries | Bldg. Matls. | Restaurants | Autos | Gasoline Fuel Oil | Drugs |
| MANITOBA | 1,346,444 | 7,089,075 | 7,414,612 | 1,204,296 | 356,602 | 260,626 | 1,845,343 | 49,890 | 755,177 | 1,490,948 | 628,605 | 247,743 |
| Brandon | 62,765 | 308,569 | 325,851 | 57,193 | 23,938 | 16,007 | 58,250 | 1,580 | 26,019 | 89,458 | 17,621 | 9,518 |
| Dauphin | 20,607 | 109,230 | 113,334 | 19,747 | 8,572 | 3,240 | 19,796 | 308 | 11,013 | 28,770 | 10,655 | 3,020 |
| Flin Flon | 11,883 | 54,902 | 56,741 | 19,904 | 6,291 | 0 | 13,559 | 0 | 7,324 | 0 | 0 | 0 |
| Portage La Prairie | 25,116 | 128,064 | 135,229 | 10,918 | 9,587 | 5,871 | 34,971 | 879 | 15,634 | 30,983 | 12,340 | 3,772 |
| Roblin | 1,133 | 6,710 | 6,982 | 649 | 540 | 74 | 1,566 | 361 | 296 | 2,492 | 770 | 100 |
| Swan River | 13,307 | 71,213 | 74,594 | 18,974 | 4,591 | 1,822 | 10,464 | 616 | 6,300 | 15,931 | 5,256 | 1,783 |
| Thompson | 31,959 | 140,285 | 138,119 | 17,252 | 4,340 | 1,851 | 38,683 | 343 | 20,811 | 24,209 | 11,348 | 5,183 |
| Winnipeg | 553,450 | 2,963,761 | 3,100,608 | 707,885 | 197,790 | 137,362 | 617,990 | 12,792 | 327,173 | 553,236 | 181,998 | 98,077 |
| NEW BRUNSWICK | 851,489 | 4,338,807 | 4,506,242 | 657,355 | 215,110 | 119,192 | 959,879 | 28,129 | 481,730 | 1,066,640 | 418,405 | 185,247 |
| Caraquet | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fredericton | 88,344 | 500,589 | 511,141 | 99,014 | 35,577 | 10,988 | 76,517 | 2,150 | 23,680 | 144,165 | 31,689 | 23,775 |
| Moncton | 110,900 | 664,666 | 681,085 | 125,129 | 47,597 | 20,902 | 132,198 | 805 | 73,445 | 141,622 | 37,156 | 34,332 |
| Saint John | 153,715 | 710,636 | 718,631 | 106,589 | 39,324 | 13,777 | 165,835 | 1,970 | 86,060 | 178,557 | 42,811 | 22,293 |
| NEWFOUNDLAND | 599,435 | 3,266,105 | 3,378,980 | 521,233 | 205,811 | 93,383 | 948,365 | 46,721 | 197,007 | 679,970 | 302,665 | 156,672 |
| Corner Brook | 47,136 | 237,262 | 241,673 | 27,573 | 14,363 | 8,911 | 64,318 | 0 | 14,578 | 57,868 | 25,498 | 9,498 |
| St. John's | 180,111 | 1,058,510 | 1,096,058 | 141,417 | 101,782 | 40,242 | 272,413 | 12,944 | 51,814 | 258,139 | 53,991 | 65,363 |
| NOVA SCOTIA | 1,122,563 | 6,749,096 | 7,004,892 | 901,855 | 331,411 | 159,105 | 1,627,153 | 83,750 | 750,989 | 1,551,973 | 571,107 | 357,682 |
| Amherst | 21,278 | 136,632 | 136,451 | 17,557 | 6,802 | 2,488 | 34,566 | 2,348 | 8,402 | 34,000 | 14,622 | 7,261 |
| Halifax | 246,804 | 1,411,287 | 1,444,727 | 203,568 | 109,134 | 33,269 | 269,439 | 7,587 | 212,210 | 316,095 | 72,028 | 79,045 |
| New Glasgow | 37,133 | 230,733 | 236,763 | 28,301 | 18,551 | 6,130 | 50,609 | 7,141 | 13,658 | 61,656 | 22,934 | 11,413 |
| Sydney | 78,441 | 396,381 | 404,302 | 57,143 | 30,492 | 12,790 | 103,783 | 1,636 | 26,531 | 109,496 | 17,674 | 12,240 |
| Truro | 38,930 | 241,756 | 247,888 | 34,160 | 11,847 | 8,782 | 40,816 | 3,557 | 17,000 | 66,859 | 26,074 | 15,933 |
| ONTARIO | 12,605,695 | 73,883,201 | 77,571,677 | 8,325,288 | 3,620,260 | 1,498,802 | 15,880,004 | 559,735 | 12,727,091 | 20,224,307 | 5,164,563 | 2,952,330 |
| Barrie | 86,035 | 616,092 | 626,713 | 54,747 | 20,363 | 10,782 | 105,011 | 7,078 | 74,721 | 245,763 | 34,751 | 19,335 |
| Belleville | 82,589 | 456,585 | 471,588 | 35,605 | 25,118 | 12,269 | 86,892 | 3,339 | 64,274 | 162,534 | 19,500 | 19,000 |
| Brampton | 108,207 | 942,178 | 1,062,379 | 74,524 | 49,769 | 19,481 | 257,676 | 6,469 | 88,684 | 344,168 | 100,764 | 45,385 |
| Brantford | 101,063 | 603,611 | 638,599 | 52,956 | 43,084 | 18,309 | 154,351 | 3,478 | 81,092 | 184,863 | 32,649 | 21,624 |
| Brockville | 45,876 | 255,527 | 264,924 | 26,447 | 11,581 | 3,951 | 49,484 | 2,408 | 45,605 | 61,122 | 22,779 | 15,605 |
| Cambridge | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chatham | 84,557 | 624,407 | 658,197 | 94,606 | 40,599 | 18,841 | 127,485 | 3,295 | 99,573 | 159,414 | 33,009 | 27,277 |
| Cobourg | 28,696 | 161,458 | 167,208 | 19,973 | 10,421 | 4,410 | 41,973 | 1,956 | 28,913 | 28,840 | 7,351 | 7,706 |
| Cornwall | 85,051 | 371,769 | 385,579 | 45,412 | 19,756 | 8,546 | 85,801 | 1,535 | 56,191 | 97,794 | 21,256 | 11,606 |
| Fort Frances | 22,600 | 113,225 | 115,679 | 6,192 | 6,490 | 2,149 | 23,426 | 1,089 | 22,709 | 29,308 | 7,645 | 6,269 |
| Guelph | 109,148 | 613,215 | 645,760 | 64,188 | 35,325 | 12,474 | 153,695 | 2,531 | 72,301 | 185,694 | 36,947 | 26,549 |
| Hamilton | 538,778 | 2,599,404 | 2,679,959 | 417,631 | 125,136 | 71,336 | 552,475 | 16,829 | 347,685 | 646,719 | 155,875 | 151,454 |
| Ingersoll | 17,080 | 100,572 | 105,376 | 2,630 | 1,804 | 1,581 | 13,954 | 604 | 27,843 | 38,114 | 8,065 | 4,050 |
| Kenora | 42,273 | 220,662 | 223,771 | 5,871 | 6,121 | 1,224 | 24,084 | 1,097 | 133,428 | 21,472 | 9,927 | 7,717 |
| Kingson | 117,595 | 573,715 | 583,615 | 59,616 | 43,525 | 15,836 | 125,431 | 2,574 | 96,579 | 123,125 | 35,418 | 25,068 |
| Kirkland Lake | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Kitchner | 226,542 | 619,464 | 653,207 | 160,813 | 36,196 | 13,478 | 82,362 | 2,500 | 69,328 | 183,562 | 31,802 | 14,389 |
| Lindsay | 33,695 | 1,609,598 | 1,688,601 | 38,520 | 27,411 | 12,898 | 126,055 | 7,396 | 57,638 | 175,189 | 47,880 | 34,218 |
| London | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Niagra Falls | 124,831 | 597,233 | 623,439 | 37,873 | 22,213 | 10,311 | 110,378 | 2,274 | 214,073 | 115,087 | 32,437 | 29,601 |
| North Bay | 94,969 | 549,637 | 568,557 | 72,160 | 23,388 | 12,213 | 113,737 | 4,201 | 95,817 | 149,183 | 38,451 | 10,151 |
| Orillia | 49,837 | 276,846 | 285,323 | 30,431 | 11,709 | 5,593 | 61,457 | 3,818 | 40,703 | 65,407 | 19,917 | 17,392 |
| Oshawa | 155,171 | 810,113 | 862,585 | 159,414 | 41,925 | 19,512 | 178,230 | 9,390 | 103,500 | 202,845 | 38,654 | 37,222 |
| Ottawa | 636,858 | 3,136,748 | 3,221,981 | 419,088 | 194,323 | 67,259 | 566,737 | 11,131 | 622,482 | 784,204 | 133,921 | 122,420 |
| Owen Sound | 41,949 | 246,368 | 256,795 | 20,413 | 17,614 | 6,334 | 60,498 | 3,804 | 23,983 | 70,399 | 18,215 | 13,350 |
| Pembroke | 41,324 | 197,314 | 200,762 | 26,638 | 14,919 | 3,903 | 43,946 | 2,000 | 18,542 | 50,639 | 11,814 | 10,657 |
| Peterborough | 129,559 | 637,840 | 665,093 | 80,484 | 35,121 | 17,497 | 140,258 | 3,264 | 75,702 | 198,457 | 26,224 | 21,937 |
| Port Colborne | 29,724 | 151,967 | 154,423 | 13,650 | 7,509 | 2,463 | 42,938 | 1,095 | 23,360 | 36,294 | 9,254 | 6,710 |
| Port Hope | 15,290 | 91,336 | 95,291 | 3,892 | 4,623 | 819 | 21,440 | 1,330 | 11,933 | 19,858 | 17,117 | 5,366 |
| St. Catharines | 213,400 | 1,686,466 | 1,751,661 | 265,233 | 123,443 | 33,472 | 375,774 | 9,707 | 203,436 | 453,353 | 100,100 | 57,633 |
| St. Thoma | 53,409 | 317,644 | 332,706 | 24,080 | 16,657 | 5,677 | 66,145 | 2,316 | 32,895 | 109,835 | 30,632 | 16,687 |
| Sarnia | 89,857 | 514,380 | 519,115 | 53,679 | 29,250 | 15,250 | 105,478 | 2,953 | 64,382 | 167,191 | 27,149 | 17,147 |
| Saulte Ste. Marie | 131,344 | 1,173,721 | 1,224,355 | 173,044 | 61,147 | 23,741 | 285,058 | 9,620 | 169,704 | 289,786 | 70,414 | 28,025 |
| Simcoe | 34,744 | 204,671 | 212,828 | 16,411 | 17,711 | 5,348 | 44,902 | 2,545 | 16,034 | 61,128 | 13,154 | 13,374 |
| Sioux Lookout | 8,205 | 41,359 | 37,092 | 6,315 | 628 | 419 | 7,213 | 378 | 11,200 | 4,295 | 1,989 | 1,751 |
| Stratford | 51,328 | 298,641 | 311,749 | 36,145 | 13,956 | 4,716 | 64,420 | 1,838 | 43,213 | 83,065 | 19,667 | 16,805 |
| Sudbury | 222,365 | 923,080 | 939,237 | 117,559 | 57,695 | 20,054 | 196,632 | 4,087 | 126,607 | 262,406 | 45,635 | 30,605 |
| Thunder Bay | 189,897 | 917,479 | 953,856 | 144,445 | 37,230 | 13,438 | 228,452 | 3,725 | 114,847 | 222,177 | 53,559 | 43,187 |
| Timmins | 53,155 | 362,853 | 379,583 | 36,927 | 27,836 | 8,514 | 105,263 | 3,021 | 69,362 | 65,063 | 14,701 | 19,035 |
| Toronto | 1,534,094 | 9,466,811 | 9,649,188 | 1,337,309 | 664,690 | 221,804 | 1,686,430 | 54,748 | 2,388,218 | 1,626,433 | 285,872 | 456,238 |

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

# CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

| METRO AREAS PROVINCES Cities | TOTAL RETAIL SALES (THOUSANDS) | | | 1990 ESTIMATE OF SALES (THOUSANDS) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | E&P 1971 estimate | E&P 1989 estimate | E&P 1990 estimate | Gen Mdse | Apparel | Furniture | Groceries | Bldg Matls | Restaurants | Autos | Gasoline Fuel Oil | Drugs |
| Waterloo | 61,547 | 446,977 | 471,422 | 64,678 | 17,480 | 8,421 | 108,696 | 2,116 | 52,390 | 126,586 | 23,433 | 25,400 |
| Welland | 74,311 | 416,258 | 432,726 | 29,831 | 23,578 | 11,779 | 94,564 | 1,338 | 53,708 | 139,498 | 28,888 | 18,608 |
| Whitby | 58,815 | 374,898 | 414,876 | 57,574 | 7,684 | 2,933 | 78,411 | 3,573 | 39,222 | 153,158 | 36,339 | 13,518 |
| Windsor | 365,351 | 1,798,122 | 1,851,182 | 266,596 | 111,454 | 51,935 | 384,745 | 7,753 | 300,279 | 412,484 | 103,745 | 73,127 |
| Woodstock | 59,709 | 336,184 | 347,845 | 31,615 | 14,213 | 6,366 | 62,623 | 1,584 | 67,297 | 113,853 | 17,249 | 7,583 |
| PRINCE EDWARD ISLAND | 146,763 | 784,693 | 813,569 | 171,696 | 40,052 | 6,426 | 143,265 | 5,716 | 92,842 | 197,008 | 58,473 | 29,127 |
| Charlottetown | 53,162 | 283,606 | 282,432 | 69,186 | 23,818 | 3,101 | 46,026 | 817 | 36,054 | 55,460 | 9,368 | 10,845 |
| Summerside | 23,916 | 113,062 | 113,161 | 29,268 | 8,482 | 1,141 | 20,266 | 2,236 | 4,191 | 30,566 | 7,443 | 2,826 |
| QUEBEC | 8,324,718 | 44,216,549 | 45,606,595 | 3,985,998 | 4,186,660 | 1,883,456 | 11,983,947 | 544,559 | 5,023,470 | 10,565,956 | 3,829,459 | 1,686,184 |
| Chicoutimi | 77,551 | 423,971 | 439,239 | 33,715 | 53,935 | 17,714 | 91,852 | 1,982 | 27,944 | 148,154 | 23,881 | 14,091 |
| Granby | 56,978 | 236,568 | 244,124 | 25,139 | 21,381 | 11,411 | 62,439 | 1,708 | 22,520 | 68,404 | 10,305 | 7,460 |
| Montreal | 2,085,284 | 11,662,198 | 11,606,406 | 1,188,145 | 952,679 | 542,842 | 2,820,971 | 146,371 | 1,877,126 | 1,852,810 | 682,696 | 602,420 |
| Quebec | 429,267 | 3,111,762 | 3,114,439 | 303,933 | 278,062 | 119,235 | 737,967 | 15,494 | 365,849 | 758,068 | 135,263 | 117,644 |
| Rouyn | 39,614 | 199,462 | 202,723 | 18,214 | 22,628 | 7,898 | 41,111 | 632 | 14,554 | 69,787 | 17,188 | 3,381 |
| Sherbrooke | 141,507 | 579,771 | 587,503 | 36,959 | 62,696 | 26,642 | 134,737 | 3,940 | 50,904 | 155,830 | 46,169 | 22,424 |
| Trois Rivieres | 91,434 | 358,551 | 362,992 | 37,269 | 41,575 | 13,645 | 87,030 | 6,488 | 38,890 | 81,924 | 19,094 | 14,944 |
| SASKATCHEWAN | 1,187,559 | 6,476,190 | 6,710,336 | 1,158,556 | 360,947 | 130,955 | 1,537,136 | 97,806 | 768,914 | 1,450,237 | 265,401 | 298,981 |
| Lloydminster | 10,463 | 70,454 | 77,056 | 13,823 | 3,308 | 1,123 | 18,866 | 2,939 | 5,914 | 21,215 | 3,574 | 1,851 |
| Moose Jaw | 55,213 | 301,627 | 311,856 | 60,038 | 16,315 | 8,797 | 71,083 | 5,130 | 31,813 | 66,398 | 7,921 | 10,322 |
| Prince Albert | 52,596 | 266,680 | 278,297 | 37,445 | 18,011 | 8,226 | 65,723 | 1,103 | 24,896 | 73,380 | 8,480 | 10,511 |
| Regina | 239,519 | 1,195,719 | 1,249,824 | 207,655 | 68,644 | 32,229 | 289,281 | 11,310 | 137,238 | 263,611 | 41,409 | 54,239 |
| Saskatoon | 222,243 | 1,196,294 | 1,268,102 | 224,342 | 102,796 | 29,010 | 257,688 | 6,821 | 142,114 | 238,931 | 42,615 | 66,246 |
| YUKON NW TERRITORIES | 77,809 | 552,832 | 577,592 | 179,341 | 6,787 | 4,865 | 126,497 | 13,124 | 70,122 | 57,316 | 17,720 | 9,720 |

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## IN 1988 INDUSTRIAL SALES

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# $117,594,884,000

## ESTIMATED 1990 RETAIL SALES

*Figures courtesy of E&P 1990 Market Guide*

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**MAINE**

Bangor Daily News (M)
Maine Weekend
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

**NEW HAMPSHIRE**

Concord Monitor (E)
Union Leader (M)
Nashua Telegraph (E&S)
New Hampshire Sunday News (S)

**MASSACHUSETTS**

Boston Globe (M&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Sun (Lowell) (E&S)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Standard Times (New Bedford) (E&S)
The Patriot Ledger (Quincy) (E)
Salem Evening News (E)
Union-News (Springfield) (AD)
Republican (Springfield) (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Telegram & Gazette (Worcester) (ME&S)

**CONNECTICUT**

The Advocate (Stamford) (AD&S)
The Bridgeport Post (E)
Bridgeport Telegram (M)
Bridgeport Post-Telegram (S)
The Day (New London) (M&S)
Greenwich Time (AD&S)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M&S)
Middletown Press (E)
New Britain Herald (E)
New Haven Register (M&S)
Waterbury American (E)
Waterbury Republican (M&S)

**VERMONT**

The Times-Argus (Barre-Montpelier) (E&S)
The Burlington Free Press (M&S)
Rutland Herald (M&S)

**RHODE ISLAND**

The Newport Daily News (E)
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)

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# SCRIPPS LEAGUE OFFERS THE FINEST

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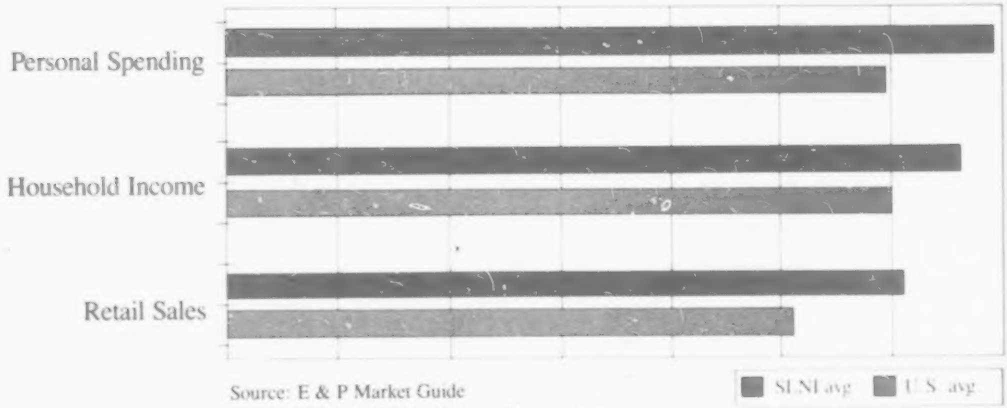

Source: E & P Market Guide
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**ARIZONA**
Flagstaff *Arizona Daily Sun*
*Extra!*

**CALIFORNIA**
Banning *The Record-Gazette*
*Pass Area This Week*
Hanford *The Hanford Sentinel*
*Kings County News*
Napa *The Napa Register*
*Napa County Review*
Novato *Novato Advance*
*North Marin Shopping News*
Petaluma *Argus-Courier*
Rohnert Park *Rohnert Park-Cotati Clarion*
Santa Maria *Santa Maria Times*
*Central Coast This Week*
Santa Paula *Santa Paula Chronicle*
Taft *Daily Midway Driller*
*Westside Shopping News*

**CONNECTICUT**
Manchester *Manchester Herald*

**FLORIDA**
Crestview *Okaloosa News Journal*
*Spotlight*
Niceville Valparaiso *Bayou Times*

**HAWAII**
Honolulu *Waikiki Beach Press*
Honolulu *Japanese Beach Press*
Honolulu *Kauai Beach Press*
Honolulu *Maui Beach Press*
Kauai *The Garden Island*
*Garden Island Extra!*

**ILLINOIS**
DeKalb *The Daily Chronicle*
*DeKalb Chronicle Weekly*

**KENTUCKY**
Georgetown *Georgetown News & Times*
Hazard *The Hazard Herald Voice*

**MASSACHUSETTS**
Haverhill *The Haverhill Gazette*

**MISSOURI**
Flat River *The Daily Journal*

**MONTANA**
Hamilton *Ravalli Republic*
*PostScript*
*Bitterroot Valley Real Estate Directory*

**OREGON**
Coos Bay *The World*
*South Coast Week*
*Business Review*
*Student*

**OREGON (contd.)**
Oregon City *The Enterprise Courier*
The Dalles *The Dalles Chronicle*

**UTAH**
Provo *The Daily Herald*
*The Herald Magazine*

**VERMONT**
Newport *The Newport Daily Express*

**WISCONSIN**
Rhinelander *The Daily News*
*North Wood Ad-Pak*
*Fun Country*

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